|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 | 8 | 8.0 | 8.0 | 8.0 |
| 3.00 | 9 | 9.0 | 9.0 | 17.0 |
| 4.00 | 43 | 43.0 | 43.0 | 60.0 |
| 5.00 | 40 | 40.0 | 40.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 | 8 | 8.0 | 8.0 | 8.0 |
| 3.00 | 9 | 9.0 | 9.0 | 17.0 |
| 4.00 | 33 | 33.0 | 33.0 | 50.0 |
| 5.00 | 50 | 50.0 | 50.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 | 3 | 3.0 | 3.0 | 3.0 |
| 2.00 | 6 | 6.0 | 6.0 | 9.0 |
| 3.00 | 8 | 8.0 | 8.0 | 17.0 |
| 4.00 | 42 | 42.0 | 42.0 | 59.0 |
| 5.00 | 41 | 41.0 | 41.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Kualitas Produk (X1)** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 5.00 | 3 | 3.0 | 3.0 | 3.0 |
| 6.00 | 3 | 3.0 | 3.0 | 6.0 |
| 7.00 | 2 | 2.0 | 2.0 | 8.0 |
| 8.00 | 3 | 3.0 | 3.0 | 11.0 |
| 9.00 | 6 | 6.0 | 6.0 | 17.0 |
| 12.00 | 19 | 19.0 | 19.0 | 36.0 |
| 13.00 | 17 | 17.0 | 17.0 | 53.0 |
| 14.00 | 27 | 27.0 | 27.0 | 80.0 |
| 15.00 | 20 | 20.0 | 20.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 | 10 | 10.0 | 10.0 | 10.0 |
| 3.00 | 7 | 7.0 | 7.0 | 17.0 |
| 4.00 | 29 | 29.0 | 29.0 | 46.0 |
| 5.00 | 54 | 54.0 | 54.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 | 10 | 10.0 | 10.0 | 10.0 |
| 3.00 | 7 | 7.0 | 7.0 | 17.0 |
| 4.00 | 38 | 38.0 | 38.0 | 55.0 |
| 5.00 | 45 | 45.0 | 45.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 | 8 | 8.0 | 8.0 | 8.0 |
| 3.00 | 9 | 9.0 | 9.0 | 17.0 |
| 4.00 | 44 | 44.0 | 44.0 | 61.0 |
| 5.00 | 39 | 39.0 | 39.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Brand Ambassador (X2)** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 6.00 | 7 | 7.0 | 7.0 | 7.0 |
| 7.00 | 3 | 3.0 | 3.0 | 10.0 |
| 8.00 | 1 | 1.0 | 1.0 | 11.0 |
| 9.00 | 6 | 6.0 | 6.0 | 17.0 |
| 12.00 | 6 | 6.0 | 6.0 | 23.0 |
| 13.00 | 24 | 24.0 | 24.0 | 47.0 |
| 14.00 | 45 | 45.0 | 45.0 | 92.0 |
| 15.00 | 8 | 8.0 | 8.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 | 10 | 10.0 | 10.0 | 10.0 |
| 3.00 | 7 | 7.0 | 7.0 | 17.0 |
| 4.00 | 34 | 34.0 | 34.0 | 51.0 |
| 5.00 | 49 | 49.0 | 49.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 | 10 | 10.0 | 10.0 | 10.0 |
| 3.00 | 7 | 7.0 | 7.0 | 17.0 |
| 4.00 | 40 | 40.0 | 40.0 | 57.0 |
| 5.00 | 43 | 43.0 | 43.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 | 1 | 1.0 | 1.0 | 1.0 |
| 2.00 | 8 | 8.0 | 8.0 | 9.0 |
| 3.00 | 7 | 7.0 | 7.0 | 16.0 |
| 4.00 | 38 | 38.0 | 38.0 | 54.0 |
| 5.00 | 46 | 46.0 | 46.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **E-WOM (X3)** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 5.00 | 1 | 1.0 | 1.0 | 1.0 |
| 6.00 | 8 | 8.0 | 8.0 | 9.0 |
| 7.00 | 1 | 1.0 | 1.0 | 10.0 |
| 9.00 | 6 | 6.0 | 6.0 | 16.0 |
| 10.00 | 1 | 1.0 | 1.0 | 17.0 |
| 13.00 | 29 | 29.0 | 29.0 | 46.0 |
| 14.00 | 53 | 53.0 | 53.0 | 99.0 |
| 15.00 | 1 | 1.0 | 1.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 | 2 | 2.0 | 2.0 | 2.0 |
| 2.00 | 7 | 7.0 | 7.0 | 9.0 |
| 3.00 | 8 | 8.0 | 8.0 | 17.0 |
| 4.00 | 35 | 35.0 | 35.0 | 52.0 |
| 5.00 | 48 | 48.0 | 48.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 | 6 | 6.0 | 6.0 | 6.0 |
| 3.00 | 11 | 11.0 | 11.0 | 17.0 |
| 4.00 | 30 | 30.0 | 30.0 | 47.0 |
| 5.00 | 53 | 53.0 | 53.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 | 11 | 11.0 | 11.0 | 11.0 |
| 3.00 | 6 | 6.0 | 6.0 | 17.0 |
| 4.00 | 41 | 41.0 | 41.0 | 58.0 |
| 5.00 | 42 | 42.0 | 42.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 | 9 | 9.0 | 9.0 | 9.0 |
| 3.00 | 9 | 9.0 | 9.0 | 18.0 |
| 4.00 | 36 | 36.0 | 36.0 | 54.0 |
| 5.00 | 46 | 46.0 | 46.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Keputusan Pembelian (Y)** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 7.00 | 1 | 1.0 | 1.0 | 1.0 |
| 8.00 | 3 | 3.0 | 3.0 | 4.0 |
| 9.00 | 5 | 5.0 | 5.0 | 9.0 |
| 11.00 | 5 | 5.0 | 5.0 | 14.0 |
| 12.00 | 3 | 3.0 | 3.0 | 17.0 |
| 17.00 | 8 | 8.0 | 8.0 | 25.0 |
| 18.00 | 45 | 45.0 | 45.0 | 70.0 |
| 19.00 | 30 | 30.0 | 30.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |