

## LAMPIRAN

### LEMBAR KUESIONER PENELITIAN

#### PETUNJUK PENGISIAN

Isilah pertanyaan dibawah ini dengan sebenar-benarnya.

1. Usia :  18 – 25 Tahun  26 - 35 Tahun  
 36 - 45 Tahun  46 - 55 Tahun  
 >55 Tahun
2. Jenis Kelamin :  Pria  Wanita
3. Pendidikan Terakhir :  SMA/SMK/MAN  
 D3/D4  
 S1  
 S2  
 S3
4. Pekerjaan :  Mahasiswa  
 PNS / BUMN

Karyawan Swasta

Wirausaha

Ibu Rumah Tangga

Lainnya

5. Penghasilan per bulan :

<Rp. 2.000.000

Rp. 2.000.0000 – Rp. 5.000.000

Rp. 5.000.000 – Rp. 10.000.000

Rp. 10.000.000 – Rp. 15.000.000

>Rp. 15.000.000

Berilah tanda centang (√) dibawah pada salah satu alternatif jawaban yang paling tepat dengan kriteria jawaban.

- 1 : Sangat Tidak Setuju
- 2 : Tidak Setuju
- 3 : Setuju
- 4 : Sangat Setuju

**Lampiran 1 : Kuesioner Penelitian**

No	Pernyataan	1	2	3	4
<b>Brand Awareness</b>					
Pada bagian ini bertujuan untuk melihat sejauh mana konsumen dapat mengenali atau mengingat Kembali bahwa suatu merek merupakan bagian dalam kategori produk tertentu.					
<b>Recall</b>					
1	Saya mudah mengingat merek motor listrik Green Tech				
2	Saya mudah mengucapkan merek motor listrik Green Tech				
3	Saya langsung menyebut "Green Tech" ketika ditanya merek sepeda motor listrik				
<b>Recognition</b>					
1	Saya tahu Green Tech masuk dalam kategori merek kendaraan listrik				
2	Saya mengenali merek Green Tech melalui logonya				
3	Saya mengenali merek Green Tech melalui warna dominannya				
<b>Purchase</b>					
1	Saya memilih Green Tech sebagai alternatif pilihan saat membeli motor listrik				
2	Saya membandingkan Green Tech dengan merek lain saat ingin membeli sepeda motor listrik				
<b>Consumption</b>					
1	Ketika menggunakan merek lain, saya otomatis mengingat merek Green Tech				
2	Saya ingin membeli lagi produk dari Green Tech				
<b>Brand Positioning</b>					
Pada bagian ini bertujuan untuk mengetahui bagaimana suatu merek dilihat oleh pelanggan di dalam pikiran merek dan bagaimana merek tersebut berbeda dari pesaingnya					

<b>Atribut</b>					
1	Saya mengetahui ciri khas yang dimiliki sepeda motor listrik merek Green Tech				
2	Saya mengetahui merek Green Tech memiliki banyak pilihan jenis				
3	Saya mengetahui merek Green Tech memiliki banyak pilihan warna				
4	Saya mengetahui spesifikasi yang dimiliki sepeda motor listrik merek Green Tech				
<b>Manfaat</b>					
1	Saya merasakan manfaat lebih setelah menggunakan sepeda motor listrik Green Tech				
2	Penggunaan sepeda motor listrik Green Tech membuat perjalanan saya lebih hemat bahan bakar				
<b>Keyakinan dan Nilai</b>					
1	Sepeda motor listrik merek Green Tech menawarkan harga yang lebih rendah dari merek lain				
2	Saya yakin bahwa sepeda motor listrik merek Green Tech lebih populer daripada merek lain				
3	Saya yakin bahwa Green Tech menyediakan produk berkualitas tinggi				
<b>Perceived Quality</b>					
Pada bagian ini bertujuan untuk melihat bagaimana persepsi pelanggan terhadap keseluruhan kualitas dan superioritas dari suatu produk atau layanan					
<b>Kinerja Produk</b>					
1	Saya meyakini sepeda motor listrik Green Tech dibuat dari material yang bagus				
2	Sepeda motor listrik merek Green Tech memiliki daya baterai yang tahan lama				
3	Sepeda motor listrik merek Green Tech memiliki baterai yang aman digunakan				
<b>Kesesuaian Produk</b>					
1	Saya merasa sepeda motor listrik Green Tech mudah digunakan				
2	Saya merasa sepeda motor listrik Green Tech nyaman digunakan				
3	Sepeda motor listrik Green Tech cocok untuk aktivitas sehari-hari saya				
<b>Keandalan Produk</b>					

1	Kinerja sepeda motor listrik merek Green Tech sesuai dengan harapan saya				
2	Saya merasakan kinerja Green Tech selalu konsisten				
3	Sepeda motor listrik merek Green Tech selalu dapat diandalkan				
<b>Fitur</b>					
1	Saya merasa fitur Green Tech memberi kemudahan selama digunakan				
2	Green Tech memiliki fitur lebih unggul dibandingkan merek lain				
<b>Ketahanan Produk</b>					
1	Saya meyakini merek Green Tech memiliki kualitas yang tahan lama				
2	Green Tech memiliki umur pakai yang panjang				
<b>Kemampuan Melayani</b>					
1	Green Tech cepat tanggap dalam melayani kebutuhan saya jika ada kerusakan				
2	Saya merasa senang dengan adanya penanganan yang baik terhadap keluhan konsumen				
3	Tim layanan pelanggan Green Tech mudah dihubungi ketika saya butuh bantuan				
<b>Gaya dan Desain Produk</b>					
1	Saya suka dengan desain produk Green Tech yang menarik				
2	Green Tech memiliki penampilan yang modern sesuai perkembangan zaman				
<b>Keputusan Pembelian</b>					
Pada bagian ini bertujuan untuk mengetahui bagaimana konsumen menentukan pilihan terhadap pembelian suatu produk yang sesuai dengan kebutuhan, keinginan serta harapan, sehingga dapat menimbulkan kepuasan atau ketidakpuasan terhadap suatu produk					
<b>Pilihan Produk</b>					
1	Saya melakukan pembelian atas dasar keinginan sendiri				
2	Saya membeli motor listrik merek Green Tech karena menyukai desainnya				
<b>Pilihan Merek</b>					

1	Saya memilih merek Green Tech karena saya percaya dengan keunggulan yang ditawarkannya				
2	Saya memilih merek Green Tech karena kualitas yang bagus				
<b>Pilihan Penyalur</b>					
1	Lokasi <i>showroom</i> Green Tech mudah dijangkau				
2	Saya merasa nyaman ketika berada di dalam <i>showroom</i> Green Tech				
<b>Waktu Pembelian</b>					
1	Saya melakukan pembelian ketika ada hari besar untuk mendapatkan harga spesial				
2	Saya cenderung membeli produk saat ada penawaran diskon				
<b>Jumlah Pembelian</b>					
1	Saya hanya membeli satu unit dalam satu kali pembelian				
2	Saya membeli lebih dari satu unit karena adanya diskon				
<b>Metode Pembayaran</b>					
1	Saya senang dengan adanya pilihan metode pembayaran dengan <i>cash</i>				
2	Saya senang dengan adanya pilihan metode pembayaran dengan <i>cashless</i>				
3	Adanya pilihan cara pembayaran mempengaruhi keputusan saya untuk membeli sepeda motor listrik Green Tech				





PERCEIVED QUALITY (X3)																		
Kinerja Produk			Kesesuaian Produk			Keandalan Produk			Fitur		Ketahanan Produk		Kemampuan Melayani			Gaya dan Desain		TOTAL
PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16	PQ17	PQ18	
4	4	4	4	4	4	3	4	4	3	4	4	4	4	4	4	4	3	69
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	71
3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	4	3	57
3	3	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	52
2	2	2	4	3	4	3	3	3	3	1	2	2	1	1	2	3	3	44
3	4	4	4	3	3	4	4	4	4	4	4	3	4	4	4	4	4	68
3	2	3	4	3	4	3	2	3	3	2	3	3	4	4	3	3	3	55
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	72
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	72
3	3	3	3	3	4	2	3	3	3	2	3	3	3	3	3	3	3	53
4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	3	70
3	3	3	3	4	3	3	3	3	3	3	3	3	3	4	3	3	3	56
3	3	4	3	4	4	3	3	3	3	3	3	3	3	4	3	3	3	58
3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	56
3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	53
3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	55
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
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3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
3	3	3	3	3	4	3	3	3	4	3	3	3	3	3	3	3	3	56
3	3	3	3	3	3	2	3	3	3	3	3	3	4	4	3	3	3	55
3	3	3	4	4	3	2	2	2	3	2	3	3	3	4	3	3	3	53
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	72
2	3	3	4	3	4	3	4	3	4	4	4	3	4	4	3	3	3	62
3	4	4	3	4	4	4	3	4	4	3	3	3	4	4	4	4	4	66
3	3	3	3	3	3	3	4	3	4	4	4	4	4	3	3	4	4	62
3	3	4	4	4	4	3	3	3	4	3	4	3	3	3	3	4	4	62
4	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	57
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	72
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3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	55
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4	4	4	4	4	4	3	3	3	3	3	3	3	4	4	3	3	3	62
3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	53
3	2	3	4	3	3	4	3	3	2	3	3	3	4	4	3	4	3	57
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	70
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	58
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	72
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	72
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	72
3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	3	64
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	72
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	72
3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	45
3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	63
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3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
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4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	72
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3	3	4	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	63
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4	4	4	3	4	4	3	4	3	4	3	4	3	4	3	4	3	4	64
4	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	66
4	4	4	3	4	4	3	4	3	4	3	4	3	4	3	4	3	4	66
3	3	4	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	63
3	3	4	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	62
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3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	62
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4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	71
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	54
3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
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3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	56
3	3	3	4	4	4	3	3	3	3	3	3	3	3	4	4	3	3	59
4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	56
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	72



### Lampiran 3 : r\_Tabel, t\_Tabel, F\_Tabel

- 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
85	0.1775	0.2108	0.2491	0.2748	0.3468
86	0.1765	0.2096	0.2477	0.2732	0.3449
87	0.1755	0.2084	0.2463	0.2717	0.3430
88	0.1745	0.2072	0.2449	0.2702	0.3412
89	0.1735	0.2061	0.2435	0.2687	0.3393
90	0.1726	0.2050	0.2422	0.2673	0.3375
91	0.1716	0.2039	0.2409	0.2659	0.3358
92	0.1707	0.2028	0.2396	0.2645	0.3341
93	0.1698	0.2017	0.2384	0.2631	0.3323
94	0.1689	0.2006	0.2371	0.2617	0.3307
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274
97	0.1663	0.1975	0.2335	0.2578	0.3258
98	0.1654	0.1966	0.2324	0.2565	0.3242
99	0.1646	0.1956	0.2312	0.2552	0.3226
100	0.1638	0.1946	0.2301	0.2540	0.3211

- t\_Tabel

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
df	0.50	0.20	0.10	0.050	0.02	0.010	0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66385	1.98932	2.37289	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549

- F\_Tabel

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

## Lampiran 4 : Hasil Uji Validitas

- Brand Awareness (X1)**

		Correlations										
		BA1	BA2	BA3	BA4	BA5	BA6	BA7	BA8	BA9	BA10	T.BA
BA1	Pearson Correlation	1	.476**	.372**	.086	.345**	.261**	.346**	.255*	.358**	.179	.553**
	Sig. (2-tailed)		.000	.000	.402	.001	.010	.000	.011	.000	.078	.000
	N	98	98	98	98	98	98	98	98	98	98	98
BA2	Pearson Correlation	.476**	1	.435**	.410**	.348**	.388**	.299**	.420**	.496**	.375**	.710**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.003	.000	.000	.000	.000
	N	98	98	98	98	98	98	98	98	98	98	98
BA3	Pearson Correlation	.372**	.435**	1	.281**	.392**	.195	.491**	.336**	.467**	.404**	.686**
	Sig. (2-tailed)	.000	.000		.005	.000	.054	.000	.001	.000	.000	.000
	N	98	98	98	98	98	98	98	98	98	98	98
BA4	Pearson Correlation	.086	.410**	.281**	1	.354**	.266**	.264**	.342**	.121	.289**	.513**
	Sig. (2-tailed)	.402	.000	.005		.000	.008	.009	.001	.234	.004	.000
	N	98	98	98	98	98	98	98	98	98	98	98
BA5	Pearson Correlation	.345**	.348**	.392**	.354**	1	.477**	.233*	.115	.414**	.399**	.633**
	Sig. (2-tailed)	.001	.000	.000	.000		.000	.021	.261	.000	.000	.000
	N	98	98	98	98	98	98	98	98	98	98	98
BA6	Pearson Correlation	.261**	.388**	.195	.266**	.477**	1	.290**	.435**	.400**	.580**	.662**
	Sig. (2-tailed)	.010	.000	.054	.008	.000		.004	.000	.000	.000	.000
	N	98	98	98	98	98	98	98	98	98	98	98
BA7	Pearson Correlation	.346**	.299**	.491**	.264**	.233*	.290**	1	.451**	.444**	.378**	.637**
	Sig. (2-tailed)	.000	.003	.000	.009	.021	.004		.000	.000	.000	.000
	N	98	98	98	98	98	98	98	98	98	98	98
BA8	Pearson Correlation	.255*	.420**	.336**	.342**	.115	.435**	.451**	1	.444**	.415**	.650**
	Sig. (2-tailed)	.011	.000	.001	.001	.261	.000	.000		.000	.000	.000
	N	98	98	98	98	98	98	98	98	98	98	98
BA9	Pearson Correlation	.358**	.496**	.467**	.121	.414**	.400**	.444**	.444**	1	.509**	.728**
	Sig. (2-tailed)	.000	.000	.000	.234	.000	.000	.000	.000		.000	.000
	N	98	98	98	98	98	98	98	98	98	98	98
BA10	Pearson Correlation	.179	.375**	.404**	.289**	.399**	.580**	.378**	.415**	.509**	1	.710**
	Sig. (2-tailed)	.078	.000	.000	.004	.000	.000	.000	.000	.000		.000
	N	98	98	98	98	98	98	98	98	98	98	98
T.BA	Pearson Correlation	.553**	.710**	.686**	.513**	.633**	.662**	.637**	.650**	.728**	.710**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	98	98	98	98	98	98	98	98	98	98	98

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

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

- Brand Positioning (X2)**

		Correlations									Brand Positioning (X2)
		BP1	BP2	BP3	BP4	BP5	BP6	BP7	BP8	BP9	
BP1	Pearson Correlation	1	.230	.462**	.151	.398**	.052	.347**	.337**	.614**	.669**
	Sig. (2-tailed)		.023	.000	.139	.000	.608	.000	.001	.000	.000
	N	98	98	98	98	98	98	98	98	98	98
BP2	Pearson Correlation	.230*	1	.295**	.461**	.126	.474**	.222*	.360**	.188	.613**
	Sig. (2-tailed)	.023		.003	.000	.216	.000	.028	.000	.064	.000
	N	98	98	98	98	98	98	98	98	98	98
BP3	Pearson Correlation	.462**	.295**	1	.060	.295**	.176	.341**	.069	.205*	.514**
	Sig. (2-tailed)	.000	.003		.556	.003	.083	.001	.497	.043	.000
	N	98	98	98	98	98	98	98	98	98	98
BP4	Pearson Correlation	.151	.461**	.060	1	.225*	.382**	.337**	.472**	.136	.605**
	Sig. (2-tailed)	.139	.000	.556		.026	.000	.001	.000	.181	.000
	N	98	98	98	98	98	98	98	98	98	98
BP5	Pearson Correlation	.398**	.126	.295**	.225*	1	.218*	.349**	.145	.450**	.581**
	Sig. (2-tailed)	.000	.216	.003	.026		.031	.000	.154	.000	.000
	N	98	98	98	98	98	98	98	98	98	98
BP6	Pearson Correlation	.052	.474**	.176	.382**	.218*	1	.140	.115	.137	.480**
	Sig. (2-tailed)	.608	.000	.083	.000	.031		.169	.259	.179	.000
	N	98	98	98	98	98	98	98	98	98	98
BP7	Pearson Correlation	.347**	.222*	.341**	.337**	.349**	.140	1	.264**	.367**	.617**
	Sig. (2-tailed)	.000	.028	.001	.001	.000	.169		.009	.000	.000
	N	98	98	98	98	98	98	98	98	98	98
BP8	Pearson Correlation	.337**	.360**	.069	.472**	.145	.115	.264**	1	.488**	.639**
	Sig. (2-tailed)	.001	.000	.497	.000	.154	.259	.009		.000	.000
	N	98	98	98	98	98	98	98	98	98	98
BP9	Pearson Correlation	.614**	.188	.205*	.136	.450**	.137	.367**	.488**	1	.676**
	Sig. (2-tailed)	.000	.064	.043	.181	.000	.179	.000	.000		.000
	N	98	98	98	98	98	98	98	98	98	98
Brand Positioning (X2)	Pearson Correlation	.669**	.613**	.514**	.605**	.581**	.480**	.617**	.639**	.676**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	98	98	98	98	98	98	98	98	98	98

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

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

● **Perceived Quality (X3)**

		Correlations																		Perceived Quality (Y)
		PG1	PG2	PG3	PG4	PG5	PG6	PG7	PG8	PG9	PG10	PG11	PG12	PG13	PG14	PG15	PG16	PG17	PG18	
PG1	Pearson Correlation	1	.503**	.439**	.191	.406**	.219	.506**	.352**	.422**	.105	.446**	.296**	.494**	.350**	.338**	.310**	.402**	.229	.586**
	Sig. (2-tailed)		.000	.000	.059	.000	.030	.000	.000	.000	.303	.000	.003	.000	.000	.001	.002	.000	.023	.000
	N		98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98
PG2	Pearson Correlation	.503**	1	.464**	.340**	.306**	.362**	.376**	.501**	.424**	.613**	.489**	.508**	.386**	.554**	.384**	.572**	.223	.449**	.714**
	Sig. (2-tailed)			.000	.001	.002	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.027	.000
	N			98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98
PG3	Pearson Correlation	.439**	.464**	1	.308**	.515**	.292**	.480**	.342**	.388**	.367**	.635**	.516**	.496**	.389**	.441**	.432**	.438**	.329**	.694**
	Sig. (2-tailed)				.002	.000	.004	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000
	N				98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98
PG4	Pearson Correlation	.191	.340**	.308**	1	.317**	.518**	.263**	.397**	.264**	.378**	.260**	.566**	.284**	.369**	.304**	.563**	.369**	.477**	.596**
	Sig. (2-tailed)					.001	.000	.009	.000	.009	.000	.010	.000	.005	.000	.002	.000	.000	.000	
	N					98	98	98	98	98	98	98	98	98	98	98	98	98	98	
PG5	Pearson Correlation	.406**	.306**	.515**	.317**	1	.296**	.291**	.125	.373**	.307**	.397**	.242**	.482**	.248**	.402**	.323**	.374**	.217**	.548**
	Sig. (2-tailed)						.003	.004	.219	.000	.002	.000	.016	.000	.014	.000	.001	.000	.032	
	N						98	98	98	98	98	98	98	98	98	98	98	98	98	
PG6	Pearson Correlation	.219	.362**	.292**	.518**	.296**	1	.144	.272**	.251**	.476**	.128	.338**	.192	.423**	.181	.326**	.191	.384**	.497**
	Sig. (2-tailed)							.157	.007	.013	.000	.210	.001	.059	.000	.074	.001	.059	.000	
	N							98	98	98	98	98	98	98	98	98	98	98	98	
PG7	Pearson Correlation	.506**	.376**	.489**	.362**	.291**	.144	1	.507**	.668**	.319**	.605**	.421**	.422**	.288**	.371**	.355**	.493**	.430**	.671**
	Sig. (2-tailed)								.000	.000	.001	.000	.000	.000	.004	.000	.000	.000	.000	
	N								98	98	98	98	98	98	98	98	98	98	98	
PG8	Pearson Correlation	.352**	.501**	.342**	.387**	.125	.272**	.507**	1	.465**	.489**	.508**	.681**	.395**	.389**	.187	.560**	.383**	.538**	.684**
	Sig. (2-tailed)					.007	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N					98	98	98	98	98	98	98	98	98	98	98	98	98	98	
PG9	Pearson Correlation	.422**	.424**	.388**	.264**	.373**	.251**	.666**	.465**	1	.439**	.574**	.336**	.635**	.296**	.314**	.332**	.361**	.410**	.676**
	Sig. (2-tailed)							.000	.000		.000	.000	.001	.000	.003	.002	.001	.000	.000	
	N							98	98	98	98	98	98	98	98	98	98	98	98	
PG10	Pearson Correlation	.105	.613**	.367**	.378**	.307**	.476**	.319**	.489**	.439**	1	.423**	.526**	.359**	.475**	.289**	.523**	.300**	.686**	.679**
	Sig. (2-tailed)											.000	.000	.000	.004	.000	.004	.000	.003	
	N											98	98	98	98	98	98	98	98	
PG11	Pearson Correlation	.446**	.489**	.635**	.260**	.397**	.128	.605**	.508**	.574**	.423**	1	.535**	.646**	.480**	.421**	.493**	.458**	.439**	.759**
	Sig. (2-tailed)												.000	.000	.000	.000	.000	.000	.000	
	N												98	98	98	98	98	98	98	
PG12	Pearson Correlation	.296**	.506**	.516**	.566**	.242**	.336**	.421**	.681**	.336**	.528**	.535**	1	.399**	.508**	.330**	.626**	.419**	.608**	.742**
	Sig. (2-tailed)													.000	.000	.001	.000	.000	.000	
	N													98	98	98	98	98	98	
PG13	Pearson Correlation	.494**	.386**	.496**	.284**	.482**	.192	.432**	.395**	.635**	.359**	.640**	.399**	1	.425**	.482**	.469**	.552**	.402**	.716**
	Sig. (2-tailed)														.000	.000	.000	.000	.000	
	N														98	98	98	98	98	
PG14	Pearson Correlation	.350**	.554**	.389**	.369**	.249**	.423**	.287**	.389**	.286**	.475**	.480**	.508**	.425**	1	.524**	.524**	.297**	.440**	.675**
	Sig. (2-tailed)														.000	.000	.000	.003	.000	
	N														98	98	98	98	98	
PG15	Pearson Correlation	.338**	.384**	.441**	.304**	.402**	.181	.371**	.187	.314**	.289**	.421**	.330**	.482**	.524**	1	.475**	.350**	.317**	.598**
	Sig. (2-tailed)																.000	.000	.001	
	N																98	98	98	
PG16	Pearson Correlation	.316**	.572**	.432**	.563**	.323**	.326**	.355**	.560**	.302**	.523**	.493**	.626**	.466**	.524**	.475**	1	.449**	.597**	.750**
	Sig. (2-tailed)																	.000	.000	
	N																	98	98	
PG17	Pearson Correlation	.402**	.223	.438**	.369**	.374**	.191	.493**	.393**	.361**	.300**	.456**	.419**	.552**	.297**	.350**	.449**	1	.420**	.621**
	Sig. (2-tailed)																		.000	
	N																		98	
PG18	Pearson Correlation	.000	.037	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	Sig. (2-tailed)																			
	N																			
Perceived Quality (Y)	Pearson Correlation	.588**	.714**	.684**	.596**	.546**	.497**	.671**	.684**	.670**	.670**	.750**	.746**	.715**	.675**	.598**	.750**	.621**	.702**	.871**
	Sig. (2-tailed)																			
	N																			

\*\* Correlation is significant at the 0.01 level (2-tailed).  
\* Correlation is significant at the 0.05 level (2-tailed).

● **Keputusan Pembelian (Y)**

		Correlations													Keputusan Pembelian (Y)
		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12	KP13	
KP1	Pearson Correlation	1	.172	.334**	.031	.135	.060	.216*	.176	.326**	-.066	.164	.139	.300**	.368**
	Sig. (2-tailed)			.090	.001	.765	.184	.568	.032	.083	.001	.520	.107	.172	.003
	N			98	98	98	98	98	98	98	98	98	98	98	98
KP2	Pearson Correlation	.172	1	.402**	.411**	.048	.510**	.379**	.338**	.153	.217**	.338**	.292**	.391**	.606**
	Sig. (2-tailed)					.000	.000	.000	.001	.133	.032	.001	.004	.000	.000
	N			98	98	98	98	98	98	98	98	98	98	98	98
KP3	Pearson Correlation	.334**	.402**	1	.378**	.294**	.302**	.506**	.259**	.323**	.315**	.574**	.214**	.472**	.701**
	Sig. (2-tailed)					.000	.003	.003	.000	.010	.001	.002	.000	.034	.000
	N				98	98	98	98	98	98	98	98	98	98	98
KP4	Pearson Correlation	.031	.411**	.378**	1	.413**	.491**	.288**	.321**	.055	.376**	.388**	.413**	.367**	.649**
	Sig. (2-tailed)						.000	.000	.004	.001	.592	.000	.000	.000	
	N					98	98	98	98	98	98	98	98	98	
KP5	Pearson Correlation	.135	.048	.294**	.413**	1	.245**	.095	.005	.202**	.196	.175	.204**	.155	.412**
	Sig. (2-tailed)							.015	.362	.962	.046	.053	.084	.044	.128
	N						98	98	98	98	98	98	98	98	
KP6	Pearson Correlation	.060	.510**	.302**	.491**	.245**	1	.309**	.371**	.208*	.381**	.261**	.433**	.434**	.666**
	Sig. (2-tailed)								.002	.000	.039	.000	.009	.000	
	N							98	98	98	98	98	98	98	
KP7	Pearson Correlation	.216*	.379**	.506**	.288**	.095	.309**	1	.583**	.182</					

## Lampiran 5 : Hasil Uji Reliabilitas

- **Brand Awareness (X1)**

### Reliability Statistics

Cronbach's Alpha	N of Items
.848	10

- **Brand Positioning (X2)**

### Reliability Statistics

Cronbach's Alpha	N of Items
.778	9

- **Perceived Quality (X3)**

### Reliability Statistics

Cronbach's Alpha	N of Items
.925	18

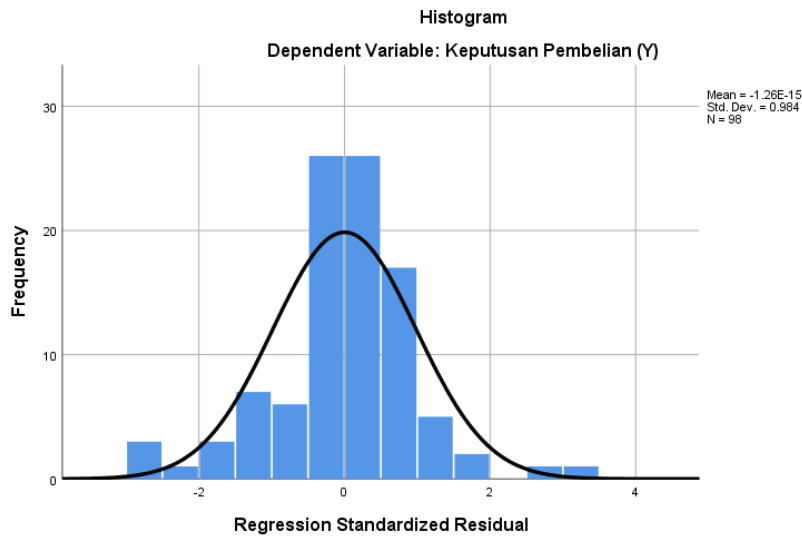
- **Keputusan Pembelian (Y)**

### Reliability Statistics

Cronbach's Alpha	N of Items
.825	13

## Lampiran 6 : Hasil Uji Asumsi Klasik

- Uji Normalitas



### Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
Brand Awareness (X1)	98	33.79	3.901	-.284	.244	-.475	.483
Brand Positioning (X2)	98	30.64	3.030	-.320	.244	-.243	.483
Perceived Quality (X3)	98	61.63	6.472	-.176	.244	-.452	.483
Keputusan Pembelian (Y)	98	43.73	4.411	.010	.244	-.727	.483
Valid N (listwise)	98						

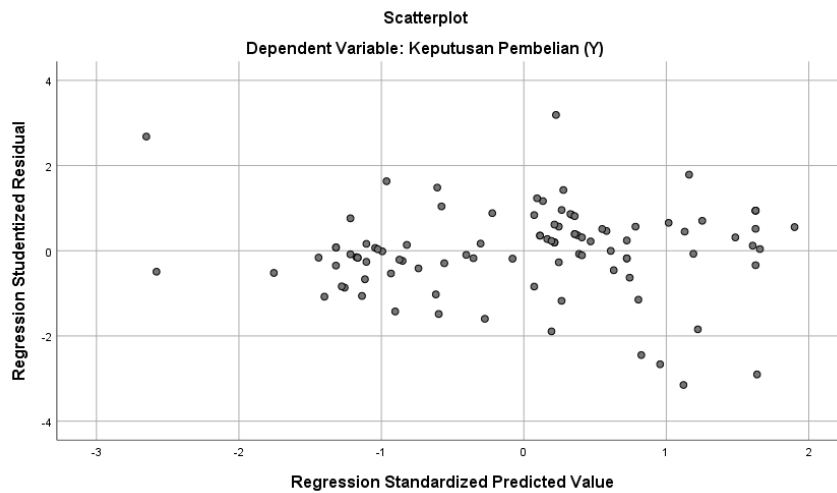
- Uji Multikolinearitas

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.169	2.603		3.139	.002		
	Brand Awareness (X1)	.189	.093	.167	2.035	.045	.454	2.202
	Brand Positioning (X2)	-.113	.127	-.078	-.891	.375	.401	2.494
	Perceived Quality (X3)	.530	.062	.778	8.606	.000	.374	2.677

a. Dependent Variable: Keputusan Pembelian (Y)

- Uji Heterokedastisitas



**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.670	2.586		- .646	.520
	Brand Awareness (X1)	-.091	.092	-.149	-.991	.324
	Brand Positioning (X2)	-.075	.126	-.095	-.595	.553
	Perceived Quality (X3)	.114	.061	.307	1.856	.067

a. Dependent Variable: LN\_RES

**Lampiran 7 : Hasil Uji Regresi Linier Berganda**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.169	2.603		3.139	.002		
	Brand Awareness (X1)	.189	.093	.167	2.035	.045	.454	2.202
	Brand Positioning (X2)	-.113	.127	-.078	-.891	.375	.401	2.494
	Perceived Quality (X3)	.530	.062	.778	8.606	.000	.374	2.677

a. Dependent Variable: Keputusan Pembelian (Y)

### Lampiran 8 : Hasil Uji t (Parsial)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.169	2.603		3.139	.002		
	Brand Awareness (X1)	.189	.093	.167	2.035	.045	.454	2.202
	Brand Positioning (X2)	-.113	.127	-.078	-.891	.375	.401	2.494
	Perceived Quality (X3)	.530	.062	.778	8.606	.000	.374	2.677

a. Dependent Variable: Keputusan Pembelian (Y)

### Lampiran 9 : Hasil Uji F (Simultan)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1346.089	3	448.696	77.960	.000 <sup>b</sup>
	Residual	541.014	94	5.755		
	Total	1887.102	97			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Perceived Quality (X3), Brand Awareness (X1), Brand Positioning (X2)

### Lampiran 10 : Hasil Uji Koefisien Determinasi

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.845 <sup>a</sup>	.713	.704	2.399	.713	77.960	3	94	.000

a. Predictors: (Constant), Perceived Quality (X3), Brand Awareness (X1), Brand Positioning (X2)

b. Dependent Variable: Keputusan Pembelian (Y)