

LAMPIRAN 1
KUESIONER PENELITIAN

UNIVERSITAS ESA UNGGUL
Program S-1 Fakultas Ekonomi dan Bisnis Program Studi Manajemen

KUESIONER PENELITIAN SKRIPSI

Responden Yth,

Saya, Mahasiswa Program Studi Manajemen, Fakultas Ekonomi dan Bisnis
Universitas Esa Unggul.

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Nim : 2013-11-093

Saya sedang meneliti Pengaruh Citra Merek, Harga, dan Kualitas Produk
Terhadap Keputusan Pembelian Kuku Bima Ener-G Non Cair di wilayah
Petamburan Jakarta Pusat, maka dari itu saya meminta kesediaan saudara untuk
mengisi kuesioner ini.

Atas kesediaan dan partisipasi saudara, saya ucapkan terima kasih.

1. DATA RESPONDEN**PETUNJUK :**

Silahkan beri tanda silang (X) untuk jawaban yang sesuai.

1. Jenis Kelamin ?

- a. Laki-laki b. Wanita

2. Usia anda saat ini?

- a. 17 tahun – 20 tahun c. 31 tahun – 40 tahun

- b. 21 tahun – 30 tahun d. > 41 tahun

3. Pendidikan Terakhir anda?

- a. SD c. SMA

- b. SMP d. S1

4. Pekerjaan anda?

- a. Pelajar/Mahasiswa c. Pegawai Swasta e. Lainnya

- b. Wiraswasta d. Pegawai Negri

5. Berapa pengeluaran pokok anda dalam sebulan?

- a. < 1.000.000 c. 1.500.001 – 2.000.000

- b. 1.000.001 – 1.500.000 d. > 2.000.001

6. Berapa kali anda membeli dan mengkonsumsi Kuku Bima Ener-G dalam sebulan?

- a. 1 kali c. > 4 kali

- b. 2-3 kali

2. TANGGAPAN RESPONDEN

PETUNJUK :

Kuesioner ini mengenai penelitian dan pendapat anda mengenai Citra Merek, Harga, Kualitas Produk, dan Keputusan Pembelian dengan memberikan tanda silang (X)

KETERANGAN :

STS = Sangat Tidak Setuju = 1 poin
 TS = Tidak Setuju = 2 poin
 S = Setuju = 3 poin
 ST = Sangat Setuju = 4 poin

No	Pertanyaan	Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju
		1	2	3	4
Keputusan Pembelian (Y)					
1	Kuku Bima Ener-G sesuai dengan kebutuhan sebagai minuman penambah energi				
2	Kuku Bima Ener-G memberikan solusi untuk kebutuhan tubuh yang lemah				
3	Kuku Bima Ener-G memberikan informasi varisan rasa yang sesuai dengan keinginan konsumen				
4	Sebelum membeli Kuku Bima Ener-G saya mencari informasi Kuku Bima Ener-G terlebih dahulu				
5	Kuku Bima Ener-G memiliki komposisi dan volume isi yang sesuai dengan kebutuhan dan keinginan				
6	Sebelum membeli Kuku Bima Ener-G saya melakukan perbandingan dengan produk sejenis lainnya				
7	Saya akan melakukan pembelian kembali Kuku Bima Ener-G dikemudian hari				
8	Saya yakin dengan kualitas Kuku Bima Ener-G				
9	Setelah membeli dan mengkonsumsi Kuku Bima Ener-G saya akan merekomendasikan kepada teman				
10	Saya merasa puas mengkonsumsi Kuku Bima Ener-G				

No	Pernyataan	Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju
		1	2	3	4
Citra Merek (X ₁)					
11	Kuku Bima Ener-G mudah diingat				
12	Kuku Bima Ener-G merek yang sudah dikenal				
13	Kuku Bima Ener-G memiliki varisan rasa yang beragam				
14	Kuku Bima Ener-G memberikan kepuasan dengan memberikan stamina baru dalam beraktivitas				
15	Kuku Bima Ener-G terdiri dari komposisi bahan-bahan alami yang bermanfaat				
16	Kuku Bima Ener-G memiliki tampilan kemasan yang menarik				
Harga (X ₂)					
17	Harga Kuku Bima Ener-G terjangkau				
18	Kuku Bima Ener-G dapat dibeli oleh seluruh kalangan masyarakat				
19	Harga Kuku Bima Ener-G sesuai dengan kualitas produk				
20	Harga Kuku Bima Ener-G sesuai dengan volume isi yang ada				
21	Harga Kuku Bima Ener-G bersaing dengan merek lain				
22	Harga Kuku Bima Ener-G lebih ekonomis dibandingkan dengan produk penambah energi lain				
23	Harga Kuku Bima Ener-G sesuai dengan manfaat yang saya rasakan				
24	Harga Kuku Bima Ener-G memiliki manfaat yang bagus dibanding produk lain				
Kualitas Produk (X ₃)					
25	Isi Kuku Bima Ener-G sesuai dengan keinginan konsumen				
26	Proses pembuatan minuman penambah energi Kuku Bima Ener-G sesuai dengan standar kesehatan				
27	Rasa Kuku Bima Ener-G sesuai dengan varisan yang ditawarkan pada kemasan				
28	Kuku Bima Ener-G tahan lama untuk disimpan jangka waktu lama				
29	Minuman Kuku Bima Ener-G tidak menimbulkan masalah pencernaan konsumen				
30	Kemasan Kuku Bima Ener-G termasuk kemasan yang mewah				

No	Pertanyaan	Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju
		1	2	3	4
31	Kuku Bima Ener-G memiliki warna pada kemasan yang bagus dan menarik				



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LAMPIRAN 2

Data Karakteristik Responden

Data Tabulasi Karakteristik 30 Responden

Jenis Kelamin		Usia			
Perempuan	Laki-Laki	17-20	21-30	31-40	41 >
6	24	7	18	3	2
30 Responden		30 Responden			

Pendidikan Terakhir			
SD	SMP	SMA	S1
6	9	12	3
30 Responden			

Pekerjaan				
Pelajar / Mahasiswa	Wiraswasta	Pegawai / Swasta	Pegawai / Negri	Lainnya
7	5	6	1	11
30 Responden				

Berapa pengeluaran pokok dalam sebulan			
< 1.000.000	1.000.000 - 1.500.000	1.500.001 - 2.000.000	> 2.000.000
8	11	7	4
30 Responden			

Berapa kali membeli dan mengkonsumsi Kuku Bima Ener-G dalam sebulan			
1 kali	2 kali	3 kali	4 kali
5	7	13	5
30 Responden			

Data Tabulasi Karakteristik 100 Responden

Jenis Kelamin		Usia			
Perempuan	Laki-Laki	17-20	21-30	31-40	41 >
72	28	26	49	21	4
100 Responden		100 Responden			

Pendidikan Terakhir			
SD	SMP	SMA	S1
31	26	37	6
100 Responden			

Pekerjaan				
Pelajar / Mahasiswa	Wiraswasta	Pegawai / Swasta	Pegawai / Negri	Lainnya
31	25	10	2	32
100 Responden				

Berapa pengeluaran pokok dalam sebulan			
< 1.000.000	1.000.000 - 1.500.000	1.500.001 - 2.000.000	> 2.000.000
41	12	10	37
100 Responden			

Berapa kali membeli dan mengkonsumsi Kuku Bima Ener-G dalam sebulan			
1 kali	2 kali	3 kali	4 kali
17	25	36	22
100 Responden			

LAMPIRAN 3
Tabulasi Data Pre-Test 30 (Tiga Puluh) Responden

No	Soal Pernyataan																															Skor Total	
	Keputusan Pembelian										Citra Merek						Harga								Kualitas Produk								
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
1	4	3	4	4	3	4	4	4	3	3	3	3	4	3	3	3	4	3	4	4	4	4	4	4	4	3	4	3	3	3	4	110	
2	3	3	4	4	3	4	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	98	
3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	95	
4	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3	4	4	3	3	3	4	3	3	3	4	4	3	3	4	3	3	102	
5	3	3	2	3	4	2	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	2	3	3	3	3	90	
6	4	4	3	3	3	3	3	3	3	4	4	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	99
7	4	3	3	4	3	3	4	3	3	4	3	3	3	3	3	3	3	3	3	4	3	3	3	4	4	3	3	3	3	3	4	101	
8	3	4	4	3	3	4	3	4	4	3	4	3	3	3	4	3	4	4	4	3	3	3	3	3	3	3	4	4	3	3	3	105	
9	3	3	3	3	4	4	3	3	3	3	3	4	4	3	3	4	4	3	4	3	4	3	4	3	3	4	4	3	3	4	4	106	
10	3	4	3	4	4	3	3	4	3	3	4	3	3	4	3	4	3	3	3	3	4	3	3	3	3	4	3	4	3	4	3	104	
11	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	95	
12	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	4	3	4	3	4	3	3	3	3	3	3	3	3	4	99
13	3	3	4	2	4	4	4	4	3	3	3	3	3	4	3	4	4	4	3	4	4	3	3	4	4	3	4	4	3	4	3	108	
14	4	4	3	3	3	3	3	3	4	3	4	3	3	3	4	3	3	3	3	4	3	3	3	4	3	3	4	3	3	3	3	101	
15	4	4	4	4	3	3	4	3	4	4	3	3	3	3	4	3	3	4	3	4	3	3	3	4	4	3	3	3	4	3	3	106	
16	3	4	4	3	3	3	3	3	3	3	4	3	4	3	3	3	3	4	4	4	3	4	4	4	3	3	3	3	3	3	4	104	
17	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	4	3	3	3	3	3	3	3	3	96	
18	2	2	2	2	2	3	2	1	2	1	2	2	2	2	2	2	3	2	2	1	2	2	2	2	1	2	3	2	2	3	2	62	
19	2	3	4	3	3	3	2	3	2	2	3	3	3	3	3	3	3	4	3	2	3	3	3	2	3	3	3	3	3	3	3	89	

No	Soal Pernyataan																															Skor Total
	Keputusan Pembelian										Citra Merek						Harga								Keputusan Pembelian							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
20	3	1	3	3	3	2	3	2	2	3	3	1	1	2	2	3	2	3	1	2	3	1	2	2	3	3	2	2	2	2	3	70
21	2	1	3	3	3	2	3	3	2	2	3	3	3	3	3	3	3	3	2	3	3	3	2	2	3	3	3	3	3	3	3	84
22	3	1	2	3	2	3	3	3	1	3	3	2	2	3	2	2	3	2	2	2	2	2	2	2	3	3	3	3	3	2	2	74
23	2	2	4	2	2	3	3	3	2	2	2	3	3	3	3	2	3	4	3	2	2	3	3	2	2	2	3	3	2	2	3	80
24	4	3	3	3	3	2	4	3	3	4	3	4	4	4	3	3	2	3	4	3	2	3	3	4	3	3	3	2	4	4	3	99
25	2	3	4	3	2	2	2	3	3	3	3	2	2	3	3	2	2	3	2	3	2	2	3	3	3	4	2	3	3	2	2	81
26	4	3	4	3	3	4	4	3	3	4	3	3	3	3	3	3	3	3	3	3	4	3	3	4	4	4	3	4	3	3	3	103
27	3	3	4	4	3	4	3	3	3	3	3	3	2	3	3	3	4	4	3	3	3	3	3	3	3	3	4	3	3	3	3	98
28	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	95
29	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	4	4	3	3	3	4	3	3	3	3	4	3	3	3	4	3	100
30	3	3	2	3	3	2	2	3	3	3	4	3	3	3	3	3	3	2	2	3	3	3	4	3	4	3	2	3	3	3	3	90

LAMPIRAN 4
Tabulasi Data 100 (Seratus) Responden

No	Soal Pernyataan																															Skor_Total	
	Keputusan Pembelian										Citra Merek						Harga								Kualitas Produk								
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
1	3	3	3	3	3	3	3	3	3	4	3	2	4	3	4	4	4	4	2	3	4	4	4	4	4	4	3	2	2	3	3	3	100
2	3	3	3	3	3	3	3	3	3	4	3	2	4	3	4	4	4	4	2	3	4	4	4	3	4	3	2	2	3	3	3	99	
3	4	3	3	4	4	4	3	4	3	4	1	4	3	4	4	4	4	4	3	4	3	3	3	4	3	3	2	3	1	3	3	102	
4	3	4	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	4	3	3	4	4	3	3	2	2	2	3	3	93	
5	4	4	3	3	4	3	3	2	3	4	2	2	3	3	4	4	3	3	3	2	3	3	4	2	4	3	2	3	2	4	3	95	
6	4	4	3	3	4	4	3	3	4	4	3	2	3	3	4	3	3	3	3	3	3	3	4	4	3	3	2	3	2	3	3	99	
7	3	3	3	3	3	3	3	3	3	4	3	2	4	3	4	4	4	4	2	3	4	4	4	4	4	3	2	2	3	3	3	100	
8	3	4	4	3	3	4	3	2	3	4	1	2	3	3	3	4	3	3	3	3	2	3	4	3	4	2	2	1	2	3	3	90	
9	4	4	2	3	4	1	2	4	3	4	1	1	3	1	4	3	3	3	2	4	3	2	4	2	4	3	1	2	4	3	4	88	
10	4	3	3	3	4	4	2	4	2	3	4	1	3	2	3	2	3	4	2	3	3	4	3	4	3	4	2	4	3	4	3	96	
11	3	2	3	3	2	3	3	2	3	3	2	3	3	3	2	3	3	3	3	3	2	3	3	3	2	2	3	2	3	3	3	84	
12	3	4	4	3	4	3	4	3	4	3	4	3	4	3	3	4	3	4	3	4	2	3	4	3	3	4	3	4	2	3	3	104	
13	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	4	3	4	2	2	2	3	3	91	
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15	3	3	3	3	3	3	3	3	3	4	3	2	4	3	4	4	4	4	2	3	4	4	4	3	4	3	2	2	3	3	3	99	
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17	4	3	3	4	4	4	3	4	3	4	1	4	3	4	4	4	4	4	3	4	3	3	3	4	3	3	2	3	1	3	3	102	
18	3	3	3	3	3	4	3	3	3	4	3	4	3	3	3	4	3	4	3	4	3	3	3	3	3	3	2	3	3	3	3	98	
19	4	3	4	3	4	3	4	4	3	4	3	2	3	4	3	4	3	3	3	2	3	3	4	4	4	3	2	2	3	4	4	102	
20	3	4	3	3	2	3	4	2	3	3	2	3	3	3	3	3	3	4	4	3	2	2	3	2	3	3	2	3	3	3	3	90	
21	3	3	3	4	3	4	3	4	3	3	3	3	3	3	4	4	3	2	3	3	3	3	4	3	4	3	2	2	3	3	3	97	

No	Soal Pernyataan																															Skor Total
	Keputusan Pembelian										Citra Merek						Harga								Kualitas Produk							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
22	3	3	3	3	4	4	3	3	3	3	3	3	4	3	4	4	3	3	3	3	2	2	3	3	3	3	2	3	3	3	3	95
23	4	3	3	3	3	4	4	4	3	3	3	2	2	4	4	4	3	3	4	4	3	3	2	3	4	3	1	2	2	3	4	97
24	4	4	4	4	4	3	3	3	3	3	3	4	3	3	4	3	4	3	3	3	3	3	4	4	3	3	2	3	3	3	3	102
25	4	3	3	3	4	4	2	4	2	3	4	1	3	2	3	2	3	4	2	3	3	4	3	4	3	4	2	4	3	4	3	96
26	3	3	2	3	3	2	3	3	3	3	3	2	3	2	3	3	3	2	2	3	2	3	3	3	3	2	2	2	3	3	3	83
27	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	2	3	3	3	2	91
28	3	3	4	3	3	4	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	1	2	2	3	2	93
29	3	2	4	2	3	4	3	2	3	4	1	2	3	2	4	2	3	1	2	3	1	3	4	3	4	2	1	3	2	3	2	81
30	3	4	4	3	4	3	4	4	4	4	3	1	3	4	3	4	4	3	3	4	3	3	4	4	3	4	2	1	3	4	4	104
31	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	2	2	3	3	3	92
32	3	2	2	4	4	2	4	3	4	4	3	2	4	4	3	3	4	3	2	3	3	2	4	3	3	2	2	3	3	2	3	93
33	4	4	3	3	4	3	3	3	3	3	3	2	3	3	4	3	3	2	3	2	3	3	4	4	3	3	3	3	3	4	3	97
34	4	4	3	3	4	3	3	3	3	3	3	2	3	3	4	3	3	3	3	3	2	3	3	4	4	3	3	3	3	4	3	98
35	3	3	4	3	4	4	3	3	3	3	4	3	4	3	4	4	2	2	3	3	2	2	4	3	3	3	2	2	4	3	3	96
36	3	3	4	3	3	4	3	3	3	3	3	3	4	3	4	4	3	2	3	3	2	2	4	3	3	3	2	2	3	3	3	94
37	3	3	3	4	3	4	3	3	3	4	3	3	4	3	4	4	3	2	3	3	2	2	3	4	3	3	2	2	3	3	3	95
38	3	3	3	3	4	2	4	3	2	2	3	3	3	2	2	3	3	3	2	2	2	3	3	3	4	3	2	2	3	3	4	87
39	4	4	4	3	4	4	4	4	3	4	3	4	4	4	4	2	2	2	3	3	1	2	4	3	3	2	2	1	3	3	4	97
40	4	4	3	3	3	3	3	3	4	4	3	2	3	3	4	3	3	3	3	3	3	3	3	3	3	3	2	3	2	3	3	95
41	3	4	2	3	4	3	3	3	3	3	3	1	2	2	3	3	3	3	3	3	2	2	3	3	3	3	4	4	4	3	4	92
42	3	3	3	2	3	2	3	3	3	3	2	3	4	3	4	4	3	3	3	4	3	3	4	3	3	3	3	2	2	3	3	93
43	3	3	4	3	3	4	3	3	3	3	3	3	4	4	3	4	4	4	3	3	3	3	4	4	3	4	2	3	3	3	3	102
44	3	3	3	4	3	3	3	3	3	3	3	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	2	4	2	96
45	2	3	3	2	3	3	3	3	1	3	3	3	4	2	3	3	3	1	3	4	3	2	3	1	3	1	2	3	1	1	2	77
46	3	1	4	2	1	4	3	2	3	1	2	3	2	1	4	2	3	1	2	1	2	3	2	3	4	2	1	3	1	3	2	71

No	Soal Pernyataan																															Skor Total
	Keputusan Pembelian										Citra Merek						Harga								Kualitas Produk							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
47	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	2	3	3	3	3	2	3	3	3	3	3	3	3	3	90
48	3	3	4	3	3	4	3	3	4	3	3	3	4	3	4	3	3	2	3	3	2	2	3	3	4	3	2	2	3	4	3	95
49	4	3	4	3	4	4	3	4	3	3	3	3	3	3	4	4	3	3	4	3	3	2	4	3	4	3	2	2	4	4	3	102
50	3	3	2	3	3	3	3	3	3	3	2	2	3	1	3	2	1	1	3	1	3	3	3	2	3	2	3	3	2	3	2	77
51	3	3	3	2	3	3	4	4	3	4	3	3	4	2	3	3	3	3	3	3	4	3	3	3	4	4	2	3	3	3	3	97
52	4	4	3	3	4	4	2	4	4	4	4	2	3	4	3	4	4	3	3	3	3	3	4	4	4	3	3	3	3	3	3	105
53	3	4	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	4	3	3	2	4	3	3	3	4	3	3	4	3	2	97
54	3	3	4	4	4	4	4	4	4	4	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	105
55	3	4	3	3	3	3	3	3	3	3	4	3	3	4	3	4	3	3	3	4	3	4	4	1	4	4	2	3	4	4	3	101
56	4	3	4	4	4	4	3	3	3	4	3	3	3	4	3	3	3	4	3	3	3	4	3	3	3	3	3	3	4	2	3	102
57	3	2	3	3	2	2	2	3	3	2	2	3	2	3	2	3	3	2	3	2	2	3	3	3	3	3	3	3	2	2	3	80
58	4	4	3	3	4	3	3	4	4	3	3	4	3	4	4	3	2	3	2	3	4	3	2	3	3	3	3	3	3	3	3	99
59	4	3	3	3	3	4	3	3	1	4	3	3	4	3	3	2	3	1	3	2	3	3	3	3	2	3	3	4	3	3	3	91
60	4	4	3	3	4	3	3	3	3	3	3	3	4	3	4	4	3	4	4	4	3	4	4	2	4	3	3	4	4	3	1	104
61	3	4	4	3	3	4	4	3	2	4	3	4	3	4	4	3	2	1	4	3	4	2	4	3	4	3	4	4	3	3	3	102
62	3	3	2	2	4	3	3	2	3	2	3	3	2	3	3	2	3	3	2	2	3	3	2	2	1	2	2	1	2	3	2	76
63	3	3	3	3	4	4	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	4	3	4	4	2	3	3	3	3	3	99
64	3	3	3	3	1	3	3	2	2	3	2	2	1	3	3	3	2	2	3	3	3	2	2	3	3	2	2	1	2	1	1	72
65	4	3	2	2	3	3	4	3	2	2	4	1	2	1	4	3	4	2	2	1	1	2	2	4	4	3	2	1	4	4	2	81
66	3	3	4	3	2	4	3	3	3	4	2	3	3	3	3	4	3	3	3	3	3	2	4	1	3	2	2	1	3	3	2	88
67	3	3	4	3	3	4	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	1	1	2	3	2	92
68	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	2	3	3	3	92
69	4	4	4	4	4	4	4	4	3	4	2	4	4	4	3	3	4	3	3	3	2	3	4	4	4	4	3	3	3	3	3	108
70	3	4	3	3	4	3	3	3	3	3	3	3	3	3	4	3	3	2	2	3	2	2	3	3	3	2	2	3	3	2	3	89
71	3	3	3	4	4	3	4	4	3	3	4	4	4	3	4	4	4	4	3	4	4	3	4	4	4	3	3	2	3	4	3	109

No	Soal Pernyataan																															Skor Total
	Keputusan Pembelian										Citra Merek						Harga								Kualitas Produk							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
72	3	4	4	3	4	3	3	3	3	2	2	4	2	2	3	3	2	3	4	3	4	3	4	4	3	4	3	4	3	2	4	98
73	3	4	1	2	4	2	3	3	4	3	2	1	2	2	3	2	4	4	4	4	4	1	3	4	3	2	3	1	1	4	3	86
74	3	3	3	3	4	4	3	4	4	4	4	3	4	3	4	4	4	4	3	4	4	4	4	4	4	3	2	3	3	3	3	109
75	3	2	3	1	1	4	4	1	3	2	2	1	4	3	4	3	4	1	1	2	2	3	2	1	3	1	2	3	2	3	2	73
76	3	4	2	1	4	1	2	3	2	3	3	1	2	1	2	2	4	2	2	3	3	1	4	3	4	4	1	2	3	3	4	79
77	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	2	3	3	3	2	2	2	3	3	3	3	2	2	3	3	3	86
78	2	3	4	2	1	4	3	2	3	1	3	1	2	3	4	2	3	1	2	3	1	4	3	2	4	2	2	3	1	3	4	78
79	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	108
80	3	3	3	3	2	2	2	3	3	3	3	3	3	3	3	2	2	2	2	2	3	3	3	3	3	3	3	3	3	2	2	83
81	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	4	3	4	3	3	3	3	97
82	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	3	3	3	93
83	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	108
84	3	3	3	3	4	3	4	3	3	3	4	3	3	3	4	3	4	3	4	3	4	3	3	4	3	3	4	3	3	3	4	103
85	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	97
86	3	3	3	3	3	3	4	2	3	3	4	3	3	4	3	3	4	2	3	3	4	3	3	3	3	3	3	4	3	3	4	98
87	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	3	3	3	93
88	4	3	3	2	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	4	3	4	3	107
89	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	102
90	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	2	3	3	3	3	94
91	4	3	4	2	3	3	3	4	3	2	4	3	4	3	3	4	3	3	3	3	4	2	3	3	4	1	4	3	3	4	3	98
92	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	109
93	3	3	3	4	3	3	3	4	3	4	4	3	3	3	3	3	3	4	3	4	3	3	3	3	4	3	4	3	4	4	3	103
94	3	3	4	4	3	4	3	4	3	3	3	4	4	4	3	4	3	3	4	4	4	4	3	4	4	4	3	3	2	3	4	108
95	4	4	4	3	4	4	4	4	4	4	3	3	3	4	4	4	4	3	4	4	3	3	4	4	4	3	4	4	3	3	3	113
96	3	3	4	4	3	4	4	3	3	3	4	3	4	4	4	4	3	2	2	3	3	4	3	4	4	3	3	4	3	3	4	105

No	Soal Pernyataan																															Skor Total
	Keputusan Pembelian										Citra Merek						Harga								Kualitas Produk							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
97	3	3	3	4	4	3	3	3	4	4	4	3	3	4	4	4	3	3	4	4	4	3	3	4	3	3	4	4	4	4	3	109
98	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	3	3	3	93
99	3	4	4	3	4	3	4	3	4	3	4	3	3	4	3	4	3	4	3	4	4	3	4	3	4	3	4	3	4	3	4	109
100	3	3	3	2	4	2	3	3	3	4	2	2	3	2	2	2	3	3	3	4	2	3	3	2	3	2	3	3	3	2	3	85

Item 16	Pearson Correlation	.284	.367	.058	.311	.950	.427	.312	.418	.408	.289	.350	.432	.357	.445	.249	1	.528	.176	.348	.429	.834	.351	.312	.353	.480	.565	.312	.375	.375	.777	.468	.681
	Sig. (2-tailed)	.128	.046	.760	.094	.000	.019	.093	.021	.025	.121	.058	.017	.053	.014	.185	.003	.354	.059	.018	.000	.057	.093	.056	.007	.001	.093	.041	.041	.000	.009	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Item 17	Pearson Correlation	.069	.222	.141	.155	.490	.814	.179	.386	.243	-.094	.056	.338	.261	.126	.230	.528	1	.217	.431	.241	.602	.485	.283	.151	.237	.152	.697	.476	.107	.420	.317	.516
	Sig. (2-tailed)	.716	.237	.456	.414	.006	.000	.343	.035	.195	.622	.771	.068	.164	.506	.222	.003	.248	.017	.200	.000	.007	.130	.425	.208	.424	.000	.008	.575	.021	.088	.004	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Item 18	Pearson Correlation	-.028	.323	.848	.031	.061	.336	.243	.335	.310	.083	.035	.213	.153	.236	.416	.176	.217	1	.383	.284	.121	.340	.152	.205	.113	.084	.426	.308	.091	.080	.273	.410
	Sig. (2-tailed)	.884	.081	.000	.871	.749	.069	.195	.071	.095	.664	.854	.259	.419	.210	.022	.354	.248	.037	.128	.525	.056	.422	.276	.553	.661	.019	.098	.634	.675	.145	.024	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Item 19	Pearson Correlation	.380	.619	.360	.179	.335	.479	.417	.499	.524	.298	.202	.817	.829	.468	.493	.348	.431	.383	1	.470	.370	.780	.664	.560	.163	.106	.582	.297	.395	.521	.651	.768
	Sig. (2-tailed)	.038	.000	.051	.343	.071	.007	.022	.005	.003	.109	.285	.000	.000	.009	.006	.059	.017	.037	.009	.044	.000	.000	.001	.390	.579	.001	.111	.031	.003	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Item 20	Pearson Correlation	.595	.623	.315	.409	.406	.196	.571	.571	.697	.597	.460	.417	.484	.460	.584	.429	.241	.284	.470	1	.428	.622	.571	.828	.677	.256	.324	.388	.486	.342	.547	.798
	Sig. (2-tailed)	.001	.000	.090	.025	.026	.300	.001	.001	.000	.000	.010	.022	.007	.011	.001	.018	.200	.128	.009	.018	.000	.001	.000	.000	.172	.081	.034	.006	.064	.002	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Item 21	Pearson Correlation	.310	.313	.147	.328	.786	.564	.339	.429	.365	.243	.267	.375	.375	.239	.202	.834	.602	.121	.370	.428	1	.409	.429	.362	.547	.540	.339	.521	.202	.553	.580	.676
	Sig. (2-tailed)	.096	.093	.440	.076	.000	.001	.066	.018	.048	.196	.154	.041	.041	.203	.284	.000	.000	.525	.044	.018	.025	.018	.050	.002	.002	.066	.003	.264	.002	.001	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Item 22	Pearson Correlation	.315	.585	.354	.264	.345	.380	.345	.561	.461	.196	.298	.734	.815	.472	.527	.351	.485	.340	.780	.622	.409	1	.669	.564	.340	.059	.453	.398	.398	.464	.629	.762
	Sig. (2-tailed)	.090	.001	.055	.158	.062	.038	.062	.001	.010	.300	.110	.000	.000	.009	.003	.057	.007	.056	.000	.000	.025	.000	.001	.066	.756	.012	.029	.029	.010	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Item 23	Pearson Correlation	.265	.630	.194	.179	.291	.232	.088	.392	.495	.276	.318	.622	.681	.276	.354	.312	.283	.152	.664	.571	.429	.669	1	.502	.251	.186	.189	.233	.233	.312	.666	.635
	Sig. (2-tailed)	.157	.000	.304	.343	.119	.216	.644	.032	.005	.140	.086	.000	.000	.140	.055	.093	.130	.422	.000	.001	.018	.000	.005	.057	.326	.317	.215	.215	.093	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Item 24	Pearson Correlation	.769	.649	.304	.326	.331	.266	.673	.416	.735	.698	.367	.439	.502	.474	.502	.353	.151	.205	.560	.828	.362	.564	.502	1	.613	.251	.331	.298	.502	.442	.466	.783
	Sig. (2-tailed)	.000	.000	.103	.079	.074	.155	.000	.022	.000	.000	.046	.015	.005	.008	.005	.056	.425	.276	.001	.000	.050	.001	.005	.000	.182	.074	.109	.005	.014	.009	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Item 25	Pearson Correlation	.577	.267	.206	.525	.445	.200	.539	.539	.395	.682	.375	.213	.237	.380	.321	.480	.237	.113	.163	.677	.547	.340	.351	.613	1	.448	.069	.433	.545	.184	.393	.642
	Sig. (2-tailed)	.001	.154	.276	.003	.014	.289	.002	.002	.031	.000	.041	.258	.208	.038	.084	.007	.208	.553	.390	.000	.002	.066	.057	.000	.013	.717	.017	.002	.330	.032	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Item 26	Pearson Correlation	.169	.242	.122	.493	.520	.319	.074	.408	.276	.404	.299	.149	.094	.288	.110	.565	.152	.084	.106	.256	.540	.059	.186	.251	.449		-.037	.376	.376	.331	.083	.434
	Sig. (2-tailed)	.371	.198	.521	.006	.003	.085	.997	.025	.141	.027	.109	.433	.623	.123	.561	.001	.424	.661	.579	.172	.002	.756	.326	.182	.013	1	.846	.041	.041	.074	.662	.017
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Item 27	Pearson Correlation	.165	.283	.360	.076	.189	.731	.392	.392	.307	.000	.085	.419	.340	.276	.354	.312	.697	.426	.582	.324	.339	.453	.189	.331	.069	.037	1	.354	.113	.418	.325	.544
	Sig. (2-tailed)	.157	.130	.051	.690	.317	.000	.032	.032	.099	1.000	.654	.021	.066	.140	.056	.093	.000	.019	.001	.081	.066	.012	.317	.074	.717	.846		.055	.554	.021	.079	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
Item 28	Pearson Correlation	.103	.416	.363	.107	.354	.484	.233	.716	.351	.219	.397	.249	.203	.504	.426	.375	.476	.308	.297	.388	.521	.398	.233	.298	.433	.376	.354	1	.139	.249	.126	.567
	Sig. (2-tailed)	.589	.022	.049	.575	.055	.007	.215	.000	.058	.246	.030	.184	.283	.004	.019	.041	.088	.098	.111	.034	.003	.029	.215	.109	.017	.041	.055		.465	.185	.507	.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	30	30	30	
Item 29	Pearson Correlation	.543	.499	.066	.476	.354	.089	.354	.354	.462	.656	.397	.491	.506	.504	.426	.375	.107	.091	.395	.486	.202	.398	.233	.502	.545	.376	.113	.139	1	.375	.126	.597
	Sig. (2-tailed)	.002	.005	.729	.008	.055	.640	.055	.055	.010	.000	.030	.006	.004	.004	.019	.041																



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Esa Unggul



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LAMPIRAN 6 HASIL UJI RELIABILITAS

Hasil Pengolahan Data Dengan SPSS

Uji Reliabilitas

Keputusan Pembelian (Y)

Case Processing Summary

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

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.841	10

Uji Reliabilitas

Citra Merek (X₁)

Case Processing Summary

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

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.804	6

Uji Reliabilitas

Harga (X_2)

Case Processing Summary

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

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.726	7

Uji Reliabilitas

Kualitas Produk (X_3)

Case Processing Summary

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

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.726	7

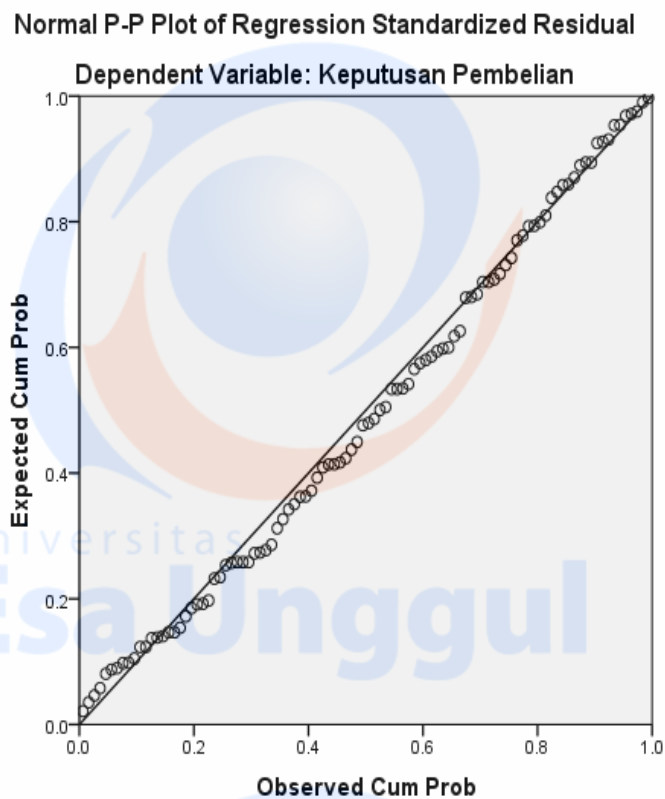
LAMPIRAN 7

HASIL UJI ASUMSI KLASIK

Hasil Pengolahan Data Dengan SPSS

Hasil Uji Normalitas Data

Charts



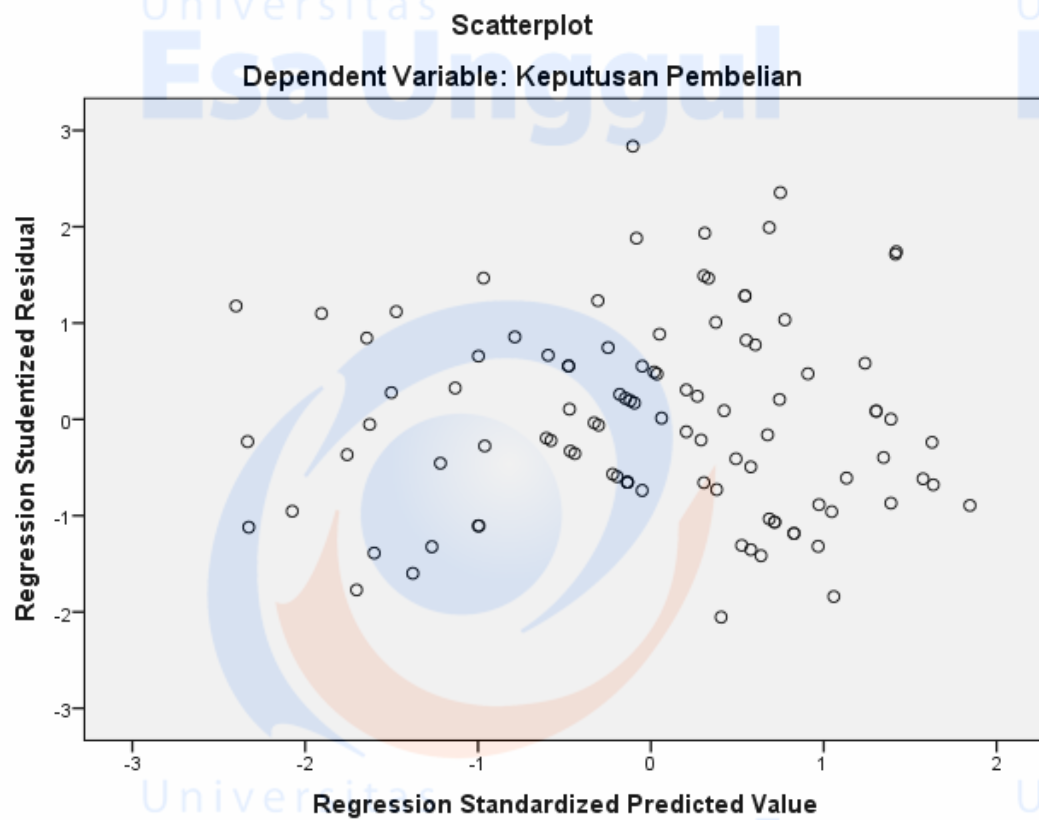
Hasil Uji Multikolonieritas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11.248	2.241		5.018	.000		
	Citra Merek	.559	.106	.453	5.286	.000	.718	1.393
	Harga	.255	.092	.243	2.757	.007	.677	1.478
	Kualitas Produk	.195	.103	.161	1.903	.060	.740	1.351

a. Dependent Variable: Keputusan Pembelian

Hasil Uji Heteroskedastisitas Data



LAMPIRAN 8 HASIL UJI REGRESI

Hasil Pengolahan Data Dengan SPSS

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Keputusan Pembelian	31.83	3.244	100
Citra Merek	18.57	2.629	100
Harga	24.41	3.098	100
Kualitas Produk	20.42	2.671	100

Correlations

	Keputusan Pembelian	Citra Merek	Harga	Kualitas Produk
Pearson Correlation	Keputusan Pembelian	1.000	.638	.540
	Citra Merek	.638	1.000	.489
	Harga	.540	.489	1.000
	Kualitas Produk	.459	.410	.465
Sig. (1-tailed)	Keputusan Pembelian	.000	.000	.000
	Citra Merek	.000	.000	.000
	Harga	.000	.000	.000
	Kualitas Produk	.000	.000	.000
N	Keputusan Pembelian	100	100	100
	Citra Merek	100	100	100
	Harga	100	100	100
	Kualitas Produk	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk, Citra Merek, Harga ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.703 ^a	.494	.478	2.344	1.875

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

b. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	514.763	3	171.588	31.236	.000 ^b
	Residual	527.347	96	5.493		
	Total	1042.110	99			

a. Dependent Variable: Keputusan Pembelian

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

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11.248	2.241		5.018	.000		
	Citra Merek	.559	.106	.453	5.286	.000	.718	1.393
	Harga	.255	.092	.243	2.757	.007	.677	1.478
	Kualitas Produk	.195	.103	.161	1.903	.060	.740	1.351

a. Dependent Variable: Keputusan Pembelian

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Citra Merek	Harga	Kualitas Produk
1	1	3.973	1.000	.00	.00	.00	.00
	2	.011	19.042	.07	.83	.00	.32
	3	.008	21.672	.31	.13	.28	.67
	4	.008	22.595	.62	.04	.72	.01

a. Dependent Variable: Keputusan Pembelian

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	26.36	36.04	31.83	2.280	100
Std. Predicted Value	-2.400	1.846	.000	1.000	100
Standard Error of Predicted Value	.241	.950	.445	.147	100
Adjusted Predicted Value	26.12	36.15	31.83	2.276	100
Residual	-4.757	6.408	.000	2.308	100
Std. Residual	-2.030	2.734	.000	.985	100
Stud. Residual	-2.054	2.836	.000	1.005	100
Deleted Residual	-4.871	6.897	.002	2.405	100
Stud. Deleted Residual	-2.090	2.948	.003	1.015	100
Mahal. Distance	.053	15.285	2.970	2.764	100
Cook's Distance	.000	.153	.011	.020	100
Centered Leverage Value	.001	.154	.030	.028	100

a. Dependent Variable: Keputusan Pembelian