

LAMPIRAN 1
KUESIONER PENELITIAN

Kepada Para Responden Yang Terhormat,

Saya mahasiswi Universitas Esa Unggul, Jakarta Barat. Fakultas Ekonomi yang sedang menyelesaikan skripsi dengan judul **“Pengaruh Citra Merek, Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Sabun Pencuci Piring Cair Sunlight”**. Penelitian ini dilakukan dengan tujuan untuk memperoleh informasi dari anda berkaitan dengan pengaruh Citra Merek, Kualitas Produk dan Harga Terhadap Keputusan Pembelian.

Saya berharap partisipasi Ibu / saudara untuk dapat menyediakan waktu dan pendapatnya dalam pengisian kuesioner penelitian ini. Atas kerjasama dan bantuan yang diberikan tidak lupa saya mengucapkan terima kasih.

Hormat saya,

Peneliti

(Diani)

Bagian I**Data Responden :**

Nama :

1. Usia :
 - a. 20 – 30
 - b. 31 – 41
 - c. 42 – 52
 - d. > 53

2. Status Tempat Tinggal :
 - a. Rumah Sendiri
 - b. Dengan Orang Tua
 - c. Dengan Saudara
 - d. Lainnya..... (Sebutkan)

3. Pendidikan terakhir :
 - a. SD
 - b. SMP
 - c. SMA
 - d. D3
 - e. S1

4. Pengeluaran per bulan :
 - a. 1.000.000 – 3.000.000
 - b. 3.000.001 – 5.000.000
 - c. 5.000.001 – 7.000.000
 - d. > 7.000.001

5. Lama menggunakan produk pencuci piring Sunlight :

a. < 1 tahun	c. 2 – 3 tahun
b. 1 – 2 tahun	d. > 3 tahun

6. Apakah saat ini masih menggunakan produk pencuci piring Sunlight :
 - a. Ya
 - b. Tidak
Jika tidak sebutkan mereknya.....

Bagian II**Petunjuk Pengisian :**

Isilah kuesioner dengan memberi tanda silang (X) pada kolom yang tersedia dan pilih sesuai dengan keadaan yang sebenarnya.

Keterangan :

STS : Sangat Tidak Setuju	S : Setuju
TS : Tidak Setuju	SS : Sangat Setuju

No	Pernyataan mengenai : <u>Citra Merek</u>	STS	TS	S	SS
(Dukungan Asosiasi Merek)					
1.	Merek Sunlight mudah diingat				
2.	Merek Sunlight merupakan merek yang terkenal				
3.	Merek Sunlight telah dipercaya				
(Kekuatan Asosiasi Merek)					
4.	Produk Sunlight selalu melakukan inovasi				
5.	Manfaat dari produk Sunlight nyata sesuai dengan keinginan				
(Keunikan Asosiasi Merek)					
6.	Bentuk kemasan produk Sunlight bervariasi				
7.	Cairan dengan aroma yang bervariasi				
Pernyataan mengenai : <u>Kualitas Produk</u>					
<i>Performance (Kinerja)</i>					
8.	Produk Sunlight dapat menghancurkan ikatan lemak yang membandel				
9.	Produk Sunlight dapat membersihkan kotoran lebih mudah				
<i>Feature (Keistimewaan Tambahan)</i>					
10.	Produk Sunlight yang lembut di tangan				
11.	Aroma produk Sunlight segar				
<i>Durability (Daya Tahan)</i>					
12.	Aroma produk Sunlight lebih lama				
13.	Cairan Sunlight dapat disimpan lama				
<i>Esthetic (Estetika)</i>					
14.	Kemasan produk Sunlight tidak mudah rusak				
15.	Desain kemasan produk Sunlight yang menarik				
<i>Perceived Quality</i>					
16.	Produk Sunlight memiliki citra merek yang baik				
17.	Produk Sunlight memiliki daya saing yang tinggi				

	Pernyataan mengenai : <u>Harga</u>	STS	TS	S	SS
	Keterjangkauan Harga				
18.	Harga produk Sunlight terjangkau dengan pendapatan				
	Kesesuaian Harga Dengan Kualitas Produk				
19.	Harga produk Sunlight sesuai dengan kualitas yang telah di rasakan				
20.	Kesesuaian harga sesuai dengan hasil yang diinginkan				
	Kesesuaian Harga Dengan Manfaat				
21.	Harga produk Sunlight sesuai dengan manfaat yang saya rasakan				
22.	Harga produk Sunlight memiliki manfaat yang lebih bagus dibanding dengan produk lain				
	Pernyataan mengenai : <u>Keputusan Pembelian</u>				
	Kepercayaan Berperilaku				
23.	Sunlight merupakan sabun pencuci piring yang kualitasnya terbaik				
24.	Sunlight mampu untuk membersihkan peralatan dapur				
	Kepercayaan Normatif				
25.	Membeli produk Sunlight karena tetangga menggunakan produk Sunlight				
26.	Membeli produk Sunlight karena banyak orang yang menggunakan				
	Kontrol Kepercayaan				
27.	Tetap menggunakan produk Sunlight meskipun sulit dicari				
28.	Tidak tertarik untuk membeli produk lain selain produk Sunlight				

TERIMA KASIH

LAMPIRAN 2
TABEL TABULASI 30 RESPONDEN

No	Citra Merek (X1)							Kualitas Produk (X2)										Harga (X3)					Keputusan Pembelian (Y)					
	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
1	3	3	3	3	3	3	3	4	4	3	3	3	4	3	2	3	3	3	4	3	3	4	4	4	2	2	3	3
2	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3	4	4	4	4	3	4	4	4	4
3	4	3	4	3	4	4	4	3	4	4	4	4	3	3	3	4	3	3	4	4	4	3	3	4	4	3	3	3
4	4	4	3	2	3	4	3	3	3	3	4	3	3	2	3	4	3	4	3	3	4	4	3	4	2	4	2	3
5	1	3	2	3	3	3	2	3	3	3	4	2	2	1	2	3	2	3	1	2	4	2	2	3	2	3	3	3
6	3	2	3	4	3	2	2	2	3	3	3	2	3	3	2	3	2	3	4	3	3	3	2	4	2	2	3	3
7	3	4	3	2	3	3	4	2	3	4	3	2	4	2	3	3	3	3	3	3	3	2	2	3	1	2	3	4
8	4	3	4	3	4	3	4	3	3	3	3	2	4	3	3	4	4	3	4	4	3	3	4	3	2	4	3	3
9	3	4	3	2	3	3	4	3	3	4	4	2	2	3	3	4	3	3	3	3	4	4	4	4	3	3	4	4
10	3	3	3	3	3	3	2	1	4	3	3	3	2	3	3	3	4	3	3	3	3	2	3	3	1	1	3	4
11	3	3	2	4	3	4	3	1	4	3	3	3	2	2	4	3	3	4	3	2	4	3	3	4	3	3	3	3
12	4	2	2	2	3	2	3	2	4	3	2	3	1	1	2	3	2	3	3	2	4	2	2	3	1	2	3	4
13	4	3	2	3	2	4	4	1	3	3	4	4	2	3	3	4	3	3	4	4	3	2	3	4	1	1	4	4
14	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	3	4	3	4	3	4
15	4	2	4	4	3	3	4	4	2	3	3	3	2	4	3	3	2	3	3	2	3	3	2	3	3	4	3	3
16	4	3	4	2	3	3	3	3	2	4	3	2	4	2	3	4	3	4	3	3	4	2	3	3	2	2	3	3
17	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	3	4	4	3	4	4	4	4	4	4	4	4
18	3	4	3	3	3	3	3	3	3	3	3	3	2	4	3	3	3	3	4	3	3	3	3	3	3	3	3	3
19	4	1	2	3	3	4	3	3	3	3	3	3	1	2	3	3	2	3	3	3	3	2	2	3	4	3	3	2
20	3	3	2	2	3	4	4	1	3	2	1	2	4	3	1	2	1	3	3	3	3	2	2	4	1	1	2	2

Lanjutan Lampiran 2

21	3	2	3	3	3	3	4	4	3	4	4	4	3	4	3	3	3	3	4	3	3	2	3	3	3	4	2	3
22	4	4	4	3	4	4	3	3	4	4	3	3	4	4	3	4	2	4	4	3	3	2	4	4	3	4	4	4
23	4	3	3	4	3	3	3	3	3	4	2	4	4	3	3	3	3	3	4	3	4	4	3	3	3	4	4	3
24	3	2	4	2	4	2	3	1	3	4	2	2	1	3	3	4	4	3	3	3	3	3	4	3	2	1	2	4
25	4	3	4	3	4	4	3	3	4	4	4	2	3	3	2	3	1	4	4	4	4	3	4	3	4	4	3	4
26	1	2	2	3	3	4	3	3	3	3	3	3	2	4	3	3	2	3	2	4	3	1	3	3	2	3	4	3
27	3	3	4	2	3	4	3	4	3	3	3	2	3	3	2	2	3	3	3	3	3	3	3	4	3	4	3	3
28	3	4	3	4	3	3	3	4	3	2	3	3	2	4	2	4	2	4	2	3	3	2	4	3	2	4	3	3
29	4	2	2	4	2	3	3	3	3	3	3	3	3	3	4	4	3	3	2	3	4	3	4	4	2	3	4	4
30	3	4	3	3	4	2	3	4	3	3	4	4	4	4	3	3	2	3	4	4	4	1	3	4	4	3	4	4

LAMPIRAN 3
UJI VALIDITAS 30 RESPONDEN

Correlations

		p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	p13	p14	p15	p16	p17	p18	p19	p20	p21	p22	p23	p24	p25	p26	p27	p28	butir_tot
p1	Pearson Correlation	1	,082	,419 [*]	,147	,183	,164	,404 [*]	,077	,151	,305	,045	,311	,265	,018	,319	,414 [*]	,203	,291	,574 ^{**}	,172	,241	,420 [*]	,188	,210	,259	,215	,077	,206	,506 ^{**}
	Sig. (2-tailed)		,667	,021	,439	,334	,387	,027	,687	,426	,102	,814	,094	,157	,923	,086	,023	,283	,119	,001	,364	,200	,021	,319	,266	,166	,255	,687	,275	,004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p2	Pearson Correlation	,082	1	,348	-,002	,340	,214	,237	,205	,260	,178	,362 [*]	,158	,511 ^{**}	,192	,174	,306	,209	,427 [*]	,240	,249	,282	,280	,325	,359	,139	,268	,240	,372 [*]	,544 ^{**}
	Sig. (2-tailed)	,667		,059	,993	,066	,257	,208	,276	,166	,346	,049	,403	,004	,308	,358	,101	,268	,019	,202	,184	,131	,134	,079	,051	,462	,153	,201	,043	,002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p3	Pearson Correlation	,419 [*]	,348	1	,051	,703 ^{**}	,067	,282	,400 [*]	,088	,566 ^{**}	,248	,011	,429 [*]	,359	,200	,342	,353	,306	,492 ^{**}	,314	,051	,417 [*]	,395 [*]	,042	,443 [*]	,407 [*]	,033 ⁻	,272	,642 ^{**}
	Sig. (2-tailed)	,021	,059		,791	,000	,724	,131	,029	,642	,001	,186	,954	,018	,052	,289	,064	,056	,101	,006	,091	,790	,022	,031	,825	,014	,026	,862	,145	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p4	Pearson Correlation	,147	-,002	,051	1	,061	,109	-,019	,273	,211	-,025	,225	,521 ^{**}	,136	,373 [*]	,440 [*]	,193	,069	,174	,153	,062	,136	,262	,118	,133	,379 [*]	,424 [*]	,406 [*]	,046	,439 [*]
	Sig. (2-tailed)	,439	,993	,791		,750	,566	,921	,145	,262	,897	,232	,003	,475	,042	,015	,307	,717	,359	,419	,744	,473	,162	,535	,484	,039	,019	,026	,808	,015
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p5	Pearson Correlation	,183	,340	,703 ^{**}	,061	1	,078	,202	,248	,430 [*]	,467 ^{**}	,207	,113	,346	,231	,161	,240	,137	,288	,451 [*]	,392 [*]	,207	,192	,290	,060	,558 ^{**}	,355	,016 ⁻	,240	,562 ^{**}
	Sig. (2-tailed)	,334	,066	,000	,750		,683	,284	,187	,018	,009	,272	,551	,061	,220	,396	,201	,471	,123	,012	,032	,272	,310	,120	,754	,001	,054	,935	,201	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p6	Pearson Correlation	,164	,214	,067	,109	,078	1	,353	,072	,303	,081	,271	,225	,198	,075	,215	,056	-,036	,393 [*]	,080	,297	,077	,184	,093	,338	,302	,336	,114	-,184	,372 [*]
	Sig. (2-tailed)	,387	,257	,724	,566	,683		,056	,704	,104	,671	,148	,231	,294	,693	,253	,769	,852	,032	,673	,111	,684	,330	,625	,068	,105	,069	,550	,331	,043
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p7	Pearson Correlation	,404 [*]	,237	,282	-,019	,202	,353	1	,176	-,012	,296	,170	,311	,314	,270	,300	,269	,204	-,016	,380 [*]	,337	,028	,246	,107	,212	,200	,216	,055	,094	,464 ^{**}
	Sig. (2-tailed)	,027	,208	,131	,921	,284	,056		,352	,948	,112	,369	,094	,091	,148	,107	,151	,279	,933	,038	,068	,882	,191	,574	,261	,290	,252	,771	,623	,010
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p8	Pearson Correlation	,077	,205	,400 [*]	,273	,248	,072	,176	1	-,097	,149	,444 [*]	,287	,335	,351	,108	,101	-,014	,100	,106	,197	,155	,211	,198	,033	,559 ^{**}	,756 ^{**}	,200	-,064	,517 ^{**}
	Sig. (2-tailed)	,687	,276	,029	,145	,187	,704	,352		,612	,433	,014	,124	,070	,057	,570	,596	,943	,598	,576	,296	,412	,263	,294	,862	,001	,000	,289	,736	,003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Lanjutan Lampiran 3

N		30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p9	Pearson Correlation	,151	,260	,088	,211	,430	,303	-,012	-,097	1	,227	,186	,341	,117	-,051	,167	,103	,152	,245	,342	,182	,264	,269	,277	,349	,219	,070	,152	,391	,400			
	Sig. (2-tailed)	,426	,166	,642	,262	,018	,104	,948	,612		,227	,324	,065	,537	,789	,377	,590	,421	,191	,064	,336	,158	,150	,138	,059	,245	,712	,422	,033	,029			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p10	Pearson Correlation	,305	,178	,566	-,025	,467	,081	,296	,149	,227	1	,374	,193	,291	,022	,493	,401	,389	,169	,429	,241	,374	,355	,256	0,000	,432	,231	,205	,493	,581			
	Sig. (2-tailed)	,102	,346	,001	,897	,009	,671	,112	,433	,227		,042	,306	,119	,907	,006	,028	,033	,373	,018	,199	,042	,054	,172	1,000	,017	,219	,278	,006	,001			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p11	Pearson Correlation	,045	,362	,248	,225	,207	,271	,170	,444	,186	,374	1	,369	,122	,117	,422	,427	,197	,242	,183	,375	,375	,180	,220	,267	,485	,433	,280	,354	,592			
	Sig. (2-tailed)	,814	,049	,186	,232	,272	,148	,369	,014	,324	,042		,045	,521	,537	,020	,019	,297	,198	,334	,041	,041	,342	,242	,153	,007	,017	,134	,055	,001			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p12	Pearson Correlation	,311	,158	,011	,521	,113	,225	,311	,287	,341	,193	,369	1	,157	,358	,525	,267	,237	,052	,420	,298	,254	,119	,067	,259	,395	,286	,362	,195	,564			
	Sig. (2-tailed)	,094	,403	,954	,003	,551	,231	,094	,124	,065	,306	,045		,406	,052	,003	,154	,207	,785	,021	,110	,176	,530	,724	,167	,031	,126	,050	,301	,001			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p13	Pearson Correlation	,265	,511	,429	,136	,346	,198	,314	,335	,117	,291	,122	,157	1	,228	,112	,079	,117	,226	,467	,397	,187	,253	,191	,391	,169	,275	,187	,079	,545			
	Sig. (2-tailed)	,157	,004	,018	,475	,061	,294	,091	,070	,537	,119	,521	,406		,225	,556	,678	,537	,230	,009	,030	,322	,177	,312	,033	,373	,141	,321	,678	,002			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p14	Pearson Correlation	,018	,192	,359	,373	,231	,075	,270	,351	-,051	,022	,117	,358	,228	1	,159	,090	-,013	,024	,373	,396	,362	-,012	,442	,120	,343	,303	,261	,090	,434			
	Sig. (2-tailed)	,923	,308	,052	,042	,220	,693	,148	,057	,789	,907	,537	,052	,225		,401	,636	,945	,900	,043	,030	,049	,950	,014	,529	,063	,104	,164	,636	,017			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p15	Pearson Correlation	,319	,174	,200	,440	,161	,215	,300	,108	,167	,493	,422	,525	,112	,159	1	,573	,624	,217	,190	,190	,360	,309	,272	,186	,381	,304	,413	,420	,625			
	Sig. (2-tailed)	,086	,358	,289	,015	,396	,253	,107	,570	,377	,006	,020	,003	,556	,401		,001	,000	,249	,314	,314	,051	,097	,145	,326	,038	,102	,023	,021	,000			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p16	Pearson Correlation	,414	,306	,342	,193	,240	,056	,269	,101	,103	,401	,427	,267	,079	,090	,573	1	,470	,382	,120	,315	,317	,305	,551	,165	,119	,177	,274	,453	,557			
	Sig. (2-tailed)	,023	,101	,064	,307	,201	,769	,151	,596	,590	,028	,019	,154	,678	,636	,001		,009	,037	,528	,090	,088	,101	,002	,382	,532	,349	,143	,012	,001			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p17	Pearson Correlation	,203	,209	,353	,069	,137	-,036	,204	-,014	,152	,389	,197	,237	,117	-,013	,624	,470	1	,080	,231	,203	,060	,453	,312	,082	-,030	-,010	,021	,334	,401			
	Sig. (2-tailed)	,283	,268	,056	,717	,471	,852	,279	,943	,421	,033	,297	,207	,537	,945	,000	,009		,673	,220	,282	,752	,012	,094	,667	,874	,956	,910	,071	,028			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p18	Pearson Correlation	,291	,427	,306	,174	,288	,393	-,016	,100	,245	,169	,242	,052	,226	,024	,217	,382	-,080	1	,058	-,008	,342	,180	,359	,151	,208	,379	-,039	,133	,405			
	Sig. (2-tailed)																																
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Lanjutan Lampiran 3

	Sig. (2-tailed) N	,119 30	,019 30	,101 30	,359 30	,123 30	,032 30	,933 30	,598 30	,191 30	,373 30	,198 30	,785 30	,230 30	,900 30	,249 30	,037 30	,673 30		,761 30	,966 30	,064 30	,340 30	,051 30	,426 30	,270 30	,039 30	,836 30	,484 30	,026 30
p19	Pearson Correlation	,574**	,240	,492**	,153	,451*	,080	,380*	,106	,342	,429*	,183	,420*	,467**	,373*	,190	,120	,231	,058	1	,469**	,017	,354	,200	,299	,396*	,134	,101	,191	,592**
	Sig. (2-tailed)	,001	,202	,006	,419	,012	,673	,038	,576	,064	,018	,334	,021	,009	,043	,314	,528	,220	,761		,009	,928	,055	,290	,109	,030	,479	,597	,313	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p20	Pearson Correlation	,172	,249	,314	,062	,392*	,297	,337	,197	,182	,241	,375*	,298	,397*	,396*	,190	,315	,203	,008	,469**	1	,014	,004	,351	,216	,265	,110	,282	,226	,516**
	Sig. (2-tailed)	,364	,184	,091	,744	,032	,111	,068	,296	,336	,199	,041	,110	,030	,030	,314	,090	,282	,966	,009		,940	,983	,057	,252	,157	,564	,131	,230	,004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p21	Pearson Correlation	,241	,282	,051	,136	,207	,077	,028	,155	,264	,374*	,375*	,254	,187	,362*	,360	,317	,060	,342	-.017	,014	1	,355	,098	,267	,373*	,285	,280	,317	,408*
	Sig. (2-tailed)	,200	,131	,790	,473	,272	,684	,882	,412	,158	,042	,041	,176	,322	,049	,051	,088	,752	,064	,928	,940		,055	,606	,153	,042	,127	,134	,088	,025
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p22	Pearson Correlation	,420*	,280	,417*	,262	,192	,184	,246	,211	,269	,355	,180	,119	,253	,012	,309	,305	,453*	,180	,354	,004	,355	1	,336	,374*	,312	,347	,020	,120	,555**
	Sig. (2-tailed)	,021	,134	,022	,162	,310	,330	,191	,263	,150	,054	,342	,530	,177	,950	,097	,101	,012	,340	,055	,983	,055		,070	,042	,094	,060	,918	,529	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p23	Pearson Correlation	,188	,325	,395*	,118	,290	,093	,107	,198	,277	,256	,220	,067	,191	,442*	,272	,551**	,312	,359	,200	,351	,098	,336	1	,183	,228	,265	,264	,399*	,543**
	Sig. (2-tailed)	,319	,079	,031	,535	,120	,625	,574	,294	,138	,172	,242	,724	,312	,014	,145	,002	,094	,051	,290	,057	,606	,070		,332	,225	,157	,159	,029	,002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p24	Pearson Correlation	,210	,359	,042	,133	,060	,338	,212	,033	,349	0,000	,267	,259	,391*	,120	,186	,165	,082	,151	,299	,216	,267	,374*	,183	1	,202	,032	,262	,165	,418*
	Sig. (2-tailed)	,266	,051	,825	,484	,754	,068	,261	,862	,059	1,000	,153	,167	,033	,529	,326	,382	,667	,426	,109	,252	,153	,042	,332		,285	,868	,162	,382	,021
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p25	Pearson Correlation	,259	,139	,443*	,379*	,558**	,302	,200	,559**	,219	,432*	,485**	,395*	,169	,343	,381*	,119	-.030	,208	,396*	,265	,373*	,312	,228	,202	1	,659**	,282	,007	,670**
	Sig. (2-tailed)	,166	,462	,014	,039	,001	,105	,290	,001	,245	,017	,007	,031	,373	,063	,038	,532	,874	,270	,030	,157	,042	,094	,225	,285		,000	,132	,969	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p26	Pearson Correlation	,215	,268	,407*	,424*	,355	,336	,216	,756**	,070	,231	,433*	,286	,275	,303	,304	,177	-.010	,379*	,134	,110	,285	,347	,265	,032	,659**	1	,208	-.033	,632**
	Sig. (2-tailed)	,255	,153	,026	,019	,054	,069	,252	,000	,712	,219	,017	,126	,141	,104	,102	,349	,956	,039	,479	,564	,127	,060	,157	,868	,000		,270	,861	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p27	Pearson Correlation	,077	,240	-.033	,406*	-.016	,114	,055	,200	,152	,205	,280	,362*	,187	,261	,413*	,274	,021	-.039	,101	,282	,280	,020	,264	,262	,282	,208	1	,447*	,426*
	Sig. (2-tailed)	,687	,201	,862	,026	,935	,550	,771	,289	,422	,278	,134	,050	,321	,164	,023	,143	,910	,836	,597	,131	,134	,918	,159	,162	,132	,270		,013	,019
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Lanjutan Lampiran 3

p28	Pearson Correlation	,206	,372'	,272	,046	,240	,184	,094	-,064	,391'	,493''	,354	,195	,079	,090	,420'	,453'	,334	,133	,191	,226	,317	,120	,399'	,165	,007	-,033	,447'	1	,422'
	Sig. (2-tailed)	,275	,043	,145	,808	,201	,331	,623	,736	,033	,006	,055	,301	,678	,636	,021	,012	,071	,484	,313	,230	,088	,529	,029	,382	,969	,861	,013		,020
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
butir_tot	Pearson Correlation	,506''	,544''	,642''	,439'	,562''	,372'	,464''	,517''	,400'	,581''	,592''	,564''	,545''	,434'	,625''	,557''	,401'	,405'	,592''	,516''	,408'	,555''	,543''	,418'	,670''	,632''	,426'	,422'	1
	Sig. (2-tailed)	,004	,002	,000	,015	,001	,043	,010	,003	,029	,001	,001	,001	,002	,017	,000	,001	,028	,026	,001	,004	,025	,001	,002	,021	,000	,000	,019	,020	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

LAMPIRAN 4
UJI RELIABILITAS 30 RESPONDEN

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,894	28

LAMPIRAN 5

KARAKTERISTIK RESPONDEN

No	Usia				Status Tempat Tinggal				Pendidikan Terakhir					Pengeluaran Per bulan				Lama Menggunakan				Masih Menggunakan	
	20 - 30	31 - 41	42 - 52	>53	Rumah sendiri	Dengan orang tua	Dengan Saudara	lain-lain	SD	SMP	SMA	D3	S1	1.000.000 - 3.000.000	3.000.001 - 5.000.000	5.000.001 - 7.000.000	> 7.000.001	< 1 thn	1 - 2 thn	2 - 3 thn	> 3 thn	Ya	Tidak
1				d	a				a					a							d	a	
2			c			b				b				a					b			a	
3			c		a				a					a						c		a	
4		b				b					c			a						c		a	
5		b				b					c			a						c		a	
6				d	a				a					a						c		a	
7				d	a					b				a			a					a	
8	a				a						c			a							d	a	
9		b						d	a					a							d	a	
10			c					d			c			a						c		a	
11	a							d		b				a						c		a	
12	a							d		b				a					b			a	
13				d	a					b				a							d	a	
14			c		a				a					a						c		a	
15		b				b					c			a						c		a	
16	a					b					c			a							d	a	
17	a					b					c			a						c		a	
18	a					b					c			a							d	a	
19		b			a						c			a							d	a	
20				d	a						c			a							d	a	
21				d	a				a					a						c		a	
22	a					b					c			a					b			a	
23		b				b				b				a						c		a	
24	a					b			a					a			a					a	
25			c		a						c				b						d	a	
26	a					b			a					a					b			a	
27	a					b				b				a							d	a	
28		b			a				a					a						c		a	
29			c		a						c			a					b			a	
30	a					b					c			a							d	a	
31			c				c			b				a			a					a	
32		b				b				b				a					b			a	
33		b				b					c			a						c		a	

Lanjutan Lampiran 5

34	a					d	a			c			a					b		d	a	
35	a				b					c			a					b			a	
36		b			a						e				c					d	a	
37	a					d				c			a					b			a	
38			c		a				b					b				c			a	
39	a					c					d		a				a				a	
40				d	a			a					a							d	a	
41			c		a				b				a						c		a	
42		b			a					c			a						c		a	
43	a						d		b					b				b			a	
44	a				a			a					a			a					a	
45			c		b				b				a				b				a	
46			c		a					c				b						d	a	
47	a				b					c				b						c		a
48			c				d	a					a				a				a	
49	a				b					c				b						c		a
50		b			b			a					a							d	a	
51			c		a						e					d				d	a	
52			c		b					c				b						c		a
53		b			a						d			b						d	a	
54			c		a					c				b						c		a
55	a				b					c			a							d	a	
56		b				c		a					a							c		a
57		b			a						d				c					c		a
58	a						d			c			a							d	a	
59		b			a					c				b						d	a	
60	a						d		b					b				b			a	
61		b			a					c				b						d	a	
62			c				d		b				a				a				a	
63		b					d	a					a					b			a	
64	a				b					c				a			a				a	
65	a				a					c				a						c		a
66	a				a					c				a				b			a	
67	a				b					c				a				b			a	
68		b			a					c					c					d	a	
69			c		a					c						d				c		a
70		b			a					c				b				b			a	
71		b			a					c				b						d	a	
72		b			a					c			a					b			a	
73		b			a					c				b						c		a
74			c		b						d					d				d	a	
75	a				b							e	a							c		a
76	a				b							e	a							d		a

Lanjutan Lampiran 5

77	a				b					d		a				a			d	a
78		b			a					d			b						d	a
79	a				b					d		a							d	a
80	a				a						e	a					c			a
81	a				b					c		a				b				a
82			c		b					c		a							d	a
83	a				b					d		a							d	a
84	a				a					c		a							d	a
85	a				a					c			b						d	a
86		b						d		b			a						d	a
87		b						d		b			a						d	a
88	a				a					c		a							d	a
89		b			a					b			a				c			a
90	a				b					b			a			a				a
91			c		a						c					c			d	a
92		b			a						c		a						d	a
93		b						d		b			a						d	a
94	a						c		a				a						d	a
95	a				a					b			a				c			a
96		b						d		b			a			a				a
97	a				a					b							b			a
98	a				a						c			b					d	a
99		b			a						c		a						d	a
100			c		a						c					c			d	a
101		b						d	a				a						d	a
102			c		a					b						c			d	a
103		b			a						c			b					d	a
104		b						d	a				a			a				a
105	a				a						c					c		c		a
106		b			a						c		a				b			a
107	a				b						c		a						d	a
108			c		a						c			b					d	a
109			c		a				a							c			d	a
110			c		a					b				b			b			a
111	a				b						c		a					c		a
112			c		a				a				a					c		a
113	a				b						c		a						d	a
114	a				a				a				a				b			a
115		b			a							e				c			d	a
116		b			a						d					c			d	a
117		b			a						c			b					d	a
118	a						c				c		a				c			a
119	a				a							e	a				a			a

Lanjutan Lampiran 5

120	a				b					c				b	c					d	a			
121			c		a					b					c					d	a			
122		b								b				a				b			a			
123	a				b							e			b					d	a			
124			c		a						d				c					c	a			
125			c		a						d			b						d	a			
126	a				b					c							d			c	a			
127		b			a					c			a							d	a			
128		b			a					c			a							d	a			
129	a				b					c			a							c	a			
130				d	a					b			a					b			a			
131			c		a						d				c					d	a			
132	a				a						d			b						d	a			
133		b			b					c			a							c	a			
134			c		a						d						d			d	a			
135				d	a					c				b						c	a			
136		b			a			a					a					b			a			
137				d	a							e			c					d	a			
138			c		a							e		b						d	a			
139			c		a					c					c					d	a			
140			c		a			a					a							c	a			
141		b			a					c				b						c	a			
142				d	a					c				b						d	a			
143			c		a					b					c			a			a			
144		b			a							e		b						d	a			
145			c		a					b					c			b			a			
146		b			a						d			b						d	a			
147	a				b					b			a							d	a			
148	a				a							e			c					d	a			
149	a				b			a					a				a				a			
150		b			a				b				a				b				a			
Jumlah	55	48	36	11	83	43	6	18	25	32	66	15	12	94	32	19	5	15	26	40	69	150		
Total	150				150				150				150				150				150			

LAMPIRAN 6
TABEL TABULASI 150 RESPONDEN

No	Citra Merek (X1)							Kualitas Produk (X2)										Harga (X3)					Keputusan Pembelian (Y)					
	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
1	3	4	3	4	3	3	2	3	3	3	3	3	3	2	2	3	3	4	3	4	3	3	3	3	2	2	1	3
2	3	4	3	3	2	3	3	4	3	3	3	1	3	3	3	4	3	3	2	3	2	3	3	4	1	2	2	3
3	4	4	4	3	3	2	2	3	3	3	3	2	3	2	2	3	3	3	3	3	3	3	4	4	2	2	2	3
4	3	4	3	3	3	2	3	3	3	3	3	3	3	2	3	3	2	3	3	3	3	3	3	4	2	2	3	4
5	4	4	3	3	4	2	3	4	3	3	3	2	3	3	2	3	3	3	3	4	3	2	2	3	2	3	2	3
6	4	3	4	3	4	2	2	3	4	3	4	2	3	2	3	3	4	3	3	3	3	3	3	2	3	2	3	3
7	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	2	2	3	3
8	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	3	3	3	3	3	4	1	1	3	3
9	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	3	3	3	4	4	4	2	2	3	4
10	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	4	4	2	3	3	3
11	3	3	3	3	4	2	3	4	4	3	3	2	3	2	3	3	3	3	3	3	3	3	3	3	2	2	3	3
12	3	3	3	3	3	2	3	4	4	3	3	3	3	2	2	3	3	3	4	4	4	3	3	4	2	2	3	3
13	3	3	3	2	3	3	3	3	3	3	3	3	3	1	2	3	3	3	3	3	3	3	3	4	2	2	3	3
14	3	3	3	2	3	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	3	3	2	2	3	3
15	3	4	4	4	4	4	4	4	4	3	3	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4
16	3	3	3	3	3	4	4	3	4	3	4	3	4	3	4	3	4	3	4	3	3	3	3	3	3	3	3	4
17	3	4	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	4	3	3	3	3	3	3	2	2	3	3
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23	3	3	4	1	2	3	3	4	4	3	3	2	3	3	2	3	3	2	2	3	4	4	3	2	1	1	3	
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25	3	3	2	4	3	4	3	1	4	3	3	3	2	2	2	4	3	3	4	3	2	4	3	3	4	3	3	3
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27	3	4	1	3	3	3	3	3	3	3	3	3	3	2	4	3	3	3	3	4	3	3	3	3	3	3	3	3
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110	3	3	2	1	2	2	1	2	2	3	3	2	4	3	2	3	2	3	2	3	3	2	2	3	1	4	1	2
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LAMPIRAN 7
HASIL ANALISIS REGRESI LINIER BERGANDA

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Y_KEPUTUSANPEMBELIAN	2,7765	,45508	150
X1_CITRAMEREK	3,1202	,37606	150
X2_KUALITASPRODUK	3,0307	,31537	150
X3_HARGA	3,1227	,34818	150

Correlations

		Y_KEPUTUSANPEMBELIAN	X1_CITRAMEREK	X2_KUALITASPRODUK	X3_HARGA
Pearson Correlation	Y_KEPUTUSANPEMBELIAN	1,000	,265	,373	,222
	X1_CITRAMEREK	,265	1,000	,539	,298
	X2_KUALITASPRODUK	,373	,539	1,000	,451
	X3_HARGA	,222	,298	,451	1,000
Sig. (1-tailed)	Y_KEPUTUSANPEMBELIAN	.	,001	,000	,003
	X1_CITRAMEREK	,001	.	,000	,000
	X2_KUALITASPRODUK	,000	,000	.	,000
	X3_HARGA	,003	,000	,000	.
N	Y_KEPUTUSANPEMBELIAN	150	150	150	150
	X1_CITRAMEREK	150	150	150	150
	X2_KUALITASPRODUK	150	150	150	150
	X3_HARGA	150	150	150	150

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Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X3_HARGA, X1_CITRAMEREK, X2_KUALITASPRODUK ^b	.	Enter

a. Dependent Variable: Y_KEPUTUSANPEMBELIAN

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,385 ^a	,148	,131	,42435

a. Predictors: (Constant), X3_HARGA, X1_CITRAMEREK, X2_KUALITASPRODUK

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ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,567	3	1,522	8,455	,000 ^b
	Residual	26,291	146	,180		
	Total	30,858	149			

a. Dependent Variable: Y_KEPUTUSANPEMBELIAN

b. Predictors: (Constant), X3_HARGA, X1_CITRAMEREK, X2_KUALITASPRODUK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,895	,398		2,245	,026
	X1_CITRAMEREK	,103	,110	,086	,940	,349
	X2_KUALITASPRODUK	,432	,140	,300	3,082	,002
	X3_HARGA	,080	,112	,061	,710	,479

a. Dependent Variable: Y_KEPUTUSANPEMBELIAN