

LAMPIRAN 2 : DATA KARAKTERISTIK RESPONDEN 120 RESPONDEN

Responden	Jenis Kelamin	Usia	Pendidikan Terakhir	Pekerjaan	pengeluaran perbulan	Pernah menggunakan selain modem Bolt	total
1	2	2	2	2	2	1	11
2	2	2	2	3	3	1	13
3	2	2	1	2	2	2	11
4	2	2	2	3	3	1	13
5	1	1	1	1	2	1	7
6	1	1	2	2	2	2	10
7	1	1	1	1	2	2	8
8	2	2	2	2	3	2	13
9	2	2	2	2	3	2	13
10	2	2	2	2	2	2	12
11	2	2	2	3	4	1	14
12	2	2	2	2	4	2	14
13	2	2	1	5	4	1	15
14	1	1	1	5	5	1	14
15	1	1	1	5	5	2	15
16	2	2	2	5	3	2	16
17	1	2	1	2	3	2	11
18	2	2	1	2	2	1	10
19	2	2	2	2	3	2	13
20	2	2	2	3	1	1	11
21	2	2	2	2	2	1	11
22	1	3	2	5	3	2	16
23	1	2	1	2	1	1	8

Responden	Jenis Kelamin	Usia	Pendidikan Terakhir	Pekerjaan	pengeluaran perbulan	Pernah menggunakan selain modem Bolt	total
24	1	4	2	4	2	2	15
25	2	2	2	3	3	2	14
26	2	2	1	1	2	2	10
27	1	2	1	2	1	1	8
28	2	2	2	2	2	2	12
29	1	2	1	2	2	2	10
30	2	2	1	5	2	2	14
31	2	2	2	5	2	2	15
32	2	2	2	3	3	1	13
33	2	2	1	2	2	1	10
34	1	2	2	3	3	1	12
35	1	1	1	1	2	1	7
36	1	1	2	2	2	2	10
37	1	1	1	1	2	2	8
38	2	2	2	2	3	2	13
39	2	2	2	2	3	1	12
40	2	2	2	2	2	1	11
41	2	2	2	3	2	1	12
42	2	2	2	2	2	2	12
43	2	2	1	2	2	2	11
44	1	1	1	2	2	2	9
45	1	1	1	4	2	2	11
46	2	2	2	4	2	2	14

Responden	Jenis Kelamin	Usia	Pendidikan Terakhir	Pekerjaan	pengeluaran perbulan	Pernah menggunakan selain modem Bolt	total
47	1	2	1	4	2	1	11
48	2	2	1	2	2	1	10
49	2	2	2	2	3	1	12
50	2	2	2	3	1	2	12
51	2	2	2	2	2	1	11
52	2	3	2	2	3	2	14
53	2	2	1	2	1	1	9
54	2	4	2	4	2	2	16
55	2	2	2	3	3	1	13
56	2	2	1	1	2	1	9
57	1	2	1	2	1	1	8
58	2	2	2	2	4	1	13
59	1	2	1	2	2	1	9
60	2	2	1	2	4	2	13
61	2	2	2	2	4	2	14
62	2	2	2	3	3	2	14
63	2	2	1	2	2	2	11
64	1	2	2	3	3	1	12
65	1	1	1	1	2	1	7
66	1	1	2	2	2	2	10
67	1	1	1	1	2	2	8
68	2	2	2	2	3	2	13
69	2	2	2	2	3	2	13
70	2	2	2	2	2	2	12

Responden	Jenis Kelamin	Usia	Pendidikan Terakhir	Pekerjaan	pengeluaran perbulan	Pernah menggunakan selain modem Bolt	total
71	2	2	2	3	3	1	13
72	2	2	2	2	2	1	11
73	2	2	1	2	2	2	11
74	1	1	1	2	2	2	9
75	1	1	1	4	3	2	12
76	2	2	2	2	3	1	12
77	1	2	1	5	1	1	11
78	2	2	1	2	3	1	11
79	2	2	2	2	1	1	10
80	1	2	2	3	1	1	10
81	2	2	2	2	2	1	11
82	1	3	2	2	3	1	12
83	1	2	1	2	1	1	8
84	1	4	2	4	2	1	14
85	2	2	2	3	3	1	13
86	2	2	1	1	2	1	9
87	1	2	1	2	1	1	8
88	2	2	2	2	2	2	12
89	1	2	1	2	2	1	9
90	2	2	1	2	2	1	10
91	2	2	2	2	1	1	10
92	2	2	2	3	3	1	13
93	2	2	1	2	2	1	10
94	2	2	2	3	3	1	13

Responden	Jenis Kelamin	Usia	Pendidikan Terakhir	Pekerjaan	pengeluaran perbulan	Pernah menggunakan selain modem Bolt	total
95	1	1	1	1	2	2	8
96	1	1	2	2	4	2	12
97	1	1	1	1	4	1	9
98	2	2	2	2	5	1	14
99	2	2	2	2	3	2	13
100	2	2	2	2	5	2	15
101	2	2	2	3	2	2	13
102	2	2	2	2	2	2	12
103	2	2	1	2	2	2	11
104	1	1	1	2	1	2	8
105	1	1	1	2	1	2	8
106	2	2	2	2	3	2	13
107	1	2	1	2	3	2	11
108	2	2	1	2	4	2	13
109	2	2	2	2	3	2	13
110	1	2	2	3	5	2	15
111	2	2	2	2	2	2	12
112	1	3	2	2	3	2	13
113	1	2	1	2	1	2	9
114	2	4	2	4	2	2	16
115	2	2	2	1	3	1	11
116	2	2	1	1	2	2	10
117	1	2	1	2	1	2	9

Responden	Jenis Kelamin	Usia	Pendidikan Terakhir	Pekerjaan	pengeluaran perbulan	Pernah menggunakan selain modem Bolt	total
118	2	2	2	1	2	2	11
119	1	2	1	1	3	2	10
120	2	2	1	2	2	2	11

1. Karakteristik Responden Berdasarkan Jenis Kelamin

Keterangan	Jumlah	Persentase
Laki-laki	44	36,7%
Perempuan	76	63,3%
Total	120	100%

2. Karakteristik Responden Berdasarkan Usia

Keterangan	jumlah	Persentase
17-22 tahun	20	16,7%
23-28 tahun	92	76,7%
29-34 tahun	4	3,3%
>35 tahun	4	3,3%
Total	120	100%

3. Karakteristik Responden Berdasarkan Pendidikan Terakhir

Keterangan	Jumlah	Persentase
SMA	81	67,5%
S1	30	25,0%
S2	4	3,3%
Lainnya	5	4,2%
Total	120	100%

4. Karakteristik Responden Berdasarkan Pekerjaan

Keterangan	Jumlah	Persentase
Pelajar/Mahasiswa	75	62,5%
PNS	5	4,2%
Wirausaha	10	8,3%
Karyawan Swasta	16	13,3%
Lainnya	14	11,7%
Total	120	100%

5. Karakteristik Responden Berdasarkan Pengeluaran Per bulan

Keterangan	Jumlah	Persentase
<1.000.000	16	13,3%
Rp.1.000.001 – Rp. 3.000.000	60	50,0%
Rp.3.000.001 – Rp.4.000.000	35	29,2%
>4.000.001	9	7,5%
Total	120	100%

6. Karakteristik Responden Berdasarkan Pernah Menggunakan Selain Modem Bolt

Keterangan	Jumlah	Persentase
Ya	54	45,0%
Tidak	66	55,5%
Total	120	100%

LAMPIRAN 3 : TABULASI PRETEST 30 RESPONDEN

Responden	Bauran Pemasaran								Total	Citra Merek										Total	Intensi Pembelian						Total
	1	2	3	4	5	6	7	8		1	2	3	4	5	6	7	8	9	10		1	2	3	4	5	6	
1	3	2	3	3	3	3	3	3	23	3	3	4	3	3	4	3	4	3	3	33	3	3	3	3	3	4	19
2	3	3	3	3	2	3	3	3	23	3	3	3	3	3	4	4	3	3	3	32	3	3	2	1	3	2	14
3	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	4	4	40	3	2	2	2	2	2	13
4	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	4	4	40	4	4	4	4	4	4	24
5	4	3	4	3	3	2	3	3	25	3	3	3	3	3	3	3	3	3	3	30	3	3	3	3	3	3	18
6	2	2	3	3	3	3	2	2	20	2	2	3	2	2	3	2	3	2	3	24	3	2	2	2	2	1	12
7	4	3	4	4	3	3	2	3	26	3	3	4	3	4	3	3	3	3	3	32	3	3	3	2	3	2	16
8	3	3	3	3	2	3	3	3	23	3	2	3	2	2	3	3	3	3	3	27	2	2	2	1	3	2	12
9	3	3	3	3	3	3	2	2	22	3	2	3	2	2	2	3	3	2	2	24	2	1	1	1	3	2	10
10	4	3	4	4	4	3	4	3	29	4	3	4	3	3	3	4	4	4	3	35	3	3	3	3	3	3	18
11	3	4	3	4	3	3	3	3	26	3	3	3	3	2	3	3	3	3	3	29	3	3	3	2	3	2	16
12	3	2	1	3	3	2	3	3	20	2	2	3	2	3	3	2	2	2	1	22	3	3	2	2	3	2	15
13	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	4	4	40	4	4	4	4	3	4	23
14	3	3	2	2	3	2	2	3	20	3	3	4	3	4	4	3	3	3	3	33	3	3	3	2	3	2	16
15	4	4	4	4	4	3	3	3	29	3	3	4	3	3	4	4	3	3	3	33	3	3	2	2	4	3	17
16	3	4	3	3	3	3	3	3	25	3	3	4	3	3	3	3	3	3	3	31	3	3	3	3	3	3	18
17	3	2	3	3	2	2	2	2	19	2	2	2	2	2	3	2	2	2	2	21	2	2	2	2	2	2	12
18	3	3	3	3	3	3	1	3	22	3	2	3	1	3	4	3	2	3	3	27	3	3	2	3	2	2	15
19	3	2	4	3	3	4	3	3	25	3	3	4	4	3	3	4	4	3	4	35	3	3	3	2	3	2	16
20	3	2	4	3	3	2	2	3	22	2	3	3	2	3	3	4	3	2	2	27	2	3	2	3	1	1	12

Responden	Bauran Pemasaran								Total	Citra Merek										Total	Intensi Pembelian						Total
	1	2	3	4	5	6	7	8		1	2	3	4	5	6	7	8	9	10		1	2	3	4	5	6	
21	4	3	4	3	4	3	3	3	27	3	4	4	4	4	4	3	3	3	3	35	3	4	3	2	2	2	16
22	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	4	4	40	4	4	4	4	4	4	24
23	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	4	4	40	4	4	4	4	4	4	24
24	4	3	4	4	3	3	3	3	27	3	3	4	3	4	4	4	4	4	3	36	3	4	3	1	4	1	16
25	1	1	1	1	1	1	1	1	8	1	1	1	1	1	1	1	1	1	10	1	1	1	1	1	1	6	
26	3	3	4	3	2	2	3	3	23	3	3	2	3	3	3	3	3	3	29	3	3	3	3	3	4	19	
27	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	4	40	4	4	4	4	4	4	24	
28	4	4	3	3	4	3	2	3	26	3	4	2	3	4	3	4	3	3	32	4	4	2	3	3	3	19	
29	3	3	3	4	4	3	3	4	27	3	3	4	3	3	3	3	4	3	32	4	3	3	3	3	4	20	
30	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	4	40	4	4	4	4	4	4	24	

bauran pemasaran	Pearson Correlation	.750**	.675**	.627**	.617**	.654**	.787**	.544**	1	.864**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.002		.000
	N	30	30	30	30	30	30	30	30	30
total bauran pemasaran	Pearson Correlation	.897**	.830**	.792**	.824**	.808**	.874**	.623**	.864**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

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

citra merek	Pearson Correlation	.874**	.582**	.685**	.806**	.700**	.671**	.771**	.810**	.766**	1	.903**
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
total citra merek	Pearson Correlation	.849**	.711**	.836**	.900**	.852**	.805**	.866**	.902**	.842**	.903**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

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

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

3. Uji validitasvariabel intensi pembelian (Z)

Correlations

		intensi pembelian	intensi pembelian	intensi pembelian	intensi pembelian	intensi pembelian	intensi pembelian	total intensi pembelian
intensi pembelian	Pearson Correlation	1	.859**	.621**	.551**	.629**	.597**	.902**
	Sig. (2-tailed)		.000	.000	.002	.000	.000	.000
	N	30	30	30	30	30	30	30
intensi pembelian	Pearson Correlation	.859**	1	.657**	.500**	.525**	.386*	.828**
	Sig. (2-tailed)	.000		.000	.005	.003	.035	.000
	N	30	30	30	30	30	30	30
intensi pembelian	Pearson Correlation	.621**	.657**	1	.741**	.613**	.689**	.840**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30
intensi pembelian	Pearson Correlation	.551**	.500**	.741**	1	.329	.797**	.772**
	Sig. (2-tailed)	.002	.005	.000		.076	.000	.000
	N	30	30	30	30	30	30	30
intensi pembelian	Pearson Correlation	.629**	.525**	.613**	.329	1	.583**	.707**
	Sig. (2-tailed)	.000	.003	.000	.076		.001	.000
	N	30	30	30	30	30	30	30
intensi pembelian	Pearson Correlation	.597**	.386*	.689**	.797**	.583**	1	.804**
	Sig. (2-tailed)	.000	.035	.000	.000	.001		.000
	N	30	30	30	30	30	30	30
total intensi pembelian	Pearson Correlation	.902**	.828**	.840**	.772**	.707**	.804**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

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

4. Uji Reliabilitas variabel bauran pemasaran (X)

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Cronbach's Alpha	N of Items
.925	8

5. Uji Reliabilitas variabel citra merek (Y)

		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
.956	10

6. Uji Reliabilitas variabel intensi pembelian (Z)

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
.899	6

LAMPIRAN 5 : HASIL ANALISIS JALUR (*PATH ANALYSIS*)

Persamaan Struktur 1

1. Pengaruh bauran pemasaran terhadap citra merek

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.632 ^a	.400	.378	.56635

a. Predictors: (Constant), bauran pemasaran

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.986	1	5.986	18.661	.000 ^b
	Residual	8.981	28	.321		
	Total	14.967	29			

a. Dependent Variable: citra merek

b. Predictors: (Constant), bauran pemasaran

2. Pengaruh bauran pemasaran secara parsial terhadap citra merek

ANOVA^a

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1.236	.429		2.882	.008
	bauran pemasaran	.556	.129	.632	4.320	.000

a. Dependent Variable: citra merek

Persamaan Substruktur 2

1. Pengaruh bauran pemasaran terhadap intensi pembelian melalui citra merek

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805 ^a	.648	.622	.49396

a. Predictors: (Constant), citra merek, bauran pemasaran

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	12.112	2	6.056	24.821	.000 ^b
Residual	6.588	27	.244		
Total	18.700	29			

a. Dependent Variable: intensi pembelian

b. Predictors: (Constant), citra merek, bauran pemasaran

2. Pengaruh bauran pemasaran secara parsial terhadap intensi pembelian melalui citra merek

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.043	.426		.101	.920
bauran pemasaran	.578	.145	.588	3.988	.000
citra merek	.326	.165	.292	1.978	.058

a. Dependent Variable: intensi pembelian

LAMPIRAN 6 : TABULASI 120 RESPONDEN

Responden	Bauran Pemasaran								Total	Citra Merek										Total	Intensi Pembelian						Total
	1	2	3	4	5	6	7	8		1	2	3	4	5	6	7	8	9	10		1	2	3	4	5	6	
1	2	2	3	2	2	2	2	4	19	3	3	2	2	3	2	2	2	3	2	24	4	4	3	3	4	2	20
2	1	2	3	1	1	2	2	2	14	3	2	1	2	1	1	3	2	2	3	20	3	3	2	2	1	3	14
3	2	2	3	2	2	1	1	3	16	3	4	2	4	2	2	3	2	2	3	27	1	3	3	2	2	2	13
4	2	2	2	1	2	2	2	1	14	2	2	2	3	3	3	3	3	3	2	26	3	2	2	3	2	2	14
5	1	1	2	2	1	1	1	1	10	2	2	1	1	2	2	2	2	2	2	18	1	2	1	2	1	2	9
6	1	2	1	1	1	1	1	1	9	1	2	1	2	1	1	2	2	2	1	15	1	2	2	2	1	1	9
7	2	2	2	2	2	2	2	2	16	2	2	2	2	2	2	2	2	2	3	21	2	2	2	2	2	1	11
8	1	2	1	2	1	2	2	1	12	1	2	1	2	2	2	2	2	3	2	19	1	1	2	3	1	1	9
9	1	2	2	2	1	2	2	2	14	2	2	1	2	2	2	2	2	2	2	19	2	2	2	2	2	2	12
10	2	2	2	2	2	3	3	2	18	2	2	2	2	2	1	3	2	2	2	20	2	2	3	2	2	2	13
11	2	2	2	2	2	2	2	3	17	2	2	2	3	3	3	3	3	2	3	26	4	3	3	2	2	2	16
12	1	1	2	2	1	1	2	1	11	2	2	1	2	2	2	2	2	2	2	19	2	2	2	2	2	2	12
13	2	3	3	2	2	2	2	2	18	3	2	2	3	3	3	3	3	3	3	28	1	3	3	3	2	2	14
14	1	1	1	1	1	1	1	1	8	1	1	1	1	2	1	2	2	2	2	15	1	2	3	2	2	2	12
15	2	2	1	1	2	1	2	1	12	1	1	2	2	2	3	2	2	2	3	20	1	3	2	2	2	2	12
16	1	1	1	1	1	1	2	1	9	1	1	1	1	2	2	2	2	1	3	16	1	3	3	1	2	2	12
17	2	2	2	2	2	2	2	1	15	2	2	2	2	3	3	2	2	3	2	23	2	3	2	3	2	3	15
18	2	2	2	2	2	2	2	1	15	2	2	2	2	3	3	2	2	3	2	23	2	3	2	3	2	3	15
19	2	3	2	2	2	2	3	2	18	2	2	2	2	2	2	2	2	1	1	18	1	2	2	1	1	2	9
20	2	2	2	1	2	2	2	2	15	2	2	2	3	2	2	2	3	3	3	24	3	3	3	3	2	2	16
21	2	2	2	2	2	2	3	2	17	2	2	2	2	2	2	3	2	2	3	22	3	2	2	2	2	2	13
22	1	1	2	2	1	2	2	2	13	2	2	1	2	2	2	2	2	2	2	19	2	2	2	2	2	2	12

Responden	Bauran Pemasaran								Total	Citra Merek										Total	Intensi Pembelian						Total
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23	1	1	1	1	1	1	1	1	8	1	1	1	2	2	1	2	2	2	3	17	1	2	2	2	2	2	11
24	1	1	1	1	1	1	1	1	8	1	1	1	2	2	1	2	2	2	3	17	1	2	2	2	2	2	11
25	2	2	2	2	2	2	2	2	16	2	2	2	2	2	2	2	1	2	19	1	2	2	1	1	2	9	
26	1	2	1	1	1	2	2	2	12	1	2	1	2	2	1	2	2	1	2	16	1	2	2	1	2	2	10
27	1	1	2	1	1	2	2	1	11	2	2	1	2	2	2	2	2	2	19	3	2	2	2	1	2	12	
28	2	2	2	2	2	2	2	2	16	2	2	2	2	3	2	3	2	2	3	23	2	2	3	2	2	2	13
29	2	2	3	2	2	2	3	2	18	3	2	2	3	1	3	3	1	2	1	21	1	2	3	2	1	2	11
30	2	2	2	2	2	2	2	2	16	2	2	2	2	2	2	3	2	3	3	23	3	2	3	3	2	2	15
31	2	2	3	2	2	2	2	4	19	3	3	2	2	3	2	2	2	3	2	24	4	4	3	3	4	2	20
32	1	2	3	1	1	2	2	2	14	3	2	1	2	1	1	3	2	2	3	20	3	3	2	2	1	3	14
33	2	2	3	2	2	1	1	3	16	3	4	2	4	2	2	3	2	2	3	27	1	3	3	2	2	2	13
34	2	2	2	1	2	2	2	1	14	2	2	2	3	3	3	3	3	2	26	3	2	2	3	2	2	14	
35	1	1	2	2	1	1	1	1	10	2	2	1	1	2	2	2	2	2	18	1	2	1	2	1	2	9	
36	1	2	1	1	1	1	1	1	9	1	2	1	2	1	1	2	2	2	1	15	1	2	2	2	1	1	9
37	2	2	2	2	2	2	2	2	16	2	2	2	2	2	2	2	2	3	21	2	2	2	2	2	1	11	
38	1	2	1	2	1	2	2	1	12	1	2	1	2	2	2	2	2	3	19	1	1	2	3	1	1	9	
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41	2	2	2	2	2	2	2	3	17	2	2	2	3	3	3	3	2	3	26	4	3	3	2	2	2	16	
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Responden	Bauran Pemasaran								Total	Citra Merek										Total	Intensi Pembelian						Total
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44	1	1	1	1	1	1	1	1	8	1	1	1	1	2	1	2	2	2	2	15	1	2	3	2	2	2	12
45	2	2	1	1	2	1	2	1	12	1	1	2	2	2	3	2	2	2	3	20	1	3	2	2	2	2	12
46	1	1	1	1	1	1	2	1	9	1	1	1	1	2	2	2	2	1	3	16	1	3	3	1	2	2	12
47	2	2	2	2	2	2	2	1	15	2	2	2	2	3	3	2	2	3	2	23	2	3	2	3	2	3	15
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49	2	3	2	2	2	2	3	2	18	2	2	2	2	2	2	2	2	1	1	18	1	2	2	1	1	2	9
50	2	2	2	1	2	2	2	2	15	2	2	2	3	2	2	2	3	3	3	24	3	3	3	3	2	2	16
51	2	2	2	2	2	2	3	2	17	2	2	2	2	2	2	3	2	2	3	22	3	2	2	2	2	2	13
52	1	1	2	2	1	2	2	2	13	2	2	1	2	2	2	2	2	2	2	19	2	2	2	2	2	2	12
53	1	1	1	1	1	1	1	1	8	1	1	1	2	2	1	2	2	2	3	17	1	2	2	2	2	2	11
54	1	1	1	1	1	1	1	1	8	1	1	1	2	2	1	2	2	2	3	17	1	2	2	2	2	2	11
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56	1	2	1	1	1	2	2	2	12	1	2	1	2	2	1	2	2	1	2	16	1	2	2	1	2	2	10
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61	2	2	3	2	2	2	2	4	19	3	3	2	2	3	2	2	2	3	2	24	4	4	3	3	4	2	20
62	1	2	3	1	1	2	2	2	14	3	2	1	2	1	1	3	2	2	3	20	3	3	2	2	1	3	14
63	2	2	3	2	2	1	1	3	16	3	4	2	4	2	2	3	2	2	3	27	1	3	3	2	2	2	13
64	2	2	2	1	2	2	2	1	14	2	2	2	3	3	3	3	3	3	2	26	3	2	2	3	2	2	14
65	1	1	2	2	1	1	1	1	10	2	2	1	1	2	2	2	2	2	2	18	1	2	1	2	1	2	9

Responden	Bauran Pemasaran								Total	Citra Merek										Total	Intensi Pembelian						Total
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67	2	2	2	2	2	2	2	2	16	2	2	2	2	2	2	2	2	2	3	21	2	2	2	2	2	1	11
68	1	2	1	2	1	2	2	1	12	1	2	1	2	2	2	2	2	3	2	19	1	1	2	3	1	1	9
69	1	2	2	2	1	2	2	2	14	2	2	1	2	2	2	2	2	2	2	19	2	2	2	2	2	2	12
70	2	2	2	2	2	3	3	2	18	2	2	2	2	2	1	3	2	2	2	20	2	2	3	2	2	2	13
71	2	2	2	2	2	2	2	3	17	2	2	2	3	3	3	3	3	2	3	26	4	3	3	2	2	2	16
72	1	1	2	2	1	1	2	1	11	2	2	1	2	2	2	2	2	2	2	19	2	2	2	2	2	2	12
73	2	3	3	2	2	2	2	2	18	3	2	2	3	3	3	3	3	3	3	28	1	3	3	3	2	2	14
74	1	1	1	1	1	1	1	1	8	1	1	1	1	2	1	2	2	2	2	15	1	2	3	2	2	2	12
75	2	2	1	1	2	1	2	1	12	1	1	2	2	2	3	2	2	2	3	20	1	3	2	2	2	2	12
76	1	1	1	1	1	1	2	1	9	1	1	1	1	2	2	2	2	1	3	16	1	3	3	1	2	2	12
77	2	2	2	2	2	2	2	1	15	2	2	2	2	3	3	2	2	3	2	23	2	3	2	3	2	3	15
78	2	2	2	2	2	2	2	1	15	2	2	2	2	3	3	2	2	3	2	23	2	3	2	3	2	3	15
79	2	3	2	2	2	2	3	2	18	2	2	2	2	2	2	2	2	1	1	18	1	2	2	1	1	2	9
80	2	2	2	1	2	2	2	2	15	2	2	2	3	2	2	2	3	3	3	24	3	3	3	3	2	2	16
81	2	2	2	2	2	2	3	2	17	2	2	2	2	2	2	3	2	2	3	22	3	2	2	2	2	2	13
82	1	1	2	2	1	2	2	2	13	2	2	1	2	2	2	2	2	2	2	19	2	2	2	2	2	2	12
83	1	1	1	1	1	1	1	1	8	1	1	1	2	2	1	2	2	2	3	17	1	2	2	2	2	2	11
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87	1	1	2	1	1	2	2	1	11	2	2	1	2	2	2	2	2	2	2	19	3	2	2	2	1	2	12
88	2	2	2	2	2	2	2	2	16	2	2	2	2	3	2	3	2	2	3	23	2	2	3	2	2	2	13

Responden	Bauran Pemasaran								Total	Citra Merek										Total	Intensi Pembelian						Total
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90	2	2	2	2	2	2	2	2	16	2	2	2	2	2	2	3	2	3	3	23	3	2	3	3	2	2	15
91	2	2	3	2	2	2	2	4	19	3	3	2	2	3	2	2	2	3	2	24	4	4	3	3	4	2	20
92	1	2	3	1	1	2	2	2	14	3	2	1	2	1	1	3	2	2	3	20	3	3	2	2	1	3	14
93	2	2	3	2	2	1	1	3	16	3	4	2	4	2	2	3	2	2	3	27	1	3	3	2	2	2	13
94	2	2	2	1	2	2	2	1	14	2	2	2	3	3	3	3	3	3	2	26	3	2	2	3	2	2	14
95	1	1	2	2	1	1	1	1	10	2	2	1	1	2	2	2	2	2	2	18	1	2	1	2	1	2	9
96	1	2	1	1	1	1	1	1	9	1	2	1	2	1	1	2	2	2	1	15	1	2	2	2	1	1	9
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98	1	2	1	2	1	2	2	1	12	1	2	1	2	2	2	2	2	3	2	19	1	1	2	3	1	1	9
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100	2	2	2	2	2	3	3	2	18	2	2	2	2	2	1	3	2	2	2	20	2	2	3	2	2	2	13
101	2	2	2	2	2	2	2	3	17	2	2	2	3	3	3	3	3	2	3	26	4	3	3	2	2	2	16
102	1	1	2	2	1	1	2	1	11	2	2	1	2	2	2	2	2	2	2	19	2	2	2	2	2	2	12
103	2	3	3	2	2	2	2	2	18	3	2	2	3	3	3	3	3	3	3	28	1	3	3	3	2	2	14
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107	2	2	2	2	2	2	2	1	15	2	2	2	2	3	3	2	2	3	2	23	2	3	2	3	2	3	15
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110	2	2	2	1	2	2	2	2	15	2	2	2	3	2	2	2	3	3	3	24	3	3	3	3	2	2	16
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Responden	Bauran Pemasaran								Total	Citra Merek										Total	Intensi Pembelian						Total
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113	1	1	1	1	1	1	1	1	8	1	1	1	2	2	1	2	2	2	3	17	1	2	2	2	2	2	11
114	1	1	1	1	1	1	1	1	8	1	1	1	2	2	1	2	2	2	3	17	1	2	2	2	2	2	11
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