

LAMPIRAN 01 : DATA PELANGGAN TELEKOMUNIKASI DI INDONESIA TAHUN 2019

Tabel 01

Pelanggan Jasa Telekomunikasi di Indonesia Tahun 2019

No	Nama Telekomunikasi	Jasa	Tahun 2019	
			Kuartal II	Kuartal III
1	Telkomsel		167,9 juta	170,9 juta
2	Indosat Ooredoo		56,7 juta	58,7 juta
3	XL Axiata		56,6 juta	55,5 juta
4	Tri		38 juta	38 juta
5	Samrtfren		17 juta	22 juta

(Sumber : Seluler.id)



LAMPIRAN 02 : KUESIONER PENELITIAN



**PENGARUH KUALITAS PRODUK, HARGA
DAN CITRA MEREK TERHADAP
KEPUTUSAN PEMBELIAN KARTU XL
AXIATA DI KABUPATEN BANGLI**

Kepada

Yth. Saudara/Saudari

Hal : Pengisian Kuesioner

Dengan Hormat

Dengan rangka menyelesaikan studi di Universitas Pendidikan Ganesha pada Jurusan Manajemen, dengan ini saya melakukan penelitian yang berjudul **“Pengaruh Kualitas Produk, Harga, dan Citra Merek terhadap Keputusan Pembelian Kartu XL Axiata di Kabupaten Bangli”**

Maka dengan ini, saya mohon kesediaan Saudara/Saudari akan bersedia menaruh kuesioner kini. Atas kesudian dan bantuan Saudara/Saudari yang turut berpartisipasi dalam mengisi kuesioner penelitian ini, saya ucapkan terimakasih.

Kintamani, 29 Januari 2020

Peneliti

Luh Anggun Meilani
NIM 1717041220

1. Identitas Responden

(Beri tanda pada kotak jawaban)

1. Nama :
2. Alamat :
3. Umur : 17-22 Tahun
 23-28 Tahun
 29-35 Tahun
 35-40 Tahun
4. Jenis Kelamin : Perempuan Laki - laki
5. Apakah Anda menggunakan kartu XL Axiata ?
 IYA TIDAK

Jika Anda menjawab IYA silahkan melanjutkan mengisi kuesioner, namun jika Anda menjawab TIDAK silahkan berhenti untuk mengisi kuesioner.

2. Petunjuk Pengisian Kuesioner

Silahkan Anda pilih jawaban yang menurut Anda paling sesuai dengan kondisi yang ada dengan memberikan tanda centang pada pilihan jawaban yang tersedia. Keterangan

SS : Sangat Setuju

S : Setuju

N :Netral

TS :Tidak Setuju

STS : Sangat Tidak Setuju

Draf Pernyataan

No	Pernyataan	Tanggapan				
		Kualitas Produk (X_1)				
		SS	S	N	TS	STS
		5	4	3	2	1
1	Kartu XL Axiata mempunyai fitur yang lengkap sehingga memudahkan dalam melakukan sesuatu.					
2	Kartu XL Axiata mempunyai masa aktif kartu yang lama.					
3	Kartu XL Axiata mempunyai jaringan yang sangat cepat dan kuat.					
4	Kartu XL Axiata mendapatkan review yang baik dan positif dari konsumen.					
	Harga (X_2)	SS	S	N	TS	STS
		5	4	3	2	1
1	Harga yang ditawarkan kartu XL Axiata sangat terjangkau sehingga memudahkan konsumen untuk membelinya					
2	Harga kartu XL Axiata sesuai dengan kualitas produk yang ditawarkan.					
3	Kartu XL Axiata memiliki keunggulan yang menarik dibandingkan dengan Kartu merek lain.					
4	Harga kartu XL Axiata sesuai dengan manfaat yang diberikan.					
	Citra Merek (X_3)	SS	S	N	TS	STS
		5	4	3	2	1
1	Merek kartu XL Axiata membuat saya merasa nyaman, karena jaringan 4G yang kuat					
2	Merek kartu XL Axiata dapat diandalkan untuk digunakan, sehingga saya merasa diuntungkan.					
3	Merek kartu XL Axiata melakukan apa yang dijanjikan.					

	Keputusan Pembelian (Y)	SS	S	N	TS	STS
		5	4	3	2	1
1	Saya merasa puas akan akan mutu dan kualitas jaringan 4G yang disediakan oleh XL Axiata.					
2	Saya selalu menggunakan kartu XL Axiata dibandingkan dengan kartu merek lain.					
3	Saya akan merekomendasikan kepada Kartu XL Axiata kepada teman-teman saya.					
4	Saya akan selalu membeli Kartu XL Axiata karena jaringan 4G nya yang luas dan kuat.					



LAMPIRAN 03: HASIL DATA PERNYATAAN RESPONDEN SAMPEL KECIL

Data Ordinal

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

Data Interval

No	Kualitas Produk				Total
	Item 1	Item 2	Item 3	Item 4	
1	2.497	4.254	2.421	4.014	13.186
2	2.497	1.000	2.421	2.497	8.415
3	1.000	2.600	2.421	1.000	7.022
4	2.497	2.600	2.421	2.497	10.015
5	2.497	2.600	2.421	1.000	8.518
6	2.497	1.000	1.000	2.497	6.994
7	2.497	2.600	2.421	2.497	10.015
8	2.497	2.600	2.421	2.497	10.015
9	2.497	2.600	1.000	2.497	8.594
10	2.497	2.600	2.421	2.497	10.015
11	2.497	2.600	2.421	2.497	10.015
12	2.497	2.600	2.421	2.497	10.015
13	1.000	1.000	1.000	2.497	5.497
14	2.497	2.600	2.421	1.000	8.518
15	4.014	2.600	3.847	2.497	12.958
16	4.014	2.600	3.847	2.497	12.958
17	1.000	2.600	1.000	1.000	5.600
18	2.497	1.000	2.421	1.000	6.918
19	2.497	2.600	2.421	2.497	10.015
20	2.497	2.600	2.421	2.497	10.015
21	1.000	2.600	2.421	2.497	8.518
22	2.497	2.600	1.000	1.000	7.097
23	2.497	4.254	2.421	4.014	13.186
24	1.000	2.600	2.421	2.497	8.518
25	4.014	4.254	3.847	4.014	16.130
26	4.014	2.600	3.847	4.014	14.476
27	2.497	1.000	1.000	2.497	6.994
28	2.497	2.600	2.421	2.497	10.015
29	1.000	2.600	1.000	2.497	7.097
30	2.497	2.600	1.000	2.497	8.594

Data Ordinal

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

Data Interval

No	Harga				Total
	Item 1	Item 2	Item 3	Item 4	
1	4.370	2.666	4.114	2.615	13.764
2	2.666	2.666	2.565	2.615	10.513
3	2.666	2.666	2.565	2.615	10.513
4	2.666	2.666	2.565	2.615	10.513
5	2.666	1.000	2.565	2.615	8.846
6	2.666	4.370	4.114	4.229	15.379
7	2.666	2.666	2.565	2.615	10.513
8	2.666	2.666	4.114	2.615	12.061
9	1.000	2.666	2.565	1.000	7.232
10	2.666	2.666	2.565	2.615	10.513
11	2.666	2.666	2.565	2.615	10.513
12	2.666	2.666	2.565	2.615	10.513
13	2.666	2.666	2.565	2.615	10.513
14	2.666	2.666	2.565	2.615	10.513
15	2.666	2.666	1.000	2.615	8.947
16	1.000	2.666	2.565	2.615	8.846
17	2.666	1.000	1.000	2.615	7.281
18	2.666	2.666	2.565	2.615	10.513
19	4.370	4.370	2.565	4.229	15.533
20	2.666	2.666	2.565	2.615	10.513
21	1.000	2.666	2.565	1.000	7.232
22	2.666	2.666	2.565	2.615	10.513
23	2.666	1.000	1.000	2.615	7.281
24	4.370	4.370	4.114	4.229	17.082
25	2.666	1.000	1.000	2.615	7.281
26	1.000	2.666	2.565	1.000	7.232
27	2.666	2.666	4.114	4.229	13.676
28	2.666	2.666	2.565	2.615	10.513
29	2.666	2.666	2.565	1.000	8.898
30	2.666	2.666	2.565	2.615	10.513

Data Interval

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

Data Interval

No	Citra Merek			Total
	Item 1	Item 2	Item 3	
1	2.565	4.254	4.229	11.048
2	1.000	2.654	1.000	4.654
3	2.565	2.654	2.615	7.833
4	2.565	2.654	2.615	7.833
5	2.565	2.654	2.615	7.833
6	2.565	2.654	2.615	7.833
7	2.565	1.000	2.615	6.180
8	2.565	2.654	2.615	7.833
9	2.565	2.654	2.615	7.833
10	1.000	2.654	2.615	6.268
11	1.000	2.654	1.000	4.654
12	2.565	2.654	2.615	7.833
13	2.565	2.654	2.615	7.833
14	2.565	1.000	2.615	6.180
15	2.565	2.654	2.615	7.833
16	2.565	2.654	1.000	6.219
17	2.565	2.654	2.615	7.833
18	2.565	2.654	2.615	7.833
19	2.565	2.654	2.615	7.833
20	4.114	4.254	2.615	10.982
21	4.114	4.254	4.229	12.597
22	4.114	2.654	2.615	9.382
23	2.565	2.654	2.615	7.833
24	4.114	4.254	4.229	12.597
25	2.565	2.654	2.615	7.833
26	4.114	4.254	4.229	12.597
27	2.565	1.000	2.615	6.180
28	1.000	2.654	2.615	6.268
29	2.565	2.654	2.615	7.833
30	2.565	2.654	1.000	6.219

Data Ordinal

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

Data Interval

No	Keputusan Pembalian				Total
	Item 1	Item 2	Item 3	Item 4	
1	2.654	2.666	2.615	2.615	10.550
2	4.254	4.370	2.615	4.229	15.468
3	2.654	2.666	2.615	2.615	10.550
4	1.000	2.666	2.615	1.000	7.281
5	2.654	2.666	2.615	2.615	10.550
6	2.654	1.000	1.000	2.615	7.269
7	4.254	4.370	4.229	4.229	17.082
8	2.654	1.000	1.000	2.615	7.269
9	1.000	2.666	2.615	1.000	7.281
10	4.254	2.666	4.229	4.229	15.378
11	2.654	2.666	2.615	2.615	10.550
12	2.654	2.666	2.615	1.000	8.935
13	2.654	2.666	2.615	2.615	10.550
14	4.254	2.666	2.615	4.229	13.764
15	2.654	2.666	2.615	2.615	10.550
16	2.654	2.666	2.615	2.615	10.550
17	2.654	2.666	2.615	2.615	10.550
18	2.654	2.666	2.615	2.615	10.550
19	2.654	4.370	4.229	2.615	13.868
20	2.654	2.666	2.615	2.615	10.550
21	4.254	2.666	4.229	2.615	13.764
22	2.654	1.000	2.615	1.000	7.269
23	2.654	2.666	2.615	2.615	10.550
24	2.654	2.666	2.615	2.615	10.550
25	2.654	2.666	2.615	2.615	10.550
26	2.654	2.666	2.615	2.615	10.550
27	2.654	2.666	2.615	2.615	10.550
28	2.654	2.666	1.000	2.615	8.935
29	1.000	2.666	2.615	2.615	8.896
30	2.654	1.000	1.000	2.615	7.269

LAMPIRAN 04: HASIL DATA PERNYATAAN RESPONDEN SAMPEL BESAR

Data Ordinal

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

No	Kualitas Produk				Total
	Item 1	Item 2	Item 3	Item 4	
40	3	4	4	4	15
41	4	3	3	4	14
42	3	4	4	4	15
43	3	4	4	3	14
44	4	4	4	4	16
45	5	4	4	5	18
46	4	4	4	3	15
47	4	5	4	5	18
48	4	3	3	4	14
49	4	4	4	4	16
50	4	4	4	3	15
51	4	3	3	4	14
52	4	4	4	4	16
53	3	4	4	3	14
54	4	4	4	4	16
55	4	4	4	4	16
56	4	3	3	4	14
57	4	3	3	4	14
58	5	5	5	5	20
59	5	5	5	4	19
60	3	4	4	3	14
61	5	5	5	5	20
62	4	4	4	4	16
63	5	4	5	5	19
64	4	3	3	3	13
65	4	4	4	4	16
66	5	5	5	5	20
67	4	4	4	3	15
68	5	5	4	5	19
69	5	4	5	5	19
70	4	4	3	4	15
71	4	3	3	4	14
72	4	4	4	3	15
73	4	3	3	4	14
74	4	4	4	4	16
75	5	5	4	5	19
TOTAL					1227

Data Interval

No	Kualitas Produk				Total
	Item 1	Item 2	Item 3	Item 4	
1	3.812	3.640	3.763	3.632	14.847
2	2.403	2.310	2.381	3.632	10.727
3	3.812	3.640	3.763	2.309	13.524
4	1.000	2.310	2.381	1.000	6.691
5	3.812	2.310	2.381	2.309	10.812
6	3.812	3.640	3.763	3.632	14.847
7	2.403	2.310	2.381	2.309	9.403
8	3.812	3.640	2.381	3.632	13.465
9	3.812	3.640	3.763	2.309	13.524
10	2.403	2.310	2.381	1.000	8.095
11	2.403	1.000	1.000	2.309	6.712
12	2.403	2.310	2.381	1.000	8.095
13	2.403	1.000	1.000	2.309	6.712
14	2.403	3.640	2.381	2.309	10.734
15	3.812	3.640	2.381	3.632	13.465
16	2.403	2.310	2.381	1.000	8.095
17	3.812	3.640	2.381	3.632	13.465
18	1.000	2.310	2.381	1.000	6.691
19	2.403	2.310	3.763	2.309	10.785
20	1.000	2.310	2.381	2.309	8.000
21	2.403	2.310	2.381	1.000	8.095
22	2.403	2.310	2.381	2.309	9.403
23	1.000	2.310	2.381	2.309	8.000
24	2.403	2.310	2.381	2.309	9.403
25	2.403	2.310	2.381	2.309	9.403
26	2.403	1.000	1.000	2.309	6.712
27	2.403	1.000	1.000	2.309	6.712
28	3.812	3.640	3.763	3.632	14.847
29	3.812	3.640	3.763	3.632	14.847
30	2.403	1.000	1.000	2.309	6.712
31	3.812	2.310	3.763	3.632	13.517
32	2.403	2.310	2.381	2.309	9.403
33	3.812	3.640	2.381	3.632	13.465
34	2.403	1.000	1.000	2.309	6.712
35	2.403	2.310	2.381	2.309	9.403
36	3.812	3.640	3.763	3.632	14.847
37	2.403	2.310	2.381	1.000	8.095
38	3.812	3.640	2.381	2.309	12.142
39	2.403	3.640	3.763	2.309	12.116
40	1.000	2.310	2.381	2.309	8.000

No	Kualitas Produk				Total
	Item 1	Item 2	Item 3	Item 4	
41	2.403	1.000	1.000	2.309	6.712
42	1.000	2.310	2.381	2.309	8.000
43	1.000	2.310	2.381	1.000	6.691
44	2.403	2.310	2.381	2.309	9.403
45	3.812	2.310	2.381	3.632	12.135
46	2.403	2.310	2.381	1.000	8.095
47	2.403	3.640	2.381	3.632	12.057
48	2.403	1.000	1.000	2.309	6.712
49	2.403	2.310	2.381	2.309	9.403
50	2.403	2.310	2.381	1.000	8.095
51	2.403	1.000	1.000	2.309	6.712
52	2.403	2.310	2.381	2.309	9.403
53	1.000	2.310	2.381	1.000	6.691
54	2.403	2.310	2.381	2.309	9.403
55	2.403	2.310	2.381	2.309	9.403
56	2.403	1.000	1.000	2.309	6.712
57	2.403	1.000	1.000	2.309	6.712
58	3.812	3.640	3.763	3.632	14.847
59	3.812	3.640	3.763	2.309	13.524
60	1.000	2.310	2.381	1.000	6.691
61	3.812	3.640	3.763	3.632	14.847
62	2.403	2.310	2.381	2.309	9.403
63	3.812	2.310	3.763	3.632	13.517
64	2.403	1.000	1.000	1.000	5.403
65	2.403	2.310	2.381	2.309	9.403
66	3.812	3.640	3.763	3.632	14.847
67	2.403	2.310	2.381	1.000	8.095
68	3.812	3.640	2.381	3.632	13.465
69	3.812	2.310	3.763	3.632	13.517
70	2.403	2.310	1.000	2.309	8.022
71	2.403	1.000	1.000	2.309	6.712
72	2.403	2.310	2.381	1.000	8.095
73	2.403	1.000	1.000	2.309	6.712
74	2.403	2.310	2.381	2.309	9.403
75	3.812	3.640	2.381	3.632	13.465

Data Ordinal

No	Harga				Total
	Item 1	Item 2	Item 3	Item 4	
1	4	4	4	4	16
2	4	4	4	3	15
3	4	4	5	4	17
4	4	5	4	3	16
5	3	4	3	4	14
6	4	5	5	4	18
7	4	3	3	4	14
8	5	4	5	4	18
9	3	4	3	4	14
10	4	4	4	4	16
11	4	4	3	3	14
12	4	5	4	4	17
13	4	3	4	4	15
14	5	5	4	4	18
15	5	4	4	5	18
16	3	4	3	4	14
17	4	3	5	4	16
18	3	4	4	3	14
19	4	4	4	4	16
20	4	3	4	3	14
21	3	4	3	4	14
22	4	4	3	4	15
23	3	4	4	4	15
24	4	3	3	4	14
25	4	4	4	4	16
26	4	3	4	4	15
27	4	4	3	4	15
28	5	5	5	5	20
29	5	4	4	5	18
30	4	3	3	4	14
31	4	4	4	4	16
32	4	4	4	3	15
33	4	5	4	4	17
34	4	3	5	4	16
35	3	4	4	3	14
36	5	4	4	5	18
37	4	3	4	3	14
38	5	4	4	5	18
39	4	3	4	3	14
40	4	4	4	4	16
41	3	4	3	4	14
42	4	4	5	4	17
43	4	3	4	4	15

No	Harga				Total
	Item 1	Item 2	Item 3	Item 4	
44	4	5	5	4	18
45	5	4	4	5	18
46	3	3	4	4	14
47	4	4	4	4	16
48	4	4	3	3	14
49	4	4	4	4	16
50	3	4	4	3	14
51	4	3	4	3	14
52	4	4	3	4	15
53	3	4	4	4	15
54	4	3	4	3	14
55	4	4	4	4	16
56	4	3	4	4	15
57	4	4	3	4	15
58	5	5	4	5	19
59	4	4	5	4	17
60	4	3	4	3	14
61	4	4	4	4	16
62	4	3	3	4	14
63	4	5	4	3	16
64	4	4	4	4	16
65	4	3	3	3	13
66	4	5	4	4	17
67	3	4	3	3	13
68	4	5	4	4	17
69	3	4	3	3	13
70	4	4	4	4	16
71	4	3	3	4	14
72	4	4	4	4	16
73	3	3	4	4	14
74	4	4	5	4	17
75	5	4	4	5	18
TOTAL					1168

Data Interval

No	Harga				Total
	Item 1	Item 2	Item 3	Item 4	
1	2.516	2.401	2.434	2.490	9.840
2	2.516	2.401	2.434	1.000	8.351
3	2.516	2.401	3.878	2.490	11.284
4	2.516	3.798	2.434	1.000	9.748
5	1.000	2.401	1.000	2.490	6.890
6	2.516	3.798	3.878	2.490	12.682
7	2.516	1.000	1.000	2.490	7.006
8	4.053	2.401	3.878	2.490	12.821
9	1.000	2.401	1.000	2.490	6.890
10	2.516	2.401	2.434	2.490	9.840
11	2.516	2.401	1.000	1.000	6.917
12	2.516	3.798	2.434	2.490	11.238
13	2.516	1.000	2.434	2.490	8.440
14	4.053	3.798	2.434	2.490	12.774
15	4.053	2.401	2.434	4.020	12.907
16	1.000	2.401	1.000	2.490	6.890
17	2.516	1.000	3.878	2.490	9.883
18	1.000	2.401	2.434	1.000	6.835
19	2.516	2.401	2.434	2.490	9.840
20	2.516	1.000	2.434	1.000	6.950
21	1.000	2.401	1.000	2.490	6.890
22	2.516	2.401	1.000	2.490	8.407
23	1.000	2.401	2.434	2.490	8.324
24	2.516	1.000	1.000	2.490	7.006
25	2.516	2.401	2.434	2.490	9.840
26	2.516	1.000	2.434	2.490	8.440
27	2.516	2.401	1.000	2.490	8.407
28	4.053	3.798	3.878	4.020	15.748
29	4.053	2.401	2.434	4.020	12.907
30	2.516	1.000	1.000	2.490	7.006
31	2.516	2.401	2.434	2.490	9.840
32	2.516	2.401	2.434	1.000	8.351
33	2.516	3.798	2.434	2.490	11.238
34	2.516	1.000	3.878	2.490	9.883
35	1.000	2.401	2.434	1.000	6.835
36	4.053	2.401	2.434	4.020	12.907
37	2.516	1.000	2.434	1.000	6.950
38	4.053	2.401	2.434	4.020	12.907
39	2.516	1.000	2.434	1.000	6.950
40	2.516	2.401	2.434	2.490	9.840

No	Harga				Total
	Item 1	Item 2	Item 3	Item 4	
41	1.000	2.401	1.000	2.490	6.890
42	2.516	2.401	3.878	2.490	11.284
43	2.516	1.000	2.434	2.490	8.440
44	2.516	3.798	3.878	2.490	12.682
45	4.053	2.401	2.434	4.020	12.907
46	1.000	1.000	2.434	2.490	6.924
47	2.516	2.401	2.434	2.490	9.840
48	2.516	2.401	1.000	1.000	6.917
49	2.516	2.401	2.434	2.490	9.840
50	1.000	2.401	2.434	1.000	6.835
51	2.516	1.000	2.434	1.000	6.950
52	2.516	2.401	1.000	2.490	8.407
53	1.000	2.401	2.434	2.490	8.324
54	2.516	1.000	2.434	1.000	6.950
55	2.516	2.401	2.434	2.490	9.840
56	2.516	1.000	2.434	2.490	8.440
57	2.516	2.401	1.000	2.490	8.407
58	4.053	3.798	2.434	4.020	14.304
59	2.516	2.401	3.878	2.490	11.284
60	2.516	1.000	2.434	1.000	6.950
61	2.516	2.401	2.434	2.490	9.840
62	2.516	1.000	1.000	2.490	7.006
63	2.516	3.798	2.434	1.000	9.748
64	2.516	2.401	2.434	2.490	9.840
65	2.516	1.000	1.000	1.000	5.516
66	2.516	3.798	2.434	2.490	11.238
67	1.000	2.401	1.000	1.000	5.401
68	2.516	3.798	2.434	2.490	11.238
69	1.000	2.401	1.000	1.000	5.401
70	2.516	2.401	2.434	2.490	9.840
71	2.516	1.000	1.000	2.490	7.006
72	2.516	2.401	2.434	2.490	9.840
73	1.000	1.000	2.434	2.490	6.924
74	2.516	2.401	3.878	2.490	11.284
75	4.053	2.401	2.434	4.020	12.907

Data Ordinal

No	Citra Merek			Total
	Item 1	Item 2	Item 3	
1	5	4	5	14
2	4	3	4	11
3	5	5	5	15
4	4	3	4	11
5	4	4	4	12
6	5	5	5	15
7	4	3	4	11
8	5	5	5	15
9	5	5	5	15
10	4	4	4	12
11	5	4	4	13
12	4	4	4	12
13	4	3	4	11
14	5	5	4	14
15	4	4	3	11
16	3	4	4	11
17	4	4	4	12
18	4	3	4	11
19	4	4	4	12
20	4	4	3	11
21	5	5	5	15
22	4	3	4	11
23	4	4	4	12
24	5	5	5	15
25	4	4	4	12
26	4	4	4	12
27	4	4	4	12
28	5	5	5	15
29	5	5	5	15
30	4	4	4	12
31	5	5	5	15
32	4	3	3	10
33	3	4	4	11
34	4	3	4	11
35	4	4	4	12
36	5	5	5	15
37	3	4	3	10
38	4	4	4	12
39	4	5	5	14
40	4	4	4	12
41	4	4	4	12
42	5	4	5	14
43	4	4	3	11

No	Citra Merek			Total
	Item 1	Item 2	Item 3	
44	3	4	3	10
45	4	3	3	10
46	3	4	4	11
47	5	5	4	14
48	4	3	4	11
49	4	4	4	12
50	3	3	3	9
51	3	3	3	9
52	3	3	3	9
53	4	4	4	12
54	5	5	5	15
55	3	3	3	9
56	4	3	4	11
57	4	4	3	11
58	5	5	5	15
59	5	4	4	13
60	3	4	4	11
61	5	5	5	15
62	4	4	3	11
63	3	4	4	11
64	4	3	4	11
65	4	3	4	11
66	4	5	4	13
67	3	3	3	9
68	4	4	3	11
69	4	4	5	13
70	3	4	4	11
71	4	4	4	12
72	4	4	4	12
73	4	3	4	11
74	5	5	4	14
75	4	3	4	11
				907

Data Interval

No	Citra Merek			Total
	Item 1	Item 2	Item 3	
1	3.710	2.268	3.728	9.707
2	2.349	1.000	2.363	5.712
3	3.710	3.528	3.728	10.966
4	2.349	1.000	2.363	5.712
5	2.349	2.268	2.363	6.980
6	3.710	3.528	3.728	10.966
7	2.349	1.000	2.363	5.712
8	3.710	3.528	3.728	10.966
9	3.710	3.528	3.728	10.966
10	2.349	2.268	2.363	6.980
11	3.710	2.268	2.363	8.341
12	2.349	2.268	2.363	6.980
13	2.349	1.000	2.363	5.712
14	3.710	3.528	2.363	9.601
15	2.349	2.268	1.000	5.617
16	1.000	2.268	2.363	5.631
17	2.349	2.268	2.363	6.980
18	2.349	1.000	2.363	5.712
19	2.349	2.268	2.363	6.980
20	2.349	2.268	1.000	5.617
21	3.710	3.528	3.728	10.966
22	2.349	1.000	2.363	5.712
23	2.349	2.268	2.363	6.980
24	3.710	3.528	3.728	10.966
25	2.349	2.268	2.363	6.980
26	2.349	2.268	2.363	6.980
27	2.349	2.268	2.363	6.980
28	3.710	3.528	3.728	10.966
29	3.710	3.528	3.728	10.966
30	2.349	2.268	2.363	6.980
31	3.710	3.528	3.728	10.966
32	2.349	1.000	1.000	4.349
33	1.000	2.268	2.363	5.631
34	2.349	1.000	2.363	5.712
35	2.349	2.268	2.363	6.980
36	3.710	3.528	3.728	10.966
37	1.000	2.268	1.000	4.268
38	2.349	2.268	2.363	6.980
39	2.349	3.528	3.728	9.605
40	2.349	2.268	2.363	6.980
41	2.349	2.268	2.363	6.980
42	3.710	2.268	3.728	9.707
43	2.349	2.268	1.000	5.617

No	Citra Merek			Total
	Item 1	Item 2	Item 3	
44	1.000	2.268	1.000	4.268
45	2.349	1.000	1.000	4.349
46	1.000	2.268	2.363	5.631
47	3.710	3.528	2.363	9.601
48	2.349	1.000	2.363	5.712
49	2.349	2.268	2.363	6.980
50	1.000	1.000	1.000	3.000
51	1.000	1.000	1.000	3.000
52	1.000	1.000	1.000	3.000
53	2.349	2.268	2.363	6.980
54	3.710	3.528	3.728	10.966
55	1.000	1.000	1.000	3.000
56	2.349	1.000	2.363	5.712
57	2.349	2.268	1.000	5.617
58	3.710	3.528	3.728	10.966
59	3.710	2.268	2.363	8.341
60	1.000	2.268	2.363	5.631
61	3.710	3.528	3.728	10.966
62	2.349	2.268	1.000	5.617
63	1.000	2.268	2.363	5.631
64	2.349	1.000	2.363	5.712
65	2.349	1.000	2.363	5.712
66	2.349	3.528	2.363	8.239
67	1.000	1.000	1.000	3.000
68	2.349	2.268	1.000	5.617
69	2.349	2.268	3.728	8.345
70	1.000	2.268	2.363	5.631
71	2.349	2.268	2.363	6.980
72	2.349	2.268	2.363	6.980
73	2.349	1.000	2.363	5.712
74	3.710	3.528	2.363	9.601
75	2.349	1.000	2.363	5.712

Data Ordinal

No	Keputusan Pembelian				Total
	Item 1	Item 2	Item 3	Item 4	
1	5	4	4	5	18
2	4	4	4	4	16
3	4	5	5	4	18
4	4	4	3	4	15
5	4	3	4	4	15
6	5	5	4	5	19
7	4	3	3	4	14
8	5	5	4	5	19
9	4	5	4	3	16
10	4	3	4	4	15
11	4	4	4	4	16
12	4	5	4	4	17
13	4	3	4	4	15
14	5	4	5	4	18
15	4	4	5	4	17
16	4	4	4	3	15
17	4	4	5	4	17
18	4	3	3	4	14
19	4	5	4	4	17
20	4	3	4	3	14
21	3	4	3	4	14
22	4	4	3	4	15
23	3	4	4	4	15
24	4	4	4	4	16
25	4	3	4	4	15
26	4	4	3	4	15
27	4	3	5	4	16
28	5	4	5	4	18
29	5	4	4	5	18
30	4	4	4	3	15
31	4	4	4	4	16
32	4	3	4	4	15
33	4	5	4	4	17
34	3	4	4	3	14
35	4	4	3	4	15
36	4	5	5	4	18
37	4	4	3	3	14
38	5	4	5	4	18
39	4	4	4	4	16
40	4	3	3	4	14
41	3	4	4	4	15
42	4	4	4	4	16
43	3	3	4	4	14

No	Keputusan Pembelian				Total
	Item 1	Item 2	Item 3	Item 4	
44	4	4	5	4	17
45	4	4	5	4	17
46	4	4	3	3	14
47	4	3	5	4	16
48	4	3	4	3	14
49	4	4	4	4	16
50	4	3	4	3	14
51	3	4	3	4	14
52	4	3	4	4	15
53	4	4	3	4	15
54	4	4	4	4	16
55	4	4	3	3	14
56	4	3	4	3	14
57	4	4	4	4	16
58	5	4	4	4	17
59	5	4	4	4	17
60	3	4	3	4	14
61	4	4	4	4	16
62	4	5	4	3	16
63	4	5	4	4	17
64	4	3	3	4	14
65	4	3	3	4	14
66	5	4	4	4	17
67	3	4	3	3	13
68	5	4	4	4	17
69	4	4	4	4	16
70	3	4	3	4	14
71	4	4	4	3	15
72	4	4	4	4	16
73	3	4	4	3	14
74	5	4	4	4	17
75	4	4	4	4	16
	TOTAL				1176

Data Inteval

No	Keputusan Pembelian				Total
	Item 1	Item 2	Item 3	Item 4	
1	4.135	2.448	2.428	4.435	13.446
2	2.575	2.448	2.428	2.629	10.080
3	2.575	3.910	3.861	2.629	12.975
4	2.575	2.448	1.000	2.629	8.652
5	2.575	1.000	2.428	2.629	8.632
6	4.135	3.910	2.428	4.435	14.908
7	2.575	1.000	1.000	2.629	7.204
8	4.135	3.910	2.428	4.435	14.908
9	2.575	3.910	2.428	1.000	9.913
10	2.575	1.000	2.428	2.629	8.632
11	2.575	2.448	2.428	2.629	10.080
12	2.575	3.910	2.428	2.629	11.542
13	2.575	1.000	2.428	2.629	8.632
14	4.135	2.448	3.861	2.629	13.073
15	2.575	2.448	3.861	2.629	11.513
16	2.575	2.448	2.428	1.000	8.451
17	2.575	2.448	3.861	2.629	11.513
18	2.575	1.000	1.000	2.629	7.204
19	2.575	3.910	2.428	2.629	11.542
20	2.575	1.000	2.428	1.000	7.003
21	1.000	2.448	1.000	2.629	7.077
22	2.575	2.448	1.000	2.629	8.652
23	1.000	2.448	2.428	2.629	8.505
24	2.575	2.448	2.428	2.629	10.080
25	2.575	1.000	2.428	2.629	8.632
26	2.575	2.448	1.000	2.629	8.652
27	2.575	1.000	3.861	2.629	10.065
28	4.135	2.448	3.861	2.629	13.073
29	4.135	2.448	2.428	4.435	13.446
30	2.575	2.448	2.428	1.000	8.451
31	2.575	2.448	2.428	2.629	10.080
32	2.575	1.000	2.428	2.629	8.632
33	2.575	3.910	2.428	2.629	11.542
34	1.000	2.448	2.428	1.000	6.876
35	2.575	2.448	1.000	2.629	8.652
36	2.575	3.910	3.861	2.629	12.975
37	2.575	2.448	1.000	1.000	7.023
38	4.135	2.448	3.861	2.629	13.073
39	2.575	2.448	2.428	2.629	10.080
40	2.575	1.000	1.000	2.629	7.204
41	1.000	2.448	2.428	2.629	8.505
42	2.575	2.448	2.428	2.629	10.080
43	1.000	1.000	2.428	2.629	7.057

No	Keputusan Pembelian				Total
	Item 1	Item 2	Item 3	Item 4	
44	2.575	2.448	3.861	2.629	11.513
45	2.575	2.448	3.861	2.629	11.513
46	2.575	2.448	1.000	1.000	7.023
47	2.575	1.000	3.861	2.629	10.065
48	2.575	1.000	2.428	1.000	7.003
49	2.575	2.448	2.428	2.629	10.080
50	2.575	1.000	2.428	1.000	7.003
51	1.000	2.448	1.000	2.629	7.077
52	2.575	1.000	2.428	2.629	8.632
53	2.575	2.448	1.000	2.629	8.652
54	2.575	2.448	2.428	2.629	10.080
55	2.575	2.448	1.000	1.000	7.023
56	2.575	1.000	2.428	1.000	7.003
57	2.575	2.448	2.428	2.629	10.080
58	4.135	2.448	2.428	2.629	11.640
59	4.135	2.448	2.428	2.629	11.640
60	1.000	2.448	1.000	2.629	7.077
61	2.575	2.448	2.428	2.629	10.080
62	2.575	3.910	2.428	1.000	9.913
63	2.575	3.910	2.428	2.629	11.542
64	2.575	1.000	1.000	2.629	7.204
65	2.575	1.000	1.000	2.629	7.204
66	4.135	2.448	2.428	2.629	11.640
67	1.000	2.448	1.000	1.000	5.448
68	4.135	2.448	2.428	2.629	11.640
69	2.575	2.448	2.428	2.629	10.080
70	1.000	2.448	1.000	2.629	7.077
71	2.575	2.448	2.428	1.000	8.451
72	2.575	2.448	2.428	2.629	10.080
73	1.000	2.448	2.428	1.000	6.876
74	4.135	2.448	2.428	2.629	11.640
75	2.575	2.448	2.428	2.629	10.080

LAMPIRAN 05 : DESKRIPSI DATA RESPONDEN

Statistics

		Jenis_Kelamin	Usia
N	Valid	75	75
	Missing	0	0

Jenis_Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	28	37,3	37,3	37,3
	Perempuan	47	62,7	62,7	100,0
	Total	75	100,0	100,0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-22 Tahun	33	44,0	44,0	44,0
	23-28 Tahun	19	25,3	25,3	69,3
	29-34 Tahun	5	6,7	6,7	76,0
	35-40 Tahun	18	24,0	24,0	100,0
	Total	75	100,0	100,0	

LAMPIRAN 06: DAFTAR NILAI t_{tabel} SIGNIFIKASI 5% DAN 1%

N	The Level of Significance		N	The Level of Significance	
	5%	1%		5%	1%
3	0.997	0.999	38	0.320	0.413
4	0.950	0.990	39	0.316	0.408
5	0.878	0.959	40	0.312	0.312
6	0.811	0.917	41	0.308	0.398
7	0.754	0.874	42	0.304	0.393
8	0.707	0.834	43	0.301	0.389
9	0.666	0.798	44	0.297	0.384
10	0.632	0.765	45	0.294	0.380
11	0.602	0.735	46	0.291	0.376
12	0.576	0.708	47	0.288	0.372
13	0.553	0.684	48	0.284	0.368
14	0.532	0.661	49	0.281	0.364
15	0.514	0.641	50	0.279	0.361
16	0.497	0.623	55	0.266	0.345
17	0.482	0.606	60	0.254	0.330
18	0.468	0.590	65	0.244	0.317
19	0.456	0.575	70	0.235	0.306
20	0.444	0.561	75	0.227	0.296
21	0.433	0.549	80	0.220	0.286
22	0.432	0.537	85	0.213	0.278
23	0.413	0.526	90	0.207	0.267
24	0.404	0.515	95	0.202	0.263
25	0.396	0.505	100	0.195	0.256
26	0.388	0.496	125	0.176	0.230
27	0.381	0.487	150	0.159	0.210
28	0.374	0.478	175	0.148	0.194
29	0.367	0.470	200	0.138	0.181
30	0.361	0.463	300	0.113	0.148
31	0.355	0.456	400	0.098	0.128
32	0.349	0.449	500	0.088	0.115
33	0.344	0.442	600	0.080	0.105
34	0.339	0.436	700	0.074	0.097
35	0.334	0.430	800	0.070	0.091
36	0.329	0.424	900	0.065	0.086
37	0.325	0.418	1000	0.062	0.081

(Sumber: http://repository.upi.edu/14867/16/S_PEA_1005771_Appendix7.pdf)

LAMPIRAN 07 : HASIL *OUTPUT* PERHITUNGAN SPSS 23 *FOR WINDOWS*, KUALITAS PRODUK (X_1), HARGA (X_2), CITRA MEREK (X_3) DAN KEPUTUSAN PEMBELIAN (Y)

HASIL UJI RELIABILITAS KUALITAS PRODUK SAMPEL KECIL

Reliability Statistics

Cronbach's Alpha	N of Items
,733	4

HASIL UJI RELIABILITAS HARGA SAMPEL KECIL

Reliability Statistics

Cronbach's Alpha	N of Items
,755	4

UJI RELIABILITAS CITRA MEREK SAMPEL KECIL

Reliability Statistics

Cronbach's Alpha	N of Items
,762	3

UJI REABILITAS KEPUTUSAN PEMBELIAN SAMPEL KECIL

Reliability Statistics

Cronbach's Alpha	N of Items
,769	4

HASIL UJI RELIABILITAS KUALITAS PRODUK SAMPEL BESAR

Reliability Statistics

Cronbach's Alpha	N of Items
,829	4

HASIL UJI RELIABILITAS HARGA SAMPEL BESAR

Reliability Statistics

Cronbach's Alpha	N of Items
,596	4

HASIL UJI RELIABILITAS CITRA MEREK SAMPEL BESAR

Reliability Statistics

Cronbach's Alpha	N of Items
,836	3

HASIL UJI RELIABILITAS KEPUTUSAN PEMBELIAN SAMPEL BESAR

Reliability Statistics

Cronbach's Alpha	N of Items
,514	4

HASIL UJI VALIDITAS KUALITAS PRODUK SAMPEL KECIL

Correlations

		X1.1	X1.2	X1.3	X1.4	Kualitas Produk
X1.1	Pearson Correlation	1	,214	,636**	,393*	,757**
	Sig. (2-tailed)		,256	,000	,031	,000
	N	30	30	30	30	30
X1.2	Pearson Correlation	,214	1	,393*	,447*	,682**
	Sig. (2-tailed)	,256		,032	,013	,000
	N	30	30	30	30	30
X1.3	Pearson Correlation	,636**	,393*	1	,352	,804**
	Sig. (2-tailed)	,000	,032		,056	,000
	N	30	30	30	30	30
X1.4	Pearson Correlation	,393*	,447*	,352	1	,736**
	Sig. (2-tailed)	,031	,013	,056		,000
	N	30	30	30	30	30
Kualitas Produk	Pearson Correlation	,757**	,682**	,804**	,736**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

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

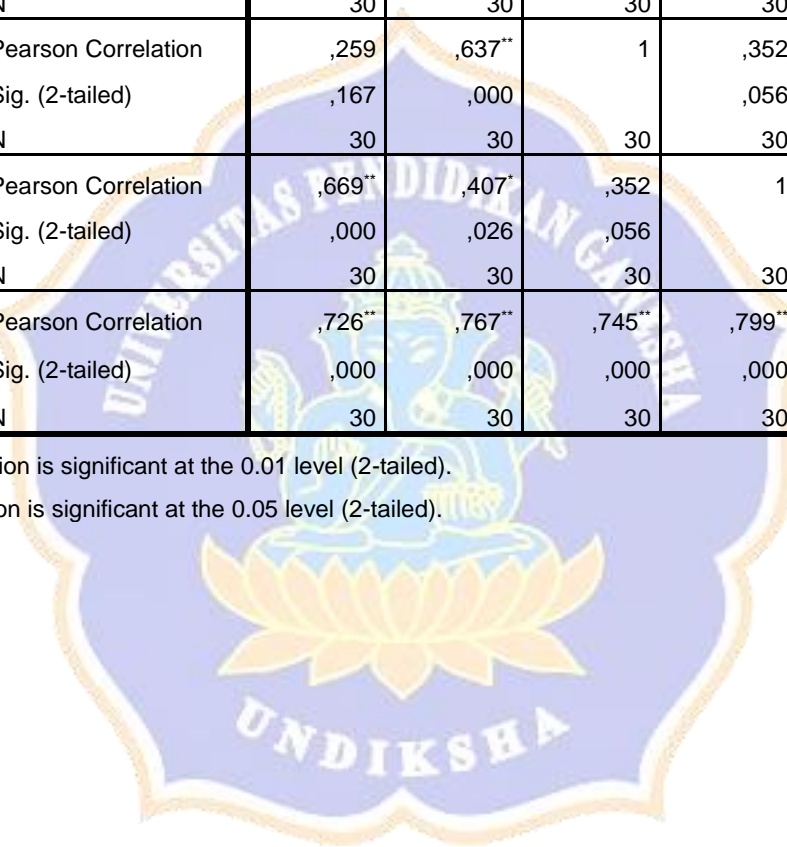
HASIL UJI VALIDITAS HARGA SAMPEL KECIL

Correlations

		X2.1	X2.2	X2.3	X2.4	Harga
X2.1	Pearson Correlation	1	,290	,259	,669**	,726**
	Sig. (2-tailed)		,120	,167	,000	,000
	N	30	30	30	30	30
X2.2	Pearson Correlation	,290	1	,637**	,407*	,767**
	Sig. (2-tailed)	,120		,000	,026	,000
	N	30	30	30	30	30
X2.3	Pearson Correlation	,259	,637**	1	,352	,745**
	Sig. (2-tailed)	,167	,000		,056	,000
	N	30	30	30	30	30
X2.4	Pearson Correlation	,669**	,407*	,352	1	,799**
	Sig. (2-tailed)	,000	,026	,056		,000
	N	30	30	30	30	30
Harga	Pearson Correlation	,726**	,767**	,745**	,799**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

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



HASIL UJI VALIDITAS CITRA MEREK SAMPEL KECIL

Correlations

		X3.1	X3.2	X3.3	Citra Merek
X3.1	Pearson Correlation	1	,460*	,590**	,833**
	Sig. (2-tailed)		,010	,001	,000
	N	30	30	30	30
X3.2	Pearson Correlation	,460*	1	,497**	,791**
	Sig. (2-tailed)	,010		,005	,000
	N	30	30	30	30
X3.3	Pearson Correlation	,590**	,497**	1	,845**
	Sig. (2-tailed)	,001	,005		,000
	N	30	30	30	30
Citra Merek	Pearson Correlation	,833**	,791**	,845**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

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

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



HASIL UJI VALIDITAS KEPUTUSAN PEMBELIAN SAMPEL KECIL

Correlations

		Y1	Y2	Y3	Y4	Keputusan Pembelian
Y1	Pearson Correlation	1	,278	,373*	,754**	,784**
	Sig. (2-tailed)		,138	,042	,000	,000
	N	30	30	30	30	30
Y2	Pearson Correlation	,278	1	,669**	,404*	,761**
	Sig. (2-tailed)	,138		,000	,027	,000
	N	30	30	30	30	30
Y3	Pearson Correlation	,373*	,669**	1	,250	,745**
	Sig. (2-tailed)	,042	,000		,183	,000
	N	30	30	30	30	30
Y4	Pearson Correlation	,754**	,404*	,250	1	,785**
	Sig. (2-tailed)	,000	,027	,183		,000
	N	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	,784**	,761**	,745**	,785**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

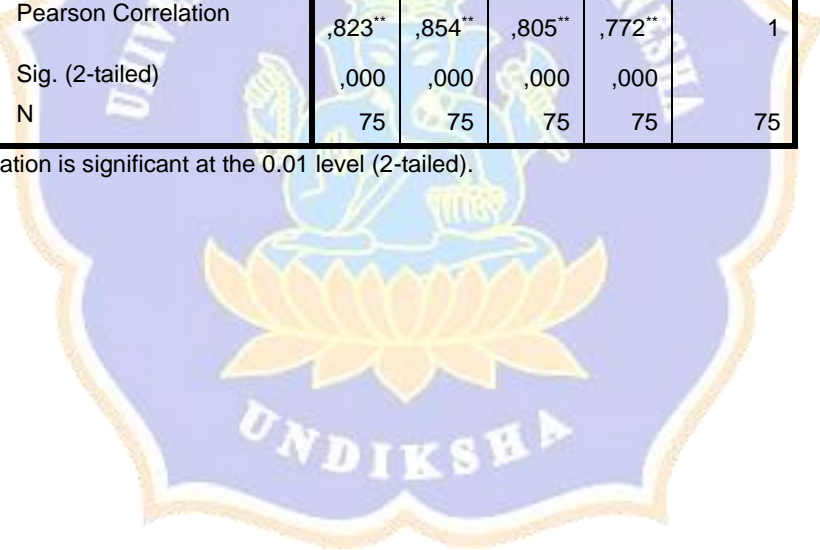
** . Correlation is significant at the 0.01 level (2-tailed).

HASIL UJI VALIDITAS KUALITAS PRODUK SAMPEL BESAR

Correlations

		X1.1	X1.2	X1.3	X1.4	Kualitas Produk
X1.1	Pearson Correlation	1	,528**	,459**	,692**	,823**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	75	75	75	75	75
X1.2	Pearson Correlation	,528**	1	,793**	,454**	,854**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	75	75	75	75	75
X1.3	Pearson Correlation	,459**	,793**	1	,366**	,805**
	Sig. (2-tailed)	,000	,000		,001	,000
	N	75	75	75	75	75
X1.4	Pearson Correlation	,692**	,454**	,366**	1	,772**
	Sig. (2-tailed)	,000	,000	,001		,000
	N	75	75	75	75	75
Kualitas Produk	Pearson Correlation	,823**	,854**	,805**	,772**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	75	75	75	75	75

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



HASIL UJI VALIDITAS HARGA SAMPEL BESAR

		Correlations				
		X2.1	X2.2	X2.3	X2.4	Harga
X2.1	Pearson Correlation	1	,170	,330**	,521**	,747**
	Sig. (2-tailed)		,144	,004	,000	,000
	N	75	75	75	75	75
X2.2	Pearson Correlation	,170	1	,205	,214	,596**
	Sig. (2-tailed)	,144		,078	,065	,000
	N	75	75	75	75	75
X2.3	Pearson Correlation	,330**	,205	1	,183	,640**
	Sig. (2-tailed)	,004	,078		,116	,000
	N	75	75	75	75	75
X2.4	Pearson Correlation	,521**	,214	,183	1	,709**
	Sig. (2-tailed)	,000	,065	,116		,000
	N	75	75	75	75	75
Harga	Pearson Correlation	,747**	,596**	,640**	,709**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	75	75	75	75	75

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



HASIL UJI VALIDITAS CITRA MEREK SAMPEL BESAR

		Correlations			
		X3.1	X3.2	X3.3	Citra Merek
X3.1	Pearson Correlation	1	,605**	,679**	,877**
	Sig. (2-tailed)		,000	,000	,000
	N	75	75	75	75
X3.2	Pearson Correlation	,605**	1	,604**	,850**
	Sig. (2-tailed)	,000		,000	,000
	N	75	75	75	75
X3.3	Pearson Correlation	,679**	,604**	1	,877**
	Sig. (2-tailed)	,000	,000		,000
	N	75	75	75	75
Citra Merek	Pearson Correlation	,877**	,850**	,877**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	75	75	75	75

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

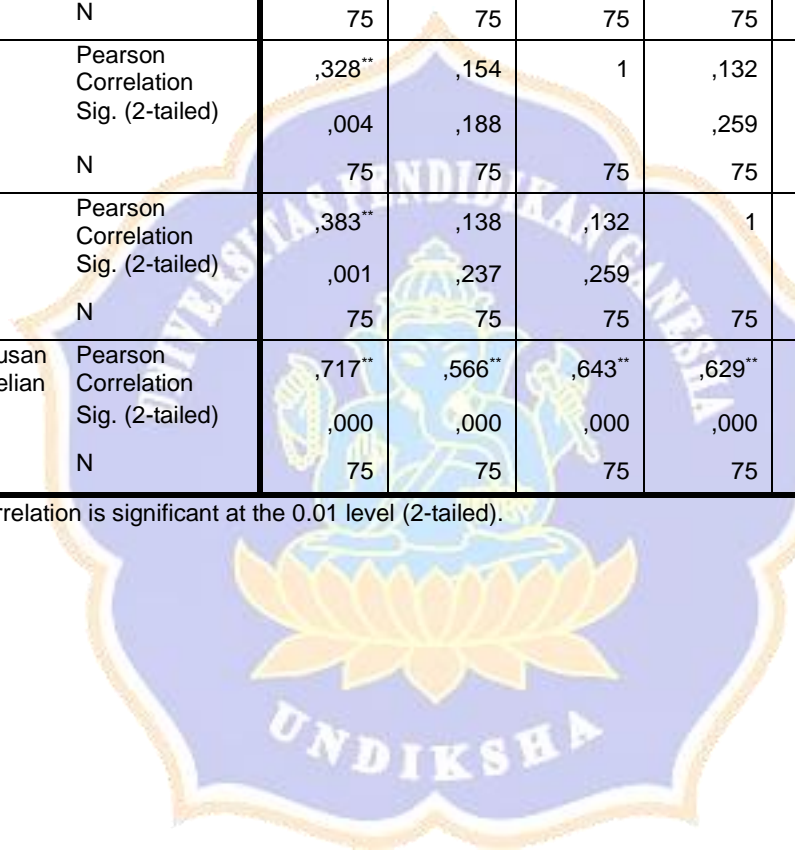


HASIL UJI VALIDITAS KEPUTUSAN PEMBELIAN SAMPEL BESAR

Correlations

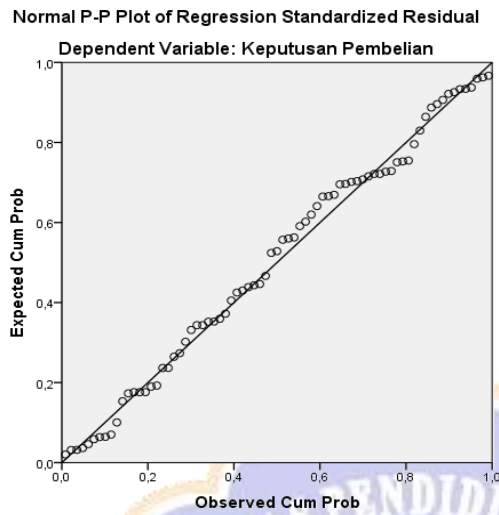
		Y1	Y2	Y3	Y4	Keputusan Pembelian
Y1	Pearson Correlation	1	,131	,328**	,383**	,717**
	Sig. (2-tailed)		,262	,004	,001	,000
	N	75	75	75	75	75
Y2	Pearson Correlation	,131	1	,154	,138	,566**
	Sig. (2-tailed)	,262		,188	,237	,000
	N	75	75	75	75	75
Y3	Pearson Correlation	,328**	,154	1	,132	,643**
	Sig. (2-tailed)	,004	,188		,259	,000
	N	75	75	75	75	75
Y4	Pearson Correlation	,383**	,138	,132	1	,629**
	Sig. (2-tailed)	,001	,237	,259		,000
	N	75	75	75	75	75
Keputusan Pembelian	Pearson Correlation	,717**	,566**	,643**	,629**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	75	75	75	75	75

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



Output SPSS Uji Asumsi Klasik

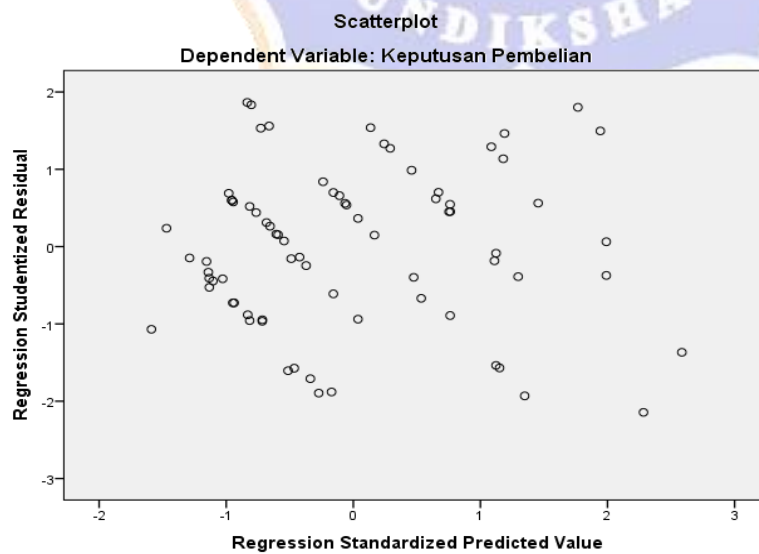
Hasil Uji Normalitas



Hasil Uji Multikolinieritas

Collinearity Statistics	
Tolerance	VIF
,538	1,860
,656	1,524
,724	1,381

Hasil Uji Heteroskedastisitas



Output SPSS Analisis Regresi Linier Berganda

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,865 ^a	,749	,738	1120,614

a. Predictors: (Constant), Citra Merek, Harga, Kualitas Produk

b. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	265980262,498	3	88660087,499	70,602	,000 ^b
	Residual	89160030,489	71	1255775,077		
	Total	355140292,987	74			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Citra Merek, Harga, Kualitas Produk

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1453,445	583,376		2,491	,015					
	Kualitas Produk	,282	,061	,374	4,615	,000	,758	,480	,274	,538	1,860
	Harga	,397	,068	,427	5,819	,000	,732	,568	,346	,656	1,524
	Citra Merek	,239	,065	,256	3,656	,000	,596	,398	,217	,724	1,381

a. Dependent Variable: Keputusan Pembelian