

LAMPIRAN – LAMPIRAN

Universitas Esa Unggul
Program S-1 Fakultas Ekonomi Program Studi Manajemen
KUESIONER PENELITIAN

Responden Yth,

Saya, mahasiswa program studi Manajemen, Fakultas Ekonomi Universitas Esa Unggul. Saya sedang melakukan penelitian mengenai “PENGARUH CITRA MEREK, HARGA, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN MARINA HAND & BODY LOTION : STUDI KASUS PADA MASYARAKAT DI WILAYAH JELAMBAR, JAKARTA BARAT” dalam rangka menyusun tugas akhir, Maka dari itu, saya meminta kesediaan saudara/i untuk pengisian kuesioner ini.

BAGIAN I: DATA RESPONDEN

Pilihlah salah satu jawaban pada setiap pertanyaan berikut ini dengan memberikan tanda silang (X).

No :

1. Usia anda ?

a. 17 – 25 tahun	c. 30 – 35 tahun	e. > 45 tahun
b. 26 – 30 tahun	d. 36 – 45 tahun	
2. Pekerjaan ?

a. Pelajar / Mahasiswa	c. Pegawai	e. Lainnya...
b. Wiraswasta	d. Ibu rumah tangga	
3. Sudah berapa lama anda menjadi pelanggan Marina Hand & Body Lotion?

a. < 1 Tahun	c. >3 – 5 Tahun
b. 1 – 3 Tahun	d. > 5 Tahun
4. Kapan terakhir kali anda membeli produk Marina Hand & Body Lotion?

a. < 1 bulan yang lalu	c. 3 – 6 bulan yang lalu
b. 1 bulan yang lalu	d. > 6 bulan yang lalu

BAGIAN II : PERNYATAAN KUESIONER

CARA PENGISIAN

Dari skala 1 sampai dengan 4, berilah nilai terhadap pernyataan di bawah ini.

Adapun arti dari angka penilaian yang anda pilih tersebut adalah sebagai berikut :

Skor 4 = Sangat Setuju

Skor 3 = Setuju

Skor 2 = Tidak Setuju

Skor 1 = Sangat Tidak Setuju

Berilah tanda (X) pada pernyataan yang anda pilih.

No	Pernyataan	STS	TS	S	SS
Citra Merek					
1.	Saya merasa cocok dengan produk Marina hand & body lotion				
2.	Marina hand & body lotion memberikan kesan positif kepada saya				
3.	Marina hand & body lotion memiliki banyak jenis varian aroma wangi berbeda dengan yang lain.				
4.	Marina hand & body lotion membuat kulit lembab dan sehat				
5.	Marina hand & body lotion mengandung vitamin E untuk melembabkan kulit				
6.	Kemasan marina hand & body lotion bervariasi				
7.	Reputasi marina hand & body lotion baik				

8.	Marina hand & body lotion memberikan manfaat				
Kualitas Produk					
9.	Marina hand & body dapat memutihkan kulit.				
10.	Marina hand & body lotion mengandung SPF 15 untuk melindungi kulit dari paparan sinar matahari.				
11.	Marina hand & body lotion tidak lengket dikulit				
12.	Marina hand & body lotion memiliki kelembaban yang tahan lama.				
13.	Marina hand & body lotion cocok untuk iklim daerah tropis.				
14.	Tekstur marina hand & body lotion lembut dikulit.				
15.	Produk marina hand & body lotion tidak menimbulkan masalah pada kulit konsumen				
Harga					
16.	Harga marina hand & body lotion terjangkau oleh konsumen.				
17.	Harga marina hand & body lotion sesuai dengan kualitas produknya.				
18.	Harga marina hand & body lotion bersaing dengan hand & body lotion lainnya.				
19.	Harga marina hand & body lotion sesuai dengan manfaat yang anda rasakan.				
Keputusan Pembelian					
20.	Saya membeli marina hand & body lotion karena ingin memenuhi kebutuhan perawatan pribadi				
21.	Saya ingin mencoba produk baru marina hand & body lotion				

22.	Saya mencari informasi tentang marina hand & body lotion dengan datang langsung ketoko atau supermarket				
23.	Saya mencari informasi kepada pengalaman orang lain yang sudah menggunakan marina hand & body lotion				
24.	Saya mencari informasi produk melalui iklan televisi marina hand & body lotion				
25.	Saya membeli karena melihat iklan televisi marina hand & body lotion				
26.	Saya membeli karena marina hand & body lotion merupakan merek yang terpercaya				
27.	Saya membeli marina hand & body lotion karena tersedia diberbagai toko dan supermarket				
28.	Saya puas setelah menggunakan marina hand & body lotion				
29.	Saya akan merekomendasikan marina hand & body lotion kepada orang lain				
30.	Saya akan melakukan pembelian kembali marina hand & body lotion				

	citra merek								harga				kualitas produk							keputusan 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	24	25	26	27	28	29	30	total
1	2	2	2	2	3	3	3	3	3	2	2	2	2	3	2	2	3	3	2	2	2	3	2	3	2	2	2	2	3	2	71
2	2	2	3	3	3	3	4	3	3	3	2	3	2	2	2	2	2	2	3	3	2	3	2	3	3	3	3	2	2	2	77
3	3	2	2	3	3	3	3	3	3	3	3	2	2	3	3	2	3	2	3	3	2	3	4	2	3	2	3	2	3	3	81
4	2	2	2	2	3	3	3	2	3	2	3	3	2	3	3	2	2	1	3	3	3	2	2	2	3	2	3	2	2	2	72
5	3	3	1	3	3	3	3	3	3	3	3	3	1	3	3	3	3	1	3	3	2	3	3	3	3	2	3	2	3	3	81
6	2	2	2	2	3	3	2	2	3	2	2	2	1	3	2	2	2	3	2	1	2	1	2	1	1	2	2	2	2	2	60
7	4	3	3	3	3	3	1	3	3	3	3	3	3	3	3	3	3	2	4	4	3	3	3	3	4	4	3	4	3	4	94
8	3	3	4	3	3	3	1	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	87
9	3	4	3	4	3	4	3	3	4	4	4	3	3	4	4	4	3	2	3	3	4	4	4	3	4	3	3	4	3	3	103
10	4	4	3	4	4	4	3	4	4	4	3	4	3	4	3	3	3	3	4	4	2	3	2	3	4	3	3	3	3	3	101
11	3	3	2	3	3	3	4	3	3	3	3	3	3	4	3	3	2	3	4	4	3	3	2	4	4	3	3	3	3	3	93
12	3	3	1	3	3	4	4	3	4	3	3	3	2	4	3	3	3	3	4	3	2	3	3	3	4	4	4	4	3	3	95
13	4	4	3	4	3	4	4	3	4	4	4	4	3	3	4	3	3	3	3	4	3	3	1	4	3	4	4	4	3	3	103
14	3	4	2	2	4	3	3	4	3	2	4	4	3	3	4	3	3	4	3	4	1	3	2	3	3	4	4	3	3	4	95
15	3	3	3	1	3	3	3	3	3	1	2	3	2	1	2	2	2	3	3	3	2	1	2	3	3	2	2	2	2	2	70
16	3	3	3	3	3	3	3	2	3	3	2	3	3	3	2	3	2	3	2	3	3	2	1	2	3	2	3	2	2	3	78
17	3	3	2	3	3	3	2	3	3	3	3	4	3	3	3	3	3	2	3	3	2	3	3	3	3	3	3	3	3	3	87
18	3	3	2	3	3	4	3	3	4	3	3	3	4	4	3	3	3	3	4	3	3	4	2	3	3	3	4	3	3	3	95
19	3	3	3	3	3	4	3	3	4	3	3	4	4	3	3	3	4	3	4	3	2	3	3	4	3	3	3	4	3	3	97
20	4	3	2	4	3	4	4	4	4	4	4	4	3	4	4	4	3	4	4	3	2	3	2	4	4	3	3	4	3	4	105
21	3	3	3	3	3	3	3	4	3	3	2	3	2	3	2	2	3	3	2	3	2	2	2	3	2	2	2	3	2	2	78
22	2	2	3	3	3	4	3	3	4	3	2	4	2	3	2	3	2	2	3	3	2	2	3	3	3	3	3	2	2	3	82
23	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	4	3	3	4	4	2	2	2	2	3	3	3	4	3	92
24	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	88

[illegible]

		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	p29	p30	total
p1	Pearson	1	.774**	.000	.573**	.280	.065	.158	.396*	.065	.573**	.442*	.482**	.324	.332	.442*	.453*	.359	.324	.527**	.570**	-.012	.250	-.161	.388*	.491**	.367*	.271	.607**	.405*	.590**	.663**
	Correlation																															
	Sig. (2-tailed)		.000	1.000	.001	.134	.733	.406	.031	.733	.001	.014	.007	.080	.073	.014	.012	.051	.080	.003	.001	.949	.184	.397	.034	.006	.046	.147	.000	.026	.001	.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
p2	Pearson	.774**	1	.073	.459*	.454*	-.030	.204	.451*	-.030	.459*	.559**	.528**	.370*	.234	.559**	.420*	.333	.370*	.334	.528**	.056	.231	-.217	.360	.381*	.418*	.251	.563**	.375*	.461*	.637**
	Correlation																															
	Sig. (2-tailed)	.000		.701	.011	.012	.875	.279	.012	.875	.011	.001	.003	.044	.214	.001	.021	.072	.044	.071	.003	.767	.219	.248	.051	.038	.021	.180	.001	.041	.010	.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
p3	Pearson	.000	.073	1	.105	-.040	.000	-.315	-.018	.000	.105	-.093	.101	.431*	-.352	-.093	.018	.018	.144	-.176	.185	.407*	-.144	-.185	.096	-.046	.114	-.221	.098	-.081	-.054	.070
	Correlation																															
	Sig. (2-tailed)	1.000	.701		.581	.833	1.000	.090	.927	1.000	.581	.626	.595	.017	.057	.626	.925	.925	.449	.353	.327	.026	.449	.328	.614	.810	.549	.241	.606	.670	.778	.714
	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
p4	Pearson	.573**	.459*	.105	1	.053	.401*	.156	.283	.401*	.000**	.428*	.450*	.332	.540**	.428*	.629**	.362*	.119	.417*	.367*	.297	.546**	.103	.374*	.464**	.359	.352	.587**	.408*	.484**	.740**
	Correlation																															
	Sig. (2-tailed)	.001	.011	.581		.780	.028	.411	.129	.028	0.000	.018	.013	.073	.002	.018	.000	.049	.533	.022	.046	.111	.002	.587	.041	.010	.051	.057	.001	.025	.007	.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
p5	Pearson	.280	.454*	-.040	.053	1	.083	.032	.435*	.083	.053	.246	.403*	.127	.190	.246	.112	.112	.319	.184	.403*	.398*	.127	-.139	.028	.190	.274	.261	.050	.126	.301	.287
	Correlation																															
	Sig. (2-tailed)	.134	.012	.833	.780		.663	.866	.016	.663	.780	.189	.027	.502	.315	.189	.557	.557	.086	.330	.027	.029	.502	.465	.882	.315	.143	.164	.795	.508	.106	.124
	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
p6	Pearson	.065	-.030	.000	.401*	.083	1	.075	.036	.000**	.401*	.191	.312	.296	.440*	.191	.481**	.148	.118	.329	.104	.029	.384*	.205	.362*	.346	.334	.492**	.374*	.042	.147	.480**
	Correlation																															
	Sig. (2-tailed)	.733	.875	1.000	.028	.663		.695	.850	0.000	.028	.313	.094	.113	.015	.313	.007	.435	.534	.076	.585	.880	.036	.277	.050	.061	.071	.006	.042	.827	.438	.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	30	30	30	30	30	30	30
p7	Pearson	.158	.204	-.315	.156	.032	.075	1	.364*	.075	.156	.105	.155	-.057	.189	.105	.022	-.050	.115	.140	.222	-.129	.000	-.278	.242	.128	.039	.213	.034	.024	-.100	.191
	Correlation																															
	Sig. (2-tailed)	.406	.279	.090	.411	.866	.695		.048	.695	.411	.581	.415	.763	.317	.581	.910	.792	.546	.459	.239	.497	1.000	.136	.197	.500	.838	.259	.860	.899	.599	.312
	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

p8	Pearson Correlation	.396*	.451*	-.018	.283	.435*	.036	.364*	1	.036	.283	.375*	.370*	.222	.083	.375*	.153	.465**	.388*	.265	.467**	-.173	.139	.022	.382*	.171	.307	.007	.345	.407*	.338	.480**
	Sig. (2-tailed)	.031	.012	.927	.129	.016	.850	.048		.850	.129	.041	.044	.239	.665	.041	.421	.010	.034	.157	.009	.360	.465	.908	.037	.366	.099	.970	.062	.026	.068	.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	30	30	30	30	30	30	
	Pearson	.065	-.030	.000	.401*	.083	.000**	.075	.036		1	.401*	.191	.312	.296	.440*	.191	.481**	.148	.118	.329	.104	.029	.384*	.205	.362*	.346	.334	.492**	.374*	.042	.147
p9	Pearson Correlation																															
	Sig. (2-tailed)	.733	.875	1.000	.028	.663	0.000	.695	.850		.028	.313	.094	.113	.015	.313	.007	.435	.534	.076	.585	.880	.036	.277	.050	.061	.071	.006	.042	.827	.438	.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	30	30	30	30	30	30	30
	Pearson	.573**	.459*	.105	.000**	.053	.401*	.156	.283	.401*	1	.428*	.450*	.332	.540**	.428*	.629**	.362*	.119	.417*	.367*	.297	.546**	.103	.374*	.464**	.359	.352	.587**	.408*	.484**	.740**
p10	Pearson Correlation																															
	Sig. (2-tailed)	.001	.011	.581	0.000	.780	.028	.411	.129	.028		.018	.013	.073	.002	.018	.000	.049	.533	.022	.046	.111	.002	.587	.041	.010	.051	.057	.001	.025	.007	.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
	Pearson	.442*	.559**	-.093	.428*	.246	.191	.105	.375*	.191	.428*	1	.369*	.440*	.319	.000**	.486**	.486**	.147	.424*	.455*	.193	.440*	.152	.391*	.475**	.547**	.459*	.614**	.548**	.602**	.726**
p11	Pearson Correlation																															
	Sig. (2-tailed)	.014	.001	.626	.018	.189	.313	.581	.041	.313	.018		.045	.015	.085	0.000	.006	.006	.440	.020	.012	.306	.015	.422	.033	.008	.002	.011	.000	.002	.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	30	30	30	30	30	30	30
	Pearson	.482**	.528**	.101	.450*	.403*	.312	.155	.370*	.312	.450*	.369*	1	.399*	.161	.369*	.569**	.270	.239	.515**	.533**	-.133	.239	-.087	.550**	.416*	.488**	.419*	.497**	.191	.537**	.636**
p12	Pearson Correlation																															
	Sig. (2-tailed)	.007	.003	.595	.013	.027	.094	.415	.044	.094	.013	.045		.029	.394	.045	.001	.150	.202	.004	.002	.485	.202	.648	.002	.022	.006	.021	.005	.311	.002	.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
	Pearson	.324	.370*	.431*	.332	.127	.296	-.057	.222	.296	.332	.440*	.399*	1	.242	.440*	.483**	.398*	.386*	.430*	.479**	.377*	.455*	-.090	.480**	.387*	.514**	.407*	.575**	.449*	.481**	.670**
p13	Pearson Correlation																															
	Sig. (2-tailed)	.080	.044	.017	.073	.502	.113	.763	.239	.113	.073	.015	.029		.198	.015	.007	.029	.035	.018	.007	.040	.012	.636	.007	.035	.004	.026	.001	.013	.007	.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
	Pearson	.332	.234	-.352	.540**	.190	.440*	.189	.083	.440*	.540**	.319	.161	.242	1	.319	.566**	.203	.097	.398*	.161	.031	.532**	.117	.167	.383*	.257	.467**	.433*	.331	.373*	.536**
p14	Pearson Correlation																															
	Sig. (2-tailed)	.073	.214	.057	.002	.315	.015	.317	.665	.015	.002	.085	.394	.198		.085	.001	.283	.611	.030	.394	.872	.002	.537	.379	.037	.170	.009	.017	.074	.042	.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
	Pearson																															

p16	Pearson Correlation Sig. (2-tailed)	.442*	.559**	-.093	.428*	.246	.191	.105	.375*	.191	.428*	1.000**	.369*	.440*	.319		.486**	.486**	.147	.424*	.455*	.193	.440*	.152	.391*	.475**	.547**	.459*	.614**	.548**	.602**	.726**
		.014	.001	.626	.018	.189	.313	.581	.041	.313	.018	0.000	.045	.015	.085		.006	.006	.440	.020	.012	.306	.015	.422	.033	.008	.002	.011	.000	.002	.000	.000
		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
		.453*	.420*	.018	.629**	.112	.481**	.022	.153	.481**	.629**	.486**	.569**	.483**	.566**	.486**	1	.359	.228	.519**	.370*	.331	.569**	.217	.430*	.566**	.489**	.520**	.670**	.526**	.750**	.790**
p17	Pearson Correlation Sig. (2-tailed)	.012	.021	.925	.000	.557	.007	.910	.421	.007	.000	.006	.001	.007	.001	.006		.051	.227	.003	.044	.074	.001	.250	.018	.001	.006	.003	.000	.003	.000	.000
		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
		.359	.333	.018	.362*	.112	.148	-.050	.465**	.148	.362*	.486**	.270	.398*	.203	.486**	.359	1	.228	.329	.270	.164	.398*	.301	.240	.021	.296	.193	.587**	.766**	.432*	.560**
		.051	.072	.925	.049	.557	.435	.792	.010	.435	.049	.006	.150	.029	.283	.006	.051		.227	.076	.150	.387	.029	.106	.201	.912	.112	.307	.001	.000	.017	.001
p18	Pearson Correlation Sig. (2-tailed)	.324	.370*	.144	.119	.319	.118	.115	.388*	.118	.119	.147	.239	.386*	.097	.147	.228	.228	1	.126	.080	-.089	-.023	-.427*	.253	-.048	.283	.058	.376*	.257	.311	.330
		.080	.044	.449	.533	.086	.534	.546	.034	.534	.533	.440	.202	.035	.611	.440	.227	.227		.506	.675	.641	.905	.018	.178	.800	.130	.760	.040	.171	.094	.075
		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
		.527**	.334	-.176	.417*	.184	.329	.140	.265	.329	.417*	.424*	.515**	.430*	.398*	.424*	.519**	.329	.126	1	.515**	.064	.505**	.245	.517**	.720**	.537**	.491**	.610**	.478**	.591**	.712**
p19	Pearson Correlation Sig. (2-tailed)	.003	.071	.353	.022	.330	.076	.459	.157	.076	.022	.020	.004	.018	.030	.020	.003	.076	.506		.004	.736	.004	.192	.003	.000	.002	.006	.000	.008	.001	.000
		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
		.570**	.528**	.185	.367*	.403*	.104	.222	.467**	.104	.367*	.455*	.533**	.479**	.161	.455*	.370*	.270	.080	.515**	1	.179	.319	-.087	.461*	.586**	.578**	.521**	.420*	.417*	.537**	.668**
		.001	.003	.327	.046	.027	.585	.239	.009	.585	.046	.012	.002	.007	.394	.012	.044	.150	.675	.004		.343	.085	.648	.010	.001	.001	.003	.021	.022	.002	.000
p20	Pearson Correlation Sig. (2-tailed)	-.012	.056	.407*	.297	.398*	.029	-.129	-.173	.029	.297	.193	-.133	.377*	.031	.193	.331	.164	-.089	.064	.179	1	.178	.051	-.064	.102	.095	.048	.277	.373*	.105	.251
		.949	.767	.026	.111	.029	.880	.497	.360	.880	.111	.306	.485	.040	.872	.306	.074	.387	.641	.736	.343		.348	.791	.736	.593	.616	.800	.139	.042	.581	.181
		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

p22	Pearson Correlation Sig. (2- tailed) N	.250	.231	-.144	.546**	.127	.384*	.000	.139	.384*	.546**	.440*	.239	.455*	.532**	.440*	.569**	.398*	-.023	.505**	.319	.178	1	.382*	.480**	.532**	.437*	.581**	.509**	.545**	.481**	.670**
		.184	.219	.449	.002	.502	.036	1.000	.465	.036	.002	.015	.202	.012	.002	.015	.001	.029	.905	.004	.085	.348		.037	.007	.002	.016	.001	.004	.002	.007	.000
		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
p23	Pearson Correlation Sig. (2- tailed) N	-.161	-.217	-.185	.103	-.139	.205	-.278	.022	.205	.103	.152	-.087	-.090	.117	.152	.217	.301	-.427*	.245	-.087	.051	.382*	1	-.020	.261	.036	.032	.162	.244	.207	.145
		.397	.248	.328	.587	.465	.277	.136	.908	.277	.587	.422	.648	.636	.537	.422	.250	.106	.018	.192	.648	.791	.037		.916	.164	.852	.868	.392	.193	.272	.444
		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
p24	Pearson Correlation Sig. (2- tailed) N	.388*	.360	.096	.374*	.028	.362*	.242	.382*	.362*	.374*	.391*	.550**	.480**	.167	.391*	.430*	.240	.253	.517**	.461*	-.064	.480**	-.020	1	.570**	.492**	.284	.571**	.271	.352	.638**
		.034	.051	.614	.041	.882	.050	.197	.037	.050	.041	.033	.002	.007	.379	.033	.018	.201	.178	.003	.010	.736	.007	.916		.001	.006	.128	.001	.148	.056	.000
		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
p25	Pearson Correlation Sig. (2- tailed) N	.491**	.381*	-.046	.464**	.190	.346	.128	.171	.346	.464**	.475**	.416*	.387*	.383*	.475**	.566**	.021	-.048	.720**	.586**	.102	.532**	.261	.570**	1	.503**	.467**	.504**	.229	.554**	.683**
		.006	.038	.810	.010	.315	.061	.500	.366	.061	.010	.008	.022	.035	.037	.008	.001	.912	.800	.000	.001	.593	.002	.164	.001		.005	.009	.005	.225	.002	.000
		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
p26	Pearson Correlation Sig. (2- tailed) N	.367*	.418*	.114	.359	.274	.334	.039	.307	.334	.359	.547**	.488**	.514**	.257	.547**	.489**	.296	.283	.537**	.578**	.095	.437*	.036	.492**	.503**	1	.677**	.711**	.442*	.621**	.721**
		.046	.021	.549	.051	.143	.071	.838	.099	.071	.051	.002	.006	.004	.170	.002	.006	.112	.130	.002	.001	.616	.016	.852	.006	.005		.000	.000	.014	.000	.000
		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
p27	Pearson Correlation Sig. (2- tailed) N	.271	.251	-.221	.352	.261	.492**	.213	.007	.492**	.352	.459*	.419*	.407*	.467**	.459*	.520**	.193	.058	.491**	.521**	.048	.581**	.032	.284	.467**	.677**	1	.413*	.340	.528**	.622**
		.147	.180	.241	.057	.164	.006	.259	.970	.006	.057	.011	.021	.026	.009	.011	.003	.307	.760	.006	.003	.800	.001	.868	.128	.009	.000		.023	.066	.003	.000
		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
p28	Pearson Correlation Sig. (2- tailed) N	.607**	.563**	.098	.587**	.050	.374*	.034	.345	.374*	.587**	.614**	.497**	.575**	.433*	.614**	.670**	.587**	.376*	.610**	.420*	.277	.509**	.162	.571**	.504**	.711**	.413*	1	.568**	.617**	.847**
		.000	.001	.606	.001	.795	.042	.860	.062	.042	.001	.000	.005	.001	.017	.000	.000	.001	.040	.000	.021	.139	.004	.392	.001	.005	.000	.023		.001	.000	.000
		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

[illegible]

Hasil Reliabilitas**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
86.57	117.151	10.824	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
p1	83.73	108.271	.628	.921
p2	83.73	107.995	.597	.922
p3	83.97	116.585	.008	.930
p4	83.70	106.700	.709	.920
p5	83.50	115.638	.265	.926
p6	83.23	111.771	.440	.924
p7	83.67	114.368	.114	.930
p8	83.50	111.431	.437	.924
p9	83.23	111.771	.440	.924
p10	83.70	106.700	.709	.920
p11	83.67	107.195	.695	.921
p12	83.47	109.154	.601	.922
p13	83.90	107.334	.632	.921
p14	83.53	109.844	.489	.923
p15	83.67	107.195	.695	.921
p16	83.80	107.752	.769	.920
p17	83.80	110.579	.523	.923
p18	83.90	112.576	.270	.927
p19	83.50	107.707	.680	.921
p20	83.47	108.740	.635	.921
p21	84.00	113.724	.187	.928
p22	83.90	107.334	.632	.921
p23	84.20	115.407	.080	.929
p24	83.63	108.723	.601	.922
p25	83.53	107.706	.648	.921
p26	83.70	107.734	.691	.921
p27	83.60	109.972	.589	.922
p28	83.70	104.286	.827	.918
p29	83.80	110.234	.629	.922
p30	83.70	108.148	.730	.920

Universitas Esa Unggul

Program S-1 Fakultas Ekonomi Program Studi Manajemen

KUESIONER PENELITIAN

Responden Yth,

Saya, mahasiswa program studi Manajemen, Fakultas Ekonomi Universitas Esa Unggul. Saya sedang melakukan penelitian mengenai “PENGARUH CITRA MEREK, HARGA, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN MARINA HAND & BODY LOTION : STUDI KASUS PADA MASYARAKAT DI WILAYAH JELAMBAR, JAKARTA BARAT” dalam rangka menyusun tugas akhir, Maka dari itu, saya meminta kesediaan saudara/i untuk pengisian kuesioner ini.

BAGIAN I: DATA RESPONDEN

Pilihlah salah satu jawaban pada setiap pertanyaan berikut ini dengan memberikan tanda silang (X).

No :

1. Usia anda ?

a. 17 – 25 tahun	c. 30 – 35 tahun	e. > 45 tahun
b. 26 – 30 tahun	d. 36 – 45 tahun	
2. Pekerjaan ?

a. Pelajar / Mahasiswa	c. Pegawai	e. Lainnya...
b. Wiraswasta	d. Ibu rumah tangga	
3. Sudah berapa lama anda menjadi pelanggan Marina Hand & Body Lotion?

a. < 1 Tahun	c. >3 – 5 Tahun
b. 1 – 3 Tahun	d. > 5 Tahun
4. Kapan terakhir kali anda membeli produk Marina Hand & Body Lotion?

a. < 1 bulan yang lalu	c. 3 – 6 bulan yang lalu
b. 1 bulan yang lalu	d. > 6 bulan yang lalu

BAGIAN II : PERNYATAAN

CARA PENGISIAN

Dari skala 1 sampai dengan 4, berilah nilai terhadap pernyataan di bawah ini.

Adapun arti dari angka penilaian yang anda pilih tersebut adalah sebagai berikut :

Skor 4 = Sangat Setuju

Skor 3 = Setuju

Skor 2 = Tidak Setuju

Skor 1 = Sangat Tidak Setuju

Berilah tanda (X) pada pernyataan yang anda pilih.

No	Pernyataan	STS	TS	S	SS
Citra Merek					
1.	Saya merasa cocok dengan produk Marina hand & body lotion				
2.	Marina hand & body lotion memberikan kesan positif kepada saya				
3.	Marina hand & body lotion membuat kulit lembab dan sehat				
4.	Kemasan marina hand & body lotion bervariasi				
5.	Marina hand & body lotion memberikan manfaat				
Kualitas Produk					
6.	Marina hand & body dapat memutihkan kulit.				
7.	Marina hand & body lotion mengandung SPF 15 untuk melindungi kulit dari paparan sinar matahari.				
8.	Marina hand & body lotion tidak lengket di kulit				
9.	Marina hand & body lotion memiliki kelembaban yang tahan lama.				

10.	Marina hand & body lotion cocok untuk iklim daerah tropis.				
11.	Produk marina hand & body lotion tidak menimbulkan masalah pada kulit konsumen				
Harga					
12.	Harga marina hand & body lotion terjangkau oleh konsumen.				
13.	Harga marina hand & body lotion sesuai dengan kualitas produknya.				
14.	Harga marina hand & body lotion bersaing dengan hand & body lotion lainnya.				
15.	Harga marina hand & body lotion sesuai dengan manfaat yang anda rasakan.				
Keputusan Pembelian					
16.	Saya membeli marina hand & body lotion karena ingin memenuhi kebutuhan perawatan pribadi				
17.	Saya mencari informasi tentang marina hand & body lotion dengan datang langsung ketoko atau supermarket				
18.	Saya mencari informasi produk melalui iklan televisi marina hand & body lotion				
19.	Saya membeli karena melihat iklan televisi marina hand & body lotion				
20.	Saya membeli karena marina hand & body lotion merupakan merek yang terpercaya				
21.	Saya membeli marina hand & body lotion karena tersedia diberbagai toko dan supermarket				
22.	Saya puas setelah menggunakan marina hand & body lotion				
23.	Saya akan merekomendasikan marina hand & body lotion kepada orang lain				
24.	Saya akan melakukan pembelian kembali marina hand & body lotion				

lampiran tabulasi responden halaman 99

	citramerek						harga					kualitas produk							keputusan pembelian									
no	1	2	3	4	5	rata" x1	1	2	3	4	rata"x2	1	2	3	4	5	6	rata"x3	1	2	3	4	5	6	7	8	9	rata" y
1	4	4	3	2	3	3.2	4	2	2	2	2.5	3	3	3	2	2	2	2.5	2	2	2	1	2	2	2	2	2	1.9
2	4	3	3	3	3	3.2	2	2	2	2	2.0	3	3	2	3	2	3	2.7	2	2	2	2	2	2	2	2	2	2.0
3	4	4	3	3	3	3.4	2	3	2	2	2.3	2	3	3	3	2	3	2.7	2	2	2	2	2	2	2	2	2	2.0
4	3	3	3	3	3	3.0	2	3	3	2	2.5	3	3	3	2	3	3	2.8	3	3	2	2	3	2	3	3	2	2.6
5	3	3	3	3	2	2.8	3	3	3	3	3.0	3	3	3	2	3	3	2.8	3	3	3	3	3	3	3	3	3	3.0
6	3	3	3	3	3	3.0	3	2	3	2	2.5	3	3	3	3	3	3	3.0	3	2	2	3	3	2	3	2	2	2.4
7	4	4	3	3	3	3.4	3	3	3	4	3.3	3	4	4	4	4	4	3.8	4	4	3	3	3	4	4	4	3	3.6
8	4	4	3	3	3	3.4	3	3	3	3	3.0	3	3	3	3	4	4	3.3	3	3	3	3	3	3	3	3	3	3.0
9	4	2	3	3	3	3.0	3	3	3	3	3.0	4	3	3	3	4	4	3.5	3	3	3	3	3	3	3	3	3	3.0
10	4	2	3	3	2	2.8	3	2	3	2	2.5	3	3	3	3	3	2	2.8	3	2	2	3	3	2	3	2	2	2.4
11	3	3	3	2	2	2.6	3	2	2	2	2.3	3	3	3	2	2	2	2.5	2	2	2	2	2	2	2	2	2	2.0
12	4	2	4	4	4	3.6	3	4	3	4	3.5	4	4	4	4	4	4	4.0	4	4	4	3	3	4	4	4	4	3.8
13	4	4	3	3	3	3.4	3	2	3	2	2.5	3	3	3	3	3	2	2.8	3	2	3	2	3	2	3	2	3	2.6
14	3	1	3	2	2	2.2	3	2	3	2	2.5	3	3	3	2	2	2	2.5	3	2	3	3	3	2	3	2	3	2.7
15	4	2	3	3	3	3.0	3	3	3	3	3.0	3	3	3	3	3	3	3.0	3	3	3	3	3	3	3	3	3	3.0
16	4	3	3	3	3	3.2	3	3	3	3	3.0	3	3	3	3	3	3	3.0	3	3	3	3	3	3	3	3	3	3.0
17	4	4	3	3	3	3.4	3	3	3	3	3.0	3	3	3	3	3	3	3.0	3	3	3	3	3	3	3	3	3	3.0
18	4	3	3	3	3	3.2	3	3	3	3	3.0	3	3	3	3	3	3	3.0	3	3	3	3	3	3	3	3	3	3.0
19	4	1	3	3	3	2.8	3	3	3	3	3.0	3	3	3	3	3	3	3.0	3	3	3	3	3	3	3	3	3	3.0
20	4	2	3	3	3	3.0	3	3	3	3	3.0	3	3	3	3	3	3	3.0	3	3	3	3	3	3	3	3	3	3.0
21	4	3	3	3	3	3.2	2	2	3	3	2.5	3	3	3	2	3	3	2.8	3	3	3	2	3	3	3	3	3	2.9
22	3	3	3	3	3	3.0	2	2	2	3	2.3	3	3	3	3	3	3	3.0	3	3	3	2	2	3	3	3	3	2.8
23	3	3	3	3	3	3.0	3	3	3	2	2.8	3	3	3	3	3	3	3.0	2	2	3	3	3	2	2	2	3	2.4
24	4	4	3	3	3	3.4	3	2	3	3	2.8	3	3	3	3	3	3	3.0	2	3	2	3	3	3	2	3	2	2.6
25	3	4	3	3	3	3.2	3	3	3	3	3.0	3	3	3	3	3	3	3.0	3	3	3	3	3	3	3	3	3	3.0
26	2	3	3	3	3	2.8	3	3	3	2	2.8	3	3	3	3	3	3	3.0	2	2	2	3	3	2	2	2	2	2.2
27	3	4	3	3	3	3.2	2	3	3	3	2.8	2	2	3	3	3	3	2.7	3	3	3	2	3	3	3	3	3	2.9
28	4	3	3	3	3	3.2	3	3	3	3	3.0	3	3	3	3	3	3	3.0	3	3	3	3	3	3	3	3	3	3.0
29	3	3	3	3	3	3.0	3	3	3	3	3.0	3	3	3	3	3	3	3.0	3	3	3	3	3	3	3	3	3	3.0
30	2	4	3	3	3	3.0	3	3	2	2	2.5	3	3	3	3	3	3	3.0	2	3	3	3	2	2	3	2	3	2.6
31	3	3	3	3	3	3.0	3	3	3	3	3.0	3	3	3	3	3	3	3.0	3	3	3	3	3	3	3	3	3	3.0
32	2	4	3	3	3	3.0	4	3	3	3	3.3	3	4	4	4	4	4	3.8	3	2	3	3	3	3	3	2	3	2.8
33	4	3	3	3	3	3.2	3	3	2	2	2.5	3	3	3	3	3	3	3.0	3	2	3	3	3	2	2	3	3	2.7

lampiran tabulasi responden halaman 100

34	3	2	2	2	2	2.2	2	3	3	2	2.5	3	3	2	2	2	2.3	2	2	3	3	3	3	3	3	2.8
35	2	3	2	3	2	2.6	3	3	3	3	3.0	3	3	3	3	3	3.0	3	2	2	3	3	3	3	2	2.7
36	4	4	4	2	3	3.4	3	3	3	2	2.8	3	4	3	3	3	3.2	2	3	3	3	3	2	2	3	2.7
37	3	2	3	2	2	2.4	3	3	3	3	3.0	3	3	2	2	3	2.7	3	3	3	3	3	3	3	3	3.0
38	2	2	3	3	2	2.4	3	2	2	2	2.3	3	3	2	3	3	2.8	2	2	3	3	2	2	2	3	2.3
39	1	3	4	4	4	3.2	3	4	4	4	3.8	4	4	4	4	3	3.7	4	4	4	3	4	4	4	4	3.9
40	2	4	3	3	3	3.0	3	3	3	3	3.0	3	3	3	3	3	3.0	3	3	3	3	3	3	3	3	3.0
41	1	3	1	3	3	2.2	4	3	3	3	3.3	3	3	3	3	4	3.3	3	3	3	4	3	3	3	3	3.1
42	4	3	3	3	3	3.2	3	2	2	2	2.3	3	3	3	3	3	3.0	2	2	2	2	2	2	2	2	2.0
43	3	4	3	3	3	3.2	2	2	2	2	2.0	3	3	3	3	3	3.0	2	2	2	2	2	2	2	2	2.0
44	2	4	3	3	3	3.0	3	3	3	3	3.0	3	3	3	3	3	3.0	3	2	2	3	3	3	3	2	2.6
45	2	3	2	2	2	2.2	2	2	2	3	2.3	3	3	3	3	3	3.0	2	2	2	2	2	2	3	2	2.1
46	3	4	3	3	3	3.2	3	3	3	3	3.0	3	3	4	2	4	3.3	1	3	3	3	3	3	3	3	2.8
47	3	3	3	3	3	3.0	3	2	3	3	2.8	3	4	4	3	3	3.3	2	2	2	3	3	3	2	2	2.3
48	2	2	3	3	3	2.6	3	2	3	3	2.8	3	3	3	3	3	3.0	3	2	3	3	3	3	3	2	2.8
49	4	3	3	3	3	3.2	3	3	3	3	3.0	3	3	3	3	3	3.0	3	3	3	3	3	3	3	3	3.0
50	4	4	3	3	3	3.4	3	2	2	2	2.3	3	3	3	3	3	3.0	2	2	2	2	2	2	2	2	2.0
51	4	3	3	3	3	3.2	3	3	3	3	3.0	3	3	3	3	3	3.0	3	3	3	3	3	3	3	3	3.0
52	3	2	3	2	3	2.6	2	3	3	2	2.5	3	2	3	2	2	2.5	3	3	3	2	3	2	3	3	2.8
53	2	4	3	3	2	2.8	3	3	2	3	2.8	3	3	3	3	3	3.0	3	2	2	3	3	3	3	2	2.6
54	3	3	3	2	2	2.6	3	2	3	2	2.5	3	3	3	2	3	2.8	2	2	3	3	3	2	2	2	2.4
55	4	2	2	2	3	2.6	2	2	2	3	2.3	3	3	3	3	2	2.8	2	2	3	2	2	3	2	2	2.3
56	2	4	3	3	2	2.8	2	2	2	2	2.0	3	2	3	2	3	2.5	2	3	2	2	2	2	2	3	2.2
57	1	3	2	2	2	2.0	3	3	3	3	3.0	3	3	3	3	3	2.8	3	3	3	3	3	3	3	3	3.0
58	3	2	3	3	3	2.8	3	3	3	3	3.0	3	3	3	3	3	3.0	3	3	3	3	3	3	3	3	3.0
59	4	3	3	3	3	3.2	3	3	3	3	3.0	3	3	3	3	3	3.0	3	3	3	3	3	3	3	3	3.0
60	2	2	3	3	3	2.6	3	2	3	3	2.8	3	3	3	3	3	3.0	3	3	3	3	3	3	3	3	3.0
61	3	3	3	3	3	3.0	3	3	3	3	3.0	3	3	3	3	3	3.0	3	3	3	3	3	3	3	3	3.0
62	2	4	3	2	2	2.6	3	2	3	3	2.8	3	3	3	3	3	3.0	2	2	3	3	3	3	2	2	2.6
63	4	2	3	3	3	3.0	3	3	3	3	3.0	3	3	3	3	3	3.0	3	3	3	3	3	3	3	3	3.0
64	3	4	2	2	2	2.6	2	2	2	2	2.0	2	3	3	2	2	2.3	2	2	2	2	2	2	2	2	2.0
65	4	4	3	3	3	3.4	3	2	2	3	2.5	3	3	3	3	3	3.0	2	2	3	3	2	3	3	2	2.6
66	3	3	3	3	3	3.0	3	2	2	2	2.3	3	3	3	3	3	3.0	2	2	2	3	2	2	2	2	2.1
67	4	2	3	3	3	3.0	3	3	3	3	3.0	3	3	3	3	3	3.0	3	3	3	3	3	3	3	3	3.0
68	2	3	3	3	3	2.8	3	3	3	3	3.0	3	3	3	3	3	3.0	3	3	3	3	3	3	3	3	3.0

lampiran tabulasi responden halaman 101

69	4	2	3	3	3	3.0	3	2	3	2	2.5	3	3	3	3	3	3	3.0	2	3	3	3	3	2	2	2	3	2.6
70	3	3	4	3	4	3.4	3	3	3	2	2.8	4	3	3	3	4	4	3.5	3	2	3	3	3	2	3	2	3	2.7
71	4	2	4	3	3	3.2	2	2	3	2	2.3	4	3	3	3	3	3	3.2	3	3	2	2	3	2	3	3	2	2.6
72	2	4	3	3	3	3.0	3	3	3	2	2.8	3	3	3	3	3	3	3.0	3	2	2	3	3	2	3	2	2	2.4
73	3	4	3	3	3	3.2	3	3	2	3	2.8	3	3	3	3	3	3	3.0	2	3	3	3	3	2	2	3	3	2.7
74	4	2	3	3	3	3.0	3	3	3	2	2.8	3	3	3	3	3	3	3.0	3	3	3	2	3	3	3	3	3	2.9
75	2	3	3	2	3	2.6	2	2	2	2	2.0	3	3	3	3	3	2	2.8	2	2	2	2	2	2	2	2	2	2.0
76	3	2	3	3	4	3.0	3	2	3	2	2.5	3	2	3	1	3	3	2.5	3	3	2	3	3	2	3	3	2	2.7
77	4	4	3	3	3	3.4	2	2	4	2	2.5	3	3	3	3	2	2	2.7	2	2	2	2	4	2	2	2	2	2.2
78	4	3	4	3	3	3.4	3	2	3	3	2.8	4	3	3	3	4	3	3.3	2	3	2	3	3	3	2	3	2	2.6
79	3	2	3	3	3	2.8	3	3	3	3	3.0	3	3	3	3	4	4	3.3	3	3	3	3	3	3	3	3	3	3.0
80	2	3	3	3	3	2.8	3	3	3	4	3.3	3	3	3	3	3	3	3.0	4	4	4	3	3	4	4	4	4	3.8
81	1	3	3	3	3	2.6	3	3	3	2	2.8	3	2	3	3	4	4	3.2	3	2	2	3	3	2	3	2	2	2.4
82	2	4	3	3	3	3.0	3	2	4	2	2.8	2	3	3	3	4	4	3.2	2	2	4	2	3	2	2	2	1	2.2
83	2	2	4	4	4	3.2	3	2	3	2	2.5	3	3	4	3	4	3	3.3	3	2	2	3	3	2	3	2	2	2.4
84	2	2	3	3	2	2.4	2	2	3	2	2.3	2	3	3	3	2	3	2.7	2	2	2	2	3	2	2	2	2	2.1
85	3	4	4	4	4	3.8	3	3	3	3	3.0	4	4	4	4	4	4	4.0	3	3	3	3	3	3	3	3	3	3.0
86	2	2	3	3	3	2.6	2	2	2	2	2.0	3	3	3	3	4	4	3.3	2	2	2	2	2	2	2	2	2	2.0
87	4	3	4	3	3	3.4	2	3	2	3	2.5	3	3	4	3	3	3	3.2	2	2	2	2	2	3	2	2	2	2.1
88	3	4	3	3	3	3.2	2	2	2	2	2.0	3	3	3	3	3	3	3.0	2	2	2	2	2	2	2	2	2	2.0
89	2	3	3	3	3	2.8	2	2	2	2	2.0	2	2	3	3	3	3	2.7	2	2	2	2	2	2	2	2	2	2.0
90	3	3	4	3	3	3.2	3	3	3	3	3.0	4	3	3	3	3	3	3.2	3	3	3	3	3	3	3	3	3	3.0
91	2	2	3	3	3	2.6	3	2	3	3	2.8	2	3	3	3	3	2	2.7	2	3	3	3	3	3	2	3	3	2.8
92	3	3	3	3	3	3.0	2	4	2	4	3.0	3	3	3	3	3	3	3.0	2	3	4	2	2	3	3	2	2	2.6
93	3	4	3	3	3	3.2	2	4	2	2	2.5	3	3	3	3	3	3	3.0	2	2	3	4	2	2	2	2	2	2.3
94	4	4	4	3	3	3.6	3	3	3	4	3.3	3	4	3	3	3	3	3.2	4	4	3	2	3	4	4	3	4	3.4
95	4	2	4	4	4	3.6	3	4	2	4	3.3	4	3	3	2	2	2	2.7	4	3	4	3	2	4	4	3	4	3.4
96	4	3	3	2	3	3.0	3	3	2	3	2.8	3	3	3	3	4	4	3.3	2	2	2	2	3	3	2	2	2	2.2
97	3	3	3	3	3	3.0	3	3	3	4	3.3	3	3	3	2	3	3	2.8	2	2	3	2	3	4	3	4	3	2.9
98	3	4	3	3	4	3.4	2	2	3	2	2.3	3	3	3	3	4	4	3.3	2	2	2	2	3	2	2	2	2	2.1
99	2	2	4	4	4	3.2	3	3	2	4	3.0	4	2	2	4	4	3	3.2	4	3	3	3	2	4	4	3	3	3.2
100	3	3	3	3	2	2.6	3	2	3	3	2.8	3	3	3	3	4	2	3.0	3	4	2	3	3	3	2	3	2	2.8

Hasil Analisis Regresi

Hasil Uji t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.169	.498		-.340	.735
Citra Merek	-.048	.127	-.031	-.375	.709
Harga	.731	.101	.592	7.267	.000
Kualitas Produk	.315	.151	.174	2.079	.040

a. Dependent Variable: Keputusan Pembelian

Hasil Uji F

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	12.380	3	4.127	24.439	.000 ^b
Residual	16.210	96	.169		
Total	28.590	99			

a. Dependent Variable: Keputusan Pembelian

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

Koefisien Determinasi (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658 ^a	.433	.415	.411

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

Karakteristik Responden**Usia**

	Frequency	Percent	Valid Percent	Cumulative Percent
17-25 tahun	41	41.0	41.0	41.0
26-30 tahun	37	37.0	37.0	78.0
Valid 30-35 tahun	17	17.0	17.0	95.0
36-45 tahun	3	3.0	3.0	98.0
>45 tahun	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Pelajar/Mahasiswa	30	30.0	30.0	30.0
Wiraswasta	20	20.0	20.0	50.0
Pegawai	33	33.0	33.0	83.0
Ibu Rumah Tangga	16	16.0	16.0	99.0
Lainnya	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Lama Menjadi Pengguna

	Frequency	Percent	Valid Percent	Cumulative Percent
<1 tahun	51	51.0	51.0	51.0
1-3 tahun	37	37.0	37.0	88.0
Valid >3-5 tahun	9	9.0	9.0	97.0
>5 tahun	3	3.0	3.0	100.0
Total	100	100.0	100.0	

Terakhir Membeli

	Frequency	Percent	Valid Percent	Cumulative Percent
<1 bulan yang lalu	34	34.0	34.0	34.0
1 bulan yang lalu	23	23.0	23.0	57.0
Valid 3-6 bulan yang lalu	41	41.0	41.0	98.0
>6 bulan	2	2.0	2.0	100.0
Total	100	100.0	100.0	