

LAMPIRAN 2**HASIL OLAHAN DATA****Karakteristik Responden****1) Jenis Kelamin**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki - laki	57	35.6	35.6	35.6
	Perempuan	103	64.4	64.4	100.0
	Total	160	100.0	100.0	

2) Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15	29	18.1	18.1	18.1
	16	88	55.0	55.0	73.1
	17	32	20.0	20.0	93.1
	18	11	6.9	6.9	100.0
	Total	160	100.0	100.0	

3) Pengeluaran Per Bulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	100 - 500 Ribu	108	67.5	67.5	67.5
	600 Ribu - 1 Juta	35	21.9	21.9	89.4

	> 1 Juta	17	10.6	10.6	100.0
	Total	160	100.0	100.0	

Penyajian Data

No.	Variabel	Persentase
1	Kualitas Produk (X_1)	92.17%
2	Brand Image (X_2)	87.06%
3	Brand Ambassador (X_3)	88.10%
4	Keputusan Pembelian (Y)	86.90%

