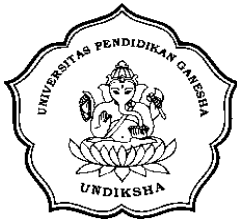


# LAMPIRAN



## Lampiran 01. Kuesioner Penelitian



UNIVERSITAS PENDIDIKAN GANESHA  
 FAKULTAS EKONOMI  
 JURUSAN MANAJEMEN  
 Jalan Udayana No. 11, Singaraja, Telepon. (0362) 26830  
 Email : [jurusanmanajemen.undiksha@gmail.com](mailto:jurusanmanajemen.undiksha@gmail.com)

Kepada

Yth. Bapak/Ibu, Saudara/i Konsumen Milo Activ-Go UHT di PT Graha Artha Persada.

Di tempat

Hal : Pengisian Kuisisioner

Dengan Hormat,

Bapak/Ibu, Saudara/i Konsumen Milo Activ-Go UHT di PT Graha Artha Persada, sehubungan dengan penelitian yang saya lakukan untuk menyelesaikan studi di Universitas Pendidikan Ganesha, saya mohon dengan hormat kesediaannya meluangkan waktu untuk mengisi kuisisioner ini secara sukarela. Kuisisioner ini bertujuan memperoleh data yang digunakan untuk mengetahui **“Peran Citra Merek Memediasi Pengaruh Kualitas Produk terhadap Keputusan Pembelian Milo Activ-Go UHT di PT Graha Artha Persada”**. Data yang diperoleh hanya akan digunakan untuk tujuan akademik dan akan dipergunakan secara konfidensial. Diharapkan agar Bapak/Ibu, Saudara/i berkenan untuk menjawab seluruh pernyataan yang ada dengan jujur. Atas kerjasama dan partisipasi yang diberikan saya ucapkan terimakasih.

Hormat Saya,

NurulAnisa

NIM. 1717041047

## KUESIONER PENELITIAN

### “Peran Citra Merek Memediasi Pengaruh Kualitas Produk terhadap Keputusan Pembelian Milo Activ-Go UHT di PT Graha Artha Persada”

#### Petunjuk Pengisian

1. Pernyataan di bawah ini hanya semata-mata untuk data penelitian dalam rangka menyusun TAS (Tugas Akhir Skripsi).
2. Isilah data pribadi anda terlebih dahulu.
3. Bacalah dengan teliti setiap pernyataan dan jawablah yang paling sesuai dengan keadaan dan pendapat anda.
4. Berilah tanda centang (√) pada pilihan jawaban yang anda kehendaki pada kolom yang telah tersedia.

#### Keterangan

Keterangan	Arti	Angka
SS	Sangat Setuju	5
S	Setuju	4
N	Netral	3
TS	Tidak Setuju	2
STS	Sangat Tidak Setuju	1

#### Identitas Responden

Nama :

Jenis Kelamin :

Usia :

Pernah melakukan pembelian Milo Activ-Go UHT minimal dua kali di PT

Graha Artha Persada

Pernah

Tidak Pernah

**Butir Pernyataan**

**A. Kualitas Produk**

No	Pernyataan	SS	S	N	TS	STS
1.	Milo Activ-Go UHT memiliki rasa yang enak.					
2.	Milo Activ-Go UHT memiliki desain kemasan yang menarik.					
3.	Kemasan Milo Activ-Go UHT sangat bagus dan aman.					
4.	Milo Activ-Go UHT sesuai dengan uji laboratorium dan telah memenuhi standar kesehatan.					
5.	Milo Activ-Go UHT merupakan produk minuman berkualitas.					

**B. Citra Merek**

No	Pernyataan	SS	S	N	TS	STS
1.	PT Graha Artha Persada memiliki citra yang baik di kalangan masyarakat.					
2.	Konsumen yang mengonsumsi Milo Activ-Go UHT memiliki kondisi gizi yang baik.					
3.	Milo Activ-Go UHT baik dikonsumsi sehari-hari oleh konsumen disegala usia.					

### C. Keputusan Pembelian

No	Pernyataan	SS	S	N	TS	STS
1.	Saya sangat yakin ketika melakukan pembelian Milo Activ-Go UHT.					
2.	Saya melakukan pembelian Milo Activ-Go UHT.					
3.	Saya merekomendasikan ke orang lain untuk membeli Milo Activ-Go UHT.					
4.	Saya akan selalu membeli Milo Activ-Go UHT.					



### Lampiran 02. Hasil Data Gambaran Umum Responden

No	Nama	Jenis Kelamin	Usia
1.	Gede Sudiatna	Laki-laki	49
2.	Ita Rofiqah	Perempuan	29
3.	Dwi Ariawan	Laki-laki	22
4.	Putu Bisma	Laki-laki	20
5.	Fahmi	Laki-laki	22
6.	Putu Bagas	Laki-laki	20
7.	Farhan	Laki-laki	20
8.	Khairunnisa	Perempuan	22
9.	Resita	Perempuan	30
10.	Lindayanti	Perempuan	46
11.	Rohman	Laki-laki	21
12.	Adit	Laki-laki	22
13.	Suci	Perempuan	23
14.	Luh Nurapini	Perempuan	25
15.	Nunuk Nazriah	Perempuan	25
16.	Made Lely Kusuma	Perempuan	21
17.	Putra Yasa	Laki-laki	30
18.	Erna	Perempuan	23
19.	Risfa	Perempuan	25
20.	Agus	Laki-laki	23
21.	Kadek Krisna	Laki-laki	20
22.	Komala	Perempuan	22
23.	Riyanto	Laki-laki	27
24.	Ilma	Perempuan	40
25.	Nyoman Sayang	Perempuan	36
26.	Dayu Krisna	Perempuan	35
27.	Adri Halim	Laki-laki	31
28.	Lidya Lappy	Perempuan	33
29.	Putu Ayu	Perempuan	38
30.	Putu Juli	Laki-laki	38
31.	Homsiah	Perempuan	42
32.	Kadek Adi Prasetya	Laki-laki	31
33.	Rediasa	Laki-laki	34
34.	Ketut Mertedana	Laki-laki	53
35.	Made Tirtayasa	Laki-laki	48
36.	Rita	Perempuan	32
37.	Hadi	Laki-laki	47
38.	Mira	Perempuan	44
39.	Luh Suwalini	Perempuan	36
40.	Satya	Laki-laki	33
41.	Ketut Parmini	Perempuan	45
42.	Desak Made Resi	Perempuan	37
43.	Lysti	Perempuan	32
44.	Irma	Perempuan	33



45.	Ida Ayu Mas Suadnyani	Perempuan	31
46.	Trysha	Perempuan	31
47.	Chelsia Lappy	Perempuan	20
48.	Mega Juniawan	Laki-laki	51
49.	Desy	Perempuan	34
50.	Dea	Perempuan	33
51.	Handoko	Laki-Laki	54
52.	Risma Oktavia	Perempuan	35
53.	Rina Minatama	Perempuan	40
54.	Eva Puspitasari	Perempuan	44
55.	Dewa Andi Pradana	Laki-laki	35
56.	Halifah	Perempuan	59
57.	Aditya Sukrawan	Laki-laki	36
58.	Nazifa	Perempuan	31
59.	Fitri Handayani	Perempuan	47
60.	Siti Masita	Perempuan	56
61.	Maliawan	Laki-laki	52
62.	Anna	Perempuan	51
63.	Kadek Yudiani	Perempuan	42
64.	Eka	Laki-laki	35
65.	Nadia	Perempuan	33
66.	Farid	Laki-laki	41
67.	Taufiqurrahman	Laki-laki	54
68.	Ersi	Perempuan	37
69.	Anggareni	Perempuan	34
70.	Mashudi	Laki-laki	55
71.	Hanisa	Perempuan	43
72.	Rosi Pratiwi	Perempuan	33
73.	Sukartyah	Perempuan	47
74.	Budiawan	Laki-laki	53
75.	Halimah	Perempuan	52
76.	Rahel	Perempuan	41
77.	Tantri	Perempuan	44
78.	Komang Sutana	Laki-laki	35
79.	Joko Sunaryono	Laki-laki	42
80.	Made Anggreni	Perempuan	47

### Lampiran 03. Uji Reliabilitas dan Validitas Variabel Kualitas Produk

#### A. Data Ordinal Kualitas Produk

<b>NO</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>X1</b>
1	3	3	3	3	4	16
2	4	3	4	4	4	19
3	2	3	3	3	2	13
4	2	2	2	3	3	12
5	3	4	3	4	3	17
6	4	4	2	4	4	18
7	3	4	3	3	4	17
8	3	4	3	3	4	17
9	3	2	2	3	3	13
10	3	3	3	2	3	14
11	3	3	4	4	4	18
12	4	3	4	4	4	19
13	2	3	3	3	2	13
14	2	2	2	3	3	12
15	3	4	3	4	3	17
16	4	4	2	4	4	18
17	3	4	3	3	4	17
18	3	4	3	3	4	17
19	3	2	2	3	3	13
20	3	3	3	2	3	14
21	2	3	3	3	2	13
22	2	2	2	3	3	12
23	3	4	3	4	3	17
24	4	4	2	4	4	18
25	3	4	3	3	4	17
26	3	4	3	3	4	17
27	3	2	2	3	3	13
28	3	3	3	2	3	14
29	2	3	3	3	2	13
30	2	2	2	3	3	12



## B. Data Transformasi Interval Kualitas Produk

Col	Category	Freq	Prop	Cum	Density	Z	Scale
1,000	2,000	8,000	0,267	0,267	0,329	-0,623	1,000
	3,000	17,000	0,567	0,833	0,250	0,967	2,371
	4,000	5,000	0,167	1,000	0,000	8,161	3,731
2,000	2,000	7,000	0,233	0,233	0,306	-0,728	1,000
	3,000	11,000	0,367	0,600	0,386	0,253	2,093
	4,000	12,000	0,400	1,000	0,000		3,278
3,000	2,000	10,000	0,333	0,333	0,364	-0,431	1,000
	3,000	17,000	0,567	0,900	0,175	1,282	2,423
	4,000	3,000	0,100	1,000	0,000	8,161	3,846
4,000	2,000	3,000	0,100	0,100	0,175	-1,282	1,000
	3,000	18,000	0,600	0,700	0,348	0,524	2,468
	4,000	9,000	0,300	1,000	0,000		3,914
5,000	2,000	4,000	0,133	0,133	0,215	-1,111	1,000
	3,000	13,000	0,433	0,567	0,393	0,168	2,204
	4,000	13,000	0,433	1,000	0,000		3,522

## C. Data Interval Kualitas Produk

NO	1	2	3	4	5	X1
1	2,371	2,093	2,423	2,468	3,522	12,877
2	3,731	2,093	3,846	3,914	3,522	17,106
3	1,000	2,093	2,423	2,468	1,000	8,984
4	1,000	1,000	1,000	2,468	2,204	7,672
5	2,371	3,278	2,423	3,914	2,204	14,189
6	3,731	3,278	1,000	3,914	3,522	15,445
7	2,371	3,278	2,423	2,468	3,522	14,062
8	2,371	3,278	2,423	2,468	3,522	14,062
9	2,371	1,000	1,000	2,468	2,204	9,043
10	2,371	2,093	2,423	1,000	2,204	10,090
11	2,371	2,093	3,846	3,914	3,522	15,746
12	3,731	2,093	3,846	3,914	3,522	17,106
13	1,000	2,093	2,423	2,468	1,000	8,984
14	1,000	1,000	1,000	2,468	2,204	7,672
15	2,371	3,278	2,423	3,914	2,204	14,189
16	3,731	3,278	1,000	3,914	3,522	15,445
17	2,371	3,278	2,423	2,468	3,522	14,062
18	2,371	3,278	2,423	2,468	3,522	14,062
19	2,371	1,000	1,000	2,468	2,204	9,043
20	2,371	2,093	2,423	1,000	2,204	10,090
21	1,000	2,093	2,423	2,468	1,000	8,984
22	1,000	1,000	1,000	2,468	2,204	7,672
23	2,371	3,278	2,423	3,914	2,204	14,189
24	3,731	3,278	1,000	3,914	3,522	15,445
25	2,371	3,278	2,423	2,468	3,522	14,062
26	2,371	3,278	2,423	2,468	3,522	14,062
27	2,371	1,000	1,000	2,468	2,204	9,043
28	2,371	2,093	2,423	1,000	2,204	10,090
29	1,000	2,093	2,423	2,468	1,000	8,984
30	1,000	1,000	1,000	2,468	2,204	7,672

## D. Hasil Uji Validitas Kualitas Produk

## Correlations

	X1.1	X1.2	X1.3	X1.4	X1.5	X1	
X1.1	Pearson Correlation	1	,494**	,191	,478**	,735**	,821**
	Sig. (2-tailed)		,006	,311	,008	,000	,000
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	,494**	1	,360	,357	,465**	,783**
	Sig. (2-tailed)	,006		,051	,053	,010	,000
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	,191	,360	1	,126	,165	,510**
	Sig. (2-tailed)	,311	,051		,506	,384	,004
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	,478**	,357	,126	1	,338	,633**
	Sig. (2-tailed)	,008	,053	,506		,068	,000
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	,735**	,465**	,165	,338	1	,774**
	Sig. (2-tailed)	,000	,010	,384	,068		,000
	N	30	30	30	30	30	30
X1	Pearson Correlation	,821**	,783**	,510**	,633**	,774**	1
	Sig. (2-tailed)	,000	,000	,004	,000	,000	
	N	30	30	30	30	30	30

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

## E. Data Genap Ganjil

NO	Item Ganjil			Total
	1	3	5	
1	2,371	2,423	3,522	8,316
2	3,731	3,846	3,522	11,099
3	1,000	2,423	1,000	4,423
4	1,000	1,000	2,204	4,204
5	2,371	2,423	2,204	6,998
6	3,731	1,000	3,522	8,253
7	2,371	2,423	3,522	8,316
8	2,371	2,423	3,522	8,316
9	2,371	1,000	2,204	5,575
10	2,371	2,423	2,204	6,998
11	2,371	3,846	3,522	9,739
12	3,731	3,846	3,522	11,099
13	1,000	2,423	1,000	4,423
14	1,000	1,000	2,204	4,204
15	2,371	2,423	2,204	6,998
16	3,731	1,000	3,522	8,253
17	2,371	2,423	3,522	8,316
18	2,371	2,423	3,522	8,316
19	2,371	1,000	2,204	5,575
20	2,371	2,423	2,204	6,998
21	1,000	2,423	1,000	4,423
22	1,000	1,000	2,204	4,204
23	2,371	2,423	2,204	6,998
24	3,731	1,000	3,522	8,253
25	2,371	2,423	3,522	8,316
26	2,371	2,423	3,522	8,316
27	2,371	1,000	2,204	5,575
28	2,371	2,423	2,204	6,998
29	1,000	2,423	1,000	4,423
30	1,000	1,000	2,204	4,204

## F. Data Genap Ganjil

NO	Item Genap		Total
	2	4	
1	2,093	2,468	4,561
2	2,093	3,914	6,007
3	2,093	2,468	4,561
4	1,000	2,468	3,468
5	3,278	3,914	7,192
6	3,278	3,914	7,192
7	3,278	2,468	5,746
8	3,278	2,468	5,746
9	1,000	2,468	3,468
10	2,093	1,000	3,093
11	2,093	3,914	6,007
12	2,093	3,914	6,007
13	2,093	2,468	4,561
14	1,000	2,468	3,468
15	3,278	3,914	7,192
16	3,278	3,914	7,192
17	3,278	2,468	5,746
18	3,278	2,468	5,746
19	1,000	2,468	3,468
20	2,093	1,000	3,093
21	2,093	2,468	4,561
22	1,000	2,468	3,468
23	3,278	3,914	7,192
24	3,278	3,914	7,192
25	3,278	2,468	5,746
26	3,278	2,468	5,746
27	1,000	2,468	3,468
28	2,093	1,000	3,093
29	2,093	2,468	4,561
30	1,000	2,468	3,468

## G. Uji Reliabilitas Variabel Kualitas Produk

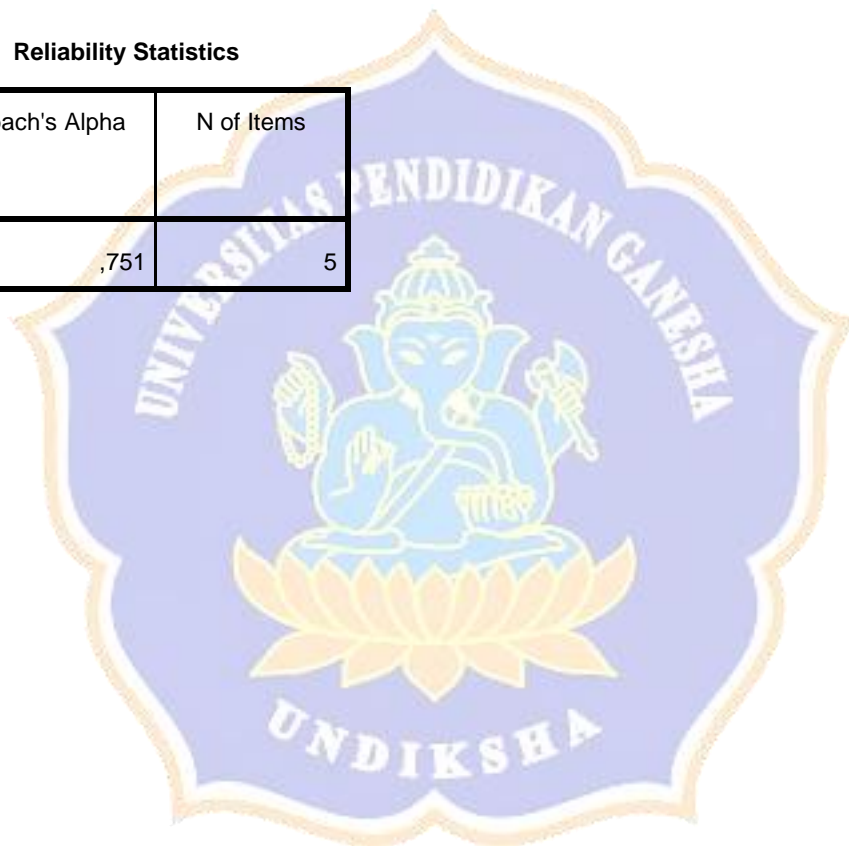
**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,751	5





### Lampiran 04. Uji Reliabilitas dan Validitas Variabel Citra Merek

#### A. Data Oridinal Citra Merek

<b>NO</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>X2</b>
1	3	3	3	9
2	4	3	4	11
3	2	3	3	8
4	2	2	2	6
5	3	4	3	10
6	4	4	2	10
7	3	4	3	10
8	3	4	3	10
9	3	2	2	7
10	3	3	3	9
11	3	3	4	10
12	4	3	4	11
13	2	3	3	8
14	2	2	2	6
15	3	4	3	10
16	4	4	2	10
17	3	4	3	10
18	3	4	3	10
19	3	2	2	7
20	3	3	3	9
21	2	3	3	8
22	2	2	2	6
23	3	4	3	10
24	4	4	2	10
25	3	4	3	10
26	3	4	3	10
27	3	2	2	7
28	3	3	3	9
29	2	3	3	8
30	2	2	2	6

## B. Data Transformasi Interval Citra Merek

Col	Category	Freq	Prop	Cum	Density	Z	Scale
1,000	2,000	8,000	0,267	0,267	0,329	-0,623	1,000
	3,000	17,000	0,567	0,833	0,250	0,967	2,371
	4,000	5,000	0,167	1,000	0,000	8,161	3,731
2,000	2,000	7,000	0,233	0,233	0,306	-0,728	1,000
	3,000	11,000	0,367	0,600	0,386	0,253	2,093
	4,000	12,000	0,400	1,000	0,000		3,278
3,000	2,000	10,000	0,333	0,333	0,364	-0,431	1,000
	3,000	17,000	0,567	0,900	0,175	1,282	2,423
	4,000	3,000	0,100	1,000	0,000	8,161	3,846

## C. Data Interval Citra Merek

NO	1	2	3	Total
1	2,371	2,093	2,423	6,887
2	3,731	2,093	3,846	9,670
3	1,000	2,093	2,423	5,516
4	1,000	1,000	1,000	3,000
5	2,371	3,278	2,423	8,072
6	3,731	3,278	1,000	8,009
7	2,371	3,278	2,423	8,072
8	2,371	3,278	2,423	8,072
9	2,371	1,000	1,000	4,371
10	2,371	2,093	2,423	6,887
11	2,371	2,093	3,846	8,310
12	3,731	2,093	3,846	9,670
13	1,000	2,093	2,423	5,516
14	1,000	1,000	1,000	3,000
15	2,371	3,278	2,423	8,072
16	3,731	3,278	1,000	8,009
17	2,371	3,278	2,423	8,072
18	2,371	3,278	2,423	8,072
19	2,371	1,000	1,000	4,371
20	2,371	2,093	2,423	6,887
21	1,000	2,093	2,423	5,516
22	1,000	1,000	1,000	3,000
23	2,371	3,278	2,423	8,072
24	3,731	3,278	1,000	8,009
25	2,371	3,278	2,423	8,072
26	2,371	3,278	2,423	8,072
27	2,371	1,000	1,000	4,371
28	2,371	2,093	2,423	6,887
29	1,000	2,093	2,423	5,516
30	1,000	1,000	1,000	3,000

## D. Hasil Uji Validitas Citra Merek

**Correlations**

		X2.1	X2.2	X2.3	X2
X2.1	Pearson Correlation	1	,494**	,191	,743**
	Sig. (2-tailed)		,006	,311	,000
	N	30	30	30	30
X2.2	Pearson Correlation	,494**	1	,360	,852**
	Sig. (2-tailed)	,006		,051	,000
	N	30	30	30	30
X2.3	Pearson Correlation	,191	,360	1	,658**
	Sig. (2-tailed)	,311	,051		,000
	N	30	30	30	30
X2	Pearson Correlation	,743**	,852**	,658**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

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

## E. Uji Reliabilitas Variabel Citra Merek

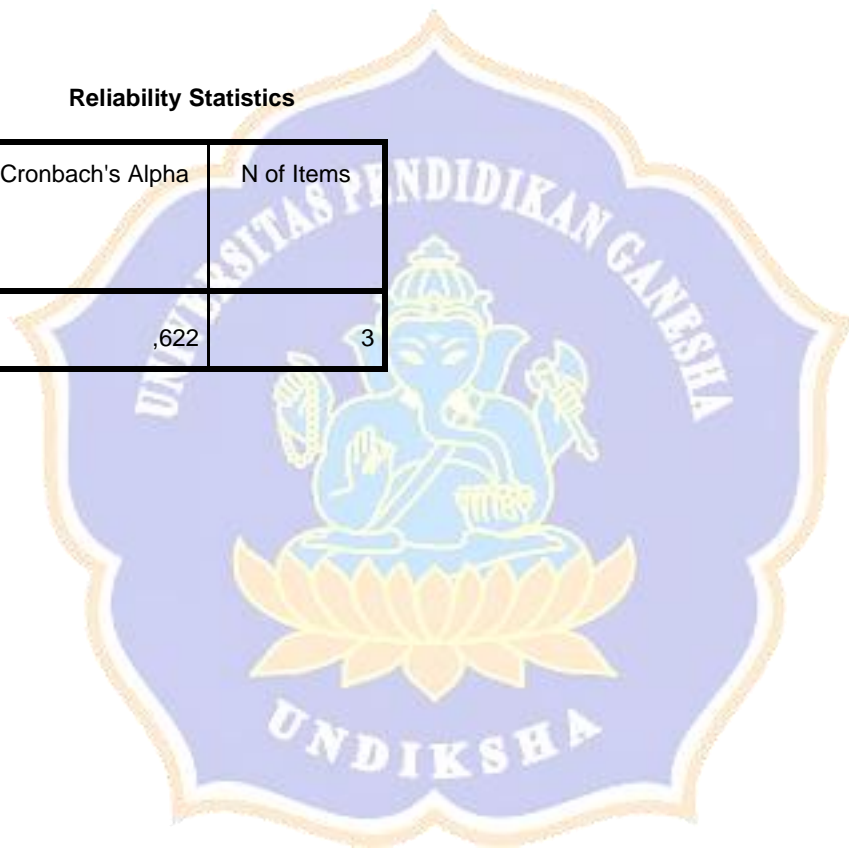
**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,622	3



## F. Data Genap Ganjil

NO	Item Ganjil		Total
	1	3	
1	2,371	2,423	4,794
2	3,731	3,846	7,577
3	1,000	2,423	3,423
4	1,000	1,000	2,000
5	2,371	2,423	4,794
6	3,731	1,000	4,731
7	2,371	2,423	4,794
8	2,371	2,423	4,794
9	2,371	1,000	3,371
10	2,371	2,423	4,794
11	2,371	3,846	6,217
12	3,731	3,846	7,577
13	1,000	2,423	3,423
14	1,000	1,000	2,000
15	2,371	2,423	4,794
16	3,731	1,000	4,731
17	2,371	2,423	4,794
18	2,371	2,423	4,794
19	2,371	1,000	3,371
20	2,371	2,423	4,794
21	1,000	2,423	3,423
22	1,000	1,000	2,000
23	2,371	2,423	4,794
24	3,731	1,000	4,731
25	2,371	2,423	4,794
26	2,371	2,423	4,794
27	2,371	1,000	3,371
28	2,371	2,423	4,794
29	1,000	2,423	3,423
30	1,000	1,000	2,000



## G. Data Genap Ganjil

NO	Item Genap	Total
	2	
1	2,093	2,093
2	2,093	2,093
3	2,093	2,093
4	1,000	1,000
5	3,278	3,278
6	3,278	3,278
7	3,278	3,278
8	3,278	3,278
9	1,000	1,000
10	2,093	2,093
11	2,093	2,093
12	2,093	2,093
13	2,093	2,093
14	1,000	1,000
15	3,278	3,278
16	3,278	3,278
17	3,278	3,278
18	3,278	3,278
19	1,000	1,000
20	2,093	2,093
21	2,093	2,093
22	1,000	1,000
23	3,278	3,278
24	3,278	3,278
25	3,278	3,278
26	3,278	3,278
27	1,000	1,000
28	2,093	2,093
29	2,093	2,093
30	1,000	1,000

### Lampiran 05. Uji Reliabilitas dan Validitas Variabel Keputusan Pembelian

#### A. Data Ordinal Keputusan Pembelian

NO	1	2	3	4	Y
1	3	3	3	3	12
2	4	3	4	4	15
3	2	3	3	3	11
4	2	2	2	3	9
5	3	4	3	4	14
6	4	4	2	4	14
7	3	4	3	3	13
8	3	4	3	3	13
9	3	2	2	3	10
10	3	3	3	2	11
11	3	3	4	4	14
12	4	3	4	4	15
13	2	3	3	3	11
14	2	2	2	3	9
15	3	4	3	4	14
16	4	4	2	4	14
17	3	4	3	3	13
18	3	4	3	3	13
19	3	2	2	3	10
20	3	3	3	2	11
21	2	3	3	3	11
22	2	2	2	3	9
23	3	4	3	4	14
24	4	4	2	4	14
25	3	4	3	3	13
26	3	4	3	3	13
27	3	2	2	3	10
28	3	3	3	2	11
29	2	3	3	3	11
30	2	2	2	3	9

## B. Data Transformasi Interval Keputusan Pembelian

Col	Category	Freq	Prop	Cum	Density	Z	Scale
1,000	2,000	8,000	0,267	0,267	0,329	-0,623	1,000
	3,000	17,000	0,567	0,833	0,250	0,967	2,371
	4,000	5,000	0,167	1,000	0,000	8,161	3,731
2,000	2,000	7,000	0,233	0,233	0,306	-0,728	1,000
	3,000	11,000	0,367	0,600	0,386	0,253	2,093
	4,000	12,000	0,400	1,000	0,000		3,278
3,000	2,000	10,000	0,333	0,333	0,364	-0,431	1,000
	3,000	17,000	0,567	0,900	0,175	1,282	2,423
	4,000	3,000	0,100	1,000	0,000	8,161	3,846
4,000	2,000	3,000	0,100	0,100	0,175	-1,282	1,000
	3,000	18,000	0,600	0,700	0,348	0,524	2,468
	4,000	9,000	0,300	1,000	0,000		3,914

## C. Data Interval Keputusan Pembelian

NO	1	2	3	4	Total
1	2,371	2,093	2,423	2,468	9,355
2	3,731	2,093	3,846	3,914	13,584
3	1,000	2,093	2,423	2,468	7,984
4	1,000	1,000	1,000	2,468	5,468
5	2,371	3,278	2,423	3,914	11,986
6	3,731	3,278	1,000	3,914	11,923
7	2,371	3,278	2,423	2,468	10,540
8	2,371	3,278	2,423	2,468	10,540
9	2,371	1,000	1,000	2,468	6,839
10	2,371	2,093	2,423	1,000	7,887
11	2,371	2,093	3,846	3,914	12,224
12	3,731	2,093	3,846	3,914	13,584
13	1,000	2,093	2,423	2,468	7,984
14	1,000	1,000	1,000	2,468	5,468
15	2,371	3,278	2,423	3,914	11,986
16	3,731	3,278	1,000	3,914	11,923
17	2,371	3,278	2,423	2,468	10,540
18	2,371	3,278	2,423	2,468	10,540
19	2,371	1,000	1,000	2,468	6,839
20	2,371	2,093	2,423	1,000	7,887
21	1,000	2,093	2,423	2,468	7,984
22	1,000	1,000	1,000	2,468	5,468
23	2,371	3,278	2,423	3,914	11,986
24	3,731	3,278	1,000	3,914	11,923
25	2,371	3,278	2,423	2,468	10,540
26	2,371	3,278	2,423	2,468	10,540
27	2,371	1,000	1,000	2,468	6,839
28	2,371	2,093	2,423	1,000	7,887
29	1,000	2,093	2,423	2,468	7,984
30	1,000	1,000	1,000	2,468	5,468

## D. Hasil Uji Validitas Keputusan Pembelian

**Correlations**

		Y.1	Y.2	Y.3	Y.4	Y
Y.1	Pearson Correlation	1	,494**	,191	,478**	,762**
	Sig. (2-tailed)		,006	,311	,008	,000
	N	30	30	30	30	30
Y.2	Pearson Correlation	,494**	1	,360	,357	,813**
	Sig. (2-tailed)	,006		,051	,053	,000
	N	30	30	30	30	30
Y.3	Pearson Correlation	,191	,360	1	,126	,580**
	Sig. (2-tailed)	,311	,051		,506	,001
	N	30	30	30	30	30
Y.4	Pearson Correlation	,478**	,357	,126	1	,671**
	Sig. (2-tailed)	,008	,053	,506		,000
	N	30	30	30	30	30
Y	Pearson Correlation	,762**	,813**	,580**	,671**	1
	Sig. (2-tailed)	,000	,000	,001	,000	
	N	30	30	30	30	30

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

## E. Uji Reliabilitas Variabel Keputusan Pembelian

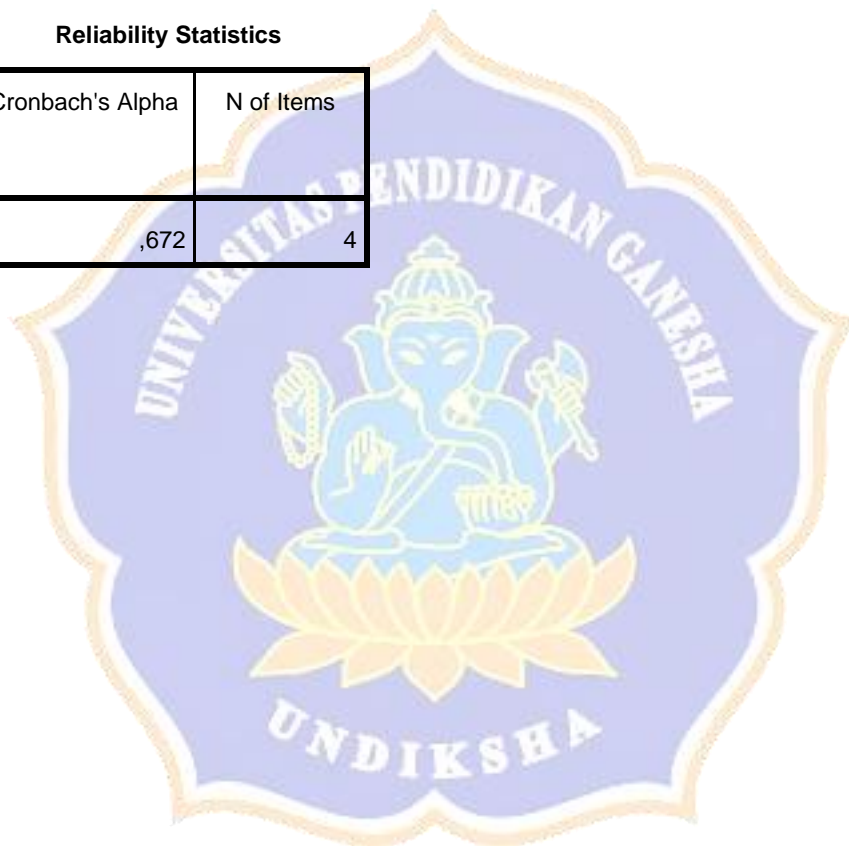
**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,672	4





## F. Data Genap Ganjil

NO	Item Ganjil		Total
	1	3	
1	2,371	2,423	4,794
2	3,731	3,846	7,577
3	1,000	2,423	3,423
4	1,000	1,000	2,000
5	2,371	2,423	4,794
6	3,731	1,000	4,731
7	2,371	2,423	4,794
8	2,371	2,423	4,794
9	2,371	1,000	3,371
10	2,371	2,423	4,794
11	2,371	3,846	6,217
12	3,731	3,846	7,577
13	1,000	2,423	3,423
14	1,000	1,000	2,000
15	2,371	2,423	4,794
16	3,731	1,000	4,731
17	2,371	2,423	4,794
18	2,371	2,423	4,794
19	2,371	1,000	3,371
20	2,371	2,423	4,794
21	1,000	2,423	3,423
22	1,000	1,000	2,000
23	2,371	2,423	4,794
24	3,731	1,000	4,731
25	2,371	2,423	4,794
26	2,371	2,423	4,794
27	2,371	1,000	3,371
28	2,371	2,423	4,794
29	1,000	2,423	3,423
30	1,000	1,000	2,000

## G. Data Genap Ganjil

NO	Item Genap		Total
	2	4	
1	2,093	2,468	4,561
2	2,093	3,914	6,007
3	2,093	2,468	4,561
4	1,000	2,468	3,468
5	3,278	3,914	7,192
6	3,278	3,914	7,192
7	3,278	2,468	5,746
8	3,278	2,468	5,746
9	1,000	2,468	3,468
10	2,093	1,000	3,093
11	2,093	3,914	6,007
12	2,093	3,914	6,007
13	2,093	2,468	4,561
14	1,000	2,468	3,468
15	3,278	3,914	7,192
16	3,278	3,914	7,192
17	3,278	2,468	5,746
18	3,278	2,468	5,746
19	1,000	2,468	3,468
20	2,093	1,000	3,093
21	2,093	2,468	4,561
22	1,000	2,468	3,468
23	3,278	3,914	7,192
24	3,278	3,914	7,192
25	3,278	2,468	5,746
26	3,278	2,468	5,746
27	1,000	2,468	3,468
28	2,093	1,000	3,093
29	2,093	2,468	4,561
30	1,000	2,468	3,468

## Lampiran 06. Hasil Kuesioner Analisis Jalur Variabel Kualitas Produk

### A. Data Ordinal Kualitas Produk

NO	Item X1					Total
	1	2	3	4	5	
1	3	3	3	3	4	16
2	4	3	4	4	4	19
3	2	3	3	3	2	13
4	2	2	2	3	3	12
5	3	4	3	4	3	17
6	4	4	2	4	4	18
7	3	4	3	3	4	17
8	3	4	3	3	4	17
9	3	2	2	3	3	13
10	3	3	3	2	3	14
11	3	3	4	4	4	18
12	4	3	4	4	4	19
13	2	3	3	3	2	13
14	2	2	2	3	3	12
15	3	4	3	4	3	17
16	4	4	2	4	4	18
17	3	4	3	3	4	17
18	3	4	3	3	4	17
19	3	2	2	3	3	13
20	3	3	3	2	3	14
21	2	3	3	3	2	13
22	2	2	2	3	3	12
23	3	4	3	4	3	17
24	4	4	2	4	4	18
25	3	4	3	3	4	17
26	3	4	3	3	4	17
27	3	2	2	3	3	13
28	3	3	3	2	3	14
29	2	3	3	3	2	13
30	2	2	2	3	3	12
31	3	4	3	4	3	17
32	4	4	2	4	4	18
33	3	4	3	3	4	17
34	3	4	3	3	4	17
35	3	2	2	3	3	13
36	3	3	3	2	3	14
37	2	3	3	3	2	13
38	2	2	2	3	3	12
39	3	4	3	4	3	17
40	4	4	2	4	4	18

41	3	4	3	3	4	17
42	3	4	3	3	4	17
43	3	2	2	3	3	13
44	3	3	3	2	3	14
45	3	4	3	3	4	17
46	3	2	2	3	3	13
47	3	3	3	2	3	14
48	2	3	3	3	2	13
49	2	2	2	3	3	12
50	3	4	3	4	3	17
51	2	2	2	3	3	12
52	3	4	3	4	3	17
53	4	5	5	4	4	22
54	3	4	3	3	4	17
55	3	4	3	3	4	17
56	5	4	4	4	3	20
57	3	3	3	2	3	14
58	2	3	3	3	2	13
59	2	3	3	3	2	13
60	2	2	2	3	3	12
61	3	4	3	4	3	17
62	2	2	2	3	3	12
63	3	4	3	4	3	17
64	4	4	2	4	4	18
65	2	2	2	3	3	12
66	3	4	3	4	3	17
67	4	4	4	4	4	20
68	3	4	3	3	4	17
69	3	4	3	3	4	17
70	5	4	5	5	4	23
71	3	3	4	4	4	18
72	4	3	4	4	4	19
73	2	3	3	3	2	13
74	2	2	2	3	3	12
75	3	4	3	4	3	17
76	4	4	2	4	4	18
77	3	4	3	3	4	17
78	3	4	3	3	4	17
79	3	2	2	3	3	13
80	3	3	3	2	3	14

## B. Data Transformasi Interval Kualitas Produk

Col	Category	Freq	Prop	Cum	Density	Z	Scale
1,000	2,000	20,000	0,250	0,250	0,318	-0,674	1,000
	3,000	46,000	0,575	0,825	0,258	0,935	2,375
	4,000	12,000	0,150	0,975	0,058	1,960	3,600
	5,000	2,000	0,025	1,000	0,000		4,609
2,000	2,000	18,000	0,225	0,225	0,300	-0,755	1,000
	3,000	23,000	0,288	0,513	0,399	0,031	1,989
	4,000	38,000	0,475	0,988	0,032	2,241	3,104
	5,000	1,000	0,013	1,000	0,000	8,161	4,922
3,000	2,000	25,000	0,313	0,313	0,354	-0,489	1,000
	3,000	46,000	0,575	0,888	0,191	1,213	2,416
	4,000	7,000	0,088	0,975	0,058	1,960	3,649
	5,000	2,000	0,025	1,000	0,000		4,471
4,000	2,000	8,000	0,100	0,100	0,175	-1,282	1,000
	3,000	45,000	0,563	0,663	0,365	0,419	2,417
	4,000	26,000	0,325	0,988	0,032	2,241	3,780
	5,000	1,000	0,013	1,000	0,000		5,344
5,000	2,000	9,000	0,113	0,113	0,191	-1,213	1,000
	3,000	38,000	0,475	0,588	0,389	0,221	2,281
	4,000	33,000	0,413	1,000	0,000		3,642

## C. Data Interval Kualitas Produk

NO	Item X1					Total
	1	2	3	4	5	
1	2,375	1,989	2,416	2,417	3,642	12,841
2	3,600	1,989	3,649	3,780	3,642	16,660
3	1,000	1,989	2,416	2,417	1,000	8,823
4	1,000	1,000	1,000	2,417	2,281	7,699
5	2,375	3,104	2,416	3,780	2,281	13,957
6	3,600	3,104	1,000	3,780	3,642	15,126
7	2,375	3,104	2,416	2,417	3,642	13,956
8	2,375	3,104	2,416	2,417	3,642	13,956
9	2,375	1,000	1,000	2,417	2,281	9,074
10	2,375	1,989	2,416	1,000	2,281	10,062
11	2,375	1,989	3,649	3,780	3,642	15,435
12	3,600	1,989	3,649	3,780	3,642	16,660
13	1,000	1,989	2,416	2,417	1,000	8,823
14	1,000	1,000	1,000	2,417	2,281	7,699
15	2,375	3,104	2,416	3,780	2,281	13,957
16	3,600	3,104	1,000	3,780	3,642	15,126
17	2,375	3,104	2,416	2,417	3,642	13,956
18	2,375	3,104	2,416	2,417	3,642	13,956
19	2,375	1,000	1,000	2,417	2,281	9,074
20	2,375	1,989	2,416	1,000	2,281	10,062
21	1,000	1,989	2,416	2,417	1,000	8,823
22	1,000	1,000	1,000	2,417	2,281	7,699
23	2,375	3,104	2,416	3,780	2,281	13,957
24	3,600	3,104	1,000	3,780	3,642	15,126
25	2,375	3,104	2,416	2,417	3,642	13,956
26	2,375	3,104	2,416	2,417	3,642	13,956
27	2,375	1,000	1,000	2,417	2,281	9,074
28	2,375	1,989	2,416	1,000	2,281	10,062
29	1,000	1,989	2,416	2,417	1,000	8,823
30	1,000	1,000	1,000	2,417	2,281	7,699
31	2,375	3,104	2,416	3,780	2,281	13,957
32	3,600	3,104	1,000	3,780	3,642	15,126
33	2,375	3,104	2,416	2,417	3,642	13,956
34	2,375	3,104	2,416	2,417	3,642	13,956
35	2,375	1,000	1,000	2,417	2,281	9,074
36	2,375	1,989	2,416	1,000	2,281	10,062
37	1,000	1,989	2,416	2,417	1,000	8,823
38	1,000	1,000	1,000	2,417	2,281	7,699
39	2,375	3,104	2,416	3,780	2,281	13,957
40	3,600	3,104	1,000	3,780	3,642	15,126
41	2,375	3,104	2,416	2,417	3,642	13,956
42	2,375	3,104	2,416	2,417	3,642	13,956
43	2,375	1,000	1,000	2,417	2,281	9,074



44	2,375	1,989	2,416	1,000	2,281	10,062
45	2,375	3,104	2,416	2,417	3,642	13,956
46	2,375	1,000	1,000	2,417	2,281	9,074
47	2,375	1,989	2,416	1,000	2,281	10,062
48	1,000	1,989	2,416	2,417	1,000	8,823
49	1,000	1,000	1,000	2,417	2,281	7,699
50	2,375	3,104	2,416	3,780	2,281	13,957
51	1,000	1,000	1,000	2,417	2,281	7,699
52	2,375	3,104	2,416	3,780	2,281	13,957
53	3,600	4,922	4,471	3,780	3,642	20,414
54	2,375	3,104	2,416	2,417	3,642	13,956
55	2,375	3,104	2,416	2,417	3,642	13,956
56	4,609	3,104	3,649	3,780	2,281	17,423
57	2,375	1,989	2,416	1,000	2,281	10,062
58	1,000	1,989	2,416	2,417	1,000	8,823
59	1,000	1,989	2,416	2,417	1,000	8,823
60	1,000	1,000	1,000	2,417	2,281	7,699
61	2,375	3,104	2,416	3,780	2,281	13,957
62	1,000	1,000	1,000	2,417	2,281	7,699
63	2,375	3,104	2,416	3,780	2,281	13,957
64	3,600	3,104	1,000	3,780	3,642	15,126
65	1,000	1,000	1,000	2,417	2,281	7,699
66	2,375	3,104	2,416	3,780	2,281	13,957
67	3,600	3,104	3,649	3,780	3,642	17,775
68	2,375	3,104	2,416	2,417	3,642	13,956
69	2,375	3,104	2,416	2,417	3,642	13,956
70	4,609	3,104	4,471	5,344	3,642	21,170
71	2,375	1,989	3,649	3,780	3,642	15,435
72	3,600	1,989	3,649	3,780	3,642	16,660
73	1,000	1,989	2,416	2,417	1,000	8,823
74	1,000	1,000	1,000	2,417	2,281	7,699
75	2,375	3,104	2,416	3,780	2,281	13,957
76	3,600	3,104	1,000	3,780	3,642	15,126
77	2,375	3,104	2,416	2,417	3,642	13,956
78	2,375	3,104	2,416	2,417	3,642	13,956
79	2,375	1,000	1,000	2,417	2,281	9,074
80	2,375	1,989	2,416	1,000	2,281	10,062



### Lampiran 07. Hasil Kuesioner Analisis Jalur Variabel Citra Merek

#### A. Data Ordinal Citra Merek

NO	Item X2			Total
	1	2	3	
1	3	3	3	9
2	4	3	4	11
3	2	3	3	8
4	2	2	2	6
5	3	4	3	10
6	4	4	2	10
7	3	4	3	10
8	3	4	3	10
9	3	2	2	7
10	3	3	3	9
11	3	3	4	10
12	4	3	4	11
13	2	3	3	8
14	2	2	2	6
15	3	4	3	10
16	4	4	2	10
17	3	4	3	10
18	3	4	3	10
19	3	2	2	7
20	3	3	3	9
21	2	3	3	8
22	2	2	2	6
23	3	4	3	10
24	4	4	2	10
25	3	4	3	10
26	3	4	3	10
27	3	2	2	7
28	3	3	3	9
29	2	3	3	8
30	2	2	2	6
31	3	4	4	11
32	4	4	4	12
33	3	4	3	10
34	3	4	3	10
35	3	2	3	8
36	3	3	2	8
37	2	3	3	8
38	2	2	3	7
39	3	4	4	11
40	4	4	4	12
41	3	4	3	10

42	3	4	3	10
43	3	2	3	8
44	3	3	2	8
45	3	4	3	10
46	3	2	3	8
47	3	3	2	8
48	2	3	3	8
49	2	2	3	7
50	3	4	4	11
51	2	2	3	7
52	3	4	4	11
53	4	5	4	13
54	3	4	3	10
55	3	4	3	10
56	5	4	4	13
57	3	3	2	8
58	2	3	3	8
59	2	3	3	8
60	2	2	3	7
61	3	4	4	11
62	2	2	3	7
63	3	4	4	11
64	4	4	4	12
65	2	2	3	7
66	3	4	4	11
67	4	4	4	12
68	3	4	3	10
69	3	4	3	10
70	5	4	5	14
71	3	3	4	10
72	4	3	4	11
73	2	3	3	8
74	2	2	3	7
75	3	4	4	11
76	4	4	4	12
77	3	4	3	10
78	3	4	3	10
79	3	2	3	8
80	3	3	2	8

## B. Data Transformasi Interval Citra Merek

Col	Category	Freq	Prop	Cum	Density	Z	Scale
1,000	2,000	20,000	0,250	0,250	0,318	-0,674	1,000
	3,000	46,000	0,575	0,825	0,258	0,935	2,375
	4,000	12,000	0,150	0,975	0,058	1,960	3,600
	5,000	2,000	0,025	1,000	0,000		4,609
2,000	2,000	18,000	0,225	0,225	0,300	-0,755	1,000
	3,000	23,000	0,288	0,513	0,399	0,031	1,989
	4,000	38,000	0,475	0,988	0,032	2,241	3,104
	5,000	1,000	0,013	1,000	0,000	8,161	4,922
3,000	2,000	15,000	0,188	0,188	0,269	-0,887	1,000
	3,000	44,000	0,550	0,738	0,326	0,636	2,332
	4,000	20,000	0,250	0,988	0,032	2,241	3,610
	5,000	1,000	0,013	1,000	0,000		5,024

## C. Data Interval Citra Merek

NO	Item X2			Total
	1	2	3	
1	2,375	1,989	2,332	6,697
2	3,600	1,989	3,610	9,199
3	1,000	1,989	2,332	5,321
4	1,000	1,000	1,000	3,000
5	2,375	3,104	2,332	7,812
6	3,600	3,104	1,000	7,704
7	2,375	3,104	2,332	7,812
8	2,375	3,104	2,332	7,812
9	2,375	1,000	1,000	4,375
10	2,375	1,989	2,332	6,697
11	2,375	1,989	3,610	7,975
12	3,600	1,989	3,610	9,199
13	1,000	1,989	2,332	5,321
14	1,000	1,000	1,000	3,000
15	2,375	3,104	2,332	7,812
16	3,600	3,104	1,000	7,704
17	2,375	3,104	2,332	7,812
18	2,375	3,104	2,332	7,812
19	2,375	1,000	1,000	4,375
20	2,375	1,989	2,332	6,697
21	1,000	1,989	2,332	5,321
22	1,000	1,000	1,000	3,000
23	2,375	3,104	2,332	7,812
24	3,600	3,104	1,000	7,704
25	2,375	3,104	2,332	7,812
26	2,375	3,104	2,332	7,812
27	2,375	1,000	1,000	4,375
28	2,375	1,989	2,332	6,697
29	1,000	1,989	2,332	5,321
30	1,000	1,000	1,000	3,000
31	2,375	3,104	3,610	9,090
32	3,600	3,104	3,610	10,314
33	2,375	3,104	2,332	7,812
34	2,375	3,104	2,332	7,812
35	2,375	1,000	2,332	5,708
36	2,375	1,989	1,000	5,365
37	1,000	1,989	2,332	5,321
38	1,000	1,000	2,332	4,332
39	2,375	3,104	3,610	9,090
40	3,600	3,104	3,610	10,314
41	2,375	3,104	2,332	7,812
42	2,375	3,104	2,332	7,812

43	2,375	1,000	2,332	5,708
44	2,375	1,989	1,000	5,365
45	2,375	3,104	2,332	7,812
46	2,375	1,000	2,332	5,708
47	2,375	1,989	1,000	5,365
48	1,000	1,989	2,332	5,321
49	1,000	1,000	2,332	4,332
50	2,375	3,104	3,610	9,090
51	1,000	1,000	2,332	4,332
52	2,375	3,104	3,610	9,090
53	3,600	4,922	3,610	12,132
54	2,375	3,104	2,332	7,812
55	2,375	3,104	2,332	7,812
56	4,609	3,104	3,610	11,323
57	2,375	1,989	1,000	5,365
58	1,000	1,989	2,332	5,321
59	1,000	1,989	2,332	5,321
60	1,000	1,000	2,332	4,332
61	2,375	3,104	3,610	9,090
62	1,000	1,000	2,332	4,332
63	2,375	3,104	3,610	9,090
64	3,600	3,104	3,610	10,314
65	1,000	1,000	2,332	4,332
66	2,375	3,104	3,610	9,090
67	3,600	3,104	3,610	10,314
68	2,375	3,104	2,332	7,812
69	2,375	3,104	2,332	7,812
70	4,609	3,104	5,024	12,737
71	2,375	1,989	3,610	7,975
72	3,600	1,989	3,610	9,199
73	1,000	1,989	2,332	5,321
74	1,000	1,000	2,332	4,332
75	2,375	3,104	3,610	9,090
76	3,600	3,104	3,610	10,314
77	2,375	3,104	2,332	7,812
78	2,375	3,104	2,332	7,812
79	2,375	1,000	2,332	5,708
80	2,375	1,989	1,000	5,365

### Lampiran 08. Hasil Kuesioner Analisis Jalur Variabel Keputusan Pembelian

#### A. Data Ordinal Keputusan Pembelian

NO	Item Y				Total
	1	2	3	4	
1	3	3	3	3	12
2	4	3	4	4	15
3	2	3	3	3	11
4	2	2	2	3	9
5	3	4	3	4	14
6	4	4	2	4	14
7	3	4	3	3	13
8	3	4	3	3	13
9	3	2	2	3	10
10	3	3	3	2	11
11	3	3	4	4	14
12	4	3	4	4	15
13	2	3	3	3	11
14	2	2	2	3	9
15	3	4	3	4	14
16	4	4	2	4	14
17	3	4	3	3	13
18	3	4	3	3	13
19	3	2	2	3	10
20	3	3	3	2	11
21	2	3	3	3	11
22	2	2	2	3	9
23	3	4	3	4	14
24	4	4	2	4	14
25	3	4	3	3	13
26	3	4	3	3	13
27	3	2	2	3	10
28	3	3	3	2	11
29	2	3	3	3	11
30	2	2	2	3	9
31	3	4	3	4	14
32	4	4	2	4	14
33	3	4	3	3	13
34	3	4	3	3	13
35	3	2	2	3	10
36	3	3	3	2	11
37	2	3	3	3	11
38	2	2	2	3	9
39	3	4	3	4	14
40	4	4	2	4	14
41	3	4	3	3	13

42	3	4	3	3	13
43	3	2	2	3	10
44	3	3	3	2	11
45	3	4	3	3	13
46	3	2	2	3	10
47	3	3	3	2	11
48	2	3	3	3	11
49	2	2	2	3	9
50	3	4	3	4	14
51	2	2	2	3	9
52	3	4	3	4	14
53	4	5	5	4	18
54	3	4	3	3	13
55	3	4	3	3	13
56	5	4	4	4	17
57	3	3	3	2	11
58	2	3	3	3	11
59	2	3	3	3	11
60	2	2	2	3	9
61	3	4	3	4	14
62	2	2	2	3	9
63	3	4	3	4	14
64	4	4	2	4	14
65	2	2	2	3	9
66	3	4	3	4	14
67	4	4	4	4	16
68	3	4	3	3	13
69	3	4	3	3	13
70	5	4	5	5	19
71	3	3	4	4	14
72	4	3	4	4	15
73	2	3	3	3	11
74	2	2	2	3	9
75	3	4	3	4	14
76	4	4	2	4	14
77	3	4	3	3	13
78	3	4	3	3	13
79	3	2	2	3	10
80	3	3	3	2	11



## B. Data Transformasi Interval Keputusan Pembelian

Col	Category	Freq	Prop	Cum	Density	Z	Scale
1,000	2,000	20,000	0,250	0,250	0,318	-0,674	1,000
	3,000	46,000	0,575	0,825	0,258	0,935	2,375
	4,000	12,000	0,150	0,975	0,058	1,960	3,600
	5,000	2,000	0,025	1,000	0,000		4,609
2,000	2,000	18,000	0,225	0,225	0,300	-0,755	1,000
	3,000	23,000	0,288	0,513	0,399	0,031	1,989
	4,000	38,000	0,475	0,988	0,032	2,241	3,104
	5,000	1,000	0,013	1,000	0,000	8,161	4,922
3,000	2,000	25,000	0,313	0,313	0,354	-0,489	1,000
	3,000	46,000	0,575	0,888	0,191	1,213	2,416
	4,000	7,000	0,088	0,975	0,058	1,960	3,649
	5,000	2,000	0,025	1,000	0,000		4,471
4,000	2,000	8,000	0,100	0,100	0,175	-1,282	1,000
	3,000	45,000	0,563	0,663	0,365	0,419	2,417
	4,000	26,000	0,325	0,988	0,032	2,241	3,780
	5,000	1,000	0,013	1,000	0,000		5,344

## C. Data Interval Keputusan Pembelian

NO	Item Y				Total
	1	2	3	4	
1	2,375	1,989	2,416	2,417	9,198
2	3,600	1,989	3,649	3,780	13,018
3	1,000	1,989	2,416	2,417	7,823
4	1,000	1,000	1,000	2,417	5,417
5	2,375	3,104	2,416	3,780	11,676
6	3,600	3,104	1,000	3,780	11,484
7	2,375	3,104	2,416	2,417	10,313
8	2,375	3,104	2,416	2,417	10,313
9	2,375	1,000	1,000	2,417	6,793
10	2,375	1,989	2,416	1,000	7,781
11	2,375	1,989	3,649	3,780	11,793
12	3,600	1,989	3,649	3,780	13,018
13	1,000	1,989	2,416	2,417	7,823
14	1,000	1,000	1,000	2,417	5,417
15	2,375	3,104	2,416	3,780	11,676
16	3,600	3,104	1,000	3,780	11,484
17	2,375	3,104	2,416	2,417	10,313
18	2,375	3,104	2,416	2,417	10,313
19	2,375	1,000	1,000	2,417	6,793
20	2,375	1,989	2,416	1,000	7,781
21	1,000	1,989	2,416	2,417	7,823
22	1,000	1,000	1,000	2,417	5,417
23	2,375	3,104	2,416	3,780	11,676
24	3,600	3,104	1,000	3,780	11,484
25	2,375	3,104	2,416	2,417	10,313
26	2,375	3,104	2,416	2,417	10,313
27	2,375	1,000	1,000	2,417	6,793
28	2,375	1,989	2,416	1,000	7,781
29	1,000	1,989	2,416	2,417	7,823
30	1,000	1,000	1,000	2,417	5,417
31	2,375	3,104	2,416	3,780	11,676
32	3,600	3,104	1,000	3,780	11,484
33	2,375	3,104	2,416	2,417	10,313
34	2,375	3,104	2,416	2,417	10,313
35	2,375	1,000	1,000	2,417	6,793
36	2,375	1,989	2,416	1,000	7,781
37	1,000	1,989	2,416	2,417	7,823
38	1,000	1,000	1,000	2,417	5,417
39	2,375	3,104	2,416	3,780	11,676
40	3,600	3,104	1,000	3,780	11,484
41	2,375	3,104	2,416	2,417	10,313
42	2,375	3,104	2,416	2,417	10,313

43	2,375	1,000	1,000	2,417	6,793
44	2,375	1,989	2,416	1,000	7,781
45	2,375	3,104	2,416	2,417	10,313
46	2,375	1,000	1,000	2,417	6,793
47	2,375	1,989	2,416	1,000	7,781
48	1,000	1,989	2,416	2,417	7,823
49	1,000	1,000	1,000	2,417	5,417
50	2,375	3,104	2,416	3,780	11,676
51	1,000	1,000	1,000	2,417	5,417
52	2,375	3,104	2,416	3,780	11,676
53	3,600	4,922	4,471	3,780	16,772
54	2,375	3,104	2,416	2,417	10,313
55	2,375	3,104	2,416	2,417	10,313
56	4,609	3,104	3,649	3,780	15,142
57	2,375	1,989	2,416	1,000	7,781
58	1,000	1,989	2,416	2,417	7,823
59	1,000	1,989	2,416	2,417	7,823
60	1,000	1,000	1,000	2,417	5,417
61	2,375	3,104	2,416	3,780	11,676
62	1,000	1,000	1,000	2,417	5,417
63	2,375	3,104	2,416	3,780	11,676
64	3,600	3,104	1,000	3,780	11,484
65	1,000	1,000	1,000	2,417	5,417
66	2,375	3,104	2,416	3,780	11,676
67	3,600	3,104	3,649	3,780	14,133
68	2,375	3,104	2,416	2,417	10,313
69	2,375	3,104	2,416	2,417	10,313
70	4,609	3,104	4,471	5,344	17,528
71	2,375	1,989	3,649	3,780	11,793
72	3,600	1,989	3,649	3,780	13,018
73	1,000	1,989	2,416	2,417	7,823
74	1,000	1,000	1,000	2,417	5,417
75	2,375	3,104	2,416	3,780	11,676
76	3,600	3,104	1,000	3,780	11,484
77	2,375	3,104	2,416	2,417	10,313
78	2,375	3,104	2,416	2,417	10,313
79	2,375	1,000	1,000	2,417	6,793
80	2,375	1,989	2,416	1,000	7,781

**Lampiran 09. Tabulasi Data Analisis Jalur**

NO	X1	X2	Y
1	12,841	6,697	9,198
2	16,660	9,199	13,018
3	8,823	5,321	7,823
4	7,699	3,000	5,417
5	13,957	7,812	11,676
6	15,126	7,704	11,484
7	13,956	7,812	10,313
8	13,956	7,812	10,313
9	9,074	4,375	6,793
10	10,062	6,697	7,781
11	15,435	7,975	11,793
12	16,660	9,199	13,018
13	8,823	5,321	7,823
14	7,699	3,000	5,417
15	13,957	7,812	11,676
16	15,126	7,704	11,484
17	13,956	7,812	10,313
18	13,956	7,812	10,313
19	9,074	4,375	6,793
20	10,062	6,697	7,781
21	8,823	5,321	7,823
22	7,699	3,000	5,417
23	13,957	7,812	11,676
24	15,126	7,704	11,484
25	13,956	7,812	10,313
26	13,956	7,812	10,313
27	9,074	4,375	6,793
28	10,062	6,697	7,781
29	8,823	5,321	7,823
30	7,699	3,000	5,417
31	13,957	9,090	11,676
32	15,126	10,314	11,484
33	13,956	7,812	10,313
34	13,956	7,812	10,313
35	9,074	5,708	6,793
36	10,062	5,365	7,781
37	8,823	5,321	7,823
38	7,699	4,332	5,417
39	13,957	9,090	11,676

40	15,126	10,314	11,484
41	13,956	7,812	10,313
42	13,956	7,812	10,313
43	9,074	5,708	6,793
44	10,062	5,365	7,781
45	13,956	7,812	10,313
46	9,074	5,708	6,793
47	10,062	5,365	7,781
48	8,823	5,321	7,823
49	7,699	4,332	5,417
50	13,957	9,090	11,676
51	7,699	4,332	5,417
52	13,957	9,090	11,676
53	20,414	12,132	16,772
54	13,956	7,812	10,313
55	13,956	7,812	10,313
56	17,423	11,323	15,142
57	10,062	5,365	7,781
58	8,823	5,321	7,823
59	8,823	5,321	7,823
60	7,699	4,332	5,417
61	13,957	9,090	11,676
62	7,699	4,332	5,417
63	13,957	9,090	11,676
64	15,126	10,314	11,484
65	7,699	4,332	5,417
66	13,957	9,090	11,676
67	17,775	10,314	14,133
68	13,956	7,812	10,313
69	13,956	7,812	10,313
70	21,170	12,737	17,528
71	15,435	7,975	11,793
72	16,660	9,199	13,018
73	8,823	5,321	7,823
74	7,699	4,332	5,417
75	13,957	9,090	11,676
76	15,126	10,314	11,484
77	13,956	7,812	10,313
78	13,956	7,812	10,313
79	9,074	5,708	6,793
80	10,062	5,365	7,781





## Lampiran 10. Hasil *Output Spss*

### 1. Output SPSS Uji Reliabilitas dan Validitas Kuesioner Kualitas Produk

#### Output SPSS Uji Reliabilitas Kuesioner Kualitas Produk

**Case Processing Summary**

		N	%
	Valid	30	100,0
Cases	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,751	5

#### Output SPSS Uji Validitas Kuesioner Kualitas Produk

**Correlations**

		X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1	Pearson Correlation	1	,494**	,191	,478**	,735**	,821**
	Sig. (2-tailed)		,006	,311	,008	,000	,000
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	,494**	1	,360	,357	,465**	,783**
	Sig. (2-tailed)	,006		,051	,053	,010	,000
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	,191	,360	1	,126	,165	,510**
	Sig. (2-tailed)	,311	,051		,506	,384	,004
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	,478**	,357	,126	1	,338	,633**
	Sig. (2-tailed)	,008	,053	,506		,068	,000
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	,735**	,465**	,165	,338	1	,774**
	Sig. (2-tailed)	,000	,010	,384	,068		,000
	N	30	30	30	30	30	30
X1	Pearson Correlation	,821**	,783**	,510**	,633**	,774**	1
	Sig. (2-tailed)	,000	,000	,004	,000	,000	
	N	30	30	30	30	30	30

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

## 2. Output SPSS Uji Reliabilitas dan Validitas Kuesioner Citra Merek

### Output SPSS Uji Reliabilitas Kuesioner Citra Merek

#### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
,622	3

### Output SPSS Uji Validitas Kuesioner Citra Merek

#### Correlations

		X2.1	X2.2	X2.3	X2
X2.1	Pearson Correlation	1	,494**	,191	,743**
	Sig. (2-tailed)		,006	,311	,000
	N	30	30	30	30
X2.2	Pearson Correlation	,494**	1	,360	,852**
	Sig. (2-tailed)	,006		,051	,000
	N	30	30	30	30
X2.3	Pearson Correlation	,191	,360	1	,658**
	Sig. (2-tailed)	,311	,051		,000
	N	30	30	30	30
X2	Pearson Correlation	,743**	,852**	,658**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

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



### 3. Output SPSS Uji Reliabilitas dan Validitas Kuesioner Keputusan Pembelian

#### Output SPSS Uji Reliabilitas Kuesioner Keputusan Pembelian

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,672	4

#### Output SPSS Uji Validitas Kuesioner Keputusan Pembelian

**Correlations**

		Y.1	Y.2	Y.3	Y.4	Y
Y.1	Pearson Correlation	1	,494**	,191	,478**	,762**
	Sig. (2-tailed)		,006	,311	,008	,000
	N	30	30	30	30	30
Y.2	Pearson Correlation	,494**	1	,360	,357	,813**
	Sig. (2-tailed)	,006		,051	,053	,000
	N	30	30	30	30	30
Y.3	Pearson Correlation	,191	,360	1	,126	,580**
	Sig. (2-tailed)	,311	,051		,506	,001
	N	30	30	30	30	30
Y.4	Pearson Correlation	,478**	,357	,126	1	,671**
	Sig. (2-tailed)	,008	,053	,506		,000
	N	30	30	30	30	30
Y	Pearson Correlation	,762**	,813**	,580**	,671**	1
	Sig. (2-tailed)	,000	,000	,001	,000	
	N	30	30	30	30	30

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

## 2. Output SPSS Analisis Jalur

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.982 <sup>a</sup>	.965	.964	.41848	.965	1065.849	2	77	.000

a. Predictors: (Constant), X2, X1

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	373.315	2	186.658	1065.849	.000 <sup>b</sup>
	Residual	13.485	77	.175		
	Total	386.800	79			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-.191	.291		-.654	.515					
	X1	.567	.057	.675	10.002	.000	.977	.752	.213	.099	10.055
	X2	.391	.083	.319	4.723	.000	.959	.474	.101	.099	10.055

a. Dependent Variable: Y

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.949 <sup>a</sup>	.901	.899	.57266	.901	706.252	1	78	.000

a. Predictors: (Constant), X1

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	231.608	1	231.608	706.252	.000 <sup>b</sup>
	Residual	25.579	78	.328		
	Total	257.187	79			

a. Dependent Variable: X2

b. Predictors: (Constant), X1

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-.837	.387		-2.161	.034					
	X1	.651	.024	.949	26.575	.000	.949	.949	.949	1.000	1.000

a. Dependent Variable: X2

**Uji Deskripsi**

**Statistics**

USIA

N	Valid	80
	Missing	0

**USIA**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	22	27.5	27.5	27.5
2.00	30	37.5	37.5	65.0
3.00	17	21.3	21.3	86.3
4.00	11	13.8	13.8	100.0
Total	80	100.0	100.0	

**Statistics**

KELAMIN

N	Valid	80
	Missing	0

**KELAMIN**

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	32	40.0	40.0	40.0
Valid 2.00	48	60.0	60.0	100.0
Total	80	100.0	100.0	



**Lampiran 11 Deskripsi Data Kualitas Produk dan Citra Merek Terhadap Keputusan Pembelian Milo Activ-Go UHT Di PT Graha Artha Persada**

A. Kualitas Produk

NO	Item X1					Total
	1	2	3	4	5	
1	3	3	3	3	4	16
2	4	3	4	4	4	19
3	2	3	3	3	2	13
4	2	2	2	3	3	12
5	3	4	3	4	3	17
6	4	4	2	4	4	18
7	3	4	3	3	4	17
8	3	4	3	3	4	17
9	3	2	2	3	3	13
10	3	3	3	2	3	14
11	3	3	4	4	4	18
12	4	3	4	4	4	19
13	2	3	3	3	2	13
14	2	2	2	3	3	12
15	3	4	3	4	3	17
16	4	4	2	4	4	18
17	3	4	3	3	4	17
18	3	4	3	3	4	17
19	3	2	2	3	3	13
20	3	3	3	2	3	14
21	2	3	3	3	2	13
22	2	2	2	3	3	12
23	3	4	3	4	3	17
24	4	4	2	4	4	18
25	3	4	3	3	4	17
26	3	4	3	3	4	17
27	3	2	2	3	3	13
28	3	3	3	2	3	14
29	2	3	3	3	2	13
30	2	2	2	3	3	12
31	3	4	3	4	3	17
32	4	4	2	4	4	18
33	3	4	3	3	4	17
34	3	4	3	3	4	17
35	3	2	2	3	3	13
36	3	3	3	2	3	14
37	2	3	3	3	2	13
38	2	2	2	3	3	12

39	3	4	3	4	3	17
40	4	4	2	4	4	18
41	3	4	3	3	4	17
42	3	4	3	3	4	17
43	3	2	2	3	3	13
44	3	3	3	2	3	14
45	3	4	3	3	4	17
46	3	2	2	3	3	13
47	3	3	3	2	3	14
48	2	3	3	3	2	13
49	2	2	2	3	3	12
50	3	4	3	4	3	17
51	2	2	2	3	3	12
52	3	4	3	4	3	17
53	4	5	5	4	4	22
54	3	4	3	3	4	17
55	3	4	3	3	4	17
56	5	4	4	4	3	20
57	3	3	3	2	3	14
58	2	3	3	3	2	13
59	2	3	3	3	2	13
60	2	2	2	3	3	12
61	3	4	3	4	3	17
62	2	2	2	3	3	12
63	3	4	3	4	3	17
64	4	4	2	4	4	18
65	2	2	2	3	3	12
66	3	4	3	4	3	17
67	4	4	4	4	4	20
68	3	4	3	3	4	17
69	3	4	3	3	4	17
70	5	4	5	5	4	23
71	3	3	4	4	4	18
72	4	3	4	4	4	19
73	2	3	3	3	2	13
74	2	2	2	3	3	12
75	3	4	3	4	3	17
76	4	4	2	4	4	18
77	3	4	3	3	4	17
78	3	4	3	3	4	17
79	3	2	2	3	3	13
80	3	3	3	2	3	14
Total						1.248

**Ketentuan Skor Terendah dan Skor Tertinggi Dari Keseluruhan Alternatif  
Jawaban Kuesioner Kualitas Produk**

1. Apabila jawaban A diberikan skor 5
2. Apabila jawaban B diberikan skor 4
3. Apabila jawaban C diberikan skor 3
4. Apabila jawaban D diberikan skor 2
5. Apabila jawaban E diberikan skor 1
  - a. Skor tertinggi = nilai tertinggi x jumlah pertanyaan x jumlah responden.
  - b. Skor terendah = nilai terendah x jumlah pertanyaan x jumlah responden.

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

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

$$\text{Jumlah responden} = 80$$

$$\text{Jumlah pertanyaan} = 5$$

$$\text{Skor tertinggi} = 5 \times 5 \times 80 = 2.000$$

$$\text{Skor terendah} = 1 \times 5 \times 80 = 400$$

$$\text{Interval} = \frac{\text{skor tertinggi} - \text{skor terendah}}{\text{banyak kategori}} = \frac{2.000 - 400}{5} = 320$$

**Rentangan Skor Variabel Kualitas Produk**

**Rentangan skor keterangan responden**

2.000 – 1.680	Sangat Tinggi
1.679 – 1.359	Tinggi
1.358 – 1.038	Sedang
1.037 – 717	Rendah
716 – 396	Sangat Rendah



## A. Citra Merek

NO	Item X2			Total
	1	2	3	
1	3	3	3	9
2	4	3	4	11
3	2	3	3	8
4	2	2	2	6
5	3	4	3	10
6	4	4	2	10
7	3	4	3	10
8	3	4	3	10
9	3	2	2	7
10	3	3	3	9
11	3	3	4	10
12	4	3	4	11
13	2	3	3	8
14	2	2	2	6
15	3	4	3	10
16	4	4	2	10
17	3	4	3	10
18	3	4	3	10
19	3	2	2	7
20	3	3	3	9
21	2	3	3	8
22	2	2	2	6
23	3	4	3	10
24	4	4	2	10
25	3	4	3	10
26	3	4	3	10
27	3	2	2	7
28	3	3	3	9
29	2	3	3	8
30	2	2	2	6
31	3	4	4	11
32	4	4	4	12
33	3	4	3	10
34	3	4	3	10
35	3	2	3	8
36	3	3	2	8
37	2	3	3	8
38	2	2	3	7
39	3	4	4	11
40	4	4	4	12
41	3	4	3	10

42	3	4	3	10
43	3	2	3	8
44	3	3	2	8
45	3	4	3	10
46	3	2	3	8
47	3	3	2	8
48	2	3	3	8
49	2	2	3	7
50	3	4	4	11
51	2	2	3	7
52	3	4	4	11
53	4	5	4	13
54	3	4	3	10
55	3	4	3	10
56	5	4	4	13
57	3	3	2	8
58	2	3	3	8
59	2	3	3	8
60	2	2	3	7
61	3	4	4	11
62	2	2	3	7
63	3	4	4	11
64	4	4	4	12
65	2	2	3	7
66	3	4	4	11
67	4	4	4	12
68	3	4	3	10
69	3	4	3	10
70	5	4	5	14
71	3	3	4	10
72	4	3	4	11
73	2	3	3	8
74	2	2	3	7
75	3	4	4	11
76	4	4	4	12
77	3	4	3	10
78	3	4	3	10
79	3	2	3	8
80	3	3	2	8
Total				745

**Ketentuan Skor Terendah dan Skor Tertinggi Dari Keseluruhan Alternatif Jawaban Kuesioner Citra Merek**

1. Apabila jawaban A diberikan skor 5
2. Apabila jawaban B diberikan skor 4
3. Apabila jawaban C diberikan skor 3
4. Apabila jawaban D diberikan skor 2
5. Apabila jawaban E diberikan skor 1
  - a. Skor tertinggi = nilai tertinggi x jumlah pertanyaan x jumlah responden.
  - b. Skor terendah = nilai terendah x jumlah pertanyaan x jumlah responden.

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

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

$$\text{Jumlah responden} = 80$$

$$\text{Jumlah pertanyaan} = 3$$

$$\text{Skor tertinggi} = 5 \times 3 \times 80 = 1.200$$

$$\text{Skor terendah} = 1 \times 3 \times 80 = 240$$

$$\text{Interval} = \frac{\text{skor tertinggi} - \text{skor terendah}}{\text{banyak kategori}} = \frac{1.200 - 240}{5} = 192$$

**Rentangan Skor Variabel Citra Merek**

**Rentangan skor keterangan responden**

1.200 – 1.008	Sangat Tinggi
1.007 – 815	Tinggi
814 – 622	Sedang
621 – 429	Rendah
428 – 236	Sangat Rendah

## B. Keputusan Pembelian

NO	Item Y				Total
	1	2	3	4	
1	3	3	3	3	12
2	4	3	4	4	15
3	2	3	3	3	11
4	2	2	2	3	9
5	3	4	3	4	14
6	4	4	2	4	14
7	3	4	3	3	13
8	3	4	3	3	13
9	3	2	2	3	10
10	3	3	3	2	11
11	3	3	4	4	14
12	4	3	4	4	15
13	2	3	3	3	11
14	2	2	2	3	9
15	3	4	3	4	14
16	4	4	2	4	14
17	3	4	3	3	13
18	3	4	3	3	13
19	3	2	2	3	10
20	3	3	3	2	11
21	2	3	3	3	11
22	2	2	2	3	9
23	3	4	3	4	14
24	4	4	2	4	14
25	3	4	3	3	13
26	3	4	3	3	13
27	3	2	2	3	10
28	3	3	3	2	11
29	2	3	3	3	11
30	2	2	2	3	9
31	3	4	3	4	14
32	4	4	2	4	14
33	3	4	3	3	13
34	3	4	3	3	13
35	3	2	2	3	10
36	3	3	3	2	11
37	2	3	3	3	11
38	2	2	2	3	9
39	3	4	3	4	14
40	4	4	2	4	14
41	3	4	3	3	13

42	3	4	3	3	13
43	3	2	2	3	10
44	3	3	3	2	11
45	3	4	3	3	13
46	3	2	2	3	10
47	3	3	3	2	11
48	2	3	3	3	11
49	2	2	2	3	9
50	3	4	3	4	14
51	2	2	2	3	9
52	3	4	3	4	14
53	4	5	5	4	18
54	3	4	3	3	13
55	3	4	3	3	13
56	5	4	4	4	17
57	3	3	3	2	11
58	2	3	3	3	11
59	2	3	3	3	11
60	2	2	2	3	9
61	3	4	3	4	14
62	2	2	2	3	9
63	3	4	3	4	14
64	4	4	2	4	14
65	2	2	2	3	9
66	3	4	3	4	14
67	4	4	4	4	16
68	3	4	3	3	13
69	3	4	3	3	13
70	5	4	5	5	19
71	3	3	4	4	14
72	4	3	4	4	15
73	2	3	3	3	11
74	2	2	2	3	9
75	3	4	3	4	14
76	4	4	2	4	14
77	3	4	3	3	13
78	3	4	3	3	13
79	3	2	2	3	10
80	3	3	3	2	11
Total					984

### Ketentuan Skor Terendah dan Skor Tertinggi Dari Keseluruhan Alternatif

#### Jawaban Kuesioner Keputusan Pembelian

1. Apabila jawaban A diberikan skor 5
2. Apabila jawaban B diberikan skor 4
3. Apabila jawaban C diberikan skor 3
4. Apabila jawaban D diberikan skor 2
5. Apabila jawaban E diberikan skor 1
  - a. Skor tertinggi = nilai tertinggi x jumlah pertanyaan x jumlah responden.
  - b. Skor terendah = nilai terendah x jumlah pertanyaan x jumlah responden.

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

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

$$\text{Jumlah responden} = 80$$

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

$$\text{Skor tertinggi} = 5 \times 4 \times 80 = 1.600$$

$$\text{Skor terendah} = 1 \times 4 \times 80 = 320$$

$$\text{Interval} = \frac{\text{skor tertinggi} - \text{skor terendah}}{\text{banyak kategori}} = \frac{1.600 - 320}{5} = 256$$

#### Rentangan Skor Variabel Keputusan Pembelian

#### Rentangan skor keterangan responden

1.600 – 1.334	Sangat Tinggi
1.333 – 1.077	Tinggi
1076 – 820	Sedang
819 – 563	Rendah
562 – 306	Sangat Rendah



## Lampiran 12

**Hasil Analisis Jalur Pengaruh Kualitas Produk dan Citra Merek Terhadap Keputusan Pembelian**

Parameter	Koefisien	<i>Alpha</i> ( $\alpha$ )	<i>p-value</i>	Keputusan	Simpulan
$R^2_{y_{x_1x_2}}$	0,964	0,05	0,000	Menolak $H_0$	Kualitas produk dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian dengan besar sumbangan pengaruh 96,4%
$P_{x_2x_1}$	0,949	0,05	0,000	Menolak $H_0$	Kualitas produk berpengaruh positif dan signifikan terhadap citra merek dengan besar sumbangan pengaruh 94,9%
$P_{yx_1}$	0,752	0,05	0,000	Menolak $H_0$	Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian dengan besar sumbangan pengaruh 75,2%
$P_{yx_2}$	0,474	0,05	0,000	Menolak $H_0$	Citra Merek berpengaruh positif dan signifikan terhadap keputusan pembelian dengan besar sumbangan pengaruh 47,4%
$P_{x_2\varepsilon_1}$	0,099	-	-	-	Besar sumbangan pengaruh faktor lain terhadap citra merek adalah 9,9%
$P_{y\varepsilon_2}$	0,036	-	-	-	Besar sumbangan pengaruh faktor lain terhadap Keputusan Pembelian adalah 3,6%

## Lampiran 13

## Hasil Uji Validitas

No.	Variabel	Item	Correlation	p-value	Keterangan
1	Kualitas Produk (X1)	X <sub>1.1</sub>	0,821	0,000	Valid
		X <sub>1.2</sub>	0,783	0,000	Valid
		X <sub>1.3</sub>	0,510	0,004	Valid
		X <sub>1.4</sub>	0,633	0,000	Valid
		X <sub>1.5</sub>	0,774	0,000	Valid
2	Citra Merek (X2)	X <sub>2.1</sub>	0,743	0,000	Valid
		X <sub>2.2</sub>	0,852	0,000	Valid
		X <sub>2.3</sub>	0,658	0,000	Valid
3	Keputusan Pembelian (Y)	X <sub>3.1</sub>	0,762	0,000	Valid
		X <sub>3.2</sub>	0,813	0,000	Valid
		X <sub>3.3</sub>	0,580	0,001	Valid
		X <sub>3.4</sub>	0,671	0,000	Valid

Sumber: Output SPSS 24.0 for Windows, Lampiran 12

## Hasil Uji Reliabilitas Keseluruhan

Variabel	Parameter	Cronbach's Alpha	Reliabilitas (r <sub>i</sub> )	Keputusan
Kualitas Produk	X <sub>1</sub>	0,751	0,60	Reliabel
Citra Merek	X <sub>2</sub>	0,622	0,60	Reliabel
Keputusan Pembelian	Y	0,672	0,60	Reliabel
Kriteria = (r <sub>i</sub> ) > 0,60				Reliabel

Sumber: Output SPSS 24.0 for Windows, Lampiran 12

**Lampiran 14 Besar sumbangan pengaruh langsung dan tidak langsung dari  $X_1$  dan  $X_2$  terhadap Y**

<b>Keterangan</b>	<b>Besar Sumbangan</b>	<b>Presentase</b>
Besar pengaruh langsung $X_1$ terhadap Y	0,752	75,20%
Besar pengaruh tidak langsung $X_1$ terhadap Y melalui $X_2$	0,450	45,00%
Besar pengaruh total $X_1$ terhadap Y	1.090	109,0 %
Besar pengaruh langsung $X_2$ terhadap Y	0,474	47,40%
Besar pengaruh total $X_1$ dan $X_2$ terhadap Y	0,982	98,20%
Besar pengaruh variabel lain terhadap Y	0,018	1,80%
Total	1000	100,00

