

### LAMPIRAN.3 TABULASI DATA PRETEST 30 RESPONDEN

#### TABULASI 30 RESPONDEN

No	Harga (X <sub>1</sub> )						No	Keputusan Pembelian (Y)							
	P 1	P 2	P 3	P 4	P 5	P 6		P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8
1	3	2	2	3	4	4	1	4	4	4	4	4	4	3	3
2	3	2	3	3	4	4	2	4	4	3	3	4	3	4	3
3	2	2	2	2	2	3	3	3	2	4	4	2	2	3	3
4	3	2	3	4	2	3	4	3	3	4	3	3	3	3	3
5	3	2	3	3	2	3	5	3	2	3	3	3	3	3	3
6	4	4	4	4	3	4	6	4	4	4	4	4	4	4	4
7	4	4	3	4	4	4	7	4	3	3	4	4	4	4	4
8	4	4	3	4	4	4	8	4	3	4	4	4	4	4	4
9	3	4	3	3	4	3	9	3	2	3	4	3	3	3	3
10	4	4	4	4	4	4	10	4	3	4	4	4	4	4	4
11	4	3	3	4	4	4	11	4	3	3	3	3	3	4	3
12	4	3	3	4	4	4	12	4	4	4	4	3	4	4	1
13	4	3	3	4	4	3	13	3	4	3	4	3	4	3	4
14	3	3	2	3	4	3	14	3	3	3	3	3	3	3	3
15	3	3	2	2	4	3	15	3	3	4	4	4	3	3	3
16	3	4	3	3	3	3	16	3	3	3	3	3	3	3	3
17	2	4	2	3	4	2	17	2	3	2	3	4	3	2	2
18	4	4	3	4	3	4	18	4	4	4	4	4	4	4	4
19	2	4	2	3	3	3	19	3	3	3	3	4	3	3	3
20	4	4	3	4	3	4	20	4	4	4	4	3	4	4	3
21	3	2	3	3	4	3	21	3	3	3	3	4	3	3	3
22	4	2	4	4	4	3	22	3	4	4	4	4	4	3	4
23	4	2	4	4	2	4	23	4	4	4	4	4	4	4	4
24	4	2	3	3	4	3	24	3	2	3	2	3	3	3	3
25	3	2	4	3	4	4	25	4	3	4	4	4	3	4	4
26	3	4	4	4	4	4	26	4	4	3	3	3	4	4	3
27	4	4	4	3	3	4	27	4	4	4	3	4	3	4	3
28	3	4	4	3	4	3	28	3	3	3	4	4	3	3	3
29	4	4	4	4	3	3	29	3	4	4	4	3	4	3	3
30	3	4	2	3	4	3	30	3	4	2	2	3	4	3	3

No	Kualitas Produk (X <sub>2</sub> )											
	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9	P 10	P 11	P 12
1	2	3	2	2	3	2	2	2	2	3	4	4
2	4	3	3	3	3	3	3	4	4	3	4	4
3	2	3	3	2	2	2	2	2	3	3	3	3
4	3	3	3	3	3	3	3	3	3	3	3	3
5	3	2	3	3	3	1	3	3	3	3	2	3
6	4	4	4	4	4	4	4	4	4	4	4	4
7	3	3	4	4	4	3	3	3	3	4	3	4
8	3	3	4	4	4	3	3	3	3	4	3	4
9	3	3	3	3	3	3	3	3	2	3	2	3
10	3	4	4	4	4	4	4	3	4	4	3	4
11	3	3	3	3	4	3	4	3	3	4	3	4
12	4	4	4	4	4	4	4	4	1	4	4	4
13	3	4	3	3	4	4	3	3	3	4	4	3
14	2	3	3	3	3	3	2	2	3	3	3	3
15	2	3	3	3	3	3	2	2	3	2	3	3
16	3	3	3	3	3	3	3	3	3	3	3	3
17	2	2	2	2	2	2	2	2	2	3	3	2
18	4	4	4	4	4	4	4	4	4	4	4	4
19	3	3	3	3	2	3	2	3	3	3	3	3
20	2	2	3	3	2	3	3	2	2	4	4	4
21	3	4	3	3	3	3	3	3	3	3	3	3
22	3	3	3	4	4	3	4	3	4	4	4	3
23	3	4	4	4	4	4	4	3	3	4	4	4
24	3	3	3	4	4	3	3	3	3	3	2	3
25	3	4	4	3	3	4	4	3	4	3	3	4
26	3	3	3	3	3	4	4	3	4	4	4	4
27	3	3	4	3	4	3	4	3	4	3	4	4
28	3	4	4	3	3	4	4	3	3	3	3	3
29	4	3	3	3	4	4	4	4	4	4	4	3
30	2	3	2	2	3	2	2	2	2	3	4	3

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

## LAMPIRAN.4 HASIL UJI VALIDITAS

### 1. Hasil Uji Validitas Harga (X<sub>1</sub>)

		Correlations						
		P1	P2	P3	P4	P5	P6	Total
P1	Pearson Correlation	1	,436**	,562**	,208*	,126	,144	,597**
	Sig. (2-tailed)		,000	,000	,011	,124	,080	,000
	N	150	150	150	150	150	150	150
P2	Pearson Correlation	,436**	1	,578**	,257**	,234**	,164*	,637**
	Sig. (2-tailed)	,000		,000	,001	,004	,045	,000
	N	150	150	150	150	150	150	150
P3	Pearson Correlation	,562**	,578**	1	,242**	,178*	,148	,670**
	Sig. (2-tailed)	,000	,000		,003	,030	,070	,000
	N	150	150	150	150	150	150	150
P4	Pearson Correlation	,208*	,257**	,242**	1	,313**	,190*	,573**
	Sig. (2-tailed)	,011	,001	,003		,000	,020	,000
	N	150	150	150	150	150	150	150
P5	Pearson Correlation	,126	,234**	,178*	,313**	1	,189*	,560**
	Sig. (2-tailed)	,124	,004	,030	,000		,021	,000
	N	150	150	150	150	150	150	150
P6	Pearson Correlation	,144	,164*	,148	,190*	,189*	1	,496**
	Sig. (2-tailed)	,080	,045	,070	,020	,021		,000
	N	150	150	150	150	150	150	150
Total	Pearson Correlation	,597**	,637**	,670**	,573**	,560**	,496**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	150	150	150	150	150	150	150

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

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





## 2. Hasil Uji Validitas Citra Merek (Z)

**Correlations**

		P1	P2	P3	P4	P5	P6	Total
P1	Pearson Correlation	1	,188*	,316**	,207*	,227**	,483**	,514**
	Sig. (2-tailed)		,021	,000	,011	,005	,000	,000
	N	150	150	150	150	150	150	150
P2	Pearson Correlation	,188*	1	,515**	,405**	,214**	,234**	,658**
	Sig. (2-tailed)	,021		,000	,000	,009	,004	,000
	N	150	150	150	150	150	150	150
P3	Pearson Correlation	,316**	,515**	1	,352**	,344**	,402**	,742**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	150	150	150	150	150	150	150
P4	Pearson Correlation	,207*	,405**	,352**	1	,292**	,226**	,633**
	Sig. (2-tailed)	,011	,000	,000		,000	,005	,000
	N	150	150	150	150	150	150	150
P5	Pearson Correlation	,227**	,214**	,344**	,292**	1	,735**	,712**
	Sig. (2-tailed)	,005	,009	,000	,000		,000	,000
	N	150	150	150	150	150	150	150
P6	Pearson Correlation	,483**	,234**	,402**	,226**	,735**	1	,754**
	Sig. (2-tailed)	,000	,004	,000	,005	,000		,000
	N	150	150	150	150	150	150	150
Total	Pearson Correlation	,514**	,658**	,742**	,633**	,712**	,754**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	150	150	150	150	150	150	150

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

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

## 3. Hasil Uji Validitas Keputusan Pembelian (Y)

## Correlations

	P1	P2	P3	P4	P5	P6	P7	P8	Total
P1 Pearson Correlation	1	.441*	.520**	.281	.265	.517**	.948**	.311	.795**
Sig. (2-tailed)		.015	.003	.132	.157	.003	.000	.095	.000
N	30	30	30	30	30	30	30	30	30
P2 Pearson Correlation	.441*	1	.243	.337	.300	.645**	.384*	.089	.658**
Sig. (2-tailed)	.015		.195	.069	.107	.000	.036	.641	.000
N	30	30	30	30	30	30	30	30	30
P3 Pearson Correlation	.520**	.243	1	.449*	.144	.372*	.469**	.282	.653**
Sig. (2-tailed)	.003	.195		.013	.447	.043	.009	.131	.000
N	30	30	30	30	30	30	30	30	30
P4 Pearson Correlation	.281	.337	.449*	1	.159	.452*	.237	.329	.607**
Sig. (2-tailed)	.132	.069	.013		.401	.012	.207	.076	.000
N	30	30	30	30	30	30	30	30	30
P5 Pearson Correlation	.265	.300	.144	.159	1	.321	.214	.363*	.517**
Sig. (2-tailed)	.157	.107	.447	.401		.084	.256	.049	.003
N	30	30	30	30	30	30	30	30	30
P6 Pearson Correlation	.517**	.645**	.372*	.452*	.321	1	.457*	.332	.769**
Sig. (2-tailed)	.003	.000	.043	.012	.084		.011	.073	.000
N	30	30	30	30	30	30	30	30	30
P7 Pearson Correlation	.948**	.384*	.469**	.237	.214	.457*	1	.332	.749**
Sig. (2-tailed)	.000	.036	.009	.207	.256	.011		.073	.000
N	30	30	30	30	30	30	30	30	30
P8 Pearson Correlation	.311	.089	.282	.329	.363*	.332	.332	1	.577**
Sig. (2-tailed)	.095	.641	.131	.076	.049	.073	.073		.001
N	30	30	30	30	30	30	30	30	30
Total Pearson Correlation	.795**	.658**	.653**	.607**	.517**	.769**	.749**	.577**	1
Sig. (2-tailed)	.000	.000	.000	.000	.003	.000	.000	.001	
N	30	30	30	30	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).



### LAMPIRAN.5 HASIL UJI RELIABILITAS

**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
.951	32

## LAMPIRAN.6 TABULASI 160 RESPONDEN

No	Harga (X <sub>1</sub> )						No	Keputusan Pembelian (Y)							
	P 1	P 2	P 3	P 4	P 5	P 6		P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8
1	3	2	2	3	4	4	1	4	4	4	4	4	4	3	3
2	3	2	3	3	4	4	2	4	4	3	3	4	3	4	3
3	2	2	2	2	2	3	3	3	2	4	4	2	2	3	3
4	3	2	3	4	2	3	4	3	3	4	3	3	3	3	3
5	3	2	3	3	2	3	5	3	2	3	3	3	3	3	3
6	4	4	4	4	3	4	6	4	4	4	4	4	4	4	4
7	4	4	3	4	4	4	7	4	3	3	4	4	4	4	4
8	4	4	3	4	4	4	8	4	3	4	4	4	4	4	4
9	3	4	3	3	4	3	9	3	2	3	4	3	3	3	3
10	4	4	4	4	4	4	10	4	3	4	4	4	4	4	4
11	4	3	3	4	4	4	11	4	3	3	3	3	3	4	3
12	4	3	3	4	4	4	12	4	4	4	4	3	4	4	1
13	4	3	3	4	4	3	13	3	4	3	4	3	4	3	4
14	3	3	2	3	4	3	14	3	3	3	3	3	3	3	3
15	3	3	2	2	4	3	15	3	3	4	4	4	3	3	3
16	3	4	3	3	3	3	16	3	3	3	3	3	3	3	3
17	2	4	2	3	4	2	17	2	3	2	3	4	3	2	2
18	4	4	3	4	3	4	18	4	4	4	4	4	4	4	4
19	2	4	2	3	3	3	19	3	3	3	3	4	3	3	3
20	4	4	3	4	3	4	20	4	4	4	4	3	4	4	3
21	3	2	3	3	4	3	21	3	3	3	3	4	3	3	3
22	4	2	4	4	4	3	22	3	4	4	4	4	4	3	4
23	4	2	4	4	2	4	23	4	4	4	4	4	4	4	4
24	4	2	3	3	4	3	24	3	2	3	2	3	3	3	3
25	3	2	4	3	4	4	25	4	3	4	4	4	3	4	4
26	3	4	4	4	4	4	26	4	4	3	3	3	4	4	3
27	4	4	4	3	3	4	27	4	4	4	3	4	3	4	3
28	3	4	4	3	4	3	28	3	3	3	4	4	3	3	3
29	4	4	4	4	3	3	29	3	4	4	4	3	4	3	3
30	3	4	2	3	4	3	30	3	4	2	2	3	4	3	3
31	3	4	2	3	4	3	31	3	4	2	2	4	3	3	4
32	3	2	4	3	4	3	32	3	2	4	2	4	3	4	3
33	4	4	3	3	3	4	33	4	4	3	2	3	4	3	4
34	3	4	3	4	3	3	34	3	4	3	3	3	3	3	3
35	3	4	3	2	4	3	35	3	4	3	4	4	3	4	3
36	4	4	3	4	4	4	36	4	4	4	4	4	4	4	3
37	3	3	4	3	4	4	37	3	3	4	3	4	4	4	3
38	3	3	3	3	3	4	38	3	3	3	3	3	4	3	3
39	4	3	4	3	3	4	39	4	3	4	3	3	4	3	2
40	4	3	2	4	2	3	40	4	3	2	2	2	3	2	2

No	Harga ( $X_1$ )						No	Keputusan Pembelian (Y)							
	P 1	P 2	P 3	P 4	P 5	P 6		P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8
41	3	3	4	2	4	2	41	3	3	4	4	4	2	4	4
42	3	3	3	3	2	4	42	3	3	3	2	2	4	3	4
43	3	2	2	3	3	3	43	3	2	2	4	3	3	3	3
44	3	3	2	4	3	3	44	3	3	2	3	3	3	3	3
45	3	3	2	4	3	3	45	3	3	2	3	3	3	3	3
46	4	3	4	3	3	2	46	4	3	4	3	3	2	3	3
47	4	3	4	2	4	3	47	4	4	4	2	4	3	4	4
48	2	3	2	2	3	3	48	2	3	2	1	3	3	3	3
49	4	3	3	3	4	2	49	4	3	3	3	4	2	4	4
50	3	3	3	3	3	2	50	3	3	3	3	3	2	3	3
51	4	3	4	3	3	2	51	4	3	4	3	3	2	3	3
52	4	4	4	4	4	4	52	4	4	4	4	4	4	4	4
53	4	3	3	3	2	3	53	4	3	3	3	2	3	3	2
54	3	4	4	4	3	4	54	3	4	4	4	3	4	3	3
55	3	4	4	3	4	4	55	3	4	4	3	4	4	4	4
56	4	3	4	1	3	4	56	4	3	4	1	3	4	3	4
57	3	4	4	3	4	3	57	3	4	4	3	4	3	4	3
58	4	4	4	2	3	3	58	4	4	4	2	3	3	4	4
59	3	2	4	2	3	3	59	3	2	2	2	3	3	2	2
60	3	3	3	3	4	4	60	3	3	3	3	4	4	4	3
61	3	3	3	2	3	3	61	3	3	3	2	3	3	2	2
62	2	2	2	3	3	4	62	2	2	2	3	3	4	3	3
63	3	2	2	3	2	3	63	3	2	2	3	2	3	2	2
64	3	3	3	4	3	3	64	3	3	3	4	3	3	4	3
65	2	2	2	4	4	4	65	2	2	2	4	4	4	3	3
66	3	3	3	4	4	3	66	3	3	3	4	4	3	4	3
67	3	2	3	3	3	3	67	3	2	3	3	3	3	2	2
68	3	3	3	4	3	3	68	3	3	3	4	3	3	4	3
69	3	3	3	4	3	3	69	3	3	3	4	3	3	3	3
70	4	3	3	4	4	4	70	4	3	3	4	4	4	4	4
71	3	4	4	4	2	4	71	3	4	4	4	2	4	3	2
72	4	4	3	3	4	4	72	4	4	3	3	4	4	4	4
73	3	3	2	2	3	3	73	3	3	2	2	3	3	3	4
74	3	3	2	3	3	3	74	3	3	2	3	3	3	3	3
75	3	3	3	3	4	3	75	3	3	3	3	4	3	4	3
76	2	2	2	4	4	3	76	2	2	2	4	4	3	4	3
77	4	4	4	3	4	2	77	4	4	4	3	4	2	4	3
78	2	3	2	4	3	4	78	2	3	2	4	3	4	3	3
79	4	3	3	3	3	3	79	4	3	3	3	3	3	3	2
80	3	3	3	4	2	4	80	3	3	3	4	2	4	2	2
81	4	3	4	4	4	3	81	4	3	4	4	4	3	4	4
82	4	4	4	3	2	3	82	4	4	4	3	2	3	3	4

No	Harga ( $X_1$ )						No	Keputusan Pembelian (Y)							
	P 1	P 2	P 3	P 4	P 5	P 6		P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8
83	4	3	3	3	3	3	83	4	3	3	3	3	4	3	3
84	3	4	4	4	3	3	84	3	4	4	4	3	3	3	3
85	3	4	4	3	3	4	85	3	4	4	3	3	4	3	3
86	4	3	4	3	3	4	86	4	3	4	3	3	4	3	3
87	3	4	4	4	4	4	87	3	4	4	4	4	4	4	4
88	4	4	4	3	3	3	88	4	4	4	3	3	3	3	3
89	3	2	2	3	4	3	89	3	2	2	3	4	3	4	4
90	3	3	3	2	3	2	90	3	3	3	2	3	2	3	3
91	3	3	3	3	3	4	91	3	3	3	3	3	4	3	3
92	3	3	3	3	2	3	92	3	3	3	3	2	3	2	3
93	4	4	4	4	4	4	93	4	4	4	4	4	3	4	4
94	4	3	3	4	4	4	94	4	3	3	4	4	4	4	3
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98	4	3	3	4	3	3	98	4	3	3	4	3	3	3	3
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102	3	3	2	2	3	3	102	3	3	2	2	3	3	3	3
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108	3	3	3	3	3	2	108	3	3	3	3	3	2	3	3
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111	3	4	2	3	2	3	111	3	4	2	3	2	3	3	2
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113	4	4	3	4	4	4	113	4	4	3	4	4	4	4	4
114	3	4	3	3	3	4	114	3	4	3	3	3	4	3	4
115	3	4	3	3	4	3	115	3	4	3	3	4	3	4	3
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118	3	3	3	3	4	4	118	3	3	3	3	4	4	4	3
119	4	3	4	2	3	3	119	4	3	4	3	2	3	2	2
120	4	3	2	3	3	3	120	4	3	2	3	3	3	3	3
121	3	3	4	2	2	3	121	3	3	4	2	2	3	3	2
122	3	3	3	2	4	4	122	3	3	3	2	4	4	4	4
123	3	2	4	2	3	4	123	3	2	2	2	3	4	3	4
124	3	3	2	3	3	4	124	3	3	2	3	3	4	3	3

No	Harga ( $X_1$ )						No	Keputusan Pembelian (Y)							
	P 1	P 2	P 3	P 4	P 5	P 6		P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8
125	3	3	2	4	4	3	125	3	3	2	4	4	3	4	3
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127	4	4	4	3	4	4	127	4	4	4	3	4	4	4	3
128	2	3	2	3	3	4	128	2	3	2	3	3	4	3	3
129	4	3	3	3	3	3	129	4	3	3	3	3	3	3	2
130	3	3	3	2	2	4	130	3	3	3	2	2	4	2	2
131	2	2	2	4	4	3	131	2	2	2	4	4	3	4	4
132	3	3	3	2	2	2	132	3	3	3	2	2	2	3	4
133	3	2	3	4	3	4	133	3	2	3	4	3	4	3	3
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137	3	3	3	2	4	4	137	3	3	3	2	4	4	4	4
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141	3	3	4	3	2	3	141	3	4	4	3	3	2	3	3
142	3	4	4	3	3	2	142	3	4	4	4	4	4	4	4
143	3	4	3	4	4	4	143	4	3	4	3	3	3	3	3
144	4	3	4	3	3	3	144	3	4	4	4	4	3	4	3
145	3	4	4	2	4	3	145	4	4	4	3	3	3	4	4
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147	3	2	2	4	3	2	147	3	3	3	3	4	3	4	3
148	3	3	3	3	4	3	148	2	2	2	2	3	3	2	2
149	2	2	2	2	3	3	149	3	3	3	2	3	2	3	3
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153	2	3	3	2	2	2	153	4	2	4	3	3	4	3	3
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155	3	2	3	3	3	1	155	4	3	4	3	4	2	3	4
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157	3	3	4	4	4	3	157	4	2	3	4	3	2	4	3
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159	3	3	3	3	3	3	159	4	2	3	4	4	3	4	3
160	3	4	4	4	4	4	160	4	2	3	4	4	3	4	3

No	Kualitas Produk (X <sub>2</sub> )											
	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9	P 10	P 11	P 12
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3	2	3	3	2	2	2	2	2	3	3	3	3
4	3	3	3	3	3	3	3	3	3	3	3	3
5	3	2	3	3	3	1	3	3	3	3	2	3
6	4	4	4	4	4	4	4	4	4	4	4	4
7	3	3	4	4	4	3	3	3	3	4	3	4
8	3	3	4	4	4	3	3	3	3	4	3	4
9	3	3	3	3	3	3	3	3	2	3	2	3
10	3	4	4	4	4	4	4	3	4	4	3	4
11	3	3	3	3	4	3	4	3	3	4	3	4
12	4	4	4	4	4	4	4	4	1	4	4	4
13	3	4	3	3	4	4	3	3	3	4	4	3
14	2	3	3	3	3	3	2	2	3	3	3	3
15	2	3	3	3	3	3	2	2	3	2	3	3
16	3	3	3	3	3	3	3	3	3	3	3	3
17	2	2	2	2	2	2	2	2	2	3	3	2
18	4	4	4	4	4	4	4	4	4	4	4	4
19	3	3	3	3	2	3	2	3	3	3	3	3
20	2	2	3	3	2	3	3	2	2	4	4	4
21	3	4	3	3	3	3	3	3	3	3	3	3
22	3	3	3	4	4	3	4	3	4	4	4	3
23	3	4	4	4	4	4	4	3	3	4	4	4
24	3	3	3	4	4	3	3	3	3	3	2	3
25	3	4	4	3	3	4	4	3	4	3	3	4
26	3	3	3	3	3	4	4	3	4	4	4	4
27	3	3	4	3	4	3	4	3	4	3	4	4
28	3	4	4	3	3	4	4	3	3	3	3	3
29	4	3	3	3	4	4	4	4	4	4	4	3
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33	4	3	3	3	4	3	3	4	3	2	4	4
34	4	3	3	4	4	3	3	4	4	3	3	3
35	3	3	3	3	4	2	3	3	3	4	3	3
36	3	2	3	2	4	2	4	3	3	4	3	4
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38	4	3	3	4	3	3	3	4	3	3	3	4
39	3	4	2	3	3	3	4	3	3	3	2	4
40	3	2	2	3	2	3	2	3	3	2	2	3

No	Kualitas Produk ( $X_2$ )											
	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9	P 10	P 11	P 12
41	4	3	4	4	3	3	4	2	3	4	4	2
42	4	3	4	4	3	4	3	4	3	2	4	4
43	3	3	3	3	3	4	2	3	3	4	3	3
44	2	3	3	3	3	4	2	2	3	3	3	3
45	3	2	3	3	3	4	2	3	2	3	3	3
46	2	4	3	2	4	4	4	2	2	3	3	2
47	4	2	2	2	3	3	3	3	4	2	4	3
48	3	3	3	3	2	3	2	3	3	1	3	3
49	2	2	3	3	4	3	3	2	2	3	4	2
50	3	4	3	3	3	3	3	3	3	3	3	3
51	3	3	3	4	4	3	4	3	4	3	3	2
52	3	3	3	3	3	3	2	3	3	4	4	4
53	3	3	3	4	4	3	3	3	3	3	2	3
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55	3	3	3	3	3	4	4	3	4	3	4	4
56	3	3	4	3	3	3	4	3	4	1	4	4
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62	2	3	3	2	2	2	2	2	3	3	3	4
63	2	3	2	2	3	2	2	2	2	3	2	3
64	4	3	3	3	3	2	3	4	4	4	3	3
65	2	3	3	2	2	2	2	2	3	4	3	4
66	3	2	3	3	2	3	3	3	3	4	3	3
67	3	2	3	3	3	2	3	3	3	3	2	3
68	3	3	3	3	3	3	3	3	2	4	3	3
69	3	2	3	3	3	2	3	3	3	4	3	3
70	3	3	3	3	4	3	3	3	3	4	4	4
71	4	4	4	3	3	4	4	4	3	4	2	4
72	3	4	3	3	4	2	3	3	3	3	4	4
73	2	3	3	3	3	3	2	2	3	2	4	3
74	2	3	3	3	3	3	2	2	3	3	3	3
75	3	3	3	3	3	3	3	3	3	3	3	3
76	2	2	2	2	2	2	2	2	2	4	3	3
77	4	4	4	4	4	4	4	4	4	3	3	2
78	3	3	3	3	2	3	2	3	3	4	3	4
79	2	2	3	3	4	3	3	2	2	3	2	3
80	3	4	3	3	3	3	3	3	3	4	2	4
81	3	3	3	4	4	3	4	3	4	4	4	3
82	3	4	4	3	2	3	4	3	3	3	4	3

No	Kualitas Produk (X <sub>2</sub> )											
	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9	P 10	P 11	P 12
83	3	3	3	4	4	3	3	3	3	3	3	4
84	3	4	4	3	3	4	4	3	4	4	3	3
85	3	3	3	3	3	2	4	3	4	3	3	4
86	3	3	4	3	4	3	4	3	4	3	3	4
87	3	4	4	3	3	4	4	3	3	4	4	4
88	4	3	3	2	4	4	4	4	4	3	3	3
89	2	3	2	2	3	2	2	2	2	3	4	3
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91	3	3	3	3	3	3	3	3	3	3	3	4
92	3	2	3	3	3	3	3	3	3	3	2	3
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97	3	4	4	4	4	4	4	3	4	4	3	4
98	3	3	3	3	4	3	3	3	3	4	3	3
99	4	4	4	4	4	4	4	4	1	4	4	2
100	3	4	3	3	4	4	3	3	3	4	4	4
101	2	3	3	3	2	3	2	2	3	3	2	3
102	2	3	3	3	3	3	2	2	3	2	3	3
103	3	3	3	3	3	3	3	3	3	3	2	3
104	2	2	2	2	2	2	2	2	2	3	3	2
105	4	4	4	4	4	4	4	4	4	4	3	3
106	3	3	3	3	2	3	2	3	3	3	3	3
107	2	2	3	3	4	3	3	2	2	4	2	2
108	3	4	3	3	3	3	3	3	3	3	3	2
109	3	3	3	4	4	3	4	3	4	4	3	3
110	3	4	4	4	4	4	4	3	3	4	4	4
111	3	2	4	3	3	4	2	3	4	3	2	3
112	4	4	3	3	3	2	4	4	4	3	3	4
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119	3	4	2	3	4	3	4	3	3	2	2	3
120	3	2	2	3	4	3	2	3	3	3	3	3
121	4	3	4	4	3	3	4	4	3	2	2	3
122	4	3	4	4	3	3	3	4	3	2	4	4
123	3	3	3	3	3	2	2	3	3	2	4	4
124	2	3	3	3	3	3	2	2	3	3	3	4



No	Kualitas Produk (X <sub>2</sub> )											
	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9	P 10	P 11	P 12
125	3	2	3	3	3	3	2	3	2	4	3	3
126	2	4	3	2	4	3	4	2	2	4	3	4
127	4	1	3	3	3	3	3	4	4	3	3	4
128	3	3	3	3	2	3	2	3	3	3	3	4
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139	3	4	4	3	2	4	4	3	3	3	4	4
140	3	3	3	2	2	3	3	3	3	3	3	3
141	3	3	2	2	2	2	4	4	4	4	3	2
142	4	4	3	3	3	4	3	3	4	3	4	3
143	3	3	3	2	2	2	4	4	2	2	3	3
144	3	3	3	3	3	3	4	3	3	3	3	3
145	3	3	3	3	3	3	3	3	3	3	3	3
146	4	4	4	4	4	4	4	4	4	4	4	4
147	4	4	4	3	4	4	3	4	4	4	4	4
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158	4	4	4	4	4	4	4	4	4	4	4	4
159	3	3	3	3	3	4	3	3	4	3	3	3
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No	Citra Merek (Z)					
	P 1	P 2	P 3	P 4	P 5	P 6
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10	4	4	4	4	4	4
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12	1	4	1	4	4	1
13	3	3	4	3	3	3
14	3	3	3	3	3	3
15	3	3	3	2	3	3
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17	2	2	2	2	3	2
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39	3	3	3	3	3	3
40	3	3	3	4	2	2
41	3	4	4	4	3	3
42	3	4	4	2	3	3

No	Citra Merek (Z)					
	P 1	P 2	P 3	P 4	P 5	P 6
43	3	1	2	2	4	4
44	3	3	3	3	3	3
45	3	3	3	3	3	3
46	3	1	2	2	3	3
47	3	3	3	3	3	3
48	3	4	4	3	4	4
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76	3	4	4	4	4	4
77	3	3	3	3	4	4
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79	3	2	3	3	3	3
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81	3	4	4	4	4	4
82	3	2	2	2	3	3
83	3	3	3	3	4	3
84	3	4	3	3	3	4

No	Citra Merek (Z)					
	P 1	P 2	P 3	P 4	P 5	P 6
85	3	4	3	4	3	4
86	3	4	4	4	4	4
87	3	4	4	3	3	3
88	3	3	3	2	3	3
89	3	3	3	3	3	4
90	3	2	2	2	2	2
91	3	3	3	3	3	3
92	3	3	2	2	2	2
93	3	4	4	4	4	4
94	3	3	4	4	4	4
95	3	3	4	4	4	4
96	3	3	3	3	3	3
97	3	3	4	4	4	4
98	3	3	3	3	3	3
99	3	4	4	4	4	4
100	3	3	3	3	3	3
101	3	3	3	3	3	3
102	3	3	2	2	2	2
103	3	2	3	3	3	3
104	3	2	2	2	3	3
105	3	4	4	4	4	4
106	3	3	3	3	4	4
107	3	4	4	4	3	3
108	3	2	3	3	3	3
109	3	3	3	3	3	3
110	3	4	4	4	4	4
111	3	2	2	2	3	3
112	3	3	3	3	4	3
113	3	4	3	3	3	4
114	3	4	3	4	3	4
115	3	4	4	4	4	4
116	3	4	4	3	3	3
117	3	3	3	2	3	3
118	3	3	3	3	3	4
119	3	2	2	2	2	2
120	3	3	3	3	3	3
121	3	3	3	4	2	2
122	3	2	2	4	2	2
123	3	4	4	2	2	2
124	3	3	4	4	1	1
125	3	3	3	3	4	4
126	3	4	3	4	4	3

No	Citra Merek (Z)					
	P 1	P 2	P 3	P 4	P 5	P 6
127	3	4	4	4	3	3
128	3	4	1	4	3	3
129	3	3	3	3	3	3
130	3	3	3	4	2	2
131	3	4	4	4	3	3
132	3	4	4	2	3	3
133	3	1	2	2	4	4
134	3	3	3	3	3	3
135	3	3	3	3	3	3
136	3	1	2	2	3	3
137	3	3	3	3	3	3
138	3	4	4	3	4	4
139	3	3	3	3	3	3
140	3	2	2	4	3	3
141	3	3	4	4	3	2
142	3	4	3	4	2	4
143	3	3	3	4	2	2
144	3	3	2	4	4	2
145	3	4	2	3	2	3
146	3	3	4	4	3	2
147	3	4	4	4	4	4
148	3	4	3	2	4	3
149	3	4	2	4	3	2
150	3	4	4	4	4	3
151	3	3	2	3	2	3
152	3	3	2	4	3	2
153	3	4	3	4	3	2
154	3	3	4	3	4	3
155	3	4	3	4	2	4
156	3	4	2	4	3	4
157	3	3	2	4	3	2
158	3	4	2	3	4	2
159	3	4	3	4	3	4
160	3	4	3	3	2	2

## LAMPIRAN.7 ANALISIS JALUR (*PATH ANALYSIS*)

### Persamaan Substruktur 1

Pengaruh Harga dan Kualitas Produk Terhadap Citra Merek

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk, Harga <sup>b</sup>		Enter

a. Dependent Variable: Citra Merek

b. All requested variables entered.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.496 <sup>a</sup>	.246	.237	2.36914

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

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	287.884	2	143.942	25.645	.000 <sup>b</sup>
	Residual	881.210	157	5.613		
	Total	1169.094	159			

a. Dependent Variable: Citra Merek

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

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.917	1.682		4.113	.000
	Harga	.273	.097	.242	2.804	.006
	Kualitas Produk	.176	.049	.312	3.609	.000

a. Dependent Variable: Citra Merek

## Persamaan Substruktur 2

Pengaruh Harga, Kualitas Produk dan Citra Merek Terhadap Keputusan Pembelian

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Citra Merek, Harga, Kualitas Produk <sup>b</sup>		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768 <sup>a</sup>	.590	.582	2.11605

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

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1004.861	3	334.954	74.806	.000 <sup>b</sup>
	Residual	698.514	156	4.478		
	Total	1703.375	159			

a. Dependent Variable: Keputusan Pembelian

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

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.828	1.581		1.788	.076
	Harga	.716	.089	.527	8.050	.000
	Kualitas Produk	.106	.045	.156	2.343	.020
	Citra Merek	.277	.071	.230	3.887	.000

a. Dependent Variable: Keputusan Pembelian