

Lampiran 1 : Kueioner Responden

### KUESIONER PENELITIAN

Bersama ini saya sampaikan dattar pernyataan kepada konsumen *Hand & body lotion* Nivea dengan permohonan agar berkenan kiranya meluankan waktu untuk mengisinya.

Pernyataan dalam kuesioner ini berkenan dengan penelitian saya yang berudul “Pengaruh Harga, Kualitas Produk, dan Citra Merek terhadap Keputusan Pembelian”. Atas kesediaan dalam memberikan jawaban, sebelum dan sesudahnya saya ucapkan terima kasih.

**Hormat Saya,**

Ranti Sugiarti

**No. Responden****DATA RESPONDEN****Petunjuk :**

Isilah data responden dibawah ini kemudian pilihan jawaban dimasukkan ke dalam kotak yang tersedia.

## 1. Jenis Kelamin

Perempuan

## 2. Usia :

a. 17 – 22 tahun 

b. 23 – 28 tahun

c. 29 – 34 tahun

d. &gt;35 tahun

## 3. Pendidikan Terakhir :

a. SMP

b. SMA 

c. S1

d. S2

e. S3

f. Lainnya (sebutkan) .....

## 4. Pekerjaan :

a. Pelajar / Mahasiswa 

b. PNS

- c. Wirausaha
- d. Karyawan Swasta
- e. Lainnya (sebutkan) .....
5. Intensitas membeli dan memakai *hand & body lotion* Nivea dalam sebulan?
- a. 1 – 2 kali
- b. 3 – 5 kali
- c. > 5 kali
6. Pendapatan Perbulan
- a. Rp. 2.000.001 - Rp. 3.000.000
- b. Rp. 3.000.000 - Rp. 4.000.000
- c. Rp. 4.000.000 – Rp. 5. 000.000
- d. > Rp. 5.000.000

#### DAFTAR ISIAN

#### Petunjuk :

Isilah semua pertanyaan dalam kuesioner sesuai dengan kenyataan, dengan cara memberikan tanda (√) pada kotak pilihan yang sudah tersedia.

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	Pernyataan	Alternatif Jawaban			
		STS	TS	S	SS
A	Harga				
1.	Harga <i>hand &amp; body lotion</i> Nivea terjangkau oleh konsumen				
2.	Harga <i>hand &amp; body lotion</i> Nivea sesuai dengan kemampuan daya beli				
3.	<i>Hand &amp; body lotion</i> Nivea memiliki kesesuaian harga dengan hasil yang diinginkan				
4.	Harga <i>hand &amp; body lotion</i> Nivea memberikan kualitas yang bagus sesuai dengan harga, sehingga konsumen memutuskan untuk membeli				
5.	<i>Hand &amp; body lotion</i> Nivea memiliki harga yang cukup bersaing dengan produk <i>hand &amp; body lotion</i> lainnya				
6.	Harga <i>hand &amp; body lotion</i> Nivea lebih terjangkau dibandingkan dengan produk <i>hand &amp; body lotion</i> lainnya				
7.	Harga <i>hand &amp; body lotion</i> Nivea sesuai dengan manfaat yang anda rasakan				
8.	Harga yang ditawarkan <i>hand &amp; body lotion</i> Nivea sesuai dengan kemampuan yang dihasilkan pada pemakaian				
B	Kualitas Produk				
9.	<i>Hand &amp; body lotion</i> Nivea membuat kulit anda lebih cerah				
10.	<i>Hand &amp; body lotion</i> Nivea membuat kulit anda lebih halus				
11.	Aroma <i>hand &amp; body lotion</i> Nivea harum				
12.	<i>Hand &amp; body lotion</i> Nivea memiliki tekstur yang tidak lengket				
13.	Komposisi <i>hand &amp; body lotion</i> Nivea terbuat dari bahan alami				
14.	<i>Hand &amp; body lotion</i> Nivea mengandung vitamin E yang bagus untuk kulit				
15.	Daya tahan kemasan yang dapat tahan lama				
16.	Aroma <i>hand &amp; body lotion</i> Nivea yang dapat tahan lama				
17.	Kemasan produk <i>hand &amp; body lotion</i> Nivea mudah dibawa				

No	Pernyataan	Alternatif Jawaban			
		STS	TS	S	SS
18.	Desain kemasan <i>hand &amp; body lotion</i> Nivea menarik				
19.	<i>Hand &amp; body lotion</i> Nivea merek yang terkenal				
20.	<i>Hand &amp; body lotion</i> Nivea memiliki daya saing yang tinggi				
C	Citra Merek				
21.	Produk <i>hand &amp; body lotion</i> Nivea yang saya pakai dibuat oleh perusahaan yang mempunyai reputasi yang baik				
22.	Jaringan distribusi dalam penjualan produk <i>hand &amp; body lotion</i> Nivea sangat luas				
23.	Produk <i>hand &amp; body lotion</i> Nivea lebih banyak dipilih oleh wanita yang berkulit kering				
24.	Merasa lebih aman menggunakan produk <i>hand &amp; body lotion</i> Nivea				
25.	Merek <i>hand &amp; body lotion</i> Nivea mudah diingat				
26.	Merek <i>hand &amp; body lotion</i> Nivea cocok untuk semua jenis kulit				
D	Keputusan Pembelian				
27.	<i>Hand &amp; body lotion</i> Nivea menyediakan kebutuhan untuk memenuhi perawatan pribadi				
28.	Kebutuhan saya terhadap produk <i>hand &amp; body lotion</i> Nivea tinggi				
29.	Mendapat informasi tentang <i>hand &amp; body lotion</i> Nivea dari orang lain				
30.	Mencari informasi dari banyak sumber mengenai produk <i>hand &amp; body lotion</i> Nivea				
31.	Memutuskan untuk membeli <i>hand &amp; body lotion</i> merek Nivea setelah memilih beberapa merek <i>hand &amp; body lotion</i>				
32.	Merasa yakin dengan keputusan pembelian produk <i>hand &amp; body lotion</i> Nivea				
33.	Merasa puas dengan produk <i>hand &amp; body lotion</i> Nivea				
34.	Selalu melakukan pembelian ulang kembali <i>hand &amp; body lotion</i> Nivea				

Lampiran 2 : Tabulasi 30 Responden

NO	HARGA								KUALITAS PRODUK											CITRA MEREK						KEPUTUSAN PEMBELIAN								
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	P27	P28	P29	P30	P31	P32	P33	P34
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2	4	4	2	2	2	2	4	2	4	4	2	2	2	2	4	2	2	2	2	4	4	2	2	2	2	4	4	2	2	2	2	4	2	
3	3	3	1	4	3	2	3	1	3	3	1	4	3	2	3	1	4	3	2	1	3	3	1	4	3	2	3	3	1	4	3	2	3	1
4	1	1	3	3	4	4	1	3	1	1	3	3	4	4	1	3	3	4	4	3	1	1	3	3	4	4	1	1	3	3	4	4	1	3
5	1	1	3	1	3	1	1	3	1	1	3	1	3	1	1	3	1	3	1	3	1	1	3	1	3	1	1	1	3	1	3	1	1	3
6	3	3	2	3	2	4	3	2	3	3	2	3	2	4	3	2	3	2	4	2	3	3	2	3	2	4	3	3	2	3	2	4	3	2
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9	4	4	4	3	3	4	4	4	4	4	4	3	3	4	4	4	3	3	4	4	4	4	3	3	4	4	4	4	3	3	4	4	4	4
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11	1	1	4	4	1	3	1	4	1	1	4	4	1	3	1	4	4	1	3	4	1	1	4	4	1	3	1	1	4	4	1	3	1	4
12	3	3	4	3	3	4	3	4	3	3	4	3	3	4	3	4	3	3	4	4	3	3	4	3	3	4	3	3	4	3	3	4	3	4
13	2	2	1	3	3	1	2	1	2	2	1	3	3	1	2	1	3	3	1	1	2	2	1	3	3	1	2	2	1	3	3	1	2	1
14	3	3	3	3	4	3	3	3	3	3	3	3	4	3	3	3	3	4	3	3	3	3	3	4	3	3	3	3	3	3	4	3	3	3
15	3	3	2	2	2	3	3	2	3	3	2	2	2	3	3	2	2	2	3	2	3	3	2	2	2	3	3	3	2	2	2	3	3	2
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17	4	4	2	3	4	3	4	2	4	4	2	3	4	3	4	2	3	4	3	2	4	4	2	3	4	3	4	4	2	3	4	3	4	2
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19	4	4	3	3	3	2	4	3	4	4	3	3	3	2	4	3	3	3	2	3	4	4	3	3	3	2	4	4	3	3	3	2	4	3
20	3	3	2	1	4	2	3	2	3	3	2	1	4	2	3	2	1	4	2	2	3	3	2	1	4	2	3	3	2	1	4	2	3	2

NO	HARGA								KUALITAS PRODUK											CITRA MEREK						KUALITAS PRODUK										
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	P27	P28	P29	P30	P31	P32	P33	P34		
21	2	2	2	3	2	2	2	2	2	2	2	3	2	2	2	2	3	2	2	2	2	2	2	3	2	2	2	2	2	2	3	2	2	2	2	
22	4	4	2	2	2	2	4	2	4	4	2	2	2	2	4	2	2	2	2	2	4	4	2	2	2	2	4	4	2	2	2	2	4	2	2	
23	3	3	1	4	3	2	3	1	3	3	1	4	3	2	3	1	4	3	2	1	3	3	1	4	3	2	3	3	1	4	3	2	3	1	3	
24	1	1	3	3	4	4	1	3	1	1	3	3	4	4	1	3	3	4	4	3	1	1	3	3	4	4	1	1	3	3	4	4	1	3	3	
25	1	1	3	1	3	1	1	3	1	1	3	1	3	1	1	3	1	3	1	3	1	1	3	1	3	1	1	1	3	1	3	1	3	1	1	3
26	3	3	2	3	2	4	3	2	3	3	2	3	2	4	3	2	3	2	4	2	3	3	2	3	2	4	3	3	2	3	2	4	3	2	4	3
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Lampiran 3 : Tabulasi 170 Responden

No	HARGA								KUALITAS PRODUK											CITRA MEREK						KEPUTUSAN PEMBELIAN										
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	P27	P28	P29	P30	P31	P32	P33	P34		
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No	HARGA								KUALITAS PRODUK											CITRA MEREK						KEPUTUSAN PEMBELIAN									
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	P27	P28	P29	P30	P31	P32	P33	P34	
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No	HARGA								KUALITAS PRODUK												CITRA MEREK						KEPUTUSAN PEMBELIAN								
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	P27	P28	P29	P30	P31	P32	P33	P34	
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No	HARGA								KUALITAS PRODUK												CITRA MEREK						KEPUTUSAN PEMBELIAN										
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No	HARGA								KUALITAS PRODUK												CITRA MEREK						KEPUTUSAN PEMBELIAN							
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No	HARGA								KUALITAS PRODUK												CITRA MEREK						KEPUTUSAN PEMBELIAN							
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	P27	P28	P29	P30	P31	P32	P33	P34
148	2	2	3	3	3	2	2	3	3	3	2	2	3	1	3	3	3	3	3	3	3	2	2	3	1	3	3	3	3	2	2	3	1	3
149	3	3	3	3	3	3	3	4	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	4
150	3	3	3	3	4	3	3	2	3	4	3	3	3	3	3	2	3	2	2	3	4	3	3	3	3	3	2	3	4	3	3	3	3	3
151	3	3	2	2	3	3	3	3	3	3	3	3	2	3	3	3	2	2	3	3	3	3	2	3	3	3	3	3	3	3	3	2	3	3
152	4	3	3	3	3	4	3	3	3	3	4	3	3	3	3	3	3	2	3	3	3	4	3	3	3	3	3	3	3	4	3	3	3	3
153	4	3	3	3	4	4	3	2	2	4	4	3	3	3	3	2	3	1	1	4	4	4	3	3	3	3	2	2	4	4	3	3	3	3
154	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	1	2	3	3	3	3	2	3	3	3	3	3	3	3	3	2	3
155	3	3	2	2	3	3	3	3	3	3	3	3	2	1	3	3	2	3	2	3	3	3	2	1	3	3	3	3	3	3	3	2	1	3
156	4	3	3	3	3	4	3	3	2	3	4	3	3	3	4	3	3	3	4	3	3	4	3	3	4	3	2	3	4	3	3	3	4	
157	3	4	3	3	4	3	4	2	2	4	3	4	3	2	4	2	3	3	3	2	4	3	4	3	2	4	2	2	4	3	4	3	2	4
158	2	4	3	3	3	2	4	4	3	3	2	4	3	2	3	4	3	2	3	2	3	2	4	3	2	3	4	3	3	2	4	3	2	3
159	2	3	3	4	3	2	3	4	3	3	2	3	3	2	3	4	4	2	2	3	3	2	3	3	2	3	4	3	3	2	3	3	2	3
160	2	3	4	3	3	2	3	3	3	3	2	3	4	2	3	3	3	2	3	3	3	2	3	4	2	3	3	3	3	2	3	4	2	3
161	3	3	4	3	3	3	3	2	2	3	3	3	4	4	3	2	3	2	3	4	3	3	3	4	4	3	2	2	3	3	3	4	4	3
162	3	4	4	3	3	3	4	2	3	3	3	4	4	3	3	2	3	3	3	4	3	3	4	4	3	3	2	3	3	3	4	4	3	3
163	3	4	2	3	4	3	4	3	3	4	3	4	2	3	3	3	3	3	3	4	4	3	4	2	3	3	3	4	3	4	2	3	3	
164	4	3	3	2	4	4	3	3	2	4	4	3	3	3	4	3	2	2	2	3	4	4	3	3	3	4	3	2	4	4	3	3	3	4
165	4	3	3	3	4	4	3	3	3	4	4	3	3	3	4	3	3	2	3	3	4	4	3	3	3	4	3	3	4	4	3	3	3	4
166	4	3	3	4	4	4	3	3	3	4	4	3	3	3	4	3	4	4	3	3	4	4	3	3	3	4	3	3	4	4	3	3	3	4
167	2	4	2	3	4	2	4	2	3	4	2	4	2	4	3	2	3	4	1	3	4	2	4	2	4	3	2	3	4	2	4	2	4	3
168	2	4	3	3	4	2	4	4	3	4	2	4	3	4	3	4	3	1	2	3	4	2	4	3	4	3	4	3	4	2	4	3	4	3
169	2	3	3	3	3	2	3	3	2	3	2	3	3	3	3	3	3	3	2	3	3	2	3	3	3	3	3	2	3	2	3	3	3	3
170	3	3	4	4	3	3	3	3	2	3	3	3	4	3	4	3	4	3	3	3	3	3	3	4	3	4	3	2	3	3	3	4	3	4

## LAMPIRAN 4 : Hasil Uji Validitas 30 Responden

## HARGA

		Correlations								
		P1	P2	P3	P4	P5	P6	P7	P8	TOTAL
P1	Pearson Correlation	1	1,000**	,080	,320	,176	,068	1,000**	,080	,760**
	Sig. (2-tailed)		0,000	,676	,084	,351	,721	0,000	,676	,000
	N	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	1,000**	1	,080	,320	,176	,068	1,000**	,080	,760**
	Sig. (2-tailed)	0,000		,676	,084	,351	,721	0,000	,676	,000
	N	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	,080	,080	1	,209	,173	,511**	,080	1,000**	,593**
	Sig. (2-tailed)	,676	,676		,268	,360	,004	,676	0,000	,001
	N	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	,320	,320	,209	1	,150	,400*	,320	,209	,585**
	Sig. (2-tailed)	,084	,084	,268		,430	,029	,084	,268	,001
	N	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	,176	,176	,173	,150	1	,307	,176	,173	,443*
	Sig. (2-tailed)	,351	,351	,360	,430		,099	,351	,360	,014
	N	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	,068	,068	,511**	,400*	,307	1	,068	,511**	,564**
	Sig. (2-tailed)	,721	,721	,004	,029	,099		,721	,004	,001
	N	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	1,000**	1,000**	,080	,320	,176	,068	1	,080	,760**
	Sig. (2-tailed)	0,000	0,000	,676	,084	,351	,721		,676	,000
	N	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	,080	,080	1,000**	,209	,173	,511**	,080	1	,593**
	Sig. (2-tailed)	,676	,676	0,000	,268	,360	,004	,676		,001
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,760**	,760**	,593**	,585**	,443*	,564**	,760**	,593**	1
	Sig. (2-tailed)	,000	,000	,001	,001	,014	,001	,000	,001	
	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).

## KUALITAS PRODUK

		Correlations												
		P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	TOTAL
P9	Pearson Correlation	1	1,000**	,080	,320	,176	,068	1,000**	,080	,320	,176	,068	,080	,608**
	Sig. (2-tailed)		0,000	,676	,084	,351	,721	0,000	,676	,084	,351	,721	,676	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P10	Pearson Correlation	1,000**	1	,080	,320	,176	,068	1,000**	,080	,320	,176	,068	,080	,608**
	Sig. (2-tailed)	0,000		,676	,084	,351	,721	0,000	,676	,084	,351	,721	,676	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P11	Pearson Correlation	,080	,080	1	,209	,173	,511**	,080	1,000**	,209	,173	,511**	1,000**	,655**
	Sig. (2-tailed)	,676	,676		,268	,360	,004	,676	0,000	,268	,360	,004	0,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P12	Pearson Correlation	,320	,320	,209	1	,150	,400*	,320	,209	1,000**	,150	,400*	,209	,642**
	Sig. (2-tailed)	,084	,084	,268		,430	,029	,084	,268	0,000	,430	,029	,268	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P13	Pearson Correlation	,176	,176	,173	,150	1	,307	,176	,173	,150	1,000**	,307	,173	,512**
	Sig. (2-tailed)	,351	,351	,360	,430		,099	,351	,360	,430	0,000	,099	,360	,004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P14	Pearson Correlation	,068	,068	,511**	,400*	,307	1	,068	,511**	,400*	,307	1,000**	,511**	,682**
	Sig. (2-tailed)	,721	,721	,004	,029	,099		,721	,004	,029	,099	0,000	,004	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P15	Pearson Correlation	1,000**	1,000**	,080	,320	,176	,068	1	,080	,320	,176	,068	,080	,608**
	Sig. (2-tailed)	0,000	0,000	,676	,084	,351	,721		,676	,084	,351	,721	,676	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P16	Pearson Correlation	,080	,080	1,000**	,209	,173	,511**	,080	1	,209	,173	,511**	1,000**	,655**
	Sig. (2-tailed)	,676	,676	0,000	,268	,360	,004	,676		,268	,360	,004	0,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P17	Pearson Correlation	,320	,320	,209	1,000**	,150	,400*	,320	,209	1	,150	,400*	,209	,642**
	Sig. (2-tailed)	,084	,084	,268	0,000	,430	,029	,084	,268		,430	,029	,268	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P18	Pearson Correlation	,176	,176	,173	,150	1,000**	,307	,176	,173	,150	1	,307	,173	,512**
	Sig. (2-tailed)	,351	,351	,360	,430	0,000	,099	,351	,360	,430		,099	,360	,004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P19	Pearson Correlation	,068	,068	,511**	,400*	,307	1,000**	,068	,511**	,400*	,307	1	,511**	,682**
	Sig. (2-tailed)	,721	,721	,004	,029	,099	0,000	,721	,004	,029	,099		,004	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P20	Pearson Correlation	,080	,080	1,000**	,209	,173	,511**	,080	1,000**	,209	,173	,511**	1	,655**
	Sig. (2-tailed)	,676	,676	0,000	,268	,360	,004	,676	0,000	,268	,360	,004		,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,608**	,608**	,655**	,642**	,512**	,682**	,608**	,655**	,642**	,512**	,682**	,655**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,004	,000	,000	,000	,000	,004	,000	,000	
	N	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).

## CITRA MEREK

		Correlations						
		P21	P22	P23	P24	P25	P26	TOTAL
P21	Pearson Correlation	1	1,000**	,080	,320	,176	,068	,726**
	Sig. (2-tailed)		0,000	,676	,084	,351	,721	,000
	N	30	30	30	30	30	30	30
P22	Pearson Correlation	1,000**	1	,080	,320	,176	,068	,726**
	Sig. (2-tailed)	0,000		,676	,084	,351	,721	,000
	N	30	30	30	30	30	30	30
P23	Pearson Correlation	,080	,080	1	,209	,173	,511**	,528**
	Sig. (2-tailed)	,676	,676		,268	,360	,004	,003
	N	30	30	30	30	30	30	30
P24	Pearson Correlation	,320	,320	,209	1	,150	,400*	,648**
	Sig. (2-tailed)	,084	,084	,268		,430	,029	,000
	N	30	30	30	30	30	30	30
P25	Pearson Correlation	,176	,176	,173	,150	1	,307	,505**
	Sig. (2-tailed)	,351	,351	,360	,430		,099	,004
	N	30	30	30	30	30	30	30
P26	Pearson Correlation	,068	,068	,511**	,400*	,307	1	,615**
	Sig. (2-tailed)	,721	,721	,004	,029	,099		,000
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,726**	,726**	,528**	,648**	,505**	,615**	1
	Sig. (2-tailed)	,000	,000	,003	,000	,004	,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).



## KEPUTUSAN PEMBELIAN

		Correlations								
		P27	P28	P29	P30	P31	P32	P33	P34	TOTAL
P27	Pearson Correlation	1	1,000**	,080	,320	,176	,068	1,000**	,080	,760**
	Sig. (2-tailed)		0,000	,676	,084	,351	,721	0,000	,676	,000
	N	30	30	30	30	30	30	30	30	30
P28	Pearson Correlation	1,000**	1	,080	,320	,176	,068	1,000**	,080	,760**
	Sig. (2-tailed)	0,000		,676	,084	,351	,721	0,000	,676	,000
	N	30	30	30	30	30	30	30	30	30
P29	Pearson Correlation	,080	,080	1	,209	,173	,511**	,080	1,000**	,593**
	Sig. (2-tailed)	,676	,676		,268	,360	,004	,676	0,000	,001
	N	30	30	30	30	30	30	30	30	30
P30	Pearson Correlation	,320	,320	,209	1	,150	,400*	,320	,209	,585**
	Sig. (2-tailed)	,084	,084	,268		,430	,029	,084	,268	,001
	N	30	30	30	30	30	30	30	30	30
P31	Pearson Correlation	,176	,176	,173	,150	1	,307	,176	,173	,443*
	Sig. (2-tailed)	,351	,351	,360	,430		,099	,351	,360	,014
	N	30	30	30	30	30	30	30	30	30
P32	Pearson Correlation	,068	,068	,511**	,400*	,307	1	,068	,511**	,564**
	Sig. (2-tailed)	,721	,721	,004	,029	,099		,721	,004	,001
	N	30	30	30	30	30	30	30	30	30
P33	Pearson Correlation	1,000**	1,000**	,080	,320	,176	,068	1	,080	,760**
	Sig. (2-tailed)	0,000	0,000	,676	,084	,351	,721		,676	,000
	N	30	30	30	30	30	30	30	30	30
P34	Pearson Correlation	,080	,080	1,000**	,209	,173	,511**	,080	1	,593**
	Sig. (2-tailed)	,676	,676	0,000	,268	,360	,004	,676		,001
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,760**	,760**	,593**	,585**	,443*	,564**	,760**	,593**	1
	Sig. (2-tailed)	,000	,000	,001	,001	,014	,001	,000	,001	
	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).



## Lampiran 5 : Uji Reliabilitas 30 Responden

## HARGA (X1)

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,790	8

## KUALITAS PRODUK (X2)

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,901	12

## CITRA MEREK (X3)

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,719	6

## KEPUTUSAN PEMBELIAN

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

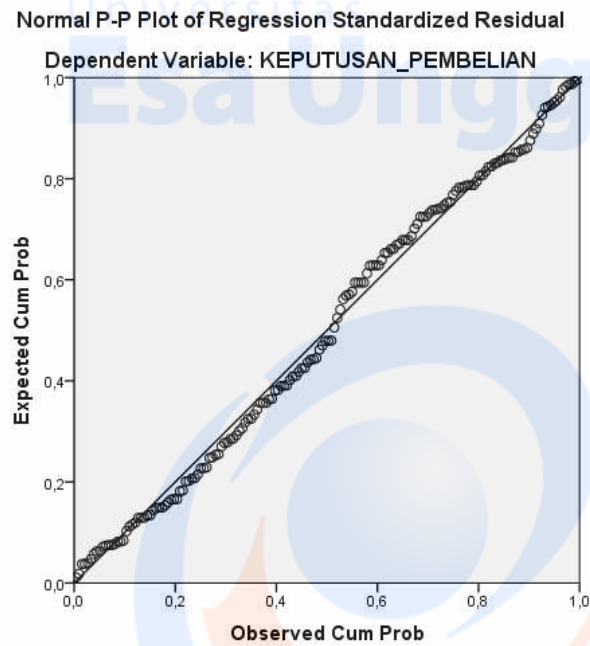
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,813	8

## Lampiran 6 : Uji Asumsi Klasik

## Uji Normalitas

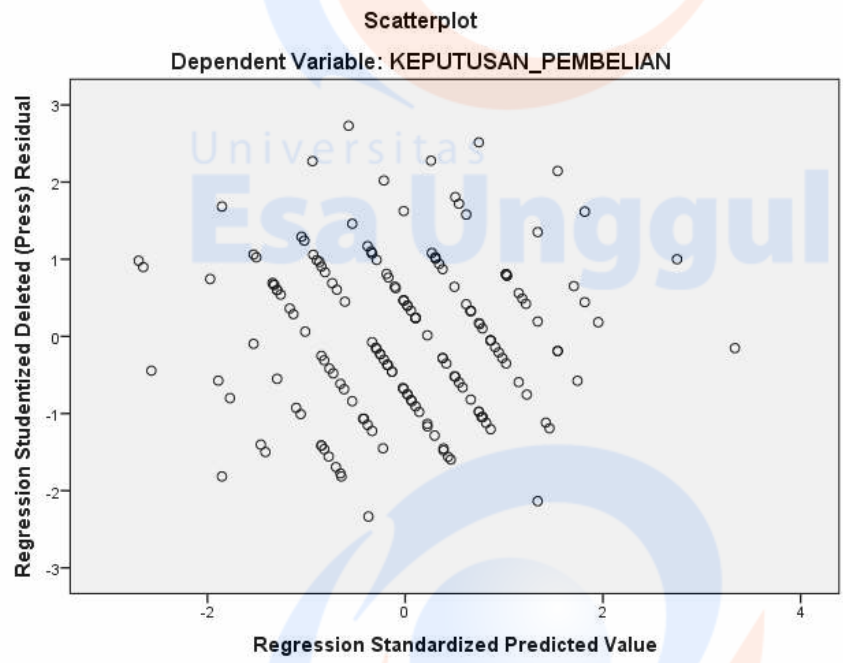


## Uji Multikolinieritas

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,662	1,071		,618	,537	
	HARGA	,136	,035	,153	3,882	,000	,839
	KUALITAS_PRODUK	,197	,044	,264	4,487	,000	,374
	CITRA_MERK	,725	,066	,612	10,978	,000	,419

a. Dependent Variable: KEPUTUSAN\_PEMBELIAN

Uji Heteroskedastisitas



## Laampiran 7 : Hasil Uji Analisis Regresi Linear Berganda

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,662	1,071		,618	,537
HARGA	,136	,035	,153	3,882	,000
KUALITAS_PRODUK	,197	,044	,264	4,487	,000
CITRA_MEREK	,725	,066	,612	10,978	,000

a. Dependent Variable: KEPUTUSAN\_PEMBELIAN

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	461,168	3	153,723	200,963	,000 <sup>b</sup>
	Residual	126,979	166	,765		
	Total	588,147	169			

a. Dependent Variable: KEPUTUSAN\_PEMBELIAN

b. Predictors: (Constant), CITRA\_MEREK, HARGA, KUALITAS\_PRODUK

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,885 <sup>a</sup>	,784	,780	,87460

a. Predictors: (Constant), CITRA\_MEREK, HARGA, KUALITAS\_PRODUK