Lampiran 1

Gambar Penghargaan Tas Sophie Paris

Gambar Produk Tas Sophie Paris
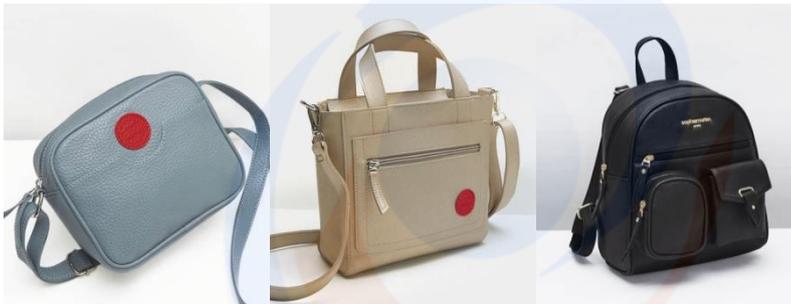
Gambar Ulasan Konsumen Terhadap Kualitas Produk Tas Sophie Paris

a*****a

★★★☆☆

untuk jahitan luar lumayan rapi, tapi bagian dalamnya aja kurang rapi. Sayangnya tasnya gak pake resleting, tutupnya juga gak full menutupi permukaan tas yg gak pake resleting. Kalau untuk bahannya bagus, gak kaku.

01-06-2020 06:32

auliyaayuningtiyas

★★★★☆

Tapi aku kira talinya bisa diatur panjang pendek tapi ternyata engg

Kualitas produk baik.   Harga produk baik.

Kecepatan pengiriman baik.

Respon penjual baik.

26-09-2019 16:20

a*****r
★★★★★

Bagus bangetttt, tas nya sesuai dengan ekspektasi, bahannya bagus, tas nya wangi, pengiriman nya super cepat, pengemasan juga cepat, respon penjual juga baik pokonya recommended dehhh

Kualitas produk sangat baik.   Produk original.

Kecepatan pengiriman sangat baik.

Respon penjual sangat baik.

06-06-2020 16:17

miftahurizqi98_
★★★★★

Keseluruhan bagus 🙂 tapi bagian bawahnya lemnya kurang, lebih baik dijahit semua aja si Semoga awet 😄 sukses selalu kak

Produk original.   Harga produk sangat baik.

Kecepatan pengiriman sangat baik.

Respon penjual sangat baik.

11-07-2020 19:26

rizchaamelia
★★★★★

PARAAA BAGUS BGT DONGG😊😊 diluar ekspektasi bahannya bagus, kuat trs jg bentuknya lucuu worth it lah sama harganya ga nyesel beli di sophie martin emg kualitas terjamin 💗💗

Kualitas produk sangat baik.   Produk original.

Harga produk sangat baik.

Kecepatan pengiriman sangat baik.

Respon penjual sangat baik.

17-01-2020 12:48

fitriyaniv
★★★★★

Paketnya sudah datang,,tas nya cantik banget terimakasih banyak,,dari segi bahan juga berkualitas gk mengecewakan jahitan jg rapi,,bahan tas nya ada yg dari semi kulit tp bagus walaupun semi namun gak gampang mengelupas, n ada dasar parasut nya jg tebal kalau terkenak air gak bocor kedalam worth it

29-07-2019 17:17

tiffaniutamiputri
★★★★★

Ku pikir besar ternyata kecil wkwk gpp lah. Tengkiuu

30-01-2020 18:11

ranialstr
★★★★☆

Barang bagus, kualitas tidak mengecewakan tapi kurang sesuai ekspektasi.

Kualitas produk baik.   Harga produk baik.

Respon penjual baik.

07-07-2020 15:27

diyanahhanin
★★★★☆

Sukaaaa banget sama tasnyaaa. Good joob sophie martin! Good joob sophie martin! Good joob sophie martin! Pokonya ngga nyeselndeh. Lumayan bisa buat kuliah. Thank you :)

Kualitas produk baik. Produk original.
Harga produk baik. Kecepatan pengiriman baik.

16-01-2020 12:54

vinnylareinaaudrey
★★★★★

Tasnya bagus, bahannya tebel... Sesuai ekspektasi... Gak nyesel beli tas ini, buat jalan bisa, buat kerja jg bisa... Gooodddd

Kualitas produk sangat baik. Produk original.

06-02-2020 23:40

rizchaamelia
★★★★★

PARAAA BAGUS BGT DONGG😍😍 diluar ekspektasi bahannya bagus, kuat trs jg bentuknya lucuu worth it lah sama harganya ga nyesel beli di sophie martin emg kualitas terjamin 💜 💜

Kualitas produk sangat baik. Produk original.
Harga produk sangat baik.
Kecepatan pengiriman sangat baik.
Respon penjual sangat baik.

17-01-2020 12:48

r***i**
★★★★★

Bgus oke barangnya cuman terlalu kecil buat naruh handphone kirain agak gedean bagian resleting

Kualitas produk sangat baik. Produk original.

03-06-2020 18:02

noviratri18
★★★★★

Barang nya bagusss banget,simple elegan mewah lah terlihat,sesuai dengan gambar

08-06-2020 14:46

ferawdy828
★★★★★

Tasnya udah nyampe bagus banget trus realpict walopun tempat masuk tangannya kaya sempit gitu trus ada beberapa jahitan yang agak sedikit kurang rapi. Pengirimannya cepet cuma pengemasannya yang agak Lama.

09-06-2020 13:14

z***8**
★★★☆☆

Pengiriman cepat dan barangnya bagus...tapi ternyta ukurannya kecil...hehe

01-05-2020 19:05

maryamshop
★★★☆☆

Sayang ada yg cacat dibagian tali nya. Sobek ☹

22-05-2020 19:09

j*****s
★★★★★

bagus bangettttt, sesuai sm fotoo,
pengirimannyaa juga cpt bangettt

Kualitas produk sangat baik.   Produk original.

Harga produk sangat baik.

Kecepatan pengiriman sangat baik.

16-05-2020 11:03

sriewhy
★★★★★

Lucu mungil, cuma bagian atasnya agak sempit
resletingnya

Kualitas produk sangat baik.   Produk original.

Harga produk sangat baik.

Kecepatan pengiriman sangat baik.

Respon penjual sangat baik.

14-05-2020 15:25

annisaindriatiqodryanto
★★★★★

Bagus bangettt,tp agak kecil si buat masukin
barangnyaa.....lumayan lah klo harga
segituu.ngirimnya juga cepet pake banget

Kualitas produk sangat baik.   Produk original.

Harga produk sangat baik.

Kecepatan pengiriman sangat baik.

Respon penjual sangat baik.

28-06-2020 12:38

g*****.
★★★★★

Selalu bagus belanja d sophiemartin..
Pengiriman cepet, kualitas oke.. Terimakasih

24-06-2020 20:29

ranialstr
★★★★☆

Barang bagus, kualitas tidak mengecewakan tapi
kurang sesuai ekspektasi.

Kualitas produk baik.   Harga produk baik.

Respon penjual baik.

07-07-2020 15:27

dewigustianaputri
★★★★☆

Bagus tasnya, tp resleting tempat masuknya
kecil. Jd klo mau pakai tas ini bawa dompet yg
kecil juga agar dpt masuk ke tas.

01-07-2020 15:12

lailatrm
★★★★★

Barang sesuai realpict banget, ori, pokoknya
recommended, packing rapi apalagi ditambah
kardusnya tidak ada cacat sedikitpun,
pengiriman sangat sangat cepet sekali, Terima
kasih min

06-07-2020 12:45

Model Penelitian`
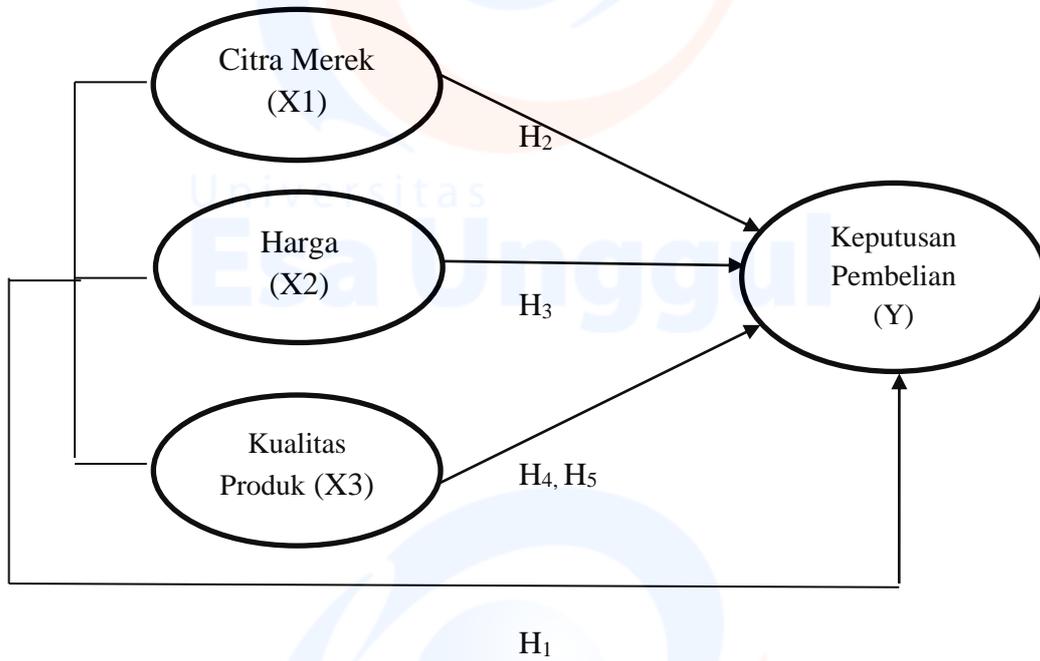
Gambar 2.1 Model Penelitian
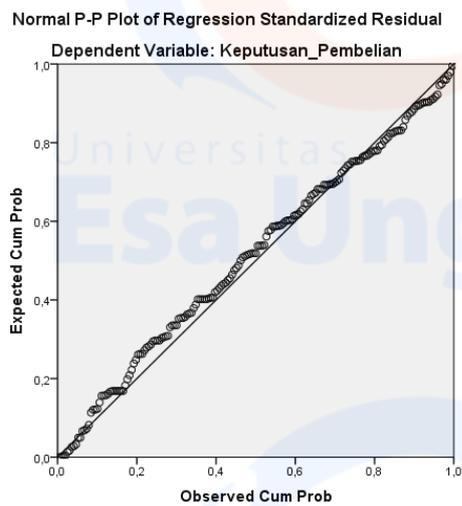
Gambar 4.1 Grafik Normal Plot P-P
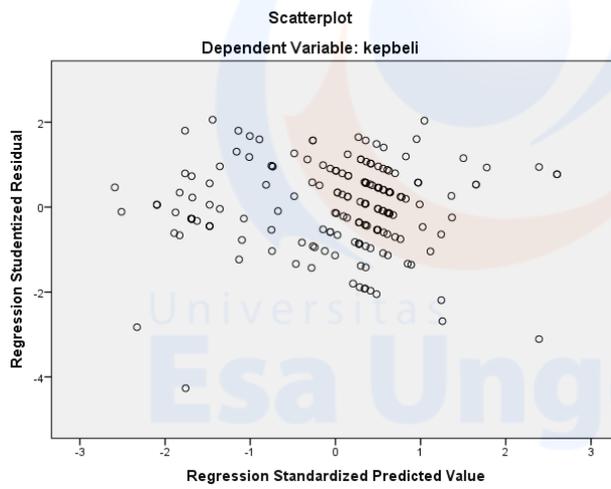
Gambar 4.2 Grafik Scatterplot

Lampiran 2

KUESIONER PENELITIAN

Pengaruh Citra Merek, Harga, dan Kualitas Produk terhadap Keputusan Pembelian Tas Sophie Paris

Kepada Yth. Saudara/i. di Tempat

Perkenalkan nama saya Devi Anggrahini Mahasiswa Universitas Esa Unggul, Fakultas Ekonomi dan Bisnis Program Studi Manajemen. Saya ingin memohon bantuan dari saudara/i semua untuk bersedia mengisi kuesioner ini sebagai tahap awal dalam menyelesaikan tugas akhir penelitian saya yang berjudul "Pengaruh Citra Merek, Harga, dan Kualitas Produk terhadap Keputusan Pembelian tas Sophie Paris". Mohon kesedian Saudara/i untuk mengisi kuesioner ini dengan sebaik-baiknya dan sejujur-jujurnya. Oleh karena itu, atas kesedian Saudara/i sekalian dalam mengisi kuesioner ini saya mengucapkan banyak terima kasih dan memohon maaf telah menyita waktu Saudara/isekalian.

Hormat saya,

Devi Anggrahini

Petunjuk Pengisian Bagian I

Pilih salah satu jawaban yang menurut anda tepat dan berikan tanda (X) untuk menjawab setiap pertanyaan

Data Responden

1. Jenis Kelamin

   a. Laki-Laki

   b. Perempuan

2. Usia

   a. 17-21 Tahun

   b. 22-26 Tahun

   c. 27-30 Tahun

   d. Lebih dari 30 Tahun

4. Pekerjaan

   a. Mahasiswa/Pelajar

   b. Pegawai

   c. Wiraswasta

   d. Lainnya ....

5. Tingkat pendapatan perbulan :

   a. Rp. 1.000.000 – Rp. 3.000.000

   b. Rp. 3.000.000 – Rp. 5.000.000

   c. Rp. 5.000.000 – Rp. 10.000.000

   d. Lebih dari Rp. 10.000.000

Petunjuk pengisian bagian 2

Berikan tanda (X) pada kotak yang sesuai dengan pilihan anda. Terdapat 4 (empat) alternatif pengisian jawaban yaitu:

1. STS   = Sangat TidakSetuju
2. TS   = TidakSetuju
3. S   =Setuju
4. SS   = SangatSetuju

No	Pernyataan	Jawaban Responden			
		STS	TS	S	SS
Citra Merek					
1.	Tas Sophie Paris memiliki reputasi yang baik.				
2.	Tas Sophie Paris merupakan merek terkenal.				
3.	Tas Sophie paris memiliki citra produk yang baik				
4.	Tas Sophie Paris memiliki citra merek yang *fashionable*.				
5.	Logo tas Sophie Paris mudah diingat				
6.	Nama merek Sophie Paris mudah diingat				
Harga					
7.	Harga tas Sophie Paris terjangkau oleh semua kalangan.				
8..	Harga yang ditetapkan sesuai dengan kualitas produk.				
9.	Harga tas Sophie Paris dapat bersaing dengan harga tas merek lain.				
10.	Harga yang ditawarkan sesuai dengan manfaat yang didapatkan				
Kualitas Produk					
11.	Kinerja dari produk tas Sophie Paris sesuai harapan saya				
12.	Tas Sophie Paris memiliki kualitas produk yang bagus.				
13.	Tas Sophie Paris memiliki bahan yang sesuai dengan kebutuhan.				

14.	Tas Sophie Paris selalu mengikuti *trend mode*				
15.	Model tas Sophie Paris tersedia untuk kegiatan apapun.				
16.	Tas Sophie Paris memiliki fungsi produk yang sesuai dengan kebutuhan				
17.	Tas Sophie Paris memiliki bahan kulit sintesis yang berkualitas.				
18.	Tas Sophie Paris menyedikan berbagai ukuran sesuai kebutuhan.				
19.	Tas Sophie Paris memiliki jahitan yang rapih.				
20.	Bahan kulit tas Sophie Paris tidak mudah rusak.				
21.	Tas Sophie Paris menyesuaikan dengan aktivitas penggunanya.				
22.	Tas Sophie Paris tidak memerlukan perawatan secara khusus.				
23.	Tas Sophie Paris memiliki desain yang menarik.				
24.	Tas Sophie Paris memiliki perpaduan warna dan model yang selaras				
25.	Tas Sophie Paris memberikan kesan *fashion* yang berkelas.				
26.	Tas Sophie paris memiliki reputasi merek dengan harga yang bersaing.				
Keputusan pembelian					
27.	Model tas Sophie Paris bervariasi.				
28.	Warna tas Sophie Paris sesuai dengan selera saya.				

No.	Pernyataan				
29.	Ukuran tas Sophie Paris sesuai dengan kebutuhan saya.				
30.	Membeli tas Sophie Paris karena senang terhadap desain				
31.	Saya membeli tas Sophie Paris karena merek terkenal				
32.	Nama merek menggunakan kata "Paris" mencerminkan tas yang memiliki reputasi fashion dunia.				
33.	Saya membeli tas Sophie Paris secara *online* maupun *offline*.				
34.	Saya membeli tas Sophie Paris sesuai jumlah keinginan.				
35.	Saya membeli tas Sophie Paris ketika membutuhkan.				
36.	Saya membeli tas Sophie Paris ketika ada diskon.				
37.	Saya membeli tas Sophie Paris karena menyediakan pembayaran non tunai (debit) dan tunai				

Hasil Tabulasi 185 Responden

Citra Merek (X1)						Total
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Harga (X2)				Total
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Keputusan Pembelian (Y)											Total
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4	3	4	3	3	3	3	3	3	3	3	35
4	4	4	4	4	4	4	3	3	3	3	40
3	4	3	3	3	4	4	3	3	3	3	36
3	4	3	4	3	4	3	4	3	4	3	38
3	4	3	4	3	4	3	4	3	3	3	37
3	3	3	4	3	3	3	3	3	2	3	33
3	3	3	4	3	3	3	3	3	4	3	35
3	3	3	3	3	3	2	3	3	3	3	32
4	3	3	4	3	4	3	4	3	4	3	38
3	3	3	3	3	3	3	3	3	3	3	33
3	4	3	3	3	3	4	3	3	3	3	35
3	3	3	3	3	3	3	3	3	3	3	33
4	3	4	3	3	4	3	4	3	4	4	39
4	4	4	4	4	4	4	4	4	4	4	44
3	4	3	4	3	4	3	4	3	4	3	38
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4	3	4	4	4	3	4	3	4	3	4	40
4	3	3	4	4	3	4	3	3	3	4	38
4	4	3	3	2	3	3	4	4	4	2	36
4	4	4	4	4	4	4	4	4	4	4	44

4	3	4	4	3	3	4	4	3	3	4	39
4	4	4	4	4	4	4	4	4	4	4	44
4	4	3	3	4	3	3	3	4	4	4	39
4	3	3	3	2	3	3	4	4	4	2	35
4	4	3	3	3	4	4	3	4	3	4	39
3	3	3	3	3	3	3	3	3	3	3	33
4	3	4	3	3	3	4	4	4	4	3	39
3	3	3	3	3	3	4	3	3	3	3	34
2	2	3	3	2	2	2	2	2	3	3	26
3	3	3	3	3	3	3	3	3	3	3	33
4	3	4	3	4	3	3	3	4	3	3	37
3	3	3	3	3	3	3	3	3	3	3	33
4	4	3	4	3	4	3	4	3	4	3	39
4	3	4	3	4	3	4	3	4	3	4	39
4	3	4	4	3	4	3	4	4	3	4	40
4	3	3	3	3	3	3	3	3	3	3	34
3	3	3	4	3	3	3	3	4	4	4	37
3	4	3	3	3	4	3	3	3	4	4	37
4	3	4	3	3	4	4	4	4	4	4	41
3	3	4	4	4	4	3	3	4	3	3	38
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3	3	3	3	3	3	3	3	4	3	3	34
3	3	3	3	3	3	3	3	3	3	3	33
4	3	4	4	3	3	4	4	4	4	3	40
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4	4	3	4	4	3	3	4	4	3	4	40
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4	3	3	3	3	3	3	3	3	3	3	34
4	3	4	3	4	4	4	4	4	4	4	42
3	3	3	4	4	4	4	4	4	4	4	41

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4	4	4	3	3	2	4	2	4	4	2	36
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4	4	4	4	3	2	4	3	4	4	3	39
3	3	4	3	3	4	3	3	3	4	4	37
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3	4	4	3	3	4	3	4	3	3	3	37
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4	4	3	4	2	4	4	4	4	4	4	41
3	3	4	4	3	3	4	3	3	3	3	36
3	4	3	2	3	3	4	4	3	4	3	36
3	3	3	3	3	3	3	3	3	3	3	33
3	4	3	3	4	3	4	4	3	2	3	36
3	3	4	4	3	3	4	4	4	4	2	38
4	4	4	3	3	3	3	3	3	3	3	36
4	4	3	3	2	3	4	3	3	4	4	37
3	3	3	3	3	3	3	3	3	3	3	33
4	4	3	3	4	4	3	3	4	4	3	39
3	3	3	3	3	4	4	3	3	3	3	35
3	3	3	3	3	3	3	3	4	4	3	35
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3	3	3	3	3	3	3	3	3	3	3	33
3	3	3	3	3	3	4	4	4	4	4	38
4	4	4	4	4	4	4	4	4	4	4	44
4	3	3	3	3	2	3	4	3	4	3	35
3	3	3	3	3	3	3	3	3	3	3	33
3	4	4	3	2	4	3	4	3	3	4	37
3	3	3	3	3	3	3	3	3	3	3	33
3	3	3	3	3	3	3	3	3	3	3	33
4	4	3	3	4	3	3	3	3	4	3	37
3	3	3	3	3	3	3	3	3	3	3	33
3	3	3	3	2	3	3	3	3	3	3	32
4	4	3	3	4	3	3	3	4	4	3	38
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3	3	3	3	3	3	3	3	3	4	3	34
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3	3	3	3	3	3	3	3	3	3	3	33
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4	4	3	4	4	4	4	3	3	3	3	39

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4	4	3	3	3	2	3	3	3	3	3	34
3	4	3	4	3	3	3	4	2	3	3	35
4	4	3	3	3	3	3	3	4	4	3	37
3	4	4	3	3	3	4	3	3	4	4	38
4	4	4	4	4	3	3	3	4	4	3	40
3	3	4	3	3	3	2	3	4	4	2	34
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3	4	4	3	3	3	3	3	3	4	2	35
3	3	3	3	3	3	3	3	3	3	2	32
3	4	4	3	3	3	3	3	3	4	3	36
3	4	4	3	3	3	3	3	3	4	2	35
3	4	4	3	3	3	3	3	3	4	2	35
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3	4	4	3	3	3	3	3	3	4	2	35
3	3	4	4	3	3	3	3	3	4	3	36
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4	4	3	3	4	3	3	4	4	4	3	39
3	3	4	4	4	3	3	3	4	3	3	37
4	3	4	4	4	4	4	4	3	4	3	41
4	4	3	3	3	4	4	4	3	3	3	38
4	3	3	3	4	4	4	3	3	3	4	38
4	4	4	3	3	3	3	3	4	4	3	38
4	3	3	3	3	4	4	4	3	3	3	37
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3	3	4	3	4	4	3	4	3	4	3	38
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4	4	3	3	4	3	3	4	3	3	3	37
3	4	3	4	4	4	3	3	3	4	4	39

3	3	4	4	3	3	4	4	3	3	3	37
3	3	4	4	3	3	4	4	3	3	3	37
4	4	4	4	4	3	4	4	4	4	3	42
4	4	4	4	3	4	3	3	3	4	4	40
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4	4	4	4	4	3	3	3	4	4	3	40
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4	3	3	4	3	4	4	4	4	4	3	40
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4	4	3	4	3	4	4	3	4	4	4	41
4	3	4	4	3	4	3	4	3	4	3	39
4	3	4	3	4	4	2	3	4	4	3	38
4	3	3	3	3	4	4	4	3	3	3	37
4	4	4	4	4	3	3	3	3	4	4	40
3	4	3	3	4	4	3	4	3	4	4	39

Uji Validitas Citra Merek

Correlations

		CM1	CM2	CM3	CM4	CM5	CM6	TOT
CM1	Pearson Correlation	1	.436**	.235**	.218**	.134	.092	.626**
	Sig. (2-tailed)		.000	.001	.003	.068	.215	.000
	N	185	185	185	185	185	185	185
CM2	Pearson Correlation	.436**	1	.176*	.211**	.115	.229**	.651**
	Sig. (2-tailed)	.000		.016	.004	.118	.002	.000
	N	185	185	185	185	185	185	185
CM3	Pearson Correlation	.235**	.176*	1	.062	.064	-.023	.432**
	Sig. (2-tailed)	.001	.016		.402	.383	.761	.000
	N	185	185	185	185	185	185	185
CM4	Pearson Correlation	.218**	.211**	.062	1	.166*	.159*	.540**
	Sig. (2-tailed)	.003	.004	.402		.024	.031	.000
	N	185	185	185	185	185	185	185
CM5	Pearson Correlation	.134	.115	.064	.166*	1	.322**	.555**
	Sig. (2-tailed)	.068	.118	.383	.024		.000	.000
	N	185	185	185	185	185	185	185
CM6	Pearson Correlation	.092	.229**	-.023	.159*	.322**	1	.541**
	Sig. (2-tailed)	.215	.002	.761	.031	.000		.000
	N	185	185	185	185	185	185	185
TOT	Pearson Correlation	.626**	.651**	.432**	.540**	.555**	.541**	1

| Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | |
| N | | 185 | 185 | 185 | 185 | 185 | 185 | 185 |

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

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

Hasil Uji Validitas Harga

Correlations

		HRG1	HRG2	HRG3	HRG4	TOTHRG
HRG1	Pearson Correlation	1	.201**	.115	.084	.563**
	Sig. (2-tailed)		.006	.118	.256	.000
	N	185	185	185	185	185
HRG2	Pearson Correlation	.201**	1	.195**	.224**	.598**
	Sig. (2-tailed)	.006		.008	.002	.000
	N	185	185	185	185	185
HRG3	Pearson Correlation	.115	.195**	1	.337**	.640**
	Sig. (2-tailed)	.118	.008		.000	.000
	N	185	185	185	185	185
HRG4	Pearson Correlation	.084	.224**	.337**	1	.317**
	Sig. (2-tailed)	.256	.002	.000		.000
	N	185	185	185	185	185
TOTHRG	Pearson Correlation	.563**	.598**	.640**	.317**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	185	185	185	185	185

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

Hasil Uji Validitas Kualitas Produk

Correlations

		KUAL1	KUAL2	KUAL3	KUAL4	KUAL5	KUAL6	KUAL7	KUAL8	KUAL9	KUAL10	KUAL11	KUAL12	KUAL13	KUAL14	KUAL15	KUAL16	TOTKUAL
KUAL1	Pearson Correlation	1	.233**	.200**	.139	.208**	.274**	.242**	.073	.181*	.009	.284**	.196**	.223**	.166*	.217**	.129	.505**
	Sig. (2-tailed)		.001	.006	.059	.004	.000	.001	.320	.014	.903	.000	.007	.002	.024	.003	.080	.000
	N	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185
KUAL2	Pearson Correlation	.233**	1	.050	.202**	.091	.143	.305**	.262**	.149*	.302**	.002	.249**	.158*	.163*	.306**	.332**	.529**
	Sig. (2-tailed)	.001		.503	.006	.220	.053	.000	.000	.043	.000	.982	.001	.032	.027	.000	.000	.000
	N	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185
KUAL3	Pearson Correlation	.200**	.050	1	.237**	.342**	.215**	.183*	.089	.151*	.074	.322**	.187*	.276**	.239**	.152*	.120	.509**
	Sig. (2-tailed)	.006	.503		.001	.000	.003	.013	.230	.040	.316	.000	.011	.000	.001	.039	.104	.000

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KUAL4	N	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185
	Pearson Correlation	.139	.202**	.237**	1	.157*	.306**	.026	.077	.131	.265**	.207**	.278**	.204**	.118	.011	.209*	.489**
	Sig. (2-tailed)	.059	.006	.001		.033	.000	.722	.299	.076	.000	.005	.000	.005	.109	.880	.004	.000
	N	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185
KUAL5	Pearson Correlation	.208**	.091	.342**	.157*	1	.272**	.001	.063	.240**	.152*	.225**	.162*	.225**	.027	.042	.184*	.452**
	Sig. (2-tailed)	.004	.220	.000	.033		.000	.987	.393	.001	.039	.002	.028	.002	.716	.566	.012	.000
	N	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185
KUAL6	Pearson Correlation	.274**	.143	.215**	.306**	.272**	1	.023	.207**	.020	.149*	.253**	.230**	.200**	.288**	.048	.109	.502**
	Sig. (2-tailed)	.000	.053	.003	.000	.000		.756	.005	.790	.044	.001	.002	.006	.000	.513	.139	.000
	N	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185
KUAL7	Pearson Correlation	.242**	.305**	.183*	.026	.001	.023	1	.239**	.237**	.018	.259**	.130	.150*	.124	.390**	.121	.463**
	Sig. (2-tailed)	.001	.000	.013	.722	.987	.756		.001	.001	.810	.000	.078	.041	.092	.000	.100	.000

	N	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185
KUAL8	Pearson Correlation	.073	.262**	.089	.077	.063	.207**	.239**	1	.065	.249**	.077	.158*	.098	.115	.041	.203**	.400**
	Sig. (2-tailed)	.320	.000	.230	.299	.393	.005	.001		.377	.001	.299	.032	.186	.119	.576	.006	.000
	N	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185
KUAL9	Pearson Correlation	.181*	.149*	.151*	.131	.240**	.020	.237**	.065	1	.224**	.258*	.170*	.156*	.018	.152*	.042	.426**
	Sig. (2-tailed)	.014	.043	.040	.076	.001	.790	.001	.377		.002	.000	.021	.035	.804	.039	.574	.000
	N	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185
KUAL10	Pearson Correlation	.009	.302**	.074	.265**	.152*	.149*	.018	.249**	.224**	1	.089	.207**	.024	-.025	.025	.271*	.411**
	Sig. (2-tailed)	.903	.000	.316	.000	.039	.044	.810	.001	.002		.227	.005	.742	.739	.736	.000	.000
	N	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185
KUAL11	Pearson Correlation	.284**	.002	.322**	.207*	.225*	.253*	.259**	.077	.258**	.089	1	.175*	.242**	.139	.232*	.099	.513**
	Sig. (2-tailed)	.000	.982	.000	.005	.002	.001	.000	.299	.000	.227		.017	.001	.060	.001	.181	.000

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	N	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185
KUAL12	Pearson Correlation	.196**	.249**	.187*	.278**	.162*	.230**	.130	.158*	.170*	.207**	.175*	1	.116	.084	.117	.199**	.497**
	Sig. (2-tailed)	.007	.001	.011	.000	.028	.002	.078	.032	.021	.005	.017		.116	.258	.111	.007	.000
	N	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185
KUAL13	Pearson Correlation	.223**	.158*	.276**	.204**	.225**	.200**	.150*	.098	.156*	.024	.242**	.116	1	.222**	.079	.027	.451**
	Sig. (2-tailed)	.002	.032	.000	.005	.002	.006	.041	.186	.035	.742	.001	.116		.002	.284	.715	.000
	N	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185
KUAL14	Pearson Correlation	.166*	.163*	.239**	.118	.027	.288**	.124	.115	.018	-.025	.139	.084	.222**	1	.172*	.159*	.398**
	Sig. (2-tailed)	.024	.027	.001	.109	.716	.000	.092	.119	.804	.739	.060	.258	.002		.019	.030	.000
	N	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185
KUAL15	Pearson Correlation	.217**	.306**	.152*	.011	.042	.048	.390**	.041	.152*	.025	.232**	.117	.079	.172*	1	.344**	.444**
	Sig. (2-tailed)	.003	.000	.039	.880	.566	.513	.000	.576	.039	.736	.001	.111	.284	.019		.000	.000

KUAL16	N	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185
	Pearson Correlation	.129	.332**	.120	.209**	.184*	.109	.121	.203**	.042	.271**	.099	.199**	.027	.159*	.344**	1	.475**
	Sig. (2-tailed)	.080	.000	.104	.004	.012	.139	.100	.006	.574	.000	.181	.007	.715	.030	.000		.000
	N	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185
TOTKUAL	Pearson Correlation	.505**	.529**	.509**	.489**	.452**	.502**	.463**	.400**	.426**	.411**	.513**	.497**	.451**	.398**	.444**	.475**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185	185

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

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

Hasil Uji Validitas Keputusan Pembelian

		KEPBELI 1	KEPBELI2	KEPBELI3	KEPBELI4	KEPBELI5	KEPBELI 6	KEPBELI7	KEPBELI8	KEPBELI9	KEPBELI10	KEPBELI11	TOTKEPBELI
	Correlations												
KEPBELI1	Pearson Correlation	1	.174*	.145*	.186*	.245**	.174*	.304**	.186*	.376**	.137	.269**	.549**
	Sig. (2-tailed)		.018	.049	.011	.001	.018	.000	.011	.000	.064	.000	.000
	N	185	185	185	185	185	185	185	185	185	185	185	185
KEPBELI2	Pearson Correlation	.174*	1	.188*	.131	.080	.178*	.099	.197**	.124	.299**	.066	.430**
	Sig. (2-tailed)	.018		.010	.075	.279	.015	.178	.007	.094	.000	.375	.000
	N	185	185	185	185	185	185	185	185	185	185	185	185
KEPBELI3	Pearson Correlation	.145*	.188*	1	.142	.254**	.068	.189*	.086	.237**	.236**	.053	.437**
	Sig. (2-tailed)	.049	.010		.054	.000	.358	.010	.246	.001	.001	.474	.000

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	N	185	185	185	185	185	185	185	185	185	185	185	185
KEPBELI4	Pearson Correlation	.186*	.131	.142	1	.228**	.218**	.170*	.256**	.197**	.119	.227**	.489**
	Sig. (2-tailed)	.011	.075	.054		.002	.003	.021	.000	.007	.106	.002	.000
	N	185	185	185	185	185	185	185	185	185	185	185	185
KEPBELI5	Pearson Correlation	.245**	.080	.254**	.228**	1	.184*	.244**	.062	.273**	.087	.279**	.506**
	Sig. (2-tailed)	.001	.279	.000	.002		.012	.001	.398	.000	.240	.000	.000
	N	185	185	185	185	185	185	185	185	185	185	185	185
KEPBELI6	Pearson Correlation	.174*	.178*	.068	.218**	.184*	1	.161*	.354**	.093	.042	.334**	.492**
	Sig. (2-tailed)	.018	.015	.358	.003	.012		.028	.000	.210	.566	.000	.000
	N	185	185	185	185	185	185	185	185	185	185	185	185
KEPBELI7	Pearson Correlation	.304**	.099	.189*	.170*	.244**	.161*	1	.362**	.309**	.144	.389**	.591**
	Sig. (2-tailed)	.000	.178	.010	.021	.001	.028		.000	.000	.051	.000	.000

	N	185	185	185	185	185	185	185	185	185	185	185	185
KEPBELI8	Pearson Correlation	.186*	.197**	.086	.256**	.062	.354**	.362**	1	.299**	.251**	.320**	.588**
	Sig. (2-tailed)	.011	.007	.246	.000	.398	.000	.000		.000	.001	.000	.000
	N	185	185	185	185	185	185	185	185	185	185	185	185
KEPBELI9	Pearson Correlation	.376**	.124	.237**	.197**	.273**	.093	.309**	.299**	1	.354**	.283**	.613**
	Sig. (2-tailed)	.000	.094	.001	.007	.000	.210	.000	.000		.000	.000	.000
	N	185	185	185	185	185	185	185	185	185	185	185	185
KEPBELI10	Pearson Correlation	.137	.299**	.236**	.119	.087	.042	.144	.251**	.354**	1	.108	.482**
	Sig. (2-tailed)	.064	.000	.001	.106	.240	.566	.051	.001	.000		.142	.000
	N	185	185	185	185	185	185	185	185	185	185	185	185
KEPBELI11	Pearson Correlation	.269**	.066	.053	.227**	.279**	.334**	.389**	.320**	.283**	.108	1	.594**
	Sig. (2-tailed)	.000	.375	.474	.002	.000	.000	.000	.000	.000	.142		.000

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	N	185	185	185	185	185	185	185	185	185	185	185	185
TOTKEPBELI	Pearson Correlation	.549**	.430**	.437**	.489**	.506**	.492**	.591**	.588**	.613**	.482**	.594**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	185	185	185	185	185	185	185	185	185	185	185	185

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

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

Uji Reliabilitas

Citra Merek

Reliability Statistics

Cronbach's Alpha	N of Items
.729	7

Harga

Reliability Statistics

Cronbach's Alpha	N of Items
.675	5

Kualitas Produk

Reliability Statistics

Cronbach's Alpha	N of Items
.735	17

Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
.715	12

Uji Asumsi Klasik
Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		185
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	2,32497100
Most Extreme Differences	Absolute	,059
	Positive	,038
	Negative	-,059
Kolmogorov-Smirnov Z		,804
Asymp. Sig. (2-tailed)		,537

Uji Multikolinearitas

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	citra	.739	1.354
	harga	.721	1.387
	kualitas	.615	1.625

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Uji Regresi Linear Berganda

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.758	2.245		3.010	.003
	citra	.102	.098	.070	1.043	.298
	harga	.341	.138	.168	2.466	.015
	kualitas	.330	.050	.485	6.589	.000

Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	480.379	3	160.126	39.456	.000[b]
	Residual	734.561	181	4.058		
	Total	1214.941	184			

Uji t

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.758	2.245		3.010	.003
	citra	.102	.098	.070	1.043	.298
	harga	.341	.138	.168	2.466	.015
	kualitas	.330	.050	.485	6.589	.000

Uji Koefisien Determinasi (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	

| 1 | .629[a] | .395 | .385 | 2.015 | .395 | 39.456 | 3 | 181 | .000 | 1.714 |

Tabel t

(Pada taraf signifikansi 0,05) 1 sisi (0,05) dan 2 sisi (0,025)

Df	Sinifikansi		Df	Siknifikansi	
	0.025	0.05		0.025	0.05
1	12.706	6.314	46	2.013	1.679
2	4.303	2.920	47	2.012	1.678
3	3.182	2.353	48	2.011	1.677
4	2.776	2.132	49	2.010	1.677
5	2.571	2.015	50	2.019	1.676
6	2.147	1.943	51	2.008	1.675
7	2.365	1.8+5	52	2.007	1.675
8	2.306	1.80	53	2.006	1.674
9	2.262	1.863	54	2.005	1.674
10	2.228	1.832	55	2.004	1.673
11	2.201	1.716	56	2.003	1.673
12	2.179	1.792	57	2.002	1.672
13	2.160	1.781	58	2.002	1.672
14	2.145	1.771	59	2.001	1.671
15	2.131	1.763	60	2.000	1.671
16	2.120	1.756	61	2.000	1.670
17	2.110	1.740	62	1.999	1.660
18	2.101	1.744	63	1.998	1.669
19	2.093	1.739	64	1.998	1.669
20	2.086	1.725	65	1.997	1.669
21	2.080	1.721	66	1.997	1.668
22	2.074	1.727	67	1.996	1.668
23	2.069	1.714	68	1.995	1.668
24	2.06.	1.711	69	1.995	1.667
25	2.060	1.718	70	1.994	1.667
26	2.056	1.706	71	1.994	1.667
27	2.052	1.703	72	1.993	1.666
28	2.048	1.701	73	1.993	1.666
29	2.045	1.609	74	1.993	1.666
30	2.042	1.697	75	1.992	1.665
31	2.040	1.696	76	1.992	1.665
32	2.037	1.694	77	1.991	1.665
33	2.035	1.692	78	1.991	1.665
34	2.032	1.691	79	1.990	1.664
35	2.030	1.690	80	1.990	1.664
36	2.028	1.688	81	1.990	1.664
37	2.026	1.687	82	1.989	1.664
38	2.024	1.686	83	1.989	1.663
39	2.023	1.685	84	1.989	1.663
40	2.021	1.684	85	1.988	1.663
41	2.020	1.683	86	1.988	1.663
42	2.018	1.682	87	1.988	1.663
43	2.017	1.681	88	1.987	1.662
44	2.015	1.680	89	1.987	1.662

| 45 | 2.014 | 1.679 | 90 | 1.987 | 1.662 |

Sumber: Function Statistical Microsoft excel

Tabel r

(Pearson Product Moment)

Uji 1 sisi dan 2 sisi pada taraf signifikansi 0,05

N	1-tailed	2-tailed	N	1-tailed	2-tailed
3	0.98	0.997	46	0.246	0.291
4	0.90	0.950	47	0.243	0.288
5	0.80	0.878	48	0.240	0.285
6	0.72	0.811	49	0.238	0.282
7	0.66	0.755	50	0.235	0.279
8	0.62	0.707	51	0.233	0.276
9	0.58	0.666	52	0.231	0.273
10	0.54	0.632	53	0.228	0.270
11	0.52	0.602	54	0.226	0.268
12	0.49	0.576	55	0.224	0.265
13	0.47	0.553	56	0.222	0.263
14	0.45	0.532	57	0.220	0.261
15	0.44	0.514	58	0.218	0.258
16	0.42	0.497	59	0.216	0.256
17	0.41	0.482	60	0.214	0.254
18	0.40	0.468	61	0.213	0.252
19	0.38	0.456	62	0.211	0.250
20	0.37	0.444	63	0.209	0.248
21	0.36	0.433	64	0.207	0.246
22	0.36	0.423	65	0.206	0.244
23	0.35	0.413	66	0.204	0.242
24	0.34	0.404	67	0.203	0.240
25	0.33	0.396	68	0.201	0.239
26	0.33	0.388	69	0.200	0.237
27	0.32	0.381	70	0.198	0.235
28	0.31	0.374	71	0.197	0.233
29	0.31	0.367	72	0.195	0.232
30	0.30	0.361	73	0.194	0.230
31	0.30	0.355	74	0.193	0.229
32	0.29	0.349	75	0.191	0.227
33	0.29	0.344	76	0.190	0.226
34	0.28	0.339	77	0.189	0.224
35	0.28	0.334	78	0.188	0.223
36	0.27	0.329	79	0.186	0.221
37	0.27	0.325	80	0.185	0.220
38	0.27	0.320	81	0.184	0.219
39	0.26	0.316	82	0.183	0.217
40	0.26	0.312	83	0.182	0.216
41	0.26	0.308	84	0.181	0.215
42	0.25	0.304	85	0.180	0.213
43	0.25	0.301	86	0.179	0.212
44	0.25	0.297	87	0.178	0.211

| 45 | 0.24 | 0.294 | 88 | 0.176 | 0.210 |

Sumber: SPSS. (Dwi Priyatno, 2005)

Tabel F

(Taraf signifikansi 0,05)

Df 2	Df1							
	1	2	3	4	5	6	7	8
1	161.446	199.499	215.707	224.583	230.160	233.988	236.767	238.884
2	18.513	19.000	19.164	19.247	19.296	19.329	19.353	19.371
3	10.128	9.552	9.277	9.117	8.013	8.941	8.887	8.845
4	7.709	6.944	6.591	6.388	6.256	6.163	6.094	6.041
5	6.608	5.786	5.409	5.192	4.050	4.950	4.876	4.818
6	5.987	5.143	4.757	4.534	4.387	4.284	4.207	4.147
7	5.591	4.737	4.347	4.120	3.972	3.866	3.787	3.726
8	5.318	4.459	4.066	3.838	3.688	3.581	3.500	3.438
9	5.117	4.256	3.863	3.633	3.482	3.374	3.293	3.430
10	4.965	4.103	3.708	3.478	3.326	3.217	3.135	3.072
11	4.844	3.982	3.587	3.357	3.204	3.095	3.012	2.948
12	4.747	3.885	3.490	3.259	2.106	2.996	2.913	2.849
13	4.667	3.806	3.411	3.179	2.025	2.915	2.832	2.767
14	4.600	3.739	3.344	3.112	2.958	2.848	2.764	2.699
15	4.543	3.682	3.287	3.056	2.901	2.790	2.707	2.641
16	4.494	3.634	3.239	3.007	2.852	2.741	2.637	2.591
17	4.451	3.592	3.197	2.965	2.810	2.699	2.614	2.548
18	4.414	3.555	3.160	2.928	2.773	2.661	2.577	2.510
19	4.381	3.522	3.127	2.895	2.740	2.628	2.544	2.477
20	4.351	3.493	3.098	2.866	2.711	2.599	2.514	2.447
21	4.325	3.467	3.082	2.840	2.685	2.573	2.488	2.420
22	4.301	3.443	3.049	2.817	2.661	2.549	2.464	2.397
23	4.279	3.422	3.028	2.796	2.640	2.528	2.442	2.357
24	4.260	3.403	3.009	2.776	2.621	2.508	2.423	2.355
25	4.242	3.385	2.991	2.759	2.603	2.490	2.405	2.337
26	4.225	3.369	2.975	2.743	2.587	2.474	2.388	2.321
27	4.210	3.354	2.960	2.728	2.572	2.459	2.373	2.305
28	4.196	3.340	2.917	2.714	2.558	2.445	2.359	2.291
29	4.183	3.328	2.934	2.701	2.545	2.432	2.346	2.278
30	4.171	3.316	2.922	2.690	2.534	2.421	2.334	2.266
31	4.160	3.305	2.911	2.679	2.523	2.409	2.323	2.255
32	4.149	3.295	2.901	2.668	2.512	2.399	2.313	2.244
33	4.139	3.285	2.892	2.659	2.503	2.389	2.303	2.235
34	4.130	3.276	2.883	2.650	2.494	2.380	2.294	2.225
35	4.121	3.268	2.874	2.641	2.485	2.372	2.285	2.217
36	4.113	3.259	2.866	2.634	2.477	2.364	2277	2.209
37	4.105	3.252	2.859	2.626	2.470	2.356	2.270	2.201
38	4.098	3.245	2.852	2.619	2.463	2.349	2.262	2.194
39	4.091	3.238	2.845	2.612	2.456	2.342	2.255	2.187
40	4.085	3.232	2.839	2.606	2.449	2.336	2.249	2.180
41	4.079	3.226	2.833	2.600	2.443	2.330	2.243	2.174
42	4.073	3.220	2.827	2.594	2.436	2.324	2.237	2.168
43	4.067	3.214	2.822	2.589	2.432	2.319	2.323	2.163

44	4.062	3.209	2.816	2.584	2.427	2.313	2.226	2.157
45	4.057	3.204	2.812	2.579	2.422	2.308	2.221	2.152
46	4.052	3.200	2.807	2.574	2.417	2.304	2.216	2.147
47	4.047	3.195	2.802	2.570	2.413	2.299	2.212	2.143
48	4.043	3.191	2.798	2.565	2.409	2.295	2.207	2.138
49	4.038	3.187	2.794	2.561	2.404	2.290	2.203	2.134
50	4.034	3.183	2.790	2.557	2.400	2.286	2.199	2.130
51	4.030	3.179	2.786	2.553	2.397	2.283	2.195	2.126
52	4.027	3.175	2.783	2.550	2.393	2.279	2.192	2.122
53	4.023	3.172	2.779	2.546	2.389	2.275	2.188	2.119
54	4.020	3.168	2.776	2.543	2.386	2.272	2.185	2.115
55	4.016	3.165	2.773	2.540	2.383	2.269	2.181	2.112
56	4.013	3.162	2.769	2.537	2.380	2.266	2.178	2.109
57	4.010	3.159	2.766	2.534	2.377	2.263	2.175	2.106
58	4.007	3.156	2.764	2.531	2.374	2.260	2.172	2.103
59	4.004	3.153	2.761	2.528	2.371	2.257	2.169	2.100
60	4.001	3.150	2.758	2.525	2.368	2.254	2.167	2.097
61	3.998	3.148	2.755	2.523	2.366	2.251	2.164	2.094
62	3.996	3.145	2.753	2.520	2.363	2.249	2.161	2.092
63	3.993	3.143	2.751	2.518	2.361	2.246	2.159	2.089
64	3.991	3.140	2.748	2.515	2.358	2.244	2.156	2.087
65	3.989	3.138	2.746	2.513	2.356	2.242	2.154	2.084
66	3.986	3.136	2.744	2.511	2.354	2.239	2.152	2.082
67	3.984	3.134	2.742	2.509	2.352	2.237	2.150	2.080
68	3.982	3.132	2.739	2.507	2.350	2.235	2.148	2.078
69	3.980	3.130	2.737	2.505	2.348	2.233	2.145	2.076
70	3.978	3.128	2.736	2.503	2.346	2.231	2.143	2.074
71	3.976	3.126	2.734	2.501	2.344	2.229	2.142	2.072
72	3.974	3.124	2.732	2.499	2.342	2.227	2.140	2.070
73	3.972	3.122	2.730	2.497	2.340	2.226	2.138	2.068
74	3.970	3.120	2.728	2.495	2.338	2.224	2.136	2.066
75	3.968	3.119	2.727	2.494	2.337	2.222	2.134	2.064
76	3.967	3.117	2.725	2.492	2.335	2.220	2.133	2.063
77	3.965	3.115	2.723	2.490	2.333	2.219	2.131	2.061
78	3.963	3.114	2.722	2.489	2.332	2.217	2.129	2.059
79	3.962	3.112	2.720	2.487	2.330	2.216	2.128	2.058
80	3.960	3.111	2.719	2.486	2.329	2.214	2.126	2.056
81	3.959	3.109	2.717	2.484	2.327	2.213	2.125	2.055
82	3.957	3.108	2.716	2.483	2.326	2.211	2.123	2.053
83	3.956	3.107	2.715	2.482	2.324	2.210	2.122	2.052
84	3.955	3.105	2.713	2.480	2.323	2.209	2.121	2.051
85	3.953	3.101	2.712	2.470	2.322	2.207	2.119	2.049

Sumber: Function Statistical Microsoft excel