

**LEMBAR KUESIONER PRA SURVEY**

Kepada Yth.

Bpk/Ibu/Saudara/I di tempat

Saya Rizka Amelia Mahasiswi Universitas Esa Unggul, guna mendukung data dalam penyusunan skripsi dengan judul : ” **Pengaruh Citra Merek, Kualitas Produk dan Harga Terhadap Keputusan Pembelian Produk Hijab Elzatta di Wilayah Kecamatan Kebon Jeruk, Jakarta Barat**” saya mohon kesediaannya untuk meluangkan waktu sejenak guna mengisi kuesioner ini. Kuesioner ini dibuat hanya bertujuan untuk penelitian saja, sehingga identitas serta jawaban dari Saudara/I akan dijamin kerahasiaannya.

Atas bantuan dan kesediaan Saudara/i, saya ucapkan terimakasih.

Nama :

Usia :

Pekerjaan :

**Petunjuk Pengisian**

Pada pertanyaan dibawah ini, Anda dimohon untuk mengisi pertanyaan tersebut dengan keadaan/kondisi yang sebenarnya !

A. Citra Merek

1. Bagaimana pendapat Anda mengenai Merek dari Hijab Elzatta?

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B. Kualitas Produk

2. Bagaimana pendapat Anda mengenai Kualitas Produk dari Hijab Elzatta yang sesuai dengan harapan?

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C. Harga

3. Bagaimana pendapat Anda mengenai Harga merek Hijab Elzatta yang terjangkau?

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**LAMPIRAN A**  
**KUESIONER**

**KUESIONER PENELITIAN**

**PENGARUH CITRA MEREK, KUALITAS PRODUK DAN HARGA  
TERHADAP KEPUTUSAN PEMBELIAN PRODUK HIJAB  
ELZATTA  
(Studi Kasus Pengguna Hijab Elzatta di Wilayah Kecamatan Kebon  
Jeruk Jakarta Barat)**

Yth. Bapak/Ibu/Saudara/i  
Di Jakarta

Sehubungan dengan penyusunan skripsi dengan judul yang telah disebutkan diatas, maka dengan hormat saya :

Nama : Rizka Amelia

NIM : 2015-11-206

Memohon kesediaan Ibu/Bapak/Saudara/I untuk mengisi kuesioner (daftar pertanyaan) yang saya ajukan ini secara jujur dan terbuka.

Daftar pertanyaan ini saya ajukan semata-mata untuk keperluan penelitian sebagai salah satu syarat dalam menyelesaikan jenjang Strata Satu (S1),Jurusan Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Esa Unggul, Jakarta.

Karenanya, kebenaran dan kelengkapan jawaban yang anda berikan akan sangat membangun bagi penulis, untuk selanjutnya akan menjadi masukan yang bermanfaat bagi hasil penelitian yang penulis lakukan.

Atas partisipasi Ibu/Bapak/Saudara/I dalam mengisi daftar pertanyaan/kuesioner ini, saya ucapkan terimakasih.

Jakarta, Agustus 2019  
Hormat Saya



Rizka Amelia

## KUISIONER PENELITIAN

### A. Data Responden

Pada pertanyaan di bawah ini, Anda dimohon untuk mengisi pertanyaan-pertanyaan tersebut dengan keadaan/kondisi yang sebenarnya. Pengisian dengan cara di silang (X).

#### IDENTITAS RESPONDEN :

1. Usia saat ini : a. 20 thn – 30 thn c. 41 thn – 50 thn  
b. 31 thn – 40 thn d. > 50 thn
2. Pendidikan Terakhir : a. SMA d. S2/S3  
b. Diploma  
c. S1
3. Pekerjaan saat ini : a. PNS d. Wiraswasta  
b. Pegawai Swasta e. Lain-lain  
c. Mahasiswa
4. Jumlah Pendapatan/  
Gaji dalam sebulan : a. Rp 2.500.000,- s/d Rp 3.000.000,-  
b. Rp 3.000.001,- s/d Rp 4.000.000,-  
c. Rp 4.000.001,- s/d Rp 5.000.000,-  
d.  $\geq$  Rp 5.000.000,-
5. Frekuensi pembelian : a. 2 – 3 kali c. > 5 kali  
dalam sebulan b. 4 – 5 kali

**B. Silahkan Anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang Anda alami atau rasakan, dengan cara memberikan *checklist* (√) pada pilihan kolom yang telah disediakan.**

**Pemberian skor adalah sebagai berikut :**

- = STS : Sangat Tidak Setuju
- = TS : Tidak Setuju
- = S : Setuju
- = SS : Sangat Setuju

**DAFTAR PERNYATAAN**

No.	CITRA MEREK (X1) Pernyataan	Pilihan Jawaban			
		STS	TS	S	SS
1.	Anda merasa produk-produk hijab Elzatta merupakan produk yang terkenal dikalangan remaja muslim.				
2.	Hijab merek Hijab Elzatta adalah produk yg sudah terpercaya.				
3.	Produk merek Hijab Elzatta memberi kesan yang positif.				
4.	Hijab merek Elzatta tidak pernah merugikan pembeli.				
5.	Merek Hijab Elzatta selalu berkesan dalam pikiran saya.				
6.	Memakai Hijab merek Elzatta menambah rasa percaya diri saya.				

No.	KUALITAS PRODUK (X2) Pernyataan	Pilihan Jawaban			
		STS	TS	S	SS
7.	Produk Hijab Elzatta tidak mudah rusak.				
8.	Bahan Produk yang digunakan Hijab Elzatta sangat lembut sehingga membuat Anda merasa nyaman melaksanakan aktivitas sehari-hari.				
9.	Motif dan corak Hijab Elzatta sangat menarik.				
10.	Warna hijab dari hijab Elzatta yang Anda gunakan tidak mudah luntur.				
11.	Kualitas produk Hijab Elzatta sesuai dengan harga yang di tawarkan.				
12.	Kualitas produk Hijab Elzatta sesuai dengan harga yang di tawarkan di banding dengan produk kompetitor.				
13.	Produk dari Hijab Elzatta membuat Anda nyaman untuk dikenakan sehari-hari.				
14.	Produk dari Hijab Elzatta mudah di aplikasikan.				

No.	HARGA (X3) Pernyataan	Pilihan Jawaban			
		STS	TS	S	SS
15.	Saya membeli Hijab Elzatta karena harga lebih terjangkau jika dibandingkan dengan produk lain.				
16.	Harga yang relatif lebih murah dari produk pesaing.				
17.	Saya membeli Hijab Elzatta karena harga nya sesuai dengan kualitas produk yang dimiliki.				
18.	Harga yang ditawarkan sesuai dengan kualitas produknya dibandingkan dengan produk lain yang sejenis dengan kualitas yang hampir sama.				
19.	Harga Hijab Elzatta dapat bersaing.				
20.	Harga yang ditawarkan Hijab Elzatta lebih murah dari produk pesaingnya.				
21.	Harga produk Hijab Elzatta sesuai dengan kebutuhan.				
22.	Harga produk Hijab Elzatta memiliki manfaat yang lebih baik dibanding pesaing.				

No.	KEPUTUSAN PEMBELIAN (Y) Pernyataan	Pilihan Jawaban			
		STS	TS	S	SS
23.	Banyak tersebarnya toko toko Elzatta di pusat pusat pembelanjaan.				
24.	Lokasi toko Elzatta dekat dengan rumah saya.				
25.	Saya tertarik membeli Hijab Elzatta dan merupakan keputusan yang tepat.				
26.	Saya merasa puas setelah melakukan pembelian Hijab Elzatta.				
27.	Saya mencari informasi mengenai produk Elzatta yang saya minati.				
28.	Sebelum berbelanja saya mencari informasi tentang Hijab Elzatta.				
29.	Saya yakin untuk membeli Hijab Elzatta untuk memenuhi kebutuhan.				
30.	Saya mereferensikan produk Hijab Elzatta kepada orang lain.				

31.	Adanya model baru yang dikeluarkan Elzatta setiap bulannya				
32.	Motif dari Hijab Elzatta mengikuti perkembangan <i>fashion</i> saat ini.				

Sumber : Data Olahan Peneliti 2019

LAMPIRAN  
RESPONDEN 30 Citra Merek X1 dan Kualitas Produk X2

CITRA MEREK X1							KUALITAS PRODUK X2										
No	CTM1	CTM2	CTM3	CTM4	CTM5	CTM6	TOTAL	No.	KPR1	KPR2	KPR3	KPR4	KPR5	KPR6	KPR7	KPR8	TOTAL
1	4	4	3	4	3	4	22	1	4	4	3	4	4	4	3	4	30
2	3	3	3	3	3	3	18	2	3	3	3	3	3	3	4	3	25
3	4	4	3	4	3	3	21	3	4	4	4	4	4	4	3	3	30
4	3	3	4	3	4	4	21	4	3	4	3	4	3	3	4	4	28
5	4	3	3	4	3	3	20	5	4	4	4	4	4	4	3	4	31
6	4	3	3	4	3	3	20	6	3	3	3	3	3	3	3	3	24
7	3	3	3	3	3	3	18	7	3	3	3	3	3	3	4	3	25
8	3	4	3	3	3	3	19	8	3	3	3	3	3	3	2	3	23
9	3	3	3	3	4	3	19	9	4	4	3	4	4	4	3	3	29
10	3	3	4	3	4	4	21	10	3	3	3	3	3	3	4	3	25
11	3	4	3	3	3	3	19	11	4	4	3	3	4	4	3	4	29
12	3	3	3	3	3	3	18	12	4	4	4	4	4	4	3	4	31
13	4	4	3	4	3	4	22	13	3	3	3	3	3	3	3	3	24
14	4	4	4	4	4	4	24	14	4	4	4	4	3	4	3	4	30
15	4	4	4	4	4	4	24	15	3	3	3	3	3	3	4	3	25
16	3	3	3	3	4	3	19	16	4	4	4	4	3	4	4	4	31
17	4	4	3	4	3	3	21	17	3	3	3	3	3	3	3	3	24
18	3	3	4	3	4	4	21	18	3	3	3	3	3	3	3	3	24
19	3	3	3	3	4	3	19	19	4	4	3	4	4	4	4	4	31
20	3	3	4	3	4	3	20	20	2	4	4	4	4	2	4	3	27



21	4	4	3	4	4	3	22	21	3	3	3	3	3	3	3	3	24
22	3	3	3	3	4	3	19	22	4	4	3	4	3	4	4	3	29
23	4	4	4	4	4	3	23	23	3	3	3	3	3	3	3	3	24
24	3	3	3	3	3	3	18	24	3	3	3	3	3	3	3	3	24
25	4	4	3	3	3	3	20	25	3	3	3	3	3	3	3	3	24
26	3	3	4	3	3	3	19	26	3	3	3	3	3	3	3	3	24
27	3	3	3	3	3	3	18	27	4	4	4	4	4	4	4	4	32
28	3	3	3	3	3	3	18	28	4	4	4	4	4	4	4	3	31
29	4	4	3	3	3	3	20	29	3	3	3	3	3	3	3	3	24
30	3	3	4	3	3	3	19	30	3	4	4	4	4	3	4	3	29

LAMPIRAN  
RESPONDEN 30 HARGA X3 dan KEPUTUSAN PEMBELIAN Y1

**HARGA X3**

**KEPUTUSAN PEMBELIAN Y**

No.	HRG 1	HRG 2	HRG 3	HRG 4	HRG 5	HRG 6	HRG 7	HRG 8	TOTAL	No.	KPM 1	KPM 2	KPM 3	KPM 4	KPM 5	KPM 6	KPM 7	KPM 8	KPM 9	KPM 10	TOTAL
1	4	3	4	4	4	4	4	4	31	1	4	4	4	3	4	4	4	3	4	4	38
2	3	3	4	4	3	4	3	3	27	2	3	3	3	3	3	4	3	4	3	3	32
3	3	4	3	3	3	3	3	3	25	3	4	4	3	3	4	4	3	3	4	3	35
4	4	4	3	3	4	3	4	4	29	4	3	3	4	4	3	3	4	4	3	4	35
5	3	3	3	3	3	3	3	3	24	5	4	3	3	3	4	4	3	3	4	3	34
6	4	4	3	3	4	3	4	4	29	6	4	3	3	3	4	4	3	3	3	3	33
7	3	3	4	4	3	4	3	3	27	7	3	3	4	3	3	3	3	3	4	3	32
8	4	3	4	4	4	4	4	4	31	8	3	4	3	4	3	3	4	4	3	3	34
9	4	4	4	4	4	4	4	4	32	9	3	3	3	3	3	3	3	3	3	3	30
10	4	4	3	3	4	3	4	4	29	10	3	3	4	4	3	3	4	4	4	4	36
11	4	4	4	4	4	4	4	4	32	11	3	4	3	3	3	3	3	3	3	3	31
12	3	4	3	3	3	3	3	3	25	12	3	3	3	3	3	3	4	3	4	3	32
13	3	4	3	3	3	3	3	3	25	13	4	4	4	4	4	4	3	4	4	4	39
14	4	4	4	4	4	4	4	4	32	14	4	4	4	4	4	4	3	4	3	4	38
15	3	3	3	3	3	3	3	3	24	15	4	4	4	4	4	4	4	4	4	4	40

16	3	3	3	3	3	3	3	3	24	16	3	3	4	3	3	3	4	3	3	3	32
17	4	4	4	4	4	4	4	4	32	17	4	4	3	3	4	4	4	3	3	3	35
18	3	3	4	4	3	4	3	3	27	18	3	3	4	4	3	3	4	4	3	4	35
19	3	3	3	3	3	3	3	3	24	19	3	3	3	3	3	3	3	3	3	3	30
20	4	4	4	4	4	4	4	4	32	20	3	3	4	3	3	3	3	3	3	3	31
21	4	4	3	3	4	3	4	4	29	21	4	4	3	3	4	4	3	3	4	3	35
22	3	3	3	3	3	3	3	3	24	22	3	4	3	3	3	3	3	3	3	3	31
23	4	4	3	3	4	3	4	4	29	23	4	4	4	4	4	4	4	4	4	4	40
24	3	3	3	3	3	3	3	3	24	24	3	3	3	3	3	3	3	3	3	3	30
25	4	4	4	4	4	4	4	4	32	25	4	4	4	4	4	4	4	4	4	4	40
26	4	3	4	4	4	4	4	4	31	26	3	3	4	4	3	3	4	4	3	4	35
27	4	4	3	3	4	3	4	4	29	27	3	3	3	4	3	3	4	4	3	4	34
28	3	3	3	3	3	3	3	3	24	28	4	3	4	3	4	3	3	3	3	4	34
29	4	4	3	3	4	3	4	4	29	29	4	4	3	3	4	4	3	3	4	3	35
30	3	3	4	4	3	4	3	3	27	30	4	3	3	3	4	3	3	3	3	3	32

## LAMPIRAN

## RESPONDEN 100 CITRA MEREK X1 DAN KUALITAS PRODUK X2

CITRA MEREK X1								KUALITAS PRODUK X2									
No	CTM1	CTM2	CTM3	CTM4	CTM5	CTM6	TOTAL	No.	KPR1	KPR2	KPR3	KPR4	KPR5	KPR6	KPR7	KPR8	TOTAL
1	4	4	3	4	3	4	22	1	4	4	3	4	4	4	3	4	30
2	3	3	3	3	3	3	18	2	3	3	3	3	3	3	4	3	25
3	4	4	3	4	3	3	21	3	4	4	4	4	4	4	3	3	30
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5	4	3	3	4	3	3	20	5	4	4	4	4	4	4	4	3	31
6	4	3	3	4	3	3	20	6	3	3	3	3	3	3	3	3	24
7	3	3	3	3	3	3	18	7	3	3	3	3	3	3	4	3	25
8	3	4	3	3	3	3	19	8	3	3	3	3	3	3	2	3	23
9	3	3	3	3	4	3	19	9	4	4	3	4	4	4	3	3	29
10	3	3	4	3	4	4	21	10	3	3	3	3	3	3	4	3	25
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15	4	4	4	4	4	4	24	15	3	3	3	3	3	3	4	3	25
16	3	3	3	3	4	3	19	16	4	4	4	4	3	4	4	4	31
17	4	4	3	4	3	3	21	17	3	3	3	3	3	3	3	3	24
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23	4	4	4	4	4	3	23	23	3	3	3	3	3	3	3	3	24
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26	3	3	4	3	3	3	19	26	3	3	3	3	3	3	3	3	24
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28	3	3	3	3	3	3	18	28	4	4	4	4	4	4	4	3	31
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36	4	3	3	4	3	3	20	36	3	3	3	3	3	3	3	3	24
37	3	3	3	3	3	3	18	37	3	3	3	3	3	3	4	3	25
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39	3	3	3	3	4	3	19	39	4	4	3	4	4	4	3	3	29
40	3	3	4	3	4	4	21	40	3	3	3	3	3	3	4	3	25
41	3	4	3	3	3	3	19	41	4	4	3	3	4	4	3	4	29
42	3	3	3	3	3	3	18	42	4	4	4	4	4	4	3	4	31
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45	4	4	4	4	4	4	24	45	3	3	3	3	3	3	4	3	25

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47	4	4	3	4	3	3	21	47	3	3	3	3	3	3	3	3	24
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50	3	3	4	3	4	3	20	50	2	4	4	4	4	2	4	3	27
51	4	4	3	4	4	3	22	51	3	3	3	3	3	3	3	3	24
52	3	3	3	3	4	3	19	52	4	4	3	4	3	4	4	3	29
53	4	4	4	4	4	3	23	53	3	3	3	3	3	3	3	3	24
54	3	3	3	3	3	3	18	54	3	3	3	3	3	3	3	3	24
55	4	4	3	3	3	3	20	55	3	3	3	3	3	3	3	3	24
56	3	3	4	3	3	3	19	56	3	3	3	3	3	3	3	3	24
57	3	3	3	3	3	3	18	57	4	4	4	4	4	4	4	4	32
58	3	3	3	3	3	3	18	58	4	4	4	4	4	4	4	4	31
59	4	4	3	3	3	3	20	59	3	3	3	3	3	3	3	3	24
60	3	3	4	3	3	3	19	60	3	4	4	4	4	3	4	3	29
61	4	4	3	4	3	4	22	61	4	4	3	4	4	4	3	4	30
62	3	3	3	3	3	3	18	62	3	3	3	3	3	3	4	3	25
63	4	4	3	4	3	3	21	63	4	4	4	4	4	4	3	3	30
64	3	3	4	3	4	4	21	64	3	4	3	4	3	3	4	4	28
65	4	3	3	4	3	3	20	65	4	4	4	4	4	4	3	4	31
66	4	3	3	4	3	3	20	66	3	3	3	3	3	3	3	3	24
67	3	3	3	3	3	3	18	67	3	3	3	3	3	3	4	3	25
68	3	4	3	3	3	3	19	68	3	3	3	3	3	3	2	3	23
69	3	3	3	3	4	3	19	69	4	4	3	4	4	4	3	3	29
70	3	3	4	3	4	4	21	70	3	3	3	3	3	3	4	3	25

71	3	4	3	3	3	3	19	71	4	4	3	3	4	4	3	4	29
72	3	3	3	3	3	3	18	72	4	4	4	4	4	4	3	4	31
73	4	4	3	4	3	4	22	73	3	3	3	3	3	3	3	3	24
74	4	4	4	4	4	4	24	74	4	4	4	4	3	4	3	4	30
75	4	4	4	4	4	4	24	75	3	3	3	3	3	3	4	3	25
76	3	3	3	3	4	3	19	76	4	4	4	4	3	4	4	4	31
77	4	4	3	4	3	3	21	77	3	3	3	3	3	3	3	3	24
78	3	3	4	3	4	4	21	78	3	3	3	3	3	3	3	3	24
79	3	3	3	3	4	3	19	79	4	4	3	4	4	4	4	4	31
80	3	3	4	3	4	3	20	80	2	4	4	4	4	2	4	3	27
81	4	4	3	4	4	3	22	81	3	3	3	3	3	3	3	3	24
82	3	3	3	3	4	3	19	82	4	4	3	4	3	4	4	3	29
83	4	4	4	4	4	3	23	83	3	3	3	3	3	3	3	3	24
84	3	3	3	3	3	3	18	84	3	3	3	3	3	3	3	3	24
85	4	4	3	3	3	3	20	85	3	3	3	3	3	3	3	3	24
86	3	3	4	3	3	3	19	86	3	3	3	3	3	3	3	3	24
87	3	3	3	3	3	3	18	87	4	4	4	4	4	4	4	4	32
88	3	3	3	3	3	3	18	88	4	4	4	4	4	4	4	3	31
89	4	4	3	3	3	3	20	89	3	3	3	3	3	3	3	3	24
90	3	3	4	3	3	3	19	90	3	4	4	4	4	3	4	3	29
91	3	3	4	3	3	3	19	91	3	3	3	3	3	3	3	3	24
92	3	3	3	3	3	3	18	92	3	3	3	3	3	3	4	3	25
93	3	3	3	3	3	3	18	93	3	3	3	3	3	3	2	3	23
94	4	4	3	3	3	3	20	94	4	4	3	4	4	4	3	3	29
95	3	3	4	3	3	3	19	95	3	3	3	3	3	3	4	3	25

96	4	4	3	4	3	4	22	96	4	4	3	3	4	4	3	4	29
97	3	3	3	3	3	3	18	97	4	4	4	4	4	4	3	4	31
98	4	4	3	4	3	3	21	98	3	3	3	3	3	3	3	3	24
99	3	3	4	3	4	4	21	99	4	4	4	4	3	4	3	4	30
100	4	3	3	4	3	3	20	100	4	4	4	4	3	4	3	4	30



**LAMPIRAN  
RESPONDEN 100 HARGA X3 DAN KEPUTUSAN PEMBELIAN Y**

HRG X3										KEPUTUSAN PEMBELIAN Y											
No.	HRG 1	HRG 2	HRG 3	HRG 4	HRG 5	HRG 6	HRG 7	HRG 8	TOTAL	No.	KPM 1	KPM 2	KPM 3	KPM 4	KPM 5	KPM 6	KPM 7	KPM 8	KPM 9	KPM 10	TOTAL
1	4	3	4	4	4	4	4	4	31	1	4	4	4	3	4	4	4	3	4	4	38
2	3	3	4	4	3	4	3	3	27	2	3	3	3	3	3	3	4	3	4	3	32
3	3	4	3	3	3	3	3	3	25	3	4	4	3	3	4	4	3	3	4	3	35
4	4	4	3	3	4	3	4	4	29	4	3	3	4	4	3	3	4	4	3	4	35
5	3	3	3	3	3	3	3	3	24	5	4	3	3	3	4	4	3	3	4	3	34
6	4	4	3	3	4	3	4	4	29	6	4	3	3	3	4	4	3	3	3	3	33
7	3	3	4	4	3	4	3	3	27	7	3	3	4	3	3	3	3	3	4	3	32
8	4	3	4	4	4	4	4	4	31	8	3	4	3	4	3	3	4	4	3	3	34
9	4	4	4	4	4	4	4	4	32	9	3	3	3	3	3	3	3	3	3	3	30
10	4	4	3	3	4	3	4	4	29	10	3	3	4	4	3	3	4	4	4	4	36
11	4	4	4	4	4	4	4	4	32	11	3	4	3	3	3	3	3	3	3	3	31
12	3	4	3	3	3	3	3	3	25	12	3	3	3	3	3	3	4	3	4	3	32
13	3	4	3	3	3	3	3	3	25	13	4	4	4	4	4	4	3	4	4	4	39
14	4	4	4	4	4	4	4	4	32	14	4	4	4	4	4	4	3	4	3	4	38
15	3	3	3	3	3	3	3	3	24	15	4	4	4	4	4	4	4	4	4	4	40
16	3	3	3	3	3	3	3	3	24	16	3	3	4	3	3	3	4	3	3	3	32
17	4	4	4	4	4	4	4	4	32	17	4	4	3	3	4	4	4	3	3	3	35
18	3	3	4	4	3	4	3	3	27	18	3	3	4	4	3	3	4	4	3	4	35
19	3	3	3	3	3	3	3	3	24	19	3	3	3	3	3	3	3	3	3	3	30

20	4	4	4	4	4	4	4	4	32	20	3	3	4	3	3	3	3	3	3	31	
21	4	4	3	3	4	3	4	4	29	21	4	4	3	3	4	4	3	3	4	3	35
22	3	3	3	3	3	3	3	3	24	22	3	4	3	3	3	3	3	3	3	3	31
23	4	4	3	3	4	3	4	4	29	23	4	4	4	4	4	4	4	4	4	4	40
24	3	3	3	3	3	3	3	3	24	24	3	3	3	3	3	3	3	3	3	3	30
25	4	4	4	4	4	4	4	4	32	25	4	4	4	4	4	4	4	4	4	4	40
26	4	3	4	4	4	4	4	4	31	26	3	3	4	4	3	3	4	4	3	4	35
27	4	4	3	3	4	3	4	4	29	27	3	3	3	4	3	3	4	4	3	4	34
28	3	3	3	3	3	3	3	3	24	28	4	3	4	3	4	3	3	3	3	4	34
29	4	4	3	3	4	3	4	4	29	29	4	4	3	3	4	4	3	3	4	3	35
30	3	3	4	4	3	4	3	3	27	30	4	3	3	3	4	3	3	3	3	3	32
31	4	3	4	4	4	4	4	4	31	31	4	4	4	3	4	4	4	3	4	4	38
32	3	3	4	4	3	4	3	3	27	32	3	3	3	3	3	3	4	3	4	3	32
33	3	4	3	3	3	3	3	3	25	33	4	4	3	3	4	4	3	3	4	3	35
34	4	4	3	3	4	3	4	4	29	34	3	3	4	4	3	3	4	4	3	4	35
35	3	3	3	3	3	3	3	3	24	35	4	3	3	3	4	4	3	3	4	3	34
36	4	4	3	3	4	3	4	4	29	36	4	3	3	3	4	4	3	3	3	3	33
37	3	3	4	4	3	4	3	3	27	37	3	3	4	3	3	3	3	3	4	3	32
38	4	3	4	4	4	4	4	4	31	38	3	4	3	4	3	3	4	4	3	3	34
39	4	4	4	4	4	4	4	4	32	39	3	3	3	3	3	3	3	3	3	3	30
40	4	4	3	3	4	3	4	4	29	40	3	3	4	4	3	3	4	4	4	4	36
41	4	4	4	4	4	4	4	4	32	41	3	4	3	3	3	3	3	3	3	3	31
42	3	4	3	3	3	3	3	3	25	42	3	3	3	3	3	3	4	3	4	3	32
43	3	4	3	3	3	3	3	3	25	43	4	4	4	4	4	4	3	4	4	4	39

44	4	4	4	4	4	4	4	4	32	44	4	4	4	4	4	4	3	4	3	4	38
45	3	3	3	3	3	3	3	3	24	45	4	4	4	4	4	4	4	4	4	4	40
46	3	3	3	3	3	3	3	3	24	46	3	3	4	3	3	3	4	3	3	3	32
47	4	4	4	4	4	4	4	4	32	47	4	4	3	3	4	4	4	3	3	3	35
48	3	3	4	4	3	4	3	3	27	48	3	3	4	4	3	3	4	4	3	4	35
49	3	3	3	3	3	3	3	3	24	49	3	3	3	3	3	3	3	3	3	3	30
50	4	4	4	4	4	4	4	4	32	50	3	3	4	3	3	3	3	3	3	3	31
51	4	4	3	3	4	3	4	4	29	51	4	4	3	3	4	4	3	3	4	3	35
52	3	3	3	3	3	3	3	3	24	52	3	4	3	3	3	3	3	3	3	3	31
53	4	4	3	3	4	3	4	4	29	53	4	4	4	4	4	4	4	4	4	4	40
54	3	3	3	3	3	3	3	3	24	54	3	3	3	3	3	3	3	3	3	3	30
55	4	4	4	4	4	4	4	4	32	55	4	4	4	4	4	4	4	4	4	4	40
56	4	3	4	4	4	4	4	4	31	56	3	3	4	4	3	3	4	4	3	4	35
57	4	4	3	3	4	3	4	4	29	57	3	3	3	4	3	3	4	4	3	4	34
58	3	3	3	3	3	3	3	3	24	58	4	3	4	3	4	3	3	3	3	4	34
59	4	4	3	3	4	3	4	4	29	59	4	4	3	3	4	4	3	3	4	3	35
60	3	3	4	4	3	4	3	3	27	60	4	3	3	3	4	3	3	3	3	3	32
61	4	3	4	4	4	4	4	4	31	61	4	4	4	3	4	4	4	3	4	4	38
62	3	3	4	4	3	4	3	3	27	62	3	3	3	3	3	3	4	3	4	3	32
63	3	4	3	3	3	3	3	3	25	63	4	4	3	3	4	4	3	3	4	3	35
64	4	4	3	3	4	3	4	4	29	64	3	3	4	4	3	3	4	4	3	4	35
65	3	3	3	3	3	3	3	3	24	65	4	3	3	3	4	4	3	3	4	3	34
66	4	4	3	3	4	3	4	4	29	66	4	3	3	3	4	4	3	3	3	3	33
67	3	3	4	4	3	4	3	3	27	67	3	3	4	3	3	3	3	3	4	3	32
68	4	3	4	4	4	4	4	4	31	68	3	4	3	4	3	3	4	4	3	3	34

69	4	4	4	4	4	4	4	4	32	69	3	3	3	3	3	3	3	3	3	30
70	4	4	3	3	4	3	4	4	29	70	3	3	4	4	3	3	4	4	4	36
71	4	3	4	4	4	4	4	4	31	71	3	4	3	3	3	3	3	3	3	31
72	3	3	4	4	3	4	3	3	27	72	3	3	3	3	3	3	4	3	4	32
73	3	4	3	3	3	3	3	3	25	73	4	4	4	4	4	4	3	4	4	39
74	4	4	3	3	4	3	4	4	29	74	4	4	4	4	4	4	3	4	3	38
75	3	3	3	3	3	3	3	3	24	75	4	4	4	4	4	4	4	4	4	40
76	4	4	3	3	4	3	4	4	29	76	3	3	4	3	3	3	4	3	3	32
77	3	3	4	4	3	4	3	3	27	77	4	4	3	3	4	4	4	3	3	35
78	4	3	4	4	4	4	4	4	31	78	3	3	4	4	3	3	4	4	3	35
79	4	4	4	4	4	4	4	4	32	79	3	3	3	3	3	3	3	3	3	30
80	4	4	3	3	4	3	4	4	29	80	3	3	4	3	3	3	3	3	3	31
81	4	4	4	4	4	4	4	4	32	81	4	4	3	3	4	4	3	3	4	35
82	3	4	3	3	3	3	3	3	25	82	3	4	3	3	3	3	3	3	3	31
83	3	4	3	3	3	3	3	3	25	83	4	4	4	4	4	4	4	4	4	40
84	4	4	4	4	4	4	4	4	32	84	3	3	3	3	3	3	3	3	3	30
85	3	3	3	3	3	3	3	3	24	85	4	4	4	4	4	4	4	4	4	40
86	3	3	3	3	3	3	3	3	24	86	3	3	4	4	3	3	4	4	3	35
87	4	4	4	4	4	4	4	4	32	87	3	3	3	4	3	3	4	4	3	34
88	3	3	4	4	3	4	3	3	27	88	4	3	4	3	4	3	3	3	3	34
89	3	3	3	3	3	3	3	3	24	89	4	4	3	3	4	4	3	3	4	35
90	4	4	4	4	4	4	4	4	32	90	4	3	3	3	4	3	3	3	3	32
91	4	4	3	3	4	3	4	4	29	91	4	4	3	3	4	4	3	3	4	35
92	3	3	3	3	3	3	3	3	24	92	3	4	3	3	3	3	3	3	3	31
93	4	4	3	3	4	3	4	4	29	93	4	4	4	4	4	4	4	4	4	40

94	3	3	3	3	3	3	3	3	24	94	3	3	3	3	3	3	3	3	3	3	30
95	4	4	4	4	4	4	4	4	32	95	4	4	4	4	4	4	4	4	4	4	40
96	4	3	4	4	4	4	4	4	31	96	3	3	4	4	3	3	4	4	3	4	35
97	4	4	3	3	4	3	4	4	29	97	3	3	3	4	3	3	4	4	3	4	34
98	3	3	3	3	3	3	3	3	24	98	4	3	4	3	4	3	3	3	3	4	34
99	4	4	3	3	4	3	4	4	29	99	4	4	3	3	4	4	3	3	4	3	35
100	3	3	4	4	3	4	3	3	27	100	4	3	3	3	4	3	3	3	3	3	32

**LAMPIRAN**  
**UJI VALIDITAS CITRA MEREK X1**

**Correlations**

		CITRA MEREK1	CITRA MEREK2	CITRA MEREK3	CITRA MEREK4	CITRA MEREK5	CITRA MEREK6	TOTAL
CITRA MEREK1	Pearson Correlation	1	.722**	-.089	.866**	-.111	.193	.715**
	Sig. (2-tailed)		.000	.640	.000	.559	.307	.000
	Sum of Squares and Cross-products	7.200	5.200	-.600	6.000	-.800	1.200	18.200
	Covariance	.248	.179	-.021	.207	-.028	.041	.628
	N	30	30	30	30	30	30	30
CITRA MEREK2	Pearson Correlation	.722**	1	-.089	.577**	-.111	.193	.637**
	Sig. (2-tailed)	.000		.640	.001	.559	.307	.000
	Sum of Squares and Cross-products	5.200	7.200	-.600	4.000	-.800	1.200	16.200
	Covariance	.179	.248	-.021	.138	-.028	.041	.559
	N	30	30	30	30	30	30	30
CITRA MEREK3	Pearson Correlation	-.089	-.089	1	.000	.505**	.499**	.479**
	Sig. (2-tailed)	.640	.640		1.000	.004	.005	.007
	Sum of Squares and Cross-products	-.600	-.600	6.300	.000	3.400	2.900	11.400
	Covariance	-.021	-.021	.217	.000	.117	.100	.393
	N	30	30	30	30	30	30	30
CITRA MEREK4	Pearson Correlation	.866**	.577**	.000	1	.000	.279	.749**
	Sig. (2-tailed)	.000	.001	1.000		1.000	.136	.000

	Sum of Squares and Cross-products	6.000	4.000	.000	6.667	.000	1.667	18.333
	Covariance	.207	.138	.000	.230	.000	.057	.632
	N	30	30	30	30	30	30	30
CITRA MEREK5	Pearson Correlation	-.111	-.111	.505**	.000	1	.354	.440
	Sig. (2-tailed)	.559	.559	.004	1.000		.055	.015
	Sum of Squares and Cross-products	-.800	-.800	3.400	.000	7.200	2.200	11.200
	Covariance	-.028	-.028	.117	.000	.248	.076	.386
	N	30	30	30	30	30	30	30
CITRA MEREK6	Pearson Correlation	.193	.193	.499**	.279	.354	1	.662**
	Sig. (2-tailed)	.307	.307	.005	.136	.055		.000
	Sum of Squares and Cross-products	1.200	1.200	2.900	1.667	2.200	5.367	14.533
	Covariance	.041	.041	.100	.057	.076	.185	.501
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.715**	.637**	.479**	.749**	.440	.662**	1
	Sig. (2-tailed)	.000	.000	.007	.000	.015	.000	
	Sum of Squares and Cross-products	18.200	16.200	11.400	18.333	11.200	14.533	89.867
	Covariance	.628	.559	.393	.632	.386	.501	3.099
	N	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).

**LAMPIRAN**  
**UJI VALIDITAS KUALITAS PRODUK X2**

		KUALITAS PRODUK	KUALITAS PRODUK	KUALITAS PRODUK	KUALITAS PRODUK	KUALITAS PRODUK	KUALITAS PRODUK	KUALITAS PRODUK	KUALITAS PRODUK	TOTALX2
KUALITAS PRODUK	Pearson Correlation	1	.671**	.359	.595**	.502*	1.000*	-.004	.625*	.711*
	Sig. (2-tailed)		.000	.051	.001	.005	0.000	.984	.000	.000
	Sum of Squares and Cross-products	8.967	5.500	2.700	4.867	3.967	8.967	-.033	4.700	30.633
	Covariance	.309	.190	.093	.168	.137	.309	-.001	.162	1.056
	N	30	30	30	30	30	30	30	30	30
KUALITAS PRODUK	Pearson Correlation	.671**	1	.655**	.935**	.761**	.671**	.305	.655**	.952**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.101	.000	.000
	Sum of Squares and Cross-products	5.500	7.500	4.500	7.000	5.500	5.500	2.500	4.500	37.500
	Covariance	.190	.259	.155	.241	.190	.190	.086	.155	1.293
	N	30	30	30	30	30	30	30	30	30
KUALITAS PRODUK	Pearson Correlation	.359	.655**	1	.700**	.558**	.359	.226	.365*	.712**
	Sig. (2-tailed)	.051	.000		.000	.001	.051	.229	.047	.000
	Sum of Squares and Cross-products	2.700	4.500	6.300	4.800	3.700	2.700	1.700	2.300	25.700
	Covariance	.093	.155	.217	.166	.128	.093	.059	.079	.886
	N	30	30	30	30	30	30	30	30	30



KUALITAS PRODUK	Pearson Correlation	.595**	.935**	.700**	1	.675**	.595**	.350	.554**	.929**
	Sig. (2-tailed)	.001	.000	.000		.000	.001	.058	.001	.000
	Sum of Squares and Cross-products	4.867	7.000	4.800	7.467	4.867	4.867	2.867	3.800	36.533
	Covariance	.168	.241	.166	.257	.168	.168	.099	.131	1.260
	N	30	30	30	30	30	30	30	30	30
KUALITAS PRODUK	Pearson Correlation	.502**	.761**	.558**	.675**	1	.502**	.122	.408	.754**
	Sig. (2-tailed)	.005	.000	.001	.000		.005	.520	.025	.000
	Sum of Squares and Cross-products	3.967	5.500	3.700	4.867	6.967	3.967	.967	2.700	28.633
	Covariance	.137	.190	.128	.168	.240	.137	.033	.093	.987
	N	30	30	30	30	30	30	30	30	30
KUALITAS PRODUK	Pearson Correlation	1.000**	.671**	.359	.595**	.502**	1	-.004	.625**	.711**
	Sig. (2-tailed)	0.000	.000	.051	.001	.005		.984	.000	.000
	Sum of Squares and Cross-products	8.967	5.500	2.700	4.867	3.967	8.967	-.033	4.700	30.633
	Covariance	.309	.190	.093	.168	.137	.309	-.001	.162	1.056
	N	30	30	30	30	30	30	30	30	30
KUALITAS PRODUK	Pearson Correlation	-.004	.305	.226	.350	.122	-.004	1	.093	.409
	Sig. (2-tailed)	.984	.101	.229	.058	.520	.984		.624	.025
	Sum of Squares and Cross-products	-.033	2.500	1.700	2.867	.967	-.033	8.967	.700	17.633

	Covariance	-.001	.086	.059	.099	.033	-.001	.309	.024	.608
	N	30	30	30	30	30	30	30	30	30
KUALITAS PRODUK	Pearson Correlation	.625**	.655**	.365*	.554**	.408*	.625**	.093	1	.656**
	Sig. (2-tailed)	.000	.000	.047	.001	.025	.000	.624		.000
	Sum of Squares and Cross-products	4.700	4.500	2.300	3.800	2.700	4.700	.700	6.300	23.700
	Covariance	.162	.155	.079	.131	.093	.162	.024	.217	.817
	N	30	30	30	30	30	30	30	30	30
TOTALX2	Pearson Correlation	.711**	.952**	.712**	.929**	.754**	.711**	.409*	.656**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.025	.000	
	Sum of Squares and Cross-products	30.633	37.500	25.700	36.533	28.633	30.633	17.633	23.700	206.967
	Covariance	1.056	1.293	.886	1.260	.987	1.056	.608	.817	7.137
	N	30	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).										

**LAMPIRAN**  
**UJI VALIDITAS HARGA X3**

		HARGA1	HARGA2	HARGA3	HARGA4	HARGA5	HARGA6	HARGA7	HARGA8	TOTALX3
HARGA1	Pearson Correlation	1	.598	.279	.279	1.000	.279	1.000	1.000	.898
	Sig. (2-tailed)		.000	.136	.136	0.000	.136	0.000	0.000	.000
	Sum of Squares and Cross-products	7.467	4.467	2.067	2.067	7.467	2.067	7.467	7.467	40.533
	Covariance	.257	.154	.071	.071	.257	.071	.257	.257	1.398
	N	30	30	30	30	30	30	30	30	30
HARGA2	Pearson Correlation	.598	1	-.126	-.126	.598	-.126	.598	.598	.499
	Sig. (2-tailed)	.000		.508	.508	.000	.508	.000	.000	.005
	Sum of Squares and Cross-products	4.467	7.467	-.933	-.933	4.467	-.933	4.467	4.467	22.533
	Covariance	.154	.257	-.032	-.032	.154	-.032	.154	.154	.777
	N	30	30	30	30	30	30	30	30	30
HARGA3	Pearson Correlation	.279	-.126	1	1.000	.279	1.000	.279	.279	.656
	Sig. (2-tailed)	.136	.508		0.000	.136	0.000	.136	.136	.000
	Sum of Squares and Cross-products	2.067	-.933	7.367	7.367	2.067	7.367	2.067	2.067	29.433
	Covariance	.071	-.032	.254	.254	.071	.254	.071	.071	1.015
	N	30	30	30	30	30	30	30	30	30
HARGA4	Pearson Correlation	.279	-.126	1.000	1	.279	1.000	.279	.279	.656
	Sig. (2-tailed)	.136	.508	0.000		.136	0.000	.136	.136	.000

	Sum of Squares and Cross-products	2.067	-.933	7.367	7.367	2.067	7.367	2.067	2.067	29.433
	Covariance	.071	-.032	.254	.254	.071	.254	.071	.071	1.015
	N	30	30	30	30	30	30	30	30	30
HARGA5	Pearson Correlation	1.000**	.598**	.279	.279	1	.279	1.000**	1.000**	.898**
	Sig. (2-tailed)	0.000	.000	.136	.136		.136	0.000	0.000	.000
	Sum of Squares and Cross-products	7.467	4.467	2.067	2.067	7.467	2.067	7.467	7.467	40.533
	Covariance	.257	.154	.071	.071	.257	.071	.257	.257	1.398
	N	30	30	30	30	30	30	30	30	30
HARGA6	Pearson Correlation	.279	-.126	1.000**	1.000**	.279	1	.279	.279	.656**
	Sig. (2-tailed)	.136	.508	0.000	0.000	.136		.136	.136	.000
	Sum of Squares and Cross-products	2.067	-.933	7.367	7.367	2.067	7.367	2.067	2.067	29.433
	Covariance	.071	-.032	.254	.254	.071	.254	.071	.071	1.015
	N	30	30	30	30	30	30	30	30	30
HARGA7	Pearson Correlation	1.000**	.598**	.279	.279	1.000**	.279	1	1.000**	.898**
	Sig. (2-tailed)	0.000	.000	.136	.136	0.000	.136		0.000	.000
	Sum of Squares and Cross-products	7.467	4.467	2.067	2.067	7.467	2.067	7.467	7.467	40.533
	Covariance	.257	.154	.071	.071	.257	.071	.257	.257	1.398
	N	30	30	30	30	30	30	30	30	30

HARGA8	Pearson Correlation	1.000**	.598**	.279	.279	1.000**	.279	1.000**	1	.898**
	Sig. (2-tailed)	0.000	.000	.136	.136	0.000	.136	0.000		.000
	Sum of Squares and Cross-products	7.467	4.467	2.067	2.067	7.467	2.067	7.467	7.467	40.533
	Covariance	.257	.154	.071	.071	.257	.071	.257	.257	1.398
	N	30	30	30	30	30	30	30	30	30
TOTALX3	Pearson Correlation	.898**	.499**	.656**	.656**	.898**	.656**	.898**	.898**	1
	Sig. (2-tailed)	.000	.005	.000	.000	.000	.000	.000	.000	
	Sum of Squares and Cross-products	40.533	22.533	29.433	29.433	40.533	29.433	40.533	40.533	272.967
	Covariance	1.398	.777	1.015	1.015	1.398	1.015	1.398	1.398	9.413
	N	30	30	30	30	30	30	30	30	30

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

**LAMPIRAN**  
**UJI VALIDITAS KEPUTUSAN PEMBELIAN Y1**

**Correlations**

		KEPUTS AN P	KEPUT SAN P	KEPUT SAN P	KEPUT SAN P	KEPUT SAN P	KEPUTS AN P	KEPUT SAN P	KEPUT SAN P	KEPUT SAN P	KEPUTS AN P	TOTALY
KEPUT SAN P	Pearson Correlation	1	.530**	.062	-.018	1.000**	.873**	-.205	-.018	.396*	.191	.686**
	Sig. (2- tailed)		.003	.743	.923	0.000	.000	.276	.923	.031	.312	.000
	Sum of Squares and Cross- products	7.467	3.933	.467	-.133	7.467	6.400	-1.533	-.133	2.933	1.400	28.867
	Covariance	.257	.136	.016	-.005	.257	.221	-.053	-.005	.101	.048	.995
	N	30	30	30	30	30	30	30	30	30	30	30
KEPUT SAN P	Pearson Correlation	.530**	1	-.009	.172	.530**	.659**	-.009	.172	.321	.110	.580**
	Sig. (2- tailed)	.003		.962	.363	.003	.000	.962	.363	.083	.563	.001
	Sum of Squares and Cross- products	3.933	7.367	-.067	1.233	3.933	4.800	-.067	1.233	2.367	.800	24.233
	Covariance	.136	.254	-.002	.043	.136	.166	-.002	.043	.082	.028	.836
	N	30	30	30	30	30	30	30	30	30	30	30
KEPUT SAN P	Pearson Correlation	.062	-.009	1	.536**	.062	.055	.330	.536**	.126	.736**	.520
	Sig. (2- tailed)	.743	.962		.002	.743	.775	.075	.002	.508	.000	.003

	Sum of Squares and Cross-products	.467	-.067	7.467	3.867	.467	.400	2.467	3.867	.933	5.400	21.867
	Covariance	.016	-.002	.257	.133	.016	.014	.085	.133	.032	.186	.754
	N	30	30	30	30	30	30	30	30	30	30	30
KEPUT SAN P	Pearson Correlation	-.018	.172	.536**	1	-.018	.085	.536**	1.000**	.033	.791**	.541**
	Sig. (2-tailed)	.923	.363	.002		.923	.656	.002	0.000	.864	.000	.002
	Sum of Squares and Cross-products	-.133	1.233	3.867	6.967	-.133	.600	3.867	6.967	.233	5.600	21.967
	Covariance	-.005	.043	.133	.240	-.005	.021	.133	.240	.008	.193	.757
	N	30	30	30	30	30	30	30	30	30	30	30
KEPUT SAN P	Pearson Correlation	1.000**	.530**	.062	-.018	1	.873**	-.205	-.018	.396*	.191	.686**
	Sig. (2-tailed)	0.000	.003	.743	.923		.000	.276	.923	.031	.312	.000
	Sum of Squares and Cross-products	7.467	3.933	.467	-.133	7.467	6.400	-1.533	-.133	2.933	1.400	28.867
	Covariance	.257	.136	.016	-.005	.257	.221	-.053	-.005	.101	.048	.995
	N	30	30	30	30	30	30	30	30	30	30	30
KEPUT SAN P	Pearson Correlation	.873**	.659**	.055	.085	.873**	1	-.082	.085	.522**	.167	.717**
	Sig. (2-tailed)	.000	.000	.775	.656	.000		.667	.656	.003	.379	.000
	Sum of Squares and Cross-products	6.400	4.800	.400	.600	6.400	7.200	-.600	.600	3.800	1.200	29.600

	Covariance	.221	.166	.014	.021	.221	.248	-.021	.021	.131	.041	1.021
	N	30	30	30	30	30	30	30	30	30	30	30
KEPUT SAN P	Pearson Correlation	-.205	-.009	.330	.536**	-.205	-.082	1	.536**	.126	.464**	.401*
	Sig. (2- tailed)	.276	.962	.075	.002	.276	.667		.002	.508	.010	.028
	Sum of Squares and Cross- products	-1.533	-.067	2.467	3.867	-1.533	-.600	7.467	3.867	.933	3.400	16.867
	Covariance	-.053	-.002	.085	.133	-.053	-.021	.257	.133	.032	.117	.582
	N	30	30	30	30	30	30	30	30	30	30	30
KEPUT SAN P	Pearson Correlation	-.018	.172	.536*	1.000**	-.018	.085	.536*	1	.033	.791*	.541*
	Sig. (2- tailed)	.923	.363	.002	0.000	.923	.656	.002		.864	.000	.002
	Sum of Squares and Cross- products	-.133	1.233	3.867	6.967	-.133	.600	3.867	6.967	.233	5.600	21.967
	Covariance	-.005	.043	.133	.240	-.005	.021	.133	.240	.008	.193	.757
	N	30	30	30	30	30	30	30	30	30	30	30
KEPUT SAN P	Pearson Correlation	.396	.321	.126	.033	.396	.522*	.126	.033	1	.110	.580**
	Sig. (2- tailed)	.031	.083	.508	.864	.031	.003	.508	.864		.563	.001
	Sum of Squares and Cross- products	2.933	2.367	.933	.233	2.933	3.800	.933	.233	7.367	.800	24.233
	Covariance	.101	.082	.032	.008	.101	.131	.032	.008	.254	.028	.836
	N	30	30	30	30	30	30	30	30	30	30	30
KEPUT	Pearson	.191	.110	.736**	.791**	.191	.167	.464**	.791**	.110	1	.668**



SAN P 035	Correlation											
	Sig. (2-tailed)	.312	.563	.000	.000	.312	.379	.010	.000	.563		.000
	Sum of Squares and Cross-products	1.400	.800	5.400	5.600	1.400	1.200	3.400	5.600	.800	7.200	27.600
	Covariance	.048	.028	.186	.193	.048	.041	.117	.193	.028	.248	.952
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL Y	Pearson Correlation	.686**	.580**	.520**	.541**	.686**	.717**	.401*	.541**	.580**	.668*	1
	Sig. (2-tailed)	.000	.001	.003	.002	.000	.000	.028	.002	.001	.000	
	Sum of Squares and Cross-products	28.867	24.233	21.867	21.967	28.867	29.600	16.867	21.967	24.233	27.600	236.967
	Covariance	.995	.836	.754	.757	.995	1.021	.582	.757	.836	.952	8.171
	N	30	30	30	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).

## LAMPIRAN

**UJI RELIABILITAS CITRA MEREK (X1) KUALITAS PRODUK (X2),  
HARGA (X3) KEPUTUSAN PEMBELIAN (Y)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	0.0
	Total	30	100.0

1. Listwise deletion based on all variables in the procedure.

Citra Merek

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.667	.670	6

**Case Processing Summary**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	0.0
	Total	30	100.0

1. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.894	8

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	0.0
	Total	30	100.0

1. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.894	8

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	0.0
	Total	30	100.0

1. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.811	10

**LAMPIRAN**  
**UJI HIPOTESIS**

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

Model	Variables Entered	Variables Removed	Method
1	Harga, CitraMerek, Kualitasproduk <sup>b</sup>		Enter

1. Dependent Variable: Keputusan pembelian
2. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.718 <sup>a</sup>	.515	.500	2.14469	2.132

1. Predictors: (Constant), citra merek, Kualitas produk, Harga
2. Dependent Variable: Keputusan Pembelian

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	469.430	3	156.477	34.019	.000 <sup>b</sup>
Residual	441.570	96	4.600		
Total	911.000	99			

1. Dependent Variable: Keputusan pembelian

2. Predictors: (Constant), Harga, CitraMerek, Kualitasproduk

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	17.668	4.102		4.308	.000		
Citra Merek	1.145	.128	.646	8.924	.000	.964	1.038
Kualitas produk	-.219	.073	-.217	-2.990	.004	.958	1.044
Harga	-.013	.073	-.013	-.185	.853	.988	1.012

1. Dependent Variable: Keputusan pembelian

