

Lampiran 5

Tabulasi Data *Pre-Test* 30 Responden

No.	Kualitas Produk											Harga						Word of Mouth					keputusan pembelian					Total			
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	P27		P28	P29	
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5	2	3	3	2	2	3	3	2	2	2	2	2	2	1	1	2	2	2	3	2	3	2	3	3	3	3	3	3	3	69	
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8	2	1	2	1	2	2	3	1	2	2	3	1	1	4	2	1	1	4	3	4	3	4	2	3	3	3	3	2	3	68	
9	1	2	3	2	1	2	4	3	3	3	4	2	2	4	1	2	2	4	4	4	4	4	3	3	3	3	3	3	3	82	
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13	2	2	1	2	2	3	3	1	2	2	2	2	2	4	1	2	2	3	4	3	4	3	4	1	2	3	2	4	3	71	
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19	3	3	3	3	3	3	3	2	3	2	2	3	3	4	3	3	3	4	4	2	4	4	3	4	4	4	4	4	4	94	
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21	2	2	2	1	2	3	3	3	2	2	2	1	3	3	2	3	3	3	3	3	3	3	3	2	3	3	2	3	3	73	
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No	Kualitas Produk											Harga						Word Of Mouth				Keputusan Pembelian					Total				
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32	2	3	4	3	4	1	4	3	4	3	2	4	2	4	3	4	4	2	1	3	4	3	4	4	4	4	3	3	4	92	
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No	Kualitas Produk											Harga						Word Of Mouth						Keputusan Pembelian						Total
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37	3	3	3	2	3	3	3	4	3	3	3	3	3	2	4	2	2	4	4	2	1	4	1	4	3	3	4	3	4	86
38	4	4	2	4	3	3	4	3	2	3	2	3	3	4	2	3	4	2	2	3	4	2	4	4	4	4	3	4	3	92
39	4	3	4	3	2	2	4	3	3	1	4	3	3	4	2	3	3	2	3	1	3	4	3	4	4	4	4	4	3	90
40	3	3	3	3	2	4	3	3	4	3	2	2	3	4	3	4	3	2	2	3	3	3	3	4	3	3	4	4	3	89
41	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	2	4	4	3	3	1	3	3	4	3	4	4	3	3	102
42	3	4	3	4	3	4	4	4	4	4	4	4	4	3	3	2	4	4	3	2	3	4	4	4	4	4	4	4	4	105
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45	4	3	3	4	2	3	4	2	3	2	4	4	3	2	2	2	3	3	1	3	3	2	4	4	3	3	3	4	4	87
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47	4	3	4	2	3	1	4	2	4	4	3	2	2	3	3	2	4	1	2	2	3	4	4	3	3	3	4	4	4	87
48	4	3	4	4	1	2	4	3	3	3	2	3	3	4	2	1	4	2	3	3	1	3	3	4	3	4	3	4	3	86
49	4	3	3	4	3	4	3	2	3	4	1	2	3	3	4	3	3	1	3	3	3	3	4	3	4	4	3	3	4	90
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55	4	2	3	1	3	2	3	2	4	4	4	3	4	2	1	3	4	3	2	3	1	3	4	3	2	4	3	4	3	84
56	3	3	4	4	2	1	4	2	3	4	3	4	3	4	2	2	4	2	3	1	3	3	4	2	4	4	4	3	4	89
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59	3	4	3	3	4	4	4	3	2	3	3	3	3	3	4	2	3	2	3	3	4	3	3	4	4	3	3	4	4	93
60	4	3	4	4	3	3	3	4	4	3	4	3	3	4	3	2	4	1	3	2	3	4	4	2	3	4	3	4	3	94
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62	3	3	3	4	2	1	3	2	4	3	1	3	4	2	3	4	3	1	2	4	2	3	4	2	4	4	3	4	3	84
63	1	3	4	3	3	4	4	3	3	4	4	4	3	4	2	3	3	2	3	2	3	3	3	4	3	3	3	4	4	92
64	3	4	3	4	4	4	4	4	4	4	3	3	3	3	4	3	4	3	4	1	3	3	4	2	3	4	3	4	3	98
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66	3	3	3	3	2	3	4	3	3	4	1	3	2	3	2	2	4	2	3	1	3	3	4	4	4	4	4	4	4	88
67	4	1	3	4	3	2	3	2	4	2	4	3	3	4	1	2	3	1	2	2	4	3	4	3	3	1	3	4	3	81
68	3	4	2	4	3	2	4	3	3	3	4	1	3	4	2	3	4	2	2	3	3	2	3	2	4	4	3	2	3	85
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71	4	4	4	4	4	4	3	4	4	3	4	3	3	4	3	4	4	3	3	3	4	3	4	4	3	1	4	102
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74	4	3	4	4	4	3	3	4	2	4	2	3	4	3	2	3	3	1	3	1	4	3	3	4	4	3	3	91
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92	4	3	3	3	3	3	3	3	3	4	4	3	3	3	2	2	3	2	3	3	1	3	2	3	3	4	3	86
93	4	4	4	4	4	4	4	4	4	4	4	2	3	4	4	4	1	4	2	3	3	3	2	3	2	4	3	97
94	3	4	3	4	4	4	4	4	4	4	4	4	4	3	4	3	4	4	2	3	4	3	3	4	3	2	4	103
95	4	3	4	4	3	3	3	3	3	3	4	4	4	4	4	4	3	4	2	4	3	4	4	4	4	4	4	104
96	4	3	4	2	4	3	4	2	3	3	2	3	3	2	4	2	4	2	3	1	3	3	3	4	4	4	4	90
97	4	4	3	4	1	2	4	3	4	4	3	1	3	4	2	3	4	1	3	2	2	3	4	3	3	3	3	87
98	3	3	3	4	2	3	3	2	4	3	4	3	4	3	3	1	3	1	3	3	2	3	4	2	3	4	4	86
99	4	3	4	4	3	2	3	4	3	4	3	2	3	4	2	3	3	1	3	4	3	3	3	1	4	3	3	90
100	3	4	3	1	4	4	4	3	4	4	4	2	4	3	4	2	3	4	2	3	4	1	4	3	4	4	1	92
101	3	2	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	3	4	2	3	4	4	2	3	103
102	4	4	4	4	3	3	3	4	4	3	3	3	3	4	3	3	3	2	4	2	4	3	3	4	4	4	4	100
103	3	4	4	4	3	3	4	2	2	4	3	4	3	4	1	2	4	1	3	2	3	3	4	3	4	4	3	92
104	4	3	3	3	4	4	3	4	3	4	1	3	4	3	4	1	3	2	3	2	3	3	4	4	3	3	3	91
105	3	4	3	2	3	3	4	3	4	4	3	3	3	4	2	3	4	2	4	1	2	3	4	3	3	2	4	90
106	3	3	4	4	2	3	3	4	3	3	1	4	4	4	4	4	3	4	4	3	3	2	3	4	4	4	4	96
107	4	4	3	4	4	4	4	3	4	3	4	3	4	3	4	3	4	3	4	2	3	4	3	4	3	4	3	102
108	3	3	4	3	4	4	4	4	4	4	4	3	2	3	4	2	3	3	1	3	2	3	3	4	4	4	3	93
109	4	4	4	4	3	3	3	4	3	3	4	4	3	3	3	2	3	2	1	2	3	4	4	3	3	3	4	93
110	3	3	3	4	4	3	4	3	4	4	2	2	3	4	4	3	4	2	3	4	3	3	4	4	3	4	3	95
111	4	4	3	3	3	4	3	4	3	3	4	3	4	3	3	4	2	1	3	3	3	3	3	4	4	4	4	96
112	3	2	4	3	2	3	4	2	3	3	1	1	3	3	4	2	3	2	3	1	3	3	4	3	3	3	4	81
113	3	4	3	4	3	2	3	3	3	4	3	4	2	4	3	3	4	4	3	1	3	3	3	1	3	4	4	91

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114	4	4	4	3	4	4	4	4	4	2	4	2	4	3	4	4	3	3	4	3	2	3	4	4	4	3	3	4	2	100	
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117	2	4	3	3	3	3	3	3	3	4	3	2	3	4	1	2	3	2	3	4	2	3	1	3	4	4	4	3	2	84	
118	4	3	3	4	4	2	4	3	4	2	2	2	3	4	2	2	3	2	1	3	3	3	3	2	3	3	4	3	4	85	
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121	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4	3	4	2	3	2	2	4	4	3	4	105	
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142	4	4	4	4	3	3	4	4	3	4	3	4	4	4	4	3	3	3	3	3	3	4	4	4	4	4	4	4	4	107	
143	4	3	3	4	2	2	3	2	3	1	2	3	3	3	3	4	4	2	2	3	4	3	4	4	4	3	4	4	4	90	
144	4	2	3	4	3	3	3	1	4	3	3	4	4	4	4	2	3	2	3	3	3	3	3	4	4	4	4	3	4	95	
145	3	1	2	4	3	2	4	1	2	4	4	3	4	4	3	3	4	2	3	4	3	3	4	4	4	4	4	4	4	94	

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Correlations

		X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	X1_7	X1_8	X1_9	X1_10	X1_11	Total_X1
X1_1	Pearson Correlation	1	.372*	.133	.245	1.000**	.367*	.138	.138	.387*	.308	.314	.725**
	Sig. (2-tailed)		.043	.482	.192	.000	.046	.468	.466	.035	.098	.091	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1_2	Pearson Correlation	.372*	1	.178	.052	.372*	.421*	.013	.138	.332	.371*	.061	.546**
	Sig. (2-tailed)	.043		.347	.787	.043	.020	.948	.466	.073	.044	.750	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1_3	Pearson Correlation	.133	.178	1	.256	.133	.344	.351	.228	.201	.228	.067	.496**
	Sig. (2-tailed)	.482	.347		.173	.482	.063	.057	.225	.287	.225	.725	.005
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1_4	Pearson Correlation	.245	.052	.256	1	.245	.173	.377*	.199	.159	.397*	.015	.452*
	Sig. (2-tailed)	.192	.787	.173		.192	.360	.040	.293	.402	.030	.939	.012
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1_5	Pearson Correlation	1.000**	.372*	.133	.245	1	.367*	.138	.138	.387*	.308	.314	.725**
	Sig. (2-tailed)	.000	.043	.482	.192		.046	.468	.466	.035	.098	.091	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1_6	Pearson Correlation	.367*	.421*	.344	.173	.367*	1	.392*	.004	.157	.110	.091	.545**
	Sig. (2-tailed)	.046	.020	.063	.360	.046		.032	.982	.406	.563	.634	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1_7	Pearson Correlation	.138	.013	.351	.377*	.138	.392*	1	.054	.360	.374*	.363*	.519**
	Sig. (2-tailed)	.468	.948	.057	.040	.468	.032		.775	.051	.042	.049	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1_8	Pearson Correlation	.138	.138	.228	.199	.138	.004	.054	1	.415*	.457*	.244	.461*
	Sig. (2-tailed)	.466	.466	.225	.293	.466	.982	.775		.023	.011	.193	.010
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1_9	Pearson Correlation	.387*	.332	.201	.159	.387*	.157	.360	.415*	1	.594**	.458*	.687**
	Sig. (2-tailed)	.035	.073	.287	.402	.035	.406	.051	.023		.001	.011	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1_10	Pearson Correlation	.308	.371*	.228	.397*	.308	.110	.374*	.457*	.594**	1	.421*	.688**
	Sig. (2-tailed)	.098	.044	.225	.030	.098	.563	.042	.011	.001		.020	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1_11	Pearson Correlation	.314	.061	.067	.015	.314	.091	.363*	.244	.458*	.421*	1	.518**
	Sig. (2-tailed)	.091	.750	.725	.939	.091	.634	.049	.193	.011	.020		.003
	N	30	30	30	30	30	30	30	30	30	30	30	30
Total_X1	Pearson Correlation	.725**	.546**	.496**	.452*	.725**	.545**	.519**	.461*	.687**	.688**	.518**	1
	Sig. (2-tailed)	.000	.002	.005	.012	.000	.002	.003	.010	.000	.000	.003	
	N	30	30	30	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).

Uji Validitas

Correlations

		X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	TOTAL_X2
X2_1	Pearson Correlation	1	.085	.209	.193	.047	.085	.436*
	Sig. (2-tailed)		.655	.267	.307	.807	.655	.016
	N	30	30	30	30	30	30	30
X2_2	Pearson Correlation	.085	1	.164	.252	.954**	1.000**	.881**
	Sig. (2-tailed)	.655		.386	.178	.000	.000	.000
	N	30	30	30	30	30	30	30
X2_3	Pearson Correlation	.209	.164	1	.084	.122	.164	.440*
	Sig. (2-tailed)	.267	.386		.660	.522	.386	.015
	N	30	30	30	30	30	30	30
X2_4	Pearson Correlation	.193	.252	.084	1	.265	.252	.460*
	Sig. (2-tailed)	.307	.178	.660		.158	.178	.010
	N	30	30	30	30	30	30	30
X2_5	Pearson Correlation	.047	.954**	.122	.265	1	.954**	.849**
	Sig. (2-tailed)	.807	.000	.522	.158		.000	.000
	N	30	30	30	30	30	30	30
X2_6	Pearson Correlation	.085	1.000**	.164	.252	.954**	1	.881**
	Sig. (2-tailed)	.655	.000	.386	.178	.000		.000
	N	30	30	30	30	30	30	30
TOTAL_X2	Pearson Correlation	.436*	.881**	.440*	.460*	.849**	.881**	1
	Sig. (2-tailed)	.016	.000	.015	.010	.000	.000	
	N	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).

Uji Validitas

Correlations

		Z_1	Z_2	Z_3	Z_4	Z_5	TOTAL_Z
Z_1	Pearson Correlation	1	.236	.347	.175	.907**	.826**
	Sig. (2-tailed)		.210	.060	.355	.000	.000
	N	30	30	30	30	30	30
Z_2	Pearson Correlation	.236	1	.006	.830**	.103	.649**
	Sig. (2-tailed)	.210		.973	.000	.588	.000
	N	30	30	30	30	30	30
Z_3	Pearson Correlation	.347	.006	1	-.003	.273	.450*
	Sig. (2-tailed)	.060	.973		.987	.144	.013
	N	30	30	30	30	30	30
Z_4	Pearson Correlation	.175	.830**	-.003	1	.111	.632**
	Sig. (2-tailed)	.355	.000	.987		.559	.000
	N	30	30	30	30	30	30
Z_5	Pearson Correlation	.907**	.103	.273	.111	1	.750**
	Sig. (2-tailed)	.000	.588	.144	.559		.000
	N	30	30	30	30	30	30
TOTAL_Z	Pearson Correlation	.826**	.649**	.450*	.632**	.750**	1
	Sig. (2-tailed)	.000	.000	.013	.000	.000	
	N	30	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).

Uji Validitas

Correlations

		Y_1	Y_2	Y_3	Y_4	Y_5	Y_6	Y_7	TOTAL_Y
Y_1	Pearson Correlation	1	-.049	.042	.091	.037	.949**	.185	.529**
	Sig. (2-tailed)		.796	.826	.631	.846	.000	.328	.003
	N	30	30	30	30	30	30	30	30
Y_2	Pearson Correlation	-.049	1	.614**	.159	.456*	.033	.096	.589**
	Sig. (2-tailed)	.796		.000	.401	.011	.861	.612	.001
	N	30	30	30	30	30	30	30	30
Y_3	Pearson Correlation	.042	.614**	1	.133	.309	.100	.136	.556**
	Sig. (2-tailed)	.826	.000		.483	.096	.600	.475	.001
	N	30	30	30	30	30	30	30	30
Y_4	Pearson Correlation	.091	.159	.133	1	.167	.134	.888**	.625**
	Sig. (2-tailed)	.631	.401	.483		.376	.480	.000	.000
	N	30	30	30	30	30	30	30	30
Y_5	Pearson Correlation	.037	.456*	.309	.167	1	.140	.231	.567**
	Sig. (2-tailed)	.846	.011	.096	.376		.459	.219	.001
	N	30	30	30	30	30	30	30	30
Y_6	Pearson Correlation	.949**	.033	.100	.134	.140	1	.228	.611**
	Sig. (2-tailed)	.000	.861	.600	.480	.459		.225	.000
	N	30	30	30	30	30	30	30	30
Y_7	Pearson Correlation	.185	.096	.136	.888**	.231	.228	1	.662**
	Sig. (2-tailed)	.328	.612	.475	.000	.219	.225		.000
	N	30	30	30	30	30	30	30	30
TOTAL_Y	Pearson Correlation	.529**	.589**	.556**	.625**	.567**	.611**	.662**	1
	Sig. (2-tailed)	.003	.001	.001	.000	.001	.000	.000	
	N	30	30	30	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).