

## **LAMPIRAN-LAMPIRAN**

## Lampiran 1. Daftar Riwayat Hidup



### GITANISSYA AZZAHRA

6282213627231 | gitanissyazzahra@gmail.com | linkedin.com/in/gitanissya-azzahra/

Jakarta

Highly motivated and results-driven professional with diverse internship experience in transformation management office analysis and marketing. Key competencies include project management, data analysis, strategic planning, and communication. I have successfully executed marketing campaigns, performed market research. I am passionate about leveraging my skills to support organizational growth and deliver value-driven results.

#### Work Experiences

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- |                                                                                                                                                                                                                                                                                                                       |                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| <b>TRIPATRA Engineering &amp; Constructions</b><br><i>Transformational Management Analyst</i>                                                                                                                                                                                                                         | Jan 2024 - Apr 2024 |
| <ul style="list-style-type: none"><li>Participate in strategic planning sessions and contribute to the development of transformation roadmaps</li><li>Prepare effective communication materials, presentations, and updates to keep stakeholders informed about project progress, milestones, and outcomes.</li></ul> |                     |
| <b>LEON Playgrounds Agency</b><br><i>Account Associate (KOL Specialist) Intern</i>                                                                                                                                                                                                                                    | Jun 2023 - Sep 2023 |
| <ul style="list-style-type: none"><li>Collaborate with clients, influencers, and KOLs to create engaging and authentic content with their goals and preferences</li><li>Act as the primary point of contact for clients and KOLs, addressing inquiries and concerns promptly.</li></ul>                               |                     |
| <b>Polling Centre</b><br><i>Data Entry Freelancer</i>                                                                                                                                                                                                                                                                 | Nov 2023 - Dec 2023 |
| <ul style="list-style-type: none"><li>Reviewing data for deficiencies or errors, correcting any incompatibilities, and checking output</li></ul>                                                                                                                                                                      |                     |
| <b>PHA Universitas Pembangunan Jaya</b><br><i>Telemarketer</i>                                                                                                                                                                                                                                                        | Apr 2021 - Jul 2021 |
| <ul style="list-style-type: none"><li>Offering products or services and provide as clear information as possible to consumers so that they are interested in buying</li><li>Contact and follow up potential customers to promote product and dealing with their enquiries</li></ul>                                   |                     |

#### Education Level

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- |                                                                                                                             |                                |
|-----------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| <b>Universitas Pembangunan Jaya</b><br>3.56/4.00                                                                            | Aug 2020 - Aug 2024 (Expected) |
| <ul style="list-style-type: none"><li>Majoring in Marketing Management, attend marketing conferences and webinars</li></ul> |                                |

#### Organizational Experience

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- |                                                                                                                                                                                                                                                                                                                             |                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| <b>Himpunan Mahasiswa Manajemen</b><br><i>President</i>                                                                                                                                                                                                                                                                     | Aug 2022 - Aug 2023 |
| <ul style="list-style-type: none"><li>Represent the organization and serve as chief spokesperson publicly at events conferences, and partnership meetings</li><li>Accountable for building and leading high-performing teams, ensuring all teams are aligned and collaborating to achieve organizational results.</li></ul> |                     |
| <b>Student Ambassador UPJ</b><br><i>Student Ambassador</i>                                                                                                                                                                                                                                                                  | Sep 2020 - Sep 2023 |
| <ul style="list-style-type: none"><li>Serve as public speaker at education fair events, engage with inquirers, answer any questions high school students have around joining our institution</li></ul>                                                                                                                      |                     |
| <b>Pekan Raya Manajemen</b><br><i>Executive Vice Chairwomen</i>                                                                                                                                                                                                                                                             | - Present           |
| <ul style="list-style-type: none"><li>Plans, develops and enforces policies and objectives for the project even to ensure it maintains its values and meets established goals.</li><li>Actively participates in executive-level decision-making processes and provides strategic input</li></ul>                            |                     |

#### Certification

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- Modules Taken © (2024): Managing Customer Relation Management System

## Lampiran 2. Formulir Pengajuan Skripsi




|                                                                                                                      |                                      |                      |
|----------------------------------------------------------------------------------------------------------------------|--------------------------------------|----------------------|
| <br>Universitas<br>Pembangunan Jaya | <b>FORMULIR PENGAJUAN SKRIPSI/TA</b> | SPT-I/03/SOP-28/F-01 |
|                                                                                                                      |                                      | No. Dokumen          |

Nama Mahasiswa                      Gitanissya Azzahra  
 Prodi/NIM                                Manajemen / 2020021098  
 Judul Skripsi/TA yang diajukan    "Pengaruh Citra Merek, Harga, dan Kualitas Produk terhadap Keputusan Pembelian Air Mineral Dalam Kemasan (AMDK) Merek ADES"

Telah memenuhi syarat pengajuan Skripsi/TA. (mohon beri tanda V untuk syarat yang relevan)

| No | Syarat                                                 | Ya | Tidak |
|----|--------------------------------------------------------|----|-------|
| 1  | Jumlah sks lulus (sesuai ketentuan Prodi)              | ✓  |       |
| 2  | Mata kuliah prasyarat (sesuai ketentuan Prodi)         | ✓  |       |
| 3  | IPK minimal 2,00                                       | ✓  |       |
| 4  | Tidak sedang terkena sanksi akademik/sanksi lainnya    | ✓  |       |
| 5  | Poin JSDP (sesuai ketentuan Prodi)                     | ✓  |       |
| 6  | Mengumpulkan Proposal Skripsi (sesuai ketentuan Prodi) | ✓  |       |
| 7  | MK Skripsi/TA tercantum di BRS semester berjalan       | ✓  |       |

Tangerang Selatan, 22 Maret 2024

| Mengajukan,                                                                         | Menyetujui,                                                                         | Mengetahui,                                                                          |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
|  |  |  |
| Gitanissya Azzahra                                                                  | Dr. Yohanes Totok Suyoto,<br>S.S., M.Si., CPM                                       | Dr. Dede Spilman, S.E.,<br>M.M., CMA                                                 |

Formulir dibuat rangkap 2 (dua). Asli : untuk prodi. Copy 1 : untuk mahasiswa

### Lampiran 3. Formulir Persetujuan Penulisan Skripsi

|                                                                                   |                                                      |                                        |
|-----------------------------------------------------------------------------------|------------------------------------------------------|----------------------------------------|
|  | <b>FORMULIR PERSETUJUAN PENULISAN<br/>SKRIPSI/TA</b> | SPT-V03/SOP-08/F-02<br>(Hal. 1 dari 1) |
|-----------------------------------------------------------------------------------|------------------------------------------------------|----------------------------------------|

Nama Mahasiswa : Gloriosa Azzahra  
 Prodi/NIM : Manajemen/ 2020021098  
 Judul Skripsi/TA yang diajukan : Pengaruh Citra Merek, Harga, dan Kualitas Produk Terhadap Keputusan Pembelian AMDK Merek Ades (Studi Kasus Yayasan AMDK Merek Ades di Kota Tangerang Selatan)

Telah disetujui untuk menulis Skripsi/TA.

Dosen Pembimbing Skripsi/TA yang ditugaskan Prodi adalah:

| No | Nama                               | NIDN       | JAD    |
|----|------------------------------------|------------|--------|
| 1  | Dr. Dede Sulaman, S.E., M.M., CMA. | 0330058203 | Lektor |
| 2  |                                    |            |        |

Tangerang Selatan, 29/04/2024

| Menugaskan,                                                                         | Menyetujui,                                                                         | Menerima,                                                                           |                    |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------|
|  |  |  |                    |
| Koordinator Skripsi/TA<br>Yusef Iskandar, S.Si., M.M.                               | Kaprodi<br>Dr. Dede Sulaman, S.E.,<br>M.M./CMA                                      | Dosen Pembimbing 1<br>Dr. Dede Sulaman, S.E.<br>M.M./CMA                            | Dosen Pembimbing 2 |

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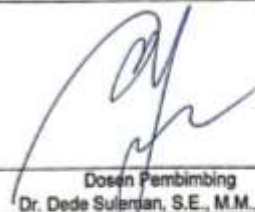
## Lampiran 4. Formulir Pembimbingan Skripsi

|                                                                                   |                                         |                      |
|-----------------------------------------------------------------------------------|-----------------------------------------|----------------------|
|  | <b>FORMULIR PEMBIMBINGAN SKRIPSI/TA</b> | SPT-I/03/SOP-28/T-03 |
|                                                                                   |                                         | No. Revisi           |


Nama Mahasiswa : Gitanissya Azzahra  
 Prodi/NIM : Manajemen / 2020021098  
 Judul Skripsi/TA yang diajukan : Pengaruh Citra Merek, Harga, dan Kualitas Produk Terhadap Keputusan Pembelian Air Mineral Dalam Kemasan (AMDK) Merek Ades (Studi Kasus Konsumen AMDK Merek Ades di Kota Tangerang Selatan)

| No | Tanggal    | Materi Pembimbingan                 | Paraf Mhs                                                                          | Paraf Dosen Pembimbing                                                               |
|----|------------|-------------------------------------|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| 1  | 13/05/2024 | Pembahasan mengenai Responden       |   |   |
| 2  | 18/06/2024 | Pembahasan mengenai Responden       |   |   |
| 3  | 19/06/2024 | Kontrolasi hasil olah data & revisi |   |   |
| 4  | 20/06/2024 | Pengajuan revisi & ACC pengajuan    |  |  |
| 5  |            |                                     |                                                                                    |                                                                                      |
| 6  |            |                                     |                                                                                    |                                                                                      |
| 7  |            |                                     |                                                                                    |                                                                                      |
| 8  |            |                                     |                                                                                    |                                                                                      |

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

|                                                                                     |                                                                                     |  |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--|
|  |  |  |
| Mahasiswa<br>Gitanissya Azzahra                                                     | Dosen Pembimbing<br>Dr. Dede Suleman, S.E., M.M., CMA.                              |  |

## Lampiran 5. Formulir Pengajuan Sidang Skripsi

|                                                                                   |                                             |                      |
|-----------------------------------------------------------------------------------|---------------------------------------------|----------------------|
|  | <b>FORMULIR PENGAJUAN SIDANG SKRIPSI/TA</b> | SPT-I/04/SOP-06/F-01 |
|                                                                                   |                                             | No. Revisi           |





Nama Mahasiswa\* : Gitanissya Azzahra  
 Prodi/NIM : Manajemen / 2020021098  
 Judul Skripsi/TA : Pengaruh Citra Merek, Harga, dan Kualitas Produk Terhadap Keputusan Pembelian Air Mineral Dalam Kemasan (AMDK) Merek Ades  
 (Studi Kasus Konsumen AMDK Merek Ades di Kota Tangerang Selatan)

Dosen Pembimbing : Dr. Dede Suleman, S.E., M.M.,CMA. JAD:  
 Dosen Penguji. : 1. Guntur Haludin, S.T., CHRM JAD:  
 2. Dr. Edi Purwanto, S.E., M.M., M.Mis., M.M.T., M.H. JAD:  
 Jadwal Sidang :


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

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

Tangerang Selatan,

| Mengajukan                                                                          | Mengetahui                                                                          | Memeriksa                                                                           | Menyetujui                                                                           |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
|  |  |  |  |
| Mahasiswa<br>Gitanissya<br>Azzahra                                                  | Dosen Pembimbing<br>Dr. Dede<br>Suleman, S.E., M.M., CPMA                           | Koordinator Skripsi/TA<br>Yusuf Iskandar, S.Si., M.M.                               | Kaprodi<br>Dr. Dede<br>Suleman, S.E., M.M., CPMA                                     |

## Lampiran 6. Formulir Revisi Skripsi

|                                                                                                                      |                              |                      |
|----------------------------------------------------------------------------------------------------------------------|------------------------------|----------------------|
| <br>Universitas<br>Pembangunan Jaya | FORMULIR REVISI SKRIPSI / TA | SPT-I/04/SOP-06/F-05 |
|                                                                                                                      |                              |                      |

Nama Mahasiswa : Gitanissya Azzahra Siswoyo  
Program Studi/NIM : Manajemen / 2020021098  
Judul Skripsi : Pengaruh Citra Merek, Harga, dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen AMDK Merek Ades di Kota Tangerang Selatan)  
Jadwal Sidang : Pkl. 09.00 – 10.00 Hari/Tanggal: 03 Juli 2024  
Dosen Pembimbing : Dr. Dede Suleman, S.E., M.M., CMA.

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


1) perbaikan Perum dan  
1) pembatasan  
1) Kesimpulan

Tangerang Selatan, 03 Juli 2024

  
Dr. Dede Suleman, S.E., M.M., CMA.

\*Ditandatangani setelah mahasiswa menyelesaikan revisi

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|                                                                                   |                                     |                         |
|-----------------------------------------------------------------------------------|-------------------------------------|-------------------------|
|  | <b>FORMULIR REVISI SKRIPSI / TA</b> | SPT-I/04/SOP-06/F-05    |
|                                                                                   |                                     | <small>1/1/2020</small> |

Nama Mahasiswa : Gitanissya Azzahra Siswoyo  
 Program Studi/NIM : Manajemen / 2020021098  
 Judul Skripsi : Pengaruh Citra Merek, Harga, dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen AMDK Merek Ades di Kota Tangerang Selatan)  
 Jadwal Sidang : Pkl. 09.00 – 10.00 Hari/Tanggal: 03 Juli 2024  
 Dosen Penguji 1 : Guntur Haludin, S.T., M.T., M.Kom., CHRM.

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

1) Untuk pembaruan gambar tabel di bab 1 mohon diperjelas (Bab I, hal 2 & 3)


2) Kromatis dan saran agar diperbaiki sehingga selaras dengan hasil peneliti

Tangerang Selatan, 03 Juli 2024

  
 Guntur Haludin, S.T., M.T., M.Kom., CHRM.

\*Ditandatangani setelah mahasiswa menyelesaikan revisi  
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|                                                                                   |                                     |                      |
|-----------------------------------------------------------------------------------|-------------------------------------|----------------------|
|  | <b>FORMULIR REVISI SKRIPSI / TA</b> | SPT-I/04/SOP-06/F-05 |
|                                                                                   |                                     | No. ....             |

Nama Mahasiswa : Gitanissya Azzahra Siswoyo  
 Program Studi/NIM : Manajemen / 2020021098  
 Judul Skripsi : Pengaruh Citra Merek, Harga, dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen AMDK Merek Ades di Kota Tangerang Selatan)  
 Jadwal Sidang : Pkl. 09.00 – 10.00 Hari/Tanggal: 03 Juli 2024  
 Dosen Penguji 2 : Dr. Edi Purwanto, S.E., M.M., M.Mis., M.M.T., M.H.

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

- kaidah teori kuat argumentatif, bukan hanya sekedar Si A memendam ini, Si B juga dit.
- Pembahasan tawakul komposisi dg. penelitian sebelumnya.

Tangerang Selatan, 03 Juli 2024

  
 Dr. Edi Purwanto, S.E., M.M., M.Mis., M.M.T., M.H.

\*Ditandatangani setelah mahasiswa menyelesaikan revisi

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## Lampiran 7. Instrumen Penelitian

### KARAKTERISTIK RESPONDEN

- Nama / Inisial : \_\_\_\_\_
- Usia : \_\_\_\_\_
- Jenis Kelamin :  Laki-laki  Perempuan
- No. Hp (Boleh dikosongkan) : \_\_\_\_\_
- Tinggal di Tangerang Selatan : Ya  Tidak
- Kecamatan :  Ciputat  Ciputat Timur  
 Serpong  Serpong Utara  
 Pamulang  Pondok Aren  
 Setu
- Status Pekerjaan :  Pelajar/Mahasiswa  Pensiunan  
 Pegawai Negeri  Pegawai Swasta  
 Wirausaha  Freelancer  
 Ibu Rumah Tangga  Lainnya
- .....  
Pendidikan Terakhir :  SMP/MTs  Sarjana  
 SMA/SMK  Pasca Sarjana  
 Diploma  Lainnya
- .....
- Penghasilan/Bulan :  Kurang dari Rp 3.000.000  
 Rp 3.000.000 - Rp 5.000.000  
 Rp 5.000.001 - Rp 7.000.000  
 Rp 7.000.001 - Rp 10.000.000  
 Lebih dari Rp 10.000.000
- Persentase Alokasi Pendapatan Untuk Belanja Bulanan :  Max 10%

Max 20%

Max 30%

> 30%

1. Apakah Anda mengetahui Air Mineral Dalam Kemasan (AMDK) Merek Ades?

Jawab :

2. Apakah Anda pernah membeli produk Air Mineral Dalam Kemasan (AMDK) Merek Ades?

Jawab :

3. Berapa kali Anda membeli produk Air Mineral Dalam Kemasan (AMDK) Merek Ades?

Jawab :

### PETUNJUK PENGISIAN

Saya diminta untuk menjawab semua pernyataan yang diberikan. Setelah membaca setiap kalimat, berilah Saya *checklist* (√) pada pilihan jawaban yang Saya anggap paling sesuai dengan keadaan diri Saya. Tidak ada jawaban benar atau salah. Pastikan semua jawaban telah terisi.

Contoh berikut terdapat empat pilihan jawaban yang dapat Saya pilih :

- **STS** : Sangat Tidak Sesuai
- **TS** : Tidak Sesuai
- **N** : Netral
- **S** : Sesuai
- **SS** : Sangat Sesuai

Contoh

| NO | PERNYATAAN                           | STS | TS | N | S | SS |
|----|--------------------------------------|-----|----|---|---|----|
| 1. | Saya adalah orang yang menyenangkan. |     |    |   | √ |    |

Dengan pengisian seperti contoh tersebut, artinya Saya sesuai bahwa Saya adalah orang yang menyenangkan.

### Keputusan Pembelian

| PERNYATAAN                                                                                                                | STS | TS | N | S | SS |
|---------------------------------------------------------------------------------------------------------------------------|-----|----|---|---|----|
| <b>Tujuan Dalam Membeli Sebuah Produk</b>                                                                                 |     |    |   |   |    |
| 1. Ketika saya membeli air mineral merek Ades, tujuan utama dalam memenuhi kebutuhan hidrasi saya terpenuhi               |     |    |   |   |    |
| 2. Saya cenderung memilih air mineral Ades karena memenuhi tujuan saat membeli sebuah produk                              |     |    |   |   |    |
| <b>Pemrosesan Informasi Untuk Sampai Ke Pemilihan Merek</b>                                                               |     |    |   |   |    |
| 1. Saya melakukan pertimbangan sebelum memutuskan membeli air mineral merek Ades                                          |     |    |   |   |    |
| 2. Saya perlu memahami informasi yang tersedia sebelum memutuskan untuk memilih air mineral merek Ades                    |     |    |   |   |    |
| <b>Kemantapan Pada Sebuah Produk</b>                                                                                      |     |    |   |   |    |
| 3. Saya meyakini untuk memilih air mineral merek Ades karena tersedia di banyak toko                                      |     |    |   |   |    |
| 4. Saya merasa percaya dan mantap dengan konsisten air mineral merek Ades yang dibeli dari berbagai penyalur yang berbeda |     |    |   |   |    |
| <b>Melakukan Pembelian Ulang</b>                                                                                          |     |    |   |   |    |
| 3. Saya akan membeli kembali air mineral merek Ades di masa mendatang                                                     |     |    |   |   |    |
| 4. Saya sering memilih merek Ades untuk dibeli dalam berbagai situasi                                                     |     |    |   |   |    |

### Citra Merek

| PERNYATAAN                                                                                                 | STS | TS | N | S | SS |
|------------------------------------------------------------------------------------------------------------|-----|----|---|---|----|
| <b>Mengenal Merek Tersebut</b>                                                                             |     |    |   |   |    |
| Saya merasa mengenal merek air mineral Ades dalam identitas merek dan karakteristik                        |     |    |   |   |    |
| Saya percaya bahwa merek Ades memiliki identitas yang jelas dan mudah dikenali                             |     |    |   |   |    |
| <b>Merek Yang Terpercaya</b>                                                                               |     |    |   |   |    |
| Saya merasa bahwa merek air mineral Ades memiliki personalitas yang konsisten dan mencerminkan kepercayaan |     |    |   |   |    |

|                                                                                                                           |  |  |  |  |  |
|---------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| Ades merupakan merek yang dapat diandalkan dan memiliki reputasi sebagai merek terpercaya                                 |  |  |  |  |  |
| <b>Merek Yang Berkualitas</b>                                                                                             |  |  |  |  |  |
| Saya meyakini bahwa air mineral merek Ades berkualitas dan memiliki sikap positif terhadap konsumen                       |  |  |  |  |  |
| Saya memilih merek Ades sebagai pilihan karena menawarkan produk dengan standar kualitas tinggi                           |  |  |  |  |  |
| <b>Kesan Yang Baik</b>                                                                                                    |  |  |  |  |  |
| Saya memiliki kesan yang baik terhadap merek Ades karena memiliki nilai positif                                           |  |  |  |  |  |
| Ades memiliki kesan yang baik serta mempengaruhi keputusan dalam memilih merek tersebut dibandingkan merek lain           |  |  |  |  |  |
| <b>Harga Yang Sesuai</b>                                                                                                  |  |  |  |  |  |
| Saya percaya bahwa air mineral merek Ades sebanding dengan manfaat dan keunggulan yang ditawarkan dibandingkan merek lain |  |  |  |  |  |
| Saya setuju bahwa hubungan antara harga air mineral Ades dengan manfaatnya sudah sangat sesuai                            |  |  |  |  |  |

### Harga

| PERNYATAAN                                                                                         | STS | TS | N | S | SS |
|----------------------------------------------------------------------------------------------------|-----|----|---|---|----|
| <b>Harga Sesuai Kualitas Produk</b>                                                                |     |    |   |   |    |
| Saya percaya bahwa harga yang saya bayarkan untuk air mineral Ades sebanding dengan kualitasnya    |     |    |   |   |    |
| Harga air mineral merek Ades sudah mencerminkan kualitas produk dibandingkan merek mineral lainnya |     |    |   |   |    |

| <b>Perbandingan Harga</b>                                                                                              |  |  |  |  |  |
|------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| Saya memilih air mineral merek Ades dibanding merek lain karena harganya lebih kompetitif                              |  |  |  |  |  |
| Saya merasa puas dengan harga air mineral merek Ades jika dibandingkan dengan merek lain2                              |  |  |  |  |  |
| <b>Harga Terjangkau Oleh Konsumen</b>                                                                                  |  |  |  |  |  |
| Saya membeli air mineral merek Ades karena harganya terjangkau dibandingkan merek lain                                 |  |  |  |  |  |
| Ades merupakan air mineral dengan harga yang terjangkau bagi saya                                                      |  |  |  |  |  |
| <b>Harga Sesuai Dengan Harapan Konsumen</b>                                                                            |  |  |  |  |  |
| Saya merasa bahwa harga yang saya bayarkan untuk air mineral Ades sesuai dengan manfaat dan nilai dari produk tersebut |  |  |  |  |  |
| Saya merasa bahwa harga air mineral Ades sebanding dengan manfaat yang didapat dari mengonsumsinya                     |  |  |  |  |  |

### **Kualitas Produk**

| <b>PERNYATAAN</b>                                                                                                                 | <b>STS</b> | <b>TS</b> | <b>N</b> | <b>S</b> | <b>SS</b> |
|-----------------------------------------------------------------------------------------------------------------------------------|------------|-----------|----------|----------|-----------|
| <b>Rasa</b>                                                                                                                       |            |           |          |          |           |
| Saya merasa air mineral merek Ades memiliki rasa yang sesuai dengan standar yang saya harapkan                                    |            |           |          |          |           |
| Air mineral merek Ades mampu menjaga konsistensi rasa dari waktu ke waktu                                                         |            |           |          |          |           |
| <b>Fitur / Keistimewaan Tambahan</b>                                                                                              |            |           |          |          |           |
| Saya merasa puas dengan ciri atau fitur yang ditawarkan oleh air mineral merek Ades seperti kejernihan, kesegaran, dan kebersihan |            |           |          |          |           |

|                                                                                                         |  |  |  |  |  |
|---------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| Fitur dan ciri yang ditawarkan oleh air mineral merek Ades membedakan dari produk sejenis di pasaran    |  |  |  |  |  |
| <b>Daya Tahan Kemasan</b>                                                                               |  |  |  |  |  |
| Saya merasa bahwa kemasan air mineral merek Ades dapat menjaga kesegaran produk selama masa penyimpanan |  |  |  |  |  |
| Kemasan air mineral merek Ades mampu mempertahankan kualitas selama penggunaan sehari-hari.             |  |  |  |  |  |

**Lampiran 8. Tabulasi Data Variabel Citra Merek**

| CM1 | CM2 | CM3 | CM4 | CM5 | CM6 | CM7 | CM8 | CM9 | CM10 | Total |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-------|
| 4   | 5   | 4   | 5   | 5   | 4   | 5   | 4   | 4   | 5    | 45    |
| 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4    | 40    |
| 4   | 3   | 4   | 5   | 3   | 4   | 3   | 3   | 4   | 3    | 36    |
| 4   | 5   | 4   | 4   | 4   | 3   | 4   | 4   | 4   | 4    | 40    |
| 5   | 5   | 4   | 4   | 5   | 4   | 5   | 4   | 4   | 5    | 45    |
| 3   | 5   | 3   | 4   | 4   | 4   | 4   | 4   | 4   | 5    | 40    |
| 2   | 5   | 4   | 5   | 2   | 3   | 4   | 4   | 3   | 2    | 34    |
| 3   | 5   | 3   | 4   | 5   | 5   | 4   | 5   | 5   | 4    | 43    |
| 4   | 5   | 4   | 5   | 5   | 5   | 5   | 4   | 5   | 5    | 47    |
| 3   | 4   | 4   | 4   | 4   | 3   | 4   | 3   | 4   | 4    | 37    |
| 2   | 3   | 3   | 4   | 3   | 4   | 4   | 3   | 4   | 4    | 34    |
| 3   | 4   | 4   | 3   | 3   | 3   | 4   | 4   | 3   | 4    | 35    |
| 4   | 4   | 4   | 4   | 4   | 3   | 3   | 3   | 3   | 4    | 36    |
| 1   | 4   | 3   | 3   | 5   | 3   | 4   | 3   | 5   | 4    | 35    |
| 4   | 4   | 5   | 4   | 4   | 5   | 4   | 3   | 4   | 4    | 41    |
| 2   | 3   | 3   | 4   | 3   | 3   | 3   | 3   | 3   | 4    | 31    |
| 4   | 4   | 5   | 4   | 4   | 3   | 5   | 5   | 4   | 4    | 42    |
| 3   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4    | 39    |
| 4   | 5   | 4   | 5   | 4   | 4   | 4   | 4   | 4   | 4    | 42    |
| 5   | 5   | 4   | 4   | 4   | 2   | 3   | 2   | 2   | 4    | 35    |
| 3   | 4   | 4   | 3   | 4   | 3   | 3   | 3   | 4   | 4    | 35    |
| 5   | 4   | 4   | 4   | 4   | 3   | 4   | 3   | 5   | 4    | 40    |
| 5   | 4   | 3   | 3   | 4   | 3   | 3   | 3   | 3   | 4    | 35    |
| 5   | 3   | 4   | 5   | 4   | 4   | 5   | 5   | 4   | 5    | 44    |
| 4   | 5   | 3   | 3   | 2   | 2   | 3   | 2   | 2   | 4    | 30    |
| 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4    | 40    |
| 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4    | 40    |
| 2   | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 3   | 4    | 29    |
| 3   | 5   | 4   | 4   | 4   | 5   | 4   | 5   | 5   | 5    | 44    |
| 4   | 5   | 4   | 4   | 4   | 4   | 4   | 4   | 5   | 4    | 42    |
| 2   | 3   | 3   | 3   | 4   | 4   | 4   | 3   | 3   | 4    | 33    |
| 2   | 4   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3    | 30    |
| 3   | 4   | 4   | 4   | 4   | 4   | 4   | 3   | 3   | 4    | 37    |
| 5   | 5   | 5   | 5   | 5   | 5   | 4   | 5   | 4   | 4    | 47    |
| 3   | 4   | 3   | 4   | 4   | 4   | 4   | 3   | 4   | 4    | 37    |
| 4   | 5   | 4   | 5   | 4   | 5   | 5   | 4   | 5   | 4    | 45    |
| 3   | 4   | 3   | 3   | 3   | 3   | 4   | 3   | 3   | 4    | 33    |
| 3   | 4   | 4   | 4   | 4   | 3   | 4   | 3   | 3   | 3    | 35    |
| 4   | 3   | 3   | 3   | 3   | 3   | 4   | 3   | 3   | 3    | 32    |



|   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|----|
| 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 32 |
| 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 39 |
| 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 43 |
| 4 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 45 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| 2 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 39 |
| 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 45 |
| 4 | 2 | 3 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 36 |
| 2 | 3 | 2 | 4 | 3 | 4 | 3 | 4 | 2 | 4 | 31 |
| 4 | 4 | 3 | 3 | 4 | 2 | 3 | 4 | 3 | 4 | 34 |
| 5 | 3 | 5 | 5 | 3 | 4 | 4 | 3 | 5 | 5 | 42 |
| 2 | 4 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 30 |
| 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 37 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 46 |
| 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 44 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 45 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 44 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 46 |
| 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 34 |
| 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 43 |
| 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 40 |
| 3 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 44 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 41 |
| 3 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 46 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 43 |
| 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 43 |
| 5 | 5 | 3 | 4 | 4 | 3 | 4 | 2 | 2 | 3 | 35 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 44 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 38 |

|   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|----|
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 42 |
| 2 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 33 |
| 5 | 5 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 35 |
| 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 37 |
| 3 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 4 | 33 |
| 4 | 4 | 4 | 4 | 4 | 3 | 2 | 2 | 3 | 4 | 34 |
| 5 | 5 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 5 | 38 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 3 | 4 | 35 |
| 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 4 | 4 | 2 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 40 |
| 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 35 |
| 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 5 | 37 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 5 | 4 | 35 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 4 | 3 | 4 | 3 | 2 | 4 | 4 | 5 | 4 | 37 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 5 | 4 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 33 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 37 |
| 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 35 |
| 3 | 5 | 3 | 4 | 5 | 3 | 4 | 3 | 3 | 4 | 37 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 36 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 46 |
| 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 44 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 44 |
| 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 45 |
| 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 44 |
| 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 46 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 44 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 46 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 46 |
| 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 45 |
| 3 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 39 |
| 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 47 |
| 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 46 |

|   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|----|
| 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 45 |
| 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 45 |
| 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 44 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 45 |
| 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 46 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 45 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 46 |
| 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 43 |
| 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 44 |

### Lampiran 9. Tabulasi Data Variabel Harga

| H1 | H2 | H3 | H4 | H5 | H6 | H7 | H8 | Total |
|----|----|----|----|----|----|----|----|-------|
| 5  | 5  | 4  | 5  | 4  | 4  | 5  | 5  | 37    |
| 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 32    |
| 3  | 4  | 4  | 5  | 4  | 3  | 3  | 4  | 30    |
| 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 31    |
| 5  | 4  | 5  | 5  | 4  | 5  | 5  | 4  | 37    |
| 3  | 4  | 5  | 4  | 4  | 5  | 5  | 4  | 34    |
| 4  | 3  | 5  | 5  | 4  | 5  | 2  | 3  | 31    |
| 5  | 4  | 5  | 3  | 5  | 5  | 5  | 5  | 37    |
| 5  | 5  | 5  | 5  | 4  | 4  | 5  | 5  | 38    |
| 4  | 4  | 3  | 4  | 4  | 5  | 4  | 4  | 32    |
| 5  | 3  | 4  | 4  | 5  | 3  | 3  | 4  | 31    |
| 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 31    |
| 5  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 29    |
| 4  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 26    |
| 4  | 5  | 5  | 4  | 5  | 5  | 5  | 4  | 37    |
| 4  | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 29    |
| 4  | 4  | 3  | 5  | 4  | 4  | 3  | 5  | 32    |
| 4  | 4  | 3  | 3  | 3  | 4  | 3  | 4  | 28    |
| 5  | 4  | 3  | 4  | 3  | 5  | 4  | 4  | 32    |
| 4  | 2  | 3  | 3  | 2  | 4  | 3  | 3  | 24    |
| 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 31    |
| 4  | 3  | 3  | 4  | 3  | 5  | 4  | 4  | 30    |
| 4  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 29    |
| 5  | 3  | 5  | 4  | 4  | 5  | 5  | 4  | 35    |
| 3  | 3  | 3  | 5  | 5  | 5  | 3  | 4  | 31    |
| 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 27    |
| 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 25    |
| 4  | 4  | 3  | 3  | 2  | 3  | 3  | 3  | 25    |
| 5  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 32    |
| 4  | 4  | 4  | 5  | 3  | 3  | 3  | 4  | 30    |
| 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 24    |
| 4  | 2  | 5  | 3  | 4  | 5  | 4  | 2  | 29    |
| 4  | 4  | 3  | 5  | 5  | 5  | 4  | 3  | 33    |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40    |
| 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 31    |
| 4  | 4  | 4  | 5  | 4  | 5  | 4  | 3  | 33    |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40    |
| 4  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 27    |

|   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|----|
| 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 28 |
| 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 20 |
| 4 | 4 | 3 | 3 | 5 | 5 | 4 | 4 | 32 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 39 |
| 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 35 |
| 4 | 3 | 2 | 4 | 2 | 5 | 3 | 4 | 27 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 37 |
| 4 | 4 | 3 | 2 | 5 | 4 | 3 | 3 | 28 |
| 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 30 |
| 4 | 3 | 2 | 2 | 3 | 4 | 4 | 4 | 26 |
| 3 | 3 | 4 | 3 | 5 | 5 | 4 | 4 | 31 |
| 4 | 4 | 2 | 3 | 3 | 4 | 4 | 4 | 28 |
| 4 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 35 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 34 |
| 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 38 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 3 | 4 | 3 | 5 | 5 | 5 | 5 | 35 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 2 | 4 | 3 | 2 | 4 | 4 | 4 | 27 |
| 5 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 34 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 35 |
| 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 32 |
| 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 35 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 35 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 5 | 4 | 4 | 4 | 3 | 5 | 3 | 5 | 33 |
| 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 27 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 34 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 34 |
| 3 | 2 | 2 | 2 | 2 | 5 | 3 | 3 | 22 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 25 |
| 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 36 |

|   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|----|
| 4 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 34 |
| 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 26 |
| 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 25 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 30 |
| 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 26 |
| 5 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 34 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 36 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 27 |
| 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 28 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 26 |
| 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 26 |
| 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 28 |
| 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 35 |
| 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 37 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 36 |
| 5 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 37 |
| 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 37 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 35 |
| 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 34 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 35 |
| 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 37 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 35 |

|   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|----|
| 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 37 |
| 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 36 |
| 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 36 |
| 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 36 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 36 |
| 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 36 |
| 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 36 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 35 |
| 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 34 |
| 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 36 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 37 |
| 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 38 |
| 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 36 |

**Lampiran 10. Tabulasi Data Variabel Kualitas Produk**

| PQ1 | PQ2 | PQ3 | PQ4 | PQ5 | PQ6 | Total |
|-----|-----|-----|-----|-----|-----|-------|
| 4   | 5   | 4   | 4   | 5   | 4   | 26    |
| 4   | 4   | 4   | 4   | 4   | 4   | 24    |
| 4   | 3   | 5   | 4   | 3   | 4   | 23    |
| 4   | 4   | 4   | 4   | 4   | 4   | 24    |
| 5   | 4   | 4   | 4   | 5   | 4   | 26    |
| 3   | 5   | 5   | 5   | 4   | 4   | 26    |
| 3   | 5   | 4   | 3   | 4   | 5   | 24    |
| 5   | 5   | 4   | 5   | 4   | 5   | 28    |
| 5   | 5   | 5   | 5   | 5   | 5   | 30    |
| 4   | 4   | 4   | 4   | 4   | 4   | 24    |
| 3   | 4   | 4   | 3   | 5   | 3   | 22    |
| 3   | 4   | 4   | 3   | 4   | 4   | 22    |
| 3   | 4   | 4   | 4   | 4   | 4   | 23    |
| 3   | 4   | 2   | 3   | 3   | 3   | 18    |
| 4   | 5   | 5   | 4   | 4   | 4   | 26    |
| 3   | 4   | 3   | 4   | 4   | 4   | 22    |
| 3   | 4   | 5   | 4   | 3   | 5   | 24    |
| 4   | 4   | 4   | 4   | 4   | 4   | 24    |
| 4   | 4   | 5   | 4   | 5   | 4   | 26    |
| 3   | 3   | 3   | 3   | 4   | 4   | 20    |
| 3   | 4   | 3   | 4   | 4   | 4   | 22    |
| 4   | 5   | 4   | 5   | 4   | 3   | 25    |
| 3   | 4   | 3   | 4   | 4   | 3   | 21    |
| 5   | 4   | 5   | 5   | 4   | 5   | 28    |
| 3   | 2   | 2   | 4   | 2   | 2   | 15    |
| 3   | 4   | 3   | 3   | 4   | 4   | 21    |
| 4   | 4   | 4   | 4   | 3   | 4   | 23    |
| 3   | 4   | 3   | 4   | 4   | 2   | 20    |
| 4   | 4   | 4   | 4   | 4   | 4   | 24    |
| 4   | 4   | 5   | 5   | 5   | 5   | 28    |
| 3   | 3   | 3   | 3   | 3   | 3   | 18    |
| 2   | 3   | 2   | 3   | 3   | 3   | 16    |
| 3   | 4   | 5   | 3   | 3   | 4   | 22    |
| 4   | 5   | 5   | 5   | 5   | 5   | 29    |
| 4   | 4   | 4   | 4   | 4   | 4   | 24    |
| 5   | 4   | 4   | 5   | 4   | 5   | 27    |
| 3   | 3   | 4   | 4   | 3   | 4   | 21    |
| 4   | 4   | 4   | 3   | 4   | 4   | 23    |



|   |   |   |   |   |   |    |
|---|---|---|---|---|---|----|
| 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 3 | 1 | 2 | 3 | 2 | 3 | 14 |
| 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| 5 | 5 | 5 | 4 | 3 | 2 | 24 |
| 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| 2 | 4 | 3 | 4 | 3 | 2 | 18 |
| 5 | 4 | 4 | 3 | 3 | 3 | 22 |
| 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 4 | 4 | 3 | 2 | 3 | 4 | 20 |
| 2 | 5 | 2 | 5 | 3 | 4 | 21 |
| 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 4 | 4 | 5 | 5 | 3 | 4 | 25 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 3 | 4 | 4 | 3 | 3 | 21 |
| 5 | 4 | 5 | 5 | 4 | 4 | 27 |
| 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 4 | 3 | 5 | 3 | 4 | 5 | 24 |
| 4 | 3 | 5 | 5 | 5 | 3 | 25 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 3 | 4 | 5 | 5 | 25 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 3 | 3 | 3 | 2 | 3 | 17 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 2 | 2 | 3 | 2 | 4 | 2 | 15 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 3 | 28 |
| 5 | 5 | 5 | 5 | 5 | 4 | 29 |

|   |   |   |   |   |   |    |
|---|---|---|---|---|---|----|
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 2 | 4 | 4 | 3 | 4 | 4 | 21 |
| 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 3 | 4 | 4 | 3 | 3 | 4 | 21 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 2 | 4 | 2 | 4 | 4 | 4 | 20 |
| 5 | 5 | 5 | 2 | 5 | 4 | 26 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 3 | 4 | 4 | 4 | 3 | 21 |
| 3 | 4 | 3 | 3 | 4 | 3 | 20 |
| 4 | 5 | 4 | 1 | 3 | 4 | 21 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 3 | 4 | 4 | 4 | 3 | 21 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 4 | 3 | 4 | 3 | 3 | 3 | 20 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 4 | 5 | 5 | 4 | 5 | 4 | 27 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |

|   |   |   |   |   |   |    |
|---|---|---|---|---|---|----|
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 5 | 4 | 4 | 5 | 4 | 5 | 27 |
| 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 5 | 5 | 4 | 5 | 4 | 5 | 28 |
| 4 | 5 | 5 | 4 | 5 | 4 | 27 |
| 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 4 | 5 | 5 | 4 | 4 | 5 | 27 |
| 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 4 | 5 | 5 | 5 | 4 | 4 | 27 |

**Lampiran 11. Tabulasi Data Variabel Keputusan Pembelian**

| KP1 | KP2 | KP3 | KP4 | KP5 | KP6 | KP7 | KP8 | Total |
|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| 5   | 4   | 4   | 4   | 5   | 4   | 5   | 4   | 35    |
| 5   | 4   | 4   | 2   | 4   | 4   | 4   | 4   | 31    |
| 3   | 3   | 3   | 4   | 3   | 3   | 3   | 2   | 24    |
| 4   | 3   | 4   | 4   | 4   | 4   | 3   | 4   | 30    |
| 4   | 5   | 4   | 4   | 4   | 5   | 4   | 4   | 34    |
| 4   | 5   | 4   | 4   | 3   | 4   | 4   | 5   | 33    |
| 4   | 3   | 5   | 5   | 4   | 3   | 2   | 5   | 31    |
| 3   | 4   | 4   | 3   | 3   | 4   | 5   | 3   | 29    |
| 4   | 5   | 4   | 5   | 4   | 5   | 4   | 5   | 36    |
| 4   | 2   | 4   | 4   | 4   | 4   | 3   | 2   | 27    |
| 4   | 3   | 2   | 3   | 4   | 4   | 3   | 3   | 26    |
| 4   | 3   | 3   | 2   | 3   | 3   | 3   | 2   | 23    |
| 5   | 4   | 3   | 3   | 3   | 4   | 4   | 3   | 29    |
| 2   | 2   | 2   | 1   | 3   | 3   | 4   | 3   | 20    |
| 5   | 4   | 3   | 4   | 4   | 4   | 4   | 2   | 30    |
| 4   | 4   | 4   | 4   | 3   | 3   | 3   | 3   | 28    |
| 3   | 4   | 4   | 4   | 4   | 5   | 4   | 4   | 32    |
| 5   | 2   | 3   | 4   | 4   | 4   | 4   | 3   | 29    |
| 4   | 4   | 3   | 2   | 3   | 4   | 4   | 3   | 27    |
| 5   | 5   | 4   | 4   | 4   | 5   | 4   | 3   | 34    |
| 4   | 2   | 4   | 3   | 2   | 3   | 4   | 3   | 25    |
| 4   | 3   | 3   | 2   | 2   | 4   | 3   | 3   | 24    |
| 4   | 3   | 3   | 3   | 4   | 3   | 4   | 4   | 28    |
| 5   | 5   | 3   | 5   | 4   | 5   | 4   | 5   | 36    |
| 5   | 2   | 4   | 2   | 2   | 1   | 2   | 2   | 20    |
| 5   | 3   | 3   | 3   | 3   | 4   | 4   | 4   | 29    |
| 4   | 4   | 2   | 3   | 3   | 3   | 4   | 4   | 27    |
| 5   | 3   | 3   | 3   | 4   | 3   | 3   | 2   | 26    |
| 4   | 2   | 2   | 2   | 4   | 4   | 4   | 4   | 26    |
| 4   | 4   | 4   | 2   | 4   | 5   | 4   | 4   | 31    |
| 5   | 5   | 3   | 3   | 3   | 3   | 3   | 3   | 28    |
| 3   | 2   | 4   | 4   | 3   | 2   | 3   | 1   | 22    |
| 4   | 3   | 3   | 4   | 3   | 4   | 5   | 3   | 29    |
| 4   | 4   | 5   | 5   | 5   | 4   | 5   | 5   | 37    |
| 4   | 3   | 4   | 3   | 4   | 3   | 4   | 4   | 29    |
| 5   | 4   | 4   | 2   | 4   | 5   | 4   | 5   | 33    |
| 5   | 5   | 3   | 1   | 1   | 1   | 3   | 3   | 22    |
| 4   | 3   | 3   | 3   | 3   | 4   | 4   | 3   | 27    |

|   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|----|
| 4 | 3 | 4 | 2 | 3 | 3 | 2 | 2 | 23 |
| 5 | 4 | 4 | 3 | 5 | 3 | 3 | 1 | 28 |
| 4 | 3 | 4 | 3 | 4 | 3 | 3 | 2 | 26 |
| 5 | 4 | 2 | 1 | 5 | 5 | 5 | 5 | 32 |
| 5 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 35 |
| 1 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 32 |
| 4 | 4 | 3 | 3 | 5 | 4 | 4 | 3 | 30 |
| 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 37 |
| 4 | 4 | 3 | 4 | 3 | 4 | 2 | 3 | 27 |
| 4 | 4 | 1 | 1 | 2 | 2 | 1 | 2 | 17 |
| 3 | 2 | 4 | 4 | 3 | 3 | 2 | 2 | 23 |
| 4 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 31 |
| 5 | 3 | 2 | 1 | 3 | 3 | 3 | 3 | 23 |
| 4 | 3 | 4 | 4 | 5 | 4 | 5 | 2 | 31 |
| 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 35 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 36 |
| 4 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 29 |
| 4 | 3 | 4 | 5 | 5 | 3 | 5 | 3 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 2 | 3 | 2 | 4 | 3 | 4 | 2 | 24 |
| 4 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 34 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 33 |
| 5 | 4 | 3 | 4 | 2 | 3 | 3 | 4 | 28 |
| 5 | 2 | 2 | 4 | 4 | 2 | 4 | 3 | 26 |
| 4 | 4 | 2 | 3 | 4 | 4 | 5 | 4 | 30 |
| 5 | 4 | 4 | 3 | 2 | 3 | 4 | 3 | 28 |
| 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 36 |
| 4 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 31 |
| 5 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 37 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 30 |
| 5 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 31 |
| 5 | 5 | 5 | 5 | 4 | 5 | 3 | 3 | 35 |
| 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 27 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 37 |
| 4 | 3 | 4 | 4 | 3 | 4 | 3 | 2 | 27 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 35 |
| 4 | 3 | 4 | 5 | 2 | 5 | 5 | 4 | 32 |
| 5 | 3 | 4 | 2 | 4 | 4 | 3 | 3 | 28 |

|   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|----|
| 5 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 28 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 2 | 2 | 2 | 2 | 4 | 2 | 4 | 22 |
| 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 36 |
| 5 | 3 | 2 | 2 | 4 | 4 | 3 | 2 | 25 |
| 5 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 28 |
| 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 5 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 29 |
| 4 | 2 | 4 | 2 | 3 | 3 | 2 | 2 | 22 |
| 5 | 3 | 4 | 2 | 4 | 4 | 5 | 2 | 29 |
| 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 29 |
| 4 | 4 | 2 | 4 | 2 | 4 | 4 | 2 | 26 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 5 | 4 | 4 | 5 | 3 | 2 | 4 | 2 | 29 |
| 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 29 |
| 4 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 30 |
| 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 17 |
| 4 | 3 | 5 | 4 | 3 | 4 | 3 | 3 | 29 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 5 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 28 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 5 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 28 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 27 |
| 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 26 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 25 |
| 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 36 |
| 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 36 |
| 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 37 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 37 |
| 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 35 |
| 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 36 |
| 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 37 |
| 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 36 |
| 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 35 |
| 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 36 |
| 5 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 30 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |

|   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|----|
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 37 |
| 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 35 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 36 |
| 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 36 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 36 |
| 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 36 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 36 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 36 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 37 |

## Lampiran 12. Hasil Uji Statistik Deskriptif

### Citra Merek

| Descriptive Statistics |     |         |         |      |                |
|------------------------|-----|---------|---------|------|----------------|
|                        | N   | Minimum | Maximum | Mean | Std. Deviation |
| CM1                    | 133 | 1       | 5       | 3.89 | .918           |
| CM2                    | 133 | 2       | 5       | 4.20 | .668           |
| CM3                    | 133 | 2       | 5       | 3.91 | .668           |
| CM4                    | 133 | 2       | 5       | 4.08 | .703           |
| CM5                    | 133 | 2       | 5       | 3.96 | .656           |
| CM6                    | 133 | 2       | 5       | 3.86 | .836           |
| CM7                    | 133 | 2       | 5       | 4.03 | .662           |
| CM8                    | 133 | 2       | 5       | 3.82 | .806           |
| CM9                    | 133 | 2       | 5       | 3.89 | .775           |
| CM10                   | 133 | 2       | 5       | 4.08 | .623           |
| Valid N (listwise)     | 133 |         |         |      |                |

### Harga

| Descriptive Statistics |     |         |         |      |                |
|------------------------|-----|---------|---------|------|----------------|
|                        | N   | Minimum | Maximum | Mean | Std. Deviation |
| H1                     | 133 | 2       | 5       | 4.20 | .679           |
| H2                     | 133 | 2       | 5       | 3.77 | .775           |
| H3                     | 133 | 2       | 5       | 3.87 | .830           |
| H4                     | 133 | 2       | 5       | 3.96 | .811           |
| H5                     | 133 | 2       | 5       | 3.91 | .802           |
| H6                     | 133 | 3       | 5       | 4.26 | .714           |
| H7                     | 133 | 2       | 5       | 4.02 | .674           |
| H8                     | 133 | 2       | 5       | 3.99 | .680           |
| Valid N (listwise)     | 133 |         |         |      |                |

### Kualitas Produk

| Descriptive Statistics |     |         |         |      |                |
|------------------------|-----|---------|---------|------|----------------|
|                        | N   | Minimum | Maximum | Mean | Std. Deviation |
| PQ1                    | 133 | 2       | 5       | 3.89 | .794           |
| PQ2                    | 133 | 1       | 5       | 4.08 | .755           |
| PQ3                    | 133 | 2       | 5       | 4.03 | .788           |



|                    |     |   |   |      |      |
|--------------------|-----|---|---|------|------|
| PQ4                | 133 | 1 | 5 | 3.98 | .773 |
| PQ5                | 133 | 2 | 5 | 4.00 | .718 |
| PQ6                | 133 | 2 | 5 | 3.98 | .753 |
| Valid N (listwise) | 133 |   |   |      |      |

### Keputusan Pembelian

#### Descriptive Statistics

|                    | N   | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|-----|---------|---------|------|----------------|
| KP1                | 133 | 1       | 5       | 4.26 | .682           |
| KP2                | 133 | 2       | 5       | 3.76 | .914           |
| KP3                | 133 | 1       | 5       | 3.71 | .903           |
| KP4                | 133 | 1       | 5       | 3.62 | 1.035          |
| KP5                | 133 | 1       | 5       | 3.72 | .873           |
| KP6                | 133 | 1       | 5       | 3.88 | .905           |
| KP7                | 133 | 1       | 5       | 3.80 | .839           |
| KP8                | 133 | 1       | 5       | 3.56 | .995           |
| Valid N (listwise) | 133 |         |         |      |                |

### Lampiran 13. Hasil Uji Validitas

#### Citra Merek

#### Correlations

|     |                     | CM1   | CM2   | CM3   | CM4   | CM5   | CM6   | CM7   | CM8   | CM9   | CM10   | Citra Merek |
|-----|---------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|-------------|
| CM1 | Pearson Correlation | 1     | .345* | .428* | .377* | .307* | .354* | .330* | .249* | .269* | .240** | .603**      |
|     | Sig. (2-tailed)     |       | .000  | .000  | .000  | .000  | .000  | .000  | .004  | .002  | .005   | .000        |
|     | N                   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133    | 133         |
| CM2 | Pearson Correlation | .345* | 1     | .277* | .307* | .259* | .213* | .278* | .263* | .189* | .256** | .494**      |
|     | Sig. (2-tailed)     | .000  |       | .001  | .000  | .003  | .014  | .001  | .002  | .029  | .003   | .000        |
|     | N                   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133    | 133         |
| CM3 | Pearson Correlation | .428* | .277* | 1     | .466* | .303* | .465* | .451* | .406* | .390* | .289** | .663**      |
|     | Sig. (2-tailed)     | .000  | .001  |       | .000  | .000  | .000  | .000  | .000  | .000  | .001   | .000        |
|     | N                   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133    | 133         |
| CM4 | Pearson Correlation | .377* | .307* | .466* | 1     | .318* | .585* | .467* | .439* | .447* | .350** | .708**      |
|     | Sig. (2-tailed)     | .000  | .000  | .000  |       | .000  | .000  | .000  | .000  | .000  | .000   | .000        |
|     | N                   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133    | 133         |
| CM5 | Pearson Correlation | .307* | .259* | .303* | .318* | 1     | .460* | .456* | .417* | .394* | .433** | .636**      |
|     | Sig. (2-tailed)     | .000  | .003  | .000  | .000  |       | .000  | .000  | .000  | .000  | .000   | .000        |
|     | N                   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133    | 133         |

|             |                     |       |       |       |       |       |       |       |       |       |        |        |
|-------------|---------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| CM6         | Pearson Correlation | .354* | .213* | .465* | .585* | .460* | 1     | .555* | .602* | .606* | .457** | .798** |
|             | Sig. (2-tailed)     | .000  | .014  | .000  | .000  | .000  |       | .000  | .000  | .000  | .000   | .000   |
|             | N                   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133    | 133    |
| CM7         | Pearson Correlation | .330* | .278* | .451* | .467* | .456* | .555* | 1     | .550* | .568* | .380** | .743** |
|             | Sig. (2-tailed)     | .000  | .001  | .000  | .000  | .000  | .000  |       | .000  | .000  | .000   | .000   |
|             | N                   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133    | 133    |
| CM8         | Pearson Correlation | .249* | .263* | .406* | .439* | .417* | .602* | .550* | 1     | .562* | .389** | .732** |
|             | Sig. (2-tailed)     | .004  | .002  | .000  | .000  | .000  | .000  | .000  |       | .000  | .000   | .000   |
|             | N                   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133    | 133    |
| CM9         | Pearson Correlation | .269* | .189* | .390* | .447* | .394* | .606* | .568* | .562* | 1     | .394** | .723** |
|             | Sig. (2-tailed)     | .002  | .029  | .000  | .000  | .000  | .000  | .000  | .000  |       | .000   | .000   |
|             | N                   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133    | 133    |
| CM10        | Pearson Correlation | .240* | .256* | .289* | .350* | .433* | .457* | .380* | .389* | .394* | 1      | .607** |
|             | Sig. (2-tailed)     | .005  | .003  | .001  | .000  | .000  | .000  | .000  | .000  | .000  |        | .000   |
|             | N                   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133    | 133    |
| Citra Merek | Pearson Correlation | .603* | .494* | .663* | .708* | .636* | .798* | .743* | .732* | .723* | .607** | 1      |
|             | Sig. (2-tailed)     | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000   |        |
|             | N                   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133   | 133    | 133    |

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

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



|   |     |     |     |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|

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

## Kualitas Produk

|                 |                     | Correlations |        |        |        |        |        | Kualitas Produk |
|-----------------|---------------------|--------------|--------|--------|--------|--------|--------|-----------------|
|                 |                     | PQ1          | PQ2    | PQ3    | PQ4    | PQ5    | PQ6    |                 |
| PQ1             | Pearson Correlation | 1            | .456** | .635** | .501** | .465** | .477** | .788**          |
|                 | Sig. (2-tailed)     |              | .000   | .000   | .000   | .000   | .000   | .000            |
|                 | N                   | 133          | 133    | 133    | 133    | 133    | 133    | 133             |
| PQ2             | Pearson Correlation | .456**       | 1      | .480** | .431** | .531** | .496** | .749**          |
|                 | Sig. (2-tailed)     | .000         |        | .000   | .000   | .000   | .000   | .000            |
|                 | N                   | 133          | 133    | 133    | 133    | 133    | 133    | 133             |
| PQ3             | Pearson Correlation | .635**       | .480** | 1      | .436** | .496** | .512** | .793**          |
|                 | Sig. (2-tailed)     | .000         | .000   |        | .000   | .000   | .000   | .000            |
|                 | N                   | 133          | 133    | 133    | 133    | 133    | 133    | 133             |
| PQ4             | Pearson Correlation | .501**       | .431** | .436** | 1      | .396** | .415** | .707**          |
|                 | Sig. (2-tailed)     | .000         | .000   | .000   |        | .000   | .000   | .000            |
|                 | N                   | 133          | 133    | 133    | 133    | 133    | 133    | 133             |
| PQ5             | Pearson Correlation | .465**       | .531** | .496** | .396** | 1      | .462** | .734**          |
|                 | Sig. (2-tailed)     | .000         | .000   | .000   | .000   |        | .000   | .000            |
|                 | N                   | 133          | 133    | 133    | 133    | 133    | 133    | 133             |
| PQ6             | Pearson Correlation | .477**       | .496** | .512** | .415** | .462** | 1      | .743**          |
|                 | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   |        | .000            |
|                 | N                   | 133          | 133    | 133    | 133    | 133    | 133    | 133             |
| Kualitas Produk | Pearson Correlation | .788**       | .749** | .793** | .707** | .734** | .743** | 1               |
|                 | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   |                 |
|                 | N                   | 133          | 133    | 133    | 133    | 133    | 133    | 133             |

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

## Keputusan Pembelian

### Correlations

|     |                     | KP1    | KP2    | KP3    | KP4    | KP5    | KP6    | KP7    | KP8    | Keputusan Pembelian |
|-----|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|---------------------|
| KP1 | Pearson Correlation | 1      | .233** | .110   | .043   | .044   | .087   | .075   | .110   | .277**              |
|     | Sig. (2-tailed)     |        | .007   | .206   | .620   | .615   | .319   | .392   | .208   | .001                |
|     | N                   | 133    | 133    | 133    | 133    | 133    | 133    | 133    | 133    | 133                 |
| KP2 | Pearson Correlation | .233** | 1      | .355** | .406** | .352** | .496** | .393** | .567** | .721**              |
|     | Sig. (2-tailed)     | .007   |        | .000   | .000   | .000   | .000   | .000   | .000   | .000                |
|     | N                   | 133    | 133    | 133    | 133    | 133    | 133    | 133    | 133    | 133                 |
| KP3 | Pearson Correlation | .110   | .355** | 1      | .552** | .395** | .383** | .304** | .337** | .657**              |
|     | Sig. (2-tailed)     | .206   | .000   |        | .000   | .000   | .000   | .000   | .000   | .000                |
|     | N                   | 133    | 133    | 133    | 133    | 133    | 133    | 133    | 133    | 133                 |
| KP4 | Pearson Correlation | .043   | .406** | .552** | 1      | .359** | .428** | .384** | .425** | .703**              |
|     | Sig. (2-tailed)     | .620   | .000   | .000   |        | .000   | .000   | .000   | .000   | .000                |
|     | N                   | 133    | 133    | 133    | 133    | 133    | 133    | 133    | 133    | 133                 |
| KP5 | Pearson Correlation | .044   | .352** | .395** | .359** | 1      | .532** | .535** | .417** | .687**              |
|     | Sig. (2-tailed)     | .615   | .000   | .000   | .000   |        | .000   | .000   | .000   | .000                |
|     | N                   | 133    | 133    | 133    | 133    | 133    | 133    | 133    | 133    | 133                 |
| KP6 | Pearson Correlation | .087   | .496** | .383** | .428** | .532** | 1      | .518** | .581** | .767**              |
|     | Sig. (2-tailed)     | .319   | .000   | .000   | .000   | .000   |        | .000   | .000   | .000                |
|     | N                   | 133    | 133    | 133    | 133    | 133    | 133    | 133    | 133    | 133                 |
| KP7 | Pearson Correlation | .075   | .393** | .304** | .384** | .535** | .518** | 1      | .505** | .699**              |
|     | Sig. (2-tailed)     | .392   | .000   | .000   | .000   | .000   | .000   |        | .000   | .000                |

|                     |                     |        |        |        |        |        |        |        |        |        |
|---------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|                     | N                   | 133    | 133    | 133    | 133    | 133    | 133    | 133    | 133    | 133    |
| KP8                 | Pearson Correlation | .110   | .567** | .337** | .425** | .417** | .581** | .505** | 1      | .759** |
|                     | Sig. (2-tailed)     | .208   | .000   | .000   | .000   | .000   | .000   | .000   |        | .000   |
|                     | N                   | 133    | 133    | 133    | 133    | 133    | 133    | 133    | 133    | 133    |
| Keputusan Pembelian | Pearson Correlation | .277** | .721** | .657** | .703** | .687** | .767** | .699** | .759** | 1      |
|                     | Sig. (2-tailed)     | .001   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        |
|                     | N                   | 133    | 133    | 133    | 133    | 133    | 133    | 133    | 133    | 133    |

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

## Lampiran 14. Hasil Uji Reliabilitas

Citra Merek

| <b>Reliability Statistics</b> |                                              |            |
|-------------------------------|----------------------------------------------|------------|
| Cronbach's Alpha              | Cronbach's Alpha Based on Standardized Items | N of Items |
| .863                          | .865                                         | 10         |

Harga

| <b>Reliability Statistics</b> |                                              |            |
|-------------------------------|----------------------------------------------|------------|
| Cronbach's Alpha              | Cronbach's Alpha Based on Standardized Items | N of Items |
| .871                          | .871                                         | 8          |

Kualitas Produk

| <b>Reliability Statistics</b> |                                              |            |
|-------------------------------|----------------------------------------------|------------|
| Cronbach's Alpha              | Cronbach's Alpha Based on Standardized Items | N of Items |
| .847                          | .847                                         | 6          |

Keputusan Pembelian

| <b>Reliability Statistics</b> |                                              |            |
|-------------------------------|----------------------------------------------|------------|
| Cronbach's Alpha              | Cronbach's Alpha Based on Standardized Items | N of Items |
| .823                          | .815                                         | 8          |



## Lampiran 15. Hasil Uji Asumsi Klasik

### Uji Normalitas

#### One-Sampel Kolmogorov-Smirnov Test

|                                  |                         | Unstandardized Residual |      |
|----------------------------------|-------------------------|-------------------------|------|
| N                                |                         | 133                     |      |
| Normal Parameters <sup>a,b</sup> | Mean                    | .0000000                |      |
|                                  | Std. Deviation          | 2.68582576              |      |
| Most Extreme Differences         | Absolute                | .098                    |      |
|                                  | Positive                | .055                    |      |
|                                  | Negative                | -.098                   |      |
| Test Statistic                   |                         | .098                    |      |
| Asymp. Sig. (2-tailed)           |                         | .003 <sup>c</sup>       |      |
| Monte Carlo Sig. (2-tailed)      | Sig.                    | .142 <sup>d</sup>       |      |
|                                  | 99% Confidence Interval | Lower Bound             | .133 |
|                                  |                         | Upper Bound             | .151 |

### Uji Multikolinearitas

#### Coefficients<sup>a</sup>

| Model           | Collinearity Statistics |       |
|-----------------|-------------------------|-------|
|                 | Tolerance               | VIF   |
| 1 (Constant)    |                         |       |
| Citra Merek     | .327                    | 3.056 |
| Harga           | .388                    | 2.575 |
| Kualitas Produk | .306                    | 3.272 |

a. Dependent Variabel: Keputusan Pembelian

### Uji Heteroskedastisitas

#### Coefficients<sup>a</sup>

| Model           | Unstandardized Coefficients |            | Standardized Coefficients |       |      |
|-----------------|-----------------------------|------------|---------------------------|-------|------|
|                 | B                           | Std. Error | Beta                      | t     | Sig. |
| 1 (Constant)    | 5.658                       | 1.270      |                           | 4.456 | .000 |
| Citra Merek     | -.034                       | .054       | -.095                     | -.639 | .524 |
| Harga           | -.040                       | .056       | -.099                     | -.724 | .471 |
| Kualitas Produk | -.042                       | .079       | -.081                     | -.524 | .601 |

## Lampiran 16. Hasil Uji Analisis Regresi Linear Berganda

### Coefficients<sup>a</sup>

| Model           | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-----------------|-----------------------------|------------|---------------------------|-------|------|
|                 | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)    | -1.983                      | 1.988      |                           | -.998 | .320 |
| Citra Merek     | .712                        | .084       | .731                      | 8.493 | .000 |
| Harga           | .006                        | .088       | .005                      | .065  | .948 |
| Kualitas Produk | .160                        | .124       | .115                      | 1.291 | .199 |

a. Dependent Variabel: Keputusan Pembelian

## Lampiran 17. Hasil Uji Hipotesis

### Uji Koefisien Determinasi

#### Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square |
|-------|-------------------|----------|-------------------|
| 1     | .829 <sup>a</sup> | .687     | .680              |

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

b. Dependent Variabel: Keputusan Pembelian

### Uji F (Anova)

#### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 2094.158       | 3   | 698.053     | 94.569 | .000 <sup>b</sup> |
|       | Residual   | 952.203        | 129 | 7.381       |        |                   |
|       | Total      | 3046.361       | 132 |             |        |                   |

a. Dependent Variabel: Keputusan Pembelian

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

### Uji Parsial (Uji T)

#### Coefficients<sup>a</sup>

| Model |                 | t     | Sig. |
|-------|-----------------|-------|------|
| 1     | (Constant)      | -.998 | .320 |
|       | Citra Merek     | 8.493 | .000 |
|       | Harga           | .065  | .948 |
|       | Kualitas Produk | 1.291 | .199 |

a. Dependent Variabel: Keputusan Pembelian