

## **Kuesioner**

Saya adalah Mahasiswa Universitas Esa Unggul Fakultas Ekonomi dan Bisnis Jurusan Manajemen yang berfokus pada Bidang Pemasaran, sedang melakukan penelitian untuk tugas akhir skripsi S-1 sebagai salah satu syarat kelulusan. Judul penelitian mengenai **“Pengaruh Citra Merek, Kualitas Produk, Dan Harga Terhadap Keputusan Pembelian Smartphone Asus (Studi Kasus Pada Konsumen Di Lokasi ITC Roxy Mas, Jakarta Barat”** Demi tercapainya tujuan penelitian ini saya mengharapkan ketersediaan dari anda sekalian untuk menjawab pertanyaan yang terdapat didalam kuesioner ini dengan lengkap dan benar.

Atas kesediaan anda sekalian dalam menjawab kuesioner ini, saya ucapkan terima kasih.

### **A. Data Responden**

Silakan beri tanda silang (X) pada jawaban yang paling tepat dan sesuai.

1. Apakah jenis kelamin anda?

- |         |           |
|---------|-----------|
| a. Pria | b. Wanita |
|---------|-----------|

2. Berapa usia anda?<

- |                  |                  |              |
|------------------|------------------|--------------|
| a. 17 - 20 tahun | c. 31 – 40 tahun | d. >50 tahun |
| b. 21 – 30 tahun | d. 41 – 50 tahun |              |

3. Pekerjaan Anda?

- |              |                   |                           |
|--------------|-------------------|---------------------------|
| a. Pelajar   | c. Pegawai Swasta | e. Lainnya..... ( tulis ) |
| b. Mahasiswa | d. Wiraswasta     |                           |

4. Berapa lama Anda memiliki *Smartphone* Asus ?

- a. < 1 thn                      c. > 3 thn  
b. 1 – 3 thn

5. Apa pendapat Anda setelah menggunakan *Smartphone* Asus?

- a. Membeli kembali  
b. Tidak membeli kembali

### B. Pertanyaan

Berilah tanda check list (√) pada jawaban yang sesuai dengan pendapat anda.

Keterangan :

STS = Sangat Tidak Setuju = 1 Point

TS = Tidak Setuju = 2 Point

S = Setuju = 3 Point

SS = Sangat Setuju = 4 Point

No	Pernyataan	STS	TS	S	SS
1.	Aplikasi <i>my</i> asus memberikan informasi secara mudah.				
2.	<i>Smartphone</i> Asus memiliki kualitas terbaik di bandingkan pesaingnya.				
3.	Fitur yang diberikan <i>smartphone</i> Asus tidak kalah dengan para pesaing				
4.	Merek <i>smartphone</i> Asus sudah terpecaya dimasyarakat				
5.	Merek <i>smartphone</i> Asus memiliki reputasi yang baik di mata konsumen				
6.	Bentuk yang di miliki <i>smartphone</i> Asus lebih elegan di bandingkan <i>smartphone</i> lainnya				
7.	Merek Asus lebih di unggulkan di banding merek <i>smartphone</i> lainnya				

8.	Hasil kamera yang di miliki <i>smartphone</i> Asus berbeda dengan <i>smartphone</i> lain				
9.	<i>Smartphone</i> Asus menjadi <i>smartphone</i> memiliki kemampuan pengoperasional yang cepat				
10.	Kesetabilan atau daya tahan baterai <i>smartphone</i> Asus jauh lebih lama di bandingkan <i>smartphone</i> lain				
11.	Ukuran yang ditawarkan <i>smartphone</i> Asus lebih mudah dibawa dan disimpan				
12.	Saya telah membuktikan daya tahan <i>smartphone</i> asus jauh lebih lama				
13.	Saya telah membuktikan <i>smartphone</i> Asus memiliki kesetabilan di segala unit yang diinginkan				
14.	Kemudahan <i>smartphone</i> Asus untuk memiliki tampilan warna atau desain yang di inginkan				
15.	Kesetabilan daya tahan baterai <i>smartphone</i> Asus terhadap setiap aplikasi yag digunakan				
16.	<i>Smartphone</i> Asus memberi jaminan garansi resmi yang cukup lama				
17.	Saya telah membuktikan manfaat yang diberikan <i>smartphone</i> Asus dalam memenuhi setiap kebutuhan yang di tawarkan				
18.	Keyakinan akan membeli ulang <i>smartphone</i> Asus berdasarkan manfaat yang telah diberikan				
19.	Kualitas yang diberikan <i>smartphone</i> Asus sesuai dengan harga ya diberikan				
20.	Harga <i>smartphone</i> bersaing dengan harga <i>smartphone</i> lain berdasar kan kualitas				
21.	Harga yang di berikan <i>smartphone</i> Asus sesuai dengan kebutuhan				
22.	Harga yang diberikan <i>smartphone</i> Asus sesuai dengan spesifikasi yang di tawarkan				
23.	Saya telah menemukan manfaat dari produk <i>smartphone</i> Asus yang saya beli				
24.	Saya yakin merek <i>smartphone</i> Asus yang jauh lebih baik				

	dibandingkan para pesaing				
25.	Saya akan melakukan pembelian ulang berdasarkan manfaat dan kualitas yang diberikan <i>smartphone</i> Asus				
26.	Saya akan melakukan pembelian ulang kembali <i>smartphone</i> Asus				
27.	Saya akan membeli <i>smartphone</i> Asus di banding membeli <i>smartphone</i> merek lainnya				





**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	Skor Total
P1	Pearson Correlation	1	.452*	.479**	.509**	.532**	.829**	.546**	.474**	.580**	.620**	.245	.580**	.553**	.561**	.560**	.900**	.559**	.504**	.606**	.610**	.406*	.577**	.931**	.862**	.559**	.474**	.348	.466**
	Sig. (2-tailed)		.012	.007	.004	.002	.000	.002	.008	.001	.000	.192	.001	.002	.001	.001	.000	.001	.005	.000	.000	.026	.001	.000	.000	.001	.008	.060	.009
	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
P2	Pearson Correlation	.452*	1	.330	.231	.266	.411*	.450*	.372*	.422*	.502**	.282	.343	.410*	.395*	.282	.448*	.452*	.387*	.435*	.501**	.305	.668**	.435*	.540**	.452*	.295	.222	.554**
	Sig. (2-tailed)	.012		.075	.219	.155	.024	.013	.043	.020	.005	.131	.063	.024	.031	.131	.013	.012	.035	.016	.005	.101	.000	.016	.002	.012	.113	.239	.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
P3	Pearson Correlation	.479**	.330	1	.870**	.748**	.486**	.801**	.731**	.853**	.773**	.471**	.791**	.698**	.841**	.778**	.550**	.810**	.764**	.882**	.763**	.546**	.390*	.514**	.430*	.810**	.731**	.874**	.682**
	Sig. (2-tailed)	.007	.075		.000	.000	.006	.000	.000	.000	.000	.009	.000	.000	.000	.000	.002	.000	.000	.000	.000	.002	.033	.004	.018	.000	.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	30	30	30	30
P4	Pearson Correlation	.509**	.231	.870**	1	.853**	.438*	.794**	.711**	.834**	.771**	.463**	.765**	.725**	.827**	.891**	.510**	.812**	.754**	.873**	.753**	.584**	.421*	.532**	.470**	.812**	.778**	.730**	.658**
	Sig. (2-tailed)	.004	.219	.000		.000	.015	.000	.000	.000	.000	.010	.000	.000	.000	.000	.004	.000	.000	.000	.000	.001	.021	.002	.009	.000	.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	30	30	30	30
P5	Pearson Correlation	.532**	.266	.748**	.853**	1	.641**	.789**	.789**	.904**	.761**	.461*	.768**	.864**	.839**	.965**	.658**	.756**	.769**	.878**	.791**	.617**	.460*	.612**	.512**	.756**	.789**	.617**	.804**
	Sig. (2-tailed)	.002	.155	.000	.000		.000	.000	.000	.000	.000	.010	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.010	.000	.004	.000	.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	30	30	30	30
P6	Pearson Correlation	.829**	.411*	.486**	.438*	.641**	1	.609**	.642**	.688**	.595**	.208	.574**	.598**	.565**	.551**	.974**	.536**	.567**	.608**	.664**	.482**	.505**	.945**	.755**	.536**	.531**	.361*	.543**
	Sig. (2-tailed)	.000	.024	.006	.015	.000		.000	.000	.000	.001	.269	.001	.000	.001	.002	.000	.002	.001	.000	.000	.007	.004	.000	.000	.002	.003	.050	.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
P7	Pearson Correlation	.546**	.450*	.801**	.794**	.789**	.609**	1	.748**	.838**	.953**	.590**	.738**	.685**	.795**	.789**	.652**	.982**	.754**	.840**	.969**	.505**	.612**	.596**	.399	.982**	.748**	.662**	.845**
	Sig. (2-tailed)	.002	.013	.000	.000	.000	.000		.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.004	.000	.001	.029	.000	.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	30	30	30	30
P8	Pearson Correlation	.474**	.372*	.731**	.711**	.789**	.642**	.748**	1	.885**	.765**	.394*	.766**	.675**	.879**	.754**	.655**	.713**	.973**	.855**	.799**	.606**	.449*	.621**	.489**	.713**	.942**	.606**	.723**
	Sig. (2-tailed)	.008	.043	.000	.000	.000	.000	.000		.000	.000	.031	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.013	.000	.006	.000	.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	30	30	30	30
P9	Pearson Correlation	.580**	.422*	.853**	.834**	.904**	.688**	.838**	.885**	1	.846**	.416*	.876**	.843**	.941**	.870**	.706**	.803**	.863**	.971**	.880**	.736**	.511**	.667**	.556**	.803**	.826**	.736**	.818**
	Sig. (2-tailed)	.001	.020	.000	.000	.000	.000	.000	.000		.000	.022	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.004	.000	.001	.000	.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	30	30	30	30
P10	Pearson Correlation	.620**	.502**	.773**	.771**	.761**	.595**	.953**	.765**	.846**	1	.575**	.801**	.710**	.859**	.809**	.679**	.971**	.813**	.891**	.984**	.561**	.686**	.629**	.496**	.971**	.808**	.654**	.866**
	Sig. (2-tailed)	.000	.005	.000	.000	.000	.001	.000	.000	.000		.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.005	.000	.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	30	30	30	30
P11	Pearson Correlation	.245	.282	.471**	.463**	.461*	.208	.590**	.394*	.416*	.575**	1	.354	.366*	.354	.511**	.273	.616**	.443*	.465**	.550**	.087	.413*	.220	.179	.616**	.454	.481**	.570**
	Sig. (2-tailed)	.192	.131	.009	.010	.010	.269	.001	.031	.022	.001		.055	.047	.055	.004	.144	.000	.014	.010	.002	.646	.023	.242	.345	.000	.012	.007	.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
P12	Pearson Correlation	.580**	.343	.791**	.765**	.768**	.574**	.738**	.766**	.876**	.801**	.354	1	.780**	.878**	.804**	.647**	.755**	.804**	.910**	.788**	.606**	.568**	.607**	.612**	.755**	.766**	.671**	.739**
	Sig. (2-tailed)	.001	.063	.000	.000	.000	.001	.000	.000	.000	.000	.055		.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.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	30	30	30	30
P13	Pearson Correlation	.553**	.410*	.698**	.725**	.864**	.598**	.685**	.675**	.843**	.710**	.366	.780**	1	.783**	.833**	.614**	.657**	.658**	.819**	.738**	.575**	.604**	.571**	.593**	.657**	.675**	.575**	.831**
	Sig. (2-tailed)	.002	.024	.000	.000	.000	.000	.000	.000	.000	.000	.047	.000		.000	.000	.000	.000	.000	.000	.000	.001	.000	.001	.001	.001	.000	.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
P14	Pearson Correlation	.561**	.395*	.841**	.827**	.839**	.565**	.795**	.879**	.941**	.859**	.354	.878**	.783**	1	.870**	.635**	.807**	.913**	.971**	.849**	.644**	.477**	.597**	.520**	.807**	.879**	.711**	.769**
	Sig. (2-tailed)	.001	.031	.000	.000	.000	.001	.000	.000	.000	.000	.055	.000	.000		.000	.000	.000	.000	.000	.000	.000	.008	.000	.003	.000	.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	30	30	30	30
...	Pearson Correlation	.560**	.282	.778**	.891**	.965**	.551**	.789**	.754**	.870**	.809**	.511**	.804**	.833**	.870**	1	.627**	.806**	.796**	.907**	.793**	.578**	.485**	.583**	.533**	.806**	.818**	.647**	.789**

P15	Sig. (2-tailed)	.001	.131	.000	.000	.000	.002	.000	.000	.000	.000	.004	.000	.000	.000	.000	.000	.000	.000	.001	.007	.001	.002	.000	.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	30	30		
P16	Pearson Correlation	.900**	.448*	.550**	.510**	.658**	.974**	.652**	.655**	.706**	.679**	.273	.647**	.614**	.635**	.627**	1	.620**	.632**	.679**	.710**	.480**	.559**	.972**	.816**	.620**	.597**	.418*	.570**
	Sig. (2-tailed)	.000	.013	.002	.004	.000	.000	.000	.000	.000	.000	.144	.000	.000	.000	.000	.000	.000	.000	.000	.000	.007	.001	.000	.000	.000	.000	.022	.001
P17	Pearson Correlation	.559**	.452*	.810**	.812**	.756**	.536**	.982**	.713**	.803**	.971**	.616**	.755**	.657**	.807**	.806**	.620**	1	.764**	.850**	.953**	.472**	.619**	.567**	.411*	1.000**	.759**	.674**	.822**
	Sig. (2-tailed)	.001	.012	.000	.000	.000	.002	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.008	.000	.001	.024	0.000	.000	.000	.000
P18	Pearson Correlation	.504**	.387*	.764**	.754**	.769**	.567**	.754**	.973**	.863**	.813**	.443	.804**	.658**	.913**	.796**	.632**	.764**	1	.889**	.806**	.577**	.475**	.600**	.513**	.764**	.973**	.638**	.718**
	Sig. (2-tailed)	.005	.035	.000	.000	.000	.001	.000	.000	.000	.000	.014	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.008	.000	.004	.000	.000	.000	.000
P19	Pearson Correlation	.606**	.435*	.882**	.873**	.878**	.608**	.840**	.855**	.971**	.891**	.465**	.910**	.819**	.971**	.907**	.679**	.850**	.889**	1	.882**	.701**	.535**	.643**	.577**	.850**	.855**	.764**	.808**
	Sig. (2-tailed)	.000	.016	.000	.000	.000	.000	.000	.000	.000	.000	.010	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.002	.000	.001	.000	.000	.000	.000
P20	Pearson Correlation	.610**	.501**	.763**	.753**	.791**	.664**	.969**	.799**	.880**	.984**	.550**	.788**	.738**	.849**	.793**	.710**	.953**	.806**	.882**	1	.594**	.682**	.657**	.488**	.953**	.799**	.642**	.889**
	Sig. (2-tailed)	.000	.005	.000	.000	.000	.000	.000	.000	.000	.000	.002	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.006	.000	.000	.000	.000
P21	Pearson Correlation	.406*	.305	.546**	.584**	.617**	.482**	.505**	.606**	.736**	.561**	.087	.606**	.575**	.644**	.578**	.480**	.472**	.577**	.701**	.594**	1	.358	.510**	.455*	.472**	.543**	.523**	.554**
	Sig. (2-tailed)	.026	.101	.002	.001	.000	.007	.004	.000	.000	.001	.646	.000	.001	.000	.001	.007	.008	.001	.000	.001	.001	.052	.004	.012	.008	.002	.003	.001
P22	Pearson Correlation	.577**	.668**	.390*	.421*	.460*	.505**	.612**	.449*	.511**	.686**	.413*	.568**	.604**	.477**	.485**	.559**	.619**	.475**	.535**	.682**	.358	1	.535**	.716**	.619**	.504**	.238	.785**
	Sig. (2-tailed)	.001	.000	.033	.021	.010	.004	.000	.013	.004	.000	.023	.001	.000	.008	.007	.001	.000	.008	.002	.000	.052	.002	.000	.000	.005	.205	.000	.000
P23	Pearson Correlation	.931**	.435*	.514**	.532**	.612**	.945**	.596**	.621**	.667**	.629**	.220	.607**	.571**	.597**	.583**	.972**	.567**	.600**	.643**	.657**	.510**	.535**	1	.854**	.567**	.562**	.382*	.497**
	Sig. (2-tailed)	.000	.016	.004	.002	.000	.000	.001	.000	.000	.000	.242	.000	.001	.000	.001	.000	.001	.000	.000	.000	.004	.002	.000	.001	.001	.001	.037	.005
P24	Pearson Correlation	.862**	.540**	.430*	.470**	.512**	.755**	.399*	.489**	.556**	.496**	.179	.612**	.593**	.520**	.533**	.816**	.411*	.513**	.577**	.488**	.455*	.716**	.854**	1	.411*	.489**	.277	.497**
	Sig. (2-tailed)	.000	.002	.018	.009	.004	.000	.029	.006	.001	.005	.345	.000	.001	.003	.002	.000	.024	.004	.001	.006	.012	.000	.000	.024	.006	.139	.005	.005
P25	Pearson Correlation	.559**	.452*	.810**	.812**	.756**	.536**	.982**	.713**	.803**	.971**	.616**	.755**	.657**	.807**	.806**	.620**	1.000**	.764**	.850**	.953**	.472**	.619**	.567**	.411*	1	.759**	.674**	.822**
	Sig. (2-tailed)	.001	.012	.000	.000	.000	.002	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.008	.000	.001	.024	.000	.000	.000	.000
P26	Pearson Correlation	.474**	.295	.731**	.778**	.789**	.531**	.748**	.942**	.826**	.808**	.454	.766**	.675**	.879**	.818**	.597**	.759**	.973**	.855**	.799**	.543**	.504**	.562**	.489**	.759**	1	.606**	.723**
	Sig. (2-tailed)	.008	.113	.000	.000	.000	.003	.000	.000	.000	.000	.012	.000	.000	.000	.000	.000	.000	.000	.000	.000	.002	.005	.001	.006	.000	.000	.000	.000
P27	Pearson Correlation	.348	.222	.874**	.730**	.617**	.361*	.662**	.606**	.736**	.654**	.481**	.671**	.575**	.711**	.647**	.418*	.674**	.638**	.764**	.642**	.523**	.238	.382*	.277	.674**	.606**	1	.554**
	Sig. (2-tailed)	.060	.239	.000	.000	.000	.050	.000	.000	.000	.007	.000	.001	.000	.000	.000	.022	.000	.000	.000	.000	.003	.205	.037	.139	.000	.000	.000	.001
Skor Total	Pearson Correlation	.466**	.554**	.682**	.658**	.804**	.543**	.845**	.723**	.818**	.866**	.570**	.739**	.831**	.769**	.789**	.570**	.822**	.718**	.808**	.889**	.554**	.785**	.497**	.497**	.822**	.723**	.554**	1
	Sig. (2-tailed)	.009	.001	.000	.000	.000	.002	.000	.000	.000	.001	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.001	.000	.005	.005	.000	.000	.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

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

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



NO	Citra Merek								Kualitas Produk										Harga				Keputusan Pembelian				Skor Total		
	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	
1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	105
2	4	3	4	4	3	3	4	4	4	3	4	3	4	3	4	4	3	3	4	4	3	4	3	4	3	3	3	3	93
3	3	4	4	4	4	4	3	4	4	4	4	4	4	4	3	4	3	4	4	4	4	4	4	4	4	3	4	102	
4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	79	
5	4	4	4	4	4	4	4	4	4	3	3	3	3	2	4	3	3	4	4	3	3	3	3	4	3	3	4	95	
6	4	4	3	3	3	3	4	3	3	4	3	4	3	3	4	3	3	4	4	4	3	4	4	4	3	3	3	93	
7	4	2	3	3	3	3	4	2	4	4	4	3	3	4	4	4	4	2	4	4	4	4	2	4	3	4	3	92	
8	4	2	4	3	3	3	4	4	2	4	2	2	3	2	4	3	2	4	4	2	3	2	4	2	3	3	3	83	
9	4	4	4	3	3	4	4	4	4	4	4	4	3	4	2	4	4	4	4	4	4	4	4	4	4	4	3	103	
10	3	2	4	3	3	3	3	4	3	4	3	2	4	3	3	4	2	2	4	4	3	4	2	4	3	2	3	85	
11	4	3	4	3	3	4	4	3	3	4	3	4	3	3	4	3	3	4	3	3	3	3	3	3	3	4	3	91	
12	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	84	
13	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	4	104
14	3	3	3	2	2	2	3	3	2	3	2	3	2	2	3	3	2	3	3	3	2	2	3	2	2	2	2	2	67
15	3	3	4	3	4	4	3	3	4	3	3	4	3	3	3	3	3	3	4	4	3	4	3	4	3	3	3	88	
16	3	4	4	4	4	4	3	3	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	105	
17	4	4	3	4	4	3	4	3	3	4	3	4	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	102	
18	2	4	3	4	2	4	2	3	2	3	2	4	3	2	2	4	2	4	3	3	2	3	4	3	3	2	2	77	
19	4	3	2	4	3	2	4	4	3	4	3	4	3	4	3	4	4	2	3	4	4	3	3	3	3	2	3	85	
20	3	3	3	3	3	2	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	80	
21	3	3	3	4	4	3	3	4	3	4	3	3	3	4	3	3	3	3	4	4	3	3	3	3	3	3	4	89	
22	4	3	3	4	4	4	4	3	3	4	3	3	4	4	4	3	3	4	4	3	3	3	3	3	4	3	4	96	
23	2	2	3	4	2	2	2	3	1	3	3	2	3	2	2	2	1	2	3	3	1	3	2	3	2	1	2	58	
24	4	3	4	3	3	2	4	3	2	4	2	3	4	3	4	4	3	3	4	4	2	4	3	4	4	3	3	91	
25	3	3	3	3	2	1	3	4	3	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	3	2	74	
26	4	3	4	3	3	3	4	2	3	4	3	3	3	3	4	4	3	3	4	4	3	4	3	4	3	3	3	93	
27	3	4	4	3	3	3	3	3	3	3	3	4	3	3	3	3	4	4	3	3	3	3	4	3	4	4	3	89	
28	4	4	4	3	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	103	
29	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	4	3	3	3	84	
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31	4	2	4	3	3	3	4	3	2	4	2	2	3	3	4	3	3	2	4	4	2	3	2	3	3	3	3	83	
32	4	4	4	3	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	103	
33	3	4	4	3	3	3	4	3	4	3	4	3	2	4	3	3	4	2	2	4	4	3	4	2	4	3	2	85	
34	4	3	4	3	3	4	4	3	3	4	3	3	3	3	4	3	3	3	4	4	3	3	3	3	4	3	3	91	
35	3	2	3	4	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	4	3	3	3	84	
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37	3	3	3	2	2	2	3	3	2	3	2	3	2	2	3	3	2	3	3	2	2	3	2	2	2	2	2	67	
38	3	3	4	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	4	3	4	3	4	3	3	3	88	
39	3	4	4	4	4	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	105	
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41	2	4	3	2	2	4	2	4	2	3	2	4	3	2	2	4	2	4	3	3	2	3	4	3	3	2	2	77	
42	4	3	2	3	3	2	4	4	3	4	3	3	4	3	4	4	2	3	4	4	3	3	3	3	3	2	3	85	
43	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	105	
44	4	4	3	4	4	3	4	4	3	4	3	4	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	102	
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46	4	3	2	3	3	2	4	4	3	4	3	3	4	3	4	4	2	3	4	4	3	3	3	3	3	2	3	85	
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49	4	3	3	4	4	4	4	4	3	4	3	3	4	4	4	4	3	4	4	3	3	3	3	3	4	3	4	96	
50	2	2	3	2	2	2	2	1	3	1	2	3	2	2	2	1	2	3	3	1	3	2	3	2	1	2	58		
51	4	3	4	3	3	2	4	2	4	2	3	4	3	4	4	3	4	3	4	4	2	4	3	4	4	3	3	91	
52	3	3	3	2	2	1	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	3	2	74	
53	4	3	4	3	3	3	4	4	3	4	3	3	3	3	4	4	3	4	4	3	4	3	4	3	4	3	3	93	
54	3	4	4	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	4	3	3	3	3	3	4	4	3	89	
55	4	4	4	3	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	103	
56	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	4	3	3	84	

57	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	2	4	104
58	3	3	3	2	2	2	3	3	2	3	2	3	2	2	3	3	2	3	3	3	2	2	3	2	2	2	2	67
59	3	3	4	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	4	3	4	3	4	3	3	3	88
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61	4	4	3	4	4	3	4	4	3	4	3	4	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	102
62	2	4	3	2	2	4	2	4	2	3	2	4	3	2	2	4	2	4	3	3	2	3	4	3	3	2	2	77
63	4	3	2	3	3	2	4	4	3	4	3	3	4	3	4	4	2	3	4	4	3	3	3	3	3	2	3	85
64	3	4	4	4	4	4	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	105
65	4	4	3	4	4	3	4	4	3	4	3	4	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	102
66	2	4	3	2	2	4	2	4	2	3	2	4	3	2	2	4	2	4	3	3	2	3	4	3	2	2	2	77
67	4	3	2	3	3	2	4	4	3	4	3	3	4	3	4	4	2	3	4	4	3	3	3	3	3	2	3	85
68	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	80
69	3	4	4	4	4	4	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	105
70	4	4	3	4	4	3	4	4	3	4	3	4	3	4	3	4	4	4	4	4	3	4	4	4	4	4	4	102
71	2	4	3	2	2	4	2	4	2	3	2	4	3	2	2	4	2	4	3	3	2	3	4	3	3	2	2	77
72	4	3	2	3	3	2	4	4	3	4	3	3	4	3	4	4	2	3	4	4	3	3	3	3	3	2	3	85
73	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	80
74	3	3	3	4	4	3	3	3	3	4	3	3	3	4	3	3	3	3	4	4	3	3	3	3	3	3	4	89
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76	2	2	3	2	2	2	2	2	1	3	1	2	3	2	2	2	1	2	3	3	1	3	2	3	2	1	2	58
77	4	3	4	3	3	2	4	4	2	4	2	3	4	3	4	4	3	3	4	4	2	4	3	4	4	3	3	91
78	3	3	3	2	2	1	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	3	2	74
79	4	3	4	3	3	3	4	4	3	4	3	3	3	3	4	4	3	3	4	4	3	4	3	4	3	3	3	93
80	3	4	4	3	3	3	3	3	3	3	3	4	3	3	3	4	4	4	3	3	3	3	4	3	4	4	4	89
81	4	4	4	3	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	103
82	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	4	3	3	84
83	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	2	3	3	3	79
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87	3	3	4	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	4	3	4	3	4	3	3	3	88
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91	4	3	2	3	3	2	4	4	3	4	3	4	3	4	3	4	2	3	4	4	3	3	3	3	3	2	3	85
92	3	4	4	4	4	4	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	105
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94	2	4	3	2	2	4	3	4	2	3	2	4	3	2	2	4	2	4	3	3	2	3	4	3	3	2	2	77
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96	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	80
97	3	4	4	4	4	4	3	4	4	2	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	105
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99	2	4	3	2	2	4	2	4	2	2	2	4	3	2	2	4	2	4	3	3	2	3	4	3	3	2	2	77
100	4	3	2	3	3	2	4	4	3	3	3	3	4	3	4	4	2	3	4	4	3	3	3	3	3	2	3	85

NO	Citra Merek								Kualitas Produk										Harga				Keputusan Pembelian					Skor Total
	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	
1	3	3	4	4	3	1	3	3	3	4	4	4	3	4	4	2	4	4	4	3	3	3	2	3	4	4	4	90
2	1	2	2	2	2	1	1	2	2	1	3	2	2	2	2	1	1	2	2	1	2	1	1	1	1	2	2	44
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	81
4	3	3	3	3	3	2	2	2	3	2	3	3	4	3	3	2	2	2	3	2	3	3	2	3	2	2	3	71
5	3	2	4	4	4	3	3	4	4	3	3	4	4	4	4	3	3	4	4	3	4	2	3	3	3	4	4	93
6	2	3	4	4	4	2	4	4	4	4	4	4	4	4	4	2	4	4	4	4	4	3	2	2	4	4	4	96
7	1	2	4	3	2	1	2	2	2	1	3	2	2	2	2	1	2	2	2	1	2	1	1	1	2	2	4	52
8	3	3	3	3	3	3	3	4	3	3	4	3	3	3	3	3	3	4	3	3	3	3	3	3	3	4	3	85
9	2	3	3	3	3	2	2	4	3	2	4	3	3	3	3	2	2	4	3	2	3	3	2	3	2	4	3	76
10	3	4	4	3	3	3	3	4	4	3	3	4	3	4	3	3	3	4	4	3	4	2	3	3	3	3	4	90
11	2	3	4	3	4	3	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3	3	2	2	4	4	4	96
12	1	2	2	3	3	1	2	2	2	1	3	2	2	2	3	1	2	2	2	1	2	1	1	1	2	2	2	50
13	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	82
14	2	3	3	3	3	2	2	3	3	2	2	3	3	3	3	2	2	3	3	2	4	3	2	3	2	3	3	72
15	3	4	4	4	4	3	3	4	4	3	3	3	4	4	4	3	3	4	4	3	4	2	3	3	3	4	4	94
16	2	3	4	4	4	2	4	4	4	4	4	3	4	4	4	2	4	4	4	4	4	3	2	2	4	4	4	95
17	1	2	2	2	2	1	1	2	2	1	2	2	2	2	2	1	1	2	2	1	4	1	1	1	1	2	2	45
18	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	82
19	2	3	3	3	3	2	2	3	3	2	2	3	3	3	3	2	2	3	3	2	4	3	2	3	2	3	3	72
20	3	2	4	4	4	3	3	4	4	3	3	4	4	4	4	3	3	4	4	3	4	2	3	3	3	4	4	93
21	2	3	4	4	3	2	4	4	4	4	3	4	3	4	3	2	4	4	4	4	4	3	2	2	4	4	4	92
22	1	2	2	2	2	1	1	3	2	1	1	2	2	3	2	1	1	3	2	1	2	1	1	1	1	3	2	46
23	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	81
24	2	3	3	3	3	2	2	3	3	2	2	4	4	3	3	2	2	3	3	2	3	3	2	3	2	3	3	73
25	3	2	4	4	4	3	3	4	4	3	3	4	3	4	4	3	3	4	4	3	4	2	3	3	3	4	4	92
26	2	3	4	4	4	2	4	4	4	4	4	4	4	4	4	2	4	4	4	4	4	3	2	2	4	4	4	96
27	1	2	2	2	2	1	1	2	2	1	3	2	2	2	2	1	1	2	2	1	3	1	1	1	1	2	4	47
28	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	81
29	2	3	3	3	3	2	2	3	3	2	4	3	3	3	3	2	2	3	3	2	3	3	2	3	2	3	3	73
30	3	2	4	4	4	3	3	4	4	3	3	4	4	4	4	3	3	4	4	3	4	2	3	3	3	4	4	93