# **Data Tabulasi Tanggapan Responden**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Kualitas Produk (X1)** | | | | | | | ***Brand Image* (X2)** | | | | **Harga (X3)** | | | | | **Keputusan Pembelian (Y)** | | | | |
| P1 | P2 | P3 | P4 | P5 | P6 | PT | P1 | P2 | P3 | PT | P1 | P2 | P3 | P4 | PT | P1 | P2 | P3 | P4 | PT |
| 5 | 5 | 4 | 5 | 5 | 5 | 29 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 5 | 19 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 |
| 5 | 4 | 4 | 4 | 5 | 5 | 27 | 4 | 2 | 5 | 11 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 5 | 5 | 19 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 4 | 14 | 5 | 5 | 4 | 4 | 18 | 5 | 4 | 5 | 5 | 19 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 3 | 4 | 3 | 4 | 22 | 5 | 2 | 5 | 12 | 5 | 4 | 4 | 3 | 16 | 4 | 4 | 5 | 5 | 18 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 4 | 5 | 18 |
| 5 | 4 | 5 | 5 | 2 | 4 | 25 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 2 | 3 | 2 | 4 | 20 | 4 | 4 | 4 | 12 | 5 | 4 | 3 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 5 | 4 | 5 | 5 | 3 | 5 | 27 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 4 | 19 | 4 | 5 | 4 | 5 | 18 |
| 4 | 5 | 5 | 5 | 4 | 5 | 28 | 4 | 5 | 5 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 4 | 17 |
| 4 | 3 | 4 | 3 | 4 | 3 | 21 | 3 | 3 | 1 | 7 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 4 | 16 |
| 2 | 3 | 3 | 4 | 4 | 5 | 21 | 4 | 3 | 4 | 11 | 5 | 5 | 4 | 3 | 17 | 4 | 3 | 4 | 3 | 14 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 5 | 5 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 5 | 4 | 4 | 5 | 5 | 5 | 28 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 4 | 4 | 5 | 5 | 28 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 4 | 17 | 4 | 5 | 4 | 4 | 17 |
| 3 | 4 | 5 | 5 | 4 | 4 | 25 | 4 | 4 | 3 | 11 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 5 | 4 | 17 |
| 4 | 3 | 3 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 12 | 5 | 5 | 4 | 4 | 18 | 5 | 4 | 4 | 4 | 17 |
| 5 | 5 | 4 | 5 | 5 | 5 | 29 | 5 | 5 | 5 | 15 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 5 | 17 |
| 4 | 4 | 3 | 4 | 4 | 5 | 24 | 4 | 4 | 5 | 13 | 4 | 5 | 5 | 4 | 18 | 4 | 5 | 4 | 5 | 18 |
| 4 | 4 | 3 | 5 | 5 | 4 | 25 | 4 | 1 | 5 | 10 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 3 | 5 | 5 | 4 | 25 | 5 | 4 | 5 | 14 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 5 | 4 | 29 | 5 | 5 | 5 | 15 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 5 | 17 |
| 4 | 3 | 4 | 4 | 4 | 4 | 23 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 5 | 17 |
| 4 | 4 | 3 | 5 | 5 | 4 | 25 | 5 | 5 | 5 | 15 | 4 | 4 | 5 | 4 | 17 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 1 | 4 | 4 | 5 | 24 | 5 | 1 | 5 | 11 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 5 | 4 | 18 |
| 5 | 4 | 4 | 5 | 3 | 5 | 26 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 5 | 5 | 18 |
| 5 | 3 | 3 | 5 | 4 | 5 | 25 | 5 | 4 | 4 | 13 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 | 4 | 4 | 4 | 12 | 5 | 4 | 5 | 4 | 18 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 3 | 4 | 5 | 4 | 26 | 4 | 3 | 5 | 12 | 5 | 4 | 4 | 5 | 18 | 5 | 5 | 5 | 5 | 20 |
| 5 | 3 | 3 | 5 | 5 | 3 | 24 | 5 | 3 | 5 | 13 | 4 | 4 | 4 | 5 | 17 | 5 | 5 | 4 | 4 | 18 |
| 5 | 5 | 5 | 5 | 3 | 3 | 26 | 4 | 3 | 5 | 12 | 4 | 4 | 3 | 1 | 12 | 5 | 5 | 5 | 5 | 20 |
| 5 | 4 | 4 | 5 | 5 | 5 | 28 | 5 | 5 | 5 | 15 | 5 | 5 | 3 | 4 | 17 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 4 | 5 | 5 | 5 | 29 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 5 | 18 | 5 | 5 | 5 | 3 | 18 |
| 5 | 4 | 4 | 5 | 5 | 5 | 28 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 4 | 5 | 5 | 5 | 29 | 5 | 1 | 5 | 11 | 5 | 5 | 5 | 3 | 18 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 5 | 18 | 5 | 5 | 5 | 3 | 18 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 5 | 18 | 5 | 5 | 5 | 3 | 18 |
| 5 | 5 | 3 | 4 | 2 | 4 | 23 | 5 | 4 | 5 | 14 | 5 | 4 | 4 | 1 | 14 | 5 | 4 | 3 | 4 | 16 |
| 5 | 4 | 3 | 4 | 4 | 3 | 23 | 4 | 4 | 5 | 13 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 4 | 4 | 18 |
| 5 | 5 | 4 | 5 | 5 | 4 | 28 | 5 | 4 | 5 | 14 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 3 | 4 | 17 |
| 5 | 4 | 4 | 5 | 1 | 4 | 23 | 5 | 2 | 5 | 12 | 5 | 5 | 4 | 3 | 17 | 5 | 5 | 4 | 5 | 19 |
| 5 | 5 | 5 | 5 | 4 | 4 | 28 | 5 | 4 | 5 | 14 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 3 | 5 | 18 |
| 5 | 3 | 4 | 4 | 3 | 5 | 24 | 4 | 1 | 5 | 10 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 5 | 18 |
| 5 | 4 | 3 | 4 | 3 | 3 | 22 | 4 | 2 | 5 | 11 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 3 | 4 | 3 | 3 | 21 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 5 | 18 | 5 | 5 | 4 | 5 | 19 |
| 4 | 5 | 5 | 4 | 4 | 5 | 27 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 4 | 4 | 18 |
| 5 | 5 | 4 | 5 | 5 | 4 | 28 | 3 | 5 | 5 | 13 | 4 | 4 | 4 | 5 | 17 | 5 | 5 | 5 | 5 | 20 |
| 5 | 3 | 4 | 4 | 4 | 4 | 24 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 4 | 5 | 19 |
| 5 | 3 | 3 | 4 | 4 | 4 | 23 | 3 | 1 | 4 | 8 | 4 | 4 | 3 | 3 | 14 | 4 | 4 | 3 | 4 | 15 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 | 5 | 1 | 5 | 11 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 19 |
| 5 | 5 | 4 | 5 | 4 | 5 | 28 | 4 | 2 | 5 | 11 | 5 | 5 | 5 | 4 | 19 | 4 | 4 | 3 | 5 | 16 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 2 | 5 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 4 | 15 |
| 5 | 5 | 4 | 5 | 5 | 4 | 28 | 5 | 4 | 5 | 14 | 5 | 5 | 4 | 5 | 19 | 5 | 4 | 4 | 5 | 18 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 5 | 18 |
| 5 | 5 | 3 | 5 | 3 | 4 | 25 | 4 | 1 | 5 | 10 | 5 | 5 | 4 | 5 | 19 | 5 | 4 | 4 | 4 | 17 |
| 4 | 4 | 4 | 4 | 3 | 3 | 22 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 3 | 5 | 4 | 5 | 27 | 4 | 4 | 5 | 13 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 4 | 5 | 19 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 4 | 17 |
| 5 | 4 | 5 | 5 | 2 | 4 | 25 | 5 | 4 | 4 | 13 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 5 | 4 | 19 |
| 5 | 5 | 4 | 5 | 5 | 5 | 29 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 4 | 5 | 19 |
| 5 | 5 | 4 | 4 | 4 | 4 | 26 | 5 | 4 | 4 | 13 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 5 | 4 | 4 | 4 | 4 | 4 | 25 | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 5 | 18 | 5 | 4 | 2 | 5 | 16 |
| 4 | 5 | 5 | 5 | 4 | 4 | 27 | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 4 | 17 | 5 | 4 | 4 | 5 | 18 |
| 5 | 3 | 4 | 4 | 2 | 4 | 22 | 3 | 4 | 4 | 11 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 5 | 4 | 19 |
| 5 | 5 | 5 | 5 | 3 | 3 | 26 | 3 | 5 | 5 | 13 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 5 | 18 |
| 5 | 5 | 4 | 4 | 5 | 5 | 28 | 2 | 4 | 5 | 11 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 3 | 4 | 27 | 3 | 5 | 5 | 13 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 5 | 18 |
| 5 | 5 | 5 | 5 | 4 | 4 | 28 | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 5 | 18 | 5 | 5 | 5 | 4 | 19 |
| 4 | 4 | 4 | 4 | 2 | 3 | 21 | 5 | 4 | 5 | 14 | 5 | 4 | 4 | 5 | 18 | 5 | 4 | 4 | 5 | 18 |
| 4 | 4 | 4 | 5 | 5 | 4 | 26 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 5 | 4 | 5 | 5 | 4 | 4 | 27 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 4 | 4 | 5 | 28 | 3 | 5 | 5 | 13 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 5 | 18 |
| 5 | 4 | 4 | 4 | 4 | 4 | 25 | 4 | 5 | 5 | 14 | 5 | 5 | 5 | 4 | 19 | 4 | 4 | 3 | 4 | 15 |
| 5 | 5 | 4 | 4 | 5 | 5 | 28 | 4 | 5 | 5 | 14 | 5 | 4 | 4 | 4 | 17 | 5 | 5 | 5 | 5 | 20 |
| 5 | 4 | 4 | 4 | 5 | 5 | 27 | 3 | 2 | 5 | 10 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 5 | 5 | 19 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 2 | 3 | 3 | 4 | 4 | 5 | 21 | 4 | 3 | 4 | 11 | 5 | 5 | 5 | 5 | 20 | 4 | 3 | 4 | 3 | 14 |
| 5 | 4 | 4 | 5 | 5 | 5 | 28 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 3 | 5 | 5 | 4 | 25 | 5 | 4 | 5 | 14 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 5 | 4 | 29 | 3 | 5 | 1 | 9 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 5 | 17 |
| 5 | 3 | 3 | 5 | 4 | 5 | 25 | 5 | 4 | 1 | 10 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 3 | 5 | 4 | 5 | 27 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 4 | 5 | 19 |
| 5 | 5 | 4 | 5 | 5 | 5 | 29 | 4 | 5 | 5 | 14 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 4 | 5 | 19 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 3 | 11 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 3 | 4 | 5 | 5 | 4 | 4 | 25 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 5 | 4 | 17 |
| 4 | 4 | 3 | 5 | 5 | 4 | 25 | 5 | 5 | 3 | 13 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 4 | 5 | 5 | 5 | 29 | 4 | 4 | 2 | 10 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 5 | 4 | 4 | 5 | 27 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 4 | 4 | 18 |
| 5 | 5 | 3 | 5 | 4 | 5 | 27 | 4 | 4 | 5 | 13 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 4 | 5 | 19 |
| 5 | 5 | 4 | 4 | 4 | 4 | 26 | 5 | 5 | 5 | 15 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |

# **Lampiran 4 : Frekuensi Data Responden**

1. Distribusi Kategori
2. Berdasarkan Usia Responden

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **USIA** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 17 - 27 Tahun | 86 | 86.0 | 86.0 | 86.0 |
| 28 - 38 Tahun | 13 | 13.0 | 13.0 | 99.0 |
| 39 - 49 Tahun | 1 | 1.0 | 1.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

1. Berdasarkan Pekerjaan Responden

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **PEKERJAAN** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Pelajar/Mahasiswa | 51 | 51.0 | 51.0 | 51.0 |
| Ibu Rumah Tangga | 3 | 3.0 | 3.0 | 54.0 |
| Pegawai Swasta | 43 | 43.0 | 43.0 | 97.0 |
| Wiraswasta | 3 | 3.0 | 3.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

1. Frekuensi Data Analisis Variabel
2. Variabel Kualitas Produk (X1)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **X1.1** | | | | | | | | | | |
|  | | | Frequency | | Percent | | Valid Percent | | Cumulative Percent | |
| Valid | TS | 2 | | 2.0 | | 2.0 | | 2.0 | |
| R | 2 | | 2.0 | | 2.0 | | 4.0 | |
| S | 26 | | 26.0 | | 26.0 | | 30.0 | |
| SS | 70 | | 70.0 | | 70.0 | | 100.0 | |
| Total | 100 | | 100.0 | | 100.0 | |  | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | R | 12 | 12.0 | 12.0 | 12.0 |
| S | 36 | 36.0 | 36.0 | 48.0 |
| SS | 52 | 52.0 | 52.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1.0 | 1.0 | 1.0 |
| TS | 1 | 1.0 | 1.0 | 2.0 |
| R | 23 | 23.0 | 23.0 | 25.0 |
| S | 43 | 43.0 | 43.0 | 68.0 |
| SS | 32 | 32.0 | 32.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | R | 2 | 2.0 | 2.0 | 2.0 |
| S | 36 | 36.0 | 36.0 | 38.0 |
| SS | 62 | 62.0 | 62.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1.0 | 1.0 | 1.0 |
| TS | 6 | 6.0 | 6.0 | 7.0 |
| R | 11 | 11.0 | 11.0 | 18.0 |
| S | 40 | 40.0 | 40.0 | 58.0 |
| SS | 42 | 42.0 | 42.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | R | 9 | 9.0 | 9.0 | 9.0 |
| S | 42 | 42.0 | 42.0 | 51.0 |
| SS | 49 | 49.0 | 49.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

1. Variabel *Brand Image* (X2)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 19 | 19.0 | 19.0 | 19.0 |
| SS | 81 | 81.0 | 81.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 32 | 32.0 | 32.0 | 32.0 |
| SS | 68 | 68.0 | 68.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 3 | 3.0 | 3.0 | 3.0 |
| TS | 1 | 1.0 | 1.0 | 4.0 |
| R | 3 | 3.0 | 3.0 | 7.0 |
| S | 14 | 14.0 | 14.0 | 21.0 |
| SS | 79 | 79.0 | 79.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

1. Variabel Harga (X3)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 19 | 19.0 | 19.0 | 19.0 |
| SS | 81 | 81.0 | 81.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 32 | 32.0 | 32.0 | 32.0 |
| SS | 68 | 68.0 | 68.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | R | 4 | 4.0 | 4.0 | 4.0 |
| S | 41 | 41.0 | 41.0 | 45.0 |
| SS | 55 | 55.0 | 55.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 2 | 2.0 | 2.0 | 2.0 |
| R | 5 | 5.0 | 5.0 | 7.0 |
| S | 27 | 27.0 | 27.0 | 34.0 |
| SS | 66 | 66.0 | 66.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

1. Variabel Keputusan Pembelian (Y)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | S | 27 | 27.0 | 27.0 | 27.0 |
| SS | 73 | 73.0 | 73.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | R | 2 | 2.0 | 2.0 | 2.0 |
| S | 34 | 34.0 | 34.0 | 36.0 |
| SS | 64 | 64.0 | 64.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 1 | 1.0 | 1.0 | 1.0 |
| R | 7 | 7.0 | 7.0 | 8.0 |
| S | 41 | 41.0 | 41.0 | 49.0 |
| SS | 51 | 51.0 | 51.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | R | 5 | 5.0 | 5.0 | 5.0 |
| S | 26 | 26.0 | 26.0 | 31.0 |
| SS | 69 | 69.0 | 69.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

# **Lampiran 5 : Uji Validitas dan Reliabilitas**

1. **Kualitas Produk (X1)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .673 | 6 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | KUALITAS PRODUK |
| X1.1 | Pearson Correlation | 1 | .402\*\* | .203\* | .321\*\* | .118 | .158 | .547\*\* |
| Sig. (2-tailed) |  | .000 | .043 | .001 | .241 | .116 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | .402\*\* | 1 | .340\*\* | .355\*\* | .262\*\* | .267\*\* | .688\*\* |
| Sig. (2-tailed) | .000 |  | .001 | .000 | .008 | .007 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | .203\* | .340\*\* | 1 | .381\*\* | .124 | .157 | .605\*\* |
| Sig. (2-tailed) | .043 | .001 |  | .000 | .217 | .118 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.4 | Pearson Correlation | .321\*\* | .355\*\* | .381\*\* | 1 | .319\*\* | .262\*\* | .660\*\* |
| Sig. (2-tailed) | .001 | .000 | .000 |  | .001 | .008 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.5 | Pearson Correlation | .118 | .262\*\* | .124 | .319\*\* | 1 | .432\*\* | .649\*\* |
| Sig. (2-tailed) | .241 | .008 | .217 | .001 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.6 | Pearson Correlation | .158 | .267\*\* | .157 | .262\*\* | .432\*\* | 1 | .602\*\* |
| Sig. (2-tailed) | .116 | .007 | .118 | .008 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| KUALITASPRODUK | Pearson Correlation | .547\*\* | .688\*\* | .605\*\* | .660\*\* | .649\*\* | .602\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |

1. ***Brand Image* (X2)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .740 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2 |
| X2.1 | Pearson Correlation | 1 | .230\* | .245\* | .645\*\* |
| Sig. (2-tailed) |  | .021 | .014 | .000 |
| N | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | .230\* | 1 | .030 | .751\*\* |
| Sig. (2-tailed) | .021 |  | .766 | .000 |
| N | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .245\* | .030 | 1 | .575\*\* |
| Sig. (2-tailed) | .014 | .766 |  | .000 |
| N | 100 | 100 | 100 | 100 |
| X2 | Pearson Correlation | .645\*\* | .751\*\* | .575\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | |

1. **Harga (X3)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .758 | 4 |

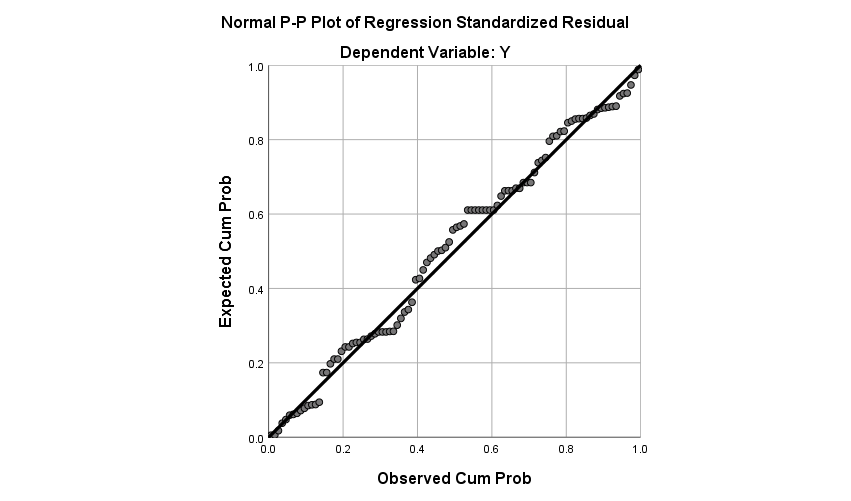
|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3 |
| X3.1 | Pearson Correlation | 1 | .378\*\* | -.014 | .081 | .416\*\* |
| Sig. (2-tailed) |  | .000 | .892 | .420 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| X3.2 | Pearson Correlation | .378\*\* | 1 | .385\*\* | .241\* | .681\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .016 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| X3.3 | Pearson Correlation | -.014 | .385\*\* | 1 | .453\*\* | .731\*\* |
| Sig. (2-tailed) | .892 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| X3.4 | Pearson Correlation | .081 | .241\* | .453\*\* | 1 | .781\*\* |
| Sig. (2-tailed) | .420 | .016 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| X3 | Pearson Correlation | .416\*\* | .681\*\* | .731\*\* | .781\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | |

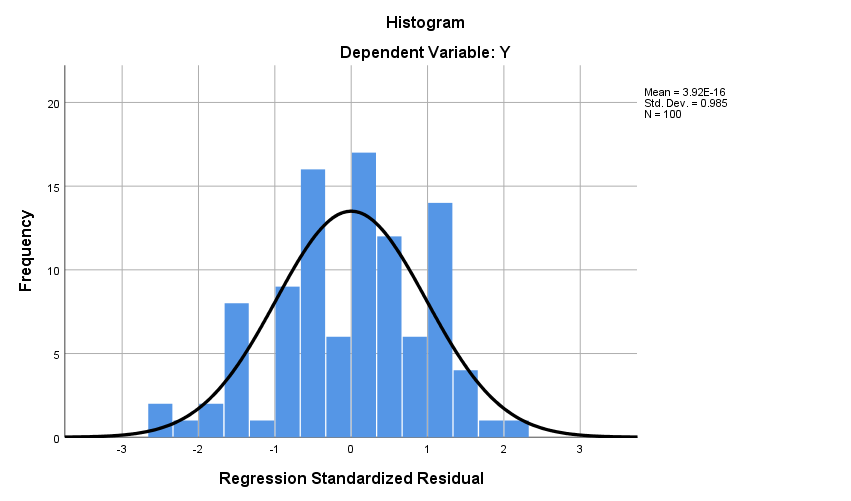
1. **Keputusan Pembelian (Y)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .669 | 4 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | |
|  | | Y1 | Y2 | Y3 | Y4 | KEPUTUSANPEMBELIAN |
| Y1 | Pearson Correlation | 1 | .504\*\* | .282\*\* | .285\*\* | .670\*\* |
| Sig. (2-tailed) |  | .000 | .004 | .004 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| Y2 | Pearson Correlation | .504\*\* | 1 | .485\*\* | .342\*\* | .802\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| Y3 | Pearson Correlation | .282\*\* | .485\*\* | 1 | .212\* | .738\*\* |
| Sig. (2-tailed) | .004 | .000 |  | .034 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| Y4 | Pearson Correlation | .285\*\* | .342\*\* | .212\* | 1 | .646\*\* |
| Sig. (2-tailed) | .004 | .000 | .034 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| KEPUTUSANPEMBELIAN | Pearson Correlation | .670\*\* | .802\*\* | .738\*\* | .646\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | |

# **Lampiran 6 : Uji Analisis Regresi Linier Berganda dan Uji Asumsi Klasik**

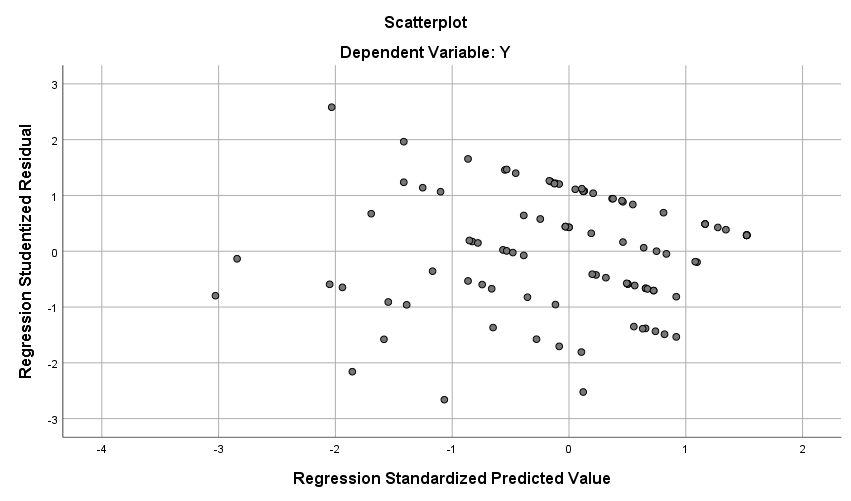
1. Uji Normalitas



|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 1.38199913 |
| Most Extreme Differences | Absolute | .082 |
| Positive | .058 |
| Negative | -.082 |
| Test Statistic | | .082 |
| Asymp. Sig. (2-tailed) | | .091c |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

1. Uji Multikoliniearitas

|  |  |  |  |
| --- | --- | --- | --- |
| **Coefficientsa** | | | |
| Model | | Collinearity Statistics | |
| Tolerance | VIF |
| 1 | X1 | .748 | 1.336 |
| X2 | .801 | 1.248 |
| X3 | .855 | 1.170 |
| a. Dependent Variable: Y | | | |

1. Uji Heteroskedastisitas
2. Uji Autokorelasi

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .494a | .244 | .221 | 1.40343 | 1.957 |
| a. Predictors: (Constant), X3, X2, X1 | | | | | |
| b. Dependent Variable: Y | | | | | |

1. Regresi Linier Berganda

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 8.376 | 1.945 |  | 4.306 | .000 |
| X1 | .140 | .061 | .234 | 2.285 | .025 |
| X2 | .194 | .086 | .223 | 2.253 | .027 |
| X3 | .206 | .101 | .196 | 2.038 | .044 |
| a. Dependent Variable: Y | | | | | | |

1. Uji T (Uji Parsial)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 8.376 | 1.945 |  | 4.306 | .000 |
| X1 | .140 | .061 | .234 | 2.285 | .025 |
| X2 | .194 | .086 | .223 | 2.253 | .027 |
| X3 | .206 | .101 | .196 | 2.038 | .044 |
| a. Dependent Variable: Y | | | | | | |

1. Uji F (Uji Simultan)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 61.108 | 3 | 20.369 | 10.342 | .000b |
| Residual | 189.082 | 96 | 1.970 |  |  |
| Total | 250.190 | 99 |  |  |  |
| a. Dependent Variable: Y | | | | | | |
| b. Predictors: (Constant), X3, X2, X1 | | | | | | |