

## LAMPIRAN

### Lampiran 1. Kuesioner Penelitian

#### Kuesioner Penelitian

#### **“Analisis Brand Awareness Terhadap Keputusan Pembelian Pada Mehuli Kitchen Kabanjahe”**

Halo, perkenalkan saya Frandika Sitepu, mahasiswa Politeknik Wilmar Bisnis Indonesia, Program Studi Manajemen Pemasaran Internasional. Saat ini saya sedang menyusun Tugas Akhir dengan topik “Analisis brand awareness terhadap keputusan pembelian pada Mehuli Kitchen Kabanjahe”. Dalam rangka menyelesaikan tugas akhir, saya membutuhkan bantuan Bapak/Ibu untuk mengisi kuesioner berikut ini.

Atas kesediaan Bapak/Ibu meluangkan waktu untuk mengisi kuesioner ini, saya mengucapkan terima kasih.

Hormat saya,

Frandika Sitepu

#### **IDENTITAS RESPONDEN**

Nama :  
Umur :  
Jenis Kelamin :  
Pekerjaan :  
Frekuensi pembelian di Mehuli Kitchen:

- 1-3 Kali
- 4-6 Kali
- 7-9 Kali
- 10 Kali

Mohon untuk memberikan tanda (V) pada setiap pertanyaan yang anda jawab, dengan keterangan sebagai berikut :

SS = Sangat Setuju  
S = Setuju  
N = Netral

TS = Tidak Setuju

STS = Sangat Tidak Setuju

**Kesadaran Merek (Brand Awareness)**

| No  | Pertanyaan   | SS<br>5 | S<br>4 | N<br>3 | TS<br>2 | STS<br>1 |
|---|--|---------|--------|--------|---------|----------|
| <b>Brand Awareness : Recall (X1)</b>      |  |         |        |        |         |          |
| 1.  | Saya mudah mengenal merek Mehuli Kitchen.  |         |        |        |         |          |
| 2.  | Saya mudah mengingat merek Mehuli Kitchen.   |         |        |        |         |          |
| 3.  | Saya mengetahui tentang Mehuli Kitchen.  |         |        |        |         |          |
| <b>Brand Awareness : Recognition (X2)</b> |  |         |        |        |         |          |
| 4.  | Mehuli Kitchen memiliki ciri khas tertentu.  |         |        |        |         |          |
| 5.  | Mehuli Kitchen menjadi pilihan utama saya dalam kategori bakery & cake shop.                 |         |        |        |         |          |
| 6.  | Mehuli Kitchen memiliki cita rasa yang khas pada setiap produk.                              |         |        |        |         |          |
| <b>Brand Awareness : Purchase (X3)</b>    |  |         |        |        |         |          |
| 7.  | Mehuli Kitchen menjadi alternatif pilihan saya ketika membeli bakery & cake shop.            |         |        |        |         |          |
| 8.  | Saya membandingkan merek Mehuli Kitchen dengan merek lain ketika membeli bakery & cake shop. |         |        |        |         |          |
| 9.  | Mehuli Kitchen menjadi yang terutama ketika saya membeli bakery & cake shop.                 |         |        |        |         |          |
| <b>Brand Awareness : Consumption (X4)</b> |  |         |        |        |         |          |
| 10.                                       | Merek Mehuli Kitchen mudah saya kenal.   |         |        |        |         |          |
| 11.                                       | Merek Mehuli Kitchen tetap saya ingat meskipun saya menggunakan merek pesaing.               |         |        |        |         |          |
| 12.                                       | Saya memikirkan Mehuli Kitchen ketika saya menggunakan merek pesaing.                        |         |        |        |         |          |

### Keputusan Pembelian

| No                                       | Pertanyaan  | SS<br>5 | TS<br>4 | N<br>3 | TS<br>2 | STS<br>1 |
|--|---|---------|---------|--------|---------|----------|
| <b>Keputusan Tentang Jenis Produk</b>    |   |         |         |        |         |          |
| 13.                                      | Mehuli Kitchen memiliki banyak varian produk dan rasa.                            |         |         |        |         |          |
| 14.                                      | Mehuli Kitchen menyediakan produk yang sesuai keinginan saya.                     |         |         |        |         |          |
| <b>Keputusan Tentang Bentuk Produk</b>   |   |         |         |        |         |          |
| 15.                                      | Produk Mehuli Kitchen memiliki desain yang menarik.                               |         |         |        |         |          |
| 16.                                      | Produk Mehuli Kitchen memiliki tooping yang banyak.                               |         |         |        |         |          |
| <b>Keputusan Tentang Merek</b>           |   |         |         |        |         |          |
| 17.                                      | Merek Mehuli Kitchen terkenal.  |         |         |        |         |          |
| 18.                                      | Saya memilih Mehuli Kitchen karena sesuai dengan keinginan saya.                  |         |         |        |         |          |
| <b>Keputusan Tentang Penjual</b>         |   |         |         |        |         |          |
| 19.                                      | Saya membeli produk Mehuli Kitchen karena mudah ditemukan.                        |         |         |        |         |          |
| 20.                                      | Saya membeli produk Mehuli Kitchen karena dekat dengan lokasi saya.               |         |         |        |         |          |
| <b>Keputusan Tentang Jumlah Produk</b>   |   |         |         |        |         |          |
| 21.                                      | Saya membeli produk Mehuli Kitchen dalam jumlah banyak.                           |         |         |        |         |          |
| 22.                                      | Saya membeli produk Mehuli Kitchen sesuai dengan jumlah kebutuhan.                |         |         |        |         |          |
| <b>Keputusan Tentang Waktu Pembelian</b> |   |         |         |        |         |          |
| 23.                                      | Saya membeli produk Mehuli Kitchen pada saat tersedia diskon atau potongan harga. |         |         |        |         |          |
| 24.                                      | Saya membeli produk Mehuli Kitchen pada saat tersedia cashback atau uang kembali. |         |         |        |         |          |
| <b>Keputusan Tentang Cara Pembayaran</b> |   |         |         |        |         |          |
| 25.                                      | Saya membayar secara cicilan atau kredit.   |         |         |        |         |          |
| 26.                                      | Saya membayar secara tunai dan nontunai.  |         |         |        |         |          |

## Lampiran 2. Uji Validitas

Hasil uji validitas variabel *recall* (X1), *recognition* (X2), *purchase* (X3), *consumption* (X4), dan Keputusan Pembelian (Y).

### Correlations

|        |                     | X1.1   | X1.2   | X1.3   | Recall |
|--------|---------------------|--------|--------|--------|--------|
| X1.1   | Pearson Correlation | 1      | .771** | .406** | .831** |
|        | Sig. (2-tailed)     |        | .000   | .000   | .000   |
|        | N                   | 100    | 100    | 100    | 100    |
| X1.2   | Pearson Correlation | .771** | 1      | .578** | .904** |
|        | Sig. (2-tailed)     | .000   |        | .000   | .000   |
|        | N                   | 100    | 100    | 100    | 100    |
| X1.3   | Pearson Correlation | .406** | .578** | 1      | .813** |
|        | Sig. (2-tailed)     | .000   | .000   |        | .000   |
|        | N                   | 100    | 100    | 100    | 100    |
| Recall | Pearson Correlation | .831** | .904** | .813** | 1      |
|        | Sig. (2-tailed)     | .000   | .000   | .000   |        |
|        | N                   | 100    | 100    | 100    | 100    |

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

### Correlations

|             |                     | X2.1   | X2.2   | X2.3   | Recognition |
|-------------|---------------------|--------|--------|--------|-------------|
| X2.1        | Pearson Correlation | 1      | .343** | .312** | .749**      |
|             | Sig. (2-tailed)     |        | .000   | .002   | .000        |
|             | N                   | 100    | 100    | 100    | 100         |
| X2.2        | Pearson Correlation | .343** | 1      | .464** | .737**      |
|             | Sig. (2-tailed)     | .000   |        | .000   | .000        |
|             | N                   | 100    | 100    | 100    | 100         |
| X2.3        | Pearson Correlation | .312** | .464** | 1      | .795**      |
|             | Sig. (2-tailed)     | .002   | .000   |        | .000        |
|             | N                   | 100    | 100    | 100    | 100         |
| Recognition | Pearson Correlation | .749** | .737** | .795** | 1           |
|             | Sig. (2-tailed)     | .000   | .000   | .000   |             |
|             | N                   | 100    | 100    | 100    | 100         |

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

### Correlations

|          |                     | X3.1   | X3.2   | X3.3   | Purchase |
|----------|---------------------|--------|--------|--------|----------|
| X3.1     | Pearson Correlation | 1      | .337** | .613** | .814**   |
|          | Sig. (2-tailed)     |        | .001   | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| X3.2     | Pearson Correlation | .337** | 1      | .414** | .718**   |
|          | Sig. (2-tailed)     | .001   |        | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| X3.3     | Pearson Correlation | .613** | .414** | 1      | .861**   |
|          | Sig. (2-tailed)     | .000   | .000   |        | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| Purchase | Pearson Correlation | .814** | .718** | .861** | 1        |
|          | Sig. (2-tailed)     | .000   | .000   | .000   |          |
|          | N                   | 100    | 100    | 100    | 100      |

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

### Correlations

|             |                     | X4.1   | X4.2   | X4.3   | Consumption |
|-------------|---------------------|--------|--------|--------|-------------|
| X4.1        | Pearson Correlation | 1      | .239*  | .515** | .719**      |
|             | Sig. (2-tailed)     |        | .017   | .000   | .000        |
|             | N                   | 100    | 100    | 100    | 100         |
| X4.2        | Pearson Correlation | .239*  | 1      | .345** | .743**      |
|             | Sig. (2-tailed)     | .017   |        | .000   | .000        |
|             | N                   | 100    | 100    | 100    | 100         |
| X4.3        | Pearson Correlation | .515** | .345** | 1      | .810**      |
|             | Sig. (2-tailed)     | .000   | .000   |        | .000        |
|             | N                   | 100    | 100    | 100    | 100         |
| Consumption | Pearson Correlation | .719** | .743** | .810** | 1           |
|             | Sig. (2-tailed)     | .000   | .000   | .000   |             |
|             | N                   | 100    | 100    | 100    | 100         |

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

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

### Correlations

|          |                 | Y1.1  | Y1.2  | Y1.3  | Y1.4  | Y1.5  | Y1.6  | Y1.7  | Y1.8  | Y1.9  | Y1.1<br>0 | Y1.1<br>1 | Y1.1<br>2 | Y1.1<br>3 | Y1.1<br>4 | total<br>5 |
|----------|-----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----------|-----------|-----------|-----------|-----------|------------|
| Y1.<br>1 | Pearson         | 1     | .369* | .534* | .582* | -     | .391* | .313* | .303* | -     | .269*     | .234*     | -         | .016      | .566*     | .533*      |
|          | Correlation     |       | *     | *     | *     | .076  | *     | *     | *     | .078  | *         |           | .025      |           | *         | *          |
|          | Sig. (2-tailed) |       | .000  | .000  | .000  | .450  | .000  | .002  | .002  | .438  | .007      | .019      | .808      | .871      | .000      | .000       |
| N        |                 | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100       | 100       | 100       | 100       | 100       | 100        |
| Y1.<br>2 | Pearson         | .369* | 1     | .373* | .425* | .465* | .622* | .479* | .391* | .403* | .351*     | .043      | .115      | -         | .230*     | .650*      |
|          | Correlation     | *     |       | *     | *     | *     | *     | *     | *     | *     | *         |           | .038      |           | *         | *          |
|          | Sig. (2-tailed) | .000  |       | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000      | .670      | .256      | .706      | .021      | .000       |
| N        |                 | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100       | 100       | 100       | 100       | 100       | 100        |
| Y1.<br>3 | Pearson         | .534* | .373* | 1     | .672* | .004  | .451* | .341* | .375* | -     | .402*     | .174      | -         | .046      | .424*     | .572*      |
|          | Correlation     | *     | *     |       | *     |       | *     | *     | *     | .027  | *         |           | .017      |           | *         | *          |
|          | Sig. (2-tailed) | .000  | .000  |       | .000  | .971  | .000  | .001  | .000  | .788  | .000      | .083      | .866      | .651      | .000      | .000       |
| N        |                 | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100       | 100       | 100       | 100       | 100       | 100        |
| Y1.<br>4 | Pearson         | .582* | .425* | .672* | 1     | .158  | .338* | .411* | .430* | .135  | .180      | .186      | .094      | -         | .355*     | .618*      |
|          | Correlation     | *     | *     | *     |       |       | *     | *     | *     |       |           |           | .010      |           | *         | *          |
|          | Sig. (2-tailed) | .000  | .000  | .000  |       | .118  | .001  | .000  | .000  | .181  | .073      | .064      | .351      | .921      | .000      | .000       |
| N        |                 | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100       | 100       | 100       | 100       | 100       | 100        |
| Y1.<br>5 | Pearson         | -.076 | .465* | .004  | .158  | 1     | .389* | .639* | .485* | .629* | .211*     | -         | .063      | -         | .484*     |            |
|          | Correlation     |       | *     |       |       |       | *     | *     | *     | *     |           | .205*     |           | .051      | .175      |            |
|          | Sig. (2-tailed) | .450  | .000  | .971  | .118  |       | .000  | .000  | .000  | .000  | .035      | .041      | .532      | .616      | .081      | .000       |
| N        |                 | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100       | 100       | 100       | 100       | 100       | 100        |
| Y1.<br>6 | Pearson         | .391* | .622* | .451* | .338* | .389* | 1     | .497* | .479* | .240* | .420*     | .089      | .083      | .006      | .351*     | .656*      |
|          | Correlation     | *     | *     | *     | *     | *     |       | *     | *     | *     | *         |           |           |           | *         | *          |
|          | Sig. (2-tailed) | .000  | .000  | .000  | .001  | .000  |       | .000  | .000  | .016  | .000      | .379      | .410      | .955      | .000      | .000       |
| N        |                 | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100       | 100       | 100       | 100       | 100       | 100        |

|       |                     |       |       |       |       |        |       |       |       |       |       |       |       |       |       |       |
|-------|---------------------|-------|-------|-------|-------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Y1.7  | Pearson Correlation | .313* | .479* | .341* | .411* | .639*  | .497* | 1     | .666* | .489* | .313* | .048  | .001  | .149  | .158  | .732* |
|       | Sig. (2-tailed)     | .002  | .000  | .001  | .000  | .000   | .000  |       | .000  | .000  | .002  | .636  | .993  | .138  | .117  | .000  |
|       | N                   | 100   | 100   | 100   | 100   | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   |
| Y1.8  | Pearson Correlation | .303* | .391* | .375* | .430* | .485*  | .479* | .666* | 1     | .455* | .272* | .084  | .068  | .137  | .249* | .707* |
|       | Sig. (2-tailed)     | .002  | .000  | .000  | .000  | .000   | .000  | .000  |       | .000  | .006  | .406  | .504  | .174  | .012  | .000  |
|       | N                   | 100   | 100   | 100   | 100   | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   |
| Y1.9  | Pearson Correlation | -.078 | .403* | -.027 | .135  | .629*  | .240* | .489* | .455* | 1     | .211* | -.005 | .237* | .102  | -.134 | .529* |
|       | Sig. (2-tailed)     | .438  | .000  | .788  | .181  | .000   | .016  | .000  | .000  |       | .035  | .959  | .018  | .312  | .185  | .000  |
|       | N                   | 100   | 100   | 100   | 100   | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   |
| Y1.10 | Pearson Correlation | .269* | .351* | .402* | .180  | .211*  | .420* | .313* | .272* | .211* | 1     | .264* | .197* | .204* | .438* | .596* |
|       | Sig. (2-tailed)     | .007  | .000  | .000  | .073  | .035   | .000  | .002  | .006  | .035  |       | .008  | .049  | .041  | .000  | .000  |
|       | N                   | 100   | 100   | 100   | 100   | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   |
| Y1.11 | Pearson Correlation | .234* | .043  | .174  | .186  | -.205* | .089  | .048  | .084  | -.005 | .264* | 1     | .320* | .343* | .202* | .388* |
|       | Sig. (2-tailed)     | .019  | .670  | .083  | .064  | .041   | .379  | .636  | .406  | .959  | .008  |       | .001  | .000  | .043  | .000  |
|       | N                   | 100   | 100   | 100   | 100   | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   |
| Y1.12 | Pearson Correlation | -.025 | .115  | -.017 | .094  | .063   | .083  | .001  | .068  | .237* | .197* | .320* | 1     | .212* | .031  | .341* |
|       | Sig. (2-tailed)     | .808  | .256  | .866  | .351  | .532   | .410  | .993  | .504  | .018  | .049  | .001  |       | .034  | .763  | .001  |
|       | N                   | 100   | 100   | 100   | 100   | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   |
| Y1.13 | Pearson Correlation | .016  | -.038 | .046  | -.010 | -.051  | .006  | .149  | .137  | .102  | .204* | .343* | .212* | 1     | .025  | .365* |
|       | Sig. (2-tailed)     | .871  | .706  | .651  | .921  | .616   | .955  | .138  | .174  | .312  | .041  | .000  | .034  |       | .804  | .000  |
|       | N                   | 100   | 100   | 100   | 100   | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   |
| Y1.14 | Pearson Correlation | .566* | .230* | .424* | .355* | -.175  | .351* | .158  | .249* | -.134 | .438* | .202* | .031  | .025  | 1     | .421* |
|       | Sig. (2-tailed)     | .000  | .000  | .000  | .000  | .000   | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  |

|        |                     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |      |
|--------|---------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|
|        | Sig. (2-tailed)     | .000  | .021  | .000  | .000  | .081  | .000  | .117  | .012  | .185  | .000  | .043  | .763  | .804  |       | .000 |
|        | N                   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100  |
| total5 | Pearson Correlation | .533* | .650* | .572* | .618* | .484* | .656* | .732* | .707* | .529* | .596* | .388* | .341* | .365* | .421* | 1    |
|        | Sig. (2-tailed)     | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .001  | .000  | .000  |      |
|        | N                   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100  |

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

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



### Lampiran 3. Uji Reliabilitas

Hasil Uji Reliabilitas variabel *recall* (X1), *recognition* (X2), *purchase* (X3), *consumption* (X4), dan keputusan pembelian (Y).

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .905             | 12         |

#### Item-Total Statistics

|      | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X1.1 | 43.34                      | 29.621                         | .687                             | .894                             |
| X1.2 | 43.33                      | 29.981                         | .688                             | .895                             |
| X1.3 | 43.82                      | 29.058                         | .613                             | .898                             |
| X2.1 | 43.53                      | 28.938                         | .620                             | .898                             |
| X2.2 | 43.42                      | 30.832                         | .569                             | .900                             |
| X2.3 | 43.76                      | 28.709                         | .639                             | .897                             |
| X3.1 | 43.50                      | 29.545                         | .647                             | .896                             |
| X3.2 | 43.78                      | 29.992                         | .599                             | .898                             |
| X3.3 | 43.65                      | 27.987                         | .789                             | .889                             |
| X4.1 | 43.52                      | 30.373                         | .592                             | .899                             |
| X4.2 | 43.53                      | 30.272                         | .414                             | .909                             |
| X4.3 | 43.65                      | 27.987                         | .789                             | .889                             |

### Reliability Statistics

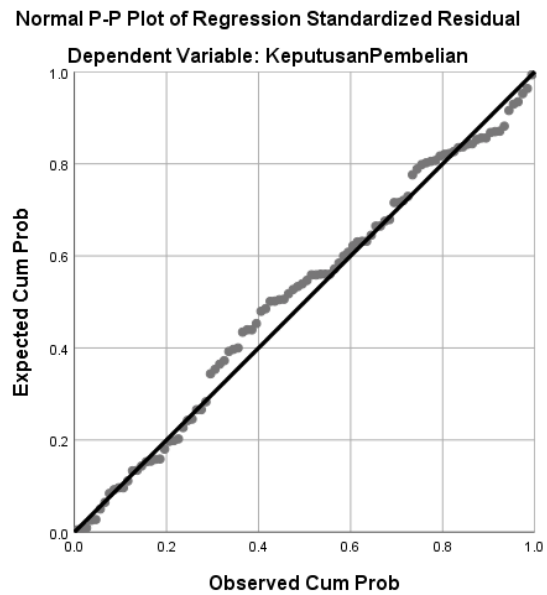
| Cronbach's Alpha | N of Items |
|------------------|------------|
| .791             | 14         |

### Item-Total Statistics

|       | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Y1.1  | 50.70                      | 26.596                         | .417                             | .777                             |
| Y1.2  | 51.09                      | 26.911                         | .584                             | .768                             |
| Y1.3  | 50.53                      | 26.959                         | .485                             | .773                             |
| Y1.4  | 50.80                      | 26.384                         | .531                             | .768                             |
| Y1.5  | 51.80                      | 26.909                         | .357                             | .783                             |
| Y1.6  | 51.14                      | 26.768                         | .590                             | .767                             |
| Y1.7  | 51.31                      | 24.883                         | .655                             | .756                             |
| Y1.8  | 51.21                      | 25.743                         | .636                             | .760                             |
| Y1.9  | 52.10                      | 25.929                         | .385                             | .782                             |
| Y1.10 | 50.84                      | 27.004                         | .517                             | .771                             |
| Y1.11 | 51.56                      | 27.845                         | .253                             | .792                             |
| Y1.12 | 51.65                      | 28.351                         | .210                             | .794                             |
| Y1.13 | 52.43                      | 27.338                         | .166                             | .813                             |
| Y1.14 | 50.44                      | 28.532                         | .340                             | .784                             |

## Lampiran 4. Hasil Uji Asumsi Klasik

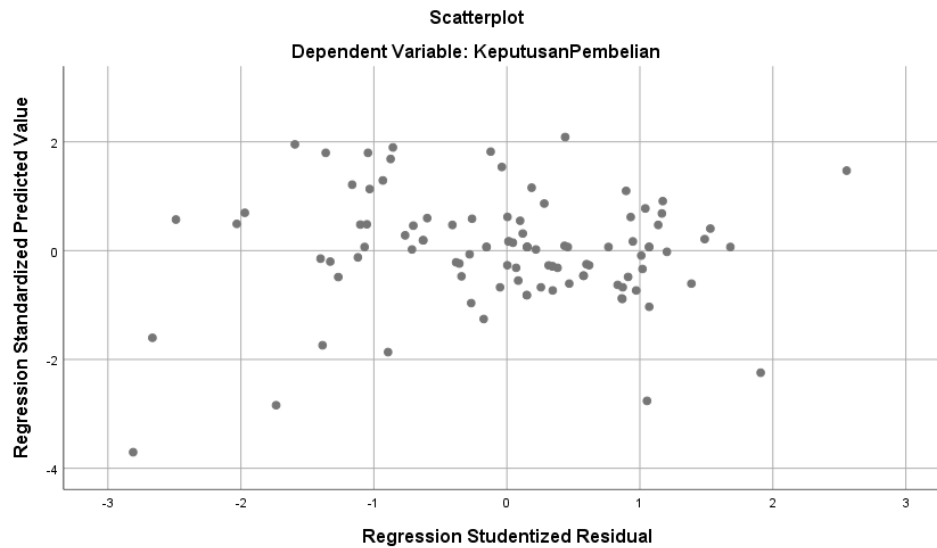
### Hasil Uji Normalitas



### Hasil Uji Multikolienaritas

| Model |             | Collinearity Statistics |       |
|-------|-------------|-------------------------|-------|
|       |             | Tolerance               | VIF   |
| 1     | (Constant)  |                         |       |
|       | Recall      | 0,436                   | 2.292 |
|       | Recognition | 0,322                   | 3.101 |
|       | Purchase    | 0,251                   | 3.990 |
|       | Consumption | 0,351                   | 2.851 |

## Hasil Uji Heteroskedastisitas



### Lampiran 5. Hasil analisis regresi linear berganda

| Variabel    | Standardized Coefficients Beta | Sig   |
|-------------|--------------------------------|-------|
| Recall      | 0,169                          | 0,065 |
| Recognition | 0,447                          | 0,000 |
| Purchase    | 0,090                          | 0,451 |
| Consumption | 0,196                          | 0,055 |

### Lampiran 6. Hasil pengujian hipotesis

#### Hasil uji T Coefficients<sup>a</sup>

| Model |             | Unstandardized Coefficients |            | Standardized Coefficients Beta | t     | Sig. |
|-------|-------------|-----------------------------|------------|--------------------------------|-------|------|
|       |             | B                           | Std. Error |                                |       |      |
| 1     | (Constant)  | 19.113                      | 2.718      |                                | 7.033 | .000 |
|       | Recall      | .556                        | .298       | .169                           | 1.865 | .065 |
|       | Recognition | 1.521                       | .358       | .447                           | 4.252 | .000 |
|       | Purchase    | .301                        | .398       | .090                           | .757  | .451 |
|       | Consumption | .654                        | .337       | .196                           | 1.940 | .055 |

a. Dependent Variable: KeputusanPembelian

Hasil uji F  
ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 2007.108       | 4  | 501.777     | 46.330 | .000 <sup>b</sup> |
|       | Residual   | 1028.892       | 95 | 10.830      |        |                   |
|       | Total      | 3036.000       | 99 |             |        |                   |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Consumption, Recall, Purchase, Recognition

Hasil uji determinasi ( $R^2$ )  
Model Summary<sup>b</sup>

| Model | R                 | R square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .813 <sup>a</sup> | .661     | .647              | 3,291                      |

c. Predictors: (Constant), Consumption, Recall, Purchase, Recognition

d. Dependent Variabel : Keputusan Pembelian

## Lampiran 7. Tabel nilai r tabel

| df = (N-2) | Tingkat signifikansi untuk uji satu arah |        |        |        |        |
|------------|--|--------|--------|--------|--------|
|            | 0.05                                     | 0.025  | 0.01   | 0.005  | 0.0005 |
|            | Tingkat signifikansi untuk uji dua arah  |        |        |        |        |
|            | 0.1                                      | 0.05   | 0.02   | 0.01   | 0.001  |
| 1          | 0.9877                                   | 0.9969 | 0.9995 | 0.9999 | 1.0000 |
| 2          | 0.9000                                   | 0.9500 | 0.9800 | 0.9900 | 0.9990 |
| 3          | 0.8054                                   | 0.8783 | 0.9343 | 0.9587 | 0.9911 |
| 4          | 0.7293                                   | 0.8114 | 0.8822 | 0.9172 | 0.9741 |
| 5          | 0.6694                                   | 0.7545 | 0.8329 | 0.8745 | 0.9509 |
| 6          | 0.6215                                   | 0.7067 | 0.7887 | 0.8343 | 0.9249 |
| 7          | 0.5822                                   | 0.6664 | 0.7498 | 0.7977 | 0.8983 |
| 8          | 0.5494                                   | 0.6319 | 0.7155 | 0.7646 | 0.8721 |
| 9          | 0.5214                                   | 0.6021 | 0.6851 | 0.7348 | 0.8470 |
| 10         | 0.4973                                   | 0.5760 | 0.6581 | 0.7079 | 0.8233 |
| 11         | 0.4762                                   | 0.5529 | 0.6339 | 0.6835 | 0.8010 |
| 12         | 0.4575                                   | 0.5324 | 0.6120 | 0.6614 | 0.7800 |
| 13         | 0.4409                                   | 0.5140 | 0.5923 | 0.6411 | 0.7604 |
| 14         | 0.4259                                   | 0.4973 | 0.5742 | 0.6226 | 0.7419 |
| 15         | 0.4124                                   | 0.4821 | 0.5577 | 0.6055 | 0.7247 |
| 16         | 0.4000                                   | 0.4683 | 0.5425 | 0.5897 | 0.7084 |
| 17         | 0.3887                                   | 0.4555 | 0.5285 | 0.5751 | 0.6932 |
| 18         | 0.3783                                   | 0.4438 | 0.5155 | 0.5614 | 0.6788 |
| 19         | 0.3687                                   | 0.4329 | 0.5034 | 0.5487 | 0.6652 |
| 20         | 0.3598                                   | 0.4227 | 0.4921 | 0.5368 | 0.6524 |
| 21         | 0.3515                                   | 0.4132 | 0.4815 | 0.5256 | 0.6402 |
| 22         | 0.3438                                   | 0.4044 | 0.4716 | 0.5151 | 0.6287 |
| 23         | 0.3365                                   | 0.3961 | 0.4622 | 0.5052 | 0.6178 |
| 24         | 0.3297                                   | 0.3882 | 0.4534 | 0.4958 | 0.6074 |
| 25         | 0.3233                                   | 0.3809 | 0.4451 | 0.4869 | 0.5974 |
| 26         | 0.3172                                   | 0.3739 | 0.4372 | 0.4785 | 0.5880 |
| 27         | 0.3115                                   | 0.3673 | 0.4297 | 0.4705 | 0.5790 |
| 28         | 0.3061                                   | 0.3610 | 0.4226 | 0.4629 | 0.5703 |
| 29         | 0.3009                                   | 0.3550 | 0.4158 | 0.4556 | 0.5620 |
| 30         | 0.2960                                   | 0.3494 | 0.4093 | 0.4487 | 0.5541 |
| 31         | 0.2913                                   | 0.3440 | 0.4032 | 0.4421 | 0.5465 |
| 32         | 0.2869                                   | 0.3388 | 0.3972 | 0.4357 | 0.5392 |
| 33         | 0.2826                                   | 0.3338 | 0.3916 | 0.4296 | 0.5322 |
| 34         | 0.2785                                   | 0.3291 | 0.3862 | 0.4238 | 0.5254 |
| 35         | 0.2746                                   | 0.3246 | 0.3810 | 0.4182 | 0.5189 |
| 36         | 0.2709                                   | 0.3202 | 0.3760 | 0.4128 | 0.5126 |
| 37         | 0.2673                                   | 0.3160 | 0.3712 | 0.4076 | 0.5066 |
| 38         | 0.2638                                   | 0.3120 | 0.3665 | 0.4026 | 0.5007 |
| 39         | 0.2605                                   | 0.3081 | 0.3621 | 0.3978 | 0.4950 |
| 40         | 0.2573                                   | 0.3044 | 0.3578 | 0.3932 | 0.4896 |
| 41         | 0.2542                                   | 0.3008 | 0.3536 | 0.3887 | 0.4843 |

|           |        |        |        |        |        |
|-----------|--------|--------|--------|--------|--------|
| <b>42</b> | 0.2512 | 0.2973 | 0.3496 | 0.3843 | 0.4791 |
| <b>43</b> | 0.2483 | 0.2940 | 0.3457 | 0.3801 | 0.4742 |
| <b>44</b> | 0.2455 | 0.2907 | 0.3420 | 0.3761 | 0.4694 |
| <b>45</b> | 0.2429 | 0.2876 | 0.3384 | 0.3721 | 0.4647 |
| <b>46</b> | 0.2403 | 0.2845 | 0.3348 | 0.3683 | 0.4601 |
| <b>47</b> | 0.2377 | 0.2816 | 0.3314 | 0.3646 | 0.4557 |
| <b>48</b> | 0.2353 | 0.2787 | 0.3281 | 0.3610 | 0.4514 |
| <b>49</b> | 0.2329 | 0.2759 | 0.3249 | 0.3575 | 0.4473 |
| <b>50</b> | 0.2306 | 0.2732 | 0.3218 | 0.3542 | 0.4432 |
| <b>51</b> | 0.2284 | 0.2706 | 0.3188 | 0.3509 | 0.4393 |
| <b>52</b> | 0.2262 | 0.2681 | 0.3158 | 0.3477 | 0.4354 |
| <b>53</b> | 0.2241 | 0.2656 | 0.3129 | 0.3445 | 0.4317 |
| <b>54</b> | 0.2221 | 0.2632 | 0.3102 | 0.3415 | 0.4280 |
| <b>55</b> | 0.2201 | 0.2609 | 0.3074 | 0.3385 | 0.4244 |
| <b>56</b> | 0.2181 | 0.2586 | 0.3048 | 0.3357 | 0.4210 |
| <b>57</b> | 0.2162 | 0.2564 | 0.3022 | 0.3328 | 0.4176 |
| <b>58</b> | 0.2144 | 0.2542 | 0.2997 | 0.3301 | 0.4143 |
| <b>59</b> | 0.2126 | 0.2521 | 0.2972 | 0.3274 | 0.4110 |
| <b>60</b> | 0.2108 | 0.2500 | 0.2948 | 0.3248 | 0.4079 |
| <b>61</b> | 0.2091 | 0.2480 | 0.2925 | 0.3223 | 0.4048 |
| <b>62</b> | 0.2075 | 0.2461 | 0.2902 | 0.3198 | 0.4018 |
| <b>63</b> | 0.2058 | 0.2441 | 0.2880 | 0.3173 | 0.3988 |
| <b>64</b> | 0.2042 | 0.2423 | 0.2858 | 0.3150 | 0.3959 |
| <b>65</b> | 0.2027 | 0.2404 | 0.2837 | 0.3126 | 0.3931 |
| <b>66</b> | 0.2012 | 0.2387 | 0.2816 | 0.3104 | 0.3903 |
| <b>67</b> | 0.1997 | 0.2369 | 0.2796 | 0.3081 | 0.3876 |
| <b>68</b> | 0.1982 | 0.2352 | 0.2776 | 0.3060 | 0.3850 |
| <b>69</b> | 0.1968 | 0.2335 | 0.2756 | 0.3038 | 0.3823 |
| <b>70</b> | 0.1954 | 0.2319 | 0.2737 | 0.3017 | 0.3798 |
| <b>71</b> | 0.1940 | 0.2303 | 0.2718 | 0.2997 | 0.3773 |
| <b>72</b> | 0.1927 | 0.2287 | 0.2700 | 0.2977 | 0.3748 |
| <b>73</b> | 0.1914 | 0.2272 | 0.2682 | 0.2957 | 0.3724 |
| <b>74</b> | 0.1901 | 0.2257 | 0.2664 | 0.2938 | 0.3701 |
| <b>75</b> | 0.1888 | 0.2242 | 0.2647 | 0.2919 | 0.3678 |
| <b>76</b> | 0.1876 | 0.2227 | 0.2630 | 0.2900 | 0.3655 |
| <b>77</b> | 0.1864 | 0.2213 | 0.2613 | 0.2882 | 0.3633 |
| <b>78</b> | 0.1852 | 0.2199 | 0.2597 | 0.2864 | 0.3611 |
| <b>79</b> | 0.1841 | 0.2185 | 0.2581 | 0.2847 | 0.3589 |
| <b>80</b> | 0.1829 | 0.2172 | 0.2565 | 0.2830 | 0.3568 |
| <b>81</b> | 0.1818 | 0.2159 | 0.2550 | 0.2813 | 0.3547 |
| <b>82</b> | 0.1807 | 0.2146 | 0.2535 | 0.2796 | 0.3527 |
| <b>83</b> | 0.1796 | 0.2133 | 0.2520 | 0.2780 | 0.3507 |
| <b>84</b> | 0.1786 | 0.2120 | 0.2505 | 0.2764 | 0.3487 |
| <b>85</b> | 0.1775 | 0.2108 | 0.2491 | 0.2748 | 0.3468 |
| <b>86</b> | 0.1765 | 0.2096 | 0.2477 | 0.2732 | 0.3449 |

|            |        |        |        |        |        |
|------------|--------|--------|--------|--------|--------|
| <b>87</b>  | 0.1755 | 0.2084 | 0.2463 | 0.2717 | 0.3430 |
| <b>88</b>  | 0.1745 | 0.2072 | 0.2449 | 0.2702 | 0.3412 |
| <b>89</b>  | 0.1735 | 0.2061 | 0.2435 | 0.2687 | 0.3393 |
| <b>90</b>  | 0.1726 | 0.2050 | 0.2422 | 0.2673 | 0.3375 |
| <b>91</b>  | 0.1716 | 0.2039 | 0.2409 | 0.2659 | 0.3358 |
| <b>92</b>  | 0.1707 | 0.2028 | 0.2396 | 0.2645 | 0.3341 |
| <b>93</b>  | 0.1698 | 0.2017 | 0.2384 | 0.2631 | 0.3323 |
| <b>94</b>  | 0.1689 | 0.2006 | 0.2371 | 0.2617 | 0.3307 |
| <b>95</b>  | 0.1680 | 0.1996 | 0.2359 | 0.2604 | 0.3290 |
| <b>96</b>  | 0.1671 | 0.1986 | 0.2347 | 0.2591 | 0.3274 |
| <b>97</b>  | 0.1663 | 0.1975 | 0.2335 | 0.2578 | 0.3258 |
| <b>98</b>  | 0.1654 | 0.1966 | 0.2324 | 0.2565 | 0.3242 |
| <b>99</b>  | 0.1646 | 0.1956 | 0.2312 | 0.2552 | 0.3226 |
| <b>100</b> | 0.1638 | 0.1946 | 0.2301 | 0.2540 | 0.3211 |



## Lampiran 8. Tabel t tabel

| <b>d.f</b> | <b><i>t</i><sub>0.10</sub></b> | <b><i>t</i><sub>0.05</sub></b> | <b><i>t</i><sub>0.025</sub></b> | <b><i>t</i><sub>0.01</sub></b> | <b><i>t</i><sub>0.005</sub></b> | <b>d.f</b> |
|------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|---------------------------------|------------|
| <b>1</b>   | 3,078                          | 6,314                          | 12,706                          | 31,821                         | 63, 657                         | <b>1</b>   |
| <b>2</b>   | 1,886                          | 2,920                          | 4,303                           | 6,965                          | 9,925                           | <b>2</b>   |
| <b>3</b>   | 1,638                          | 2,353                          | 3,182                           | 4,541                          | 5,841                           | <b>3</b>   |
| <b>4</b>   | 1,533                          | 2,132                          | 2,776                           | 3,747                          | 4,604                           | <b>4</b>   |
| <b>5</b>   | 1,476                          | 2,015                          | 2,571                           | 3,365                          | 4,032                           | <b>5</b>   |
| <b>6</b>   | 1,440                          | 1,943                          | 2,447                           | 3,143                          | 3,707                           | <b>6</b>   |
| <b>7</b>   | 1,415                          | 1,895                          | 2,365                           | 2,998                          | 3,499                           | <b>7</b>   |
| <b>8</b>   | 1,397                          | 1,860                          | 2,306                           | 2,896                          | 3,355                           | <b>8</b>   |
| <b>9</b>   | 1,383                          | 1,833                          | 2,262                           | 2,821                          | 3,250                           | <b>9</b>   |
| <b>10</b>  | 1,372                          | 1,812                          | 2,228                           | 2,764                          | 3,169                           | <b>10</b>  |
| <b>11</b>  | 1,363                          | 1,796                          | 2,201                           | 2,718                          | 3,106                           | <b>11</b>  |
| <b>12</b>  | 1,356                          | 1,782                          | 2,179                           | 2,681                          | 3,055                           | <b>12</b>  |
| <b>13</b>  | 1,350                          | 1,771                          | 2,160                           | 2,650                          | 3,012                           | <b>13</b>  |
| <b>14</b>  | 1,345                          | 1,761                          | 2,145                           | 2,624                          | 2,977                           | <b>14</b>  |
| <b>15</b>  | 1,341                          | 1,753                          | 2,131                           | 2,602                          | 2,947                           | <b>15</b>  |
| <b>16</b>  | 1,337                          | 1,746                          | 2,120                           | 2,583                          | 2,921                           | <b>16</b>  |
| <b>17</b>  | 1,333                          | 1,740                          | 2,110                           | 2,567                          | 2,898                           | <b>17</b>  |
| <b>18</b>  | 1,330                          | 1,734                          | 2,101                           | 2,552                          | 2,878                           | <b>18</b>  |
| <b>19</b>  | 1,328                          | 1,729                          | 2,093                           | 2,539                          | 2,861                           | <b>19</b>  |
| <b>20</b>  | 1,325                          | 1,725                          | 2,086                           | 2,528                          | 2,845                           | <b>20</b>  |
| <b>21</b>  | 1,323                          | 1,721                          | 2,080                           | 2,518                          | 2,831                           | <b>21</b>  |
| <b>22</b>  | 1,321                          | 1,717                          | 2,074                           | 2,508                          | 2,819                           | <b>22</b>  |
| <b>23</b>  | 1,319                          | 1,714                          | 2,069                           | 2,500                          | 2,807                           | <b>23</b>  |
| <b>24</b>  | 1,318                          | 1,711                          | 2,064                           | 2,492                          | 2,797                           | <b>24</b>  |
| <b>25</b>  | 1,316                          | 1,708                          | 2,060                           | 2,485                          | 2,787                           | <b>25</b>  |
| <b>26</b>  | 1,315                          | 1,706                          | 2,056                           | 2,479                          | 2,779                           | <b>26</b>  |
| <b>27</b>  | 1,314                          | 1,703                          | 2,052                           | 2,473                          | 2,771                           | <b>27</b>  |
| <b>28</b>  | 1,313                          | 1,701                          | 2,048                           | 2,467                          | 2,763                           | <b>28</b>  |
| <b>29</b>  | 1,311                          | 1,699                          | 2,045                           | 2,462                          | 2,756                           | <b>29</b>  |
| <b>30</b>  | 1,310                          | 1,697                          | 2,042                           | 2,457                          | 2,750                           | <b>30</b>  |
| <b>31</b>  | 1,309                          | 1,696                          | 2,040                           | 2,453                          | 2,744                           | <b>31</b>  |
| <b>32</b>  | 1,309                          | 1,694                          | 2,037                           | 2,449                          | 2,738                           | <b>32</b>  |
| <b>33</b>  | 1,308                          | 1,692                          | 2,035                           | 2,445                          | 2,733                           | <b>33</b>  |
| <b>34</b>  | 1,307                          | 1,691                          | 2,032                           | 2,441                          | 2,728                           | <b>34</b>  |
| <b>35</b>  | 1,306                          | 1,690                          | 2,030                           | 2,438                          | 2,724                           | <b>35</b>  |
| <b>36</b>  | 1,306                          | 1,688                          | 2,028                           | 2,434                          | 2,719                           | <b>36</b>  |
| <b>37</b>  | 1,305                          | 1,687                          | 2,026                           | 2,431                          | 2,715                           | <b>37</b>  |
| <b>38</b>  | 1,304                          | 1,686                          | 2,024                           | 2,429                          | 2,712                           | <b>38</b>  |
| <b>39</b>  | 1,303                          | 1,685                          | 2,023                           | 2,426                          | 2,708                           | <b>39</b>  |

| <b>d.f</b> | <b>t0.10</b> | <b>t0.05</b> | <b>t0.025</b> | <b>t0.01</b> | <b>t0.005</b> | <b>d.f</b> |
|------------|--------------|--------------|---------------|--------------|---------------|------------|
| <b>40</b>  | 1,303        | 1,684        | 2,021         | 2,423        | 2,704         | <b>40</b>  |
| <b>41</b>  | 1,303        | 1,683        | 2,020         | 2,421        | 2,701         | <b>41</b>  |
| <b>42</b>  | 1,302        | 1,682        | 2,018         | 2,418        | 2,698         | <b>42</b>  |
| <b>43</b>  | 1,302        | 1,681        | 2,017         | 2,416        | 2,695         | <b>43</b>  |
| <b>44</b>  | 1,301        | 1,680        | 2,015         | 2,414        | 2,692         | <b>44</b>  |
| <b>45</b>  | 1,301        | 1,679        | 2,014         | 2,412        | 2,690         | <b>45</b>  |
| <b>46</b>  | 1,300        | 1,679        | 2,013         | 2,410        | 2,687         | <b>46</b>  |
| <b>47</b>  | 1,300        | 1,678        | 2,012         | 2,408        | 2,685         | <b>47</b>  |
| <b>48</b>  | 1,299        | 1,677        | 2,011         | 2,407        | 2,682         | <b>48</b>  |
| <b>49</b>  | 1,299        | 1,677        | 2,010         | 2,405        | 2,680         | <b>49</b>  |
| <b>50</b>  | 1,299        | 1,676        | 2,009         | 2,403        | 2,678         | <b>50</b>  |
| <b>51</b>  | 1,298        | 1,675        | 2,008         | 2,402        | 2,676         | <b>51</b>  |
| <b>52</b>  | 1,298        | 1,675        | 2,007         | 2,400        | 2,674         | <b>52</b>  |
| <b>53</b>  | 1,298        | 1,674        | 2,006         | 2,399        | 2,672         | <b>53</b>  |
| <b>54</b>  | 1,297        | 1,674        | 2,005         | 2,397        | 2,670         | <b>54</b>  |
| <b>55</b>  | 1,297        | 1,673        | 2,004         | 2,396        | 2,668         | <b>55</b>  |
| <b>56</b>  | 1,297        | 1,673        | 2,003         | 2,395        | 2,667         | <b>56</b>  |
| <b>57</b>  | 1,297        | 1,672        | 2,002         | 2,394        | 2,665         | <b>57</b>  |
| <b>58</b>  | 1,296        | 1,672        | 2,002         | 2,392        | 2,663         | <b>58</b>  |
| <b>59</b>  | 1,296        | 1,671        | 2,001         | 2,391        | 2,662         | <b>59</b>  |
| <b>60</b>  | 1,296        | 1,671        | 2,000         | 2,390        | 2,660         | <b>60</b>  |
| <b>61</b>  | 1,296        | 1,670        | 2,000         | 2,389        | 2,659         | <b>61</b>  |
| <b>62</b>  | 1,295        | 1,670        | 1,999         | 2,388        | 2,657         | <b>62</b>  |
| <b>63</b>  | 1,295        | 1,669        | 1,998         | 2,387        | 2,656         | <b>63</b>  |
| <b>64</b>  | 1,295        | 1,669        | 1,998         | 2,386        | 2,655         | <b>64</b>  |
| <b>65</b>  | 1,295        | 1,669        | 1,997         | 2,385        | 2,654         | <b>65</b>  |
| <b>66</b>  | 1,295        | 1,668        | 1,997         | 2,384        | 2,652         | <b>66</b>  |
| <b>67</b>  | 1,294        | 1,668        | 1,996         | 2,383        | 2,651         | <b>67</b>  |
| <b>68</b>  | 1,294        | 1,668        | 1,995         | 2,382        | 2,650         | <b>68</b>  |
| <b>69</b>  | 1,294        | 1,667        | 1,995         | 2,382        | 2,649         | <b>69</b>  |
| <b>70</b>  | 1,294        | 1,667        | 1,994         | 2,381        | 2,648         | <b>70</b>  |
| <b>71</b>  | 1,294        | 1,667        | 1,994         | 2,380        | 2,647         | <b>71</b>  |
| <b>72</b>  | 1,293        | 1,666        | 1,993         | 2,379        | 2,646         | <b>72</b>  |
| <b>73</b>  | 1,293        | 1,666        | 1,993         | 2,379        | 2,645         | <b>73</b>  |
| <b>74</b>  | 1,293        | 1,666        | 1,993         | 2,378        | 2,644         | <b>74</b>  |
| <b>75</b>  | 1,293        | 1,665        | 1,992         | 2,377        | 2,643         | <b>75</b>  |
| <b>76</b>  | 1,293        | 1,665        | 1,992         | 2,376        | 2,642         | <b>76</b>  |
| <b>77</b>  | 1,293        | 1,665        | 1,991         | 2,376        | 2,641         | <b>77</b>  |
| <b>78</b>  | 1,292        | 1,665        | 1,991         | 2,375        | 2,640         | <b>78</b>  |

| <b>d.f</b> | <b>t0.10</b> | <b>t0.05</b> | <b>t0.025</b> | <b>t0.01</b> | <b>t0.005</b> | <b>d.f</b>  |
|------------|--------------|--------------|---------------|--------------|---------------|-------------|
| <b>79</b>  | 1,292        | 1,664        | 1,990         | 2,374        | 2,640         | <b>79</b>   |
| <b>80</b>  | 1,292        | 1,664        | 1,990         | 2,374        | 2,639         | <b>80</b>   |
| <b>81</b>  | 1,292        | 1,664        | 1,990         | 2,373        | 2,638         | <b>81</b>   |
| <b>82</b>  | 1,292        | 1,664        | 1,989         | 2,373        | 2,637         | <b>82</b>   |
| <b>83</b>  | 1,292        | 1,663        | 1,989         | 2,372        | 2,636         | <b>83</b>   |
| <b>84</b>  | 1,292        | 1,663        | 1,989         | 2,372        | 2,636         | <b>84</b>   |
| <b>85</b>  | 1,292        | 1,663        | 1,988         | 2,371        | 2,635         | <b>85</b>   |
| <b>86</b>  | 1,291        | 1,663        | 1,988         | 2,370        | 2,634         | <b>86</b>   |
| <b>87</b>  | 1,291        | 1,663        | 1,988         | 2,370        | 2,634         | <b>87</b>   |
| <b>88</b>  | 1,291        | 1,662        | 1,987         | 2,369        | 2,633         | <b>88</b>   |
| <b>89</b>  | 1,291        | 1,662        | 1,987         | 2,369        | 2,632         | <b>89</b>   |
| <b>90</b>  | 1,291        | 1,662        | 1,987         | 2,368        | 2,632         | <b>90</b>   |
| <b>91</b>  | 1,291        | 1,662        | 1,986         | 2,368        | 2,631         | <b>91</b>   |
| <b>92</b>  | 1,291        | 1,662        | 1,986         | 2,368        | 2,630         | <b>92</b>   |
| <b>93</b>  | 1,291        | 1,661        | 1,986         | 2,367        | 2,630         | <b>93</b>   |
| <b>94</b>  | 1,291        | 1,661        | 1,986         | 2,367        | 2,629         | <b>94</b>   |
| <b>95</b>  | 1,291        | 1,661        | 1,985         | 2,366        | 2,629         | <b>95</b>   |
| <b>96</b>  | 1,290        | 1,661        | 1,985         | 2,366        | 2,628         | <b>96</b>   |
| <b>97</b>  | 1,290        | 1,661        | 1,985         | 2,365        | 2,627         | <b>97</b>   |
| <b>98</b>  | 1,290        | 1,661        | 1,984         | 2,365        | 2,627         | <b>98</b>   |
| <b>99</b>  | 1,290        | 1,660        | 1,984         | 2,365        | 2,626         | <b>99</b>   |
| <b>Inf</b> | 1,290        | 1,660        | 1,984         | 2,364        | 2,626         | <b>Inf.</b> |

## Lampiran 9. Tabel F tabel

Titik Persentase Distribusi F untuk Probabilita = 0,05

| df untuk penyebut (N2) | df untuk pembilang (N1) |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|------------------------|-------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|                        | 1                       | 2    | 3    | 4    | 5    | 6    | 7    | 8    | 9    | 10   | 11   | 12   | 13   | 14   | 15   |
| 91                     | 3.95                    | 3.10 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |
| 92                     | 3.94                    | 3.10 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.94 | 1.89 | 1.86 | 1.83 | 1.80 | 1.78 |
| 93                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.83 | 1.80 | 1.78 |
| 94                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.83 | 1.80 | 1.77 |
| 95                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.82 | 1.80 | 1.77 |
| 96                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.19 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.80 | 1.77 |
| 97                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.19 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.80 | 1.77 |
| 98                     | 3.94                    | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| 99                     | 3.94                    | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| 100                    | 3.94                    | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.97 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| 101                    | 3.94                    | 3.09 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.93 | 1.88 | 1.85 | 1.82 | 1.79 | 1.77 |
| 102                    | 3.93                    | 3.09 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.77 |
| 103                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.76 |
| 104                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.76 |
| 105                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.81 | 1.79 | 1.76 |
| 106                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.79 | 1.76 |
| 107                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.18 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.79 | 1.76 |
| 108                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.18 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 109                    | 3.93                    | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 110                    | 3.93                    | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 111                    | 3.93                    | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 112                    | 3.93                    | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.96 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 113                    | 3.93                    | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.92 | 1.87 | 1.84 | 1.81 | 1.78 | 1.76 |
| 114                    | 3.92                    | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| 115                    | 3.92                    | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| 116                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| 117                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.80 | 1.78 | 1.75 |
| 118                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.80 | 1.78 | 1.75 |
| 119                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.78 | 1.75 |
| 120                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.78 | 1.75 |



## Lampiran 11. Hasil Jawaban Kuesioner

| Brand Awareness |                  |  | Jawaban |    |    |    |    | Frekuensi(%) |
|-----------------|------------------|--|---------|----|----|----|----|--------------|
| No              | Dimensi          | Pertanyaan   | STS     | TS | N  | S  | SS |              |
| 1               | Recall (X1)      | 1. Saya mudah mengenal merek Mehuli Kitchen  | 0       | 2  | 6  | 63 | 29 | 100          |
|                 |                  | 2. Saya mudah mengingat merek Mehuli Kitchen   | 0       | 1  | 6  | 65 | 28 | 100          |
|                 |                  | 3. Saya mengetahui tentang Mehuli Kitchen  | 0       | 4  | 36 | 45 | 15 | 100          |
| 2               | Recognition (X2) | 1. Mehuli Kitchen memiliki ciri khas tertentu  | 1       | 3  | 15 | 57 | 24 | 100          |
|                 |                  | 2. Mehuli Kitchen menjadi pilihan utamasaya dalam kategori bakery & cake shop                  | 0       | 1  | 8  | 70 | 21 | 100          |
|                 |                  | 3. Mehuli Kitchen memiliki cita rasa yang khas pada setiap produk                              | 0       | 3  | 36 | 42 | 19 | 100          |
| 3               | Purchase (X3)    | 1. Mehuli Kitchen menjadi alternatif pilihan saya ketika membeli bakery & cake shop            | 0       | 2  | 15 | 61 | 22 | 100          |
|                 |                  | 2. Saya membandingkan merek Mehuli Kitchen dengan merek lain ketika membeli bakery & cake shop | 0       | 3  | 28 | 60 | 9  | 100          |
|                 |                  | 3. Mehuli Kitchen menjadi yang terutama ketika saya membeli bakery & cake shop                 | 1       | 3  | 19 | 61 | 16 | 100          |
| 4               | Consumption (X4) | 1. Merek Mehuli Kitchen mudah saya kenal   | 0       | 0  | 18 | 63 | 19 | 100          |
|                 |                  | 2. Merek Mehuli Kitchen tetap saya ingat meskipun saya menggunakan merek pesaing               | 0       | 4  | 22 | 44 | 30 | 100          |
|                 |                  | 3. Saya memikirkan Mehuli Kitchen ketika saya menggunakan merek pesaing                        | 1       | 3  | 19 | 61 | 16 | 100          |

| Keputusan Pembelian |                 |   | Jawaban |    |    |    |    | Frekuensi(%) |
|---------------------|-----------------|---|---------|----|----|----|----|--------------|
| No                  | Dimensi         | Pertanyaan  | STS     | TS | N  | S  | SS |              |
| 1                   | Jenis Produk    | 1. Mehuli Kitchen memiliki banyak varian produk dan rasa                            | 1       | 3  | 4  | 29 | 63 | 100          |
|                     |                 | 2. Mehuli Kitchen menyediakan produk sesuai keinginan saya                          | 0       | 1  | 8  | 70 | 21 | 100          |
| 2                   | Bentuk Produk   | 1. Produk Mehuli Kitchen memiliki desain yang menarik                               | 0       | 1  | 7  | 16 | 76 | 100          |
|                     |                 | 2. Produk Mehuli Kitchen memiliki topping yang banyak                               | 0       | 2  | 6  | 42 | 50 | 100          |
| 3                   | Merek           | 1. Merek Mehuli Kitchen terkenal  | 1       | 9  | 49 | 31 | 10 | 100          |
|                     |                 | 2. Saya memilih Mehuli Kitchen karena sesuai dengan keinginan saya                  | 0       | 2  | 8  | 72 | 18 | 100          |
| 4                   | Penjual         | 1. Saya membeli produk Mehuli Kitchen karena mudah ditemukan                        | 1       | 4  | 19 | 57 | 19 | 100          |
|                     |                 | 2. Saya membeli produk Mehuli Kitchen karena dekat dengan lokasi saya               | 1       | 3  | 9  | 70 | 17 | 100          |
| 5                   | Jumlah Produk   | 1. Saya membeli produk Mehuli Kitchen dalam jumlah banyak                           | 0       | 32 | 36 | 22 | 10 | 100          |
|                     |                 | 2. Saya membeli produk Mehuli Kitchen sesuai dengan jumlah kebutuhan                | 0       | 1  | 4  | 53 | 42 | 100          |
| 6                   | Waktu Pembelian | 1. Saya membeli produk Mehuli Kitchen pada saat tersedia diskon atau potongan harga | 3       | 5  | 24 | 61 | 7  | 100          |
|                     |                 | 2. Saya membeli produk Mehuli Kitchen pada saat tersedia cashback atau uang kembali | 0       | 6  | 44 | 39 | 11 | 100          |
| 7                   | Cara Pembayaran | 1. Saya membayar secara cicilan atau kredit   | 13      | 34 | 23 | 23 | 7  | 100          |
|                     |                 | 2. Saya membayar secara tunai dan nontunai  | 0       | 1  | 1  | 19 | 79 | 100          |