

**Lampiran 1**  
**Kuesioner**  
**Surat Permohonan Pengisian Kuesioner**



**UNIVERSITAS ESA UNGGUL**  
**FAKULTAS EKONOMI DAN BISNIS**

Responden Yth,  
Saya, Mahasiswa Program Studi Ilmu Manajemen, Fakultas Ekonomi dan Bisnis  
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Nim : 2015-11-104

Saat ini, saya sedang melakukan penelitian tentang Pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian melalui Citra Merek Sandal Carvil di Jakarta Barat untuk menyelesaikan Tugas Akhir. Maka dari itu, saya sangat mengharapkan kesediaan Bapak/Ibu untuk mengisi kuesioner ini.

Atas kesediaan Bapak/Ibu menjawab dengan sejujurnya dan sebaik-baiknya saya mengucapkan terima kasih.

No.Responden :

## I. DATA RESPONDEN

### Petunjuk :

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

1. Jenis Kelamin
  - a. Laki-laki
  - b. Perempuan
2. Usia
  - a. 17-23 tahun
  - b. 24-35 tahun
  - c. 36-45 tahun
  - d.  $\geq 45$  tahun
3. Jenis Pekerjaan
  - a. Pelajar / Mahasiswa
  - b. Karyawan Swasta
  - c. Pegawai Negeri Sipil
  - d. Wirausaha
  - e. Lainnya sebutkan.....
4. Dalam kurun waktu satu tahun berapa kali anda membeli sandal Carvil?
  - a. 2-4 kali
  - b. 5-7 kali
  - c. 8-10 kali
  - d.  $> 10$  kali

## II. PERNYATAAN

### Petunjuk Pengisian :

1. Sebelum mengisi pernyataan di bawah, bacalah petunjuk pengisian dengan baik dan isi data responden terlebih dahulu.
2. Kuesioner penelitian ini terdiri dari 44 pernyataan.
3. Berilah tanda silang (X) atau centang ( $\surd$ ), pada kolom pernyataan **Sangat Setuju (SS)**, **Setuju (S)**, **Tidak Setuju (TS)**, **Sangat Tidak Setuju (STS)** sesuai dengan keadaan yang sebenarnya.
4. Semua jawaban adalah benar dan tidak ada yang salah, oleh karena itu jawablah semua pernyataan sesuai dengan keadaan yang anda alami dengan **JUJUR**.

No.	Pernyataan	Kategori			
		STS	TS	S	SS
1.	Kemampuan sandal yang tidak licin saat dipakai berjalan.				
2.	Material bahan yang nyaman saat dipakai.				
3.	Model sandal yang unik.				
4.	Aksesoris sandal yang bermanfaat bagi kenyamanan pelanggan.				
5.	Spesifikasi sandal Carvil sesuai dengan yang diinformasikan.				
6.	Spesifikasi yang sesuai kebutuhan konsumen.				
7.	Daya tahan sol sandal yang tahan lama.				
8.	Spons sandal yang tahan lama.				
9.	Sol dan lem sandal yang kuat sehingga minim kerusakan.				
10.	Alas sandal yang kuat sehingga tidak licin saat berjalan.				
11.	Retur barang yang diperbolehkan ketika konsumen sudah membayar tetapi masih dalam lingkungan toko.				
12.	Desain yang inovatif.				
13.	Warna sandal yang bervariasi.				
14.	Konsumen merasa nyaman saat memakai sandal Carvil dalam aktivitas sehari-hari.				
15.	Sandal yang sesuai dengan usia pemakai.				
16.	Harga yang ditawarkan terjangkau.				
17.	Harga yang sesuai dengan kemampuan konsumen.				
18.	Harga sesuai dengan kualitas produk.				

No.	Pernyataan	Kategori			
		STS	TS	S	SS
19.	Harga sesuai dengan kinerja produk.				
20.	Harga sesuai dengan manfaat produk.				
21.	Harga sesuai dengan harapan konsumen.				
22.	Harga lebih rendah di banding pesaing lainnya.				
23.	Potongan harga yang diberikan lebih tinggi dibanding pesaing lainnya.				
24.	Merek Carvil mudah di ucapkan.				
25.	Logo Carvil mudah diingat.				
26.	Merek sandal yang berkualitas.				
27.	Sandal yang berdesain sesuai <i>trend</i> .				
28.	Menggambarkan sandal yang awet.				
29.	Merek sandal yang terbaik.				
30.	Merek sandal yang memberi kesan pengguna sandal yang ramah.				
31.	Merek yang sesuai dengan usia pengguna.				
32.	Merek yang memberi kesan sandal nyaman.				
33.	Saya membeli karena pilihan desain yang beragam.				
34.	Saya membeli karena produk yang sesuai dengan kebutuhan				
35.	Saya membeli karena merek Carvil terkenal karena harga yang murah.				
36.	Saya membeli karena merek Carvil terkenal dengan kualitas yang bagus.				
37.	Saya membeli karena toko yang mudah di temui ketika konsumen membeli sandal.				
38.	Saya membeli karena ketersediaan jenis sandal yang lengkap di toko.				
39.	Saya membeli karena jumlah barang yang sesuai kebutuhan konsumen tersedia di toko.				
40.	Saya membeli karena ukuran sandal yang lengkap.				
41.	Waktu pembelian sesuai kebutuhan.				
42.	Saya membeli karena mudah mengunjungi toko <i>online</i> atau <i>offline</i> .				
43.	Saya membeli karena metode pembayaran yang mudah.				
44.	Saya membeli karena ketersediaan berbagai metode pembayaran.				

**Lampiran 2**  
**Tabulasi Data Karakteristik 30 dan 220 Responden**

Keterangan		Jumlah Responden	Total
Jenis Kelamin	Laki-laki	8	30
	Perempuan	22	
Usia	17-23 tahun	11	30
	24-35 tahun	10	
	36-45 tahun	5	
	>45 tahun	4	
Jenis Pekerjaan	Pelajar	4	30
	Karyawan Swasta	12	
	Pegawai Negeri Sipil	6	
	Wirausaha	4	
	Lainnya	4	
Rata-rata Pembelian	2-4 kali	8	30
	5-7 kali	12	
	8-10kali	7	
	>10 kali	3	

(Sumber: Data primer diolah, 2020)

Keterangan		Jumlah Responden	Total
Jenis Kelamin	Laki-laki	90	220
	Perempuan	130	
Usia	17-23 tahun	47	220
	24-35 tahun	62	
	36-45 tahun	87	
	>45 tahun	24	
Jenis Pekerjaan	Pelajar	31	220
	Karyawan Swasta	102	
	Pegawai Negeri Sipil	27	
	Wirausaha	45	
	Lainnya	15	
Rata-rata Pembelian	2-4 kali	163	220
	5-7 kali	42	
	8-10kali	12	
	>10 kali	3	

(Sumber: Data primer diolah, 2020)

**Lampiran 3**  
**Tabulasi Data Pre-Test (30 Responden)**

<b>Kualitas Produk</b>																
<b>No</b>	<b>Butir Soal Pernyataan</b>															<b>Total Skor</b>
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
1	3	3	3	2	2	2	3	3	3	3	2	3	2	3	3	40
2	3	4	4	4	3	3	3	3	3	4	3	3	4	4	3	51
3	3	2	2	2	2	2	3	3	2	2	3	2	2	3	2	35
4	1	2	1	2	2	4	2	1	3	1	2	2	3	3	2	31
5	1	1	2	1	1	1	2	1	2	2	2	2	2	3	2	25
6	2	2	2	2	2	2	2	2	1	2	2	1	3	3	2	30
7	1	1	3	3	2	2	3	2	2	2	2	2	3	2	3	33
8	2	3	3	3	2	3	2	2	3	2	2	2	2	3	2	36
9	1	2	2	3	2	2	3	2	2	3	2	2	3	3	3	35
10	1	3	2	1	1	2	2	1	3	2	2	2	3	3	2	30
11	2	3	3	3	2	4	3	2	2	2	3	3	3	3	3	41
12	2	3	3	3	2	4	3	2	2	2	3	3	3	3	3	41
13	2	3	3	2	2	2	2	2	1	2	2	2	2	3	2	32
14	1	2	3	3	2	4	3	2	2	3	3	3	2	3	3	39
15	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	45
16	2	3	3	3	2	2	3	2	3	2	3	3	3	2	3	39
17	3	2	3	2	2	2	2	2	1	2	2	2	3	3	2	33
18	3	3	3	3	2	3	3	3	3	2	3	2	3	4	3	43
19	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	44
20	4	4	4	4	3	3	3	3	4	2	3	4	4	4	3	52
21	4	4	4	4	3	3	3	3	3	4	4	4	4	4	3	54
22	2	3	3	2	2	3	2	2	3	2	3	3	3	3	2	38
23	2	3	3	3	2	3	2	2	2	2	2	2	3	3	2	36
24	2	2	3	2	2	2	2	2	3	3	2	2	3	3	2	35
25	2	3	3	3	3	3	3	2	2	3	3	3	3	3	3	42
26	2	2	2	2	2	2	3	3	2	2	3	2	2	2	3	34
27	1	3	2	2	2	3	1	1	3	1	2	2	3	4	1	31
28	1	2	2	2	2	3	3	2	2	2	3	2	2	3	3	34
29	2	3	2	2	1	3	2	1	2	2	2	2	3	3	2	32
30	2	2	3	2	2	3	2	2	2	2	2	2	3	2	2	33

(Sumber: Data primer diolah, 2020)

Harga									
No	Butir Soal Pernyataan								Total Skor
	16	17	18	19	20	21	22	23	
1	3	3	3	3	3	3	3	2	23
2	4	4	4	4	4	4	4	3	31
3	3	3	3	3	3	4	4	3	26
4	4	4	4	3	3	3	3	3	27
5	3	3	3	3	3	3	3	3	24
6	3	3	3	3	3	3	3	3	24
7	4	3	3	3	4	4	4	4	29
8	4	3	3	3	3	3	3	3	25
9	3	3	3	3	3	3	3	3	24
10	3	4	4	4	4	3	3	3	28
11	3	3	3	3	3	4	4	4	27
12	3	4	3	3	3	3	3	3	25
13	4	3	3	3	3	3	2	4	25
14	3	3	3	2	3	3	3	3	23
15	4	3	3	3	3	4	3	3	26
16	1	1	1	1	1	1	1	1	8
17	4	3	3	3	3	3	3	3	25
18	3	3	3	3	3	3	3	3	24
19	3	4	3	3	3	4	3	3	26
20	2	3	3	3	3	3	3	3	23
21	4	3	3	2	2	2	4	3	23
22	3	3	3	3	3	3	3	3	24
23	3	3	3	3	3	3	3	3	24
24	3	3	3	3	3	3	3	3	24
25	3	3	3	3	3	3	2	2	22
26	3	3	3	3	3	3	3	3	24
27	3	3	3	3	3	3	3	3	24
28	3	3	2	2	3	4	4	4	25
29	3	3	3	3	3	3	3	3	24
30	3	3	3	3	3	3	3	3	24

(Sumber: Data primer diolah, 2020)

Citra Merek										
No	Butir Soal Pernyataan									Total Skor
	24	25	26	27	28	29	30	31	32	
1	3	3	3	3	3	3	3	3	3	27
2	4	4	4	3	4	3	3	3	3	31
3	3	3	3	3	3	3	3	3	3	27
4	4	4	3	3	3	3	4	4	4	32
5	3	3	3	3	3	3	3	3	3	27
6	3	3	3	3	3	3	3	3	3	27
7	4	4	4	4	3	3	4	4	3	33
8	4	3	3	3	3	3	3	3	3	28
9	3	3	3	3	3	3	3	3	3	27
10	4	4	3	2	2	3	3	3	4	28
11	3	3	3	3	3	4	3	3	3	28
12	3	3	3	3	3	3	3	3	3	27
13	4	4	4	4	3	3	3	3	3	31
14	3	4	4	2	3	3	3	3	3	28
15	3	3	3	3	3	3	3	3	3	27
16	3	4	4	3	3	3	4	3	3	30
17	3	3	3	3	3	3	3	3	3	27
18	3	3	2	2	3	2	3	3	3	24
19	3	3	3	3	3	3	3	3	3	27
20	3	3	3	3	3	3	3	3	3	27
21	3	3	3	3	3	3	3	3	3	27
22	3	3	2	2	2	3	3	3	3	24
23	3	3	3	3	3	3	3	3	3	27
24	3	3	3	3	3	3	3	3	3	27
25	3	3	3	3	3	3	3	3	3	27
26	3	3	3	3	3	3	3	3	3	27
27	3	3	3	3	3	3	3	3	3	27
28	3	3	4	4	4	4	4	4	4	34
29	3	3	3	3	3	2	3	3	3	26
30	3	3	3	3	3	3	3	3	3	27

(Sumber: Data primer diolah, 2020)



Keputusan Pembelian													
No	Butir Soal Pernyataan												Total Skor
	33	34	35	36	37	38	39	40	41	42	43	44	
1	3	3	3	3	3	3	2	2	3	2	3	3	33
2	3	3	3	3	3	3	3	3	3	3	3	3	36
3	3	3	3	3	3	3	3	3	3	3	3	3	36
4	3	3	3	3	3	3	3	3	3	3	3	3	36
5	3	3	3	3	3	3	3	3	3	3	3	3	36
6	3	3	3	3	3	3	3	3	3	3	3	3	36
7	4	4	3	3	3	3	3	4	4	4	4	4	43
8	3	3	3	3	3	4	4	4	4	4	4	4	43
9	3	3	3	3	3	3	3	3	3	3	3	3	36
10	3	3	3	3	4	4	4	4	3	3	3	3	40
11	4	4	4	4	4	3	3	3	3	3	3	3	41
12	3	3	3	3	4	3	2	4	3	3	3	3	37
13	4	4	3	4	3	4	3	3	3	4	4	4	43
14	3	3	3	3	3	4	3	3	3	3	3	3	37
15	3	3	3	3	3	3	3	3	3	3	4	3	37
16	1	1	1	1	1	3	3	3	3	3	4	4	28
17	3	3	4	3	3	3	3	3	3	3	3	3	37
18	3	3	3	2	3	3	3	3	3	3	3	2	34
19	3	3	3	3	3	3	3	3	3	3	3	3	36
20	3	3	3	3	2	2	2	3	3	3	3	3	33
21	4	3	3	3	3	2	3	2	3	2	3	2	33
22	3	3	3	3	3	3	3	3	3	3	3	3	36
23	3	3	3	3	3	3	3	3	3	3	3	3	36
24	3	3	3	3	3	3	3	3	3	3	3	3	36
25	3	3	3	3	3	3	3	3	3	3	3	3	36
26	3	3	3	3	3	3	3	3	3	3	3	3	36
27	3	3	3	3	3	2	2	2	2	3	3	3	32
28	3	3	3	3	3	2	4	3	3	3	3	3	36
29	4	3	4	3	3	3	4	4	3	3	4	4	42
30	3	3	3	3	3	3	3	3	3	3	3	2	35

(Sumber: Data primer diolah, 2020)

Lampiran 4  
Tabulasi 220 Responden

NO	Kualitas Produk															Harga								Citra Merek								Keputusan Pembelian								Total Skor						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39		40	41	42	43	44	
1	3	3	3	3	3	3	3	3	3	2	2	3	2	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	2	2	3	2	3	3	3	123
2	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	142
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	134
4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	137
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	132
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	132
7	4	4	4	4	4	3	3	3	3	3	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	3	3	3	3	3	4	4	4	3	4	3	3	3	4	4	4	4	3	4	158
8	4	3	3	3	3	3	3	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	4	3	3	3	4	4	4	3	3	3	4	3	4	4	4	4	4	4	3	4	152	
9	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	132
10	4	4	3	3	3	3	4	4	4	4	3	3	3	3	3	4	4	4	4	3	3	3	3	4	3	4	4	4	4	3	3	3	3	3	3	4	4	4	4	3	3	3	3	150		
11	3	3	3	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	3	3	3	3	4	4	4	4	4	3	3	3	3	3	3	3	3	3	150
12	3	3	3	3	3	3	4	3	2	4	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	3	4	3	2	3	3	3	3	3	3	4	3	2	4	3	3	3	3	136		
13	4	4	4	4	4	3	4	3	4	3	3	4	4	4	4	3	3	3	3	2	4	4	3	3	4	3	4	3	4	3	3	3	4	4	3	4	3	4	3	3	3	4	4	4	154	
14	3	4	4	3	3	3	3	4	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	136	
15	3	3	3	3	3	3	3	3	3	3	3	3	4	3	4	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	136	
16	3	4	4	1	1	1	1	3	3	3	3	3	4	4	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	1	1	1	2	1	3	3	3	3	3	3	4	117			
17	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	4	3	3	3	4	3	3	3	3	3	3	3	136	
18	3	3	2	3	3	3	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	2	126	
19	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	134	
20	3	3	3	3	3	3	2	2	2	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	3	3	3	3	3	3	2	2	2	3	3	3	3	122		
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211	4	4	4	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	142	
212	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	134	
213	3	3	3	3	3	3	4	3	2	4	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	4	3	2	4	3	3	3	3	3	3	3	4	3	2	4	3	3	3	3	136
214	4	4	4	4	4	3	4	3	4	3	3	3	4	4	4	4	3	3	3	3	3	2	4	4	4	3	4	3	4	3	4	3	3	3	4	4	3	4	3	4	3	4	3	3	4	4	4	154



Lampiran 5  
Hasil Uji Validitas 30  
Responden Correlation

		Correlations															
		p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	p13	p14	p15	skor_total
p1	Pearson Correlation	1	.617**	.665**	.522**	.619**	.047	.368*	.748**	.312	.450*	.505**	.557**	.428*	.414*	.306	.752**
	Sig. (2-tailed)		.000	.000	.003	.000	.806	.045	.000	.093	.013	.004	.001	.018	.023	.100	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p2	Pearson Correlation	.617**	1	.591**	.573**	.502**	.403*	.147	.347	.523**	.340	.463**	.649**	.546**	.597**	.197	.748**
	Sig. (2-tailed)	.000		.001	.001	.005	.027	.437	.060	.003	.066	.010	.000	.002	.000	.297	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p3	Pearson Correlation	.665**	.591**	1	.724**	.619**	.173	.372*	.588**	.289	.597**	.460*	.695**	.477**	.293	.436*	.788**
	Sig. (2-tailed)	.000	.001		.000	.000	.361	.043	.001	.121	.001	.011	.000	.008	.116	.016	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p4	Pearson Correlation	.522**	.573**	.724**	1	.763**	.462*	.581**	.564**	.344	.519**	.581**	.659**	.575**	.357	.621**	.863**
	Sig. (2-tailed)	.003	.001	.000		.000	.010	.001	.003	.063	.003	.001	.000	.001	.053	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p5	Pearson Correlation	.619**	.502**	.619**	.763**	1	.327	.485**	.637**	.330	.547**	.595**	.621**	.478**	.328	.495**	.811**
	Sig. (2-tailed)	.000	.005	.000	.000		.077	.007	.000	.075	.002	.001	.000	.007	.076	.005	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p6	Pearson Correlation	.047	.403*	.173	.462*	.327	1	.145	-.007	.229	-.020	.386*	.400*	.272	.273	.201	.423*
	Sig. (2-tailed)	.806	.027	.361	.010	.077		.445	.971	.224	.918	.035	.029	.146	.144	.287	.020
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p7	Pearson Correlation	.368*	.147	.372*	.581**	.485**	.145	1	.675**	.133	.533**	.683**	.539**	.068	-.058	.949**	.628**
	Sig. (2-tailed)	.045	.437	.043	.001	.007	.445		.000	.482	.002	.000	.002	.721	.761	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p8	Pearson Correlation	.748**	.347	.588**	.564**	.637**	-.007	.675**	1	.202	.527**	.584**	.437**	.132	.178	.592**	.702**
	Sig. (2-tailed)	.000	.060	.001	.001	.000	.971	.000		.286	.003	.001	.016	.187	.347	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p9	Pearson Correlation	.312	.523**	.289	.344	.330	.229	.133	.202	1	.163	.300	.547**	.402*	.394*	.166	.529**
	Sig. (2-tailed)	.093	.003	.121	.063	.075	.224	.482	.286		.390	.107	.002	.028	.031	.379	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p10	Pearson Correlation	.450*	.340	.597**	.519**	.547**	-.020	.533**	.527**	.163	1	.447**	.514**	.290	.238	.558**	.648**
	Sig. (2-tailed)	.013	.066	.001	.003	.002	.918	.002	.003	.390	.002		.013	.004	.120	.204	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p11	Pearson Correlation	.505**	.463**	.460*	.581**	.595**	.386*	.683**	.584**	.300	.447**	1	.717**	.272	.268	.633**	.759**
	Sig. (2-tailed)	.004	.010	.011	.001	.001	.035	.000	.001	.107	.013	.000		.146	.153	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p12	Pearson Correlation	.557**	.649**	.695**	.659**	.621**	.400*	.539**	.437**	.547**	.514**	.717**	1	.443*	.326	.577**	.849**
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.029	.002	.016	.002	.004	.000	.000		.014	.079	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p13	Pearson Correlation	.428*	.546**	.477**	.575**	.478**	.272	.068	.132	.402*	.290	.272	.443*	1	.436*	.153	.587**
	Sig. (2-tailed)	.018	.002	.008	.001	.007	.146	.721	.487	.028	.120	.146	.014	.016	.421	.001	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p14	Pearson Correlation	.414*	.597**	.293	.357	.328	.273	-.058	.178	.394*	.238	.268	.326	.436*	1	-.054	.492**
	Sig. (2-tailed)	.023	.000	.116	.053	.076	.144	.761	.347	.031	.204	.153	.079	.016	.776	.006	.006
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p15	Pearson Correlation	.306	.197	.436*	.621**	.495**	.201	.949**	.592**	.166	.558**	.633**	.577**	.153	-.054	1	.648**
	Sig. (2-tailed)	.100	.297	.016	.000	.005	.287	.000	.297	.379	.001	.000	.001	.421	.776	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
skor_total	Pearson Correlation	.752**	.748**	.788**	.863**	.811**	.423*	.628**	.702**	.529**	.648**	.759**	.849**	.587**	.492**	.648**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.020	.000	.000	.003	.000	.000	.000	.001	.006	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

(Sumber: Hasil Output Statistik, 2020)

**Correlations**

		p16	p17	p18	p19	p20	p21	p22	p23	skor_total
p16	Pearson Correlation	1	.535**	.608**	.437*	.507**	.452*	.472**	.544**	.733**
	Sig. (2-tailed)		.002	.000	.016	.004	.012	.009	.002	.000
	N	30	30	30	30	30	30	30	30	30
p17	Pearson Correlation	.535**	1	.839**	.724**	.719**	.561**	.472**	.429*	.828**
	Sig. (2-tailed)	.002		.000	.000	.000	.001	.008	.018	.000
	N	30	30	30	30	30	30	30	30	30
p18	Pearson Correlation	.608**	.839**	1	.839**	.750**	.418*	.411*	.335	.811**
	Sig. (2-tailed)	.000	.000		.000	.000	.022	.024	.070	.000
	N	30	30	30	30	30	30	30	30	30
p19	Pearson Correlation	.437*	.724**	.839**	1	.839**	.541**	.315	.322	.779**
	Sig. (2-tailed)	.016	.000	.000		.000	.002	.090	.083	.000
	N	30	30	30	30	30	30	30	30	30
p20	Pearson Correlation	.507**	.719**	.750**	.839**	1	.731**	.513**	.559**	.883**
	Sig. (2-tailed)	.004	.000	.000	.000		.000	.004	.001	.000
	N	30	30	30	30	30	30	30	30	30
p21	Pearson Correlation	.452*	.561**	.418*	.541**	.731**	1	.663**	.654**	.806**
	Sig. (2-tailed)	.012	.001	.022	.002	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
p22	Pearson Correlation	.472**	.472**	.411*	.315	.513**	.663**	1	.643**	.729**
	Sig. (2-tailed)	.009	.008	.024	.090	.004	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
p23	Pearson Correlation	.544**	.429*	.335	.322	.559**	.654**	.643**	1	.725**
	Sig. (2-tailed)	.002	.018	.070	.083	.001	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
skor_total	Pearson Correlation	.733**	.828**	.811**	.779**	.883**	.806**	.729**	.725**	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 0.01 level (2-tailed).

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

(Sumber: Hasil Output Statistik, 2020)

**Correlations**

		p24	p25	p26	p27	p28	p29	p30	p31	p32	skor_total
p24	Pearson Correlation	1	.709**	.367*	.208	.000	.000	.294	.389*	.389*	.586**
	Sig. (2-tailed)		.000	.046	.271	1.000	1.000	.115	.034	.034	.001
	N	30	30	30	30	30	30	30	30	30	30
p25	Pearson Correlation	.709**	1	.642**	.038	.000	.000	.479**	.342	.342	.629**
	Sig. (2-tailed)	.000		.000	.841	1.000	1.000	.007	.065	.065	.000
	N	30	30	30	30	30	30	30	30	30	30
p26	Pearson Correlation	.367*	.642**	1	.573**	.549**	.366*	.485**	.356	.134	.819**
	Sig. (2-tailed)	.046	.000		.001	.002	.047	.007	.053	.481	.000
	N	30	30	30	30	30	30	30	30	30	30
p27	Pearson Correlation	.208	.038	.573**	1	.568**	.379*	.434*	.484**	.023	.673**
	Sig. (2-tailed)	.271	.841	.001		.001	.039	.017	.007	.904	.000
	N	30	30	30	30	30	30	30	30	30	30
p28	Pearson Correlation	.000	.000	.549**	.568**	1	.250	.269	.304	.000	.528**
	Sig. (2-tailed)	1.000	1.000	.002	.001		.183	.151	.102	1.000	.003
	N	30	30	30	30	30	30	30	30	30	30
p29	Pearson Correlation	.000	.000	.366*	.379*	.250	1	.269	.304	.304	.488**
	Sig. (2-tailed)	1.000	1.000	.047	.039	.183		.151	.102	.102	.006
	N	30	30	30	30	30	30	30	30	30	30
p30	Pearson Correlation	.294	.479**	.485**	.434*	.269	.269	1	.850**	.523**	.765**
	Sig. (2-tailed)	.115	.007	.007	.017	.151	.151		.000	.003	.000
	N	30	30	30	30	30	30	30	30	30	30
p31	Pearson Correlation	.389*	.342	.356	.484**	.304	.304	.850**	1	.630**	.762**
	Sig. (2-tailed)	.034	.065	.053	.007	.102	.102	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30
p32	Pearson Correlation	.389*	.342	.134	.023	.000	.304	.523**	.630**	1	.514**
	Sig. (2-tailed)	.034	.065	.481	.904	1.000	.102	.003	.000		.004
	N	30	30	30	30	30	30	30	30	30	30
skor_total	Pearson Correlation	.586**	.629**	.819**	.673**	.528**	.488**	.765**	.762**	.514**	1
	Sig. (2-tailed)	.001	.000	.000	.000	.003	.006	.000	.000	.004	
	N	30	30	30	30	30	30	30	30	30	30

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

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

(Sumber: Hasil Output Statistik, 2020)

Correlations

		p33	p34	p35	p36	p37	p38	p39	p40	p41	p42	p43	p44	skor_total
p33	Pearson Correlation	1	.886**	.758**	.784**	.599**	.000	.120	.097	.177	.137	.062	-.024	.678**
	Sig. (2-tailed)		.000	.000	.000	.000	1.000	.528	.611	.349	.471	.745	.899	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p34	Pearson Correlation	.886**	1	.713**	.866**	.670**	.134	.000	.126	.213	.334	-.035	-.009	.717**
	Sig. (2-tailed)	.000		.000	.000	.000	.480	1.000	.507	.259	.071	.856	.962	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p35	Pearson Correlation	.758**	.713**	1	.722**	.670**	.000	.134	.126	-.007	-.006	-.208	-.144	.572**
	Sig. (2-tailed)	.000	.000		.000	.000	1.000	.480	.507	.969	.976	.271	.447	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p36	Pearson Correlation	.784**	.866**	.722**	1	.670**	.134	.000	.009	.007	.176	-.138	.009	.635**
	Sig. (2-tailed)	.000	.000	.000		.000	.480	1.000	.962	.969	.353	.466	.962	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p37	Pearson Correlation	.599**	.670**	.670**	.670**	1	.250	.125	.252	.000	.000	-.323	-.252	.563**
	Sig. (2-tailed)	.000	.000	.000	.000		.183	.510	.179	1.000	1.000	.082	.179	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p38	Pearson Correlation	.000	.134	.000	.134	.250	1	.375*	.504**	.411*	.476**	.323	.378*	.563**
	Sig. (2-tailed)	1.000	.480	1.000	.480	.183		.041	.004	.024	.008	.082	.039	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p39	Pearson Correlation	.120	.000	.134	.000	.125	.375*	1	.504**	.411*	.317	.323	.252	.505**
	Sig. (2-tailed)	.528	1.000	.480	1.000	.510	.041		.004	.024	.088	.082	.179	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p40	Pearson Correlation	.097	.126	.126	.009	.252	.504**	.504**	1	.607**	.629**	.423*	.492**	.665**
	Sig. (2-tailed)	.611	.507	.507	.962	.179	.004	.004		.000	.000	.020	.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p41	Pearson Correlation	.177	.213	-.007	.007	.000	.411*	.411*	.607**	1	.512**	.477**	.400*	.557**
	Sig. (2-tailed)	.349	.259	.969	.969	1.000	.024	.024	.000		.004	.008	.028	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p42	Pearson Correlation	.137	.334	-.006	.176	.000	.476**	.317	.629**	.512**	1	.573**	.629**	.652**
	Sig. (2-tailed)	.471	.071	.976	.353	1.000	.008	.088	.000	.004		.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p43	Pearson Correlation	.062	-.035	-.208	-.138	-.323	.323	.323	.423*	.477**	.573**	1	.749**	.421*
	Sig. (2-tailed)	.745	.856	.271	.466	.082	.082	.082	.020	.008	.001		.000	.020
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p44	Pearson Correlation	-.024	-.009	-.144	.009	-.252	.378*	.252	.492**	.400*	.629**	.749**	1	.469**
	Sig. (2-tailed)	.899	.962	.447	.962	.179	.039	.179	.006	.028	.000	.000		.009
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
skor_total	Pearson Correlation	.678**	.717**	.572**	.635**	.563**	.563**	.505**	.665**	.557**	.652**	.421*	.469**	1
	Sig. (2-tailed)	.000	.000	.001	.000	.001	.001	.004	.000	.001	.000	.020	.009	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

(Sumber: Hasil Output Statistik, (2020)

**Lampiran 6**  
**Hasil Uji Reabilitas 30 Responden**

**Case Processing Summary**

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

a. Listwise deletion based on all variables in the procedure.  
(Sumber: Hasil Output Statistik, 2020)

**Reliability Statistics**

Cronbach's Alpha	N of Items
.840	44

(Sumber: Hasil Output Statistik, (2020))

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
p1	124.13	72.326	.273	.839
p2	123.60	72.248	.337	.836
p3	123.50	71.500	.448	.832
p4	123.70	69.666	.537	.829
p5	124.13	72.326	.493	.832
p6	123.53	72.189	.351	.835
p7	123.70	73.183	.380	.835
p8	124.13	72.947	.339	.836
p9	123.83	75.385	.104	.843
p10	123.93	71.857	.409	.834
p11	123.70	73.872	.308	.836
p12	123.80	72.579	.361	.835
p13	123.40	73.903	.291	.837
p14	123.20	74.028	.301	.837
p15	123.73	73.030	.395	.834
p16	123.07	71.168	.515	.831
p17	123.13	72.326	.493	.832
p18	123.23	73.220	.414	.834
p19	123.33	74.023	.307	.836
p20	123.23	72.944	.446	.833
p21	123.10	71.197	.530	.830
p22	123.17	71.178	.522	.831
p23	123.23	72.392	.449	.833
p24	123.03	74.309	.391	.835
p25	123.00	76.138	.119	.840
p26	123.10	75.610	.153	.840
p27	123.27	75.789	.140	.840
p28	123.23	75.289	.278	.837
p29	123.23	76.185	.138	.840
p30	123.10	77.817	-.118	.843
p31	123.13	76.326	.150	.839
p32	123.13	77.154	-.005	.841
p33	123.13	72.120	.516	.831
p34	123.20	72.648	.518	.832
p35	123.20	74.234	.325	.836
p36	123.27	73.375	.429	.834
p37	123.23	74.185	.305	.837
p38	123.23	77.426	-.052	.844
p39	123.23	76.875	.007	.843
p40	123.17	75.868	.119	.841
p41	123.20	75.269	.333	.837
p42	123.20	76.372	.093	.840
p43	123.03	76.861	.027	.842
p44	123.17	77.730	-.085	.845

Sumber: Hasil Output Statistik, (2020)



## Lampiran 7 Hasil Uji Analisis Jalur

### Sub Struktur 1

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789 <sup>a</sup>	.622	.619	1.74082

a. Predictors: (Constant), Harga, Kualitas Produk

Sumber: Hasil Output Statistik, (2020)

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.492	1.573		.313	.755
	Kualitas Produk	.482	.033	.709	14.539	.000
	Harga	.187	.067	.136	2.798	.006

a. Dependent Variable: Citra Merek

Sumber: Hasil Output Statistik, (2020)

### Sub Struktur 2

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.968 <sup>a</sup>	.936	.935	.94124

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

Sumber: Hasil Output Statistik, (2020)

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.236	.851		-2.629	.009
	Kualitas Produk	.771	.025	.864	30.593	.000
	Harga	-.114	.037	-.063	-3.096	.002
	Citra Merek	.220	.037	.167	5.982	.000

a. Dependent Variable: Keputusan Pembelian

Sumber: Hasil Output Statistik, (2020)

**Lampiran 8**  
**Tabel Product Moment**

<b>Tabel nilai kritis untuk r Pearson Product Moment</b>								
<b>dk=n-2</b>	<b>Probabilitas 1 ekor</b>							
	<b>0,10</b>	<b>0,05</b>	<b>0,025</b>	<b>0,01</b>	<b>0,005</b>	<b>0,0025</b>	<b>0,001</b>	<b>0,0005</b>
	<b>Probabilitas 2 ekor</b>							
	<b>0,20</b>	<b>0,10</b>	<b>0,05</b>	<b>0,02</b>	<b>0,01</b>	<b>0,01</b>	<b>0,002</b>	<b>0,001</b>
<b>1</b>	0,951	0,988	0,997	1,000	1,000	1,000	1,000	1,000
<b>2</b>	0,800	0,900	0,950	0,980	0,990	0,995	0,998	0,999
<b>3</b>	0,687	0,805	0,878	0,934	0,959	0,974	0,986	0,991
<b>4</b>	0,608	0,729	0,811	0,882	0,917	0,942	0,963	0,974
<b>5</b>	0,551	0,669	0,754	0,833	0,875	0,906	0,935	0,951
<b>6</b>	0,507	0,621	0,707	0,789	0,834	0,870	0,905	0,925
<b>7</b>	0,472	0,582	0,666	0,750	0,798	0,836	0,875	0,898
<b>8</b>	0,443	0,549	0,632	0,715	0,765	0,805	0,847	0,872
<b>9</b>	0,419	0,521	0,602	0,685	0,735	0,776	0,820	0,847
<b>10</b>	0,398	0,497	0,576	0,658	0,708	0,750	0,795	0,823
<b>11</b>	0,380	0,476	0,553	0,634	0,684	0,726	0,772	0,801
<b>12</b>	0,365	0,458	0,532	0,612	0,661	0,703	0,750	0,780
<b>13</b>	0,351	0,441	0,514	0,592	0,641	0,683	0,730	0,760
<b>14</b>	0,338	0,426	0,497	0,574	0,623	0,664	0,711	0,742
<b>15</b>	0,327	0,412	0,482	0,558	0,606	0,647	0,694	0,725
<b>16</b>	0,317	0,400	0,468	0,543	0,590	0,631	0,678	0,708
<b>17</b>	0,308	0,389	0,456	0,529	0,575	0,616	0,662	0,693
<b>18</b>	0,299	0,378	0,444	0,516	0,561	0,602	0,648	0,679
<b>19</b>	0,291	0,369	0,433	0,503	0,549	0,589	0,635	0,665
<b>20</b>	0,284	0,360	0,423	0,492	0,537	0,576	0,622	0,652
<b>21</b>	0,277	0,352	0,413	0,482	0,526	0,565	0,610	0,640
<b>22</b>	0,271	0,344	0,404	0,472	0,515	0,554	0,599	0,629
<b>23</b>	0,265	0,337	0,396	0,462	0,505	0,543	0,588	0,618
<b>24</b>	0,260	0,330	0,388	0,453	0,496	0,534	0,578	0,607
<b>25</b>	0,255	0,323	0,381	0,445	0,487	0,524	0,568	0,597
<b>26</b>	0,250	0,317	0,374	0,437	0,479	0,515	0,559	0,588
<b>27</b>	0,245	0,311	0,367	0,430	0,471	0,507	0,550	0,579
<b>28</b>	0,241	0,306	0,361	0,423	0,463	0,499	0,541	0,570
<b>29</b>	0,237	0,301	0,355	0,416	0,456	0,491	0,533	0,562
<b>30</b>	0,233	0,296	0,349	0,409	0,449	0,484	0,526	0,554
<b>35</b>	0,216	0,275	0,325	0,381	0,418	0,452	0,492	0,519
<b>40</b>	0,202	0,257	0,304	0,358	0,393	0,425	0,463	0,490
<b>45</b>	0,190	0,243	0,288	0,338	0,372	0,403	0,439	0,465
<b>50</b>	0,181	0,231	0,273	0,322	0,354	0,384	0,419	0,443
<b>60</b>	0,165	0,211	0,250	0,295	0,325	0,352	0,385	0,408
<b>70</b>	0,153	0,195	0,232	0,274	0,302	0,327	0,358	0,380
<b>80</b>	0,143	0,183	0,217	0,257	0,283	0,307	0,336	0,357
<b>90</b>	0,135	0,173	0,205	0,242	0,267	0,290	0,318	0,338

<b>100</b>	0,128	0,164	0,195	0,230	0,254	0,276	0,303	0,321
<b>150</b>	0,105	0,134	0,159	0,189	0,208	0,227	0,249	0,264
<b>200</b>	0,091	0,116	0,138	0,164	0,181	0,197	0,216	0,230
<b>300</b>	0,074	0,095	0,113	0,134	0,148	0,161	0,177	0,188
<b>400</b>	0,064	0,082	0,098	0,116	0,128	0,140	0,154	0,164
<b>500</b>	0,057	0,073	0,088	0,104	0,115	0,125	0,138	0,146
<b>1000</b>	0,041	0,052	0,062	0,073	0,081	0,089	0,098	0,104

## Lampiran 9 Fakta Yang Mendukung Penelitian

