LAMPIRAN 1

KUESIONER PENELITIAN

Nama :

Umur :

Jenis Kelamin

a. Laki-Laki b. Perempuan

Pendidikan terakhir

a. SMP c. S1 e. S3
b. SMA d. S2

Pengeluaran perbulan

a. < 2.000.000 c. 4.000.001 – 6.000.000 e. > 8.000.000
b. 2.000.001 – 4.000.000 d. 6.000.001 – 8.000.000

Status tempat tinggal

a. Rumah sendiri c. Kontrakan / kost
b. Rumah keluarga d. Lain-lain

Durasi menggunakan sirup ABC

a. Kurang dari 1 tahun c. Lebih dari 2 tahun
b. Lebih dari 1 tahun d. Lebih dari 3 tahun

Frekuensi pembelian sirup ABC

a. 1x dalam seminggu c. 1x dalam dua bulan
b. 1x dalam dua minggu e. 1x dalam tiga bulan
c. 1x dalam satu bulan

STS = Sangat Tidak Setuju

TS = Tidak Setuju

S = Setuju

SS = Sangat Setuju

Pernyataan / Pertanyaan				
Citra merek	**STS**	**TS**	**S**	**SS**
1. Merek sirup ABC mudah dikenali				
2. Merek kemasan sirup ABC menarik				
3. Kualitas sirup ABC bisa dipercaya				
4. Merek sirup ABC berpengalaman dalam memproduksi sirup				
5. Mudah dalam memperoleh sirup ABC				
6. Sirup ABC dapat dijumpai diberbagai pusat perbelanjaan				
7. Mengkonsumsi sirup ABC mencerminka gaya hidup sehat				
8. Merek sirup ABC dapat dijangkau konsumen berpendapatan rendah				
9. Merek sirup ABC memiliki kualitas yang baik				
10. Merek sirup ABC memiliki kekentalan yang baik				
11. Merek sirup ABC memiliki harga yang kompetitif				
12. Merek sirup ABC memiliki beragam varian rasa				
13. Merek sirup ABC menawarkan berbagai rasa yang unik				
14. Merek sirup ABC sangat familiar dengan manfaat kesegarannya				

15. Merek sirup ABC memiliki manfaat yang baik bagi konsumen karena mengandung vitamin				
Harga	**STS**	**TS**	**S**	**SS**
16. Harga sirup ABC sama dengan harga rata-rata sirup pada umumnya				
17. Harga sirup ABC terjangkau				
18. Harga sirup ABC sesuai dengan manfaat yang didapat				
19. Harga sirup ABC sesuai dengan kualitas produk				
Intensi Pembelian	**STS**	**TS**	**S**	**SS**
20. Mengenali masalah sebelum melakukan pembelian				
21. Mencari informasi sebanyak mungkin sebelum mengambil keputusan				
22. Mengevaluasi alternative pilihan yang ada sebelum mengambil keputusan				
23. Mengambil keputusan untuk membeli ketika semua informasi cukup				

LAMPIRAN 2

HASIL UJI VALIDITAS DAN RELIABILITAS

Tabulasi Awal 30 Responden

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23
1	2	3	3	3	4	3	2	2	3	2	3	3	3	3	2	3	3	3	3	3	2	2	3
2	4	3	3	4	3	3	3	3	3	3	3	4	3	3	4	3	3	3	3	4	4	3	4
3	3	3	2	3	4	3	2	2	3	2	3	3	3	3	4	3	4	3	3	3	3	3	3
4	3	3	4	4	4	3	3	3	3	3	4	4	4	3	3	3	3	3	3	3	4	4	4
5	3	4	3	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3
6	4	3	3	3	4	3	2	2	3	3	3	2	2	3	2	3	2	3	3	3	2	2	2
7	3	3	4	3	4	3	3	3	4	3	4	3	4	4	4	3	4	4	4	3	3	3	4
8	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
9	3	4	3	4	4	4	3	3	3	3	3	3	3	4	3	3	3	2	3	3	2	2	3
10	4	3	4	4	4	3	3	3	3	3	4	3	4	4	3	4	4	3	4	4	4	3	3
11	3	3	3	2	3	3	2	2	3	3	3	2	2	2	3	3	3	3	3	3	3	3	4
12	3	4	3	3	4	3	3	3	3	3	4	3	3	3	3	3	4	3	3	3	4	4	4
13	3	3	3	3	4	3	4	4	4	3	3	4	3	3	4	3	3	4	3	3	4	3	4
14	4	4	4	3	4	4	2	3	3	4	4	3	3	4	4	4	4	3	4	3	4	4	4
15	4	3	3	3	3	3	2	3	3	2	3	3	2	3	3	2	2	2	2	3	3	3	3
16	4	4	4	3	4	3	3	4	4	3	3	4	3	3	4	3	3	4	4	3	4	4	3
17	3	3	3	3	4	4	2	3	3	2	4	4	3	3	3	3	3	3	3	4	4	4	4
18	3	3	4	3	4	3	2	3	3	2	3	3	3	3	3	3	3	3	3	4	4	4	4
19	4	3	3	3	4	3	3	4	4	2	3	4	3	3	3	3	3	3	3	4	4	3	3

20	3	4	4	3	4	3	2	3	3	3	4	2	3	4	3	3	3	3	3	4	3	3	3
21	4	4	4	4	4	4	3	3	4	3	3	3	3	4	4	3	3	4	3	4	3	3	3
22	3	3	2	3	4	3	2	4	3	3	4	4	3	3	3	3	3	4	3	3	3	3	4
23	4	4	4	4	4	4	2	3	3	4	3	4	4	3	3	3	3	3	3	4	4	3	4
24	3	3	3	3	4	3	3	4	3	2	3	2	2	3	3	3	3	4	3	3	3	4	3
25	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	4	2	3	3
26	3	3	3	3	3	3	2	4	4	3	4	3	3	3	4	3	3	3	3	4	3	3	3
27	4	4	3	4	4	4	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3
28	3	3	3	3	4	3	2	3	3	2	3	3	2	3	2	3	3	3	4	2	3	2	3
29	3	3	3	3	4	3	2	4	3	3	3	3	2	3	2	3	3	3	3	2	3	3	3
30	3	3	3	3	4	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3

HASIL UJI VALIDITAS

Correlations

		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	But Tot
X1	Pearson Correlation	1	.318	.329	.426*	.015	.349	.169	.141	.190	.328	.000	.231	.060	.210	.287	.141	-.121	-.025	.119	.287	.370*	.117	-.118	.425*
	Sig. (2-tailed)		.087	.076	.019	.937	.059	.372	.457	.314	.077	1.000	.220	.751	.266	.124	.457	.525	.894	.532	.124	.044	.539	.535	.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
X2	Pearson Correlation	.318	1	.378*	.336	.189	.582**	.194	.046	.036	.510**	.154	-.053	.069	.401*	.212	.162	.169	-.029	.136	.076	.098	.134	.000	.415*
	Sig. (2-tailed)	.087		.040	.069	.317	.001	.305	.808	.849	.004	.416	.781	.716	.028	.261	.393	.371	.878	.473	.689	.606	.480	1.000	.022
	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
X3	Pearson Correlation	.329	.378*	1	.326	.230	.239	.159	.051	.239	.374*	.211	-.014	.424*	.504**	.199	.335	.164	.128	.429*	.326	.390*	.330	.185	.591**
	Sig. (2-tailed)	.076	.040		.079	.221	.204	.401	.791	.204	.041	.263	.940	.020	.004	.291	.070	.386	.502	.018	.079	.033	.075	.328	.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

X4	Pearson Correlation	.426*	.336	.326	1	.232	.490**	.373*	.067	-.035	.284	.149	.408*	.490**	.463**	.136	.178	.059	-.112	.033	.293	.168	-.070	.000	.492**
	Sig. (2-tailed)	.019	.069	.079		.218	.006	.042	.726	.854	.128	.433	.025	.006	.010	.474	.346	.756	.555	.863	.116	.375	.712	1.000	.006
	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
X5	Pearson Correlation	.015	.189	.230	.232	1	.276	.210	.184	.079	-.058	.223	.248	.317	.377*	-.136	.309	.284	.305	.357	-.156	.193	.092	.049	.386*
	Sig. (2-tailed)	.937	.317	.221	.218		.140	.265	.331	.679	.760	.236	.185	.087	.040	.474	.097	.129	.101	.053	.411	.307	.627	.798	.035
	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
X6	Pearson Correlation	.349	.582**	.239	.490**	.276	1	0.000	-.053	-.042	.339	.177	.243	.185	.368*	.162	.212	.071	-.134	.039	.203	.075	.056	.155	.405*
	Sig. (2-tailed)	.059	.001	.204	.006	.140		1.000	.781	.827	.067	.350	.197	.326	.046	.393	.261	.711	.481	.838	.281	.694	.770	.413	.026
	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
X7	Pearson Correlation	.169	.194	.159	.373*	.210	0.000	1	.377*	.444*	.109	0.000	.302	.283	.196	.383*	.094	.188	.356	.139	0.000	.311	.149	.110	.498**
	Sig. (2-taile	.372	.305	.401	.042	.265	1.000		.040	.014	.565	1.000	.105	.130	.299	.037	.621	.320	.053	.465	1.000	.095	.433	.562	.005

	d)																								
	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
X8	Pearson Correlation	.141	.046	.051	.067	.184	-.053	.377*	1	.477**	.039	.150	.360	.011	.078	.234	-.011	-.022	.397*	.091	.043	.360	.337	.131	.421*
	Sig. (2-tailed)	.457	.808	.791	.726	.331	.781	.040		.008	.837	.429	.051	.953	.682	.213	.953	.906	.030	.632	.821	.051	.068	.489	.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
X9	Pearson Correlation	.190	.036	.239	-.035	.079	-.042	.444*	.477**	1	.031	.000	.243	.185	.184	.566**	-.053	.071	.535**	.234	.203	.200	.056	.000	.433*
	Sig. (2-tailed)	.314	.849	.204	.854	.679	.827	.014	.008		.872	1.000	.197	.326	.331	.001	.781	.711	.002	.213	.281	.290	.770	1.000	.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
X 10	Pearson Correlation	.328	.510**	.374*	.284	-.058	.339	.109	.039	.031	1	.261	.090	.352	.271	.279	.431*	.208	.099	.260	.064	.129	.062	.229	.479**
	Sig. (2-tailed)	.077	.004	.041	.128	.760	.067	.565	.837	.872		.163	.638	.056	.147	.136	.018	.269	.604	.166	.735	.497	.745	.223	.007
	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
X 11	Pearson Correlati	.000	.154	.211	.149	.223	.177	0.000	.150	.000	.261	1	.137	.412*	.364*	.191	.375*	.449*	.094	.276	.164	.282	.355	.351	.490**

	on																								
	Sig. (2-tailed)	1.000	.416	.263	.433	.236	.350	1.000	.429	1.000	.163		.470	.024	.048	.313	.041	.013	.619	.140	.385	.130	.054	.057	.006
	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
X 12	Pearson Correlation	.231	-.053	-.014	.408*	.248	.243	.302	.360	.243	.090	.137	1	.566**	-.089	.262	-.026	.051	.130	.038	.141	.497**	.203	.391*	.515**
	Sig. (2-tailed)	.220	.781	.940	.025	.185	.197	.105	.051	.197	.638	.470		.001	.639	.163	.893	.788	.495	.842	.457	.005	.282	.033	.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
X 13	Pearson Correlation	.060	.069	.424*	.490**	.317	.185	.283	.011	.185	.352	.412*	.566**	1	.390*	.366*	.348	.471**	.135	.281	.419*	.355	.195	.362*	.682**
	Sig. (2-tailed)	.751	.716	.020	.006	.087	.326	.130	.953	.326	.056	.024	.001		.033	.047	.059	.009	.478	.132	.021	.054	.301	.050	.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
X 14	Pearson Correlation	.210	.401*	.504**	.463**	.377*	.368*	.196	.078	.184	.271	.364*	-.089	.390*	1	.277	.429*	.389*	.049	.402*	.214	-.018	-.062	-.091	.500**
	Sig. (2-tailed)	.266	.028	.004	.010	.040	.046	.299	.682	.331	.147	.048	.639	.033		.138	.018	.034	.797	.028	.257	.923	.747	.632	.005

	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
X 15	Pearson Correlation	.287	.212	.199	.136	-.136	.162	.383*	.234	.566**	.279	.191	.262	.366*	.277	1	.149	.411*	.375*	.185	.370*	.409*	.415*	.368*	.641**
	Sig. (2-tailed)	.124	.261	.291	.474	.474	.393	.037	.213	.001	.136	.313	.163	.047	.138		.433	.024	.041	.327	.044	.025	.022	.046	.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
X 16	Pearson Correlation	.141	.162	.335	.178	.309	.212	.094	-.011	-.053	.431*	.375*	-.026	.348	.429*	.149	1	.650**	.184	.712**	.136	.281	.160	.131	.500**
	Sig. (2-tailed)	.457	.393	.070	.346	.097	.261	.621	.953	.781	.018	.041	.893	.059	.018	.433		.000	.330	.000	.475	.133	.399	.489	.005
	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
X 17	Pearson Correlation	-.121	.169	.164	.059	.284	.071	.188	-.022	.071	.208	.449*	.051	.471**	.389*	.411*	.650**	1	.226	.595**	.025	.349	.319	.394*	.529**
	Sig. (2-tailed)	.525	.371	.386	.756	.129	.711	.320	.906	.711	.269	.013	.788	.009	.034	.024	.000		.229	.001	.897	.059	.086	.031	.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
X 18	Pearson Correlation	-.025	-.029	.128	-.112	.305	-.134	.356	.397*	.535**	.099	.094	.130	.135	.049	.375*	.184	.226	1	.386*	-.008	.207	.291	.207	.417*

	Sig. (2-tailed)	.894	.878	.502	.555	.101	.481	.053	.030	.002	.604	.619	.495	.478	.797	.041	.330	.229		.035	.968	.273	.119	.272	.022
	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
X 19	Pearson Correlation	.119	.136	.429*	.033	.357	.039	.139	.091	.234	.260	.276	.038	.281	.402*	.185	.712**	.595**	.386*	1	-.145	.242	.078	.097	.474**
	Sig. (2-tailed)	.532	.473	.018	.863	.053	.838	.465	.632	.213	.166	.140	.842	.132	.028	.327	.000	.001	.035		.444	.198	.680	.611	.008
	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
X 20	Pearson Correlation	.287	.076	.326	.293	-.156	.203	0.000	.043	.203	.064	.164	.141	.419*	.214	.370*	.136	.025	-.008	-.145	1	.273	.214	.144	.396*
	Sig. (2-tailed)	.124	.689	.079	.116	.411	.281	1.000	.821	.281	.735	.385	.457	.021	.257	.044	.475	.897	.968	.444		.145	.256	.447	.030
	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
X 21	Pearson Correlation	.370*	.098	.390*	.168	.193	.075	.311	.360	.200	.129	.282	.497**	.355	-.018	.409*	.281	.349	.207	.242	.273	1	.694**	.619**	.695**
	Sig. (2-tailed)	.044	.606	.033	.375	.307	.694	.095	.051	.290	.497	.130	.005	.054	.923	.025	.133	.059	.273	.198	.145		.000	.000	.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

X 22	Pearson Correlation	.117	.134	.330	-.070	.092	.056	.149	.337	.056	.062	.355	.203	.195	-.062	.415*	.160	.319	.291	.078	.214	.694**	1	.519**	.530**
	Sig. (2-tailed)	.539	.480	.075	.712	.627	.770	.433	.068	.770	.745	.054	.282	.301	.747	.022	.399	.086	.119	.680	.256	.000		.003	.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
X 23	Pearson Correlation	-.118	.000	.185	.000	.049	.155	.110	.131	.000	.229	.351	.391*	.362*	-.091	.368*	.131	.394*	.207	.097	.144	.619**	.519**	1	.492**
	Sig. (2-tailed)	.535	1.000	.328	1.000	.798	.413	.562	.489	1.000	.223	.057	.033	.050	.632	.046	.489	.031	.272	.611	.447	.000	.003		.006
	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
But_Tot	Pearson Correlation	.425*	.415*	.591**	.492**	.386*	.405*	.498**	.421*	.433*	.479**	.490**	.515**	.682**	.500**	.641**	.500**	.529**	.417*	.474**	.396*	.695**	.530**	.492**	1
	Sig. (2-tailed)	.019	.022	.001	.006	.035	.026	.005	.020	.017	.007	.006	.004	.000	.005	.000	.005	.003	.022	.008	.030	.000	.003	.006	
	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

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

HASIL UJI RELIABILITAS

Reliability Statistics

Cronbach's Alpha	N of Items
.861	23

LAMPIRAN 3

HASIL ANALISIS REGRESI LINIER BERGANDA

Tabulasi Awal 100 Responden

	Citra Merek															Harga				Intensi Pembelian			
No	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
1	3	3	3	4	4	4	2	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	4
2	3	2	3	4	4	3	2	3	4	2	3	3	3	3	4	2	3	3	4	3	2	4	3
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HASIL REGRESI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.191	.526		2.267	.026
	Citra Merek	.673	.186	.379	3.630	.000
	Harga	-.023	.127	-.019	-.179	.858

a. Dependent Variable: Intensi Pembelian

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.527	2	1.264	7.740	.001[b]
	Residual	15.835	97	.163		
	Total	18.362	99			

a. Dependent Variable:Intensi Pembelian

b. Predictors: (Constant), Harga, Citra Merek

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.371[a]	.138	.120	.40404

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

LAMPIRAN 4

KARAKTERISTIK RESPONDEN

Jenis Kelamin		Tingkat Pendidikan					Pengeluaran Perbulan					Status Tempat Tinggal				Durasi (lama menggunakan)				Frekuensi Pembelian				
L	P	SMP	SMA	S1	S2	S3	< 2 jt	2.000.001-4.000.000	4.000.001-6.000.000	6.000.001-8.000.000	>8.000.000	Rumah Sendiri	Rumah Keluarga	Kontrak/Kost	Lain-lain	< 1 thn	> 1 thn	> 2 thn	> 3 thn	1x dlm seminggu	1x dlm 2 minggu	1x dlm 1 bulan	1x dlm 2 bulan	1x dlm 3 bulan
	■			■			■						■						■					■
■				■				■						■					■					■
	■		■						■					■				■				■		
■			■				■						■			■								■
	■	■						■				■							■				■	
	■		■				■						■			■								■
■		■						■				■							■				■	
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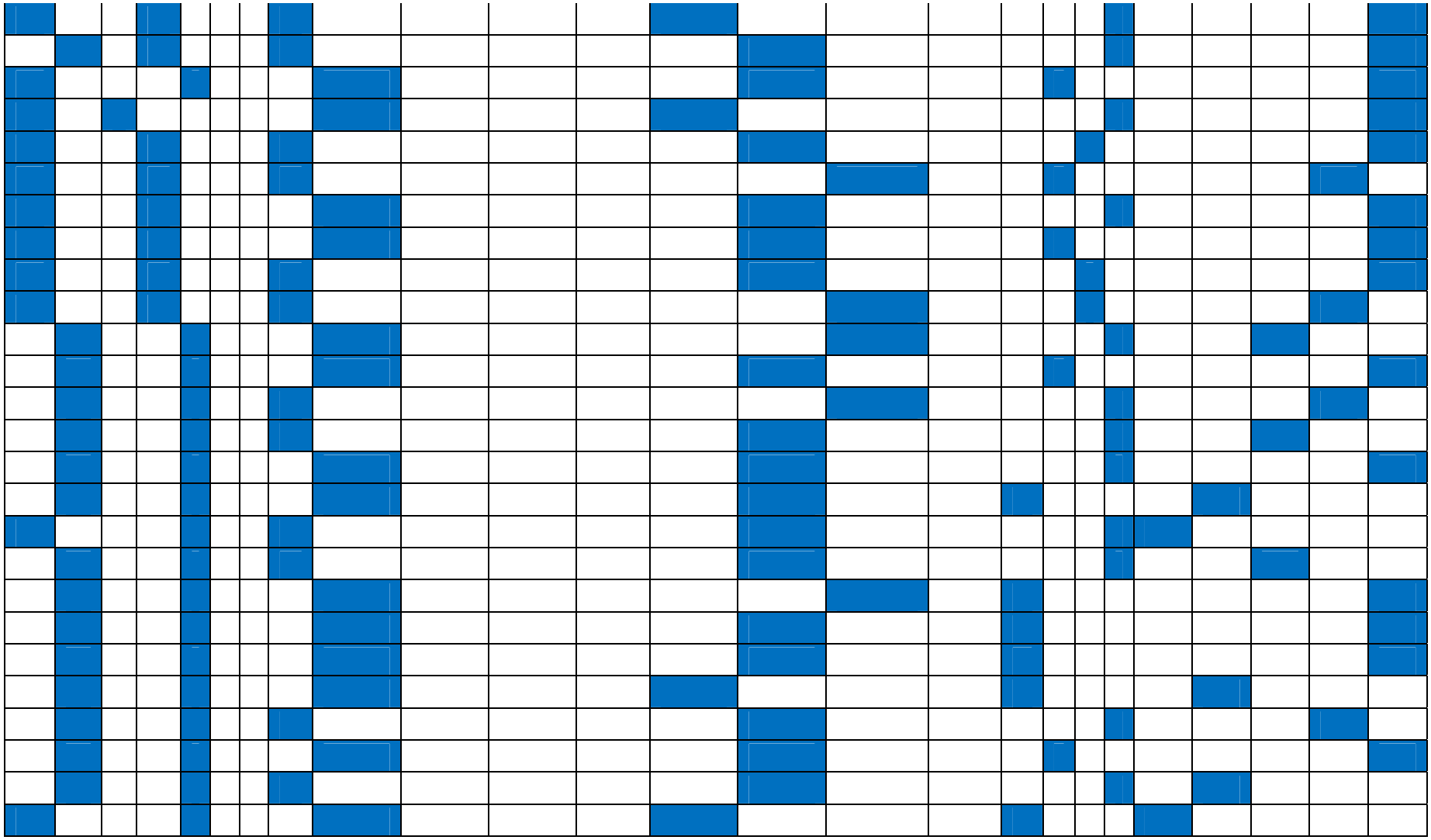

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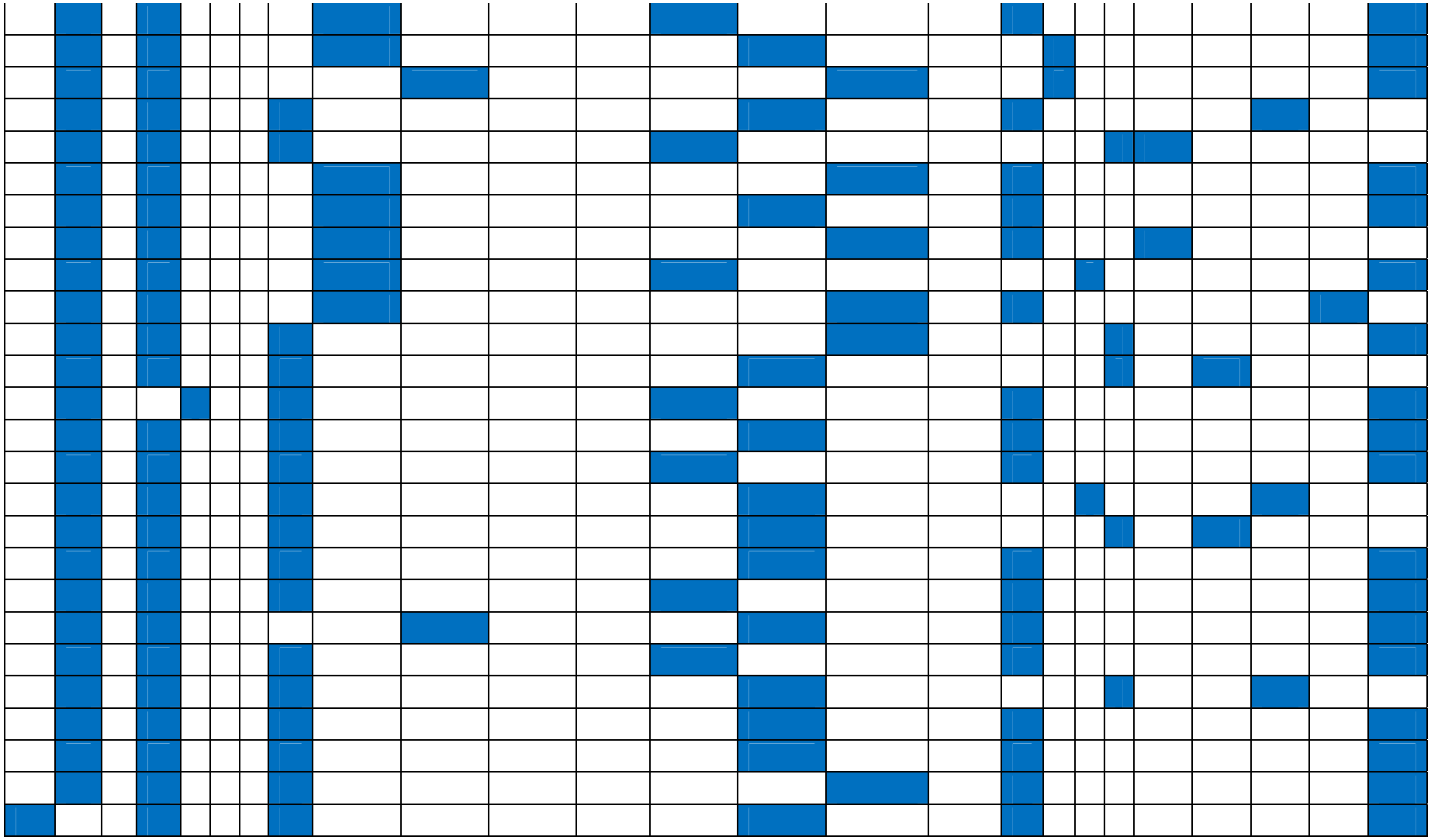

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100		100					100					100				100				100				