



PENGISIAN KUESIONER PRA-SURVEY

Program Studi Manajemen Hari/Tanggal :
Fakultas Ekonomi dan Bisnis No Kuesioner :
Universitas Esa Unggul

Dengan hormat,
Saya yang bertanda tangan dibawah ini:

Nama : Delvi Anggraini
NIM : 2016-0101-272
Jurusan : Manajemen
Judul : Pengaruh brand knowledge, persepsi kualitas dan
 innovativeness terhadap minat beli smarthphone xiaomi

Sehubungan dengan penyusunan skripsi yang sedang saya lakukan, saya ingin membuat suatu penelitian dengan judul “Pengaruh Brand Knowledge, Persepsi Kualitas Dan Innovativeness Terhadap Minat Beli Smarthphone Xiaomi”

Maka dengan ini saya meminta ketersediaan Bapak/Ibu/Saudara/Saudari untuk berpartisipasi dalam penegisian kuesioner pra-survey dengan menjawab beberapa pertanyaan yang ada dibawah ini. Penelitian ini sama sekali tidak akan menimbulkan kerugian bagi responden. Semua informasi dari hasil penelitian hanya akan digunakan untuk kepentingan penelitian dan akan dijaga kerahasiannya. Atas perhatian dan kesediaan waktunya menjadi responden saya ucapkan terima kasih.

Hormat Saya

Delvi Anggraini

LAMPIRAN

Lampiran 1

Pengisian Kuesioner *Pra Survey*

Assalamualaikum wr.wb
Selamat pagi/siang/sore/malam

Saya Delvi Anggraini Mahasiswa dari Universitas Esa Unggul ingin meminta waktu saudara/i untuk mengisi Pra Survey.

Dalam rangka melengkapi data yang diperlukan untuk memenuhi tugas akhir, bersama ini peneliti menyampaikan Kuesioner Penelitian mengenai “Pengaruh Brand Knowledge, Persepsi Kualitas dan Innovativness terhadap Minat Beli”.

Adapun hasil dari kuesioner ini akan digunakan sebagai bahan penyusunan tugas akhir pada program sarjana Universitas Esa Unggul. Peneliti memahami waktu saudara/i sangatlah terbatas dan berharga, namun peneliti juga berharap kesediaan saudara/i untuk membantu penelitian ini dengan mengisi secara lengkap kuesioner yang terlampir.

Peneliti mengucapkan terima kasih yang sebesar-besarnya atas kesediaan saudara/i telah meluangkan waktu untuk menjawab semua pertanyaan dalam Kuesioner ini.

DATA RESPONDEN

PETUNJUK

Isilah data responden dibawah ini sesuai dengan kenyataan, dengan cara memberikan tanda (X) pada kolom yang telah tersedia.

1. *Brand Knowledge*

| No | Pertanyaan | Pilihan | |
|----|---|---------|-------|
| | | Ya | Tidak |
| 1 | Apakah anda mengetahui produk smarthphone xiaomi? | | |

2. *Persepsi Kualitas*

| No | Pertanyaan | Pilihan | |
|----|---|---------|-------|
| | | Ya | Tidak |
| 1 | Apakah menurut anda produk smarthphone merek xiaomi berkualitas tinggi? | | |

3. Innovativeness

| No | Pertanyaan | Pilihan | |
|----|---|---------|-------|
| | | Ya | Tidak |
| 1 | Apakah produk smarthphone xiaomi selalu memberi inovasi baru? | | |

4. Minat Beli

| No | Pertanyaan | Pilihan | |
|----|---|---------|-------|
| | | Ya | Tidak |
| 1 | Apakah anda ingin membeli smarthphone xiaomi karena mereknya yang sudah terkenal? | | |

Lampiran 2

Pengisian Kuesioner Penelitian

Assalamualaikum wr.wb
Selamat pagi/siang/sore/malam

Dengan hormat,

Saya yang bertanda tangan dibawah ini:

Nama : Delvi Anggraini

Nim : 2016-0101-272

Program Studi : Ekonomi dan Bisnis Universitas Esa Unggul

Jurusan : Manajemen

Sehubungan dengan penyusunan skripsi yang sedang saya lakukan, saya ingin membuat suatu penelitian dengan judul “Pengaruh Brand Knowledge, Persepsi Kualitas dan Innovativness terhadap Minat Beli Smarthphone Xiaomi.

Maka dengan ini saya meminta ketersediaan Bapak/Ibu/Saudara/Saudari untuk berpartisipasi dalam pengisian kuesioner dengan menjawab beberapa pernyataan yang ada dibawah ini. Penelitian ini sama sekali tidak akan menimbulkan kerugian bagi responden. Semua informasi dari hasil penelitian hanya akan digunakan untuk kepentingan penelitian dan akan dijaga kerahasiaannya.

Atas perhatian dan kesediaanya menjadi responden saya ucapkan terima kasih.

Hormat Saya

Delvi Anggraini

I. Petunjuk Pengisian Kuesioner

1. Sebelum mengisi pernyataan kuesioner di bawah, bacalah petunjuk kuesioner dengan baik dan isilah data responden terlebih dahulu.
2. Kuesioner penelitian ini terdiri dari 30 pernyataan.
3. Berilah tanda (✓) pada kolom pernyataan
4. Kriteria jawaban:
 1. STS = Sangat Tidak Setuju
 2. TS = Tidak Setuju
 3. R = Ragu - Ragu
 4. S = Setuju
 5. SS = Sangat Setuju

II. Data Responden

Isilah data responden dibawah ini kemudian pilihlah jawaban dengan tanda (X) pada jawaban yang tersedia.

1. Nama :
2. Jenis Kelamin :
 - a. Laki-Laki
 - b. Perempuan
3. Usia :
 - a. 17- 20 Tahun
 - b. 21- 25 Tahun
 - c. 26-30 Tahun
 - d. > 30 Tahun
4. Pendidikan Terakhir :
 - a. SMA/SMK
 - b. Diploma
 - c. S1
 - d. S2/S2
 - e. Lainnya

5. Jenis Profesi :

- a. Pelajar/ Mahasiswa
- b. Pegawai Swasta/Wiraswasta
- c. Pegawai Negeri
- d. Lainnya

6. Pendapatan Perbulan :

- a. < Rp 1.000.000
- b. Rp 1.000.000 – Rp 3.000.000
- c. > Rp 3.000.000

III. Daftar Pernyataan

| No | Pernyataan | Keterangan | | | | |
|----|--|------------|----|----|---|----|
| | | 1 | 2 | 3 | 4 | 5 |
| | | STS | TS | RR | S | SS |
| 1 | Saya merasa tidak asing dengan merek smarthphone xiaomi | | | | | |
| 2 | Saya mengetahui produk smarthphone merek xiaomi | | | | | |
| 3 | Saya sering mendengar produk smarthphone xiaomi | | | | | |
| 4 | Saya dengan cepat mengingat merek smarthphone xiaomi | | | | | |
| 5 | Smarthphone xiaomi lebih unggul dari produk pesaing | | | | | |
| 6 | Smarthphone xiaomi merupakan produk yang ada dimana-mana dan mudah diperoleh dipasaran | | | | | |
| 7 | Smarthphone xiaomi memiliki ciri khas disetiap produknya | | | | | |

| No | Pernyataan | Keterangan | | | | |
|----|--|------------|----|----|---|----|
| | | 1 | 2 | 3 | 4 | 5 |
| | | STS | TS | RR | S | SS |
| 8 | Produk smarthphone xiaomi yang paling dapat memenuhi kebutuhan | | | | | |
| 9 | Smarthphone xiaomi memberikan harga terjangkau murah dan memberikan kepuasan | | | | | |
| 10 | Smarthphone xiaomi memberikan garansi produk yang lebih lama | | | | | |
| 11 | Produk smarthphone xiaomi memiliki daya tahan baterai lama | | | | | |
| 12 | Smarthphone xiaomi memiliki fitur Mi Remote yang banyak kegunaan untuk beberapa elektronik | | | | | |
| 13 | Tersedia berbagai macam tipe dan ukuran | | | | | |
| 14 | Produk yang ditawarkan smarthphone xiaomi sesuai dengan yang diharapkan | | | | | |
| 15 | Saya merasa puas setelah menggunakan smarthphone xiaomi | | | | | |

| No | Pernyataan <i>Innovativeness</i> | Keterangan | | | | |
|----|---|------------|----|----|---|----|
| | | 1 | 2 | 3 | 4 | 5 |
| | | STS | TS | RR | S | SS |
| 16 | Bentuk produk smarthphone xiaomi cukup menarik | | | | | |
| 17 | salah satu smarthphone canggih masa kini | | | | | |
| 18 | Inovasi baru dalam kategori smarthphone | | | | | |
| 19 | Smarthphone xiaomi mempunyai keunikan tersendiri pada kandungan fiturnya | | | | | |
| 20 | Smarthphone xiaomi merupakan produk China yang terkenal murah dan berkualitas | | | | | |
| 21 | Smarthphone xiaomi merupakan produk china yang berkompetitif tinggi di pasar | | | | | |
| 22 | Smarthphone xiaomi mempunyai desain Hp yang elegan | | | | | |

| No | Pernyataan <i>Minat Beli</i> | Keterangan | | | | |
|----|--|------------|----|----|---|----|
| | | 1 | 2 | 3 | 4 | 5 |
| | | STS | TS | RR | S | SS |
| 23 | Anda ingin membeli smarthphone android Xiaomi karena sesuai dengan selera | | | | | |
| 24 | Anda ingin membeli smarthphone android Xiaomi karena sesuai dengan kebutuhan | | | | | |
| 25 | Anda ingin membeli smarthphone android Xiaomi karena produknya berkualitas | | | | | |
| 26 | Anda ingin membeli smarthphone android Xiaomi karena harganya terjangkau | | | | | |
| 27 | Anda ingin membeli smarthphone android Xiaomi karena mereknya sudah terkenal | | | | | |
| 28 | Anda ingin membeli smarthphone android Xiaomi karena melihat iklan di tv | | | | | |
| 29 | Anda ingin membeli smarthphone android Xiaomi karena menjadikan merek Xiaomi pilihan utama | | | | | |
| 30 | Anda ingin membeli smarthphone android Xiaomi karena referensi dari teman atau saudara | | | | | |

Lampiran 3 – Karakteristik Responden

Data Tabulasi Berdasarkan Karakteristik 100 Responden Yang Pernah Membeli Dan Menggunakan Smarthhphone Xioami

Jenis Kelamin Responden

| Jenis Kelamin | Jumlah | Persentase |
|---------------|------------|-------------|
| Laki-Laki | 74 | 74% |
| Perempuan | 26 | 26% |
| Total | 100 | 100% |

Usia Responden

| Usia | Jumlah | Persentase |
|--------------|------------------|-------------|
| 17-20 tahun | 14 | 14% |
| 21-25 tahun | 68 | 68% |
| 26-30 tahun | 12 | 12% |
| >30 tahun | 6 | 6% |
| Total | 100 orang | 100% |

Pendidikan Responden

| Pendidikan Terakhir | Jumlah | Persentase |
|---------------------|------------|-------------|
| SMA/SMK | 48 | 48% |
| Diploma | 7 | 7% |
| S1 | 44 | 44% |
| S2 | 1 | 1% |
| Total | 100 | 100% |

Profesi Responden

| Profesi Responden | Jumlah | Persentase |
|---------------------------|------------|-------------|
| Pelajar/Mahasiswa | 35 | 35% |
| Pegawai Swasta/Wiraswasta | 37 | 37% |
| Pegawai Negri | 14 | 14% |
| Lainnya | 14 | 14% |
| Total | 100 | 100% |

Pendapatan Perbulan Responden

| Penghasilan | Jumlah | Persentase |
|-----------------------------|------------|-------------|
| < Rp 1.000.000 | 39 | 39% |
| Rp 1.000.000 – Rp 3.000.000 | 11 | 11% |
| >Rp 3.000.000 | 50 | 50% |
| Total | 100 | 100% |

Lampiran 4 – Hasil Uji Validitas

Variabel *Brand Knowledge*

| | | Correlations | | | | | | | Total Brand Knowledge |
|--|---------------------|--------------|--------|--------|--------|--------|--------|--------|-----------------------|
| | | P1 | P2 | P3 | P4 | P5 | P6 | P7 | |
| P1 | Pearson Correlation | 1 | .594** | .449** | .319** | .071 | .170 | .284** | .617** |
| | Sig. (2-tailed) | | .000 | .000 | .001 | .485 | .090 | .004 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| P2 | Pearson Correlation | .594** | 1 | .528** | .441** | .174 | .160 | .246* | .683** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .083 | .112 | .014 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| P3 | Pearson Correlation | .449** | .528** | 1 | .562** | .253* | .061 | .263** | .666** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .011 | .544 | .008 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| P4 | Pearson Correlation | .319** | .441** | .562** | 1 | .322** | .265** | .206* | .672** |
| | Sig. (2-tailed) | .001 | .000 | .000 | | .001 | .008 | .040 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| P5 | Pearson Correlation | .071 | .174 | .253* | .322** | 1 | .394** | .417** | .621** |
| | Sig. (2-tailed) | .485 | .083 | .011 | .001 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| P6 | Pearson Correlation | .170 | .160 | .061 | .265** | .394** | 1 | .236* | .528** |
| | Sig. (2-tailed) | .090 | .112 | .544 | .008 | .000 | | .018 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| P7 | Pearson Correlation | .284** | .246* | .263** | .206* | .417** | .236* | 1 | .651** |
| | Sig. (2-tailed) | .004 | .014 | .008 | .040 | .000 | .018 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Total Brand Knowledge | Pearson Correlation | .617** | .683** | .666** | .672** | .621** | .528** | .651** | 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). | | | | | | | | | |

Variabel Persepsi Kualitas

| | | Correlations | | | | | | | | |
|-------------------------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|-------------------------|
| | | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 | Total Persepsi Kualitas |
| P8 | Pearson Correlation | 1 | .706** | .539** | .365** | .434** | .484** | .372** | .370** | .766** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| P9 | Pearson Correlation | .706** | 1 | .531** | .454** | .447** | .481** | .387** | .401** | .784** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| P10 | Pearson Correlation | .539** | .531** | 1 | .497** | .318** | .392** | .281** | .401** | .704** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .001 | .000 | .005 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| P11 | Pearson Correlation | .365** | .454** | .497** | 1 | .606** | .386** | .349** | .299** | .690** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 | .002 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| P12 | Pearson Correlation | .434** | .447** | .318** | .606** | 1 | .518** | .309** | .256* | .677** |
| | Sig. (2-tailed) | .000 | .000 | .001 | .000 | | .000 | .002 | .010 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| P13 | Pearson Correlation | .484** | .481** | .392** | .386** | .518** | 1 | .323** | .266** | .672** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .001 | .007 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| P14 | Pearson Correlation | .372** | .387** | .281** | .349** | .309** | .323** | 1 | .744** | .671** |
| | Sig. (2-tailed) | .000 | .000 | .005 | .000 | .002 | .001 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| P15 | Pearson Correlation | .370** | .401** | .401** | .299** | .256* | .266** | .744** | 1 | .674** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .002 | .010 | .007 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Total Persepsi Kualitas | Pearson Correlation | .766** | .784** | .704** | .690** | .677** | .672** | .671** | .674** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 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).

Variabel *Innovativeness*

| | | Correlations | | | | | | | |
|-------------------------|---------------------|--------------|--------|--------|--------|--------|--------|--------|-------------------------|
| | | P16 | P17 | P18 | P19 | P20 | P21 | P22 | Total Innovativeness |
| P16 | Pearson Correlation | 1 | .218* | .287** | .115 | .157 | .175 | .224* | .477** |
| | Sig. (2-tailed) | | .029 | .004 | .254 | .119 | .082 | .025 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| P17 | Pearson Correlation | .218* | 1 | .324** | .322** | .293** | .232* | .061 | .558** |
| | Sig. (2-tailed) | .029 | | .001 | .001 | .003 | .020 | .549 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| P18 | Pearson Correlation | .287** | .324** | 1 | .370** | .203* | .189 | .152 | .598** |
| | Sig. (2-tailed) | .004 | .001 | | .000 | .043 | .060 | .132 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| P19 | Pearson Correlation | .115 | .322** | .370** | 1 | .387** | .353** | .261** | .695** |
| | Sig. (2-tailed) | .254 | .001 | .000 | | .000 | .000 | .009 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| P20 | Pearson Correlation | .157 | .293** | .203* | .387** | 1 | .459** | .339** | .675** |
| | Sig. (2-tailed) | .119 | .003 | .043 | .000 | | .000 | .001 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| P21 | Pearson Correlation | .175 | .232* | .189 | .353** | .459** | 1 | .297** | .645** |
| | Sig. (2-tailed) | .082 | .020 | .060 | .000 | .000 | | .003 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| P22 | Pearson Correlation | .224* | .061 | .152 | .261** | .339** | .297** | 1 | .567** |
| | Sig. (2-tailed) | .025 | .549 | .132 | .009 | .001 | .003 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Total Innovativeness | Pearson Correlation | .477** | .558** | .598** | .695** | .675** | .645** | .567** | 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 0.05 level (2-tailed).

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

| | | | | | | | | | | |
|---|------------------------|--------|--------|--------|--------|--------|--------|--------|--------|-----|
| Total Minat Beli | Pearson Correlation | .562** | .515** | .643** | .446** | .606** | .608** | .749** | .623** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 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). | | | | | | | | | | |

Lampiran 5 – Hasil Uji Reliabilitas

Hasil Reliabilitas Brand Knowledge

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .743 | 7 |

Hasil Reliabilitas Persepsi Kualitas

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .855 | 8 |

Hasil Reliabilitas Innovativeness

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .710 | 7 |

Hasil Reliabilitas Minat Beli

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .734 | 8 |

Lampiran 6 – Tabulasi Data 100 Responden

| No | Brand Knowledge | | | | | | |
|----|-----------------|----|----|----|----|----|----|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 3 | 3 | 4 | 4 | 4 | 3 | 3 |
| 3 | 2 | 2 | 3 | 3 | 4 | 4 | 2 |
| 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 6 | 5 | 4 | 4 | 2 | 4 | 4 | 4 |
| 7 | 3 | 3 | 4 | 4 | 4 | 4 | 3 |
| 8 | 4 | 3 | 4 | 4 | 4 | 3 | 3 |
| 9 | 4 | 3 | 4 | 4 | 4 | 3 | 3 |
| 10 | 4 | 2 | 3 | 4 | 4 | 4 | 3 |
| 11 | 4 | 3 | 4 | 3 | 3 | 3 | 4 |
| 12 | 4 | 5 | 5 | 4 | 5 | 3 | 5 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 14 | 5 | 5 | 5 | 5 | 4 | 4 | 3 |
| 15 | 5 | 5 | 5 | 4 | 5 | 4 | 5 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 17 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 18 | 3 | 5 | 4 | 5 | 4 | 4 | 4 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 20 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 21 | 4 | 4 | 4 | 4 | 2 | 4 | 2 |
| 22 | 4 | 5 | 4 | 5 | 5 | 4 | 4 |
| 23 | 5 | 5 | 4 | 4 | 4 | 4 | 3 |
| 24 | 4 | 4 | 3 | 3 | 2 | 4 | 3 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 26 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 28 | 4 | 5 | 5 | 4 | 3 | 3 | 4 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 30 | 4 | 5 | 5 | 4 | 5 | 2 | 4 |
| 31 | 4 | 4 | 5 | 5 | 5 | 4 | 3 |
| 32 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |
| 33 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 34 | 4 | 5 | 5 | 5 | 4 | 5 | 3 |
| 35 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 36 | 4 | 5 | 4 | 4 | 4 | 5 | 3 |
| 37 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |

| No | Brand Knowledge | | | | | | |
|----|-----------------|----|----|----|----|----|----|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 |
| 38 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 39 | 4 | 5 | 4 | 4 | 4 | 5 | 3 |
| 40 | 4 | 5 | 4 | 4 | 4 | 5 | 3 |
| 41 | 4 | 4 | 4 | 4 | 4 | 5 | 3 |
| 42 | 4 | 5 | 5 | 5 | 5 | 5 | 3 |
| 43 | 3 | 4 | 3 | 3 | 5 | 5 | 3 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 45 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 46 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 48 | 4 | 5 | 5 | 5 | 3 | 4 | 3 |
| 49 | 4 | 4 | 5 | 5 | 3 | 3 | 3 |
| 50 | 5 | 5 | 4 | 5 | 5 | 4 | 5 |
| 51 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 52 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 54 | 4 | 4 | 4 | 3 | 3 | 3 | 3 |
| 55 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 58 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 59 | 4 | 5 | 5 | 5 | 5 | 5 | 3 |
| 60 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 61 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 63 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 65 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 66 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 67 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 68 | 4 | 4 | 4 | 5 | 5 | 4 | 3 |
| 69 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 71 | 5 | 4 | 4 | 4 | 4 | 5 | 4 |
| 72 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 73 | 4 | 4 | 5 | 4 | 5 | 4 | 3 |
| 74 | 4 | 4 | 4 | 5 | 5 | 4 | 5 |
| 75 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
| 76 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |

| No | Brand Knowledge | | | | | | |
|-----|-----------------|----|----|----|----|----|----|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 |
| 77 | 4 | 5 | 5 | 5 | 4 | 4 | 4 |
| 78 | 4 | 4 | 3 | 4 | 3 | 3 | 3 |
| 79 | 4 | 5 | 5 | 4 | 5 | 3 | 5 |
| 80 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 81 | 4 | 4 | 4 | 4 | 3 | 3 | 2 |
| 82 | 4 | 4 | 4 | 4 | 5 | 4 | 3 |
| 83 | 5 | 5 | 5 | 5 | 4 | 4 | 5 |
| 84 | 4 | 5 | 4 | 4 | 5 | 4 | 5 |
| 85 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 86 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 87 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 89 | 4 | 4 | 4 | 4 | 3 | 4 | 5 |
| 90 | 5 | 5 | 5 | 5 | 5 | 5 | 3 |
| 91 | 5 | 4 | 5 | 4 | 4 | 5 | 3 |
| 92 | 5 | 4 | 4 | 4 | 4 | 5 | 4 |
| 93 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 94 | 4 | 5 | 4 | 4 | 5 | 5 | 4 |
| 95 | 4 | 4 | 4 | 4 | 3 | 5 | 5 |
| 96 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
| 97 | 4 | 4 | 4 | 4 | 5 | 5 | 3 |
| 98 | 5 | 5 | 5 | 5 | 4 | 4 | 3 |
| 99 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 100 | 4 | 4 | 4 | 5 | 5 | 5 | 3 |

| No | Persepsi Kualitas | | | | | | | |
|----|-------------------|----|-----|-----|-----|-----|-----|-----|
| | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 |
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 2 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 3 |
| 3 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 |
| 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 6 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 |
| 7 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 4 |
| 8 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 11 | 2 | 2 | 3 | 4 | 5 | 3 | 4 | 4 |

| No | Persepsi Kualitas | | | | | | | |
|----|-------------------|----|-----|-----|-----|-----|-----|-----|
| | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 |
| 12 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 |
| 13 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 5 |
| 14 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 |
| 15 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 |
| 16 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 18 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 19 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 |
| 20 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 |
| 21 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 22 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 |
| 23 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 |
| 24 | 1 | 2 | 2 | 4 | 3 | 2 | 4 | 4 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 26 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 27 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 29 | 2 | 2 | 2 | 3 | 4 | 3 | 4 | 4 |
| 30 | 4 | 3 | 4 | 3 | 3 | 4 | 5 | 5 |
| 31 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 3 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 33 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 34 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 4 |
| 35 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| 36 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 37 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 |
| 38 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 40 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 41 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 42 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 43 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 |
| 44 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 |
| 45 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 46 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 |
| 47 | 2 | 2 | 2 | 4 | 4 | 4 | 2 | 2 |
| 48 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 49 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 5 |
| 50 | 4 | 4 | 3 | 3 | 5 | 5 | 5 | 5 |

| No | Persepsi Kualitas | | | | | | | |
|----|-------------------|----|-----|-----|-----|-----|-----|-----|
| | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 |
| 51 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 52 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 |
| 53 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 4 |
| 54 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 |
| 55 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 56 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 3 |
| 57 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 |
| 58 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 59 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 62 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 3 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 65 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 |
| 66 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 68 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 69 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| 70 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 |
| 71 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 |
| 72 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 |
| 73 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 |
| 74 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 76 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 77 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 78 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 |
| 79 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 80 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| 81 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 4 |
| 82 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 |
| 83 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 |
| 84 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 |
| 85 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 86 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 |
| 87 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 |
| 88 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 |
| 89 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 |

| No | Persepsi Kualitas | | | | | | | |
|-----|-------------------|----|-----|-----|-----|-----|-----|-----|
| | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 |
| 90 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 91 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 92 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 |
| 93 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 94 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 3 |
| 95 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
| 96 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 97 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 |
| 98 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
| 99 | 3 | 4 | 4 | 4 | 2 | 4 | 4 | 4 |
| 100 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |

| No | Innovativeness | | | | | | |
|----|----------------|-----|-----|-----|-----|-----|-----|
| | P16 | P17 | P18 | P19 | P20 | P21 | P22 |
| 1 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 2 | 4 | 3 | 4 | 5 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 |
| 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
| 6 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 7 | 4 | 4 | 4 | 5 | 4 | 5 | 4 |
| 8 | 4 | 4 | 4 | 4 | 4 | 3 | 5 |
| 9 | 5 | 5 | 5 | 4 | 5 | 4 | 5 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 11 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 12 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| 13 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| 14 | 4 | 4 | 4 | 5 | 4 | 4 | 5 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 17 | 3 | 4 | 4 | 4 | 4 | 4 | 5 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 19 | 4 | 4 | 4 | 5 | 4 | 5 | 4 |
| 20 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 21 | 4 | 4 | 4 | 5 | 4 | 5 | 4 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 23 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 24 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |

| No | Innovativeness | | | | | | |
|----|----------------|-----|-----|-----|-----|-----|-----|
| | P16 | P17 | P18 | P19 | P20 | P21 | P22 |
| 25 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
| 26 | 4 | 5 | 4 | 5 | 4 | 4 | 5 |
| 27 | 4 | 5 | 4 | 5 | 4 | 4 | 5 |
| 28 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 29 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| 30 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 31 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 32 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 33 | 4 | 4 | 3 | 3 | 4 | 4 | 4 |
| 34 | 4 | 4 | 4 | 5 | 4 | 3 | 3 |
| 35 | 4 | 4 | 3 | 4 | 4 | 4 | 5 |
| 36 | 4 | 4 | 3 | 4 | 4 | 3 | 4 |
| 37 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 38 | 5 | 4 | 3 | 3 | 4 | 3 | 4 |
| 39 | 4 | 4 | 3 | 3 | 4 | 4 | 5 |
| 40 | 4 | 4 | 3 | 4 | 4 | 5 | 4 |
| 41 | 4 | 3 | 3 | 4 | 4 | 4 | 3 |
| 42 | 4 | 4 | 5 | 4 | 4 | 5 | 4 |
| 43 | 4 | 4 | 2 | 4 | 4 | 4 | 5 |
| 44 | 3 | 3 | 3 | 3 | 4 | 3 | 4 |
| 45 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| 46 | 4 | 4 | 4 | 3 | 4 | 4 | 3 |
| 47 | 2 | 4 | 2 | 4 | 4 | 4 | 4 |
| 48 | 5 | 3 | 4 | 4 | 2 | 3 | 5 |
| 49 | 5 | 4 | 5 | 3 | 3 | 3 | 3 |
| 50 | 5 | 3 | 4 | 4 | 5 | 5 | 5 |
| 51 | 5 | 5 | 4 | 3 | 4 | 4 | 4 |
| 52 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 53 | 4 | 5 | 4 | 4 | 4 | 3 | 3 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 55 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 56 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 57 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 58 | 4 | 4 | 4 | 4 | 5 | 3 | 4 |
| 59 | 4 | 4 | 4 | 5 | 5 | 4 | 5 |
| 60 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 61 | 4 | 4 | 4 | 3 | 4 | 3 | 4 |
| 62 | 3 | 3 | 4 | 4 | 4 | 3 | 4 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |

| No | Innovativeness | | | | | | |
|-----|----------------|-----|-----|-----|-----|-----|-----|
| | P16 | P17 | P18 | P19 | P20 | P21 | P22 |
| 64 | 4 | 4 | 4 | 5 | 4 | 3 | 4 |
| 65 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 66 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 67 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 68 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 70 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 71 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 72 | 4 | 4 | 4 | 5 | 5 | 4 | 4 |
| 73 | 4 | 4 | 3 | 4 | 4 | 4 | 5 |
| 74 | 4 | 4 | 4 | 5 | 4 | 5 | 5 |
| 75 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| 76 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 77 | 4 | 5 | 4 | 3 | 5 | 5 | 4 |
| 78 | 4 | 3 | 3 | 2 | 2 | 3 | 4 |
| 79 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 80 | 3 | 4 | 4 | 3 | 3 | 3 | 3 |
| 81 | 3 | 4 | 3 | 2 | 4 | 4 | 3 |
| 82 | 4 | 4 | 3 | 3 | 4 | 4 | 4 |
| 83 | 5 | 4 | 3 | 3 | 4 | 4 | 4 |
| 84 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 85 | 5 | 5 | 3 | 5 | 5 | 4 | 4 |
| 86 | 3 | 4 | 4 | 3 | 3 | 3 | 3 |
| 87 | 4 | 4 | 4 | 5 | 5 | 4 | 4 |
| 88 | 3 | 4 | 4 | 4 | 3 | 3 | 3 |
| 89 | 4 | 3 | 4 | 4 | 4 | 4 | 5 |
| 90 | 4 | 4 | 3 | 3 | 4 | 4 | 4 |
| 91 | 5 | 5 | 5 | 4 | 4 | 4 | 5 |
| 92 | 4 | 4 | 4 | 5 | 5 | 5 | 4 |
| 93 | 4 | 5 | 5 | 5 | 5 | 4 | 4 |
| 94 | 4 | 5 | 4 | 4 | 5 | 4 | 4 |
| 95 | 4 | 4 | 4 | 5 | 5 | 4 | 4 |
| 96 | 4 | 5 | 3 | 4 | 5 | 4 | 5 |
| 97 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |
| 98 | 4 | 5 | 5 | 5 | 4 | 4 | 5 |
| 99 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 100 | 4 | 4 | 5 | 5 | 4 | 4 | 5 |

| No | Minat Beli | | | | | | | |
|----|------------|-----|-----|-----|-----|-----|-----|-----|
| | P23 | P24 | P25 | P26 | P27 | P28 | P29 | P30 |
| 1 | 4 | 4 | 4 | 4 | 4 | 3 | 1 | 4 |
| 2 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 3 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 |
| 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
| 5 | 3 | 4 | 4 | 5 | 4 | 1 | 3 | 5 |
| 6 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 3 |
| 7 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 |
| 8 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 |
| 9 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 |
| 10 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 11 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 16 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| 17 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 23 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 24 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 25 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 |
| 26 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 27 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 28 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 |
| 29 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 30 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 31 | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 2 |
| 32 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 4 |
| 33 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 34 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 |
| 35 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 36 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 |
| 37 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |

| No | Minat Beli | | | | | | | |
|----|------------|-----|-----|-----|-----|-----|-----|-----|
| | P23 | P24 | P25 | P26 | P27 | P28 | P29 | P30 |
| 38 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 39 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 5 |
| 40 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 41 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 42 | 3 | 4 | 4 | 5 | 4 | 1 | 3 | 5 |
| 43 | 5 | 5 | 3 | 5 | 5 | 1 | 1 | 5 |
| 44 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 |
| 45 | 4 | 3 | 4 | 4 | 4 | 2 | 4 | 4 |
| 46 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 5 |
| 47 | 4 | 4 | 2 | 4 | 2 | 4 | 2 | 2 |
| 48 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 |
| 49 | 4 | 5 | 3 | 3 | 3 | 4 | 3 | 2 |
| 50 | 5 | 5 | 3 | 5 | 3 | 4 | 4 | 5 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 52 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 |
| 53 | 3 | 5 | 4 | 5 | 4 | 4 | 5 | 5 |
| 54 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 |
| 55 | 5 | 5 | 4 | 5 | 4 | 3 | 3 | 5 |
| 56 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 4 |
| 57 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 |
| 58 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 |
| 59 | 4 | 4 | 4 | 5 | 5 | 5 | 2 | 5 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 61 | 4 | 4 | 4 | 5 | 4 | 1 | 4 | 4 |
| 62 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 |
| 63 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 65 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 |
| 66 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| 67 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| 68 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 |
| 69 | 4 | 5 | 5 | 5 | 5 | 2 | 4 | 4 |
| 70 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 72 | 4 | 4 | 3 | 4 | 4 | 2 | 3 | 5 |
| 73 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 74 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 |
| 75 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 4 |
| 76 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |

| No | Minat Beli | | | | | | | |
|-----|------------|-----|-----|-----|-----|-----|-----|-----|
| | P23 | P24 | P25 | P26 | P27 | P28 | P29 | P30 |
| 77 | 4 | 5 | 4 | 5 | 4 | 4 | 2 | 2 |
| 78 | 3 | 4 | 3 | 4 | 4 | 2 | 2 | 4 |
| 79 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 |
| 80 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 2 |
| 81 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 2 |
| 82 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 4 |
| 83 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 5 |
| 84 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 |
| 85 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 |
| 86 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 5 |
| 87 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 88 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 89 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
| 90 | 3 | 4 | 4 | 5 | 3 | 3 | 3 | 4 |
| 91 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| 92 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 93 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 94 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
| 95 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 |
| 96 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 97 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 |
| 98 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 99 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 100 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 |

Lampiran – 7 Hasil Uji Persyaratan Analisis Data

Uji Normalitas

| One-Sample Kolmogorov-Smirnov Test | | |
|------------------------------------|----------------|-------------------------|
| | | Unstandardized Residual |
| N | | 101 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 2.69187061 |
| Most Extreme Differences | Absolute | .071 |
| | Positive | .057 |
| | Negative | -.071 |
| Kolmogorov-Smirnov Z | | .709 |
| Asymp. Sig. (2-tailed) | | .696 |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |

Uji Multikolinieritas

| Coefficients ^a | | | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|-------|--------|-------------------------|------------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | B | Std. Error | Beta | | | Tolerance | VIF |
| | (Constant) | 10.158 | 3.727 | 2.726 | .008 | | |
| 1 | Brand Knowledge | -.110 | .104 | -.094 | -1.056 | .294 | .797 1.255 |
| | Persepsi Kualitas | .202 | .085 | .231 | 2.385 | .019 | .670 1.494 |
| | Innovativeness | .667 | .114 | .513 | 5.837 | .000 | .815 1.227 |
| | | | | | | | |

a. Dependent Variable: Jumlah Minat Beli

Uji Heteroskedastisitas

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
|-------|-----------------------------|------------|---------------------------|---|--------|------|
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | 5.817 | 2.314 | | 2.513 | .014 |
| | Brand Knowledge | -.057 | .065 | | -.887 | .377 |
| | Persepsi Kualitas | .012 | .053 | | .228 | .820 |
| | Innovativeness | -.085 | .071 | | -1.203 | .232 |

a. Dependent Variable: RES2

Uji Autokorelasi

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .625 ^a | .391 | .372 | 2.733 | 1.818 |

a. Predictors: (Constant), Jumlah Brand Knowledge, Jumlah Innovativeness, Jumlah Persepsi Kualitas

b. Dependent Variable: Minat Beli

Lampiran – 8 Hasil Uji Analisis Regresi Linear Berganda

Uji Analisis Regresi Linear Berganda

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 10.158 | 3.727 | | 2.726 | .008 |
| Brand Knowledge | -.110 | .104 | -.094 | -1.056 | .294 |
| Persepsi Kualitas | .202 | .085 | .231 | 2.385 | .019 |
| Innovativeness | .667 | .114 | .513 | 5.837 | .000 |

a. Dependent Variable: Jumlah Minat Beli

Uji F

ANOVA^a

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|-----|-------------|--------|-------------------|
| 1 Regression | 464.472 | 3 | 154.824 | 20.725 | .000 ^b |
| Residual | 724.617 | 97 | 7.470 | | |
| Total | 1189.089 | 100 | | | |

a. Dependent Variable: Jumlah Minat Beli

b. Predictors: (Constant), Jumlah Brand Knowledge, Jumlah Innovativeness, Jumlah Persepsi Kualitas

Uji t

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
|-------|-----------------------------|------------|---------------------------|-------|--------|------|
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | 10.158 | 3.727 | | 2.726 | .008 |
| | Brand Knowledge | -.110 | .104 | -.094 | -1.056 | .294 |
| | Persepsi Kualitas | .202 | .085 | .231 | 2.385 | .019 |
| | Innovativeness | .667 | .114 | .513 | 5.837 | .000 |

a. Dependent Variable: Minat Beli

Koefisien Determinasi (R²)

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .625 ^a | .391 | .372 | 2.733 |

a. Predictors: (Constant), Brand Knowledge, Innovativeness, Persepsi Kualitas