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Lampiran 1. Kuesioner Penelitian

KUESIONER PENELITIAN

Halo, perkenalkan saya Desi Ratna Sari Gea, mahasiswa Politeknik Wilmar Bisnis Indonesia Program Studi Manajemen Pemasaran Internasional. Saat ini saya sedang melaksanakan tugas akhir (skripsi) dengan topik: Analisis *Brand Image* dan Kualitas Produk Terhadap Keputusan Pembelian. Dalam rangka menyelesaikan tugas akhir, saya memerlukan bantuan Bapak/Ibu dengan mengisi kuesioner.

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



Hormat saya,

Desi Ratna Sari Gea

IDENTITAS RESPONDEN

Karakteristik Responden

Email :

Nama :

Jenis Kelamin :

- a. Laki-laki
- b. Perempuan

Pekerjaan :

- a. Pemilik Usaha
- b. Karyawan
- c. Lain-lain

Petunjuk Pengisian Kuesioner Dan Tanggapan Responden

Pilihlah jawaban pada kolom yang paling sesuai menurut pendapat Anda.

Keterangan:

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

(Lanjutan)

Variabel *Brand Image* (X1)

No.	Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1.	Merek Sarang Tawon mudah diingat					
2.	Merek Sarang Tawon mudah dikenali (cukup terkenal)					
3.	Merek Sarang Tawon dapat dipercaya					
4.	Merek Sarang Tawon lebih dominan dari merek lainnya					
5.	Merek Sarang Tawon mudah ditemui					

Variabel Kualitas Produk (X2)

No	Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1.	Rasa sirup Sarang Tawon sesuai dengan selera					
2.	Keterangan ketahanan produk jelas					
3.	Produk Sirup Sarang Tawon higienis					
4.	Produk sirup Sarang Tawon memiliki kemasan yang praktis					
5.	Aroma sirup Sarang Tawon memiliki aroma yang khas					
6.	Warna sirup Sarang Tawon sesuai rasa					
7.	Kemasan sirup Sarang Tawon menarik					

Variabel Keputusan Pembelian (Y)

No.	Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1.	Saya lebih memprioritaskan sirup Sarng Tawon ketika memutuskan membeli sirup					
2.	Sebelum membeli sirup Sarang Tawon, saya mencari informasi mengenai layanan dan fitur yang saya butuhkan					
3.	Setelah mendapatkan informasi mengenai produk sirup Sarang Tawon, Saya akan mengevaluasi secara teliti informasi tersebut untuk mengambil keputusan					
4.	Membeli/menggunakan sirup Sarang Tawon merupakan keputusan yang tepat bagi saya					
5.	Saya akan merekomendasikan produk sirup Sarang Tawon kepada orang lain					

Lampiran 2. Hasil Uji Validitas

Hasil Uji Validitas
Variabel *Brand Image* (X1)

Correlations

		x1.1	x1.2	x1.3	x1.4	x1.5	TOTALX
x1.1	Pearson Correlation	1	.469**	.397**	.347**	.542**	.722**
	Sig. (2-tailed)		.000	.000	.002	.000	.000
	N	76	76	76	76	76	76
x1.2	Pearson Correlation	.469**	1	.517**	.395**	.488**	.773**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	76	76	76	76	76	76
x1.3	Pearson Correlation	.397**	.517**	1	.451**	.493**	.770**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	76	76	76	76	76	76
x1.4	Pearson Correlation	.347**	.395**	.451**	1	.431**	.698**
	Sig. (2-tailed)	.002	.000	.000		.000	.000
	N	76	76	76	76	76	76
x1.5	Pearson Correlation	.542**	.488**	.493**	.431**	1	.786**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	76	76	76	76	76	76
TOTALX	Pearson Correlation	.722**	.773**	.770**	.698**	.786**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	76	76	76	76	76	76

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

(Lanjutan)

Hasil Uji Validitas
Kualitas Produk (X2)

		Correlations							
		x2.1	x2.2	x2.3	x2.4	x2.5	x2.6	x2.7	TOTALX2
x2.1	Pearson Correlation	1	.450**	.339**	.341**	.496**	.445**	.456**	.703**
	Sig. (2-tailed)		.000	.003	.003	.000	.000	.000	.000
	N	76	76	76	76	76	76	76	76
x2.2	Pearson Correlation	.450**	1	.441**	.558**	.485**	.521**	.561**	.802**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	76	76	76	76	76	76	76	76
x2.3	Pearson Correlation	.339**	.441**	1	.477**	.276*	.165	.417**	.595**
	Sig. (2-tailed)	.003	.000		.000	.016	.154	.000	.000
	N	76	76	76	76	76	76	76	76
x2.4	Pearson Correlation	.341**	.558**	.477**	1	.358**	.473**	.432**	.723**
	Sig. (2-tailed)	.003	.000	.000		.002	.000	.000	.000
	N	76	76	76	76	76	76	76	76
x2.5	Pearson Correlation	.496**	.485**	.276*	.358**	1	.516**	.476**	.708**
	Sig. (2-tailed)	.000	.000	.016	.002		.000	.000	.000
	N	76	76	76	76	76	76	76	76
x2.6	Pearson Correlation	.445**	.521**	.165	.473**	.516**	1	.546**	.741**
	Sig. (2-tailed)	.000	.000	.154	.000	.000		.000	.000
	N	76	76	76	76	76	76	76	76
x2.7	Pearson Correlation	.456**	.561**	.417**	.432**	.476**	.546**	1	.772**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	76	76	76	76	76	76	76	76
TOTALX2	Pearson Correlation	.703**	.802**	.595**	.723**	.708**	.741**	.772**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	76	76	76	76	76	76	76	76

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

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



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(Lanjutan)

Hasil Uji Validitas
Variabel Keputusan Pembelian (Y)

Correlations

		y1	y2	y3	y4	y5	TOTALY
y1	Pearson Correlation	1	.465**	.281*	.418**	.468**	.705**
	Sig. (2-tailed)		.000	.014	.000	.000	.000
	N	76	76	76	76	76	76
y2	Pearson Correlation	.465**	1	.376**	.346**	.468**	.741**
	Sig. (2-tailed)	.000		.001	.002	.000	.000
	N	76	76	76	76	76	76
y3	Pearson Correlation	.281*	.376**	1	.526**	.213	.679**
	Sig. (2-tailed)	.014	.001		.000	.065	.000
	N	76	76	76	76	76	76
y4	Pearson Correlation	.418**	.346**	.526**	1	.561**	.781**
	Sig. (2-tailed)	.000	.002	.000		.000	.000
	N	76	76	76	76	76	76
y5	Pearson Correlation	.468**	.468**	.213	.561**	1	.732**
	Sig. (2-tailed)	.000	.000	.065	.000		.000
	N	76	76	76	76	76	76
TOTALY	Pearson Correlation	.705**	.741**	.679**	.781**	.732**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	76	76	76	76	76	76

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

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

Lampiran 3. Hasil Uji Reliabilitas

Hasil Uji Reliabilitas *Brand Image*

Reliability Statistics

Cronbach's Alpha	N of Items
.806	5

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	16.89	4.389	.568	.775
x1.2	17.33	4.010	.613	.761
x1.3	17.43	4.036	.610	.762
x1.4	17.62	4.372	.520	.789
x1.5	17.09	4.058	.644	.751

(Lanjutan)

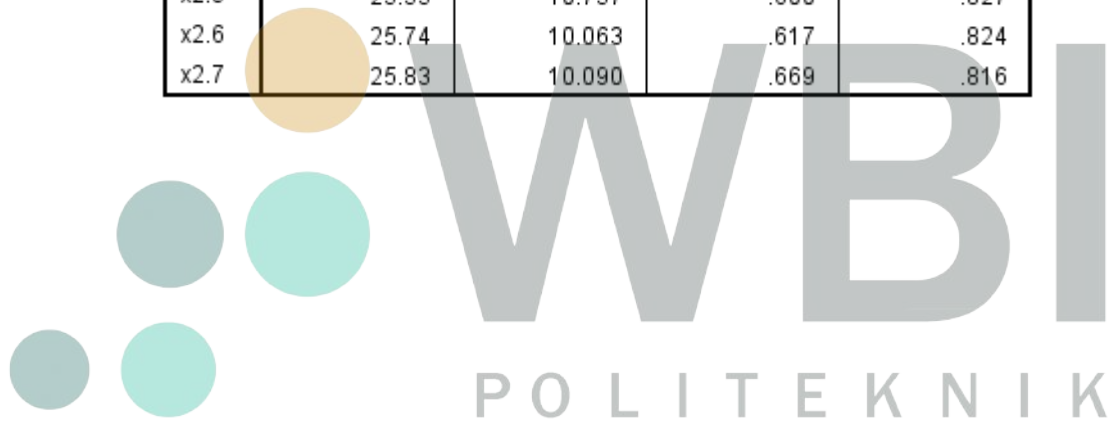
Hasil Uji Reliabilitas Variabel Kualitas Produk (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.847	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	25.70	10.374	.572	.831
x2.2	25.70	9.734	.702	.810
x2.3	25.68	11.446	.470	.843
x2.4	25.88	10.319	.601	.826
x2.5	25.55	10.757	.600	.827
x2.6	25.74	10.063	.617	.824
x2.7	25.83	10.090	.669	.816



(Lanjutan)

Hasil Uji Reliabilitas Variabel Keputusan Pembelian (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.774	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1	15.99	6.466	.542	.736
y2	16.09	5.871	.551	.732
y3	16.01	6.200	.459	.766
y4	15.84	5.895	.632	.704
y5	15.43	6.222	.568	.726

Lampiran 4. Uji Asumsi Klasik

Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		76
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.90619501
Most Extreme Differences	Absolute	.081
	Positive	.081
	Negative	-.048
Test Statistic		.081
Asymp. Sig. (2-tailed)		.200 ^{c,d}

(Lanjutan)

Hasil Uji Multikolinearitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.541	2.035		-.266	.791		
Brand Image	.270	.128	.224	2.107	.039	.487	2.052
Kualitas Produk	.485	.086	.598	5.637	.000	.487	2.052

a. Dependent Variable: Keputusan Pembelian

Hasil Uji Heteroskedastisitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.643	1.114		.577	.566
brand image	.117	.070	.275	1.669	.099
kualitas produk	-.053	.047	-.186	-1.132	.261

a. Dependent Variable: Abs_Res

Lampiran 5: Analisis Regresi Linear Berganda

Hasil Regresi Linear Berganda

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.541	2.035		-.266	.791
	brand image	.270	.128	.224	2.107	.039
	kualitas produk	.485	.086	.598	5.637	.000

a. Dependent Variable: keputusan pembelian

Lampiran 6: Uji Hipotesis

Hasil Uji T Coefficients

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.541	2.035		-.266	.791		
BRAND IMAGE	.270	.128	.224	2.107	.039	.487	2.052
KUALITAS PRODUK	.485	.086	.598	5.637	.000	.487	2.052

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Hasil Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	407.587	2	203.793	54.590	.000 ^b
	Residual	272.518	73	3.733		
	Total	680.105	75			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KUALITAS PRODUK, BRAND IMAGE

Hasil Uji Determinasi (Adjusted R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774 ^a	.599	.588	1.932

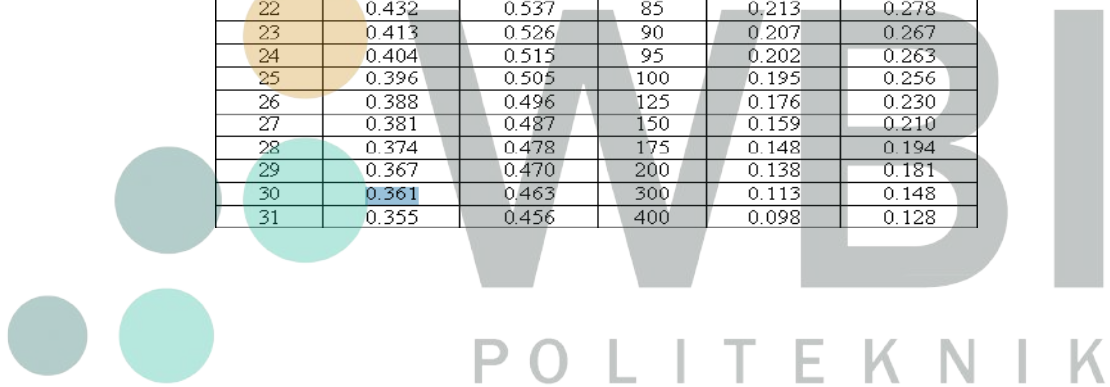
a. Predictors: (Constant), KUALITAS PRODUK, BRAND IMAGE

Lampiran 7: Tabel Yang Digunakan Dalam Penelitian

Tabel r Hitung

Distribusi nilai r_{tabel} Signifikansi 5% dan 1%

N	The Level of Significance		N	The Level of Significance	
	5%	1%		5%	1%
3	0.997	0.999	38	0.320	0.413
4	0.950	0.990	39	0.316	0.408
5	0.878	0.959	40	0.312	0.403
6	0.811	0.917	41	0.308	0.398
7	0.754	0.874	42	0.304	0.393
8	0.707	0.834	43	0.301	0.389
9	0.666	0.798	44	0.297	0.384
10	0.632	0.765	45	0.294	0.380
11	0.602	0.735	46	0.291	0.376
12	0.576	0.708	47	0.288	0.372
13	0.553	0.684	48	0.284	0.368
14	0.532	0.661	49	0.281	0.364
15	0.514	0.641	50	0.279	0.361
16	0.497	0.623	55	0.266	0.345
17	0.482	0.606	60	0.254	0.330
18	0.468	0.590	65	0.244	0.317
19	0.456	0.575	70	0.235	0.306
20	0.444	0.561	75	0.227	0.296
21	0.433	0.549	80	0.220	0.286
22	0.432	0.537	85	0.213	0.278
23	0.413	0.526	90	0.207	0.267
24	0.404	0.515	95	0.202	0.263
25	0.396	0.505	100	0.195	0.256
26	0.388	0.496	125	0.176	0.230
27	0.381	0.487	150	0.159	0.210
28	0.374	0.478	175	0.148	0.194
29	0.367	0.470	200	0.138	0.181
30	0.361	0.463	300	0.113	0.148
31	0.355	0.456	400	0.098	0.128



(Lanjutan)

Tabel F

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
46	4.05	3.20	2.81	2.57	2.42	2.30	2.22	2.15	2.09	2.04	2.00	1.97	1.94	1.91	1.89
47	4.05	3.20	2.80	2.57	2.41	2.30	2.21	2.14	2.09	2.04	2.00	1.96	1.93	1.91	1.88
48	4.04	3.19	2.80	2.57	2.41	2.29	2.21	2.14	2.08	2.03	1.99	1.96	1.93	1.90	1.88
49	4.04	3.19	2.79	2.56	2.40	2.29	2.20	2.13	2.08	2.03	1.99	1.96	1.93	1.90	1.88
50	4.03	3.18	2.79	2.56	2.40	2.29	2.20	2.13	2.07	2.03	1.99	1.95	1.92	1.89	1.87
51	4.03	3.18	2.79	2.55	2.40	2.28	2.20	2.13	2.07	2.02	1.98	1.95	1.92	1.89	1.87
52	4.03	3.18	2.78	2.55	2.39	2.28	2.19	2.12	2.07	2.02	1.98	1.94	1.91	1.89	1.86
53	4.02	3.17	2.78	2.55	2.39	2.28	2.19	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
54	4.02	3.17	2.78	2.54	2.39	2.27	2.18	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
55	4.02	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.06	2.01	1.97	1.93	1.90	1.88	1.85
56	4.01	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.05	2.00	1.96	1.93	1.90	1.87	1.85
57	4.01	3.16	2.77	2.53	2.38	2.26	2.18	2.11	2.05	2.00	1.96	1.93	1.90	1.87	1.85
58	4.01	3.16	2.76	2.53	2.37	2.26	2.17	2.10	2.05	2.00	1.96	1.92	1.89	1.87	1.84
59	4.00	3.15	2.76	2.53	2.37	2.26	2.17	2.10	2.04	2.00	1.96	1.92	1.89	1.86	1.84
60	4.00	3.15	2.76	2.53	2.37	2.25	2.17	2.10	2.04	1.99	1.95	1.92	1.89	1.86	1.84
61	4.00	3.15	2.76	2.52	2.37	2.25	2.16	2.09	2.04	1.99	1.95	1.91	1.88	1.86	1.83
62	4.00	3.15	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.99	1.95	1.91	1.88	1.85	1.83
63	3.99	3.14	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.98	1.94	1.91	1.88	1.85	1.83
64	3.99	3.14	2.75	2.52	2.36	2.24	2.16	2.09	2.03	1.98	1.94	1.91	1.88	1.85	1.83
65	3.99	3.14	2.75	2.51	2.36	2.24	2.15	2.08	2.03	1.98	1.94	1.90	1.87	1.85	1.82
66	3.99	3.14	2.74	2.51	2.35	2.24	2.15	2.08	2.03	1.98	1.94	1.90	1.87	1.84	1.82
67	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.98	1.93	1.90	1.87	1.84	1.82
68	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.97	1.93	1.90	1.87	1.84	1.82
69	3.98	3.13	2.74	2.50	2.35	2.23	2.15	2.08	2.02	1.97	1.93	1.90	1.86	1.84	1.81
70	3.98	3.13	2.74	2.50	2.35	2.23	2.14	2.07	2.02	1.97	1.93	1.89	1.86	1.84	1.81
71	3.98	3.13	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.97	1.93	1.89	1.86	1.83	1.81
72	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
73	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
74	3.97	3.12	2.73	2.50	2.34	2.22	2.14	2.07	2.01	1.96	1.92	1.89	1.85	1.83	1.80
75	3.97	3.12	2.73	2.49	2.34	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.83	1.80
76	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.82	1.80
77	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.96	1.92	1.88	1.85	1.82	1.80
78	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.80
79	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.79
80	3.96	3.11	2.72	2.49	2.33	2.21	2.13	2.06	2.00	1.95	1.91	1.88	1.84	1.82	1.79
81	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.82	1.79

(Lanjutan)

Tabel t Hitung

Titik Persentase Distribusi t (df = 41 – 80)

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127
42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595
43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291
48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789
52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526

Lampiran 8. Rekapitulasi Data Kuesioner

VARIABEL <i>BRAND IMAGE</i> (X1)						
NO.	X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL X1
1	5	5	4	4	5	23
2	5	4	4	5	5	23
3	5	4	4	4	5	22
4	4	4	4	3	4	19
5	5	4	3	4	5	21
6	5	4	4	4	5	22
7	5	5	5	5	5	25
8	5	5	5	5	5	25
9	5	4	4	4	5	22
10	5	5	5	4	5	24
11	5	3	4	4	5	21
12	5	4	3	5	5	22
13	5	5	3	4	4	21
14	5	5	5	5	5	25
15	5	4	4	3	4	20
16	4	5	4	4	5	22
17	4	4	5	4	5	22
18	5	4	5	5	5	24
19	5	5	4	4	4	22
20	5	4	4	4	5	22
21	5	5	4	4	5	23
22	5	4	4	3	5	21
23	4	4	4	4	4	20
24	4	4	4	4	3	19
25	5	4	4	3	5	21
26	5	5	4	4	4	22
27	4	4	4	3	4	19
28	4	3	3	3	3	16
29	3	3	4	3	5	18
30	4	2	3	4	3	16
31	2	4	3	4	3	16
32	5	5	5	4	4	23
33	5	4	4	4	4	21
34	5	3	4	3	3	18
35	5	5	5	3	4	22
36	5	4	3	4	4	20
37	4	4	4	3	4	19
38	4	4	4	3	4	19
39	5	4	5	5	5	24
40	5	5	4	4	5	23
41	5	4	4	4	4	21
42	5	4	4	4	4	21

(lanjutan tabel variabel *brand image*)

43	3	2	2	2	3	12
44	5	5	5	5	5	25
45	5	4	3	4	4	20
46	4	4	4	4	4	20
47	4	4	5	5	4	22
48	5	5	5	4	5	24
49	5	5	4	4	5	23
50	5	5	5	3	4	22
51	5	5	5	5	5	25
52	5	5	5	5	5	25
53	3	4	3	4	3	17
54	5	4	3	3	4	19
55	4	3	4	3	4	18
56	5	5	5	5	5	25
57	5	5	4	4	5	23
58	5	5	5	4	5	24
59	5	5	5	4	5	24
60	5	5	4	4	5	23
61	5	5	4	4	5	23
62	5	5	5	4	5	24
63	5	5	4	4	5	23
64	4	4	4	4	5	21
65	5	4	4	4	5	22
66	5	4	4	4	4	21
67	5	4	4	4	5	22
68	5	5	4	4	5	23
69	5	4	4	4	4	21
70	5	4	4	4	5	22
71	5	4	5	5	4	23
72	5	4	5	4	5	23
73	5	4	5	5	5	24
74	5	4	4	4	5	22
75	5	5	5	4	5	24
76	5	4	5	4	5	23

VARIABEL KUALITAS PRODUK (X2)								
NO.	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	TOTAL X2
1	5	4	5	4	4	4	5	31
2	5	5	4	5	5	4	5	33
3	4	4	5	4	4	4	4	29
4	4	4	4	3	4	3	4	26
5	5	3	4	3	4	4	4	27
6	5	5	4	5	5	4	4	32
7	5	5	5	5	5	5	5	35
8	5	5	5	4	4	4	4	31
9	5	4	4	5	5	5	5	33
10	5	5	5	5	4	5	4	33
11	3	3	5	2	5	2	4	24
12	4	4	4	3	4	5	4	28
13	3	5	4	4	3	4	5	28
14	5	5	5	5	5	5	5	35
15	5	4	5	4	4	3	4	29
16	4	5	4	4	5	4	4	30
17	5	5	4	5	4	4	5	32
18	4	4	4	4	4	5	5	30
19	4	4	4	4	4	4	4	28
20	4	4	5	4	4	3	4	28
21	5	5	4	4	5	5	4	32
22	4	4	4	4	5	5	4	30
23	4	4	5	5	4	4	4	30
24	4	5	4	4	5	4	5	31
25	5	4	4	4	4	4	4	29
26	5	4	4	4	4	5	4	30
27	3	4	5	4	4	4	4	28
28	3	4	4	3	3	3	4	24
29	4	3	3	2	5	4	4	25
30	5	2	5	5	5	4	4	30
31	5	5	5	4	4	3	4	30
32	3	4	4	4	4	3	4	26
33	4	3	4	4	4	4	4	27
34	4	3	4	3	2	3	3	22
35	3	3	3	4	3	4	3	23
36	4	3	4	3	4	4	3	25
37	5	5	5	4	5	4	4	32
38	3	5	4	5	4	5	4	30
39	4	5	5	5	5	5	4	33
40	4	4	4	4	4	4	3	27
41	4	4	4	4	5	5	5	31
42	4	4	4	4	5	5	5	31
43	2	2	2	2	3	2	2	15
44	5	5	5	5	5	5	5	35

(lanjutan tabel variabel kualitas produk)

45	3	3	4	4	4	3	3	24
46	4	4	4	4	4	4	3	27
47	3	5	5	5	5	3	3	29
48	5	4	5	4	4	4	4	30
49	4	5	4	5	5	5	4	32
50	3	4	4	5	4	5	3	28
51	5	5	5	5	5	5	5	35
52	5	5	5	5	5	5	5	35
53	4	3	3	3	4	3	2	22
54	3	4	5	5	4	4	5	30
55	4	4	4	3	4	4	3	26
56	5	5	5	5	5	5	5	35
57	5	5	4	4	5	5	5	33
58	5	4	4	4	5	5	5	32
59	5	5	5	5	5	4	4	33
60	4	5	5	4	5	5	5	33
61	4	4	4	4	5	5	4	30
62	5	5	5	4	5	5	4	33
63	5	5	5	4	5	5	4	33
64	4	4	4	4	5	5	4	30
65	5	4	4	5	5	4	4	31
66	5	5	4	4	5	4	4	31
67	5	5	4	4	5	5	5	33
68	5	5	5	4	5	5	5	34
69	5	5	4	5	5	5	5	34
70	5	5	4	4	5	5	4	32
71	5	5	5	5	5	4	5	34
72	5	5	4	4	5	5	4	32
73	5	5	4	4	5	5	5	33
74	5	5	4	4	5	5	5	33
75	4	5	5	4	5	5	5	33
76	4	5	5	5	4	5	5	33

VARIABEL KEPUTUSAN PEMBELIAN						
NO.	Y1	Y2	Y3	Y4	Y5	TOTAL Y
1	5	4	4	5	5	23
2	4	4	4	5	5	22
3	4	4	4	4	4	20
4	4	3	4	4	4	19
5	3	3	3	3	4	16
6	4	4	4	5	5	22
7	5	3	4	5	5	22
8	4	5	5	4	4	22
9	5	4	5	4	5	23
10	5	5	5	5	5	25
11	5	4	4	3	4	20
12	3	5	4	3	5	20
13	4	4	5	4	4	21
14	4	4	4	4	4	20
15	3	4	3	3	4	17
16	3	3	4	3	5	18
17	4	4	5	5	5	23
18	5	5	5	5	5	25
19	4	4	4	4	4	20
20	4	3	3	3	4	17
21	4	4	4	4	5	21
22	4	4	4	4	5	21
23	4	4	3	3	4	18
24	4	3	3	3	5	18
25	4	4	4	3	4	19
26	4	4	3	3	5	19
27	3	3	3	3	4	16
28	3	3	3	3	4	16
29	3	2	5	5	3	18
30	3	5	5	3	4	20
31	4	3	4	4	3	18
32	4	4	3	3	3	17
33	3	3	3	4	3	16
34	3	2	2	2	3	12
35	4	3	3	4	4	18
36	3	3	4	3	4	17
37	2	5	4	4	4	19
38	4	3	4	4	4	19
39	5	5	4	5	5	24
40	3	2	3	4	4	16
41	5	5	5	5	5	25
42	5	5	5	5	5	25
43	2	1	2	2	2	9
44	5	5	5	5	5	25

(lanjutan tabel variabel keputusan pembelian)

45	3	2	4	3	2	14
46	3	4	4	4	4	19
47	5	5	1	3	5	19
48	3	5	3	4	3	18
49	3	5	5	4	4	21
50	4	4	4	4	5	21
51	5	5	5	5	5	25
52	5	5	5	5	5	25
53	4	3	3	3	3	16
54	4	3	5	4	4	20
55	4	3	4	3	3	17
56	5	5	5	5	5	25
57	4	3	3	4	5	19
58	4	3	3	4	5	19
59	4	4	4	4	5	21
60	4	4	4	4	5	21
61	4	4	3	4	5	20
62	3	3	4	5	5	20
63	3	3	5	5	5	21
64	4	4	5	4	5	22
65	4	4	3	4	5	20
66	4	4	4	4	5	21
67	4	4	4	4	5	21
68	3	3	5	5	5	21
69	4	3	3	4	5	19
70	3	4	2	4	5	18
71	4	3	4	5	5	21
72	4	4	3	4	5	20
73	4	3	3	5	5	20
74	3	4	4	5	5	21
75	4	4	3	5	5	21
76	4	4	3	5	5	21