

LAMPIRAN 1 KOESIONER PENELITIAN

KUISIONER PENELITIAN

Saya adalah Mahasiswa Universitas Esa Unggul Fakultas Ekonomi dan Bisnis Jurusan Manajemen yang berfokus pada bidang Pemasaran, Penelitian ini dilakukan dalam rangka penyusunan Skripsi S-1 sebagai salah satu syarat kelulusan pada Fakultas Ekonomi dan Bisnis Universitas Esa Unggul. Penelitian ini merupakan survei mengenai **“Pengaruh Citra Merek, Kualitas Produk dan Harga Terhadap Minat Beli Ulang Sepatu Olahraga Nike (Studi Kasus Di Wilayah DKI Jakarta)”**. Demi tercapainya tujuan penelitian ini saya mengharapkan ketersediaan Bapak/Ibu/Saudara/I untuk meluangkan waktu sedikit guna mengisi kuesioner penelitian ini.

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Nim : 2016-0101-244

Atas kerja sama dan kesediaan dalam berpartisipasi mengisi kuisioner ini saya mengucapkan terima kasih.

Petunjuk Pengisian Bagian I

Petunjuk : Silahkan beri tanda (X) untuk jawaban yang sesuai.

(Data Responden)

1. Jenis kelamin
 - a. Pria
 - b. Wanita
2. Berapa usia anda?

a. 17 – 21 Tahun	c. 27 – 31 Tahun
b. 22 – 26 Tahun	d. >31 Tahun
3. Apa pendidikan terakhir anda?

a. SMP	c. S1
b. SMA	e. Lainnya : ...
c. D3	
4. Apa pekerjaan anda saat ini?

a. Mahasiswa	c. Ibu Rumah Tangga
b. Pegawai Swasta	e. Lainnya : ...
c. Wirausaha	

5. Sejak kapan anda menggunakan sepatu olahraga Nike?
 - a. 1 tahun terakhir
 - b. 2 tahun terakhir
 - c. 3 tahun terakhir
 - d. >3 tahun

6. Sudah berapa kali anda menggunakan sepatu olahraga merek Nike?
 - a. 1 kali
 - b. 2 kali
 - c. 3 kali
 - d. >3 kali

7. Faktor apa yang menyebabkan anda tertarik menggunakan sepatu olahraga merek Nike?
 - a. Karena memiliki reputasi citra merek yang baik
 - b. Karena memiliki kualitas produk yang baik
 - c. Karena harga yang ditawarkan terjangkau
 - d. Lain-lain, sebutkan...

Petunjuk Pengisian Bagian II

Kuesioner ini mengenai penelitian dan pendapat anda mengenai Citra Merek, Kualitas Produk dan Harga terhadap Minat Beli Ulang dengan memberikan tanda silang (X).

Keterangan :

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

Kuisisioner

No	PERTANYAAN	JAWABAN			
		1	2	3	4
		STS	TS	S	SS
Citra Merek (X1)					
1.	Merek Nike memiliki reputasi yang baik.				

No	PERTANYAAN	JAWABAN			
		1	2	3	4
		STS	TS	S	SS
2.	Merek sepatu Nike terkenal.				
3.	Merek Nike memiliki citra sebagai merek sepatu olahraga yang baik.				
4.	Merek Nike diciptakan oleh perusahaan yang memiliki citra yang baik				
5.	Logo Nike mudah diingat				
6.	Merek Nike mudah diingat.				
Kualitas Produk (X2)					
1.	Sepatu Olahraga Nike merupakan sepatu berstandar Internasional.				
2.	Sepatu olahraga Nike memiliki mutu atau kualitas produk yang baik.				
3.	Sepatu olahraga Nike bisa digunakan untuk kegiatan apapun.				
4.	Model yang ditawarkan sepatu olahraga Nike bervariasi.				
5.	Sepatu olahraga Nike memiliki bahan yang sesuai dengan kebutuhan jenis olahraganya.				
6.	Sepatu olahraga Nike memiliki jahitan yang kuat.				
7.	Sepatu olahraga Nike nyaman saat dipakai.				
8.	Ukuran yang ditawarkan sepatu olahraga Nike sesuai dengan ukuran sepatu yang biasa saya gunakan.				
9.	Sepatu olahraga Nike tidak mudah rusak.				
10.	Sepatu Olahraga Nike memiliki jangka waktu yang tahan lama.				
11.	Sepatu olahraga Nike dapat digunakan untuk berbagai kegiatan olahraga.				
12.	Desain sepatu olahraga Nike membuat saya tertarik.				
13.	Sepatu olahraga Nike memiliki perpaduan model dengan warna yang selaras.				

No	PERTANYAAN	JAWABAN			
		1	2	3	4
		STS	TS	S	SS
14.	Kualitas yang diberikan sepatu olahraga Nike lebih unggul dari pada sepatu merek lain.				
15.	Sepatu olahraga Nike merupakan sepatu resmi acara olahraga Internasional seperti Olimpiade dan Piala Dunia.				
Harga (X3)					
1.	Harga yang ditawarkan oleh sepatu olahraga Nike terjangkau.				
2.	Harga yang ditawarkan oleh sepatu olahraga Nike sesuai dengan kualitas yang diberikan.				
3.	Sepatu olahraga Nike memiliki harga yang dapat bersaing dengan produk sepatu lainnya.				
4.	Harga yang ditawarkan oleh sepatu olahraga Nike sesuai dengan manfaat yang diberikan.				
Minat Beli Ulang (Y)					
1.	Saya berminat untuk membeli model lain pada produk sepatu olahraga Nike.				
2.	Saya mencari informasi terlebih dahulu terkait sepatu olahraga Nike yang ingin saya beli sebelum melakukan pembelian.				
3.	Sepatu olahraga Nike menjadi pilihan saat saya ingin membeli sepatu olahraga.				
4.	Saya merekomendasikan ke teman-teman saya untuk membeli produk sepatu olahraga Nike.				

LAMPIRAN 2 TABEL KARAKTERISTIK 30 RESPONDEN

Keterangan		Jumlah Responden	Total
Jenis Kelamin	Laki-laki	27 (90 %)	30 (100%)
	Perempuan	3 (10 %)	
Usia	17-21	15 (50 %)	30 (100%)
	22-26	8 (26,7 %)	
	27-31	6 (20 %)	
	>31	1 (3,3 %)	
Pendidikan Terakhir	SMP	0 (0 %)	30 (100%)
	SMA	19 (63,3 %)	
	D3	1 (3,3 %)	
	S1	7 (23,3 %)	
	Lainnya	3 (10 %)	
Pekerjaan	Mahasiswa	21 (70 %)	30 (100%)
	Pegawai Swastha	2 (6,7 %)	
	Wirausaha	3 (10 %)	
	Ibu Rumah Tangga	0 (%)	
	Lainnya	4 (13,3 %)	
Lama Menggunakan	1 tahun terakhir	3 (10 %)	30 (100%)
	2 tahun terakhir	0 (0%)	
	3 tahun terakhir	3 (10 %)	
	>3 tahun terakhir	24 (30 %)	
Berapa Kali Menggunakan	1 kali	0 (0 %)	30 (100%)
	2 kali	0 (0 %)	
	3 kali	1 (3,3 %)	
	>3 kali	29 (96,7 %)	
Faktor Menggunakan	Karena memiliki reputasi citra merek yang baik	3 (10 %)	30 (100%)
	Karena memiliki kualitas produk yang baik	26 (86,7 %)	
	Karena harga yang terjangkau	1 (3,3 %)	
	Lainnya	0 (0 %)	

LAMPIRAN 3 TABULASI DATA 30 RESPONDEN

Resp	CM 1	CM 2	CM 3	CM 4	CM 5	CM 6	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8	KP 9	KP 10	KP 11	KP 12	KP 13	KP 14	KP 15	KP 16	H 1	H 2	H 3	H 4	MBU 1	MBU 2	MBU 3	MBU 4	JML	
1.	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4	4	4	4	4	118
2.	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	118
3.	4	4	4	4	4	4	4	4	4	3	4	4	3	3	4	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	103	
4.	4	4	4	4	4	4	3	3	2	4	3	3	4	4	3	4	4	3	4	4	3	2	3	3	3	4	3	4	4	3	104	
5.	4	4	4	3	4	4	4	4	4	3	4	4	4	4	3	3	4	4	4	3	4	4	3	4	4	4	4	4	3	4	113	
6.	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	2	3	3	3	2	2	3	3	3	3	3	3	3	86	
7.	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	2	4	3	4	4	4	4	116	
8.	3	4	4	3	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	3	4	3	4	4	4	114	
9.	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	3	4	4	3	4	2	3	3	3	3	4	4	4	111	
10.	3	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	3	3	3	3	4	3	3	4	4	4	112	
11.	3	4	3	3	4	4	3	3	3	3	3	3	3	3	2	2	4	3	3	3	3	3	2	3	3	3	3	3	3	3	91	
12.	4	4	4	4	3	3	3	3	4	4	3	4	3	2	4	4	3	2	3	3	4	3	2	4	3	4	3	2	3	2	97	
13.	3	4	4	3	4	4	4	4	3	4	4	3	3	4	3	4	3	3	4	4	3	4	3	3	4	4	4	3	4	4	108	
14.	4	3	3	4	4	3	4	4	2	3	4	4	4	4	4	4	4	3	3	3	4	4	3	4	4	4	4	4	3	3	108	
15.	4	4	4	3	4	4	4	4	4	3	4	3	4	4	3	4	4	4	4	3	3	3	3	3	3	3	4	3	4	4	108	
16.	4	4	4	4	4	4	4	4	3	4	4	4	4	4	2	3	3	3	4	4	4	4	4	3	3	3	4	4	4	4	111	
17.	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	3	116	
18.	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	3	4	4	4	4	4	3	4	3	4	4	4	4	115	
19.	4	4	4	4	4	4	4	3	4	3	4	3	3	4	3	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	113	
20.	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	3	3	4	4	4	4	4	116	
21.	4	4	4	4	3	3	3	3	4	4	3	4	3	2	4	4	3	2	3	3	4	3	2	4	3	4	3	2	3	2	97	
22.	4	4	4	4	4	4	4	3	4	3	4	3	3	4	3	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	113	
23.	3	4	3	3	3	3	4	3	2	2	3	3	3	3	2	3	2	3	4	3	3	3	2	3	3	2	3	3	4	3	88	
24.	4	4	4	4	4	4	4	4	1	4	4	4	4	4	4	4	4	1	4	4	4	4	4	4	4	4	4	4	4	4	114	
25.	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	1	4	4	4	4	4	1	4	4	4	4	4	4	114	
26.	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	1	4	4	4	4	4	1	4	4	4	4	4	4	114	
27.	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4	4	4	4	118	
28.	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	119	
29.	4	4	4	4	4	4	3	4	3	4	4	3	4	4	3	4	4	3	4	4	4	4	3	3	4	4	3	4	4	4	112	

Resp	CM 1	CM 2	CM 3	CM 4	CM 5	CM 6	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8	KP 9	KP 10	KP 11	KP 12	KP 13	KP 14	KP 15	KP 16	H 1	H 2	H 3	H 4	MBU 1	MBU 2	MBU 3	MBU 4	JML	
30.	4	4	4	4	4	4	4	4	4	4	4	3	4	4	3	4	4	2	4	4	4	3	3	4	4	4	4	4	1	4	4	111

LAMPIRAN 4 UJI VALIDITAS DAN RELIABILITAS

UJI VALIDITAS

Correlations

	CM1	CM2	CM3	CM4	CM5	CM6	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	
C M1	Pearson Correlati on	1	.200	.539	.641	.294	.224	.269	.264	.186	.349	.512	.311	.354	.239	.406	.465	.310
	Sig. (2- tailed)		.288	.002	.000	.115	.235	.150	.159	.325	.059	.004	.094	.055	.204	.026	.010	.095
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
C M2	Pearson Correlati on	.200	1	.681	.141	.288	.598	.413	.141	.321	.356	.169	.074	.094	.128	-.054	.083	.083
	Sig. (2- tailed)	.288		.000	.457	.122	.000	.023	.457	.084	.054	.373	.698	.619	.502	.776	.663	.663
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
C M3	Pearson Correlati on	.539	.681	1	.429	.423	.614	.409	.429	.471	.708	.479	.312	.347	.363	.368	.487	.304
	Sig. (2- tailed)	.002	.000		.018	.020	.000	.025	.018	.009	.000	.007	.093	.061	.049	.045	.006	.102
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
C M4	Pearson Correlati on	.641	.141	.429	1	.207	.135	.172	.148	.069	.516	.202	.323	.213	.153	.451	.467	.187
	Sig. (2- tailed)	.000	.457	.018		.272	.477	.362	.436	.719	.004	.284	.081	.258	.420	.012	.009	.322
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
C M5	Pearson Correlati on	.294	.288	.423	.207	1	.877	.607	.650	.105	.336	.711	.109	.555	.889	.070	.122	.669
	Sig. (2- tailed)																	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

C	Sig. (2-tailed)	.115	.122	.020	.272	.000	.000	.000	.579	.070	.000	.568	.001	.000	.715	.522	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.224	.598	.614	.135	.877	1	.511	.539	.259	.425	.599	.031	.443	.774	-.023	.055
M6	Sig. (2-tailed)	.235	.000	.000	.477	.000	.004	.002	.167	.019	.000	.871	.014	.000	.905	.771	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.269	.413	.409	.172	.607	.511	1	.629	.189	.115	.694	.340	.381	.646	.160	.209
KP 1	Sig. (2-tailed)	.150	.023	.025	.362	.000	.004	.000	.316	.545	.000	.066	.038	.000	.397	.269	.269
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.264	.141	.429	.148	.650	.539	.629	1	.162	.516	.737	.480	.693	.692	.336	.187
KP 2	Sig. (2-tailed)	.159	.457	.018	.436	.000	.002	.000	.392	.004	.000	.007	.000	.000	.069	.322	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.186	.321	.471	.069	.105	.259	.189	.162	1	.252	.222	.269	.059	.020	.243	.128
KP 3	Sig. (2-tailed)	.325	.084	.009	.719	.579	.167	.316	.392	.180	.239	.151	.759	.918	.195	.499	.276
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.349	.356	.708	.516	.336	.425	.115	.516	.252	1	.285	.487	.403	.215	.511	.354
KP 4	Sig. (2-tailed)	.059	.054	.000	.004	.070	.019	.545	.004	.180	.127	.006	.027	.253	.004	.055	.009
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

KP 5	Pearson Correlati on	.512	.169	.479	.202	.711	.599	.694	.737	.222	.285	1	.234	.446	.757	.188	.244	.391
	Sig. (2- tailed)	.004	.373	.007	.284	.000	.000	.000	.000	.239	.127		.212	.014	.000	.320	.193	.033
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP 6	Pearson Correlati on	.311	.074	.312	.323	.109	.031	.340	.480	.269	.487	.234	1	.489	.054	.635	.172	.429
	Sig. (2- tailed)	.094	.698	.093	.081	.568	.871	.066	.007	.151	.006	.212		.006	.778	.000	.365	.018
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP 7	Pearson Correlati on	.354	.094	.347	.213	.555	.443	.381	.693	.059	.403	.446	.489	1	.591	.287	.219	.745
	Sig. (2- tailed)	.055	.619	.061	.258	.001	.014	.038	.000	.759	.027	.014	.006		.001	.124	.244	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP 8	Pearson Correlati on	.239	.128	.363	.153	.889	.774	.646	.692	.020	.215	.757	.054	.591	1	.051	.185	.518
	Sig. (2- tailed)	.204	.502	.049	.420	.000	.000	.000	.000	.918	.253	.000	.778	.001		.787	.328	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP 9	Pearson Correlati on	.406	-.054	.368	.451	.070	-.023	.160	.336	.243	.511	.188	.635	.287	.051	1	.723	.440
	Sig. (2- tailed)	.026	.776	.045	.012	.715	.905	.397	.069	.195	.004	.320	.000	.124	.787		.000	.015
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP 10	Pearson Correlati on	.465	.083	.487	.467	.122	.055	.209	.187	.128	.354	.244	.172	.219	.185	.723	1	.192

KP 11	Sig. (2-tailed)	.010	.663	.006	.009	.522	.771	.269	.322	.499	.055	.193	.365	.244	.328	.000	.309	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
	Pearson Correlation	.310	.083	.304	.187	.669	.555	.209	.608	.205	.472	.391	.429	.745	.518	.440	.192	1
KP 12	Sig. (2-tailed)	.095	.663	.102	.322	.000	.001	.269	.000	.276	.009	.033	.018	.000	.003	.015	.309	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
	Pearson Correlation	-.070	.150	.117	-.217	.324	.299	.300	.260	.285	-.047	.186	.027	.099	.329	-.127	-.174	.153
KP 13	Sig. (2-tailed)	.712	.428	.537	.249	.081	.109	.107	.166	.127	.806	.326	.888	.601	.076	.505	.357	.421
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.224	.598	.614	.135	.614	.760	.692	.539	.148	.255	.599	.031	.443	.774	-.023	.222	.222
KP 14	Sig. (2-tailed)	.235	.000	.000	.477	.000	.000	.000	.002	.435	.174	.000	.871	.014	.000	.905	.239	.239
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.218	.408	.599	.428	.599	.683	.426	.428	.199	.595	.499	.257	.463	.638	.254	.406	.406
KP 15	Sig. (2-tailed)	.247	.025	.000	.018	.000	.000	.019	.018	.293	.001	.005	.171	.010	.000	.175	.026	.026
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.582	.117	.385	.428	.171	.098	.279	.263	.379	.318	.499	.558	.309	.117	.365	.271	.271
KP 15	Sig. (2-tailed)	.001	.539	.036	.018	.366	.608	.136	.160	.039	.087	.005	.001	.097	.538	.047	.148	.148
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

KP 16	Pearson Correlati on	.325	.246	.361	.188	.520	.412	.761	.555	.273	.216	.764	.588	.306	.481	.310	.168	.269
	Sig. (2- tailed)	.080	.190	.050	.320	.003	.024	.000	.001	.144	.251	.000	.001	.100	.007	.095	.375	.151
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
H1	Pearson Correlati on	.102	.109	.279	.061	.399	.345	.315	.153	-.034	.039	.368	-.070	.029	.424	-.072	.101	.101
	Sig. (2- tailed)	.593	.568	.135	.748	.029	.062	.091	.419	.860	.839	.045	.712	.880	.019	.705	.596	.596
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
H2	Pearson Correlati on	.612	.055	.280	.431	.080	.000	.165	.123	.304	.181	.354	.367	.144	.024	.559	.506	.253
	Sig. (2- tailed)	.000	.775	.134	.017	.674	1.00 0	.384	.517	.102	.338	.055	.046	.447	.898	.001	.004	.177
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
H3	Pearson Correlati on	.033	.018	.223	.040	.419	.299	.369	.342	.127	.102	.432	.120	.189	.446	.217	.290	.290
	Sig. (2- tailed)	.861	.925	.237	.833	.021	.109	.045	.064	.503	.593	.017	.527	.317	.013	.250	.120	.120
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
H4	Pearson Correlati on	.620	.083	.487	.467	.304	.222	.209	.187	.282	.472	.391	.429	.219	.185	.440	.423	.308
	Sig. (2- tailed)	.000	.663	.006	.009	.102	.239	.269	.322	.131	.009	.033	.018	.244	.328	.015	.020	.098
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
MB U1	Pearson Correlati on	.400	.117	.385	.099	.599	.488	.572	.592	.289	.180	.843	.257	.463	.638	.144	.271	.406

	Sig. (2-tailed)	.028	.539	.036	.604	.000	.006	.001	.001	.121	.342	.000	.171	.010	.000	.448	.148	.026
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
MB U2	Pearson Correlation	.131	.012	.146	.125	.531	.430	.329	.323	-.080	.066	.386	.351	.494	.605	.142	.027	.352
	Sig. (2-tailed)	.490	.951	.443	.510	.003	.018	.076	.082	.676	.727	.035	.058	.006	.000	.455	.887	.056
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
MB U3	Pearson Correlation	.075	.443	.429	.318	.429	.539	.477	.318	.069	.229	.380	.010	.373	.558	-.008	.327	.187
	Sig. (2-tailed)	.692	.014	.018	.087	.018	.002	.008	.087	.719	.223	.038	.956	.042	.001	.968	.078	.322
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
MB U4	Pearson Correlation	.110	.280	.411	.133	.735	.764	.604	.632	.214	.178	.708	.111	.507	.832	.003	.137	.444
	Sig. (2-tailed)	.562	.134	.024	.484	.000	.000	.000	.000	.255	.346	.000	.561	.004	.000	.988	.471	.014
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Tot al	Pearson Correlation	.533	.370	.709	.428	.764	.710	.697	.725	.395	.540	.799	.508	.629	.753	.461	.454	.621
	Sig. (2-tailed)	.002	.044	.000	.018	.000	.000	.000	.000	.031	.002	.000	.004	.000	.000	.010	.012	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Correlations

		KP12	KP13	KP14	KP15	KP16	H1	H2	H3	H4	MBU1	MBU2	MBU3	MBU4	Total
CM 1	Pearson Correlation	-.070	.224	.218	.582	.325	.102	.612	.033	.620	.400	.131	.075	.110	.533

CM 2	Sig. (2-tailed)	.712	.235	.247	.001	.080	.593	.000	.861	.000	.028	.490	.692	.562	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.150	.598	.408	.117	.246	.109	.055	.018	.083	.117	.012	.443	.280	.370
CM 3	Sig. (2-tailed)	.428	.000	.025	.539	.190	.568	.775	.925	.663	.539	.951	.014	.134	.044
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.117	.614	.599	.385	.361	.279	.280	.223	.487	.385	.146	.429	.411	.709
CM 4	Sig. (2-tailed)	.537	.000	.000	.036	.050	.135	.134	.237	.006	.036	.443	.018	.024	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	-.217	.135	.428	.428	.188	.061	.431	.040	.467	.099	.125	.318	.133	.428
CM 5	Sig. (2-tailed)	.249	.477	.018	.018	.320	.748	.017	.833	.009	.604	.510	.087	.484	.018
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.324	.614	.599	.171	.520	.399	.080	.419	.304	.599	.531	.429	.735	.764
CM 6	Sig. (2-tailed)	.081	.000	.000	.366	.003	.029	.674	.021	.102	.000	.003	.018	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.299	.760	.683	.098	.412	.345	.000	.299	.222	.488	.430	.539	.764	.710
KP1	Sig. (2-tailed)	.109	.000	.000	.608	.024	.062	1.000	.109	.239	.006	.018	.002	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.300	.692	.426	.279	.761	.315	.165	.369	.209	.572	.329	.477	.604	.697
	Sig. (2-tailed)	.107	.000	.019	.136	.000	.091	.384	.045	.269	.001	.076	.008	.000	.000

N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.260	.539	.428	.263	.555	.153	.123	.342	.187	.592	.323	.318	.632	.725
KP2 Sig. (2-tailed)	.166	.002	.018	.160	.001	.419	.517	.064	.322	.001	.082	.087	.000	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.285	.148	.199	.379	.273	-.034	.304	.127	.282	.289	-.080	.069	.214	.395
KP3 Sig. (2-tailed)	.127	.435	.293	.039	.144	.860	.102	.503	.131	.121	.676	.719	.255	.031
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	-.047	.255	.595	.318	.216	.039	.181	.102	.472	.180	.066	.229	.178	.540
KP4 Sig. (2-tailed)	.806	.174	.001	.087	.251	.839	.338	.593	.009	.342	.727	.223	.346	.002
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.186	.599	.499	.499	.764	.368	.354	.432	.391	.843	.386	.380	.708	.799
KP5 Sig. (2-tailed)	.326	.000	.005	.005	.000	.045	.055	.017	.033	.000	.035	.038	.000	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.027	.031	.257	.558	.588	-.070	.367	.120	.429	.257	.351	.010	.111	.508
KP6 Sig. (2-tailed)	.888	.871	.171	.001	.001	.712	.046	.527	.018	.171	.058	.956	.561	.004
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.099	.443	.463	.309	.306	.029	.144	.189	.219	.463	.494	.373	.507	.629
KP7 Sig. (2-tailed)	.601	.014	.010	.097	.100	.880	.447	.317	.244	.010	.006	.042	.004	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30

	Pearson Correlation	.329	.774	.638	.117	.481	.424	.024	.446	.185	.638	.605	.558	.832	.753
KP8	Sig. (2-tailed)	.076	.000	.000	.538	.007	.019	.898	.013	.328	.000	.000	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	-.127	-.023	.254	.365	.310	-.072	.559	.217	.440	.144	.142	-.008	.003	.461
KP9	Sig. (2-tailed)	.505	.905	.175	.047	.095	.705	.001	.250	.015	.448	.455	.968	.988	.010
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	-.174	.222	.406	.271	.168	.101	.506	.290	.423	.271	.027	.327	.137	.454
KP10	Sig. (2-tailed)	.357	.239	.026	.148	.375	.596	.004	.120	.020	.148	.887	.078	.471	.012
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.153	.222	.406	.271	.269	.101	.253	.290	.308	.406	.352	.187	.444	.621
KP11	Sig. (2-tailed)	.421	.239	.026	.148	.151	.596	.177	.120	.098	.026	.056	.322	.014	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	1	.299	.023	-.130	.139	.522	-.258	-.038	-.174	.100	.252	.021	.196	.284
KP12	Sig. (2-tailed)		.109	.904	.492	.464	.003	.168	.844	.357	.600	.179	.911	.300	.129
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.299	1	.683	.098	.412	.345	.000	.299	.055	.488	.430	.742	.764	.680
KP13	Sig. (2-tailed)	.109		.000	.608	.024	.062	1.000	.109	.771	.006	.018	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP14	Pearson Correlation	.023	.683	1	.365	.485	.311	.208	.408	.406	.524	.458	.757	.686	.759

	Sig. (2-tailed)	.904	.000	.047	.007	.095	.270	.025	.026	.003	.011	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	-.130	.098	.365	1	.603	.222	.802	.408	.677	.683	.172	.099	.205
KP1	Sig. (2-tailed)	.492	.608	.047	.000	.239	.000	.025	.000	.000	.365	.604	.278	.001
5	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.139	.412	.485	.603	1	.253	.420	.427	.470	.721	.492	.310	.558
KP1	Sig. (2-tailed)	.464	.024	.007	.000	.177	.021	.019	.009	.000	.006	.095	.001	.000
6	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.522	.345	.311	.222	.253	1	.083	.380	.176	.399	.195	.245	.347
H1	Sig. (2-tailed)	.003	.062	.095	.239	.177	.663	.038	.351	.029	.301	.192	.060	.015
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	-.258	.000	.208	.802	.420	.083	1	.327	.633	.505	.036	-.031	.068
H2	Sig. (2-tailed)	.168	1.000	.270	.000	.021	.663	.077	.000	.004	.852	.872	.723	.011
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	-.038	.299	.408	.408	.427	.380	.327	1	.290	.554	.216	.191	.427
H3	Sig. (2-tailed)	.844	.109	.025	.025	.019	.038	.077	.120	.001	.252	.311	.019	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	-.174	.055	.406	.677	.470	.176	.633	.290	1	.541	.108	.047	.137
H4	Sig. (2-tailed)	.357	.771	.026	.000	.009	.351	.000	.120	.002	.569	.806	.471	.001

N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.100	.488	.524	.683	.721	.399	.505	.554	.541	1	.362	.428	.686	.775
MB U1 Sig. (2-tailed)	.600	.006	.003	.000	.000	.029	.004	.001	.002	.049	.018	.000	.000	
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.252	.430	.458	.172	.492	.195	.036	.216	.108	.362	1	.323	.496	.527
MB U2 Sig. (2-tailed)	.179	.018	.011	.365	.006	.301	.852	.252	.569	.049	.082	.005	.003	
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.021	.742	.757	.099	.310	.245	-.031	.191	.047	.428	.323	1	.756	.538
MB U3 Sig. (2-tailed)	.911	.000	.000	.604	.095	.192	.872	.311	.806	.018	.082	.000	.002	
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.196	.764	.686	.205	.558	.347	.068	.427	.137	.686	.496	.756	1	.734
MB U4 Sig. (2-tailed)	.300	.000	.000	.278	.001	.060	.723	.019	.471	.000	.005	.000	.000	
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.284	.680	.759	.595	.743	.442	.456	.505	.558	.775	.527	.538	.734	1
Tota l Sig. (2-tailed)	.129	.000	.000	.001	.000	.015	.011	.004	.001	.000	.003	.002	.000	
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30

LAMPIRAN UJI RELIABILITAS

Reliability Statistics

Cronbach's Alpha	N of Items
.746	31

LAMPIRAN 5 TABEL KARAKTERISTIK 150 RESPONDEN

Keterangan		Jumlah Responden	Total
Jenis Kelamin	Laki-laki	103 (69 %)	150 (100%)
	Perempuan	47 (31 %)	
Usia	17-21	56 (38 %)	150 (100%)
	22-26	68 (45 %)	
	27-31	12 (8 %)	
	>31	14 (9 %)	
Pendidikan Terakhir	SMP	0 (0 %)	150 (100%)
	SMA	72 (48 %)	
	D3	5 (3 %)	
	S1	70 (47 %)	
	Lainnya	3 (2 %)	
Pekerjaan	Mahasiswa	86 (57 %)	150 (100%)
	Pegawai Swastha	36 (24 %)	
	Wirausaha	16 (11 %)	
	Ibu Rumah Tangga	0 (0 %)	
	Lainnya	12 (8 %)	
Lama Menggunakan	1 tahun terakhir	17 (11 %)	150 (100%)
	2 tahun terakhir	10 (7 %)	
	3 tahun terakhir	4 (3 %)	
	>3 tahun terakhir	119 (79 %)	
Berapa Kali Menggunakan	1 kali	5 (3 %)	150 (100%)
	2 kali	10 (7 %)	
	3 kali	9 (6 %)	
	>3 kali	126 (84 %)	
Faktor Menggunakan	Karena memiliki reputasi citra merek yang baik	28 (19 %)	150 (100%)
	Karena memiliki kualitas produk yang baik	117 (78 %)	
	Karena harga yang terjangkau	1 (1 %)	
	Lainnya	4 (2 %)	

LAMPIRAN 6 TABULASI DATA 150 RESPONDEN

Resp	CM 1	CM 2	CM 3	CM 4	CM 5	CM 6	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8	KP 9	KP 10	KP 11	KP 12	KP 13	KP 14	KP 15	H 1	H 2	H 3	H 4	MBU 1	MBU 2	MBU 3	MBU 4	
1	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	3	4	4	4	4	3	3	4	4	4	2	3	4	4
2	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	4	4	4	4	3	4	4	4	3	4	2	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3
4	3	4	3	3	4	4	4	4	3	4	4	3	4	4	3	4	3	3	3	3	3	2	3	4	4	3	4	4	4	4
5	3	4	4	3	4	4	4	3	4	4	3	4	3	4	4	3	4	3	4	4	4	4	3	4	3	4	4	4	4	4
6	4	4	3	3	4	4	4	3	3	3	3	3	4	3	3	3	3	4	3	4	3	3	3	3	3	4	4	4	4	4
7	4	4	4	4	4	4	4	4	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	3	3	
8	4	4	4	4	4	4	4	4	3	4	3	4	4	3	4	4	4	4	4	4	4	4	3	3	4	3	4	4	4	4
9	4	3	4	4	3	4	4	4	4	4	4	4	3	3	3	4	3	3	3	3	3	3	3	3	4	3	4	3	4	
10	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	4	3	3	3	
11	3	4	3	3	4	4	4	3	3	4	3	3	3	3	3	3	4	3	4	3	2	3	3	3	3	3	4	2	1	
12	4	4	4	3	4	4	4	4	3	3	3	3	4	4	3	3	4	4	3	4	3	3	3	4	4	4	4	3	4	4
13	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	3	4	4	4	3	4	3	4	3	4	4	4	4	4	3
14	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3
15	4	4	4	4	4	4	4	4	3	4	4	4	4	4	3	3	3	4	4	4	4	3	2	3	2	3	3	3	3	3
16	4	4	3	3	4	4	4	2	3	3	2	2	2	3	2	2	3	4	4	1	1	1	1	1	2	2	3	4	3	3
17	4	4	4	4	4	4	4	4	3	3	4	4	3	4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4
18	3	3	3	3	4	4	4	4	4	3	3	3	3	3	3	2	3	4	4	3	3	2	3	3	3	3	4	3	3	
19	4	4	4	3	4	4	4	4	4	4	3	4	3	4	3	3	4	4	4	3	4	3	4	4	3	3	4	4	4	4
20	4	4	4	4	3	3	4	4	4	4	4	3	4	3	2	3	3	4	3	3	3	3	3	3	3	4	3	4	3	3
21	4	4	4	4	4	4	4	4	4	4	4	3	4	3	3	3	4	4	4	3	4	3	4	4	4	4	4	4	4	4
22	4	4	4	3	4	4	4	4	3	3	4	4	4	4	3	3	3	4	3	3	3	3	3	3	4	3	3	3	4	4
23	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	3	1	4	4	4	3	4	4	3
24	4	4	4	4	4	4	4	4	4	4	4	4	2	1	4	4	3	4	4	3	4	4	4	4	3	2	4	4	4	4
25	4	4	4	4	4	4	4	4	3	4	4	3	4	3	3	3	3	4	3	3	4	3	4	3	3	3	4	3	3	3
26	4	4	4	4	4	4	4	4	2	3	3	3	3	3	3	3	3	3	3	3	2	2	3	3	3	3	4	3	3	3
27	4	4	4	4	4	4	4	4	3	4	4	4	4	4	3	3	3	4	4	3	2	3	3	3	3	4	4	3	3	3
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Total	562	586	554	538	582	576	569	544	493	546	532	501	525	518	486	493	498	540	515	461	477	397	500	495	484	484	527	492	480

LAMPIRAN 7 UJI ASUMSI KLASIK

UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.51897670
	Absolute	.067
Most Extreme Differences	Positive	.052
	Negative	-.067
Kolmogorov-Smirnov Z		.826
Asymp. Sig. (2-tailed)		.503

a. Test distribution is Normal.

b. Calculated from data.

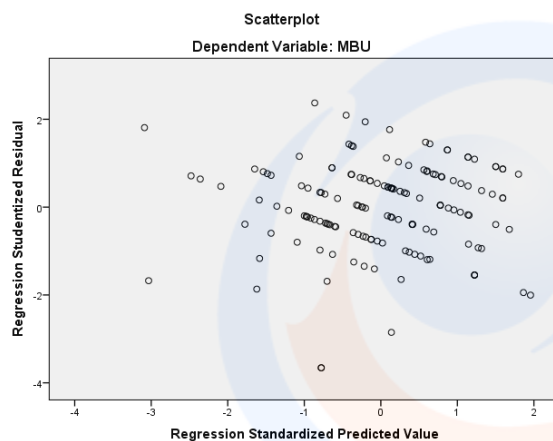
LAMPIRAN UJI MULTIKOLINIERITAS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
	CM	.144	.092	.133	1.562	.120	.686	1.457
	KP	.085	.035	.250	2.449	.016	.483	2.072
	H	.248	.091	.242	2.730	.007	.637	1.569

a. Dependent Variable: MBU

LAMPIRAN UJI HETEROSKEDASTISITAS



LAMPIRAN 8 Uji Analisis Data**UJI REGRESI LINIER BERGANDA****Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.491	1.788		1.393	.166
	CM	.144	.092	.133	1.562	.120
	KP	.085	.035	.250	2.449	.016
	H	.248	.091	.242	2.730	.007

a. Dependent Variable: MBU

LAMPIRAN Uji F**ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	125.954	3	41.985	17.830	.000 ^b
	Residual	343.786	146	2.355		
	Total	469.740	149			

a. Dependent Variable: MBU

b. Predictors: (Constant), H, CM, KP

LAMPIRAN Uji t**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.491	1.788		1.393	.166
	CM	.144	.092	.133	1.562	.120
	KP	.085	.035	.250	2.449	.016
	H	.248	.091	.242	2.730	.007

a. Dependent Variable: MBU