

LAMPIRAN – LAMPIRAN

Lampiran 1. 1 Kuisisioner Penelitian

A. Identitas Responden

1. Nama
2. Jenis Kelamin
 - Perempuan
 - Laki-Laki
3. Domisili
 - Jakarta
 - Bogor
 - Depok
 - Tangerang
 - Bekasi
4. Usia
 - 17 – 20 tahun
 - 21 – 25 tahun
 - 26 – 30 tahun
 - 31 tahun ke atas
5. Pekerjaan
 - Pelajar/Mahasiswa
 - Karyawan
 - Lainnya
6. Pendapatan/bulan
 - < Rp 1.000.000
 - Rp 1.000.001 – Rp 3.000.000
 - Rp 3.000.001 – Rp 5.000.000
 - > Rp 5.000.001

B. Petunjuk Pengisian

Pilihlah salah satu jawaban berdasarkan dengan pendapat dan pilihan anda. Terdapat 5 opsi jawaban skala penilaian, yaitu:

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Netral
4. Setuju
5. Sangat Setuju

C. Pengisian Kuisisioner

1. Apakah anda mengetahui *brand* Scarlett *Whitening* dan pernah menggunakannya? (Jika tidak, mohon untuk tidak dilanjutkan)
 - Ya
 - Tidak

2. Sudah berapa kali anda pernah membeli produk Scarlett *Whitening*?
- 1 kali
 - 2 – 5 kali
 - Lebih dari 5 kali

| No | Pernyataan | STS (1) | TS (2) | N (3) | S (4) | SS (5) |
|----------------------------------|--|------------|-----------|----------|----------|-----------|
| Kualitas Produk (X1) | | | | | | |
| <i>Daya Tahan</i> | | | | | | |
| 1 | Saya merasa kualitas bahan yang digunakan dalam produk Scarlett <i>Whitening</i> menjadikannya awet dan tahan lama. | | | | | |
| 2 | Saya percaya kualitas daya tahan produk Scarlett <i>Whitening</i> lebih baik dibandingkan dengan merek lain yang pernah saya coba. | | | | | |
| <i>Jangkauan dan Jenis Fitur</i> | | | | | | |
| 3 | Scarlett <i>Whitening</i> menawarkan berbagai jenis produk yang sesuai dengan kebutuhan perawatan kulit saya. | | | | | |
| 4 | Saya merasa bahwa pilihan produk dari Scarlett <i>Whitening</i> cukup lengkap untuk memenuhi semua kebutuhan perawatan kulit. | | | | | |
| <i>Reability</i> | | | | | | |
| 5 | Saya merasa yakin bahwa setiap kali menggunakan produk Scarlett <i>Whitening</i> , saya akan mendapatkan hasil yang memuaskan. | | | | | |
| 6 | Saya tidak pernah mengalami masalah atau efek samping negatif saat menggunakan produk Scarlett <i>Whitening</i> . | | | | | |
| <i>Sensory Characteristic</i> | | | | | | |
| 7 | Penampilan dan kemasan produk Scarlett <i>Whitening</i> sangat menarik | | | | | |

| | | | | | | |
|--------------------------|--|--|--|--|--|--|
| | dan membuat saya ingin membelinya. | | | | | |
| 8 | Aroma dan tekstur dari produk Scarlett <i>Whitening</i> sangat menyenangkan, nyaman di kulit, dan mudah meresap tanpa meninggalkan rasa lengket. | | | | | |
| Profil dan Citra | | | | | | |
| 9 | Saya memiliki kesan positif terhadap merek Scarlett <i>Whitening</i> berdasarkan pengalaman saya menggunakan produknya. | | | | | |
| 10 | Saya merasa Scarlett <i>Whitening</i> memiliki reputasi yang baik dalam hal kualitas produknya. | | | | | |
| Promosi (X2) | | | | | | |
| Iklan | | | | | | |
| 11 | Iklan Scarlett <i>Whitening</i> sering muncul di instagram dan tiktok saya. | | | | | |
| 12 | Iklan produk Scarlett <i>Whitening</i> membuat saya tertarik untuk mencoba produknya. | | | | | |
| Promosi Penjualan | | | | | | |
| 13 | Saya tertarik dengan promosi yang ditawarkan Scarlett <i>Whitening</i> , seperti harga spesial dan hadiah. | | | | | |
| 14 | Saya menggunakan <i>voucher</i> diskon untuk membeli produk Scarlett <i>Whitening</i> . | | | | | |
| Penjualan Pribadi | | | | | | |
| 15 | Saya merasa bahwa interaksi langsung dengan penjual di toko sangat penting dalam memutuskan untuk membeli produk Scarlett <i>Whitening</i> . | | | | | |
| 16 | Dengan adanya pameran di acara kecantikan membuat saya semakin | | | | | |

| | | | | | | |
|----------------------------|--|--|--|--|--|--|
| | tertarik untuk mencoba produk Scarlett <i>Whitening</i> . | | | | | |
| Hubungan Masyarakat | | | | | | |
| 17 | Saya merasa bahwa citra positif yang dibangun oleh Scarlett <i>Whitening</i> melalui kegiatan sponsor membuat saya tertarik membeli produk mereka. | | | | | |
| 18 | Saya menggunakan <i>website</i> resmi Scarlett <i>Whitening</i> untuk membeli produk dan mendapatkan informasi tentang promo yang tersedia. | | | | | |
| Pemasaran Langsung | | | | | | |
| 19 | Saya sering mendapatkan brosur produk Scarlett <i>Whitening</i> di toko kecantikan yang saya kunjungi. | | | | | |
| 20 | Saya merasa tertarik untuk membeli jika ada stan Scarlett <i>Whitening</i> . | | | | | |
| Brand Image (Z) | | | | | | |
| Pengakuan | | | | | | |
| 21 | Saya mengenali logo Scarlett <i>Whitening</i> ketika melihatnya di media sosial atau iklan. | | | | | |
| 22 | Saya tahu bahwa Scarlett <i>Whitening</i> adalah merek lokal yang populer di Indonesia. | | | | | |
| Reputasi | | | | | | |
| 23 | Saya mendengar banyak rekomendasi positif tentang produk Scarlett <i>Whitening</i> dari teman-teman saya. | | | | | |
| 24 | Saya percaya bahwa produk Scarlett <i>Whitening</i> berkualitas tinggi berdasarkan ulasan positif yang saya baca. | | | | | |
| Afinitas | | | | | | |
| 25 | Saya lebih suka menggunakan produk dari Scarlett <i>Whitening</i> dibandingkan merek lain karena | | | | | |

| | | | | | | |
|--------------------------------|--|--|--|--|--|--|
| | saya merasa cocok dengan produknya. | | | | | |
| 26 | Saya sering merekomendasikan produk <i>Scarlett Whitening</i> kepada teman-teman saya karena saya percaya pada kualitasnya. | | | | | |
| <i>Domain</i> | | | | | | |
| 27 | <i>Scarlett Whitening</i> menawarkan berbagai produk perawatan kulit yang mencakup wajah dan tubuh. | | | | | |
| 28 | Produk dari <i>Scarlett Whitening</i> dapat digunakan unntuk berbagai jenis kulit dan masalah kulit yang berbeda-beda. | | | | | |
| Keputusan Pembelian (Y) | | | | | | |
| Keputusan Tentang Tipe Produk | | | | | | |
| 29 | Saya memutuskan membeli produk <i>Scarlett Whitening</i> karena informasi yang jelas tentang manfaatnya. | | | | | |
| 30 | Saya merasa bahwa <i>Scarlett Whitening</i> menawarkan berbagai produk yang memenuhi kebutuhan perawatan kulit saya. | | | | | |
| Keputusan Merek | | | | | | |
| 31 | Saya membeli <i>Scarlett Whitening</i> karena mereknya dikenal memiliki kualitas yang baik. | | | | | |
| 32 | Saya memilih membeli produk <i>Scarlett Whitening</i> dibandingkan merek lain karena kepercayaan saya terhadap merek tersebut. | | | | | |
| Keputusan Pilihan Penjual | | | | | | |
| 33 | Saya memutuskan untuk membeli produk <i>Scarlett Whitening</i> di toko fisik karena bisa melihat langsung. | | | | | |
| 34 | Saya sering membeli produk <i>Scarlett Whitening</i> secara online melalui platform <i>e-commerce</i> . | | | | | |
| Keputusan Jumlah Produk | | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| 35 | Saya biasanya membeli produk Scarlett <i>Whitening</i> setiap bulan untuk menjaga rutinitas perawatan kulit saya. | | | | | |
| 36 | Saya membeli produk Scarlett <i>Whitening</i> dalam jumlah yang banyak ketika ada promo atau diskon. | | | | | |

Lampiran 1. 2 Data Kuisisioner Variabel Kulit Produk

| KPR | KPR | KPR | KPR | KPR | KPR | KPR | KPR | KPR | KPR |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 4 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 4 |
| 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 |
| 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 |
| 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 3 |
| 4 | 3 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 4 |
| 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 |
| 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 |
| 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 3 | 2 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |
| 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 |
| 5 | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 5 |
| 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 |
| 4 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 5 | 5 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 3 | 3 | 4 | 4 | 1 | 4 | 3 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 |
| 3 | 3 | 2 | 3 | 4 | 5 | 3 | 4 | 2 | 3 |
| 3 | 1 | 3 | 4 | 1 | 1 | 4 | 3 | 1 | 3 |
| 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 |
| 4 | 4 | 5 | 4 | 5 | 5 | 3 | 5 | 4 | 5 |
| 4 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 2 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 |
| 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 |
| 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
| 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 |
| 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 |
| 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 |
| 3 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 5 |
| 3 | 3 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 5 |
| 5 | 3 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 |
| 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 2 | 1 | 2 | 4 | 2 | 4 | 4 | 4 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 3 | 2 | 3 | 3 | 2 | 5 | 2 | 5 | 3 | 3 |
| 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 4 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 4 | 4 | 5 | 5 | 3 | 3 | 3 | 4 | 3 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 2 | 4 | 4 | 3 | 4 | 3 | 2 | 3 | 3 |
| 4 | 2 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 |
| 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 3 | 2 | 2 | 4 | 3 | 2 | 4 | 4 | 4 | 3 |
| 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 |
| 4 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 3 | 4 | 5 | 3 | 5 | 3 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 |
| 4 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 5 |
| 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 |
| 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 |
| 4 | 2 | 3 | 4 | 4 | 5 | 4 | 2 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| 3 | 2 | 1 | 3 | 3 | 4 | 4 | 5 | 3 | 5 |
| 4 | 3 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 5 |
| 5 | 1 | 5 | 5 | 1 | 5 | 1 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 |
| 3 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 5 |
| 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 4 |
| 4 | 2 | 4 | 4 | 2 | 3 | 2 | 2 | 3 | 3 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 5 |
| 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 |
| 3 | 3 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 3 | 3 | 3 | 4 | 3 | 2 | 4 | 5 | 5 | 5 |
| 3 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 4 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 |
| 4 | 3 | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 4 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 |
| 3 | 4 | 2 | 3 | 4 | 5 | 5 | 3 | 4 | 5 |
| 4 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 5 |
| 4 | 4 | 3 | 3 | 3 | 4 | 5 | 5 | 5 | 5 |
| 3 | 2 | 1 | 2 | 1 | 2 | 1 | 4 | 3 | 3 |
| 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 4 |
| 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 |
| 3 | 2 | 3 | 5 | 3 | 4 | 4 | 4 | 3 | 4 |
| 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 |
| 4 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 4 | 5 | 3 | 3 | 4 | 5 | 3 | 4 | 5 | 5 |
| 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 |
| 5 | 4 | 4 | 4 | 4 | 2 | 5 | 4 | 4 | 4 |
| 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 3 | 2 | 2 | 3 | 1 | 3 | 1 | 3 | 2 | 2 |
| 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 |
| 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |
| 2 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 2 | 2 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |
| 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 |
| 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 |
| 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 |
| 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 |

Lampiran 1. 3 Data Kuisiomer Variabel Promosi

| P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 |
|----|----|----|----|----|----|----|----|----|-----|
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 |
| 5 | 4 | 5 | 2 | 5 | 4 | 5 | 4 | 5 | 5 |
| 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 |
| 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 3 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
| 5 | 5 | 4 | 4 | 3 | 3 | 5 | 2 | 1 | 2 |
| 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 |
| 5 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 3 | 4 |
| 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 5 |
| 4 | 4 | 3 | 4 | 3 | 4 | 5 | 2 | 2 | 4 |
| 3 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 3 |
| 5 | 4 | 5 | 4 | 5 | 5 | 5 | 2 | 3 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 |
| 5 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 4 |
| 2 | 3 | 2 | 4 | 3 | 5 | 2 | 2 | 3 | 3 |
| 4 | 4 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 3 | 5 |
| 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 |
| 4 | 4 | 3 | 4 | 4 | 3 | 4 | 2 | 2 | 3 |
| 3 | 2 | 5 | 3 | 4 | 4 | 5 | 5 | 2 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 4 | 4 | 2 | 5 | 3 | 4 | 3 | 5 | 2 | 3 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 1 | 3 | 1 | 4 | 5 | 5 | 5 | 3 | 5 | 5 |
| 5 | 3 | 4 | 1 | 2 | 1 | 1 | 2 | 1 | 1 |
| 5 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 |
| 5 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 5 | 5 |
| 4 | 5 | 4 | 2 | 5 | 3 | 5 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 5 | 4 | 2 | 4 | 5 | 5 | 2 | 2 |
| 5 | 5 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 4 |
| 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 3 | 5 | 4 | 4 | 3 | 5 | 4 | 4 |
| 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 |
| 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 |
| 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 3 |
| 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 4 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 5 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 3 | 4 |
| 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 3 | 2 | 2 | 1 | 4 | 4 | 2 | 4 | 2 | 3 |
| 4 | 4 | 4 | 4 | 5 | 1 | 5 | 4 | 4 | 3 |
| 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 2 | 2 | 3 | 3 | 4 | 4 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 4 | 4 | 4 | 5 | 2 | 1 | 4 | 4 | 2 | 5 |
| 1 | 2 | 1 | 1 | 3 | 2 | 4 | 1 | 1 | 2 |
| 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 |
| 2 | 2 | 1 | 4 | 2 | 2 | 4 | 2 | 2 | 2 |
| 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 2 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 1 | 3 | 4 | 5 | 5 | 5 | 3 |
| 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 |
| 5 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 3 |
| 4 | 4 | 4 | 2 | 5 | 3 | 4 | 3 | 1 | 3 |
| 5 | 2 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 4 | 5 | 4 | 3 | 3 | 5 | 1 | 2 | 4 |
| 5 | 4 | 4 | 2 | 2 | 5 | 5 | 4 | 3 | 2 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 3 | 2 | 4 | 3 | 3 | 3 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 5 | 2 | 2 | 5 | 5 | 2 | 5 | 5 |
| 4 | 3 | 4 | 3 | 2 | 2 | 2 | 5 | 1 | 3 |
| 5 | 5 | 4 | 3 | 4 | 5 | 4 | 2 | 2 | 4 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2 | 3 | 4 | 1 | 4 | 4 | 4 | 3 | 1 | 2 |
| 5 | 4 | 5 | 2 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 3 | 5 | 4 | 4 | 3 | 3 | 3 |
| 2 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 |
| 4 | 2 | 3 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| 3 | 2 | 4 | 2 | 5 | 4 | 3 | 4 | 3 | 3 |
| 5 | 1 | 1 | 1 | 5 | 1 | 1 | 5 | 1 | 1 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 3 | 3 |
| 5 | 5 | 5 | 2 | 5 | 5 | 5 | 4 | 4 | 4 |
| 5 | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 4 |
| 4 | 4 | 2 | 4 | 3 | 4 | 3 | 2 | 4 | 5 |
| 3 | 4 | 5 | 5 | 5 | 3 | 5 | 3 | 3 | 5 |
| 5 | 4 | 3 | 3 | 5 | 5 | 4 | 2 | 1 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 1 | 3 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 4 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 3 |
| 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 |
| 5 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 3 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 2 | 4 | 4 | 4 | 2 | 2 | 3 |
| 4 | 4 | 5 | 3 | 3 | 5 | 4 | 5 | 4 | 4 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| 4 | 4 | 3 | 5 | 5 | 5 | 3 | 4 | 5 | 5 |
| 3 | 3 | 5 | 5 | 4 | 4 | 4 | 2 | 4 | 5 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 |
| 5 | 3 | 2 | 5 | 4 | 4 | 3 | 1 | 1 | 3 |
| 4 | 3 | 3 | 4 | 5 | 3 | 4 | 4 | 3 | 5 |
| 4 | 4 | 4 | 3 | 4 | 3 | 3 | 5 | 2 | 2 |
| 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 |
| 2 | 4 | 4 | 2 | 4 | 5 | 4 | 5 | 1 | 4 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 3 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 2 | 1 | 4 |

Lampiran 1. 4 Data Kuisiner Variabel Brand Image

| BI1 | BI2 | BI3 | BI4 | BI5 | BI6 | BI7 | BI8 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
| 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 |
| 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 3 | 3 | 5 | 3 |
| 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 |
| 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 |
| 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 |
| 4 | 5 | 4 | 4 | 3 | 4 | 4 | 3 |
| 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 4 | 3 | 3 | 4 | 4 |
| 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 4 | 3 | 2 | 3 | 5 | 2 | 4 | 2 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 3 | 4 | 5 | 5 | 4 | 5 | 4 |
| 4 | 5 | 4 | 4 | 3 | 3 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 4 | 5 | 4 | 3 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 |
| 4 | 4 | 3 | 5 | 2 | 2 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 3 | 3 | 3 | 3 | 3 | 5 | 4 | 5 |
| 4 | 5 | 2 | 1 | 1 | 1 | 3 | 3 |
| 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 2 | 3 | 3 | 5 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 2 | 4 | 2 | 2 | 5 | 4 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 3 | 5 | 5 | 4 | 3 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 |
| 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 |
| 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 5 | 4 | 5 | 4 | 3 | 4 | 5 | 5 |
| 3 | 3 | 4 | 4 | 4 | 5 | 5 | 5 |
| 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 |
| 5 | 4 | 4 | 5 | 3 | 3 | 5 | 5 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 4 | 2 | 3 | 4 | 4 |
| 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 |
| 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 |
| 4 | 3 | 5 | 3 | 5 | 4 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 3 | 3 | 2 | 1 | 4 | 2 |
| 4 | 4 | 3 | 4 | 5 | 5 | 4 | 4 |
| 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 |
| 5 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 4 | 4 | 4 | 3 | 2 | 2 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 3 | 5 | 5 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 |
| 4 | 4 | 3 | 3 | 3 | 3 | 5 | 3 |
| 4 | 5 | 5 | 4 | 5 | 2 | 4 | 5 |
| 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 |
| 4 | 5 | 4 | 4 | 3 | 3 | 5 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 4 | 3 | 2 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 1 | 5 | 5 | 4 | 4 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 4 | 3 | 2 | 5 | 5 |
| 5 | 5 | 4 | 4 | 2 | 3 | 4 | 4 |
| 5 | 5 | 3 | 3 | 3 | 3 | 5 | 5 |
| 2 | 4 | 4 | 5 | 3 | 4 | 5 | 3 |
| 5 | 4 | 5 | 3 | 3 | 2 | 5 | 5 |
| 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 |
| 5 | 5 | 5 | 5 | 1 | 1 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 3 | 3 | 5 | 4 |
| 5 | 5 | 5 | 5 | 3 | 4 | 5 | 4 |
| 5 | 3 | 4 | 5 | 4 | 4 | 5 | 4 |
| 1 | 4 | 2 | 4 | 4 | 2 | 4 | 3 |
| 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |
| 5 | 4 | 2 | 4 | 2 | 3 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 4 | 3 | 2 | 5 | 3 |
| 5 | 5 | 4 | 4 | 3 | 3 | 4 | 4 |
| 4 | 4 | 5 | 5 | 3 | 3 | 3 | 3 |
| 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 |
| 5 | 5 | 4 | 3 | 3 | 3 | 5 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 3 | 5 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 |
| 4 | 3 | 4 | 3 | 5 | 4 | 3 | 3 |
| 4 | 4 | 4 | 3 | 3 | 3 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 3 | 1 | 1 | 3 | 3 |
| 5 | 4 | 4 | 4 | 3 | 4 | 4 | 3 |
| 5 | 4 | 4 | 3 | 2 | 2 | 4 | 4 |
| 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 |
| 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 3 | 5 | 3 | 4 | 2 | 2 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 4 | 5 | 5 | 3 | 3 | 4 | 5 | 4 |
| 5 | 4 | 5 | 4 | 4 | 3 | 5 | 3 |
| 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 2 | 5 | 4 | 4 | 4 | 4 | 5 |
| 4 | 5 | 4 | 4 | 2 | 4 | 5 | 5 |
| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 5 | 3 | 2 | 4 | 2 | 2 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2 | 2 | 4 | 4 | 2 | 3 | 4 | 2 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 3 | 4 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 |

Lampiran 1. 5 Data Kuisiner Variabel Keputusan Pembelian

| KP1 | KP2 | KP3 | KP4 | KP5 | KP6 | KP7 | KP8 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 4 | 5 | 4 | 3 | 3 |
| 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |
| 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 |
| 5 | 4 | 4 | 5 | 4 | 5 | 3 | 5 |
| 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 |
| 4 | 4 | 4 | 3 | 2 | 3 | 2 | 1 |
| 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 |
| 5 | 5 | 5 | 4 | 5 | 4 | 3 | 4 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 1 |
| 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 |
| 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 |
| 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 |
| 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 2 | 5 | 5 | 5 |
| 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 |
| 4 | 3 | 2 | 4 | 3 | 3 | 3 | 2 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 2 | 5 | 5 | 3 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 |


| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 4 | 4 | 4 | 4 | 2 | 4 | 1 | 4 |
| 5 | 5 | 5 | 5 | 5 | 4 | 2 | 2 |
| 3 | 4 | 3 | 5 | 5 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 4 | 2 | 3 | 2 | 2 | 4 | 3 | 2 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 |
| 2 | 3 | 1 | 1 | 2 | 5 | 1 | 2 |
| 4 | 4 | 4 | 4 | 5 | 5 | 3 | 5 |
| 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 |
| 3 | 2 | 4 | 2 | 5 | 5 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 4 | 5 | 2 | 4 | 2 | 5 |
| 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 |
| 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 | 2 | 4 | 3 | 2 |
| 4 | 5 | 4 | 5 | 4 | 5 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 5 | 3 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 |
| 4 | 5 | 4 | 4 | 5 | 3 | 3 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 |
| 4 | 5 | 5 | 4 | 4 | 3 | 4 | 5 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 |
| 3 | 4 | 4 | 3 | 2 | 4 | 3 | 2 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 |
| 3 | 4 | 4 | 3 | 3 | 4 | 2 | 3 |
| 5 | 4 | 4 | 4 | 3 | 5 | 4 | 5 |
| 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 |
| 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 5 | 4 | 5 | 5 | 1 | 5 | 4 | 5 |
| 2 | 3 | 3 | 3 | 1 | 1 | 1 | 1 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 |
| 4 | 4 | 4 | 5 | 2 | 5 | 3 | 5 |
| 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 2 | 3 | 4 | 2 | 3 |
| 5 | 5 | 4 | 4 | 2 | 4 | 4 | 2 |
| 4 | 4 | 4 | 4 | 3 | 4 | 3 | 2 |
| 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 |
| 4 | 4 | 4 | 3 | 3 | 5 | 2 | 2 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 4 | 5 | 2 | 4 |
| 4 | 4 | 3 | 4 | 2 | 5 | 3 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 2 | 4 | 2 | 4 |
| 5 | 4 | 5 | 5 | 5 | 5 | 2 | 3 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 |
| 5 | 3 | 4 | 4 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 3 | 1 | 5 | 1 | 1 |
| 4 | 3 | 4 | 3 | 2 | 4 | 2 | 2 |
| 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 |
| 4 | 3 | 4 | 4 | 4 | 2 | 3 | 4 |
| 3 | 4 | 4 | 4 | 1 | 5 | 3 | 4 |
| 3 | 2 | 4 | 4 | 5 | 4 | 3 | 4 |
| 5 | 3 | 5 | 5 | 5 | 1 | 1 | 1 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 |
| 4 | 5 | 4 | 4 | 3 | 3 | 3 | 3 |
| 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 |
| 2 | 3 | 4 | 4 | 3 | 4 | 2 | 4 |
| 5 | 5 | 5 | 5 | 1 | 5 | 3 | 4 |
| 4 | 4 | 3 | 2 | 5 | 3 | 3 | 2 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 2 | 2 | 1 |
| 5 | 5 | 4 | 3 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 3 | 5 | 3 | 1 | 2 |
| 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 |
| 4 | 5 | 5 | 4 | 3 | 4 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 |
| 3 | 3 | 3 | 4 | 5 | 5 | 2 | 2 |
| 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 |
| 4 | 3 | 4 | 5 | 4 | 4 | 3 | 4 |
| 4 | 3 | 3 | 3 | 3 | 4 | 2 | 2 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 2 | 2 | 3 | 5 | 2 | 1 | 2 |
| 4 | 3 | 4 | 4 | 4 | 5 | 3 | 4 |
| 4 | 4 | 4 | 4 | 2 | 3 | 2 | 2 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 3 | 4 | 3 | 3 | 5 | 2 | 3 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 4 | 4 | 5 | 3 | 4 | 3 | 5 | 4 |
| 4 | 3 | 5 | 4 | 4 | 4 | 5 | 5 |
| 5 | 3 | 4 | 5 | 3 | 5 | 3 | 3 |
| 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 5 | 4 | 5 | 4 | 4 | 4 | 2 | 5 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| 4 | 3 | 3 | 3 | 4 | 5 | 2 | 2 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 3 | 4 | 1 | 2 | 4 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
| 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 |
| 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 |
| 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 |

Lampiran 1. 6 Formulir Pengajuan Skripsi/TA

| | | |
|---|---|----------------------|
|  | FORMULIR PENGAJUAN SIDANG SKRIPSI/TA | SPT-I/04/SOP-06/F-01 |
| | | |

Nama Mahasiswa : Kezia Rostiana
 Prodi/NIM : Manajemen / 2021021005
 Judul Skripsi/TA : Pengaruh Kualitas Produk dan Promosi Terhadap Keputusan Pembelian Melalui Brand Image Pada Produk Scarlett Whitening

 Dosen Pembimbing : 1. Dr. Mohamad Zein Saleh, S.H., M.M.
 Dosen Penguji : 1. Mohamad Trio Febriyanto, S.E., M.M., Ph.D. JAD :
 : 2. Zulkifli, S.E., M.M. JAD :

 Jadwal Sidang : Tempat : Hari/Tanggal:

Telah memenuhi syarat Sidang Skripsi/TA: (mohon beri tanda V untuk syarat yang relevan)

| No | Syarat | Ya | Tidak |
|----|--|----|-------|
| 1 | IPK minimal 2.00 | ✓ | |
| 2 | Tidak ada nilai D untuk mata kuliah mayor/inti Prodi | ✓ | |
| 3 | MK Skripsi/TA tercantum di BRS semester berjalan | ✓ | |
| 4 | Lulus minimal 1 mata kuliah KOTA untuk tiap rumpun | ✓ | |
| 5 | SPT-I/03/SOP-28/F-03 Formulir Pembimbingan Skripsi (minimal 8 x) | ✓ | |
| 6 | Poin JSDP (minimal 75% persen dari syarat kelulusan) | ✓ | |
| 7 | Mengumpulkan dokumen Skripsi/TA (sesuai ketentuan Prodi) | ✓ | |



















Tangerang Selatan, 20 Desember 2024

| Mengajukan | Mengetahui | Memeriksa | Menyetujui |
|--|---|---|---|
|  Kezia Rostiana Mahasiswa |  Dr. Mohamad Zein Saleh, S.H., M.M Dosen Pembimbing |  Yusuf Iskandar, S.Si., M.M. Koordinator Skripsi/TA |  Dr. Dede Suleman, S.E., M.M., CMA. Kaprodi |



Lampiran 1. 7 Formulir Bimbingan Skripsi/TA

| | | |
|---|---|----------------------|
|  | FORMULIR PEMBIMBINGAN SKRIPSI/TA | SPT-I/03/SOP-28/F-03 |
| | | No. Rekaman |


Nama Mahasiswa : Kezia Rostiana
 Prodi/NIM : Manajemen / 2021021005
 Judul Skripsi/TA yang diajukan : Pengaruh Kualitas Produk dan Promosi Terhadap Keputusan Pembelian Melalui Brand Image Pada Produk Scarlett Whitening

| No | Tanggal | Materi Pembimbingan | Paraf Mahasiswa | Paraf Dosen Pembimbing |
|----|---------|-----------------------------|---|---|
| 1 | 3/9 | Konsultasi Judul |  |  |
| 2 | 9/9 | Konsultasi Bab I |  |  |
| 3 | 10/10 | Konsultasi Bab I, II, III |  |  |
| 4 | 15/10 | Konsultasi & ACC I, II, III |  |  |
| 5 | 21/11 | Konsultasi Kerespones |  |  |
| 6 | 3/12 | Konsultasi Bab IV |  |  |
| 7 | 5/12 | Konsultasi Hasil Data |  |  |
| 8 | 19/12 | Konsultasi Bab IV |  |  |
| 9 | 20/12 | ACC |  |  |

* Jika pembimbingan lebih dari minimal 8 kali, mohon membuat salinan formulir ini

| | | |
|--|---|--|
|  Kezia Rostiana Mahasiswa |  Dr. Mohamad Zein Salch, S.H., M.M. Dosen Pembimbing | |
|--|---|--|

Lampiran 1. 8 Formulir Persetujuan Penulisan Skripsi/TA

| | | |
|--|--|----------------------|
|  Universitas Pembangunan Jaya | FORMULIR PERSETUJUAN PENULISAN SKRIPSI/TA | SPT-I/03/SOP-28/F-02 |
| | | No. Rekaman |



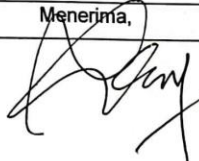
Nama Mahasiswa : Kezia Rostiana
 Prodi/NIM : Manajemen / 2021021005
 Judul Skripsi/TA yang diajukan : Pengaruh Kualitas Produk dan Promosi Terhadap Keputusan Pembelian Melalui Brand Image Pada Produk Scarlett Whitening

Telah disetujui untuk menulis Skripsi/TA.

Dosen Pembimbing Skripsi/TA yang ditugaskan Prodi adalah:

| No | Nama | NIDN | JAD |
|----|------------------------------------|------------|--------------|
| 1 | Dr. Mohamad Zein Saleh, S.H., M.M. | 0417106601 | <i>Letor</i> |

Tangerang Selatan, 01 November 2024

| Menugaskan, | Menyetujui, | Menerima, |
|---|---|---|
|  |  |  |
| Yusuf Iskandar, S.Si., M.M. Koordinator Skripsi/TA | Dr. Dede Suleman, S.E., M.M., CMA. Kaprosdi | Dr. Mohamad Zein Saleh, SH, MM Dosen Pembimbing |

Lampiran 1. 9 Formulir Revisi Skripsi/TA


| | | |
|--|-------------------------------------|----------------------|
|  Universitas Pembangunan Jaya | FORMULIR REVISI SKRIPSI / TA | SPT-I/04/SOP-06/F-05 |
| | | No. Revisi |

Nama Mahasiswa : Kezia Rostiana
Program Studi/NIM : Manajemen/2021021005
Judul Skripsi : Pengaruh Kualitas Produk dan Promosi Terhadap Keputusan Pembelian Melalui *Brand Image* Pada Produk *Scarlett Whitening*
Jadwal Sidang : Senin, 6 Januari 2025 Pkl. 09.00 – 10.00
Dosen Pembimbing : Dr. Mohamad Zein Saleh, S.H., M.M.

Berdasarkan hasil evaluasi pada Sidang Skripsi, maka Skripsi yang disusun oleh mahasiswa tersebut perlu dilakukan revisi, dengan rincian sebagai berikut:

- Uraikan semua saran dan masukan - masukan dari para pengisi

Tangerang Selatan, 6 Januari 2025



Dr. Mohamad Zein Saleh, S.H., M.M

**Ditandatangani setelah mahasiswa menyelesaikan revisi*

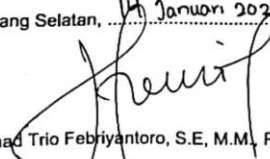
| | | |
|---|-------------------------------------|----------------------|
|  | FORMULIR REVISI SKRIPSI / TA | SPT-I/04/SOP-06/F-05 |
| | | No. Rekaman |

Nama Mahasiswa : Kezia Rostiana
 Program Studi/NIM : Manajemen/2021021005
 Judul Skripsi : Pengaruh Kualitas Produk dan Promosi Terhadap Keputusan Pembelian Melalui Brand Image Pada Produk Scarlett Whitening
 Jadwal Sidang : Senin, 06 Januari 2025 Pkl. 09.00 – 10.00
 Dosen Penguji 1 : Mohamad Trio Febriyantoro, S.E, M.M., Ph.D.


Berdasarkan hasil evaluasi pada Sidang Skripsi, maka Skripsi yang disusun oleh mahasiswa tersebut perlu dilakukan revisi, dengan rincian sebagai berikut:

- Convergent validitj cari teori dan buku. ✓
- tidak perlu GOF karena GOF digunakan untuk multigroup analysis (MGA). jika masih ingin menggunakan GOF gunakan teori yang menjelaskan wajib menggunakan GOF ✓
- Jelaskan terkait karakteristik responden (gender, usia dll)
- Jelaskan lebih dalam terkait analisis deskriptif
bukan hanya hasil statistik ✓
- Jelaskan original sampel terkait pengembalian ✓
- Pda pembahasan terkait dengan statistik deskriptif ✓
- Perkuat lagi sarannya ✓

Tangerang Selatan, 14 Januari 2025


 Mohamad Trio Febriyantoro, S.E, M.M., Ph.D.

*Ditandatangani setelah mahasiswa menyelesaikan revisi

| | | |
|--|-------------------------------------|----------------------|
|  Universitas Pembangunan Jaya | FORMULIR REVISI SKRIPSI / TA | SPT-I/04/SOP-06/F-05 |
| | | No. Revisi |

Nama Mahasiswa : Kezia Rostiana
 Program Studi/NIM : Manajemen/2021021005
 Judul Skripsi : Pengaruh Kualitas Produk dan Promosi Terhadap Keputusan Pembelian Melalui *Brand Image* Pada Produk *Scarlett Whitening*
 Jadwal Sidang : Senin, 06 Januari 2025 Pkl. 09.00 – 10.00
 Dosen Penguji 2 : Zulkifli, S.E., M.M.

Berdasarkan hasil evaluasi pada Sidang Skripsi, maka Skripsi yang disusun oleh mahasiswa tersebut perlu dilakukan revisi, dengan rincian sebagai berikut:

- 1) diperbaiki Gambar 1.1, menunjukkan nilai % dan periode waktunya,
- 2) ditambahkan penjelasan secara teori, apakah brand image sudah tepat sebagai variabel intervensi, khususnya dalam membangun kerangka pemikiran
- 3) Ditambahkan penjelasan Analisis Statistik Deskriptif, nilai maksimum dan minimum serta nilai mean tertinggi & terendah ✓
- 4) Diselaskan nilai dalam outer loading ✓
- 5) dijelaskan mengenai responden yang di analisis lebih banyak dari penentuan sampel dari indikator di kali 1. ✓
- 6) Di satukan tabel dari Cronbach Alpha dan Composite Reliability ✓
- 7) Nilai R^2 Square, ditambahkan arti model ✓
- 8) Hasil Penelitian diperbaiki dan ditambahkan arah pengaruh ✓
- 9) Di Pembahasan ditambah Analisis Statistik Deskriptif

Tangerang Selatan, 14 Januari 2025



Zulkifli, S.E., M.M.

**Ditandatangani setelah mahasiswa menyelesaikan revisi*