

LAMPIRAN**PRA SURVEY**

Responden yang terhormat,perkenalkan saya Riawati Nalurita mahasiswi fakultas Ekonomi dan Bisnis Universitas Esa Unggul yang sedang menyelesaikan tugas akhir skripsi dengan judul **“Pengaruh Citra Merek, Harga dan Kualitas Produk Terhadap Minat Beli Ulang (Studi Kasus CFC Ramayana Robinson Tangerang)”**. Saya mengharapkan ketersediaan anda untuk menjadi responden dalam penelitian ini.Atas bantuan dan kesediaan anda,saya mengucapkan terimakasih.

IDENTITAS RESPONDEN

Petunjuk: isilah identitas dengan benar

Nama :

Usia :

Jenis Kelamin :

Pekerjaan :

Frekuensi Pembelian CFC Selama 6 Bulan :

DAFTAR PERNYATAAN

Petunjuk: jawablah Pernyataan ini dengan memberikan jawaban sejujurnya

1. Citra Merek
Bagaimana Citra Merek CFC?
Jawaban :
2. Harga
Bagaimana Harga produk CFC?
Jawaban :
3. Kualitas Produk
Bagaimana Kualitas Produk yang diberikan CFC?
Jawaban :
4. Minat Beli Ulang
Apakah anda akan melakukan pembelian ulang ?
Jawaban :

LAMPIRAN KUESIONER

Responden Yth,

Perkenalkan saya Riawati Nalurita mahasiswi fakultas Ekonomi dan Bisnis Universitas Esa Unggul yang sedang menyelesaikan tugas akhir skripsi dengan judul **“Pengaruh Citra Merek, Harga dan Kualitas Produk Terhadap Minat Beli Ulang (Studi Kasus CFC Ramayana Robinson Tangerang)”**. Saya mengharapkan ketersediaan anda untuk menjadi responden dalam penelitian ini dengan cara mengisi kuisoner secara lengkap dan sesuai dengan keadaan yang sebenarnya. Atas bantuan dan kesediaan anda, saya mengucapkan terimakasih.

DATA RESPONDEN

Petunjuk :

Isilah data responden dibawah ini dengan menyilang (X) salah satu jawaban yang tersedia.

Nama Lengkap :

1. Jenis Kelamin
 - a) Laki-laki
 - b) Perempuan

2. Usia
 - a) 17-21 Tahun
 - b) 22 -27 Tahun
 - c) 28-35 Tahun
 - d) > 35 Tahun

3. Pekerjaan
 - a) Pelajar/Mahasiswa
 - b) Ibu Rumah Tangga
 - c) Wiraswasta
 - d) PNS/BUMN
 - e) Karyawan Swasta

4. Berapa kali anda makan di CFC Ramayana Robinson dalam 6 bulan terakhir
 - a) Tidak Pernah
 - b) 2 Kali
 - c) 3 Kali
 - d) 4 Kali
 - e) > 4 Kali

5. Pengeluaran belanja perbulan
 - a) < Rp. 500.000
 - b) Rp.500.000-Rp.1.500.000

- c) Rp. 1.600.000-Rp. 2.500.000
 d) > Rp. 2.500.000

CARA PENGISIAN

Isilah pernyataan di bawah ini yang menyangkut pengalaman anda selama menjadi konsumen CFC di Ramayan Robinson Tangerang, dengan memberikan tanda (√) di kolom yang sesuai.

Keterangan:

Skor	Keterangan
1	Sangat Tidak Setuju (STS)
2	Tidak Setuju (TS)
3	Setuju (S)
4	Sangat Setuju (SS)

No.	Pernyataan	STS	TS	S	SS
	Citra Merek (X1)	1	2	3	4
1	Merek CFC mudah diingat				
2	Merek CFC mudah dikenali				
3	Mengkonsumsi CFC membuat saya terlihat lebih hits				
4	Saya percaya mengkonsumsi CFC karna merek CFC adalah merek terkenal				
5	Kesesuaian produk yang ditawarkan sesuai dengan display menu yang ada				
6	Kesesuaian harga yang ditawarkan sesuai dengan display menu yang ada				
7	Manfaat yang saya dapatkan sesuai dengan yang saya butuhkan				
8	Manfaat yang saya dapatkan sesuai dengan yang saya harapkan				

No.	Pernyataan	STS	TS	S	SS
	Harga (X2)	1	2	4	5
9	Harga produk CFC sesuai dengan kualitas produk yang diberikan				
10	Harga produk CFC sesuai dengan kualitas yang saya inginkan				
11	Harga produk CFC sesuai dengan kemampuan beli saya				
12	Harga produk CFC bervariasi				
13	Harga produk CFC sama dengan harga produk merek lain				
14	Harga produk CFC lebih murah dibandingkan harga merek lain				
15	Harga produk CFC sesuai dengan manfaat yang saya peroleh				
16	Harga produk CFC sesuai dengan manfaat yang saya inginkan				

No.	Pernyataan	STS	TS	S	SS
	Kualitas Produk (X3)	1	2	3	4
17	Produk CFC tersedia dalam berbagai macam jenis pilihan				
18	Produk CFC tersedia dalam berbagai macam ukuran				
19	Kualitas Produk yang diberikan baik				

No.	Pernyataan	STS	TS	S	SS
	Kualitas Produk (X3)	1	2	3	4
20	Kualitas produk sesuai dengan yang saya harapkan				
21	Produk CFC mengikuti menu makanan yang sedang trend saat ini				
22	Produk yang diberikan CFC sesuai dengan tampilan yang di tawarkan				
23	Rasa produk CFC sesuai yang saya inginkan				
24	Dalam penyajian produk CFC cepat				
25	Transaksi pembelian produk CFC mudah				

No.	Pernyataan	STS	TS	S	SS
	Minat Beli Ulang (Y)	1	2	3	4
26	Saya akan melakukan pembelian ulang CFC karna saya yakin pada pengalaman saya sebelumnya				
27	Saya akan merekomendasikan produk CFC ke orang lain				
28	Saya akan menjadikan CFC sebagai pilihan utama ketika saya ingin makan makanan cepat saji				
29	Saya akan selalu mencari informasi mengenai produk CFC				

LAMPIRAN 3
Tabulasi Data Karakteristik 160 Responden

	Keterangan	Jumlah Responden	Total
Jenis kelamin	Laki-laki	48	160
	Perempuan	112	
Usia	17-21 tahun	26	160
	21,1-27 tahun	69	
	27,1- 35 tahun	38	
	>35 tahun	27	
Pekerjaan	Pelajar/Mahasiswa	28	160
	Wiraswasta	34	
	Karyawan Swasta	36	
	Ibu rumah tangga	18	
	BUMN/PNS	44	
Transaksi Dalam 6 Bulan	Tidak Pernah	2	160
	2 kali	27	
	3 kali	37	
	4 kali	53	
	>4kali	41	
Pengeluaran Belanja Perbulan	< Rp.500.000	29	160
	Rp.500.000-Rp.1.500.000	42	
	Rp.1.600.000-Rp.2.500.000	54	
	>Rp.2.500.000	35	

Sumber: Data primer diolah, 2020

LAMPIRAN 4
Tabulasi Data Pre-Test (30) Responden

No	Citra Merek (X1)								Total
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1
1	2	3	3	3	3	3	3	3	23
2	4	3	3	4	4	4	4	4	30
3	3	2	2	4	2	3	3	3	22
4	3	2	3	3	3	3	3	3	23
5	3	2	2	4	3	3	3	3	23
6	4	3	3	3	3	3	3	3	25
7	4	4	4	4	4	4	4	3	31
8	3	3	3	3	3	4	4	3	26
9	2	3	2	2	2	2	2	3	18
10	4	2	3	3	2	3	3	3	23
11	4	2	4	4	4	4	4	3	29
12	3	2	2	2	2	3	3	3	20
13	2	2	2	2	2	3	3	3	19
14	3	3	3	3	3	3	3	3	24
15	3	3	4	4	3	4	4	3	28
16	3	2	3	3	2	3	3	3	22
17	3	2	3	2	2	2	3	3	20
18	2	2	2	2	2	2	2	3	17
19	2	3	3	3	3	3	3	3	23
20	3	3	3	3	3	3	3	3	24
21	3	3	3	3	3	3	3	3	24
22	4	4	3	3	4	4	4	3	29
23	2	2	2	2	3	2	2	3	18
24	3	3	4	4	4	4	4	3	29
25	3	3	3	3	3	3	3	3	24
26	2	2	2	2	2	2	2	3	17
27	3	3	3	3	3	3	3	3	24
28	2	2	3	3	2	2	2	3	19
29	3	3	4	4	4	4	4	3	29
30	2	2	2	2	2	2	2	3	17

Sumber: Data primer diolah, 2020

No	Harga (X2)								Total
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2
1	3	3	3	3	3	3	3	3	24
2	4	3	3	4	4	4	3	4	29
3	4	4	4	4	4	4	4	4	32
4	3	4	3	3	4	4	3	3	27
5	3	4	4	4	3	3	4	4	29
6	3	4	3	4	3	4	4	4	29
7	4	3	3	2	3	3	3	2	23
8	3	4	4	4	4	4	4	4	31
9	3	3	3	3	3	3	2	2	22
10	3	3	3	3	3	3	4	3	25
11	3	4	4	4	4	4	4	4	31
12	3	3	3	3	3	4	3	3	25
13	3	4	4	4	4	3	3	1	26
14	3	4	4	4	4	4	3	3	29
15	4	3	3	3	3	3	3	3	25
16	3	3	2	3	3	3	3	1	21
17	3	3	4	3	3	3	3	2	24
18	3	3	3	3	3	3	3	2	23
19	3	3	3	4	4	4	3	2	26
20	3	3	4	4	4	4	4	3	29
21	3	3	3	3	2	3	4	4	25
22	3	3	3	3	3	3	3	3	24
23	3	3	3	3	3	3	2	2	22
24	3	4	4	4	4	4	4	4	31
25	3	3	3	3	3	4	4	3	26
26	3	4	4	4	4	4	3	4	30
27	3	3	3	3	3	3	3	3	24
28	3	3	3	3	3	3	3	3	24
29	3	3	3	3	3	3	3	3	24
30	3	4	4	4	4	4	4	4	31

Sumber: Data primer diolah, 2020

No	Kualitas Produk (X1)									Total
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X3
1	3	3	3	3	3	3	4	3	3	28
2	3	4	4	4	3	4	4	3	3	32
3	4	2	3	3	2	4	4	3	3	28
4	4	3	3	3	3	3	4	3	2	28
5	3	3	3	3	2	4	4	3	2	27
6	4	3	3	3	3	4	4	3	3	30
7	3	4	4	4	4	2	2	3	3	29
8	4	3	4	4	3	4	4	3	2	31
9	3	2	2	2	2	3	3	3	3	23
10	3	2	3	3	3	3	3	2	3	25
11	4	4	4	4	4	4	4	3	3	34
12	3	2	3	3	2	3	4	3	3	26
13	3	2	3	3	2	4	3	2	3	25
14	3	3	3	3	3	4	3	3	2	27
15	3	3	4	4	4	3	3	4	2	30
16	3	2	3	3	3	3	3	3	3	26
17	3	2	2	3	3	3	3	3	2	24
18	3	2	2	2	2	3	3	3	2	22
19	3	3	3	3	3	4	3	3	3	28
20	4	3	3	3	3	4	4	2	2	28
21	4	3	3	3	3	3	3	3	3	28
22	3	4	4	4	3	3	3	3	3	30
23	3	3	2	2	2	3	3	3	3	24
24	4	4	4	4	4	4	4	4	3	35
25	4	3	3	3	3	3	4	3	3	29
26	4	2	2	2	2	4	4	2	2	24
27	3	3	3	3	3	3	3	3	3	27
28	3	1	2	2	3	3	3	3	3	23
29	3	4	4	4	4	3	3	2	2	29
30	4	3	3	4	3	4	4	4	3	32

Sumber: Data primer diolah, 2020

No	Minat Beli Ulang (Y)				Total Y
	X1.1	X1.2	X1.3	X1.4	
1	4	4	4	4	16
2	3	4	4	3	14
3	4	4	4	4	16
4	3	3	4	4	14
5	4	4	4	4	16
6	3	3	3	4	13
7	3	3	2	3	11
8	4	4	4	4	16
9	3	2	3	3	11
10	3	3	3	2	11
11	4	4	4	4	16
12	3	3	3	3	12
13	3	4	4	4	15
14	3	3	3	3	12
15	3	3	3	3	12
16	3	3	2	3	11
17	3	4	4	3	14
18	2	3	3	3	11
19	3	3	3	3	12
20	4	4	4	4	16
21	4	4	3	4	15
22	3	3	3	3	12
23	3	2	3	3	11
24	4	4	4	4	16
25	3	3	3	3	12
26	4	4	4	4	16
27	3	3	3	3	12
28	3	3	3	3	12
29	3	3	3	3	12
30	4	4	4	4	16

Sumber: Data primer diolah, 2020

LAMPIRAN 5
Tabulasi Data 130 Responden

No	Citra Merek (X1)									Harga(X2)								
	X 1 1	X 1 2	X 1 3	X 1 4	X 1 5	X 1 6	X 1 7	X 1 8	Total	X 2 1	X 2 2	X 2 3	X 2 4	X 2 5	X 2 6	X 2 7	X 2 8	Total
1	4	4	3	3	4	4	4	3	29	3	3	3	3	3	3	3	3	24
2	3	2	2	4	2	3	3	3	22	4	3	3	4	4	4	3	4	29
3	4	3	3	4	4	4	4	4	30	4	4	4	4	4	4	4	4	32
4	3	2	3	3	3	3	3	3	23	3	4	3	3	4	4	3	3	27
5	4	4	4	4	4	4	4	4	32	3	4	4	4	3	3	4	4	29
6	4	3	3	3	3	3	3	3	25	3	4	3	4	3	4	4	4	29
7	3	2	2	4	3	3	3	3	23	3	3	3	2	3	3	3	2	22
8	4	4	4	4	4	4	4	3	31	4	4	4	4	4	4	4	4	32
9	2	3	2	2	2	2	2	3	18	3	3	3	3	3	3	2	2	22
10	4	2	3	3	2	3	3	3	23	3	3	3	3	3	3	4	3	25
11	4	2	4	4	4	4	4	4	30	4	4	4	4	4	4	4	4	32
12	3	2	2	2	2	3	3	3	20	3	3	3	3	3	4	3	3	25
13	3	3	4	4	3	4	4	3	28	3	4	4	4	4	3	3	1	26
14	3	3	3	3	3	3	3	3	24	3	4	4	4	4	4	3	3	29
15	3	3	3	3	3	3	3	3	24	4	3	3	3	3	3	3	3	25
16	3	2	3	3	2	3	3	3	22	3	3	2	3	3	3	3	1	21
17	2	3	4	4	3	4	4	3	27	3	3	4	3	3	3	3	2	24
18	2	2	2	2	2	2	2	3	17	3	3	3	3	3	3	3	2	23
19	2	3	3	3	3	3	3	3	23	3	3	3	4	4	4	3	2	26
20	3	3	4	4	3	4	4	3	28	3	3	4	4	4	4	4	3	29
21	3	3	4	4	3	4	4	3	28	3	3	3	3	2	3	4	4	25
22	2	3	3	3	3	3	3	3	23	3	3	3	3	3	3	3	3	24
23	2	2	2	2	3	2	2	3	18	3	3	3	3	3	3	2	2	22
24	3	3	4	4	4	4	4	3	29	4	4	4	4	4	4	4	4	32
25	3	3	3	3	3	3	3	3	24	3	3	3	3	3	4	4	3	26
26	4	4	3	3	4	4	4	3	29	3	4	4	4	4	4	3	4	30
27	3	3	3	3	3	3	3	3	24	3	3	3	3	3	3	3	3	24
28	2	2	3	3	2	2	2	3	19	3	3	3	3	3	3	3	3	24
29	3	3	3	3	3	4	4	3	26	3	3	3	3	3	3	3	3	24
30	3	3	4	4	4	4	4	4	30	4	4	4	4	4	4	4	4	32
31	3	3	3	3	3	3	3	3	24	3	3	2	3	3	3	3	3	23
32	3	2	3	3	3	4	4	3	25	3	4	2	2	2	4	3	3	23
33	3	3	3	3	4	3	3	3	25	3	3	4	2	2	3	3	3	23
34	2	2	3	3	2	2	2	3	19	3	4	4	3	3	3	2	3	25

No	Citra Merek (X1)								Harga(X2)									
	X 1 1	X 1 2	X 1 3	X 1 4	X 1 5	X 1 6	X 1 7	X 1 8	Total	X 2 1	X 2 2	X 2 3	X 2 4	X 2 5	X 2 6	X 2 7	X 2 8	Total
35	3	2	4	2	2	2	2	3	20	3	2	4	2	3	3	3	3	23
36	3	2	3	2	2	2	3	3	20	3	4	4	4	3	2	3	3	26
37	3	4	3	3	3	4	4	3	27	3	4	4	4	3	2	3	3	26
38	2	2	3	2	2	2	2	3	18	3	2	3	3	3	3	2	2	21
39	3	3	3	3	3	4	4	3	26	3	4	4	2	4	3	4	4	28
40	3	3	3	3	3	3	3	3	24	3	2	4	2	2	2	3	3	21
41	2	3	3	3	3	3	3	3	23	3	3	3	2	2	3	2	3	21
42	3	2	3	3	3	3	4	3	24	3	3	3	3	3	4	2	3	24
43	2	2	3	3	3	3	3	3	22	3	3	2	2	3	3	2	3	21
44	3	2	3	3	3	3	3	3	23	3	3	2	2	3	3	2	3	21
45	3	2	4	3	4	2	3	4	25	4	3	2	2	2	3	3	4	23
46	3	3	3	3	4	3	3	4	26	3	3	3	3	3	3	3	3	24
47	3	3	3	3	3	2	2	3	22	3	3	2	2	3	2	2	2	19
48	2	2	4	4	3	3	2	3	23	3	3	2	3	2	4	2	3	22
49	3	3	3	3	3	3	3	3	24	3	3	2	3	4	4	2	2	23
50	2	2	3	3	4	2	2	4	22	4	2	3	2	3	2	2	2	20
51	3	2	4	2	3	3	3	3	23	3	2	2	2	2	3	3	3	20
52	3	3	3	3	3	3	3	3	24	3	3	2	2	2	3	3	3	21
53	2	2	2	3	3	3	3	3	21	3	3	2	3	2	3	2	2	20
54	3	3	3	3	4	3	3	3	25	3	4	4	4	2	4	3	3	27
55	3	3	2	3	3	3	3	3	23	3	4	3	4	2	2	2	3	23
56	2	2	2	2	2	2	2	3	17	4	2	2	2	2	2	2	2	18
57	3	2	3	3	3	3	3	3	23	3	3	3	2	2	3	3	3	22
58	3	3	3	3	4	3	3	3	25	3	3	2	3	2	3	2	3	21
59	2	2	2	2	2	2	2	3	17	3	2	2	2	3	2	2	2	18
60	2	2	2	2	2	2	2	3	17	3	3	2	3	3	3	4	4	25
61	2	2	2	2	2	2	2	3	17	3	4	2	2	2	4	4	4	25
62	2	2	3	3	3	3	2	3	21	3	3	2	2	2	2	2	2	18
63	3	2	3	3	3	3	3	4	24	4	2	2	2	3	3	3	3	22
64	2	2	4	4	3	3	4	3	25	3	3	2	3	3	2	3	3	22
65	3	3	3	3	3	3	3	3	24	3	3	3	3	3	3	3	3	24
66	3	3	4	3	4	3	3	3	26	3	3	2	2	2	3	3	3	21
67	2	2	3	3	4	2	2	3	21	3	3	2	2	3	3	2	2	20
68	2	2	3	3	3	2	2	3	20	3	3	3	2	3	3	3	2	22
69	3	3	3	3	3	3	3	3	24	3	3	3	3	3	3	3	3	24
70	2	2	4	4	4	3	3	3	25	3	3	2	2	3	3	3	3	22
71	3	3	4	4	3	2	2	3	24	3	3	3	2	3	3	3	2	22

No	Citra Merek (X1)								Total	Harga(X2)								Total
	X 1 1	X 1 2	X 1 3	X 1 4	X 1 5	X 1 6	X 1 7	X 1 8		X 2 1	X 2 2	X 2 3	X 2 4	X 2 5	X 2 6	X 2 7	X 2 8	
72	1	2	2	2	2	2	2	2	15	2	2	2	2	2	2	2	2	16
73	3	2	2	3	3	3	3	3	22	3	2	2	3	3	3	2	3	21
74	3	3	2	2	3	3	3	2	21	3	3	3	3	3	3	3	3	24
75	2	1	2	2	2	2	2	2	15	2	3	2	2	3	3	2	2	19
76	2	1	1	3	2	2	2	2	15	2	3	3	3	2	2	3	3	21
77	3	2	2	2	2	2	2	2	17	2	3	2	3	2	3	3	3	21
78	1	1	1	1	1	1	1	2	9	3	2	2	1	2	2	2	1	15
79	2	2	2	2	2	3	3	2	18	2	3	3	3	3	3	3	3	23
80	1	2	1	1	1	1	1	2	10	2	2	2	2	2	2	1	1	14
81	1	1	1	1	1	2	2	2	11	2	2	2	2	2	2	3	2	17
82	3	1	3	3	3	3	3	2	21	2	3	3	3	3	3	3	3	23
83	2	1	1	1	1	2	2	2	12	2	2	2	2	2	3	2	2	17
84	3	1	2	2	1	2	2	2	15	2	3	3	3	3	2	2	1	19
85	2	2	2	2	2	2	2	2	16	2	3	3	3	3	3	2	2	21
86	2	1	2	1	1	1	2	2	12	3	2	2	2	2	2	2	2	17
87	1	1	1	1	1	1	1	2	9	2	2	1	2	2	2	2	1	14
88	2	2	3	3	2	3	3	2	20	2	2	3	2	2	2	2	1	16
89	1	1	1	1	1	1	1	2	9	2	2	2	2	2	2	2	1	15
90	1	2	2	2	2	2	2	2	15	2	2	2	3	3	3	2	1	18
91	2	2	2	2	2	2	2	2	16	2	2	3	3	3	3	3	2	21
92	2	2	2	2	2	2	2	2	16	2	2	2	2	1	2	3	3	17
93	2	1	1	3	1	2	2	2	14	2	2	2	2	2	2	2	2	16
94	1	1	1	1	2	1	1	2	10	2	2	2	2	2	2	1	1	14
95	2	2	3	3	3	3	3	2	21	2	3	3	3	3	3	3	3	23
96	2	2	2	2	2	2	2	2	16	2	2	2	2	2	3	3	2	18
97	2	2	3	3	3	3	3	2	21	2	3	3	3	3	3	2	3	22
98	2	2	2	2	2	2	2	2	16	2	2	2	2	2	2	2	2	16
99	1	1	2	2	1	1	1	2	11	2	2	2	2	2	2	2	2	16
100	2	1	2	2	1	2	2	2	14	2	2	2	2	2	2	2	2	16
101	3	3	3	3	3	3	3	2	23	2	3	3	3	3	3	3	3	23
102	2	2	2	2	2	3	3	3	19	3	3	2	3	3	3	3	3	23
103	3	2	3	3	3	4	4	3	25	3	4	2	2	2	4	3	3	23
104	3	3	3	3	4	3	3	3	25	3	3	4	2	2	3	3	3	23
105	2	2	3	3	2	2	2	3	19	3	4	4	3	3	3	2	3	25
106	3	2	4	2	2	2	2	3	20	3	2	4	2	3	3	3	3	23
107	2	3	4	4	3	4	4	3	27	3	4	4	4	3	2	3	3	26
108	3	4	3	3	3	4	4	3	27	3	4	4	4	3	2	3	3	26

No	Citra Merek (X1)								Harga(X2)									
	X 1 · 1	X 1 · 2	X 1 · 3	X 1 · 4	X 1 · 5	X 1 · 6	X 1 · 7	X 1 · 8	Total	X 2 · 1	X 2 · 2	X 2 · 3	X 2 · 4	X 2 · 5	X 2 · 6	X 2 · 7	X 2 · 8	Total
109	2	2	3	2	2	2	2	3	18	3	2	3	3	3	3	2	2	21
110	3	3	3	3	3	4	4	3	26	3	4	4	2	4	3	4	4	28
111	3	3	3	3	3	3	3	3	24	3	2	4	2	2	2	3	3	21
112	2	3	3	3	3	3	3	3	23	3	3	3	2	2	3	2	3	21
113	3	2	3	3	3	3	4	3	24	3	3	3	3	3	4	2	3	24
114	2	2	3	3	3	3	3	3	22	3	3	2	2	3	3	2	3	21
115	3	2	3	3	3	3	3	3	23	3	3	2	2	3	3	2	3	21
116	3	2	4	3	4	2	3	4	25	4	3	2	2	2	3	3	4	23
117	3	3	3	3	4	3	3	4	26	3	3	3	3	3	3	3	3	24
118	3	3	3	3	3	2	2	3	22	3	3	2	2	3	2	2	2	19
119	2	2	4	4	3	3	2	3	23	3	3	2	3	2	4	2	3	22
120	3	3	3	3	3	3	3	3	24	3	3	2	3	4	4	2	2	23
121	2	2	3	3	4	2	2	4	22	4	2	3	2	3	2	2	2	20
122	3	2	4	2	3	3	3	3	23	3	2	2	2	2	3	3	3	20
123	3	3	3	3	3	3	3	3	24	3	3	2	2	2	3	3	3	21
124	2	2	2	3	3	3	3	3	21	3	3	2	3	2	3	2	2	20
125	3	3	3	3	4	3	3	3	25	3	4	4	4	2	4	3	3	27
126	3	3	2	3	3	3	3	3	23	3	4	3	4	2	2	2	3	23
127	2	2	2	2	2	2	2	3	17	4	2	2	2	2	2	2	2	18
128	3	2	3	3	3	3	3	3	23	3	3	3	2	2	3	3	3	22
129	3	3	3	3	4	3	3	3	25	3	3	2	3	2	3	2	3	21
130	3	2	3	3	3	3	3	3	23	3	3	3	2	2	3	3	3	22

Sumber: Data primer diolah, 2020

No	Kualitas Produk (X3)									Minat Beli Ulang (Y)					
	X ₁ 1	X ₁ 2	X ₁ 3	X ₁ 4	X ₁ 5	X ₁ 6	X ₁ 7	X ₁ 8	X ₁ 9	Total	Y ₁	Y ₂	Y ₃	Y ₄	Total
1	4	4	4	4	3	4	4	3	3	33	4	4	4	4	16
2	3	3	3	3	3	3	4	3	3	28	3	4	4	3	14
3	3	3	4	4	4	4	3	4	3	32	4	4	4	4	16
4	4	3	3	3	3	3	4	3	2	28	3	3	4	4	14
5	3	4	4	4	3	3	4	4	3	32	4	4	4	4	16
6	4	3	3	3	3	3	4	2	2	27	3	3	3	4	13
7	3	4	4	4	4	2	2	3	3	29	3	3	2	3	11
8	4	3	4	4	3	4	4	3	3	32	4	4	4	4	16
9	3	2	2	2	2	3	3	3	3	23	3	2	3	3	11
10	3	2	3	3	3	3	3	2	3	25	3	3	3	2	11
11	4	4	4	4	4	4	4	4	3	35	4	4	4	4	16
12	3	2	3	3	2	3	4	3	3	26	3	3	3	3	12
13	3	3	4	4	4	3	3	4	3	31	3	4	4	4	15
14	3	3	3	3	3	4	3	3	2	27	3	3	3	3	12
15	3	2	3	3	2	3	3	2	2	23	3	3	3	3	12
16	3	2	3	3	3	3	3	3	3	26	3	3	2	3	11
17	3	2	2	3	3	3	3	3	2	24	3	4	4	3	14
18	3	2	2	2	2	2	2	3	2	20	2	3	3	3	11
19	3	3	3	3	3	4	3	3	3	28	3	3	3	3	12
20	3	4	4	4	4	2	4	4	3	32	4	4	4	4	16
21	3	3	4	4	4	3	3	4	3	31	4	4	3	4	15
22	3	4	4	4	3	3	3	3	3	30	3	3	3	3	12
23	3	3	2	2	2	3	3	3	3	24	3	2	3	3	11
24	4	4	4	4	4	4	4	4	3	35	4	4	4	4	16
25	4	3	3	3	3	3	4	3	3	29	3	3	3	3	12
26	3	3	4	4	4	4	3	4	3	32	4	4	4	4	16
27	3	3	3	3	3	3	3	3	3	27	3	3	3	3	12
28	2	1	2	2	2	3	3	2	2	19	3	3	3	3	12
29	3	4	4	4	4	3	3	2	2	29	3	3	3	3	12
30	4	3	3	4	3	4	4	4	3	32	4	4	4	4	16
31	4	3	3	3	3	3	3	3	3	28	3	3	3	3	12
32	3	3	4	4	3	2	3	4	3	29	3	3	3	3	12
33	3	4	3	3	3	2	3	3	3	27	3	3	3	3	12
34	3	2	2	2	3	3	3	2	3	23	2	2	3	3	10
35	3	2	2	2	4	2	3	2	3	23	2	2	3	3	10
36	4	2	3	3	2	4	4	3	3	28	3	3	3	3	12
37	3	3	4	4	3	4	3	4	3	31	3	3	3	3	12

No	Kualitas Produk (X3)									Minat Beli Ulang (Y)					
	X 1 · 1	X 1 · 2	X 1 · 3	X 1 · 4	X 1 · 5	X 1 · 6	X 1 · 7	X 1 · 8	X 1 · 9	Total	Y · 1	Y · 2	Y · 3	Y · 4	Total
38	3	2	2	2	3	3	3	2	3	23	2	2	3	3	10
39	3	3	4	4	3	2	3	4	3	29	3	3	3	3	12
40	3	3	3	3	3	2	2	3	3	25	3	2	3	3	11
41	3	3	3	3	3	2	3	3	3	26	3	3	3	3	12
42	3	3	3	4	3	3	3	4	3	29	3	3	3	3	12
43	3	3	3	3	3	2	2	3	3	25	3	3	3	3	12
44	3	3	3	3	3	2	3	3	3	26	2	2	3	3	10
45	4	4	2	3	4	2	4	3	4	30	2	2	4	4	12
46	3	4	3	3	3	3	3	3	4	29	3	3	3	3	12
47	3	3	2	2	3	2	3	2	3	23	2	2	3	3	10
48	3	3	3	2	4	3	3	2	3	26	2	2	3	3	10
49	3	3	3	3	3	3	3	3	3	27	3	2	3	3	11
50	4	4	2	1	3	2	2	2	4	24	2	2	4	4	12
51	3	3	3	3	4	2	3	3	3	27	3	3	3	3	12
52	3	3	3	3	3	2	3	3	3	26	3	3	3	3	12
53	3	3	3	3	2	3	3	3	3	26	3	2	3	3	11
54	3	4	3	3	3	4	4	3	3	30	3	2	3	3	11
55	3	3	3	3	2	4	3	3	3	27	3	2	3	3	11
56	2	3	3	3	2	2	2	2	2	21	2	2	3	3	10
57	3	3	3	3	3	2	3	3	3	26	3	3	3	3	12
58	3	4	3	3	3	3	3	3	3	28	3	3	3	3	12
59	3	2	2	2	2	2	2	2	3	20	2	2	3	3	10
60	3	3	3	3	2	4	4	3	2	27	3	3	3	3	12
61	4	3	3	3	3	4	4	3	3	30	4	4	3	3	14
62	3	3	3	2	3	2	3	2	3	24	2	2	3	3	10
63	4	3	3	3	3	2	3	3	4	28	3	3	4	4	14
64	3	3	3	4	4	3	3	4	3	30	3	3	3	3	12
65	3	3	3	3	3	3	3	3	3	27	3	3	3	3	12
66	3	4	3	3	4	2	3	3	3	28	3	3	3	3	12
67	3	4	2	2	3	2	3	2	3	24	2	2	3	3	10
68	3	3	2	2	3	3	3	2	3	24	2	2	3	3	10
69	3	3	3	3	3	3	3	3	3	27	3	2	3	3	11
70	3	4	3	3	4	3	3	3	3	29	3	3	3	3	12
71	3	3	2	2	4	3	3	2	3	25	2	2	3	3	10
72	2	2	2	2	2	2	3	2	2	19	3	3	3	3	12
73	2	3	3	3	2	3	3	2	2	23	2	3	3	2	10
74	3	1	2	2	1	3	3	2	2	19	3	3	3	3	12

No	Kualitas Produk (X3)									Minat Beli Ulang (Y)					
	X 1 · 1	X 1 · 2	X 1 · 3	X 1 · 4	X 1 · 5	X 1 · 6	X 1 · 7	X 1 · 8	X 1 · 9	Total	Y · 1	Y · 2	Y · 3	Y · 4	Total
75	3	2	2	2	2	2	3	2	1	19	2	2	3	3	10
76	2	2	2	2	1	3	3	2	1	18	3	3	3	3	12
77	3	2	2	2	2	3	3	2	2	21	2	2	2	3	9
78	3	1	1	1	1	3	3	1	1	15	2	2	1	2	7
79	3	2	3	3	2	3	3	2	1	22	3	3	3	3	12
80	2	1	1	1	1	2	2	2	2	14	2	1	2	2	7
81	2	1	2	2	2	2	2	1	2	16	2	2	2	1	7
82	3	3	3	3	3	3	3	2	2	25	3	3	3	3	12
83	2	1	2	2	1	2	3	2	2	17	2	2	2	2	8
84	2	2	3	3	3	2	2	3	1	21	2	3	3	3	11
85	2	2	2	2	2	3	2	2	1	18	2	2	2	2	8
86	2	1	2	2	1	3	2	1	2	16	2	2	2	2	8
87	2	1	1	2	2	2	2	2	1	15	2	2	1	2	7
88	2	2	2	2	2	3	2	2	2	19	2	3	3	2	10
89	2	1	1	1	1	2	2	2	1	13	1	2	2	2	7
90	3	1	1	1	2	2	2	2	3	17	2	2	2	2	8
91	3	2	2	2	2	3	3	1	1	19	3	3	3	3	12
92	3	2	2	2	2	2	2	2	2	19	3	3	2	3	11
93	2	1	2	2	2	2	2	2	2	17	2	2	2	2	8
94	2	2	1	1	1	2	2	2	2	15	2	1	2	2	7
95	3	3	3	3	3	3	3	3	2	26	3	3	3	3	12
96	3	1	1	1	2	2	2	2	3	17	2	2	2	2	8
97	2	3	3	3	3	1	1	2	2	20	3	3	3	3	12
98	2	2	2	2	2	2	2	2	2	18	2	2	2	2	8
99	2	1	1	1	2	2	2	2	2	15	2	2	2	2	8
100	3	1	1	1	2	2	2	2	3	17	2	2	2	2	8
101	3	2	2	3	2	3	3	3	2	23	3	3	3	3	12
102	3	3	4	4	4	3	3	4	3	31	3	3	3	3	12
103	3	3	4	4	3	2	3	4	3	29	3	3	3	3	12
104	3	4	3	3	3	2	3	3	3	27	3	3	3	3	12
105	3	2	2	2	3	3	3	2	3	23	2	2	3	3	10
106	3	2	2	2	4	2	3	2	3	23	2	2	3	3	10
107	4	2	2	2	2	4	4	2	2	24	3	3	3	3	12
108	3	3	4	4	3	4	3	4	3	31	3	3	3	3	12
109	3	2	2	2	3	3	3	2	3	23	2	2	3	3	10
110	3	3	4	4	3	2	3	4	3	29	3	3	3	3	12
111	3	3	3	3	3	2	2	3	3	25	3	2	3	3	11

No	Kualitas Produk (X3)									Minat Beli Ulang (Y)					
	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇	X ₈	X ₉	Total	Y ₁	Y ₂	Y ₃	Y ₄	Total
112	3	3	3	3	3	2	3	3	3	26	3	3	3	3	12
113	3	3	3	4	3	3	3	4	3	29	3	3	3	3	12
114	3	3	3	3	3	2	2	3	3	25	3	3	3	3	12
115	3	3	3	3	3	2	3	3	3	26	2	2	3	3	10
116	4	4	2	3	4	2	4	3	4	30	2	2	4	4	12
117	3	4	3	3	3	3	3	3	4	29	3	3	3	3	12
118	3	3	2	2	3	2	3	2	3	23	2	2	3	3	10
119	3	3	3	2	4	3	3	2	3	26	2	2	3	3	10
120	3	3	3	3	3	3	3	3	3	27	3	2	3	3	11
121	4	4	2	1	3	2	2	2	4	24	2	2	4	4	12
122	3	3	3	3	4	2	3	3	3	27	3	3	3	3	12
123	3	3	3	3	3	2	3	3	3	26	3	3	3	3	12
124	3	3	3	3	2	3	3	3	3	26	3	2	3	3	11
125	3	4	3	3	3	4	4	3	3	30	3	2	3	3	11
126	3	3	3	3	2	4	3	3	3	27	3	2	3	3	11
127	3	2	2	2	2	2	3	2	2	20	2	2	3	3	10
128	3	3	3	3	3	2	3	3	3	26	3	3	3	3	12
129	3	4	3	3	3	3	3	3	3	28	3	3	3	3	12
130	2	3	3	3	3	2	2	1	1	20	2	2	3	3	10

Sumber: Data primer diolah, 2020

Lampiran 6 Hasil Uji Validitas

1. UJI VALIDITAS

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1
X1.1 Pearson Correlation	1	.374 [*]	.540 ^{**}	.587 ^{**}	.551 ^{**}	.681 ^{**}	.714 ^{**}	.476 ^{**}	.781 ^{**}
Sig. (2-tailed)		.042	.002	.001	.002	.000	.000	.008	.000
N	30	30	30	30	30	30	30	30	30
X1.2 Pearson Correlation	.374 [*]	1	.521 ^{**}	.374 [*]	.689 ^{**}	.572 ^{**}	.546 ^{**}	.257	.687 ^{**}
Sig. (2-tailed)	.042		.003	.042	.000	.001	.002	.171	.000
N	30	30	30	30	30	30	30	30	30
X1.3 Pearson Correlation	.540 ^{**}	.521 ^{**}	1	.681 ^{**}	.700 ^{**}	.714 ^{**}	.751 ^{**}	.517 ^{**}	.836 ^{**}
Sig. (2-tailed)	.002	.003		.000	.000	.000	.000	.003	.000
N	30	30	30	30	30	30	30	30	30
X1.4 Pearson Correlation	.587 ^{**}	.374 [*]	.681 ^{**}	1	.684 ^{**}	.775 ^{**}	.738 ^{**}	.537 ^{**}	.833 ^{**}
Sig. (2-tailed)	.001	.042	.000		.000	.000	.000	.002	.000
N	30	30	30	30	30	30	30	30	30
X1.5 Pearson Correlation	.551 ^{**}	.689 ^{**}	.700 ^{**}	.684 ^{**}	1	.782 ^{**}	.757 ^{**}	.623 ^{**}	.884 ^{**}
Sig. (2-tailed)	.002	.000	.000	.000		.000	.000	.000	.000
N	30	30	30	30	30	30	30	30	30
X1.6 Pearson Correlation	.681 ^{**}	.572 ^{**}	.714 ^{**}	.775 ^{**}	.782 ^{**}	1	.987 ^{**}	.537 ^{**}	.934 ^{**}
Sig. (2-tailed)	.000	.001	.000	.000	.000		.000	.002	.000
N	30	30	30	30	30	30	30	30	30
X1.7 Pearson Correlation	.714 ^{**}	.546 ^{**}	.751 ^{**}	.738 ^{**}	.757 ^{**}	.987 ^{**}	1	.538 ^{**}	.931 ^{**}
Sig. (2-tailed)	.000	.002	.000	.000	.000	.000		.002	.000
N	30	30	30	30	30	30	30	30	30
X1.8 Pearson Correlation	.476 ^{**}	.257	.517 ^{**}	.537 ^{**}	.623 ^{**}	.537 ^{**}	.538 ^{**}	1	.649 ^{**}
Sig. (2-tailed)	.008	.171	.003	.002	.000	.002	.002		.000
N	30	30	30	30	30	30	30	30	30
X1 Pearson Correlation	.781 ^{**}	.687 ^{**}	.836 ^{**}	.833 ^{**}	.884 ^{**}	.934 ^{**}	.931 ^{**}	.649 ^{**}	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
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).

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2
X2.1	Pearson Correlation	1	.398 [*]	.391 [*]	.455 [*]	.495 ^{**}	.432 [*]	.390 [*]	.529 ^{**}	.667 ^{**}
	Sig. (2-tailed)		.029	.033	.011	.005	.017	.033	.003	.000
	N	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.398 [*]	1	.686 ^{**}	.699 ^{**}	.628 ^{**}	.536 ^{**}	.437 [*]	.464 ^{**}	.792 ^{**}
	Sig. (2-tailed)	.029		.000	.000	.000	.002	.016	.010	.000
	N	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.391 [*]	.686 ^{**}	1	.672 ^{**}	.605 ^{**}	.414 [*]	.423 [*]	.416 [*]	.755 ^{**}
	Sig. (2-tailed)	.033	.000		.000	.000	.023	.020	.022	.000
	N	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.455 [*]	.699 ^{**}	.672 ^{**}	1	.727 ^{**}	.652 ^{**}	.452 [*]	.471 ^{**}	.841 ^{**}
	Sig. (2-tailed)	.011	.000	.000		.000	.000	.012	.009	.000
	N	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.495 ^{**}	.628 ^{**}	.605 ^{**}	.727 ^{**}	1	.717 ^{**}	.177	.205	.716 ^{**}
	Sig. (2-tailed)	.005	.000	.000	.000		.000	.350	.278	.000
	N	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.432 [*]	.536 ^{**}	.414 [*]	.652 ^{**}	.717 ^{**}	1	.433 [*]	.523 ^{**}	.777 ^{**}
	Sig. (2-tailed)	.017	.002	.023	.000	.000		.017	.003	.000
	N	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.390 [*]	.437 [*]	.423 [*]	.452 [*]	.177	.433 [*]	1	.636 ^{**}	.684 ^{**}
	Sig. (2-tailed)	.033	.016	.020	.012	.350	.017		.000	.000
	N	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.529 ^{**}	.464 ^{**}	.416 [*]	.471 ^{**}	.205	.523 ^{**}	.636 ^{**}	1	.758 ^{**}
	Sig. (2-tailed)	.003	.010	.022	.009	.278	.003	.000		.000
	N	30	30	30	30	30	30	30	30	30
X2	Pearson Correlation	.667 ^{**}	.792 ^{**}	.755 ^{**}	.841 ^{**}	.716 ^{**}	.777 ^{**}	.684 ^{**}	.758 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

Correlations

	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3
X3.1 Pearson Correlation	1	.379 [*]	.293	.322	.224	.489 ^{**}	.659 ^{**}	.291	.216	.622 ^{**}
Sig. (2-tailed)		.039	.116	.083	.233	.006	.000	.119	.253	.000
N	30	30	30	30	30	30	30	30	30	30
X3.2 Pearson Correlation	.379 [*]	1	.777 ^{**}	.746 ^{**}	.725 ^{**}	.183	.140	.423 [*]	.303	.810 ^{**}
Sig. (2-tailed)	.039		.000	.000	.000	.334	.460	.020	.104	.000
N	30	30	30	30	30	30	30	30	30	30
X3.3 Pearson Correlation	.293	.777 ^{**}	1	.932 ^{**}	.751 ^{**}	.201	.177	.353	.381 [*]	.837 ^{**}
Sig. (2-tailed)	.116	.000		.000	.000	.287	.351	.055	.038	.000
N	30	30	30	30	30	30	30	30	30	30
X3.4 Pearson Correlation	.322	.746 ^{**}	.932 ^{**}	1	.782 ^{**}	.238	.195	.457 [*]	.352	.860 ^{**}
Sig. (2-tailed)	.083	.000	.000		.000	.206	.301	.011	.057	.000
N	30	30	30	30	30	30	30	30	30	30
X3.5 Pearson Correlation	.224	.725 ^{**}	.751 ^{**}	.782 ^{**}	1	.017	-.033	.411 [*]	.281	.723 ^{**}
Sig. (2-tailed)	.233	.000	.000	.000		.929	.864	.024	.132	.000
N	30	30	30	30	30	30	30	30	30	30
X3.6 Pearson Correlation	.489 ^{**}	.183	.201	.238	.017	1	.689 ^{**}	.258	.121	.507 ^{**}
Sig. (2-tailed)	.006	.334	.287	.206	.929		.000	.169	.525	.004
N	30	30	30	30	30	30	30	30	30	30
X3.7 Pearson Correlation	.659 ^{**}	.140	.177	.195	-.033	.689 ^{**}	1	.171	.116	.491 ^{**}
Sig. (2-tailed)	.000	.460	.351	.301	.864	.000		.366	.543	.006
N	30	30	30	30	30	30	30	30	30	30
X3.8 Pearson Correlation	.291	.423 [*]	.353	.457 [*]	.411 [*]	.258	.171	1	.534 ^{**}	.629 ^{**}
Sig. (2-tailed)	.119	.020	.055	.011	.024	.169	.366		.002	.000
N	30	30	30	30	30	30	30	30	30	30
X3.9 Pearson Correlation	.216	.303	.381 [*]	.352	.281	.121	.116	.534 ^{**}	1	.515 ^{**}
Sig. (2-tailed)	.253	.104	.038	.057	.132	.525	.543	.002		.004
N	30	30	30	30	30	30	30	30	30	30
X3 Pearson Correlation	.622 ^{**}	.810 ^{**}	.837 ^{**}	.860 ^{**}	.723 ^{**}	.507 ^{**}	.491 ^{**}	.629 ^{**}	.515 ^{**}	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.004	.006	.000	.004	
N	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).

Correlations

		Y1	Y2	Y3	Y4	Y
Y1	Pearson Correlation	1	.702**	.597**	.732**	.861**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
Y2	Pearson Correlation	.702**	1	.726**	.657**	.891**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
Y3	Pearson Correlation	.597**	.726**	1	.657**	.863**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
Y4	Pearson Correlation	.732**	.657**	.657**	1	.869**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
Y	Pearson Correlation	.861**	.891**	.863**	.869**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

Lampiran 7
Hasil Uji Reliabilitas

2. UJI RELIABILITAS**Reliability Statistics**

Cronbach's Alpha	N of Items
.926	8

Reliability Statistics

Cronbach's Alpha	N of Items
.875	8

Reliability Statistics

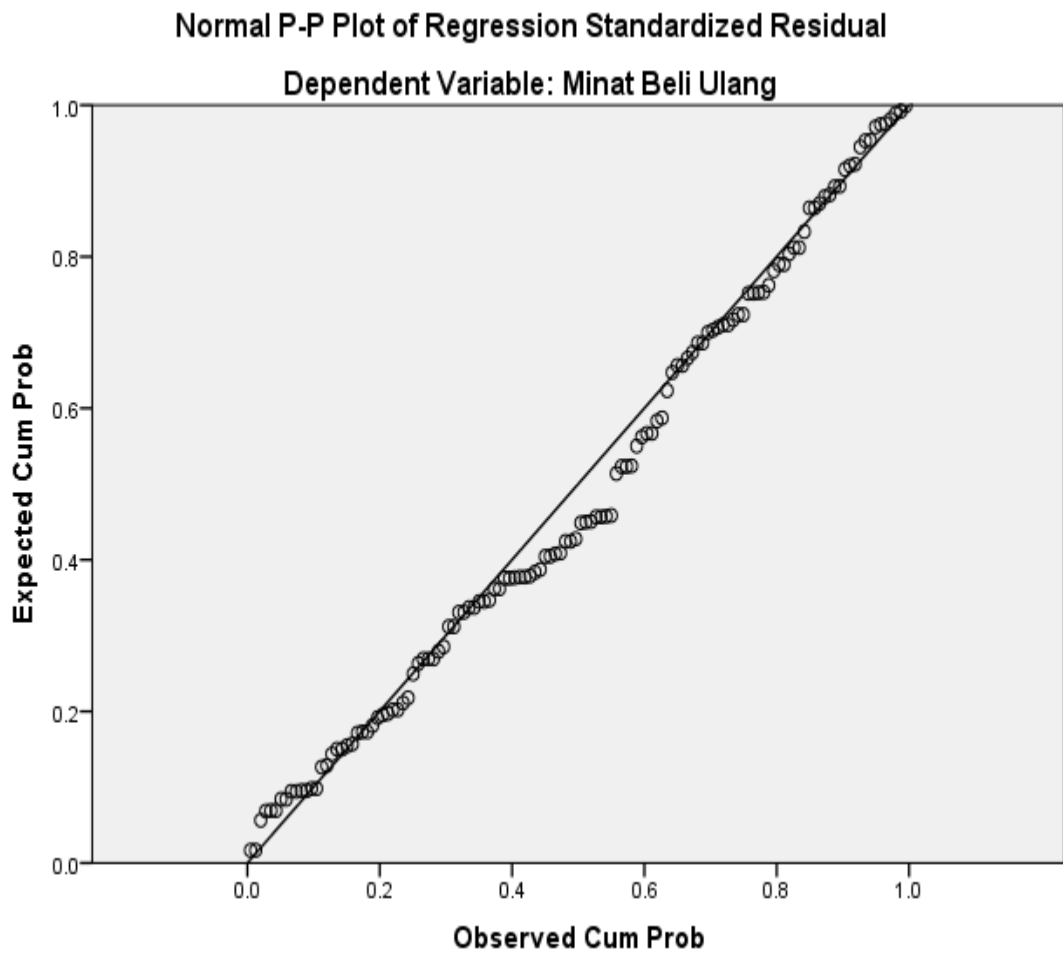
Cronbach's Alpha	N of Items
.850	9

Reliability Statistics

Cronbach's Alpha	N of Items
.893	4

Lampiran 8
Hasil Uji Asumsi Klasik

3. UJI ASUMSI KLASIK



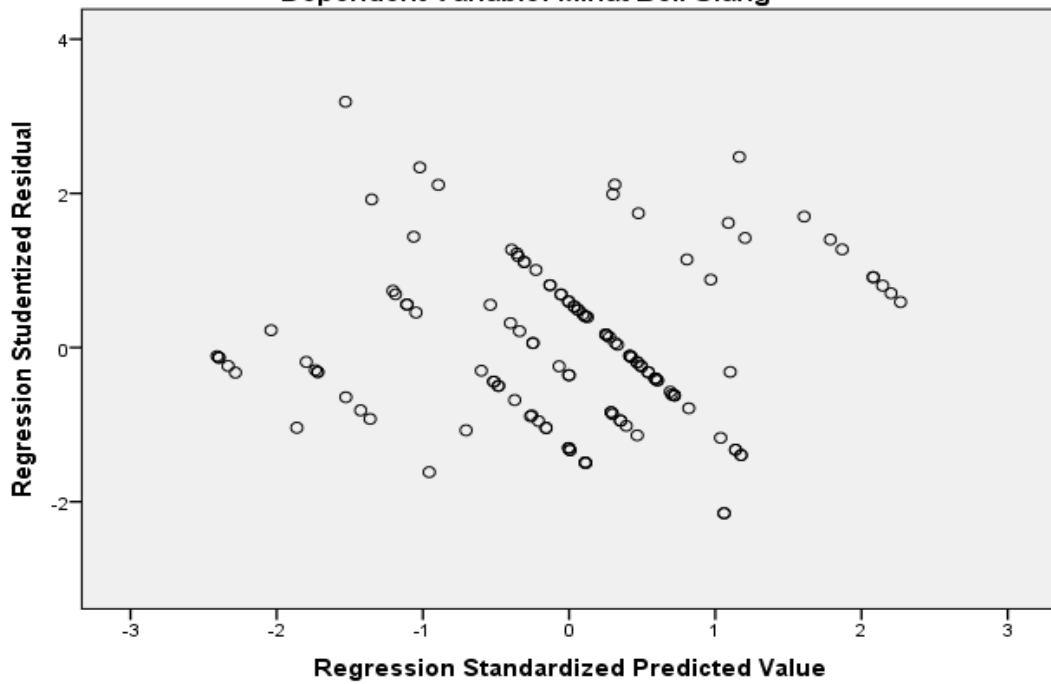
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.612	.560		2.877	.005		
Citra Merek	.115	.043	.275	2.681	.008	.196	5.102
Harga	.202	.040	.384	4.996	.000	.348	2.873
Kualitas Produk	.110	.045	.260	2.451	.016	.183	5.471

a. Dependent Variable: Minat Beli Ulang

Scatterplot

Dependent Variable: Minat Beli Ulang



Lampiran 9
Hasil Uji F dan Uji t

4. UJI F

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	404.668	3	134.889	119.807	.000 ^a
	Residual	141.863	126	1.126		
	Total	546.531	129			

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

5. UJI T

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.612	.560		2.877	.005
	Citra Merek	.115	.043	.275	2.681	.008
	Harga	.202	.040	.384	4.996	.000
	Kualitas Produk	.110	.045	.260	2.451	.016

a. Dependent Variable: Minat Beli Ulang

Lampiran 10
Hasil Uji Analisis Regresi Linear Berganda

6. UJI REGRESI LINEAR BERGANDA

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.612	.560		2.877	.005
Citra Merek	.115	.043	.275	2.681	.008
Harga	.202	.040	.384	4.996	.000
Kualitas Produk	.110	.045	.260	2.451	.016