



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

|     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 76  | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 77  | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 |
| 78  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 79  | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 80  | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 |
| 81  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 82  | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 83  | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 84  | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 85  | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 |
| 86  | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 87  | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 88  | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 89  | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 |
| 90  | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 2 | 3 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 91  | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 |
| 92  | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 93  | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 94  | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 95  | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 |
| 96  | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 97  | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 98  | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 |
| 99  | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 100 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 |

**LAMPIRAN 2**  
**VALIDITAS DAN RELIABILITAS**

**CITRA MEREK**

**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.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .919             | 6          |

**Item-Total Statistics**

|        | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation |
|--------|----------------------------|--------------------------------|----------------------------------|
| citra1 | 35.2667                    | 27.444                         | .820                             |
| citra2 | 34.8667                    | 31.016                         | .402                             |
| citra3 | 34.9667                    | 30.378                         | .592                             |
| citra4 | 35.4000                    | 27.697                         | .598                             |
| citra5 | 35.5333                    | 25.637                         | .806                             |
| citra6 | 35.4333                    | 25.633                         | .780                             |

**Scale Statistics**

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 38.7667 | 33.771   | 5.81130        | 6          |

**HARGA**

**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.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .867             | 8          |

**Item-Total Statistics**

|         | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation |
|---------|----------------------------|--------------------------------|----------------------------------|
| harga1  | 21.3333                    | 7.402                          | .731                             |
| harga2  | 21.2667                    | 7.789                          | .665                             |
| harga3  | 21.2333                    | 7.702                          | .878                             |
| harga4  | 21.2333                    | 7.702                          | .878                             |
| harga5  | 20.9667                    | 9.757                          | .514                             |
| harga6  | 20.9000                    | 9.886                          | .518                             |
| harga7  | 21.0667                    | 10.064                         | .366                             |
| harga 8 | 21.0997                    | 9.67                           | .516                             |

**Scale Statistics**

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 24.6667 | 11.471   | 3.38693        | 8          |

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 29 | 100.0 |
|       | Excluded <sup>a</sup> | 1  | 0.4   |
|       | Total                 | 29 | 96.0  |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .753             | 6          |

### Item-Total Statistics

|        | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation |
|--------|----------------------------|--------------------------------|----------------------------------|
| layan1 | 10.7333                    | 2.409                          | .410                             |
| layan2 | 10.9667                    | 1.413                          | .734                             |
| layan3 | 10.6667                    | 2.368                          | .504                             |
| layan4 | 10.9333                    | 1.415                          | .310                             |
| layan5 | 10.8776                    | 2.462                          | .425                             |
| layan6 | 10.9998                    | 3.265                          | .629                             |

### Scale Statistics

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 14.4333 | 3.220    | 1.79431        | 6          |

**KEPUTUSAN PEMBELIAN****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.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .912             | 8          |

**Item-Total Statistics**

|            | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation |
|------------|----------------------------|--------------------------------|----------------------------------|
| keputusan1 | 25.1667                    | 10.489                         | .897                             |
| keputusan2 | 25.0333                    | 12.930                         | .420                             |
| keputusan3 | 25.2333                    | 10.461                         | .910                             |
| keputusan4 | 25.1667                    | 10.420                         | .916                             |
| keputusan5 | 24.9667                    | 13.206                         | .442                             |
| keputusan6 | 25.1000                    | 10.783                         | .824                             |
| keputusan7 | 25.1333                    | 10.602                         | .868                             |
| keputusan8 | 24.8667                    | 13.637                         | .372                             |

**Scale Statistics**

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 28.6667 | 14.920   | 3.86258        | 8          |

### LAMPIRAN 3

#### Regression

Variables Entered/Removed<sup>a</sup>

| Model | Variables Entered                                      | Variables Removed | Method  |
|-------|--|-------------------|---------|
| 1     | citramerek,<br>harga,<br>kualitas_layanan <sup>b</sup> |                   | . Enter |

- a. Dependent Variable: keputusan\_pembelian  
b. All requested variables entered.

#### Uji t

Coefficients<sup>a</sup>

| Model      | Unstandadized Coefficients |            | Standardized coefficients | t     | Sig. |
|------------|----------------------------|------------|---------------------------|-------|------|
|            | B                          | Std. Error | Beta                      |       |      |
| (Constant) | ,187                       | ,578       |                           | ,323  | ,748 |
| CMTOTAL    | ,329                       | ,109       | ,330                      | 3,011 | ,004 |
| PHTOTAL    | ,109                       | ,154       | ,070                      | ,707  | ,482 |
| KLTOTAL    | ,552                       | ,133       | ,435                      | 3,920 | ,000 |

- a. Dependent Variable: keputusan pembelian

#### Uji F

ANOVA<sup>a</sup>

| Model      | Sum of Squares | Df | Mean Square | F      | Sig.              |
|------------|----------------|----|-------------|--------|-------------------|
| Regression | 5,926          | 3  | 1,975       | 15,520 | ,000 <sup>b</sup> |
| Residual   | 7,382          | 58 | ,127        |        |                   |
| Total      | 13,307         | 61 |             |        |                   |

- a. Dependent Variable: keputusan pembelian  
b. Predictors: (Constant), Kualitas Layanan, Harga, Citra Merek



## LAMPIRAN 4

Uji Koefisien Determinasi ( $R^2$ )Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | ,667 <sup>a</sup> | ,445     | ,417              | ,35675                     |

a. Predictors: (Constant), citramerek, harga, kualitas\_layanan

b. Dependent Variable: keputusan\_pembelian

