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# LAMPIRAN



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**Lampiran 1****KUESIONER PENELITIAN**

Universitas Esa Unggul

Program S-1 Fakultas Ekonomi dan Bisnis Program Studi Manajemen

**KUESIONER PENELITIAN**

Responden yang terhormat,

Saya Yesi Aristia (NIM 2013-11-082), mahasiswa Fakultas Ekonomi Universitas Esa Unggul yang sedang melakukan penelitian tentang **“Pengaruh *Brand Equity*, Kualitas Produk dan Promosi Penjualan Terhadap Minat Beli Ulang pada Industri Minuman The Coffee Bean & Tea Leaf** “Dalam rangka penulisan tugas akhir skripsi. Oleh karena itu, saya mohon kesediaan anda untuk meluangkan waktu guna mengisi kuisisioner ini dengan tepat dan teliti. Data yang diperoleh akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian. Atas perhatian dan kerjasamanya saya ucapkan terimakasih.

**No Responden****Bagian I : Data Responden**

Petunjuk :

Pilihlah salah satu jawaban pada setiap pertanyaan berikut ini dengan memberikan tanda ceklis (✓) pada jawaban yang dianggap paling tepat.

1. Jenis Kelamin
  - Laki – laki
  - Perempuan
2. Usia
  - 17 – 22 tahun
  - 23 – 28 tahun
  - 29 – 34 tahun
  - >35 tahun

## 3. Pekerjaan

- Pelajar / Mahasiswa
- PNS
- Wirausaha
- Karyawan Swasta
- Lain-lain.....

## 4. Pendapatan Per-bulan :

- Rp 2.000.000 – Rp 3.000.000
- Rp 3.000.001 – Rp 4.000.000
- Rp 4.000.001 – Rp 5.000.000
- > Rp 5.000.000

## 5. Berapa kali anda membeli produk The Coffee Bean &amp; Tea Leaf dalam satu bulan?

- 2 kali
- 3 kali
- 4 kali
- >4 kali

## KUESIONER

Jawablah pertanyaan berikut dengan memberi tanda (√) kolom alternatif jawaban yang menjadi pilihan anda.

Keterangan :

| No. | Pernyataan                | Skor |
|-----|---------------------------|------|
| 1.  | Sangat Tidak Setuju (STS) | 1    |
| 2.  | Tidak Setuju (TS)         | 2    |
| 3.  | Setuju (S)                | 3    |
| 4.  | Sangat Setuju (SS)        | 4    |

| No. | Brand Equity (X <sub>1</sub> )  | STS | TS | S | SS |
|-----|---|-----|----|---|----|
| 1.  | Saya sudah mengenal kedai kopi merek The Coffee Bean & Tea Leaf   |     |    |   |    |
| 2.  | Saya mengetahui The Coffee Bean & Tea Leaf melalui Logonya  |     |    |   |    |
| 3.  | The Coffee Bean & Tea Leaf merupakan merek yang pertama kali muncul dalam benak saya untuk sebuah kedai kopi            |     |    |   |    |
| 4.  | Produk dari The Coffee Bean & Tea Leaf berbeda dari produk perusahaan sejenis   |     |    |   |    |
| 5.  | Harga yang ditawarkan oleh produk The coffee Bean & Tea Leaf sesuai dengan kualitas produknya                           |     |    |   |    |
| 6.  | Merek dari The Coffee Bean & Tea Leaf sudah tidak asing lagi untuk saya   |     |    |   |    |
| 7.  | Harga yang ditawarkan oleh Produk The Coffee Bean & Tea Leaf merupakan harga yang relatif lebih murah dibanding pesaing |     |    |   |    |
| 8.  | Produk dari The Coffee Bean & Tea Leaf bermanfaat untuk saya  |     |    |   |    |
| 9.  | Inovasi dari produk The Coffee Bean & Tea Leaf kreatif  |     |    |   |    |
| 10. | Saya tidak selalu loyal dengan satu merek kedai kopi  |     |    |   |    |
| 11. | Saya merasa puas dari produk yang ditawarkan oleh The Coffee Bean   |     |    |   |    |

| No. | <i>Brand Equity (X<sub>1</sub>)</i>   | STS | TS | S | SS |
|-----|---|-----|----|---|----|
| 12. | Saya menyukai merek dari The Coffee Bean & Tea Leaf   |     |    |   |    |
| 13. | Saya merupakan pembeli yang komit terhadap satu merek kedai kopi yaitu The Coffee Bean & Tea Leaf |     |    |   |    |

| No. | <b>Kualitas Produk (X<sub>2</sub>)</b>   | STS | TS | S | SS |
|-----|--|-----|----|---|----|
| 14. | Biji kopi dari The Coffee Bean & Tea Leaf merupakan produk yang bermutu tinggi |     |    |   |    |
| 15. | The Coffee Bean & Tea Leaf memiliki variasi rasa yang beragam                  |     |    |   |    |
| 16. | Barista dari The Coffee Bean & Tea Leaf cepat dalam membuat pesanan            |     |    |   |    |
| 17. | Pelayanan yang diberikan dari The Coffee Bean & Tea Leaf memuaskan             |     |    |   |    |

| No. | <b>Promosi Penjualan (X<sub>3</sub>)</b>   | STS | TS | S | SS |
|-----|--|-----|----|---|----|
| 18. | The Coffee Bean & Tea Leaf menawarkan potongan harga dalam pembelian produk tertentu       |     |    |   |    |
| 19. | The Coffee Bean & Tea Leaf menyediakan penawaran pembelian dalam bentuk kupon              |     |    |   |    |
| 20. | The Coffee Bean & Tea Leaf melakukan pemberian bonus buy one get one untuk produk tertentu |     |    |   |    |

| No  | <b>Minat Beli Ulang (Y)</b>   | STS | TS | S | SS |
|-----|---|-----|----|---|----|
| 21. | Saya akan melakukan pembelian kembali produk The Coffee Bean & Tea Leaf                                   |     |    |   |    |
| 22. | Saya akan merekomendasikan The Coffee Bean & Tea Leaf kepada teman  |     |    |   |    |
| 23. | The Coffee Bean & Tea Leaf menjadi pilihan saya ketika ingin berkunjung ke kedai kopi                     |     |    |   |    |
| 24. | Saya mengumpulkan informasi sebanyak mungkin sebelum memutuskan membeli produk The Coffee Bean & Tea Leaf |     |    |   |    |

## Lampiran 2

### KUESIONER PRA SURVEI

Responden yang terhormat,

Terima kasih atas partisipasi anda telah meluangkan waktu untuk mengisi daftar pertanyaan pra survey ini, dengan tujuan sebagai data untuk penelitian saya mengenai “Pengaruh *Brand Equity*, Kualitas Produk, dan Promosi Penjualan Terhadap Minat Beli Ulang pada The Coffee Bean and Tea Leaf”. Saya berharap responden dapat menjawab dengan sebaik-baiknya.

#### **Petunjuk Pengisian**

Berilah tanda check list (√) pada salah satu jawaban yang paling sesuai dengan pendapat saudara.

| No | Pernyataan                               | Setuju | Tidak Setuju |
|----|--|--------|--------------|
| 1. | <i>Brand equity</i> baik dimata konsumen |        |              |
| 2. | Kualitas produk baik                     |        |              |
| 3. | Promosi penjualan sesuai kenyataan       |        |              |
| 4. | Tertarik untuk melakukan pembelian ulang |        |              |

Sumber : Diolah oleh peneliti, 2017

**Lampiran 3**  
**Data Tabulasi Karakteristik 30 Responden**

| Keterangan              |                              | Jumlah Responden | Total |
|-------------------------|------------------------------|------------------|-------|
| Jenis Kelamin           | Laki-laki                    | 18               | 30    |
|                         | Perempuan                    | 12               |       |
| Usia                    | 17-22 Tahun                  | 7                | 30    |
|                         | 23-28 Tahun                  | 12               |       |
|                         | 29-34 Tahun                  | 5                |       |
|                         | > 34 Tahun                   | 6                |       |
| Pekerjaan               | Pelajar/Mahasiswa            | 7                | 30    |
|                         | PNS                          | 3                |       |
|                         | Wirausaha                    | 4                |       |
|                         | Karyawan Swasta              | 13               |       |
|                         | Lainnya                      | 3                |       |
| Pendapatan per bulan    | Rp. 2.000.000 – Rp.3.000.000 | 7                | 30    |
|                         | Rp. 3.000.001 – Rp.4.000.000 | 13               |       |
|                         | Rp. 4.000.001 – Rp.5.000.000 | 4                |       |
|                         | > Rp.5.000.000               | 3                |       |
| Pembelian dalam sebulan | 2 kali                       | 9                | 30    |
|                         | 3 kali                       | 14               |       |
|                         | 4 kali                       | 5                |       |
|                         | >4 kali                      | 2                |       |

Sumber :Diolah oleh peneliti, 2017

**Lampiran 4**  
**Data Tabulasi Karakteristik 100 Responden**

| Keterangan              |                              | Jumlah Responden | Total |
|-------------------------|------------------------------|------------------|-------|
| Jenis Kelamin           | Laki-laki                    | 51               | 100   |
|                         | Perempuan                    | 49               |       |
| Usia                    | 17-22 Tahun                  | 16               | 100   |
|                         | 23-28 Tahun                  | 80               |       |
|                         | 29-34 Tahun                  | 2                |       |
|                         | > 35 Tahun                   | 12               |       |
| Pekerjaan               | Pelajar/Mahasiswa            | 16               | 100   |
|                         | PNS                          | 9                |       |
|                         | Wirausaha                    | 9                |       |
|                         | Karyawan swasta              | 51               |       |
|                         | Lainnya                      | 15               |       |
| Pendapatan per bulan    | Rp. 2.000.000 – Rp.3.000.000 | 30               | 100   |
|                         | Rp. 3.000.001 – Rp.4.000.000 | 41               |       |
|                         | Rp. 4.000.001 – Rp.5.000.000 | 20               |       |
|                         | > Rp.5.000.000               | 9                |       |
| Pembelian dalam sebulan | 2 kali                       | 7                | 100   |
|                         | 3 kali                       | 10               |       |
|                         | 4 kali                       | 78               |       |
|                         | >4 kali                      | 5                |       |

Sumber :Diolah oleh peneliti, 2017



Lampiran 5

Tabulasi Data Pre-Test 30 Responden

| BRAND EQUITY (X1) |      |      |      |      |      |      |      |      |       |       |       |       |       | KUALITAS PRODUK (X2) |      |      |      |       | PROMOSI PENJUALAN (X3) |      |      |       | MINAT BELI ULANG (Y) |       |       |       |       |
|-------------------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|----------------------|------|------|------|-------|------------------------|------|------|-------|----------------------|-------|-------|-------|-------|
| BE_1              | BE_2 | BE_3 | BE_4 | BE_5 | BE_6 | BE_7 | BE_8 | BE_9 | BE_10 | BE_11 | BE_12 | BE_13 | Total | KP_1                 | KP_2 | KP_3 | KP_4 | Total | PP_1                   | PP_2 | PP_3 | Total | MBU_1                | MBU_2 | MBU_3 | MBU_4 | Total |
| 2                 | 1    | 3    | 3    | 3    | 2    | 3    | 2    | 3    | 4     | 4     | 3     | 4     | 37    | 3                    | 3    | 3    | 3    | 12    | 2                      | 3    | 3    | 8     | 3                    | 3     | 3     | 1     | 10    |
| 1                 | 1    | 1    | 2    | 2    | 1    | 2    | 2    | 2    | 4     | 2     | 2     | 1     | 23    | 2                    | 2    | 3    | 2    | 9     | 2                      | 2    | 2    | 6     | 1                    | 1     | 1     | 3     | 6     |
| 3                 | 3    | 2    | 3    | 3    | 2    | 3    | 2    | 3    | 3     | 3     | 2     | 2     | 34    | 3                    | 2    | 3    | 2    | 10    | 3                      | 4    | 2    | 9     | 2                    | 2     | 2     | 2     | 8     |
| 2                 | 1    | 2    | 2    | 3    | 1    | 2    | 3    | 3    | 4     | 2     | 2     | 2     | 29    | 2                    | 2    | 3    | 3    | 10    | 3                      | 4    | 4    | 11    | 3                    | 3     | 2     | 2     | 10    |
| 2                 | 2    | 3    | 2    | 3    | 3    | 2    | 3    | 3    | 3     | 3     | 2     | 2     | 33    | 3                    | 3    | 3    | 2    | 11    | 2                      | 2    | 2    | 6     | 2                    | 2     | 2     | 2     | 8     |
| 3                 | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3     | 4     | 4     | 3     | 41    | 3                    | 4    | 4    | 3    | 14    | 4                      | 4    | 4    | 12    | 4                    | 4     | 4     | 4     | 16    |
| 1                 | 2    | 3    | 2    | 3    | 3    | 2    | 2    | 3    | 3     | 3     | 3     | 1     | 31    | 2                    | 3    | 3    | 3    | 11    | 2                      | 3    | 2    | 7     | 3                    | 3     | 3     | 2     | 11    |
| 2                 | 2    | 3    | 2    | 2    | 3    | 3    | 2    | 2    | 3     | 2     | 2     | 1     | 29    | 2                    | 3    | 2    | 1    | 8     | 2                      | 3    | 4    | 9     | 3                    | 2     | 2     | 3     | 10    |
| 2                 | 2    | 3    | 3    | 3    | 3    | 3    | 2    | 3    | 3     | 3     | 3     | 1     | 34    | 3                    | 3    | 3    | 3    | 12    | 3                      | 3    | 3    | 9     | 3                    | 3     | 3     | 3     | 12    |
| 3                 | 3    | 3    | 1    | 4    | 3    | 3    | 3    | 3    | 3     | 3     | 3     | 3     | 38    | 3                    | 3    | 3    | 3    | 12    | 2                      | 3    | 3    | 8     | 3                    | 3     | 3     | 3     | 12    |
| 2                 | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2     | 3     | 3     | 2     | 28    | 2                    | 2    | 2    | 2    | 8     | 2                      | 2    | 2    | 6     | 2                    | 2     | 2     | 2     | 8     |
| 3                 | 3    | 2    | 2    | 3    | 3    | 3    | 3    | 3    | 3     | 3     | 3     | 3     | 37    | 3                    | 3    | 3    | 3    | 12    | 3                      | 3    | 3    | 9     | 3                    | 3     | 3     | 3     | 12    |
| 2                 | 1    | 2    | 2    | 2    | 2    | 2    | 1    | 2    | 1     | 1     | 1     | 1     | 20    | 2                    | 2    | 2    | 2    | 8     | 2                      | 2    | 2    | 6     | 1                    | 2     | 1     | 2     | 6     |
| 4                 | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     | 4     | 4     | 4     | 52    | 4                    | 4    | 4    | 4    | 16    | 4                      | 4    | 4    | 12    | 4                    | 4     | 4     | 4     | 16    |
| 3                 | 3    | 3    | 3    | 3    | 2    | 3    | 3    | 3    | 3     | 3     | 3     | 2     | 37    | 3                    | 4    | 4    | 4    | 15    | 3                      | 2    | 3    | 8     | 3                    | 3     | 3     | 3     | 12    |
| 2                 | 2    | 3    | 2    | 3    | 2    | 4    | 3    | 3    | 2     | 4     | 4     | 3     | 37    | 3                    | 3    | 4    | 3    | 13    | 3                      | 4    | 3    | 10    | 3                    | 3     | 3     | 2     | 11    |
| 2                 | 2    | 2    | 2    | 2    | 3    | 3    | 3    | 3    | 4     | 3     | 3     | 1     | 33    | 2                    | 3    | 4    | 4    | 13    | 4                      | 4    | 3    | 11    | 3                    | 4     | 3     | 3     | 13    |
| 2                 | 2    | 2    | 2    | 3    | 3    | 3    | 2    | 3    | 4     | 3     | 3     | 4     | 36    | 3                    | 2    | 3    | 3    | 11    | 3                      | 3    | 3    | 9     | 3                    | 3     | 3     | 3     | 12    |
| 2                 | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2     | 2     | 3     | 3     | 28    | 2                    | 3    | 3    | 3    | 11    | 3                      | 3    | 3    | 9     | 3                    | 3     | 3     | 2     | 11    |
| 2                 | 3    | 3    | 3    | 2    | 2    | 2    | 2    | 2    | 2     | 2     | 2     | 2     | 29    | 2                    | 3    | 3    | 3    | 11    | 4                      | 3    | 4    | 11    | 2                    | 2     | 2     | 2     | 8     |
| 3                 | 1    | 2    | 2    | 2    | 3    | 3    | 2    | 2    | 4     | 3     | 2     | 1     | 30    | 2                    | 3    | 2    | 2    | 9     | 2                      | 2    | 4    | 8     | 3                    | 1     | 2     | 2     | 8     |
| 1                 | 1    | 1    | 4    | 2    | 3    | 2    | 2    | 2    | 3     | 2     | 2     | 2     | 27    | 2                    | 3    | 3    | 2    | 10    | 2                      | 3    | 4    | 9     | 2                    | 2     | 2     | 3     | 9     |
| 2                 | 2    | 2    | 3    | 3    | 2    | 2    | 2    | 2    | 2     | 2     | 2     | 2     | 28    | 2                    | 2    | 4    | 4    | 12    | 4                      | 4    | 4    | 12    | 4                    | 4     | 4     | 3     | 15    |
| 1                 | 1    | 1    | 1    | 2    | 2    | 2    | 1    | 3    | 3     | 3     | 2     | 1     | 23    | 2                    | 2    | 3    | 2    | 9     | 3                      | 3    | 4    | 10    | 1                    | 1     | 1     | 3     | 6     |
| 2                 | 2    | 2    | 3    | 3    | 4    | 3    | 3    | 4    | 2     | 3     | 4     | 2     | 37    | 4                    | 3    | 2    | 4    | 13    | 3                      | 4    | 3    | 10    | 3                    | 3     | 2     | 2     | 10    |
| 1                 | 1    | 1    | 2    | 2    | 1    | 2    | 1    | 3    | 4     | 3     | 2     | 2     | 25    | 2                    | 2    | 3    | 3    | 10    | 3                      | 2    | 2    | 7     | 2                    | 2     | 2     | 2     | 8     |
| 2                 | 2    | 4    | 3    | 4    | 4    | 2    | 3    | 4    | 4     | 3     | 3     | 1     | 39    | 2                    | 3    | 3    | 3    | 11    | 3                      | 3    | 3    | 9     | 3                    | 3     | 2     | 3     | 11    |
| 3                 | 3    | 3    | 2    | 3    | 2    | 3    | 3    | 3    | 3     | 3     | 3     | 2     | 36    | 3                    | 3    | 4    | 4    | 14    | 3                      | 4    | 3    | 10    | 3                    | 3     | 3     | 2     | 11    |
| 2                 | 2    | 2    | 2    | 3    | 3    | 3    | 3    | 3    | 4     | 4     | 4     | 4     | 39    | 4                    | 3    | 4    | 3    | 14    | 3                      | 3    | 3    | 9     | 3                    | 4     | 3     | 3     | 13    |
| 2                 | 2    | 2    | 2    | 3    | 2    | 2    | 2    | 2    | 2     | 2     | 2     | 2     | 27    | 2                    | 2    | 2    | 2    | 8     | 2                      | 2    | 2    | 6     | 2                    | 2     | 2     | 2     | 8     |

## Lampiran 6

## Tabulasi Data 100 Responden

| Brand Equity |     |     |     |     |     |     |     |     |      |      |      |      | Total | Kualitas Produk |     |     |     | Total | Promosi Penjualan |     |     | Total | Minat Beli Ulang |      |      |      | Total |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|-------|-----------------|-----|-----|-----|-------|-------------------|-----|-----|-------|------------------|------|------|------|-------|
| BE1          | BE2 | BE3 | BE4 | BE5 | BE6 | BE7 | BE8 | BE9 | BE10 | BE11 | BE12 | BE13 |       | KP1             | KP2 | KP3 | KP4 |       | PP1               | PP2 | PP3 |       | MBU1             | MBU2 | MBU3 | MBU4 |       |
| 2            | 1   | 3   | 3   | 3   | 2   | 3   | 2   | 3   | 4    | 4    | 3    | 4    | 37    | 3               | 3   | 3   | 3   | 12    | 2                 | 3   | 3   | 8     | 3                | 3    | 3    | 1    | 9     |
| 1            | 1   | 1   | 2   | 2   | 1   | 2   | 2   | 2   | 4    | 2    | 2    | 1    | 23    | 2               | 2   | 3   | 2   | 9     | 2                 | 2   | 2   | 6     | 1                | 1    | 1    | 3    | 3     |
| 3            | 3   | 2   | 3   | 3   | 2   | 3   | 2   | 3   | 3    | 3    | 2    | 2    | 34    | 3               | 2   | 3   | 2   | 10    | 3                 | 4   | 2   | 9     | 2                | 2    | 2    | 2    | 6     |
| 2            | 1   | 2   | 2   | 3   | 1   | 2   | 2   | 2   | 4    | 2    | 2    | 2    | 27    | 2               | 2   | 3   | 3   | 10    | 3                 | 4   | 4   | 11    | 3                | 3    | 2    | 2    | 8     |
| 2            | 2   | 3   | 2   | 3   | 3   | 2   | 3   | 3   | 3    | 3    | 2    | 2    | 33    | 3               | 3   | 3   | 2   | 11    | 2                 | 2   | 2   | 6     | 2                | 2    | 2    | 2    | 6     |
| 3            | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3    | 4    | 4    | 3    | 41    | 3               | 4   | 4   | 3   | 14    | 4                 | 4   | 4   | 12    | 4                | 4    | 4    | 4    | 12    |
| 1            | 2   | 3   | 2   | 3   | 3   | 2   | 2   | 3   | 3    | 3    | 3    | 1    | 31    | 2               | 3   | 3   | 3   | 11    | 2                 | 3   | 2   | 7     | 3                | 3    | 3    | 2    | 9     |
| 2            | 2   | 3   | 2   | 2   | 3   | 3   | 2   | 2   | 3    | 2    | 2    | 1    | 29    | 2               | 3   | 2   | 1   | 8     | 2                 | 3   | 4   | 9     | 3                | 2    | 2    | 3    | 7     |
| 2            | 2   | 3   | 3   | 3   | 3   | 3   | 2   | 3   | 3    | 3    | 3    | 1    | 34    | 3               | 3   | 3   | 3   | 12    | 3                 | 3   | 3   | 9     | 3                | 3    | 3    | 3    | 9     |
| 3            | 3   | 3   | 1   | 4   | 3   | 3   | 3   | 3   | 3    | 3    | 3    | 3    | 38    | 3               | 3   | 3   | 3   | 12    | 2                 | 3   | 3   | 8     | 3                | 3    | 3    | 3    | 9     |
| 2            | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2    | 3    | 3    | 2    | 28    | 2               | 2   | 2   | 2   | 8     | 2                 | 2   | 2   | 6     | 2                | 2    | 2    | 2    | 6     |
| 3            | 3   | 2   | 2   | 3   | 3   | 3   | 3   | 3   | 3    | 3    | 3    | 3    | 37    | 3               | 3   | 3   | 3   | 12    | 3                 | 3   | 3   | 9     | 3                | 3    | 3    | 3    | 9     |
| 2            | 1   | 2   | 2   | 2   | 2   | 2   | 1   | 2   | 1    | 1    | 1    | 1    | 20    | 2               | 2   | 2   | 2   | 8     | 2                 | 2   | 2   | 6     | 1                | 2    | 1    | 2    | 4     |
| 4            | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4    | 4    | 4    | 4    | 52    | 4               | 4   | 4   | 4   | 16    | 4                 | 4   | 4   | 12    | 4                | 4    | 4    | 4    | 12    |
| 3            | 3   | 3   | 3   | 3   | 2   | 3   | 3   | 3   | 3    | 3    | 3    | 2    | 37    | 3               | 4   | 4   | 4   | 15    | 3                 | 2   | 3   | 8     | 3                | 3    | 3    | 3    | 9     |
| 2            | 2   | 3   | 2   | 3   | 2   | 4   | 3   | 3   | 2    | 4    | 4    | 3    | 37    | 3               | 3   | 4   | 3   | 13    | 3                 | 4   | 3   | 10    | 3                | 3    | 3    | 2    | 9     |
| 2            | 2   | 2   | 2   | 2   | 3   | 3   | 3   | 3   | 4    | 3    | 3    | 1    | 33    | 2               | 3   | 4   | 4   | 13    | 4                 | 4   | 3   | 11    | 3                | 4    | 3    | 3    | 10    |
| 2            | 2   | 2   | 2   | 3   | 3   | 3   | 2   | 3   | 4    | 3    | 3    | 4    | 36    | 3               | 2   | 3   | 3   | 11    | 3                 | 3   | 3   | 9     | 3                | 3    | 3    | 3    | 9     |
| 2            | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2    | 2    | 3    | 3    | 28    | 2               | 3   | 3   | 3   | 11    | 3                 | 3   | 3   | 9     | 3                | 3    | 3    | 2    | 9     |
| 2            | 3   | 3   | 3   | 2   | 2   | 2   | 2   | 2   | 2    | 2    | 2    | 2    | 29    | 2               | 3   | 3   | 3   | 11    | 4                 | 3   | 4   | 11    | 2                | 2    | 2    | 2    | 6     |
| 3            | 1   | 2   | 2   | 2   | 3   | 3   | 2   | 2   | 4    | 3    | 2    | 1    | 30    | 2               | 3   | 2   | 2   | 9     | 2                 | 2   | 4   | 8     | 3                | 1    | 2    | 2    | 6     |
| 1            | 1   | 1   | 4   | 2   | 3   | 2   | 2   | 2   | 3    | 2    | 2    | 2    | 27    | 2               | 3   | 3   | 2   | 10    | 2                 | 3   | 4   | 9     | 2                | 2    | 2    | 3    | 6     |
| 2            | 2   | 2   | 3   | 3   | 2   | 2   | 2   | 2   | 2    | 2    | 2    | 2    | 28    | 2               | 2   | 4   | 4   | 12    | 4                 | 4   | 4   | 12    | 4                | 4    | 4    | 3    | 12    |
| 1            | 1   | 1   | 1   | 2   | 2   | 2   | 1   | 3   | 3    | 3    | 2    | 1    | 23    | 2               | 2   | 3   | 2   | 9     | 3                 | 3   | 4   | 10    | 1                | 1    | 1    | 3    | 3     |
| 2            | 2   | 2   | 3   | 3   | 4   | 3   | 3   | 4   | 2    | 3    | 4    | 2    | 37    | 4               | 3   | 2   | 4   | 13    | 3                 | 4   | 3   | 10    | 3                | 3    | 2    | 2    | 8     |
| 1            | 1   | 1   | 2   | 2   | 1   | 2   | 1   | 3   | 4    | 3    | 2    | 2    | 25    | 2               | 2   | 3   | 3   | 10    | 3                 | 2   | 2   | 7     | 2                | 2    | 2    | 2    | 6     |

|   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |    |   |   |   |    |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|---|---|---|----|---|---|---|---|----|---|---|---|----|---|---|---|---|----|
| 2 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 44 | 3 | 4 | 4 | 4 | 15 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 9  |
| 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 39 | 3 | 3 | 3 | 4 | 13 | 3 | 3 | 2 | 8  | 3 | 3 | 3 | 3 | 9  |
| 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 36 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 9  | 3 | 4 | 3 | 3 | 10 |
| 3 | 3 | 2 | 2 | 3 | 1 | 2 | 4 | 3 | 4 | 3 | 3 | 2 | 35 | 3 | 3 | 4 | 3 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 2 | 4 | 4 | 3 | 45 | 3 | 3 | 4 | 3 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 3 | 12 |
| 1 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 3 | 4 | 1 | 2 | 1 | 21 | 1 | 1 | 1 | 1 | 4  | 4 | 1 | 1 | 6  | 1 | 1 | 1 | 4 | 3  |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 | 4 | 3 | 4 | 3 | 2 | 1 | 24 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 9  | 2 | 2 | 2 | 1 | 6  |
| 3 | 3 | 4 | 3 | 4 | 2 | 3 | 3 | 3 | 1 | 2 | 4 | 4 | 39 | 3 | 3 | 2 | 4 | 12 | 2 | 4 | 2 | 8  | 4 | 4 | 3 | 1 | 11 |
| 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 4 | 2 | 2 | 1 | 30 | 3 | 2 | 4 | 2 | 11 | 2 | 2 | 2 | 6  | 2 | 3 | 1 | 4 | 6  |
| 1 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 4 | 3 | 3 | 1 | 30 | 2 | 2 | 2 | 3 | 9  | 3 | 3 | 3 | 9  | 3 | 2 | 2 | 2 | 7  |
| 2 | 3 | 2 | 4 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 39 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 3 | 11 | 2 | 2 | 4 | 4 | 8  |
| 2 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 31 | 3 | 3 | 3 | 2 | 11 | 2 | 2 | 2 | 6  | 3 | 3 | 2 | 2 | 8  |
| 3 | 4 | 2 | 2 | 4 | 2 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 40 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 26 | 2 | 2 | 2 | 2 | 8  | 2 | 2 | 2 | 6  | 2 | 2 | 2 | 2 | 6  |
| 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 48 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 3 | 9  | 3 | 4 | 3 | 3 | 10 |
| 2 | 2 | 2 | 3 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 3 | 3 | 30 | 2 | 2 | 3 | 1 | 8  | 3 | 2 | 4 | 9  | 2 | 2 | 2 | 2 | 6  |
| 1 | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 3 | 4 | 2 | 2 | 1 | 27 | 2 | 3 | 2 | 2 | 9  | 2 | 2 | 3 | 7  | 2 | 2 | 2 | 2 | 6  |
| 3 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 2 | 3 | 3 | 3 | 11 | 3 | 3 | 3 | 9  | 3 | 3 | 3 | 3 | 9  |
| 3 | 3 | 3 | 3 | 2 | 2 | 3 | 4 | 4 | 4 | 3 | 3 | 1 | 38 | 2 | 4 | 4 | 4 | 14 | 2 | 4 | 2 | 8  | 3 | 4 | 3 | 4 | 10 |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 4 | 1 | 1 | 1 | 16 | 1 | 1 | 4 | 4 | 10 | 1 | 1 | 4 | 6  | 1 | 1 | 1 | 1 | 3  |
| 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 33 | 3 | 2 | 3 | 2 | 10 | 3 | 2 | 3 | 8  | 2 | 3 | 2 | 3 | 7  |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 49 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 |
| 1 | 2 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 1 | 38 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 1 | 9  | 1 | 4 | 4 | 4 | 9  |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 13 | 1 | 1 | 1 | 1 | 4  | 1 | 1 | 1 | 3  | 1 | 1 | 1 | 1 | 3  |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 51 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 |

|   |   |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |    |   |   |   |    |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|---|---|---|----|---|---|---|---|----|---|---|---|----|---|---|---|---|----|
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 51 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 |
| 2 | 1 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 1 | 34 | 2 | 2 | 2 | 3 | 9  | 2 | 3 | 2 | 7  | 2 | 3 | 3 | 3 | 8  |
| 3 | 2 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 2 | 41 | 3 | 3 | 4 | 4 | 14 | 3 | 4 | 3 | 10 | 3 | 3 | 3 | 3 | 9  |
| 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 3 | 4 | 2 | 1 | 1 | 23 | 1 | 1 | 2 | 2 | 6  | 1 | 2 | 2 | 5  | 2 | 2 | 2 | 2 | 6  |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 51 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 |
| 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 32 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 9  | 3 | 3 | 2 | 3 | 8  |
| 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 36 | 3 | 3 | 4 | 3 | 13 | 3 | 3 | 3 | 9  | 3 | 3 | 3 | 3 | 9  |
| 2 | 2 | 4 | 3 | 2 | 2 | 4 | 4 | 3 | 4 | 3 | 4 | 2 | 39 | 4 | 4 | 2 | 4 | 14 | 3 | 2 | 1 | 6  | 4 | 4 | 3 | 1 | 11 |
| 2 | 3 | 4 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 2 | 36 | 2 | 2 | 2 | 2 | 8  | 2 | 2 | 2 | 6  | 3 | 3 | 3 | 3 | 9  |
| 2 | 3 | 4 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 30 | 2 | 3 | 3 | 3 | 11 | 3 | 3 | 3 | 9  | 2 | 2 | 2 | 2 | 6  |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 26 | 2 | 3 | 3 | 2 | 10 | 2 | 2 | 2 | 6  | 3 | 3 | 2 | 2 | 8  |
| 1 | 3 | 3 | 4 | 3 | 2 | 4 | 3 | 3 | 2 | 4 | 3 | 1 | 36 | 3 | 3 | 3 | 2 | 11 | 2 | 3 | 2 | 7  | 3 | 1 | 3 | 3 | 7  |
| 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 |
| 2 | 3 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 26 | 2 | 2 | 2 | 2 | 8  | 2 | 2 | 2 | 6  | 2 | 2 | 2 | 2 | 6  |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 28 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 9  | 3 | 3 | 3 | 3 | 9  |
| 1 | 1 | 2 | 2 | 3 | 2 | 2 | 1 | 3 | 4 | 3 | 3 | 1 | 28 | 3 | 3 | 3 | 3 | 12 | 4 | 3 | 4 | 11 | 3 | 3 | 2 | 3 | 8  |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 | 4 | 4 | 4 | 4 | 16 | 2 | 3 | 2 | 7  | 3 | 3 | 4 | 4 | 10 |
| 2 | 1 | 1 | 3 | 2 | 1 | 3 | 2 | 3 | 4 | 2 | 1 | 1 | 26 | 3 | 4 | 4 | 4 | 15 | 2 | 2 | 4 | 8  | 2 | 4 | 1 | 4 | 7  |
| 2 | 2 | 3 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 40 | 4 | 3 | 2 | 3 | 12 | 4 | 4 | 3 | 11 | 4 | 3 | 4 | 4 | 11 |

## Lampiran 7

## Uji Validitas

## Variabel Brand Equity (X1)

## Correlations

|                 |                     | BE 1   | BE 2   | BE 3   | BE 4   | BE 5   | BE 6   | BE 7   | BE 8   | BE 9   | BE 10  | BE 11  | BE 12  | BE 13  | Brand Equity |
|-----------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------------|
| Brand Equity 1  | Pearson Correlation | 1      | .751** | .557** | 0.232  | .522** | 0.345  | .653** | .627** | 0.297  | 0.048  | 0.358  | .369** | .397** | .698**       |
|                 | Sig. (2-tailed)     |        | 0      | 0.001  | 0.217  | 0.003  | 0.061  | 0      | 0      | 0.111  | 0.801  | 0.052  | 0.045  | 0.03   | 0            |
|                 | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30           |
| Brand Equity 2  | Pearson Correlation | .751** | 1      | .613** | 0.275  | .551** | .390** | .508** | .631** | 0.356  | -0.102 | 0.352  | .499** | .375** | .716**       |
|                 | Sig. (2-tailed)     | 0      |        | 0      | 0.141  | 0.002  | 0.033  | 0.004  | 0      | 0.053  | 0.592  | 0.056  | 0.005  | 0.041  | 0            |
|                 | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30           |
| Brand Equity 3  | Pearson Correlation | .557** | .613** | 1      | 0.295  | .662** | .494** | .439** | .592** | .447** | 0.032  | .390** | .446** | 0.192  | .698**       |
|                 | Sig. (2-tailed)     | 0.001  | 0      |        | 0.114  | 0      | 0.006  | 0.015  | 0.001  | 0.013  | 0.868  | 0.033  | 0.014  | 0.31   | 0            |
|                 | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30           |
| Brand Equity 4  | Pearson Correlation | 0.232  | 0.275  | 0.295  | 1      | 0.22   | 0.322  | 0.185  | 0.265  | 0.197  | 0.036  | 0.118  | 0.199  | 0.168  | .402**       |
|                 | Sig. (2-tailed)     | 0.217  | 0.141  | 0.114  |        | 0.243  | 0.083  | 0.327  | 0.157  | 0.297  | 0.851  | 0.535  | 0.291  | 0.374  | 0.028        |
|                 | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30           |
| Brand Equity 5  | Pearson Correlation | .522** | .551** | .662** | 0.22   | 1      | .460** | .416** | .670** | .700** | 0.207  | .481** | .516** | .431** | .764**       |
|                 | Sig. (2-tailed)     | 0.003  | 0.002  | 0      | 0.243  |        | 0.011  | 0.022  | 0      | 0      | 0.272  | 0.007  | 0.004  | 0.017  | 0            |
|                 | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30           |
| Brand Equity 6  | Pearson Correlation | 0.345  | .390** | .494** | 0.322  | .460** | 1      | .406** | .498** | .504** | 0.124  | .366** | .503** | 0.125  | .643**       |
|                 | Sig. (2-tailed)     | 0.061  | 0.033  | 0.006  | 0.083  | 0.011  |        | 0.026  | 0.005  | 0.005  | 0.515  | 0.047  | 0.005  | 0.51   | 0            |
|                 | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30           |
| Brand Equity 7  | Pearson Correlation | .653** | .508** | .439** | 0.185  | .416** | .406** | 1      | .572** | .461** | 0.222  | .669** | .657** | .473** | .761**       |
|                 | Sig. (2-tailed)     | 0      | 0.004  | 0.015  | 0.327  | 0.022  | 0.026  |        | 0.001  | 0.01   | 0.239  | 0      | 0      | 0.008  | 0            |
|                 | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30           |
| Brand Equity 8  | Pearson Correlation | .627** | .631** | .592** | 0.265  | .670** | .498** | .572** | 1      | .580** | 0.262  | .504** | .683** | .406** | .814**       |
|                 | Sig. (2-tailed)     | 0      | 0      | 0.001  | 0.157  | 0      | 0.005  | 0.001  |        | 0.001  | 0.163  | 0.005  | 0      | 0.026  | 0            |
|                 | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30           |
| Brand Equity 9  | Pearson Correlation | 0.297  | 0.356  | .447** | 0.197  | .700** | .504** | .461** | .580** | 1      | .404** | .652** | .617** | 0.27   | .718**       |
|                 | Sig. (2-tailed)     | 0.111  | 0.053  | 0.013  | 0.297  | 0      | 0.005  | 0.01   | 0.001  |        | 0.027  | 0      | 0      | 0.15   | 0            |
|                 | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30           |
| Brand Equity 10 | Pearson Correlation | 0.048  | -0.102 | 0.032  | 0.036  | 0.207  | 0.124  | 0.222  | 0.262  | .404** | 1      | .444** | 0.168  | 0.156  | 0.374        |
|                 | Sig. (2-tailed)     | 0.801  | 0.592  | 0.868  | 0.851  | 0.272  | 0.515  | 0.239  | 0.163  | 0.027  |        | 0.014  | 0.374  | 0.412  | 0.072        |
|                 | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30           |
| Brand Equity 11 | Pearson Correlation | 0.358  | 0.352  | .390** | 0.118  | .481** | .366** | .669** | .504** | .652** | .444** | 1      | .785** | .535** | .770**       |
|                 | Sig. (2-tailed)     | 0.052  | 0.056  | 0.033  | 0.535  | 0.007  | 0.047  | 0      | 0.005  | 0      | 0.014  |        | 0      | 0.002  | 0            |
|                 | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30           |
| Brand Equity 12 | Pearson Correlation | .369** | .499** | .446** | 0.199  | .516** | .503** | .657** | .683** | .617** | 0.168  | .785** | 1      | .568** | .808**       |
|                 | Sig. (2-tailed)     | 0.045  | 0.005  | 0.014  | 0.291  | 0.004  | 0.005  | 0      | 0      | 0      | 0.374  | 0      |        | 0.001  | 0            |
|                 | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30           |
| Brand Equity 13 | Pearson Correlation | .397** | .375** | 0.192  | 0.168  | .431** | 0.125  | .473** | .406** | 0.27   | 0.156  | .535** | .568** | 1      | .604**       |
|                 | Sig. (2-tailed)     | 0.03   | 0.041  | 0.31   | 0.374  | 0.017  | 0.51   | 0.008  | 0.026  | 0.15   | 0.412  | 0.002  | 0.001  |        | 0            |
|                 | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30           |
| Brand Equity    | Pearson Correlation | .698** | .716** | .698** | .402** | .764** | .643** | .761** | .814** | .718** | 0.334  | .770** | .808** | .604** | 1            |
|                 | Sig. (2-tailed)     | 0      | 0      | 0      | 0.028  | 0      | 0      | 0      | 0      | 0      | 0.072  | 0      | 0      | 0      | 0            |
|                 | N                   | 30     | 30     | 30     | 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).

**Uji Validitas**  
**Variabel Kualitas Produk (X<sub>2</sub>)**  
**Correlations**

|                   |                     | Kualitas Produk 1 | Kualitas Produk 2 | Kualitas Produk 3 | Kualitas Produk 4 | Kualitas Produk |
|-------------------|---------------------|-------------------|-------------------|-------------------|-------------------|-----------------|
| Kualitas Produk 1 | Pearson Correlation | 1                 | .484**            | .357              | .439*             | .730**          |
|                   | Sig. (2-tailed)     |                   | .007              | .052              | .015              | .000            |
|                   | N                   | 30                | 30                | 30                | 30                | 30              |
| Kualitas Produk 2 | Pearson Correlation | .484**            | 1                 | .435*             | .406*             | .730**          |
|                   | Sig. (2-tailed)     | .007              |                   | .016              | .026              | .000            |
|                   | N                   | 30                | 30                | 30                | 30                | 30              |
| Kualitas Produk 3 | Pearson Correlation | .357              | .435*             | 1                 | .651**            | .797**          |
|                   | Sig. (2-tailed)     | .052              | .016              |                   | .000              | .000            |
|                   | N                   | 30                | 30                | 30                | 30                | 30              |
| Kualitas Produk 4 | Pearson Correlation | .439*             | .406*             | .651**            | 1                 | .830**          |
|                   | Sig. (2-tailed)     | .015              | .026              | .000              |                   | .000            |
|                   | N                   | 30                | 30                | 30                | 30                | 30              |
| Kualitas Produk   | Pearson Correlation | .730**            | .730**            | .797**            | .830**            | 1               |
|                   | Sig. (2-tailed)     | .000              | .000              | .000              | .000              |                 |
|                   | N                   | 30                | 30                | 30                | 30                | 30              |

**Uji Validitas**  
**Variabel Promosi Penjualan (X<sub>3</sub>)**

**Correlations**

|                     |                     | Promosi Penjualan 1 | Promosi Penjualan 2 | Promosi Penjualan 3 | Promosi Penjualan |
|---------------------|---------------------|---------------------|---------------------|---------------------|-------------------|
| Promosi Penjualan 1 | Pearson Correlation | 1                   | .644**              | .454*               | .839**            |
|                     | Sig. (2-tailed)     |                     | .000                | .012                | .000              |
|                     | N                   | 30                  | 30                  | 30                  | 30                |
| Promosi Penjualan 2 | Pearson Correlation | .644**              | 1                   | .470**              | .855**            |
|                     | Sig. (2-tailed)     | .000                |                     | .009                | .000              |
|                     | N                   | 30                  | 30                  | 30                  | 30                |
| Promosi Penjualan 3 | Pearson Correlation | .454*               | .470**              | 1                   | .782**            |
|                     | Sig. (2-tailed)     | .012                | .009                |                     | .000              |
|                     | N                   | 30                  | 30                  | 30                  | 30                |
| Promosi Penjualan   | Pearson Correlation | .839**              | .855**              | .782**              | 1                 |
|                     | Sig. (2-tailed)     | .000                | .000                | .000                |                   |
|                     | N                   | 30                  | 30                  | 30                  | 30                |



**Uji Validitas**  
**Variabel Minat Beli Ulang (Y)**

**Correlations**

|                    |                     | Minat Beli Ulang 1 | Minat Beli Ulang 2 | Minat Beli Ulang 3 | Minat Beli Ulang 4 | Minat Beli Ulang |
|--------------------|---------------------|--------------------|--------------------|--------------------|--------------------|------------------|
| Minat Beli Ulang 1 | Pearson Correlation | 1                  | .810**             | .891**             | .336               | .945**           |
|                    | Sig. (2-tailed)     |                    | .000               | .000               | .069               | .000             |
|                    | N                   | 30                 | 30                 | 30                 | 30                 | 30               |
| Minat Beli Ulang 2 | Pearson Correlation | .810**             | 1                  | .856**             | .363*              | .940**           |
|                    | Sig. (2-tailed)     | .000               |                    | .000               | .049               | .000             |
|                    | N                   | 30                 | 30                 | 30                 | 30                 | 30               |
| Minat Beli Ulang 3 | Pearson Correlation | .891**             | .856**             | 1                  | .370*              | .963**           |
|                    | Sig. (2-tailed)     | .000               | .000               |                    | .044               | .000             |
|                    | N                   | 30                 | 30                 | 30                 | 30                 | 30               |
| Minat Beli Ulang 4 | Pearson Correlation | .336               | .363*              | .370*              | 1                  | .376*            |
|                    | Sig. (2-tailed)     | .069               | .049               | .044               |                    | .041             |
|                    | N                   | 30                 | 30                 | 30                 | 30                 | 30               |
| Minat Beli Ulang   | Pearson Correlation | .945**             | .940**             | .963**             | .376*              | 1                |
|                    | Sig. (2-tailed)     | .000               | .000               | .000               | .041               |                  |
|                    | N                   | 30                 | 30                 | 30                 | 30                 | 30               |



## Lampiran 8

### Uji Reliabilitas

*Brand Equity* ( $X_1$ )

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .892             | 13         |

Kualitas Produk ( $X_2$ )

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .774             | 4          |

Promosi Penjualan ( $X_3$ )

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .765             | 3          |

Minat Beli Ulang ( $Y$ )

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .868             | 4          |

**Lampiran 9**  
**Analisis Regresi Linier Berganda**

**1. Uji Analisis Regresi Berganda**

| Model           | Coefficients <sup>a</sup>   |            |                           |        |      |
|-----------------|-----------------------------|------------|---------------------------|--------|------|
|                 | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|                 | B                           | Std. Error | Beta                      |        |      |
| 1 (Constant)    | -.315                       | .149       |                           | -2.113 | .037 |
| Brand Equity    | .422                        | .086       | .452                      | 4.924  | .000 |
| Kualitas Produk | .196                        | .083       | .233                      | 2.365  | .020 |
| Promosi         |                             |            |                           |        |      |
| Penjualan       | .234                        | .063       | .268                      | 3.719  | .000 |

a. Dependent Variable: Minat Beli Ulang

**2. Uji t**

| Model           | Coefficients <sup>a</sup>   |            |                           |        |      |
|-----------------|-----------------------------|------------|---------------------------|--------|------|
|                 | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|                 | B                           | Std. Error | Beta                      |        |      |
| 1 (Constant)    | -.315                       | .149       |                           | -2.113 | .037 |
| Brand Equity    | .422                        | .086       | .452                      | 4.924  | .000 |
| Kualitas Produk | .196                        | .083       | .233                      | 2.365  | .020 |
| Promosi         |                             |            |                           |        |      |
| Penjualan       | .234                        | .063       | .268                      | 3.719  | .000 |

a. Dependent Variable: Minat Beli Ulang

### 3. Uji F

ANOVA<sup>a</sup>

| Model |            | Sum of Squares | Df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 27.277         | 3  | 9.092       | 87.521 | .000 <sup>b</sup> |
|       | Residual   | 9.973          | 96 | .104        |        |                   |
|       | Total      | 37.250         | 99 |             |        |                   |

a. Dependent Variable: Minat Beli Ulang

**Lampiran 10****Uji Koefisien Determinasi ( $R^2$ )****Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .856 <sup>a</sup> | .732     | .724              | .322314                    |

a. Predictors: (Constant), Promosi Penjualan, Brand Equity, Kualitas Produk

b. Dependent Variable: Minat Beli Ulang

**Lampiran 11**  
**Tabel Nilai r Product Moment**

Pada Sig.0,05 (Two Tail)

| N  | R     | N  | r     | N   | r     | N   | r     | N   | r     | N   | R     |
|----|-------|----|-------|-----|-------|-----|-------|-----|-------|-----|-------|
| 1  | 0.997 | 41 | 0.301 | 81  | 0.216 | 121 | 0.177 | 161 | 0.154 | 201 | 0.138 |
| 2  | 0.95  | 42 | 0.297 | 82  | 0.215 | 122 | 0.176 | 162 | 0.153 | 202 | 0.137 |
| 3  | 0.878 | 43 | 0.294 | 83  | 0.213 | 123 | 0.176 | 163 | 0.153 | 203 | 0.137 |
| 4  | 0.811 | 44 | 0.291 | 84  | 0.212 | 124 | 0.175 | 164 | 0.152 | 204 | 0.137 |
| 5  | 0.754 | 45 | 0.288 | 85  | 0.211 | 125 | 0.174 | 165 | 0.152 | 205 | 0.136 |
| 6  | 0.707 | 46 | 0.285 | 86  | 0.21  | 126 | 0.174 | 166 | 0.151 | 206 | 0.136 |
| 7  | 0.666 | 47 | 0.282 | 87  | 0.208 | 127 | 0.173 | 167 | 0.151 | 207 | 0.136 |
| 8  | 0.632 | 48 | 0.279 | 88  | 0.207 | 128 | 0.172 | 168 | 0.151 | 208 | 0.135 |
| 9  | 0.602 | 49 | 0.276 | 89  | 0.206 | 129 | 0.172 | 169 | 0.15  | 209 | 0.135 |
| 10 | 0.576 | 50 | 0.273 | 90  | 0.205 | 130 | 0.171 | 170 | 0.15  | 210 | 0.135 |
| 11 | 0.553 | 51 | 0.271 | 91  | 0.204 | 131 | 0.17  | 171 | 0.149 | 211 | 0.134 |
| 12 | 0.532 | 52 | 0.268 | 92  | 0.203 | 132 | 0.17  | 172 | 0.149 | 212 | 0.134 |
| 13 | 0.514 | 53 | 0.266 | 93  | 0.202 | 133 | 0.169 | 173 | 0.148 | 213 | 0.134 |
| 14 | 0.497 | 54 | 0.263 | 94  | 0.201 | 134 | 0.168 | 174 | 0.148 | 214 | 0.134 |
| 15 | 0.482 | 55 | 0.261 | 95  | 0.2   | 135 | 0.168 | 175 | 0.148 | 215 | 0.133 |
| 16 | 0.468 | 56 | 0.259 | 96  | 0.199 | 136 | 0.167 | 176 | 0.147 | 216 | 0.133 |
| 17 | 0.456 | 57 | 0.256 | 97  | 0.198 | 137 | 0.167 | 177 | 0.147 | 217 | 0.133 |
| 18 | 0.444 | 58 | 0.254 | 98  | 0.197 | 138 | 0.166 | 178 | 0.146 | 218 | 0.132 |
| 19 | 0.433 | 59 | 0.252 | 99  | 0.196 | 139 | 0.165 | 179 | 0.146 | 219 | 0.132 |
| 20 | 0.423 | 60 | 0.25  | 100 | 0.195 | 140 | 0.165 | 180 | 0.146 | 220 | 0.132 |
| 21 | 0.413 | 61 | 0.248 | 101 | 0.194 | 141 | 0.164 | 181 | 0.145 | 221 | 0.131 |
| 22 | 0.404 | 62 | 0.246 | 102 | 0.193 | 142 | 0.164 | 182 | 0.145 | 222 | 0.131 |
| 23 | 0.396 | 63 | 0.244 | 103 | 0.192 | 143 | 0.163 | 183 | 0.144 | 223 | 0.131 |
| 24 | 0.388 | 64 | 0.242 | 104 | 0.191 | 144 | 0.163 | 184 | 0.144 | 224 | 0.131 |
| 25 | 0.381 | 65 | 0.24  | 105 | 0.19  | 145 | 0.162 | 185 | 0.144 | 225 | 0.13  |
| 26 | 0.374 | 66 | 0.239 | 106 | 0.189 | 146 | 0.161 | 186 | 0.143 | 226 | 0.13  |
| 27 | 0.367 | 67 | 0.237 | 107 | 0.188 | 147 | 0.161 | 187 | 0.143 | 227 | 0.13  |
| 28 | 0.361 | 68 | 0.235 | 108 | 0.187 | 148 | 0.16  | 188 | 0.142 | 228 | 0.129 |
| 29 | 0.355 | 69 | 0.234 | 109 | 0.187 | 149 | 0.16  | 189 | 0.142 | 229 | 0.129 |
| 30 | 0.349 | 70 | 0.232 | 110 | 0.186 | 150 | 0.159 | 190 | 0.142 | 230 | 0.129 |
| 31 | 0.344 | 71 | 0.23  | 111 | 0.185 | 151 | 0.159 | 191 | 0.141 | 231 | 0.129 |
| 32 | 0.339 | 72 | 0.229 | 112 | 0.184 | 152 | 0.158 | 192 | 0.141 | 232 | 0.128 |
| 33 | 0.334 | 73 | 0.227 | 113 | 0.183 | 153 | 0.158 | 193 | 0.141 | 233 | 0.128 |
| 34 | 0.329 | 74 | 0.226 | 114 | 0.182 | 154 | 0.157 | 194 | 0.14  | 234 | 0.128 |
| 35 | 0.325 | 75 | 0.224 | 115 | 0.182 | 155 | 0.157 | 195 | 0.14  | 235 | 0.127 |
| 36 | 0.32  | 76 | 0.223 | 116 | 0.181 | 156 | 0.156 | 196 | 0.139 | 236 | 0.127 |
| 37 | 0.316 | 77 | 0.221 | 117 | 0.18  | 157 | 0.156 | 197 | 0.139 | 237 | 0.127 |
| 38 | 0.312 | 78 | 0.22  | 118 | 0.179 | 158 | 0.155 | 198 | 0.139 | 238 | 0.127 |
| 39 | 0.308 | 79 | 0.219 | 119 | 0.179 | 159 | 0.155 | 199 | 0.138 | 239 | 0.126 |
| 40 | 0.304 | 80 | 0.217 | 120 | 0.178 | 160 | 0.154 | 200 | 0.138 | 240 | 0.126 |

**Lampiran 12**  
**Tabel Nilai Distribusi t**

| df | Pr<br>0.50 | 0.25<br>0.20 | 0.10<br>0.10 | 0.05<br>0.050 | 0.025<br>0.02 | 0.01<br>0.010 | 0.005<br>0.002 | 0.001<br>0.002 |
|----|------------|--------------|--------------|---------------|---------------|---------------|----------------|----------------|
| 1  | 1.00000    | 3.07768      | 6.31375      | 12.70620      | 31.82052      | 63.65674      | 318.30884      |                |
| 2  | 0.81650    | 1.88562      | 2.91999      | 4.30265       | 6.96456       | 9.92484       | 22.32712       |                |
| 3  | 0.76489    | 1.63774      | 2.35336      | 3.18245       | 4.54070       | 5.84091       | 10.21453       |                |
| 4  | 0.74070    | 1.53321      | 2.13185      | 2.77645       | 3.74695       | 4.60409       | 7.17318        |                |
| 5  | 0.72669    | 1.47588      | 2.01505      | 2.57058       | 3.36493       | 4.03214       | 5.89343        |                |
| 6  | 0.71756    | 1.43976      | 1.94318      | 2.44691       | 3.14267       | 3.70743       | 5.20763        |                |
| 7  | 0.71114    | 1.41492      | 1.89458      | 2.36462       | 2.99795       | 3.49948       | 4.78529        |                |
| 8  | 0.70639    | 1.39682      | 1.85955      | 2.30600       | 2.89646       | 3.35539       | 4.50079        |                |
| 9  | 0.70272    | 1.38303      | 1.83311      | 2.26216       | 2.82144       | 3.24984       | 4.29681        |                |
| 10 | 0.69981    | 1.37218      | 1.81246      | 2.22814       | 2.76377       | 3.16927       | 4.14370        |                |
| 11 | 0.69745    | 1.36343      | 1.79588      | 2.20099       | 2.71808       | 3.10581       | 4.02470        |                |
| 12 | 0.69548    | 1.35622      | 1.78229      | 2.17881       | 2.68100       | 3.05454       | 3.92963        |                |
| 13 | 0.69383    | 1.35017      | 1.77093      | 2.16037       | 2.65031       | 3.01228       | 3.85198        |                |
| 14 | 0.69242    | 1.34503      | 1.76131      | 2.14479       | 2.62449       | 2.97684       | 3.78739        |                |
| 15 | 0.69120    | 1.34061      | 1.75305      | 2.13145       | 2.60248       | 2.94671       | 3.73283        |                |
| 16 | 0.69013    | 1.33676      | 1.74588      | 2.11991       | 2.58349       | 2.92078       | 3.68615        |                |
| 17 | 0.68920    | 1.33338      | 1.73961      | 2.10982       | 2.56693       | 2.89823       | 3.64577        |                |
| 18 | 0.68836    | 1.33039      | 1.73406      | 2.10092       | 2.55238       | 2.87844       | 3.61048        |                |
| 19 | 0.68762    | 1.32773      | 1.72913      | 2.09302       | 2.53948       | 2.86093       | 3.57940        |                |
| 20 | 0.68695    | 1.32534      | 1.72472      | 2.08596       | 2.52798       | 2.84534       | 3.55181        |                |
| 21 | 0.68635    | 1.32319      | 1.72074      | 2.07961       | 2.51765       | 2.83136       | 3.52715        |                |
| 22 | 0.68581    | 1.32124      | 1.71714      | 2.07387       | 2.50832       | 2.81876       | 3.50499        |                |
| 23 | 0.68531    | 1.31946      | 1.71387      | 2.06866       | 2.49987       | 2.80734       | 3.48496        |                |
| 24 | 0.68485    | 1.31784      | 1.71088      | 2.06390       | 2.49216       | 2.79694       | 3.46678        |                |
| 25 | 0.68443    | 1.31635      | 1.70814      | 2.05954       | 2.48511       | 2.78744       | 3.45019        |                |
| 26 | 0.68404    | 1.31497      | 1.70562      | 2.05553       | 2.47863       | 2.77871       | 3.43500        |                |
| 27 | 0.68368    | 1.31370      | 1.70329      | 2.05183       | 2.47266       | 2.77068       | 3.42103        |                |
| 28 | 0.68335    | 1.31253      | 1.70113      | 2.04841       | 2.46714       | 2.76326       | 3.40816        |                |
| 29 | 0.68304    | 1.31143      | 1.69913      | 2.04523       | 2.46202       | 2.75639       | 3.39624        |                |
| 30 | 0.68276    | 1.31042      | 1.69726      | 2.04227       | 2.45726       | 2.75000       | 3.38518        |                |
| 31 | 0.68249    | 1.30946      | 1.69552      | 2.03951       | 2.45282       | 2.74404       | 3.37490        |                |
| 32 | 0.68223    | 1.30857      | 1.69389      | 2.03693       | 2.44868       | 2.73848       | 3.36531        |                |
| 33 | 0.68200    | 1.30774      | 1.69236      | 2.03452       | 2.44479       | 2.73328       | 3.35634        |                |
| 34 | 0.68177    | 1.30695      | 1.69092      | 2.03224       | 2.44115       | 2.72839       | 3.34793        |                |
| 35 | 0.68156    | 1.30621      | 1.68957      | 2.03011       | 2.43772       | 2.72381       | 3.34005        |                |
| 36 | 0.68137    | 1.30551      | 1.68830      | 2.02809       | 2.43449       | 2.71948       | 3.33262        |                |
| 37 | 0.68118    | 1.30485      | 1.68709      | 2.02619       | 2.43145       | 2.71541       | 3.32563        |                |
| 38 | 0.68100    | 1.30423      | 1.68595      | 2.02439       | 2.42857       | 2.71156       | 3.31903        |                |
| 39 | 0.68083    | 1.30364      | 1.68488      | 2.02269       | 2.42584       | 2.70791       | 3.31279        |                |
| 40 | 0.68067    | 1.30308      | 1.68385      | 2.02108       | 2.42326       | 2.70446       | 3.30688        |                |



| Pr<br>df | 0.25<br>0.50 | 0.10<br>0.20 | 0.05<br>0.10 | 0.025<br>0.050 | 0.01<br>0.02 | 0.005<br>0.010 | 0.001<br>0.002 |
|----------|--------------|--------------|--------------|----------------|--------------|----------------|----------------|
| 121      | 0.67652      | 1.28859      | 1.65754      | 1.97976        | 2.35756      | 2.61707        | 3.15895        |
| 122      | 0.67651      | 1.28853      | 1.65744      | 1.97960        | 2.35730      | 2.61673        | 3.15838        |
| 123      | 0.67649      | 1.28847      | 1.65734      | 1.97944        | 2.35705      | 2.61639        | 3.15781        |
| 124      | 0.67647      | 1.28842      | 1.65723      | 1.97928        | 2.35680      | 2.61606        | 3.15726        |
| 125      | 0.67646      | 1.28836      | 1.65714      | 1.97912        | 2.35655      | 2.61573        | 3.15671        |
| 126      | 0.67644      | 1.28831      | 1.65704      | 1.97897        | 2.35631      | 2.61541        | 3.15617        |
| 127      | 0.67643      | 1.28825      | 1.65694      | 1.97882        | 2.35607      | 2.61510        | 3.15565        |
| 128      | 0.67641      | 1.28820      | 1.65685      | 1.97867        | 2.35583      | 2.61478        | 3.15512        |
| 129      | 0.67640      | 1.28815      | 1.65675      | 1.97852        | 2.35560      | 2.61448        | 3.15461        |
| 130      | 0.67638      | 1.28810      | 1.65666      | 1.97838        | 2.35537      | 2.61418        | 3.15411        |
| 131      | 0.67637      | 1.28805      | 1.65657      | 1.97824        | 2.35515      | 2.61388        | 3.15361        |
| 132      | 0.67635      | 1.28800      | 1.65648      | 1.97810        | 2.35493      | 2.61359        | 3.15312        |
| 133      | 0.67634      | 1.28795      | 1.65639      | 1.97796        | 2.35471      | 2.61330        | 3.15264        |
| 134      | 0.67633      | 1.28790      | 1.65630      | 1.97783        | 2.35450      | 2.61302        | 3.15217        |
| 135      | 0.67631      | 1.28785      | 1.65622      | 1.97769        | 2.35429      | 2.61274        | 3.15170        |
| 136      | 0.67630      | 1.28781      | 1.65613      | 1.97756        | 2.35408      | 2.61246        | 3.15124        |
| 137      | 0.67628      | 1.28776      | 1.65605      | 1.97743        | 2.35387      | 2.61219        | 3.15079        |
| 138      | 0.67627      | 1.28772      | 1.65597      | 1.97730        | 2.35367      | 2.61193        | 3.15034        |
| 139      | 0.67626      | 1.28767      | 1.65589      | 1.97718        | 2.35347      | 2.61168        | 3.14990        |
| 140      | 0.67625      | 1.28763      | 1.65581      | 1.97705        | 2.35328      | 2.61140        | 3.14947        |
| 141      | 0.67623      | 1.28758      | 1.65573      | 1.97693        | 2.35309      | 2.61115        | 3.14904        |
| 142      | 0.67622      | 1.28754      | 1.65566      | 1.97681        | 2.35289      | 2.61090        | 3.14862        |
| 143      | 0.67621      | 1.28750      | 1.65558      | 1.97669        | 2.35271      | 2.61065        | 3.14820        |
| 144      | 0.67620      | 1.28746      | 1.65550      | 1.97658        | 2.35252      | 2.61040        | 3.14779        |
| 145      | 0.67619      | 1.28742      | 1.65543      | 1.97646        | 2.35234      | 2.61016        | 3.14739        |
| 146      | 0.67617      | 1.28738      | 1.65536      | 1.97635        | 2.35216      | 2.60992        | 3.14699        |
| 147      | 0.67616      | 1.28734      | 1.65529      | 1.97623        | 2.35198      | 2.60969        | 3.14660        |
| 148      | 0.67615      | 1.28730      | 1.65521      | 1.97612        | 2.35181      | 2.60946        | 3.14621        |
| 149      | 0.67614      | 1.28726      | 1.65514      | 1.97601        | 2.35163      | 2.60923        | 3.14583        |
| 150      | 0.67613      | 1.28722      | 1.65508      | 1.97591        | 2.35146      | 2.60900        | 3.14545        |
| 151      | 0.67612      | 1.28718      | 1.65501      | 1.97580        | 2.35130      | 2.60878        | 3.14508        |
| 152      | 0.67611      | 1.28715      | 1.65494      | 1.97569        | 2.35113      | 2.60856        | 3.14471        |
| 153      | 0.67610      | 1.28711      | 1.65487      | 1.97559        | 2.35097      | 2.60834        | 3.14435        |
| 154      | 0.67609      | 1.28707      | 1.65481      | 1.97549        | 2.35081      | 2.60813        | 3.14400        |
| 155      | 0.67608      | 1.28704      | 1.65474      | 1.97539        | 2.35065      | 2.60792        | 3.14364        |
| 156      | 0.67607      | 1.28700      | 1.65468      | 1.97529        | 2.35049      | 2.60771        | 3.14330        |
| 157      | 0.67606      | 1.28697      | 1.65462      | 1.97519        | 2.35033      | 2.60751        | 3.14295        |
| 158      | 0.67605      | 1.28693      | 1.65455      | 1.97509        | 2.35018      | 2.60730        | 3.14261        |
| 159      | 0.67604      | 1.28690      | 1.65449      | 1.97500        | 2.35003      | 2.60710        | 3.14228        |
| 160      | 0.67603      | 1.28687      | 1.65443      | 1.97490        | 2.34988      | 2.60691        | 3.14195        |