

## BAB V

### PENUTUP

#### A. Kesimpulan

Berdasarkan hasil pembahasan pada penelitian ini yang telah dijabarkan diatas, maka peneliti memberikan beberapa kesimpulan yakni sebagai berikut:

1. Terdapat pengaruh yang signifikan antara Kualitas Produk terhadap Keputusan Pembelian Emina yaitu sebesar 18,4% yang dapat dibuktikan dengan hasil hipotesis parsial yaitu nilai  $t$  hitung diperoleh nilai  $t$  hitung  $>$   $t$  tabel atau ( $5,653 > 1,977$ ). Hal ini juga diperkuat dengan nilai Sig.  $< 0,05$  atau ( $0,000 < 0,05$ ) yang menunjukkan bahwa Kualitas Produk berpengaruh secara parsial terhadap Keputusan Pembelian sehingga dapat dibuktikan bahwa Kualitas Produk berpengaruh terhadap Keputusan Pembelian.
2. Terdapat pengaruh yang signifikan antara Harga Produk terhadap Keputusan Pembelian pada Emina yaitu sebesar 19,7%, yang dapat dibuktikan juga dengan hasil hipotesis parsial yaitu nilai  $t$  hitung atau ( $6,227 > 1,976$ ). Hal ini juga diperkuat dengan nilai Sig.  $< 0,05$  atau ( $0,000 < 0,05$ ) sehingga dapat dibuktikan bahwa Harga Produk berpengaruh terhadap Keputusan pembelian
3. Terdapat pengaruh yang signifikan antara Promosi terhadap Keputusan Pembelian Emina yaitu sebesar 12,9%, yang dapat dibuktikan juga dengan hasil hipotesis parsial yaitu nilai  $t$  hitung  $>$   $t$  tabel atau ( $5,893 > 1,977$ ). Hal ini juga diperkuat dengan nilai Sig.  $< 0,05$  atau ( $0,000 < 0,05$ ). sehingga

dapat dibuktikan bahwa Promosi berpengaruh terhadap Keputusan Pembelian

4. Terdapat pengaruh signifikan secara simultan antara Kualitas Produk, Harga Produk dan Promosi berpengaruh secara simultan terhadap Keputusan Pembelian Emina sebesar 51,7% yang dapat diperkuat dan dibuktikan dengan hasil hipotesis simultan yaitu nilai F hitung sebesar 43,623, yang lebih besar dari F tabel ( $43,623 > 2,67$ ). Hal ini juga diperkuat dengan nilai Sig.  $< 0,05$  atau ( $0,000 < 0,05$ ) sehingga dapat dibuktikan bahwa secara bersama-sama atau secara simultan Kualitas Produk, Harga Produk dan Promosi berpengaruh secara simultan terhadap Keputusan Pembelian

## **B. Saran**

### **1. Bagi Perusahaan**

Emina disarankan untuk terus meningkatkan kualitas produk, memperbaiki strategi harga, dan memperkuat upaya promosi. Perusahaan dapat memperluas kesadaran merek dengan berpartisipasi dalam acara-acara lokal melalui sponsorship, serta menjalankan kampanye promosi yang kreatif dan menarik. Selain itu, kegiatan tanggung jawab sosial perusahaan (CSR) juga dapat menjadi strategi untuk meningkatkan citra positif merek di mata konsumen. Mengingat kualitas produk, harga, dan promosi terbukti memengaruhi keputusan pembelian konsumen, penting bagi Emina untuk memastikan ketiga aspek ini terintegrasi dalam strategi pemasaran. Promosi yang efektif, baik melalui media online seperti media sosial maupun offline

dengan program diskon dan bundling produk, perlu terus dimaksimalkan untuk menarik minat konsumen. Walaupun kualitas pelayanan tidak menjadi fokus utama dalam penelitian ini, menjaga standar pelayanan tetap penting. Memberikan pelatihan rutin kepada karyawan dan merespons masukan pelanggan dapat membantu mempertahankan kepercayaan konsumen sekaligus menciptakan pengalaman belanja yang positif.

## **2. Bagi Konsumen**

Konsumen disarankan untuk memanfaatkan berbagai program promosi yang ditawarkan oleh Emina, seperti diskon atau bundling produk, untuk mendapatkan keuntungan lebih dari setiap pembelian. Dengan mengikuti informasi promosi melalui media sosial atau platform resmi Emina, konsumen dapat menemukan penawaran menarik yang sesuai dengan kebutuhan mereka. Selain itu, memberikan umpan balik mengenai pengalaman menggunakan produk atau pelayanan yang diterima juga sangat penting. Hal ini akan membantu Emina terus berinovasi dan memastikan produk serta layanan yang diberikan sesuai dengan harapan pelanggan.

## **3. Bagi Peneliti Selanjutnya**

Penelitian di masa mendatang dapat diperluas dengan menambahkan variabel lain, seperti peran influencer marketing, motivasi konsumen, electronic word of mouth (E-WOM), lokasi, atau variasi produk, untuk mendapatkan pemahaman yang lebih menyeluruh tentang faktor-faktor yang memengaruhi keputusan pembelian. Pendekatan kualitatif, seperti

wawancara mendalam atau studi kasus, juga dapat memberikan wawasan yang lebih kaya terkait pengalaman dan persepsi konsumen. Penelitian di wilayah atau segmen konsumen yang berbeda juga dapat dilakukan untuk mengetahui apakah hasil yang ditemukan konsisten atau terdapat perbedaan berdasarkan karakteristik tertentu.



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## Lampiran 1. Daftar Riwayat Hidup

### Identitas Pribadi

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SD : SD Dharma Putra 2015  
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Perguruan Tinggi : Universitas Buddhi Dharma

### Riwayat Pekerjaan

Nama Perusahaan : CV. TDW Resources  
Posisi : Admin Sales  
Sejak : 2024

Tangerang, 20 Januari 2025

Gladis Gabriele

## Lampiran 2. Surat Kuesioner Penelitian



### KUESIONER PENELITIAN

Responden yang terhormat, kuesioner ini merupakan instrumen dalam penelitian Dengan judul: **“PENGARUH KUALITAS PRODUK, HARGA PRODUK DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN EMINA”**. Penyebaran kuesioner dilakukan untuk menyelesaikan studi pada Program Studi Manajemen, Fakultas Bisnis, Universitas Buddhi Dharma, Tangerang, yang dilakukan oleh:

Nama : Gladis Gabriele

NIM : 20210500023

Prodi : Manajemen

Peneliti sangat mengharapkan kesediaan Bapak/Ibu/Saudara/i dapat meluangkan waktunya untuk mengisi kuesioner ini secara lengkap dan benar. Informasi yang diterima dalam kuesioner ini bersifat rahasia dan hanya digunakan untuk kepentingan akademis. Terima kasih atas bantuan dan kerja sama Bapak/Ibu/Saudara/i responden.

#### I. Identitas Responden

1. Jenis Kelamin : ☐ Laki – laki ☐ Perempuan
2. Usia : ☐ < 17 Tahun ☐ 25-30 Tahun  
☐ 17-25 Tahun ☐ > 30 Tahun
3. Produk Emina yang digunakan : ☐ *Makeup* ☐ *Skincare* ☐ Lainnya
4. Pengguna Emina : ☐ Ya ☐ Tidak
5. Domisili: ☐ Tangerang ☐ Luar Jabodetabek

☐ Jabodetabek Luar  
Tangerang

## II. Petunjuk Pengisian Kuesioner

Berilah tanda *checklist* (☐) pada daftar kuesioner dengan memperhatikan bobot dan kategori sebagai berikut:

| Bobot | Jawaban             | Disingkat |
|-------|---------------------|-----------|
| 1     | Sangat Tidak Setuju | STS       |
| 2     | Tidak Setuju        | TS        |
| 3     | Ragu-ragu           | RR        |
| 4     | Setuju              | S         |
| 5     | Sangat Setuju       | SS        |

## III. Daftar Pernyataan Variabel Kualitas Produk (X1)

| NO | DAFTAR PERNYATAN                                                                                                       | SANGAT<br>TIDAK<br>SETUJU<br>(1) | TIDAK<br>SETUJU<br>(2) | RA<br>GU-<br>RA<br>GU<br>(3) | SE<br>TU<br>JU<br>(4) | SAN<br>GAT<br>SETU<br>JU<br>(5) |
|----|------------------------------------------------------------------------------------------------------------------------|----------------------------------|------------------------|------------------------------|-----------------------|---------------------------------|
| 1  | Konsumen yang merasa performa produk Emina tidak sesuai klaim cenderung berpikir ulang dalam mengambil keputusan beli. |                                  |                        |                              |                       |                                 |
| 2  | Kurangnya variasi shade pada produk Emina membuat sebagian konsumen ragu untuk melakukan pembelian.                    |                                  |                        |                              |                       |                                 |

|    |                                                                                                        |  |  |  |  |  |
|----|--------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 3  | Keistimewaan formula Emina yang lembut di kulit membuat konsumen lebih tertarik untuk membeli.         |  |  |  |  |  |
| 4  | Daya tahan produk Emina yang lama memberi nilai tambah bagi konsumen dalam keputusan pembelian.        |  |  |  |  |  |
| 5  | Produk Emina yang terbukti aman digunakan setiap hari meningkatkan kepercayaan konsumen untuk membeli. |  |  |  |  |  |
| 6  | Kemasan produk Emina yang praktis dan menarik memengaruhi konsumen untuk melakukan pembelian.          |  |  |  |  |  |
| 7  | Fitur tambahan seperti kandungan SPF pada produk Emina mendorong konsumen untuk membeli produk ini.    |  |  |  |  |  |
| 8  | Spesifikasi produk Emina yang sesuai dengan klaim iklan meningkatkan kepercayaan konsumen untuk beli.  |  |  |  |  |  |
| 9  | Desain estetika produk Emina yang cocok untuk remaja membuat konsumen tertarik untuk membeli.          |  |  |  |  |  |
| 10 | Kemudahan mendapatkan produk Emina yang dapat diperbaiki atau dilengkapi mendorong keputusan beli.     |  |  |  |  |  |

#### IV. Daftar Pernyataan Variabel Harga Produk (X2)

| NO | DAFTAR PERNYATAN                                                                                          | SANGAT TIDAK SETUJU (1) | TIDAK SETUJU (2) | RAGU-RAGU (3) | SETUJU (4) | SANGAT SETUJU (5) |
|----|-----------------------------------------------------------------------------------------------------------|-------------------------|------------------|---------------|------------|-------------------|
|    |                                                                                                           |                         |                  |               |            |                   |
| 1  | Harga produk Emina yang terjangkau membuat konsumen lebih mudah memutuskan untuk membeli produk tersebut. |                         |                  |               |            |                   |
| 2  | Kemampuan konsumen untuk membeli produk Emina dengan harga yang                                           |                         |                  |               |            |                   |

|    |                                                                                                                     |  |  |  |  |  |
|----|---------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
|    | terjangkau meningkatkan keputusan pembelian.                                                                        |  |  |  |  |  |
| 3  | Harga yang ramah di kantong membuat produk Emina lebih mudah dipilih oleh konsumen dalam pembelian.                 |  |  |  |  |  |
| 4  | Produk Emina yang mudah dijangkau secara harga membuat konsumen merasa lebih nyaman dalam mengambil keputusan beli. |  |  |  |  |  |
| 5  | Keterjangkauan harga produk Emina membantu konsumen untuk lebih mudah mengambil keputusan pembelian.                |  |  |  |  |  |
| 6  | Konsumen merasa harga produk Emina sesuai dengan kualitas yang ditawarkan, sehingga meningkatkan minat beli.        |  |  |  |  |  |
| 7  | Harga produk Emina yang dianggap sesuai dengan kualitasnya membuat konsumen lebih percaya untuk membeli.            |  |  |  |  |  |
| 8  | Harga produk Emina yang dinilai sepadan dengan kualitasnya meningkatkan kepercayaan konsumen untuk membeli.         |  |  |  |  |  |
| 9  | Kesetaraan harga dengan kualitas produk Emina menjadi faktor penting dalam keputusan pembelian konsumen.            |  |  |  |  |  |
| 10 | Konsumen percaya bahwa harga produk Emina sesuai dengan kualitasnya, sehingga mereka lebih yakin untuk membeli.     |  |  |  |  |  |
|    |                                                                                                                     |  |  |  |  |  |

#### V. Daftar Pernyataan variabel promosi (X3)

| N<br>O |                  | SANGAT<br>TIDAK<br>SETUJU<br>(1) | TIDA<br>K<br>SETU<br>JU (2) | RAG<br>U-<br>RAG<br>U(3) | SE<br>TU<br>JU<br>(4) | SANG<br>AT<br>SETUJ<br>U (5) |
|--------|------------------|----------------------------------|-----------------------------|--------------------------|-----------------------|------------------------------|
|        | DAFTAR PERNYATAN |                                  |                             |                          |                       |                              |

|    |                                                                                                      |  |  |  |  |  |
|----|------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 1  | Iklan Emina di TV dan media sosial meningkatkan kesadaran konsumen tentang produk Emina.             |  |  |  |  |  |
| 2  | Rekomendasi dari teman atau keluarga tentang produk Emina mempengaruhi keputusan saya untuk membeli. |  |  |  |  |  |
| 3  | Promosi melalui iklan di media internet mempercepat proses keputusan pembelian produk Emina.         |  |  |  |  |  |
| 4  | Penggunaan influencer dalam iklan Emina meningkatkan kepercayaan saya terhadap produk tersebut.      |  |  |  |  |  |
| 5  | Diskon dan kupon yang ditawarkan oleh Emina membuat saya lebih cenderung untuk membeli produk.       |  |  |  |  |  |
| 6  | Sampel gratis yang diberikan Emina memungkinkan saya untuk mencoba produk sebelum membeli.           |  |  |  |  |  |
| 7  | Promosi berbentuk bundling produk Emina menarik minat saya untuk membeli lebih banyak produk.        |  |  |  |  |  |
| 8  | Penawaran diskon musiman dari Emina sangat mempengaruhi keputusan pembelian saya.                    |  |  |  |  |  |
| 9  | Kegiatan sosial yang dilakukan Emina meningkatkan citra positif perusahaan di mata saya.             |  |  |  |  |  |
| 10 | Melalui hubungan masyarakat yang baik, Emina dapat meyakinkan saya tentang kualitas produknya.       |  |  |  |  |  |

VI. Daftar Pernyataan Variaabel keputusan pembelian  
(Y)

| N<br>O |                                                                                                                                         | SANGA<br>T<br>TIDAK<br>SETUJ<br>U (1) | TIDA<br>K<br>SET<br>UJU<br>(2) | RA<br>GU-<br>RA<br>GU(3) | SE<br>TU<br>JU<br>(4) | SAN<br>GAT<br>SETU<br>JU (5) |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|--------------------------------|--------------------------|-----------------------|------------------------------|
| 1      | Kualitas produk Emina yang sesuai dengan kebutuhan konsumen memudahkan mereka dalam menyadari kebutuhan untuk memiliki produk tersebut. |                                       |                                |                          |                       |                              |
| 2      | Harga terjangkau dari produk Emina memicu konsumen yang membutuhkan produk kecantikan untuk mempertimbangkan pembelian.                 |                                       |                                |                          |                       |                              |
| 3      | Promosi yang menarik dari Emina membuat konsumen lebih cepat menyadari                                                                  |                                       |                                |                          |                       |                              |

|    |                                                                                                                                            |  |  |  |  |  |
|----|--------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
|    | kebutuhan mereka akan produk kecantikan.                                                                                                   |  |  |  |  |  |
| 4  | Kualitas produk Emina yang diulas positif di media sosial membantu konsumen mendapatkan informasi yang mendukung keputusan pembelian.      |  |  |  |  |  |
| 5  | Harga produk Emina yang bersaing dengan merek lain menjadi informasi penting yang dicari konsumen sebelum membeli.                         |  |  |  |  |  |
| 6  | Promosi Emina yang disampaikan melalui iklan digital memberikan informasi tambahan yang membantu konsumen dalam memenuhi kebutuhan mereka. |  |  |  |  |  |
| 7  | produk Emina dengan produk sejenis cenderung memilih Emina karena kualitasnya yang terpercaya.                                             |  |  |  |  |  |
| 8  | Harga produk Emina yang kompetitif dibandingkan dengan merek lain membuat konsumen lebih memilih Emina sebagai pilihan.                    |  |  |  |  |  |
| 9  | Diskon dan promo dari Emina membuat konsumen lebih mudah memilih produk ini dibandingkan merek lain dalam kategori yang sama.              |  |  |  |  |  |
| 10 | Kualitas produk Emina yang baik memastikan konsumen merasa puas saat melakukan pembelian dan penggunaan produk.                            |  |  |  |  |  |

### Lampiran 3. Jawaban Responden

#### Jawaban Karakteristik Responden

| No | Jenis Kelamin | Usia       | Domisili         |
|----|---------------|------------|------------------|
| 1  | Wanita        | 18 - 30 th | Tangerang        |
| 2  | Wanita        | 30+        | Tangerang        |
| 3  | Wanita        | 18 - 30 th | Luar Jabodetabek |
| 4  | Wanita        | 18 - 30 th | Tangerang        |
| 5  | Wanita        | 18 - 30 th | Jabodetabek      |
| 6  | Wanita        | 18 - 30 th | Jabodetabek      |
| 7  | Wanita        | 30+        | Tangerang        |
| 8  | Wanita        | < 17 th    | Jabodetabek      |
| 9  | Pria          | 18 - 30 th | Jabodetabek      |
| 10 | Wanita        | < 17 th    | Jabodetabek      |
| 11 | Wanita        | < 17 th    | Tangerang        |
| 12 | Pria          | 18 - 30 th | Jabodetabek      |
| 13 | Wanita        | 18 - 30 th | Jabodetabek      |
| 14 | Wanita        | 18 - 30 th | Jabodetabek      |

|    |        |            |                  |
|----|--------|------------|------------------|
| 15 | Wanita | < 17 th    | Jabodetabek      |
| 16 | Wanita | 18 - 30 th | Jabodetabek      |
| 17 | Wanita | 30+        | Tangerang        |
| 18 | Wanita | 18 - 30 th | Jabodetabek      |
| 19 | Wanita | 30+        | Jabodetabek      |
| 20 | Wanita | < 17 th    | Jabodetabek      |
| 21 | Wanita | < 17 th    | Luar Jabodetabek |
| 22 | Wanita | 18 - 30 th | Jabodetabek      |
| 23 | Wanita | 30+        | Jabodetabek      |
| 24 | Wanita | 30+        | Jabodetabek      |
| 25 | Wanita | 18 - 30 th | Jabodetabek      |
| 26 | Wanita | 18 - 30 th | Tangerang        |
| 27 | Wanita | < 17 th    | Luar Jabodetabek |
| 28 | Wanita | 18 - 30 th | Tangerang        |
| 29 | Wanita | 18 - 30 th | Jabodetabek      |
| 30 | Wanita | 30+        | Jabodetabek      |
| 31 | Wanita | 18 - 30 th | Jabodetabek      |
| 32 | Wanita | 30+        | Jabodetabek      |
| 33 | Wanita | 18 - 30 th | Jabodetabek      |
| 34 | Wanita | 30+        | Jabodetabek      |
| 35 | Wanita | 18 - 30 th | Jabodetabek      |
| 36 | Wanita | 18 - 30 th | Jabodetabek      |
| 37 | Wanita | 30+        | Jabodetabek      |
| 38 | Wanita | 30+        | Jabodetabek      |
| 39 | Wanita | 18 - 30 th | Jabodetabek      |
| 40 | Wanita | 18 - 30 th | Tangerang        |
| 41 | Wanita | 30+        | Jabodetabek      |
| 42 | Wanita | 18 - 30 th | Luar Jabodetabek |
| 43 | Wanita | 18 - 30 th | Tangerang        |
| 44 | Wanita | 18 - 30 th | Jabodetabek      |
| 45 | Wanita | 30+        | Tangerang        |
| 46 | Wanita | 18 - 30 th | Jabodetabek      |
| 47 | Wanita | 18 - 30 th | Jabodetabek      |
| 48 | Wanita | 18 - 30 th | Jabodetabek      |
| 49 | Wanita | 18 - 30 th | Jabodetabek      |
| 50 | Wanita | 18 - 30 th | Tangerang        |
| 51 | Wanita | 30+        | Tangerang        |
| 52 | Wanita | 30+        | Luar Jabodetabek |
| 53 | Wanita | 18 - 30 th | Jabodetabek      |
| 54 | Wanita | 18 - 30 th | Jabodetabek      |
| 55 | Wanita | 18 - 30 th | Tangerang        |
| 56 | Wanita | 18 - 30 th | Jabodetabek      |
| 57 | Wanita | 30+        | Jabodetabek      |
| 58 | Wanita | 18 - 30 th | Tangerang        |
| 59 | Wanita | 18 - 30 th | Tangerang        |
| 60 | Wanita | 30+        | Jabodetabek      |
| 61 | Wanita | < 17 th    | Luar Jabodetabek |
| 62 | Wanita | 18 - 30 th | Jabodetabek      |
| 63 | Wanita | < 17 th    | Jabodetabek      |

|     |        |            |                  |
|-----|--------|------------|------------------|
| 64  | Wanita | 30+        | Tangerang        |
| 65  | Wanita | 30+        | Jabodetabek      |
| 66  | Wanita | 18 - 30 th | Tangerang        |
| 67  | Wanita | 18 - 30 th | Jabodetabek      |
| 68  | Wanita | 30+        | Luar Jabodetabek |
| 69  | Pria   | < 17 th    | Tangerang        |
| 70  | Wanita | 30+        | Luar Jabodetabek |
| 71  | Wanita | 30+        | Tangerang        |
| 72  | Wanita | < 17 th    | Jabodetabek      |
| 73  | Wanita | 30+        | Tangerang        |
| 74  | Wanita | < 17 th    | Tangerang        |
| 75  | Wanita | 30+        | Jabodetabek      |
| 76  | Wanita | < 17 th    | Jabodetabek      |
| 77  | Wanita | 18 - 30 th | Luar Jabodetabek |
| 78  | Pria   | 18 - 30 th | Jabodetabek      |
| 79  | Wanita | < 17 th    | Tangerang        |
| 80  | Wanita | 18 - 30 th | Tangerang        |
| 81  | Wanita | 18 - 30 th | Luar Jabodetabek |
| 82  | Wanita | 30+        | Jabodetabek      |
| 83  | Wanita | 18 - 30 th | Jabodetabek      |
| 84  | Wanita | 18 - 30 th | Jabodetabek      |
| 85  | Wanita | 18 - 30 th | Jabodetabek      |
| 86  | Wanita | < 17 th    | Tangerang        |
| 87  | Wanita | 18 - 30 th | Jabodetabek      |
| 88  | Wanita | 18 - 30 th | Jabodetabek      |
| 89  | Wanita | 18 - 30 th | Jabodetabek      |
| 90  | Wanita | 18 - 30 th | Jabodetabek      |
| 91  | Wanita | 18 - 30 th | Jabodetabek      |
| 92  | Wanita | 30+        | Jabodetabek      |
| 93  | Wanita | < 17 th    | Jabodetabek      |
| 94  | Pria   | 30+        | Luar Jabodetabek |
| 95  | Wanita | 18 - 30 th | Jabodetabek      |
| 96  | Wanita | 30+        | Tangerang        |
| 97  | Wanita | 30+        | Jabodetabek      |
| 98  | Wanita | < 17 th    | Jabodetabek      |
| 99  | Wanita | 18 - 30 th | Jabodetabek      |
| 100 | Wanita | 30+        | Tangerang        |
| 101 | Wanita | 30+        | Tangerang        |
| 102 | Wanita | 18 - 30 th | Tangerang        |
| 103 | Wanita | 18 - 30 th | Jabodetabek      |
| 104 | Wanita | 18 - 30 th | Jabodetabek      |
| 105 | Pria   | 18 - 30 th | Jabodetabek      |
| 106 | Wanita | 18 - 30 th | Jabodetabek      |
| 107 | Wanita | 18 - 30 th | Tangerang        |
| 108 | Wanita | < 17 th    | Tangerang        |
| 109 | Wanita | 18 - 30 th | Tangerang        |
| 110 | Wanita | < 17 th    | Jabodetabek      |
| 111 | Wanita | < 17 th    | Jabodetabek      |
| 112 | Wanita | 30+        | Tangerang        |

|     |        |            |                  |
|-----|--------|------------|------------------|
| 113 | Wanita | 30+        | Tangerang        |
| 114 | Wanita | 18 - 30 th | Luar Jabodetabek |
| 115 | Wanita | 30+        | Jabodetabek      |
| 116 | Wanita | 30+        | Tangerang        |
| 117 | Wanita | 18 - 30 th | Jabodetabek      |
| 118 | Wanita | 18 - 30 th | Tangerang        |
| 119 | Wanita | < 17 th    | Jabodetabek      |
| 120 | Wanita | 18 - 30 th | Luar Jabodetabek |
| 121 | Wanita | 18 - 30 th | Jabodetabek      |
| 122 | Wanita | 18 - 30 th | Jabodetabek      |
| 123 | Wanita | 18 - 30 th | Jabodetabek      |
| 124 | Wanita | 18 - 30 th | Tangerang        |
| 125 | Wanita | 30+        | Tangerang        |
| 126 | Wanita | < 17 th    | Tangerang        |
| 127 | Wanita | 18 - 30 th | Jabodetabek      |
| 128 | Wanita | < 17 th    | Jabodetabek      |
| 129 | Wanita | 30+        | Jabodetabek      |
| 130 | Wanita | 30+        | Jabodetabek      |
| 131 | Wanita | 18 - 30 th | Luar Jabodetabek |
| 132 | Wanita | 18 - 30 th | Tangerang        |
| 133 | Wanita | 30+        | Jabodetabek      |
| 134 | Wanita | 18 - 30 th | Jabodetabek      |
| 135 | Wanita | 18 - 30 th | Tangerang        |
| 136 | Wanita | < 17 th    | Jabodetabek      |
| 137 | Wanita | < 17 th    | Luar Jabodetabek |
| 138 | Wanita | 18 - 30 th | Jabodetabek      |
| 139 | Wanita | 30+        | Jabodetabek      |
| 140 | Wanita | 18 - 30 th | Tangerang        |
| 141 | Wanita | 30+        | Jabodetabek      |
| 142 | Wanita | 18 - 30 th | Jabodetabek      |
| 143 | Wanita | < 17 th    | Jabodetabek      |
| 144 | Wanita | 18 - 30 th | Jabodetabek      |

### Jawaban Responden Variabel Kualitas Produk (X1)

| No<br>. | X1.<br>1 | X1.<br>2 | X1.<br>3 | X1.<br>4 | X1.<br>5 | X1.<br>6 | X1.<br>7 | X1.<br>8 | X1.<br>9 | X1.1<br>0 | TOTAL.<br>X1 |
|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|--------------|
| 1       | 4        | 3        | 2        | 4        | 4        | 3        | 4        | 4        | 3        | 4         | 35           |
| 2       | 5        | 5        | 5        | 5        | 4        | 5        | 4        | 4        | 3        | 4         | 44           |
| 3       | 3        | 4        | 4        | 4        | 5        | 4        | 4        | 4        | 3        | 4         | 39           |
| 4       | 5        | 5        | 4        | 5        | 5        | 4        | 4        | 5        | 5        | 5         | 47           |
| 5       | 4        | 5        | 4        | 4        | 4        | 3        | 5        | 4        | 5        | 4         | 42           |
| 6       | 5        | 4        | 5        | 4        | 5        | 3        | 5        | 5        | 4        | 4         | 44           |
| 7       | 5        | 5        | 5        | 3        | 4        | 5        | 4        | 5        | 4        | 4         | 44           |
| 8       | 4        | 3        | 4        | 4        | 4        | 3        | 4        | 3        | 3        | 4         | 36           |
| 9       | 3        | 3        | 4        | 3        | 3        | 3        | 4        | 4        | 3        | 4         | 34           |
| 10      | 4        | 3        | 3        | 4        | 3        | 3        | 3        | 3        | 3        | 4         | 33           |
| 11      | 5        | 4        | 4        | 5        | 5        | 4        | 4        | 4        | 3        | 3         | 41           |
| 12      | 2        | 2        | 2        | 3        | 3        | 2        | 2        | 2        | 1        | 2         | 21           |
| 13      | 3        | 3        | 3        | 4        | 4        | 4        | 4        | 4        | 3        | 2         | 34           |
| 14      | 5        | 5        | 5        | 4        | 3        | 4        | 4        | 4        | 4        | 5         | 43           |
| 15      | 3        | 4        | 5        | 5        | 4        | 3        | 5        | 4        | 3        | 4         | 40           |
| 16      | 3        | 4        | 4        | 5        | 4        | 3        | 4        | 4        | 5        | 3         | 39           |
| 17      | 3        | 3        | 4        | 4        | 3        | 3        | 3        | 4        | 4        | 3         | 34           |
| 18      | 4        | 2        | 3        | 3        | 4        | 3        | 4        | 3        | 4        | 3         | 33           |
| 19      | 3        | 3        | 3        | 3        | 3        | 3        | 3        | 4        | 3        | 3         | 31           |
| 20      | 4        | 4        | 5        | 4        | 4        | 3        | 4        | 4        | 4        | 4         | 40           |
| 21      | 3        | 3        | 4        | 3        | 3        | 2        | 3        | 3        | 3        | 3         | 30           |
| 22      | 4        | 4        | 5        | 4        | 5        | 3        | 4        | 4        | 3        | 4         | 40           |
| 23      | 3        | 3        | 3        | 3        | 4        | 4        | 4        | 3        | 3        | 4         | 34           |
| 24      | 4        | 5        | 5        | 5        | 4        | 5        | 5        | 3        | 5        | 5         | 46           |
| 25      | 5        | 5        | 4        | 3        | 4        | 4        | 4        | 4        | 4        | 4         | 41           |
| 26      | 4        | 3        | 4        | 5        | 4        | 5        | 5        | 4        | 5        | 5         | 44           |
| 27      | 3        | 3        | 4        | 4        | 4        | 4        | 2        | 4        | 4        | 4         | 36           |
| 28      | 4        | 4        | 4        | 3        | 4        | 4        | 3        | 4        | 4        | 4         | 38           |
| 29      | 2        | 2        | 2        | 2        | 2        | 2        | 2        | 2        | 2        | 2         | 20           |
| 30      | 3        | 3        | 3        | 2        | 3        | 4        | 3        | 3        | 3        | 3         | 30           |
| 31      | 4        | 5        | 4        | 5        | 4        | 4        | 5        | 4        | 5        | 5         | 45           |
| 32      | 3        | 3        | 4        | 4        | 4        | 4        | 3        | 5        | 3        | 4         | 37           |
| 33      | 4        | 4        | 3        | 4        | 3        | 3        | 4        | 4        | 4        | 4         | 37           |
| 34      | 4        | 3        | 4        | 4        | 3        | 3        | 4        | 3        | 3        | 3         | 34           |
| 35      | 3        | 2        | 3        | 2        | 2        | 2        | 2        | 2        | 2        | 2         | 22           |
| 36      | 3        | 4        | 3        | 3        | 5        | 5        | 5        | 4        | 3        | 4         | 39           |
| 37      | 4        | 5        | 5        | 4        | 5        | 5        | 3        | 5        | 4        | 4         | 44           |
| 38      | 3        | 2        | 3        | 2        | 2        | 3        | 2        | 2        | 3        | 3         | 25           |
| 39      | 3        | 2        | 3        | 2        | 2        | 4        | 4        | 3        | 3        | 3         | 29           |
| 40      | 3        | 4        | 4        | 4        | 3        | 4        | 4        | 4        | 3        | 4         | 37           |
| 41      | 4        | 4        | 3        | 5        | 4        | 3        | 4        | 4        | 3        | 3         | 37           |
| 42      | 3        | 3        | 3        | 4        | 3        | 3        | 3        | 4        | 3        | 3         | 32           |
| 43      | 3        | 3        | 3        | 3        | 3        | 3        | 3        | 3        | 2        | 2         | 28           |
| 44      | 3        | 3        | 3        | 3        | 3        | 4        | 3        | 3        | 3        | 3         | 31           |
| 45      | 5        | 5        | 5        | 5        | 5        | 5        | 5        | 4        | 5        | 5         | 49           |

|    |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 46 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 38 |
| 47 | 4 | 4 | 3 | 3 | 4 | 4 | 2 | 4 | 4 | 4 | 36 |
| 48 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 49 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 36 |
| 50 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 31 |
| 51 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 38 |
| 52 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 45 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 42 |
| 54 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 55 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 42 |
| 56 | 5 | 3 | 3 | 4 | 4 | 5 | 3 | 4 | 5 | 3 | 39 |
| 57 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 28 |
| 58 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 46 |
| 59 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 48 |
| 60 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 33 |
| 61 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 34 |
| 62 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 63 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 39 |
| 64 | 3 | 2 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 33 |
| 65 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 34 |
| 66 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 41 |
| 67 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 35 |
| 68 | 3 | 4 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 31 |
| 69 | 3 | 4 | 5 | 4 | 3 | 5 | 3 | 3 | 4 | 4 | 38 |
| 70 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 21 |
| 71 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 38 |
| 72 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 39 |
| 73 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 74 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 75 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 4 | 3 | 2 | 26 |
| 76 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 2 | 4 | 3 | 30 |
| 77 | 3 | 3 | 4 | 2 | 4 | 3 | 3 | 3 | 3 | 4 | 32 |
| 78 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 43 |
| 79 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 3 | 4 | 40 |
| 80 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 24 |
| 81 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 82 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 32 |
| 83 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 27 |
| 84 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 36 |
| 85 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 32 |
| 86 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 45 |
| 87 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 38 |
| 88 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 24 |
| 89 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 46 |
| 90 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 5 | 4 | 2 | 36 |
| 91 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 37 |
| 92 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 43 |
| 93 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 43 |
| 94 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 36 |

|     |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|----|
| 95  | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 44 |
| 96  | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 38 |
| 97  | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 45 |
| 98  | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 43 |
| 99  | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 100 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 43 |
| 101 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 5 | 35 |
| 102 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 103 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 37 |
| 104 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 37 |
| 105 | 3 | 4 | 2 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 30 |
| 106 | 4 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 46 |
| 107 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 3 | 3 | 3 | 36 |
| 108 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 109 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 45 |
| 110 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 28 |
| 111 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 3 | 38 |
| 112 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 34 |
| 113 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 114 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 41 |
| 115 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 22 |
| 116 | 5 | 3 | 5 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 43 |
| 117 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 2 | 33 |
| 118 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 36 |
| 119 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 34 |
| 120 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 35 |
| 121 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 42 |
| 122 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 45 |
| 123 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 35 |

|         |   |   |   |   |   |   |   |   |   |   |    |
|---------|---|---|---|---|---|---|---|---|---|---|----|
| 12<br>4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 45 |
| 12<br>5 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 28 |
| 12<br>6 | 4 | 3 | 2 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 33 |
| 12<br>7 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 40 |
| 12<br>8 | 5 | 3 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 39 |
| 12<br>9 | 2 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 30 |
| 13<br>0 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 34 |
| 13<br>1 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 41 |
| 13<br>2 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 37 |
| 13<br>3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 29 |
| 13<br>4 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 5 | 46 |
| 13<br>5 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 23 |
| 13<br>6 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 35 |
| 13<br>7 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 44 |
| 13<br>8 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 46 |
| 13<br>9 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 43 |
| 14<br>0 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 37 |
| 14<br>1 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 30 |
| 14<br>2 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 37 |
| 14<br>3 | 5 | 3 | 5 | 3 | 5 | 5 | 5 | 5 | 3 | 4 | 43 |
| 14<br>4 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |

### Jawaban Responden Variabel Harga Produk (X2)

| No<br>. | X2.<br>1 | X2.<br>2 | X2.<br>3 | X2.<br>4 | X2.<br>5 | X2.<br>6 | X2.<br>7 | X2.<br>8 | X2.<br>9 | X2.1<br>0 | TOTAL.<br>X2 |
|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|--------------|
| 1       | 3        | 3        | 3        | 3        | 3        | 4        | 4        | 4        | 4        | 3         | 34           |
| 2       | 5        | 4        | 3        | 5        | 5        | 4        | 5        | 5        | 5        | 5         | 46           |
| 3       | 3        | 3        | 3        | 4        | 2        | 3        | 3        | 2        | 2        | 3         | 28           |
| 4       | 4        | 4        | 3        | 4        | 3        | 4        | 5        | 4        | 4        | 5         | 40           |
| 5       | 4        | 3        | 3        | 3        | 3        | 3        | 3        | 4        | 4        | 3         | 33           |
| 6       | 3        | 4        | 3        | 4        | 3        | 4        | 3        | 3        | 4        | 3         | 34           |
| 7       | 5        | 5        | 4        | 5        | 5        | 4        | 5        | 5        | 4        | 5         | 47           |
| 8       | 3        | 4        | 4        | 4        | 4        | 4        | 4        | 4        | 4        | 3         | 38           |
| 9       | 4        | 4        | 3        | 4        | 4        | 4        | 3        | 4        | 4        | 2         | 36           |
| 10      | 4        | 4        | 5        | 5        | 4        | 5        | 4        | 4        | 5        | 4         | 44           |
| 11      | 3        | 5        | 4        | 4        | 4        | 4        | 4        | 5        | 5        | 4         | 42           |
| 12      | 3        | 3        | 2        | 3        | 2        | 2        | 2        | 3        | 2        | 2         | 24           |
| 13      | 3        | 4        | 4        | 5        | 4        | 5        | 5        | 5        | 4        | 4         | 43           |
| 14      | 4        | 4        | 3        | 4        | 5        | 4        | 4        | 4        | 4        | 4         | 40           |
| 15      | 4        | 4        | 5        | 5        | 5        | 4        | 5        | 4        | 5        | 5         | 46           |
| 16      | 5        | 5        | 5        | 4        | 5        | 5        | 4        | 5        | 5        | 5         | 48           |
| 17      | 3        | 5        | 4        | 5        | 5        | 5        | 5        | 4        | 5        | 4         | 45           |
| 18      | 5        | 4        | 4        | 3        | 5        | 4        | 4        | 5        | 4        | 5         | 43           |
| 19      | 3        | 3        | 3        | 2        | 4        | 2        | 3        | 3        | 3        | 3         | 29           |
| 20      | 5        | 4        | 3        | 4        | 4        | 4        | 5        | 3        | 5        | 3         | 40           |
| 21      | 4        | 5        | 4        | 4        | 4        | 4        | 4        | 4        | 4        | 5         | 42           |
| 22      | 3        | 2        | 4        | 4        | 3        | 3        | 3        | 4        | 4        | 3         | 33           |
| 23      | 3        | 4        | 3        | 4        | 3        | 4        | 4        | 4        | 3        | 4         | 36           |
| 24      | 4        | 4        | 4        | 5        | 4        | 4        | 3        | 5        | 4        | 4         | 41           |
| 25      | 5        | 4        | 4        | 4        | 4        | 3        | 3        | 4        | 2        | 3         | 36           |
| 26      | 4        | 4        | 3        | 4        | 5        | 4        | 4        | 4        | 3        | 4         | 39           |
| 27      | 4        | 4        | 4        | 4        | 4        | 3        | 3        | 4        | 4        | 3         | 37           |
| 28      | 3        | 4        | 3        | 3        | 5        | 5        | 4        | 3        | 5        | 4         | 39           |
| 29      | 2        | 2        | 4        | 3        | 4        | 3        | 3        | 4        | 3        | 4         | 32           |
| 30      | 3        | 4        | 4        | 4        | 5        | 4        | 5        | 3        | 4        | 4         | 40           |
| 31      | 4        | 4        | 4        | 3        | 3        | 4        | 4        | 4        | 4        | 4         | 38           |
| 32      | 3        | 5        | 3        | 2        | 3        | 3        | 3        | 3        | 3        | 4         | 32           |
| 33      | 4        | 5        | 4        | 5        | 5        | 4        | 4        | 5        | 4        | 4         | 44           |
| 34      | 3        | 5        | 4        | 4        | 4        | 5        | 5        | 4        | 4        | 5         | 43           |
| 35      | 3        | 3        | 4        | 3        | 3        | 3        | 3        | 3        | 4        | 3         | 32           |
| 36      | 4        | 4        | 5        | 4        | 5        | 4        | 5        | 4        | 5        | 5         | 45           |
| 37      | 4        | 4        | 4        | 4        | 4        | 3        | 4        | 4        | 4        | 4         | 39           |
| 38      | 3        | 3        | 4        | 3        | 4        | 3        | 3        | 4        | 3        | 3         | 33           |
| 39      | 4        | 3        | 3        | 4        | 4        | 3        | 4        | 4        | 3        | 4         | 36           |
| 40      | 3        | 3        | 3        | 4        | 3        | 2        | 3        | 3        | 3        | 3         | 30           |
| 41      | 3        | 3        | 4        | 4        | 2        | 4        | 4        | 4        | 3        | 3         | 34           |
| 42      | 4        | 5        | 5        | 5        | 5        | 5        | 4        | 5        | 3        | 3         | 44           |
| 43      | 4        | 3        | 2        | 3        | 3        | 4        | 2        | 3        | 3        | 3         | 30           |
| 44      | 3        | 3        | 3        | 2        | 3        | 4        | 3        | 3        | 3        | 3         | 30           |

|    |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 45 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 47 |
| 46 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 2 | 4 | 4 | 35 |
| 47 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 39 |
| 48 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 49 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 39 |
| 50 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 2 | 5 | 4 | 36 |
| 51 | 3 | 3 | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 3 | 32 |
| 52 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 36 |
| 53 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 42 |
| 54 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 43 |
| 55 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 56 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 38 |
| 57 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 43 |
| 58 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 47 |
| 59 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 47 |
| 60 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 48 |
| 61 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 28 |
| 62 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 4 | 5 | 43 |
| 63 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 39 |
| 64 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 47 |
| 65 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 43 |
| 66 | 4 | 5 | 4 | 3 | 3 | 5 | 5 | 4 | 4 | 5 | 42 |
| 67 | 4 | 3 | 3 | 3 | 3 | 5 | 3 | 4 | 3 | 3 | 34 |
| 68 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 69 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 38 |
| 70 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 27 |
| 71 | 3 | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 39 |
| 72 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 43 |
| 73 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 38 |
| 74 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 44 |
| 75 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 28 |
| 76 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 36 |
| 77 | 5 | 3 | 4 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 39 |
| 78 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 34 |
| 79 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 34 |
| 80 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 36 |
| 81 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 39 |
| 82 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 38 |
| 83 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 42 |
| 84 | 4 | 3 | 5 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 34 |
| 85 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 40 |
| 86 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 37 |
| 87 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 46 |
| 88 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 42 |
| 89 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 32 |
| 90 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 47 |
| 91 | 4 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 4 | 3 | 42 |
| 92 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 28 |
| 93 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 41 |

|     |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|----|
| 94  | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 36 |
| 95  | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 34 |
| 96  | 2 | 2 | 2 | 3 | 2 | 1 | 3 | 3 | 2 | 2 | 22 |
| 97  | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 30 |
| 98  | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 34 |
| 99  | 4 | 3 | 4 | 5 | 2 | 4 | 4 | 4 | 3 | 5 | 38 |
| 100 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 38 |
| 101 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 35 |
| 102 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 32 |
| 103 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 37 |
| 104 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 29 |
| 105 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 1 | 3 | 2 | 25 |
| 106 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 2 | 3 | 3 | 32 |
| 107 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 39 |
| 108 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 25 |
| 109 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 44 |
| 110 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 40 |
| 111 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| 112 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 42 |
| 113 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 36 |
| 114 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 115 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 32 |
| 116 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 117 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 43 |
| 118 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 38 |
| 119 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 47 |
| 120 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 46 |
| 121 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 34 |
| 122 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 123 | 3 | 3 | 3 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 37 |

|         |   |   |   |   |   |   |   |   |   |   |    |
|---------|---|---|---|---|---|---|---|---|---|---|----|
| 12<br>4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 46 |
| 12<br>5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 47 |
| 12<br>6 | 5 | 3 | 4 | 2 | 4 | 4 | 3 | 5 | 4 | 5 | 39 |
| 12<br>7 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 34 |
| 12<br>8 | 5 | 3 | 4 | 5 | 4 | 3 | 5 | 5 | 3 | 4 | 41 |
| 12<br>9 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 45 |
| 13<br>0 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 27 |
| 13<br>1 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 44 |
| 13<br>2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 19 |
| 13<br>3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
| 13<br>4 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 44 |
| 13<br>5 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 |
| 13<br>6 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 27 |
| 13<br>7 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 31 |
| 13<br>8 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 37 |
| 13<br>9 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 14<br>0 | 4 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 28 |
| 14<br>1 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 3 | 5 | 4 | 37 |
| 14<br>2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 30 |
| 14<br>3 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 39 |
| 14<br>4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |

### Jawaban Responden Variabel Promosi (X3)

| No<br>. | X3.<br>1 | X3.<br>2 | X3.<br>3 | X3.<br>4 | X3.<br>5 | X3.<br>6 | X3.<br>7 | X3.<br>8 | X3.<br>9 | X3.1<br>0 | TOTAL.<br>X3 |
|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|--------------|
| 1       | 4        | 5        | 4        | 5        | 3        | 4        | 4        | 4        | 4        | 4         | 41           |
| 2       | 2        | 3        | 3        | 3        | 3        | 3        | 3        | 3        | 3        | 3         | 29           |
| 3       | 3        | 2        | 3        | 2        | 3        | 3        | 3        | 3        | 3        | 3         | 28           |
| 4       | 3        | 3        | 3        | 3        | 3        | 2        | 2        | 3        | 4        | 3         | 29           |
| 5       | 4        | 3        | 4        | 3        | 3        | 3        | 3        | 4        | 5        | 4         | 36           |
| 6       | 5        | 5        | 5        | 3        | 4        | 5        | 5        | 5        | 5        | 5         | 47           |
| 7       | 4        | 5        | 5        | 5        | 4        | 3        | 3        | 4        | 5        | 3         | 41           |
| 8       | 4        | 3        | 5        | 4        | 4        | 5        | 5        | 4        | 4        | 4         | 42           |
| 9       | 5        | 4        | 4        | 3        | 4        | 5        | 5        | 4        | 5        | 3         | 42           |
| 10      | 3        | 3        | 3        | 2        | 3        | 2        | 2        | 3        | 2        | 2         | 25           |
| 11      | 3        | 3        | 4        | 4        | 3        | 5        | 5        | 3        | 3        | 4         | 37           |
| 12      | 3        | 4        | 4        | 3        | 4        | 3        | 3        | 4        | 3        | 4         | 35           |
| 13      | 4        | 4        | 4        | 3        | 4        | 4        | 4        | 2        | 3        | 4         | 36           |
| 14      | 3        | 3        | 2        | 3        | 2        | 4        | 4        | 3        | 3        | 3         | 30           |
| 15      | 3        | 4        | 3        | 4        | 5        | 4        | 4        | 4        | 3        | 3         | 37           |
| 16      | 3        | 3        | 3        | 3        | 3        | 3        | 3        | 3        | 3        | 4         | 31           |
| 17      | 4        | 4        | 5        | 5        | 3        | 5        | 5        | 4        | 5        | 5         | 45           |
| 18      | 4        | 5        | 4        | 4        | 3        | 4        | 4        | 3        | 4        | 5         | 40           |
| 19      | 5        | 3        | 5        | 5        | 3        | 4        | 4        | 3        | 5        | 4         | 41           |
| 20      | 3        | 2        | 3        | 3        | 2        | 3        | 3        | 2        | 3        | 3         | 27           |
| 21      | 4        | 4        | 3        | 4        | 4        | 5        | 5        | 4        | 3        | 4         | 40           |
| 22      | 2        | 3        | 4        | 4        | 3        | 3        | 3        | 4        | 3        | 4         | 33           |
| 23      | 4        | 4        | 5        | 4        | 3        | 4        | 4        | 4        | 4        | 4         | 40           |
| 24      | 4        | 3        | 4        | 5        | 4        | 4        | 4        | 3        | 5        | 5         | 41           |
| 25      | 3        | 4        | 5        | 4        | 4        | 5        | 5        | 4        | 4        | 4         | 42           |
| 26      | 3        | 3        | 3        | 4        | 3        | 3        | 3        | 3        | 2        | 3         | 30           |
| 27      | 4        | 3        | 4        | 4        | 2        | 3        | 3        | 4        | 3        | 3         | 33           |
| 28      | 4        | 5        | 4        | 4        | 4        | 4        | 4        | 4        | 3        | 5         | 41           |
| 29      | 4        | 4        | 3        | 3        | 3        | 4        | 4        | 3        | 3        | 3         | 34           |
| 30      | 3        | 3        | 3        | 4        | 3        | 3        | 3        | 4        | 2        | 4         | 32           |
| 31      | 5        | 4        | 4        | 5        | 4        | 5        | 5        | 5        | 4        | 5         | 46           |
| 32      | 5        | 4        | 3        | 3        | 5        | 5        | 5        | 5        | 5        | 5         | 45           |
| 33      | 5        | 3        | 4        | 4        | 3        | 4        | 4        | 3        | 4        | 3         | 37           |
| 34      | 3        | 3        | 3        | 3        | 3        | 4        | 4        | 4        | 4        | 4         | 35           |
| 35      | 3        | 3        | 3        | 3        | 3        | 3        | 3        | 3        | 3        | 2         | 29           |
| 36      | 2        | 3        | 3        | 3        | 3        | 2        | 2        | 3        | 3        | 2         | 26           |
| 37      | 4        | 4        | 4        | 4        | 5        | 4        | 4        | 5        | 5        | 4         | 43           |
| 38      | 3        | 3        | 3        | 4        | 4        | 3        | 3        | 3        | 3        | 2         | 31           |
| 39      | 4        | 4        | 4        | 5        | 4        | 4        | 4        | 4        | 4        | 5         | 42           |
| 40      | 3        | 2        | 3        | 3        | 4        | 3        | 3        | 3        | 3        | 2         | 29           |
| 41      | 4        | 4        | 3        | 3        | 4        | 3        | 3        | 3        | 2        | 2         | 31           |
| 42      | 5        | 5        | 4        | 3        | 5        | 4        | 4        | 4        | 3        | 3         | 40           |
| 43      | 4        | 5        | 5        | 5        | 5        | 4        | 4        | 3        | 4        | 4         | 43           |
| 44      | 3        | 3        | 3        | 2        | 4        | 2        | 2        | 3        | 3        | 3         | 28           |

|    |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 45 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 5 | 4 | 37 |
| 46 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 34 |
| 47 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 35 |
| 48 | 4 | 2 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 42 |
| 49 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 43 |
| 50 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 49 |
| 51 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 47 |
| 52 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 37 |
| 53 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 30 |
| 54 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 46 |
| 55 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 42 |
| 56 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 3 | 37 |
| 57 | 5 | 3 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 43 |
| 58 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 32 |
| 59 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 30 |
| 60 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 43 |
| 61 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 62 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 26 |
| 63 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 24 |
| 64 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 35 |
| 65 | 4 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 32 |
| 66 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 46 |
| 67 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 48 |
| 68 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | 3 | 39 |
| 69 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 27 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| 71 | 3 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 42 |
| 72 | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 3 | 3 | 4 | 39 |
| 73 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 35 |
| 74 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 37 |
| 75 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 34 |
| 76 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 26 |
| 77 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 32 |
| 78 | 4 | 4 | 5 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 40 |
| 79 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 35 |
| 80 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 38 |
| 81 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 40 |
| 82 | 5 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 40 |
| 83 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 37 |
| 84 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 35 |
| 85 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 42 |
| 86 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 43 |
| 87 | 3 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 41 |
| 88 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 89 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 22 |
| 90 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 24 |
| 91 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 44 |
| 92 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 47 |
| 93 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 36 |

|     |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|----|
| 94  | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 95  | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 96  | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| 97  | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 98  | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 45 |
| 99  | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 42 |
| 100 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 25 |
| 101 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 34 |
| 102 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 103 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 4 | 38 |
| 104 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 30 |
| 105 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 106 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 31 |
| 107 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 108 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 36 |
| 109 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 36 |
| 110 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 36 |
| 111 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 4 | 5 | 45 |
| 112 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 28 |
| 113 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 38 |
| 114 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 35 |
| 115 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 35 |
| 116 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 28 |
| 117 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 35 |
| 118 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 42 |
| 119 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 47 |
| 120 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| 121 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 43 |
| 122 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 2 | 3 | 32 |
| 123 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 26 |

|         |   |   |   |   |   |   |   |   |   |   |    |
|---------|---|---|---|---|---|---|---|---|---|---|----|
| 12<br>4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 33 |
| 12<br>5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 40 |
| 12<br>6 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 42 |
| 12<br>7 | 4 | 3 | 2 | 4 | 3 | 3 | 4 | 4 | 2 | 3 | 32 |
| 12<br>8 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 43 |
| 12<br>9 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 47 |
| 13<br>0 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 45 |
| 13<br>1 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 34 |
| 13<br>2 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 13<br>3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 4 | 32 |
| 13<br>4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 29 |
| 13<br>5 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 38 |
| 13<br>6 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 4 | 3 | 28 |
| 13<br>7 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 45 |
| 13<br>8 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 40 |
| 13<br>9 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 30 |
| 14<br>0 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 46 |
| 14<br>1 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 44 |
| 14<br>2 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 42 |
| 14<br>3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 14<br>4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 47 |

### Jawaban Responden Variabel Keputusan Pembelian (Y)

| No. | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | TOTAL.Y |
|-----|----|----|----|----|----|----|----|----|----|-----|---------|
| 1   | 4  | 5  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3   | 37      |
| 2   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 40      |
| 3   | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 3   | 34      |
| 4   | 4  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3   | 39      |
| 5   | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 3  | 3   | 35      |
| 6   | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 3   | 37      |
| 7   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3   | 37      |
| 8   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3   | 37      |
| 9   | 5  | 4  | 5  | 4  | 4  | 3  | 4  | 4  | 4  | 4   | 41      |
| 10  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3   | 35      |
| 11  | 5  | 4  | 5  | 4  | 4  | 3  | 4  | 4  | 4  | 4   | 41      |
| 12  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3   | 36      |
| 13  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3   | 34      |
| 14  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3   | 36      |
| 15  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3   | 39      |
| 16  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3   | 35      |
| 17  | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 43      |
| 18  | 5  | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 4   | 44      |
| 19  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 33      |
| 20  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3   | 34      |
| 21  | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 43      |
| 22  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3   | 35      |
| 23  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3   | 39      |
| 24  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 40      |
| 25  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 33      |
| 26  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3   | 38      |
| 27  | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 43      |
| 28  | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 43      |
| 29  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3   | 39      |
| 30  | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 43      |
| 31  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3   | 37      |
| 32  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3   | 37      |
| 33  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 32      |
| 34  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3   | 38      |
| 35  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3   | 36      |
| 36  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3   | 34      |
| 37  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 40      |
| 38  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 33      |
| 39  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3   | 38      |
| 40  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3   | 37      |
| 41  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3   | 35      |
| 42  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3   | 38      |
| 43  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3   | 34      |
| 44  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 33      |
| 45  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 4  | 4  | 4   | 46      |
| 46  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 33      |
| 47  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 3   | 35      |

|    |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 48 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 38 |
| 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 38 |
| 54 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 45 |
| 55 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 38 |
| 58 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 60 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 61 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 38 |
| 63 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 34 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 36 |
| 65 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 38 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 38 |
| 70 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 71 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 38 |
| 73 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 75 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 29 |
| 76 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 35 |
| 77 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 34 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 38 |
| 79 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 80 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 81 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 35 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 36 |
| 84 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 37 |
| 85 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 37 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 87 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 37 |
| 89 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 36 |
| 90 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 91 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 92 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 38 |
| 94 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 95 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 96 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 36 |
| 97 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 36 |
| 98 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 37 |
| 99 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |

|     |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|----|
| 100 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 36 |
| 101 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 102 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 103 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 104 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 37 |
| 105 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 106 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 107 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 108 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 38 |
| 109 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 110 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 34 |
| 111 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 112 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 37 |
| 113 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 114 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 115 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 116 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 35 |
| 117 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 38 |
| 118 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 37 |
| 119 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 120 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 121 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 122 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 37 |
| 123 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 36 |
| 124 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 125 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 37 |
| 126 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 127 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 36 |
| 128 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 129 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 130 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 34 |
| 131 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 132 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 133 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 36 |
| 134 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 38 |
| 135 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 28 |
| 136 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 137 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 138 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 139 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 38 |
| 140 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 141 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 142 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 34 |
| 143 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 144 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |

## Lampiran 4. Hasil Output SPSS

### UJI VALIDITAS VARIABEL KUALITAS PRODUK (X1)

|       |                     | Correlations |        |        |        |        |        |        |        |        |        |        |
|-------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|       |                     | X1.1         | X1.2   | X1.3   | X1.4   | X1.5   | X1.6   | X1.7   | X1.8   | X1.9   | X1.10  | TOTAL  |
| X1.1  | Pearson Correlation | 1            | .543** | .582** | .522** | .558** | .525** | .561** | .559** | .528** | .505** | .769** |
|       | Sig. (2-tailed)     |              | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X1.2  | Pearson Correlation | .543**       | 1      | .551** | .500** | .575** | .513** | .594** | .556** | .534** | .581** | .778** |
|       | Sig. (2-tailed)     | .000         |        | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X1.3  | Pearson Correlation | .582**       | .551** | 1      | .505** | .578** | .518** | .543** | .523** | .475** | .564** | .767** |
|       | Sig. (2-tailed)     | .000         | .000   |        | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X1.4  | Pearson Correlation | .522**       | .500** | .505** | 1      | .513** | .472** | .574** | .525** | .512** | .528** | .738** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   |        | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X1.5  | Pearson Correlation | .558**       | .575** | .578** | .513** | 1      | .526** | .581** | .562** | .461** | .525** | .767** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   |        | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X1.6  | Pearson Correlation | .525**       | .513** | .518** | .472** | .526** | 1      | .513** | .510** | .526** | .569** | .741** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   |        | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X1.7  | Pearson Correlation | .561**       | .594** | .543** | .574** | .581** | .513** | 1      | .537** | .534** | .628** | .794** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   |        | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X1.8  | Pearson Correlation | .559**       | .556** | .523** | .525** | .562** | .510** | .537** | 1      | .522** | .537** | .762** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   |        | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X1.9  | Pearson Correlation | .528**       | .534** | .475** | .512** | .461** | .526** | .534** | .522** | 1      | .589** | .741** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X1.10 | Pearson Correlation | .505**       | .581** | .564** | .528** | .525** | .569** | .628** | .537** | .589** | 1      | .790** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| TOTAL | Pearson Correlation | .769**       | .778** | .767** | .738** | .767** | .741** | .794** | .762** | .741** | .790** | 1      |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |

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

## UJI VALIDITAS VARIABEL HARGA PRODUK (X2)

|       |                     | Correlations |        |        |        |        |        |        |        |        |        |        |
|-------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|       |                     | X2.1         | X2.2   | X2.3   | X2.4   | X2.5   | X2.6   | X2.7   | X2.8   | X2.9   | X2.10  | TOTAL  |
| X2.1  | Pearson Correlation | 1            | .526** | .532** | .425** | .465** | .454** | .476** | .510** | .493** | .592** | .719** |
|       | Sig. (2-tailed)     |              | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X2.2  | Pearson Correlation | .526**       | 1      | .500** | .509** | .513** | .588** | .534** | .537** | .575** | .644** | .782** |
|       | Sig. (2-tailed)     | .000         |        | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X2.3  | Pearson Correlation | .532**       | .500** | 1      | .529** | .467** | .486** | .530** | .504** | .436** | .523** | .724** |
|       | Sig. (2-tailed)     | .000         | .000   |        | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X2.4  | Pearson Correlation | .425**       | .509** | .529** | 1      | .457** | .526** | .573** | .458** | .435** | .499** | .714** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   |        | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X2.5  | Pearson Correlation | .465**       | .513** | .467** | .457** | 1      | .544** | .486** | .549** | .589** | .561** | .746** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   |        | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X2.6  | Pearson Correlation | .454**       | .588** | .486** | .526** | .544** | 1      | .556** | .576** | .618** | .563** | .784** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   |        | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X2.7  | Pearson Correlation | .476**       | .534** | .530** | .573** | .486** | .556** | 1      | .508** | .578** | .626** | .776** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   |        | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X2.8  | Pearson Correlation | .510**       | .537** | .504** | .458** | .549** | .576** | .508** | 1      | .475** | .550** | .749** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   |        | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X2.9  | Pearson Correlation | .493**       | .575** | .436** | .435** | .589** | .618** | .578** | .475** | 1      | .618** | .769** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X2.10 | Pearson Correlation | .592**       | .644** | .523** | .499** | .561** | .563** | .626** | .550** | .618** | 1      | .814** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| TOTAL | Pearson Correlation | .719**       | .782** | .724** | .714** | .746** | .784** | .776** | .749** | .769** | .814** | 1      |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |

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

## UJI VALIDITAS VARIABEL PROMOSI (X3)

|       |                     | Correlations |        |        |        |        |        |        |        |        |        |        |
|-------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|       |                     | X3.1         | X3.2   | X3.3   | X3.4   | X3.5   | X3.6   | X3.7   | X3.8   | X3.9   | X3.10  | TOTAL  |
| X3.1  | Pearson Correlation | 1            | .518** | .468** | .520** | .521** | .504** | .615** | .504** | .546** | .464** | .742** |
|       | Sig. (2-tailed)     |              | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X3.2  | Pearson Correlation | .518**       | 1      | .581** | .514** | .571** | .468** | .462** | .531** | .494** | .458** | .732** |
|       | Sig. (2-tailed)     | .000         |        | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X3.3  | Pearson Correlation | .468**       | .581** | 1      | .587** | .547** | .512** | .570** | .478** | .594** | .525** | .768** |
|       | Sig. (2-tailed)     | .000         | .000   |        | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X3.4  | Pearson Correlation | .520**       | .514** | .587** | 1      | .519** | .570** | .637** | .445** | .520** | .551** | .772** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   |        | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X3.5  | Pearson Correlation | .521**       | .571** | .547** | .519** | 1      | .543** | .574** | .594** | .536** | .504** | .777** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   |        | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X3.6  | Pearson Correlation | .504**       | .468** | .512** | .570** | .543** | 1      | .717** | .446** | .498** | .475** | .754** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   |        | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X3.7  | Pearson Correlation | .615**       | .462** | .570** | .637** | .574** | .717** | 1      | .535** | .541** | .562** | .818** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   |        | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X3.8  | Pearson Correlation | .504**       | .531** | .478** | .445** | .594** | .446** | .535** | 1      | .546** | .562** | .734** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   |        | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X3.9  | Pearson Correlation | .546**       | .494** | .594** | .520** | .536** | .498** | .541** | .546** | 1      | .570** | .769** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| X3.10 | Pearson Correlation | .464**       | .458** | .525** | .551** | .504** | .475** | .562** | .562** | .570** | 1      | .747** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| TOTAL | Pearson Correlation | .742**       | .732** | .768** | .772** | .777** | .754** | .818** | .734** | .769** | .747** | 1      |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |

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

## UJI VALIDITAS VARIABEL KEPUTUSAN PEMBELIAN (Y)

|       |                     | Correlations |        |        |        |        |        |        |        |        |        |        |
|-------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|       |                     | Y1           | Y2     | Y3     | Y4     | Y5     | Y6     | Y7     | Y8     | Y9     | Y10    | TOTAL  |
| Y1    | Pearson Correlation | 1            | .715** | .684** | .441** | .382** | .327** | .428** | .499** | .644** | .814** | .771** |
|       | Sig. (2-tailed)     |              | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| Y2    | Pearson Correlation | .715**       | 1      | .785** | .533** | .421** | .400** | .363** | .400** | .465** | .583** | .726** |
|       | Sig. (2-tailed)     | .000         |        | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| Y3    | Pearson Correlation | .684**       | .785** | 1      | .644** | .501** | .387** | .426** | .434** | .494** | .579** | .761** |
|       | Sig. (2-tailed)     | .000         | .000   |        | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| Y4    | Pearson Correlation | .441**       | .533** | .644** | 1      | .754** | .600** | .528** | .462** | .423** | .419** | .741** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   |        | .000   | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| Y5    | Pearson Correlation | .382**       | .421** | .501** | .754** | 1      | .766** | .679** | .564** | .463** | .406** | .764** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   |        | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| Y6    | Pearson Correlation | .327**       | .400** | .387** | .600** | .766** | 1      | .717** | .576** | .469** | .380** | .728** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   |        | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| Y7    | Pearson Correlation | .428**       | .363** | .426** | .528** | .679** | .717** | 1      | .816** | .629** | .506** | .798** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   |        | .000   | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| Y8    | Pearson Correlation | .499**       | .400** | .434** | .462** | .564** | .576** | .816** | 1      | .763** | .604** | .806** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   |        | .000   | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| Y9    | Pearson Correlation | .644**       | .465** | .494** | .423** | .463** | .469** | .629** | .763** | 1      | .788** | .809** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        | .000   | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| Y10   | Pearson Correlation | .814**       | .583** | .579** | .419** | .406** | .380** | .506** | .604** | .788** | 1      | .797** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        | .000   |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |
| TOTAL | Pearson Correlation | .771**       | .726** | .761** | .741** | .764** | .728** | .798** | .806** | .809** | .797** | 1      |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        |
|       | N                   | 144          | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    | 144    |

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