

LAMPIRAN – LAMPIRAN

Lampiran 1

Pra Survey

PRA KUISIONER

Perkenalkan nama saya Fadhil Rahmat Himawan mahasiswa Esa Unggul program studi manajemen bisnis semester delapan, sedang melakukan penelitian proposal skripsi dengan judul “Pengaruh Citra Merek, Kualitas Produk dan Iklan Terhadap Keputusan Pembelian Tolak Angin PT. Sido Muncul” . Saya selaku peneliti meminta kesediaan

Saudara untuk membantu penelitian saya dengan mengisi kuisisioner dan memberikan jawaban yang sejujur-jujurnya dan sesuai dengan keadaan yang sebenar-benarnya.

PERTANYAAN

1. Apakah Tolak Angin adalah merek yang mudah diingat?
 - a. YA
 - b. TIDAK

2. Apakah kualitas produk tolak angin lebih baik dari kualitas produk herbal lainnya ?
 - b. YA
 - c. TIDAK

4. Apakah iklan produk tolak angin lebih banyak banding produk herbal lainnya ?
 - a. YA
 - b. TIDAK

LAMPIRAN 2

Kuesioner

Surat Permohonan Pengisian Kuesioner



UNIVERSITAS ESA UNGGUL
FAKULTAS EKONOMI DAN BISNIS
LAMPIRAN LEMBAR KUESIONER

Responden Yth,

Saya Mahasiswa Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas Esa Unggul.

Nama : Fadhil Rahmat Himawan

Nim : 2015-11-186

Dengan adanya penelitian ini yang berjudul “Pengaruh Citra Merek, Kualitas Produk dan Iklan Terhadap Keputusan Pembelian Tolak Angin PT. Sido Muncul (Studi Kasus Pada Wilayah Kebon Jeruk, Jakarta Barat) untuk menyelesaikan tugas akhir perkuliahan saya. Maka dari itu, saya mengharapkan kesediaan saudara/i untuk mengisi kuesioner ini. Atas kesediaan saudara/i menjawab dengan sejujurnya dan sebaik-baiknya saya mengucapkan terima kasih.

Profil Responden

Pilihlah salah satu jawaban pada setiap pernyataan berikut dengan memberikan tanda silang (X)

- No responden : () (di isi oleh peneliti)
1. Pendidikan Terakhir :
 2. Jenis Kelamin : () Laki-laki
() Perempuan
 3. Usia : () 19 - 29 tahun
() 30 - 40 tahun
() > 40 tahun
 4. Pekerjaan/Profesi : () Pelajar/Mahasiswa
() Pegawai Negeri Sipil
() Karyawan Swasta
() Lain – lain
 5. Berapa kali dalam seminggu anda melihat iklan Tolak angin di televisi ?
() 1-2 kali () 5-6 kali
() 3-4 kali () > 6 kali
 6. Berapa kali anda pernah membeli Tolak angin sebulan terakhir ?
() 1 kali () 3 kali
() 2 kali () >3 kali

Petunjuk Pengisian Kuesioner :

1. Isilah jawaban singkat dari pertanyaan di bawah ini (seluruh data ini dirahasiakan dan akan dipergunakan untuk kepentingan penyusunan skripsi)
2. Beri tanda ceklist (√) pada kolom jawaban yang tersedia.

Keterangan :

| Kriteria | Skor |
|---------------------------|------|
| Sangat setuju (SS) | 5 |
| Setuju (S) | 4 |
| Netral (N) | 3 |
| Tidak setuju (TS) | 2 |
| Sangat tidak setuju (STS) | 1 |

Keputusan Pembelian Tolak angin (Y)

| NO. | PERNYATAAN | JAWABAN | | | | |
|-----|--|----------|---------|--------|--------|---------|
| | | STS 1 | TS 2 | N 3 | S 4 | SS 5 |
| 1. | Tolak Angin adalah pilihan yang tepat bagi penderita masuk angin. | | | | | |
| 2. | Saya mendapatkan informasi tentang Tolak Angin dari teman dan keluarga. | | | | | |
| 3. | Saya mendapat informasi tentang Tolak Angin dari di televisi. | | | | | |
| 4. | Saya merasa yakin dan percaya akan kualitas produk Tolak Angin. | | | | | |
| 5. | Saya membeli Tolak Angin setelah saya membandingkannya dengan produk jamu masuk angin merek lainnya. | | | | | |
| 6. | Saya merasa puas setelah saya membeli dan menggunakan Tolak Angin. | | | | | |
| 7. | Saya akan mengajak orang lain untuk membeli Tolak Angin. | | | | | |

Citra Merek (X1)

| NO. | PERNYATAAN | JAWABAN | | | | |
|-----|--|----------|---------|--------|--------|---------|
| | | STS 1 | TS 2 | N 3 | S 4 | SS 5 |
| 1. | Tolak Angin berfungsi mencegah masuk angin, mual sakit perut, meriang, dan tenggorokan kering. | | | | | |
| 2. | Tolak Angin mempunyai penampilan fisik yang menarik. | | | | | |
| 3. | Produk Tolak Angin adalah produk dengan harga yang terjangkau. | | | | | |
| 4. | Tolak Angin adalah produk yang mudah diingat. | | | | | |
| 5. | Tolak Angin adalah produk yang mudah diucapkan. | | | | | |
| 6. | Tolak Angin mempunyai | | | | | |

| NO. | PERNYATAAN | JAWABAN | | | | |
|-----|--|----------|---------|--------|--------|---------|
| | | STS 1 | TS 2 | N 3 | S 4 | SS 5 |
| | beberapa varian. | | | | | |
| 7. | Tolak Angin adalah produk yang dikenal orang banyak. | | | | | |

Kualitas Produk (X2)

| NO. | PERNYATAAN | JAWABAN | | | | |
|-----|---|----------|---------|--------|--------|---------|
| | | STS 1 | TS 2 | N 3 | S 4 | SS 5 |
| 1. | Tolak Angin mencegah masuk angin, mual sakit perut, meriang, dan tenggorokan kering. | | | | | |
| 2. | Tolak Angin menawarkan jenis produk yang beragam dari merek lain. | | | | | |
| 3. | Tolak Angin menyediakan varian khusus untuk anak-anak. | | | | | |
| 4. | Tolak Angin menghilangkan masuk angin. | | | | | |
| 5. | Tolak Angin memiliki kualitas standar farmasi, sehingga aman dikonsumsi. | | | | | |
| 6. | Tolak Angin memiliki jangka waktu pemakaian yang lama. | | | | | |
| 7. | Tolak Angin adalah produk herbal sehingga aman dikonsumsi semua orang. | | | | | |
| 8. | Tolak Angin mempunyai kesesuaian antara desain produk dengan fitur produk yang ditampilkan. | | | | | |
| 9. | Mutu produk Tolak Angin terjamin kualitasnya. | | | | | |
| 10. | Tolak Angin mempunyai kemasan yang praktis dan aman. | | | | | |

Iklan (X3)

| NO. | PERNYATAAN | JAWABAN | | | | |
|-----|--|----------|---------|--------|--------|---------|
| | | STS 1 | TS 2 | N 3 | S 4 | SS 5 |
| 1. | Pesan yang disampaikan dalam iklan mampu membangkitkan keinginan saya untuk membeli Tolak Angin. | | | | | |
| 2. | Tolak Angin adalah merek yang mudah diucapkan dengan slogannya orang bejo minum Tolak Angin. | | | | | |
| 3. | Menurut saya ukuran huruf dalam Iklan Tolak Angin mudah dibaca. | | | | | |
| 4. | Menurut saya model iklan Tolak Angin menarik perhatian. | | | | | |
| 5. | Menurut saya model iklan Tolak Angin membangkitkan keinginan untuk membeli. | | | | | |
| 6. | Menurut saya Musik iklan Tolak Angin menarik perhatian konsumen. | | | | | |

LAMPIRAN 3

Tabulasi Pra Survey Data Karakteristik 30 (Tiga Puluh) Responden

| Keterangan | | Jumlah Responden | Total |
|---------------|-------------|------------------|-------|
| Jenis Kelamin | Perempuan | 10 | 30 |
| | Laki-laki | 20 | |
| Usia | 20-30 Tahun | 15 | 30 |
| | 30-40 Tahun | 10 | |
| | 40-75 Tahun | 5 | |

Sumber: Data primer diolah, 2019

LAMPIRAN 4

Tabulasi Data Karakteristik 100 (Seratus) Responden

| Keterangan | | Jumlah Responden | Total |
|------------------------|-------------------|------------------|-------|
| Pendidikan Terakhir | SMA/SMK | 33 | 100 |
| | D3 | 12 | |
| | S1 | 40 | |
| | S2 | 15 | |
| Jenis Kelamin | Perempuan | 58 | 100 |
| | Laki-laki | 22 | |
| Usia | 19-29 Tahun | 35 | 100 |
| | 30-40 Tahun | 39 | |
| | >40 Tahun | 40 | |
| Pekerjaan | Pelajar/Mahasiswa | 35 | 100 |
| | PNS | 10 | |
| | Karyawan Swasta | 30 | |
| | Lain-lain | 25 | |
| Seminggu Melihat Iklan | 1-2 Kali | 20 | 100 |
| | 3-4 Kali | 35 | |
| | 5-6 Kali | 30 | |

| | | | |
|-------------------------------|---------|----|--|
| | >6 Kali | 16 | |
| Sebulan Pembelian Tolak Angin | 1 Kali | 15 | |
| | 2 Kali | 27 | |
| | 3 Kali | 28 | |
| | >3 Kali | 30 | |

Sumber: Data primer diolah, 2019

LAMPIRAN 5

1. Hasil Uji Deskriptif

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---------------------|-----|---------|---------|-------|----------------|
| Keputusan Pembelian | 100 | 19 | 35 | 29,01 | 2,915 |
| Citra Merek | 100 | 21 | 35 | 29,25 | 2,709 |
| Kualitas Produk | 100 | 35 | 50 | 42,45 | 2,989 |
| Iklan | 100 | 23 | 30 | 26,15 | 2,371 |
| Valid N (listwise) | 100 | | | | |

Sumber : Hasil Pengolahan SPSS, 2019

2. Hasil Uji Kualitas Data

a. Keputusan Pembelian Tolak Angin

Correlations

| | | Y_1 | Y_2 | Y_3 | Y_4 | Y_5 | Y_6 | Y_7 | Keputusan Pembelian |
|---------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|---------------------|
| Y_1 | Pearson Correlation | 1 | ,739** | ,392** | ,464** | ,330** | ,352** | ,417** | ,690** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,001 | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y_2 | Pearson Correlation | ,739** | 1 | ,326** | ,449** | ,346** | ,490** | ,412** | ,704** |
| | Sig. (2-tailed) | ,000 | | ,001 | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y_3 | Pearson Correlation | ,392** | ,326** | 1 | ,657** | ,531** | ,351** | ,513** | ,721** |
| | Sig. (2-tailed) | ,000 | ,001 | | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y_4 | Pearson Correlation | ,464** | ,449** | ,657** | 1 | ,482** | ,468** | ,666** | ,801** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y_5 | Pearson Correlation | ,330** | ,346** | ,531** | ,482** | 1 | ,429** | ,521** | ,707** |
| | Sig. (2-tailed) | ,001 | ,000 | ,000 | ,000 | | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y_6 | Pearson Correlation | ,352** | ,490** | ,351** | ,468** | ,429** | 1 | ,549** | ,731** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y_7 | Pearson Correlation | ,417** | ,412** | ,513** | ,666** | ,521** | ,549** | 1 | ,811** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Keputusan Pembelian | Pearson Correlation | ,690** | ,704** | ,721** | ,801** | ,707** | ,731** | ,811** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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

Sumber : Hasil Pengolahan SPSS, 2019

b. Citra Merek

Correlations

| | | X1_1 | X1_2 | X1_3 | X1_4 | X1_5 | X1_6 | X1_7 | Citra Merek |
|-------------|---------------------|--------|--------|--------|--------|--------|--------|--------|-------------|
| X1_1 | Pearson Correlation | 1 | ,422** | ,337** | ,255* | ,440** | ,340** | ,315** | ,682** |
| | Sig. (2-tailed) | | ,000 | ,001 | ,011 | ,000 | ,001 | ,001 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1_2 | Pearson Correlation | ,422** | 1 | ,385** | ,208* | ,243* | ,329** | ,225* | ,590** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,038 | ,015 | ,001 | ,024 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1_3 | Pearson Correlation | ,337** | ,385** | 1 | ,052 | ,273** | ,283** | ,320** | ,545** |
| | Sig. (2-tailed) | ,001 | ,000 | | ,606 | ,006 | ,004 | ,001 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1_4 | Pearson Correlation | ,255* | ,208* | ,052 | 1 | ,646** | ,130 | ,370** | ,697** |
| | Sig. (2-tailed) | ,011 | ,038 | ,606 | | ,000 | ,196 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1_5 | Pearson Correlation | ,440** | ,243* | ,273** | ,646** | 1 | ,209* | ,290** | ,768** |
| | Sig. (2-tailed) | ,000 | ,015 | ,006 | ,000 | | ,037 | ,003 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1_6 | Pearson Correlation | ,340** | ,329** | ,283** | ,130 | ,209* | 1 | ,182 | ,480** |
| | Sig. (2-tailed) | ,001 | ,001 | ,004 | ,196 | ,037 | | ,070 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1_7 | Pearson Correlation | ,315** | ,225* | ,320** | ,370** | ,290** | ,182 | 1 | ,608** |
| | Sig. (2-tailed) | ,001 | ,024 | ,001 | ,000 | ,003 | ,070 | | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Citra Merek | Pearson Correlation | ,682** | ,590** | ,545** | ,697** | ,768** | ,480** | ,608** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 100 | 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).

Sumber : Hasil Pengolahan SPSS, 2019

c. Kualitas Produk

Correlations

| | | X2_1 | X2_2 | X2_3 | X2_4 | X2_5 | X2_6 | X2_7 | X2_8 | X2_9 | X2_10 | Kualitas Produk |
|-----------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------------|
| X2_1 | Pearson Correlation | 1 | ,223* | ,181 | ,615** | ,162 | ,385** | ,149 | ,396** | ,212* | ,576** | ,631** |
| | Sig. (2-tailed) | | ,026 | ,072 | ,000 | ,108 | ,000 | ,139 | ,000 | ,035 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2_2 | Pearson Correlation | ,223* | 1 | ,303** | ,105 | ,360** | ,359** | ,193 | ,225* | ,177 | ,167 | ,513** |
| | Sig. (2-tailed) | ,026 | | ,002 | ,297 | ,000 | ,000 | ,055 | ,024 | ,079 | ,097 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2_3 | Pearson Correlation | ,181 | ,303** | 1 | ,206* | ,574** | ,213* | ,347** | ,024 | ,251* | ,251* | ,556** |
| | Sig. (2-tailed) | ,072 | ,002 | | ,039 | ,000 | ,033 | ,000 | ,813 | ,012 | ,012 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2_4 | Pearson Correlation | ,615** | ,105 | ,206* | 1 | ,262** | ,294** | ,270** | ,288** | ,317** | ,287** | ,595** |
| | Sig. (2-tailed) | ,000 | ,297 | ,039 | | ,009 | ,003 | ,007 | ,004 | ,001 | ,004 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2_5 | Pearson Correlation | ,162 | ,360** | ,574** | ,262** | 1 | ,370** | ,581** | ,065 | ,360** | ,233* | ,655** |
| | Sig. (2-tailed) | ,108 | ,000 | ,000 | ,009 | | ,000 | ,000 | ,524 | ,000 | ,020 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2_6 | Pearson Correlation | ,385** | ,359** | ,213* | ,294** | ,370** | 1 | ,338** | ,161 | ,262** | ,221* | ,569** |
| | Sig. (2-tailed) | ,000 | ,000 | ,033 | ,003 | ,000 | | ,001 | ,109 | ,009 | ,027 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2_7 | Pearson Correlation | ,149 | ,193 | ,347** | ,270** | ,581** | ,338** | 1 | ,136 | ,439** | ,175 | ,612** |
| | Sig. (2-tailed) | ,139 | ,055 | ,000 | ,007 | ,000 | ,001 | | ,178 | ,000 | ,081 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2_8 | Pearson Correlation | ,396** | ,225* | ,024 | ,288** | ,065 | ,161 | ,136 | 1 | ,668** | ,532** | ,576** |
| | Sig. (2-tailed) | ,000 | ,024 | ,813 | ,004 | ,524 | ,109 | ,178 | | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2_9 | Pearson Correlation | ,212* | ,177 | ,251* | ,317** | ,360** | ,262** | ,439** | ,668** | 1 | ,597** | ,709** |
| | Sig. (2-tailed) | ,035 | ,079 | ,012 | ,001 | ,000 | ,009 | ,000 | ,000 | | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2_10 | Pearson Correlation | ,576** | ,167 | ,251* | ,287** | ,233* | ,221* | ,175 | ,532** | ,597** | 1 | ,664** |
| | Sig. (2-tailed) | ,000 | ,097 | ,012 | ,004 | ,020 | ,027 | ,081 | ,000 | ,000 | | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Kualitas Produk | Pearson Correlation | ,631** | ,513** | ,556** | ,595** | ,655** | ,569** | ,612** | ,576** | ,709** | ,664** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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

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

Sumber : Hasil Pengolahan SPSS, 2019

d. Iklan

Correlations

| | | X3_1 | X3_2 | X3_3 | X3_4 | X3_5 | X3_6 | Iklan |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|
| X3_1 | Pearson Correlation | 1 | ,800** | ,502** | ,442** | ,431** | ,583** | ,788** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3_2 | Pearson Correlation | ,800** | 1 | ,594** | ,504** | ,490** | ,649** | ,844** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3_3 | Pearson Correlation | ,502** | ,594** | 1 | ,600** | ,551** | ,623** | ,813** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3_4 | Pearson Correlation | ,442** | ,504** | ,600** | 1 | ,546** | ,503** | ,753** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3_5 | Pearson Correlation | ,431** | ,490** | ,551** | ,546** | 1 | ,580** | ,753** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | | ,000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3_6 | Pearson Correlation | ,583** | ,649** | ,623** | ,503** | ,580** | 1 | ,823** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Iklan | Pearson Correlation | ,788** | ,844** | ,813** | ,753** | ,753** | ,823** | 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).

Sumber : Hasil Pengolahan SPSS, 2019

3. Hasil Uji Reabilitas

a. Keputusan Pembelian Tolak Angin

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,855 | 7 |

Item Statistics

| | Mean | Std. Deviation | N |
|-----|------|----------------|-----|
| Y_1 | 4,10 | ,522 | 100 |
| Y_2 | 4,05 | ,458 | 100 |
| Y_3 | 4,21 | ,537 | 100 |
| Y_4 | 4,25 | ,479 | 100 |
| Y_5 | 4,25 | ,557 | 100 |
| Y_6 | 4,15 | ,687 | 100 |
| Y_7 | 4,00 | ,696 | 100 |

Sumber : Hasil Pengolahan SPSS, 2019

b. Citra Merek

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,741 | 7 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|------|----------------|-----|
| X1_1 | 4,38 | ,582 | 100 |
| X1_2 | 4,19 | ,526 | 100 |
| X1_3 | 4,28 | ,533 | 100 |
| X1_4 | 3,88 | ,856 | 100 |
| X1_5 | 4,08 | ,748 | 100 |
| X1_6 | 4,21 | ,409 | 100 |
| X1_7 | 4,23 | ,566 | 100 |

Sumber : Hasil Pengolahan SPSS, 2019

c. Kualitas Produk

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| ,808 | 10 |

Item Statistics

| | Mean | Std. Deviation | N |
|-------|------|----------------|-----|
| X2_1 | 4,20 | ,471 | 100 |
| X2_2 | 4,18 | ,520 | 100 |
| X2_3 | 4,29 | ,498 | 100 |
| X2_4 | 4,24 | ,495 | 100 |
| X2_5 | 4,12 | ,477 | 100 |
| X2_6 | 4,10 | ,389 | 100 |
| X2_7 | 4,35 | ,575 | 100 |
| X2_8 | 4,29 | ,498 | 100 |
| X2_9 | 4,31 | ,486 | 100 |
| X2_10 | 4,37 | ,506 | 100 |

Sumber : Hasil Pengolahan SPSS, 2019

d. Iklan

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| ,884 | 6 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|------|----------------|-----|
| X3_1 | 4,33 | ,514 | 100 |
| X3_2 | 4,29 | ,478 | 100 |
| X3_3 | 4,33 | ,514 | 100 |
| X3_4 | 4,42 | ,496 | 100 |
| X3_5 | 4,40 | ,492 | 100 |
| X3_6 | 4,38 | ,488 | 100 |

Sumber : Hasil Pengolahan SPSS, 2019

4. Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

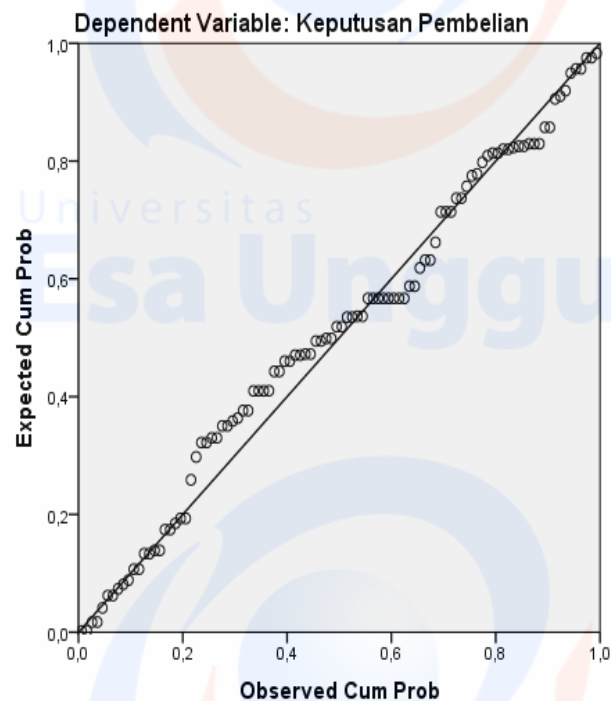
| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | ,0000000 |
| | Std. Deviation | 1,77927420 |
| Most Extreme Differences | Absolute | ,090 |
| | Positive | ,062 |
| | Negative | -,090 |
| Kolmogorov-Smirnov Z | | ,895 |
| Asymp. Sig. (2-tailed) | | ,400 |

a. Test distribution is Normal.

b. Calculated from data.

Sumber : Hasil Pengolahan SPSS, 2019

Normal P-P Plot of Regression Standardized Residual



Sumber : Hasil Pengolahan SPSS, 2019

5. Hasil Uji Multikolonieritas

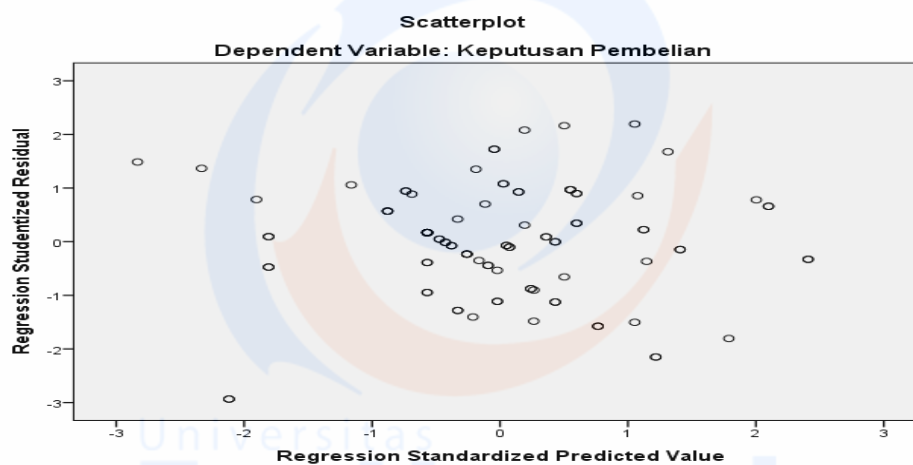
Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | ,200 | 2,654 | | ,075 | ,940 | | |
| | Citra Merek | ,715 | ,084 | ,665 | 8,489 | ,000 | ,633 | 1,580 |
| | Kualitas Produk | ,219 | ,090 | ,225 | 2,444 | ,016 | ,458 | 2,185 |
| | Iklan | -,055 | ,106 | -,044 | -,514 | ,608 | ,520 | 1,922 |

a. Dependent Variable: Keputusan Pembelian

Sumber : Hasil Pengolahan SPSS, 2019

6. Hasil Uji Heteroskedatisitas



Sumber : Hasil Pengolahan SPSS, 2019

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | ,028 | 1,709 | | ,016 | ,987 |
| | Citra Merek | -,062 | ,054 | -,145 | -1,143 | ,256 |
| | Kualitas Produk | ,032 | ,058 | ,083 | ,555 | ,580 |
| | Iklan | ,067 | ,068 | ,138 | ,987 | ,326 |

a. Dependent Variable: ABSUT

Sumber : Hasil Pengolahan SPSS, 2019

7. Hasil Uji Signifikansi Simultan (Uji f)

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 527,574 | 3 | 175,858 | 53,866 | ,000 ^b |
| | Residual | 313,416 | 96 | 3,265 | | |
| | Total | 840,990 | 99 | | | |

a. Dependent Variable: Keputusan Pembelian

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

Sumber : Hasil Pengolahan SPSS, 2019

8. Hasil Uji Signifikansi Parameter Individual (Uji t)

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | ,200 | 2,654 | | ,075 | ,940 |
| | Citra Merek | ,715 | ,084 | ,665 | 8,489 | ,000 |
| | Kualitas Produk | ,219 | ,090 | ,225 | 2,444 | ,016 |
| | Iklan | -,055 | ,106 | -,044 | -,514 | ,608 |

a. Dependent Variable: Keputusan Pembelian

Sumber : Hasil Pengolahan SPSS, 2019

9. Hasil Koefisien Determinasi

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | ,792 ^a | ,627 | ,616 | 1,807 |

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

b. Dependent Variable: Keputusan Pembelian

Sumber : Hasil Pengolahan SPSS, 2019

10. Analisis Regresi Linier Berganda

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | ,200 | 2,654 | | ,075 | ,940 |
| | Citra Merek | ,715 | ,084 | ,665 | 8,489 | ,000 |
| | Kualitas Produk | ,219 | ,090 | ,225 | 2,444 | ,016 |
| | Iklan | -,055 | ,106 | -,044 | -,514 | ,608 |

a. Dependent Variable: Keputusan Pembelian

Sumber : Hasil Pengolahan SPSS, 2019

LAMPIRAN 6

a. Kualitas Pembelian Tolak Angin (Y)

| R | Kualitas Pembelian Tolak Angin | | | | | | | Σ |
|----|--------------------------------|---|---|---|---|---|---|----|
| | Butir Pertanyaan | | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 1 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 29 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 31 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 7 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 25 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 9 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 32 |
| 10 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 28 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 13 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 32 |
| 14 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 32 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 16 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 30 |
| 17 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 31 |
| 18 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 29 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 20 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 25 |
| 21 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 26 |
| 22 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 26 |
| 23 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 29 |
| 24 | 4 | 4 | 5 | 5 | 5 | 2 | 5 | 30 |
| 25 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 33 |
| 26 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 26 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 28 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 30 |
| 29 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 29 |
| 30 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 29 |
| 31 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 29 |
| 32 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 31 |
| 33 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 30 |
| 34 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 35 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 33 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 37 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 34 |
| 38 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 29 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 27 |

| | | | | | | | | |
|----|---|---|---|---|---|---|---|----|
| 40 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 41 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 27 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 43 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 26 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 26 |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 27 |
| 46 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 34 |
| 47 | 4 | 4 | 3 | 4 | 2 | 4 | 3 | 24 |
| 48 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 29 |
| 49 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 32 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 51 | 2 | 2 | 4 | 3 | 4 | 2 | 2 | 19 |
| 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 53 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 32 |
| 54 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 31 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 58 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 31 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 60 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 61 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 62 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 27 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 67 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 26 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 26 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 27 |
| 70 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 34 |
| 71 | 4 | 4 | 3 | 4 | 2 | 4 | 3 | 24 |
| 72 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 29 |
| 73 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 32 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 75 | 2 | 2 | 4 | 3 | 4 | 2 | 2 | 19 |
| 76 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 77 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 32 |
| 78 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 31 |
| 79 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 80 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 81 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 82 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 31 |
| 83 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 29 |
| 84 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 85 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 30 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 87 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 31 |

| | | | | | | | | |
|-----|---|---|---|---|---|---|---|----|
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 89 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 25 |
| 90 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 91 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 32 |
| 92 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 28 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 94 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 95 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 32 |
| 96 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 32 |
| 97 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 98 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 30 |
| 99 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 32 |
| 100 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 28 |

b. Citra Merek (X1)

| R | Citra Merek | | | | | | | Σ |
|----|------------------|---|---|---|---|---|---|----|
| | Butir Pertanyaan | | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 1 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 30 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 3 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 29 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 7 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 24 |
| 8 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 31 |
| 9 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 33 |
| 10 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 29 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 13 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 29 |
| 14 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 31 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 16 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 31 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 29 |
| 18 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 34 |
| 19 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 28 |
| 20 | 3 | 3 | 4 | 2 | 3 | 4 | 2 | 21 |
| 21 | 3 | 2 | 3 | 4 | 3 | 4 | 4 | 23 |
| 22 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 24 |
| 23 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 28 |
| 24 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 33 |
| 25 | 3 | 5 | 5 | 3 | 4 | 5 | 3 | 28 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 29 |
| 27 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 29 |

| | | | | | | | | |
|----|---|---|---|---|---|---|---|----|
| 28 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 29 |
| 29 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 27 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 27 |
| 31 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 30 |
| 32 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 32 |
| 33 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 29 |
| 34 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 34 |
| 35 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 33 |
| 36 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 27 |
| 37 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 30 |
| 38 | 4 | 4 | 4 | 2 | 4 | 5 | 4 | 27 |
| 39 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 30 |
| 40 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 34 |
| 41 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 29 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 27 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 44 | 5 | 4 | 5 | 2 | 4 | 4 | 4 | 28 |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 46 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 47 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 24 |
| 48 | 5 | 5 | 5 | 2 | 4 | 4 | 4 | 29 |
| 49 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 32 |
| 50 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 30 |
| 51 | 4 | 4 | 3 | 2 | 2 | 4 | 4 | 23 |
| 52 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 29 |
| 53 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 31 |
| 54 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 31 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 56 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 32 |
| 57 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 32 |
| 58 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 30 |
| 59 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 30 |
| 60 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 32 |
| 61 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 34 |
| 62 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 34 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 29 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 29 |
| 65 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 29 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 27 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 68 | 5 | 4 | 5 | 2 | 4 | 4 | 4 | 28 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 70 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 71 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 24 |
| 72 | 5 | 5 | 5 | 2 | 4 | 4 | 4 | 29 |
| 73 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 32 |
| 74 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 30 |
| 75 | 4 | 4 | 3 | 2 | 2 | 4 | 4 | 23 |

| | | | | | | | | |
|-----|---|---|---|---|---|---|---|----|
| 76 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 29 |
| 77 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 31 |
| 78 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 31 |
| 79 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 80 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 32 |
| 81 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 32 |
| 82 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 30 |
| 83 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 30 |
| 84 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 85 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 30 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 87 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 29 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 89 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 24 |
| 90 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 31 |
| 91 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 33 |
| 92 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 29 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 94 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 95 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 29 |
| 96 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 31 |
| 97 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 98 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 31 |
| 99 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 31 |
| 100 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 29 |

c. Kualitas Produk (X2)

| R | Kualitas Produk | | | | | | | | | | Σ |
|----|------------------|---|---|---|---|---|---|---|---|----|----|
| | Butir Pertanyaan | | | | | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 3 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 45 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 44 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 42 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 9 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 45 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 13 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 14 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 15 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 17 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 18 | 4 | 4 | 3 | 4 | 2 | 4 | 3 | 5 | 5 | 5 | 39 |
| 19 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 5 | 4 | 4 | 35 |
| 20 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 21 | 4 | 2 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 22 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 23 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 43 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 25 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 49 |
| 26 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 41 |
| 27 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 28 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 42 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 42 |
| 30 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 42 |
| 31 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 46 |
| 32 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 33 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 34 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 35 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 36 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 40 |
| 37 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| 39 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 40 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 41 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 44 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 44 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 44 |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 46 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 48 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 45 |
| 49 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 46 |
| 50 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 4 | 4 | 42 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 52 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 43 |
| 54 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 44 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 56 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 47 |
| 57 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 58 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 59 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 43 |
| 60 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 61 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 49 |
| 62 | 5 | 5 | 4 | 4 | 3 | 4 | 2 | 4 | 3 | 5 | 39 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 64 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 44 |

| | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|---|----|
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 68 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 44 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 70 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 72 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 45 |
| 73 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 46 |
| 74 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 4 | 4 | 42 |
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| 77 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 43 |
| 78 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 44 |
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| 91 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 45 |
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| 99 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 100 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |

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| R | Citra Merek | | | | | | Σ |
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| | Butir Pertanyaan | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
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| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
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