

LAMPIRAN

Lampiran 1 Kuisoner Penelitian

KUESIONER PENELITIAN SKRIPSI

PENGARUH CITRA MEREK (*Brand Image*), W.O.M (*Word Of Mounth*), dan PERSEPSI HARGA TERHADAP MINAT BELI SMARTPHONE PADA MAHASISWA UNIVERSITAS 17 AGUSTUS 1945 SURABAYA

Dalam rangka menyelesaikan skripsi, saya Valerina N.K Wati melakukan penelitian untuk penyusunan skripsi. Berikut ini adalah kuisoner yang berkaitan dengan penelitian tentang Pengaruh Citra Merek (*Brand Image*), W.O.M (*Word Of Mouth*), dan Persepsi Harga Terhadap Minat Beli Smartphone Pada Mahasiswa Universitas 17 Agustus 1945 Surabaya. Oleh karena itu, di sela-sela kesibukan saudara, dengan hormat saya memohon kesediaan waktu saudara untuk mengisi kuisoner berikut ini. Atas kesediaan waktu dan partisipasi saudara untuk mengisi kuisoner yang ada, saya ucapkan banyak terima kasih.

IDENTITAS RESPONDEN

Nama:

NBI:

Program Studi:

Usia :

Jenis kelamin:

DAFTAR KUISONER

Mohon memberikan tanda (√) pada setiap pertanyaan yang anda pilih

Keterangan:

Sangat Setuju = SS

Setuju = S

Netral = N

Tidak Setuju = TS

Sangat Tidak Setuju = STS

No	Pertanyaan	Jawaban				
		SS	S	N	TS	STS
Citra Merek (Brand Image)						
1	Smartphone menyediakan fitur-fitur sesuai kebutuhan penggunaan dalam kegiatan sehari-hari					
2	Smartphone menyediakan fitur-fitur sesuai dengan keinginan pelanggan					

3	Merek setiap smartphone banyak diketahui oleh orang-orang melalui iklan secara offline maupun online					
4	Setiap merek smartphone menggunakan teknologi yang canggih dan mudah digunakan					
5	Setiap merek smartphone mempunyai ciri yang khas dan unik untuk setiap produknya					
6	Setiap merek smartphone memiliki fitur dan desain yang sangat unik					
WOM (Word Of Mouth)						
1	Saya menceritakan tentang kualitas yang bagus yang dimiliki smartphone dari orang lain					
2	Saya akan menceritakan keunggulan yang dimiliki smartphone kepada orang lain					
3	Saya merekomendasikan produk smartphone yang memiliki kualitas bagus pada orang lain					
4	Saya membicarakan mengenai keunggulan produk yang memuaskan bagi saya kepada orang lain					
5	Saya membujuk teman-teman untuk membeli smartphone					
6	Saya mengajak teman-teman dan keluarga untuk membeli smartphone yang memiliki type dan kualitas yang bagus dan memuaskan					
Persepsi Harga						
1	Saya merasa harga yang ditawarkan smartphone bervariasi sesuai tipe					
2	Saya merasa harga yang ditawarkan smartphone sesuai harga pasaran					
3	Saya merasa harga yang ditawarkan smartphone sesuai dengan kualitas produk yang diberikan					
4	Saya merasa harga yang ditawarkan smartphone sesuai dengan daya tahan yang produk berikan					
5	Saya merasa harga yang ditawarkan smartphone dapat bersaing dipasaran					
6	Saya memiliki minat beli terhadap smartphone yang memiliki harga yang dapat saya jangkau					
7	Saya merasa harga yang ditawarkan smartphone sesuai dengan manfaat yang produk berikan					
8	Saya merasa harga yang ditawarkan smartphone sesuai dengan kebutuhan yang saya inginkan					
Minat Beli						

1	Saya memiliki minat untuk membeli smartphone setelah mengetahui jenis smartphone sesuai tipe yang saya inginkan					
2	Saya memiliki minat untuk membeli smartphone setelah mengetahui merek smartphone yang saya inginkan					
3	Saya memiliki referensial yang sama dengan orang yang merekomendasikan sebuah produk smartphone kepada saya					
4	Saya memiliki referensial yang sama dengan orang yang merekomendasikan sebuah produk smartphone kepada saya keluarga dan orang terdekat					
5	Saya memiliki smartphone dalam memenuhi kebutuhan sehari-hari					
6	Smartphone lebih menarik perhatian saya					
7	Saya berniat mencari informasi tentang produk yang saya inginkan serta memiliki nilai positif yang dirasakan orang lain terhadap produk tersebut					
8	Saya mencari informasi tentang produk yang saya inginkan dari melihat tanggapan dari orang yang telah membelinya					

Lampiran 2. Tabulasi Data Jawaban Kuisioner

Variabel X1 (Brand Image)								
No	Responden	P1	P2	P3	P4	P5	P6	T o t a l
1	Res_1	5	4	4	4	4	5	26
2	Res_2	5	4	4	5	4	4	26
3	Res_3	5	4	5	5	5	4	28
4	Res_4	4	4	4	4	5	4	25
5	Res_5	5	5	5	4	4	5	28
6	Res_6	4	5	4	5	4	5	27
7	Res_7	5	4	4	4	5	5	26

								7
8	Res_8	4	5	5	5	4	4	2 7
9	Res_9	5	5	5	5	4	5	2 9
10	Res_10	4	4	4	5	4	4	2 5
11	Res_11	5	5	4	5	5	5	2 9
12	Res_12	4	4	4	5	5	4	2 6
13	Res_13	4	4	5	5	4	4	2 6
14	Res_14	4	4	4	4	5	5	2 6
15	Res_15	5	4	4	4	5	5	2 7
16	Res_16	5	5	5	5	4	5	2 9
17	Res_17	4	4	5	5	4	4	2 6
18	Res_18	5	5	5	4	4	4	2 7
19	Res_19	4	4	4	4	4	4	2 4
20	Res_20	4	5	3	4	5	5	2 6
21	Res_21	4	4	4	4	5	5	2 6
22	Res_22	4	4	4	4	4	4	2 4
23	Res_23	4	4	4	4	5	4	2 5
24	Res_24	4	4	4	5	4	5	2 6
25	Res_25	4	4	4	5	4	4	2 5
26	Res_26	4	5	4	5	5	5	2 8
27	Res_27	4	4	4	4	4	4	2 4
28	Res_28	3	4	5	4	4	5	2 5
29	Res_29	4	5	4	5	5	4	2 2

								7
30	Res_30	5	4	5	4	4	4	2 6
31	Res_31	4	4	5	5	4	5	2 7
32	Res_32	4	4	4	4	4	5	2 5
33	Res_33	4	4	4	4	4	5	2 5
34	Res_34	5	5	5	5	4	5	2 9
35	Res_35	4	4	4	5	4	4	2 5
36	Res_36	4	4	4	4	4	4	2 4
37	Res_37	5	4	4	5	5	4	2 7
38	Res_38	4	4	5	4	5	5	2 7
39	Res_39	4	4	4	4	4	4	2 4
40	Res_40	5	5	5	5	5	4	2 9
41	Res_41	5	5	5	5	5	5	3 0
42	Res_42	5	4	4	4	5	4	2 6
43	Res_43	4	4	5	4	4	5	2 6
44	Res_44	4	4	4	4	5	4	2 5
45	Res_45	4	4	4	5	5	4	2 6
46	Res_46	4	4	4	5	4	5	2 6
47	Res_47	4	5	4	5	4	4	2 6
48	Res_48	4	5	4	4	4	4	2 5
49	Res_49	4	4	5	4	4	5	2 6
50	Res_50	4	4	5	5	5	5	2 8
51	Res_51	4	5	4	5	5	5	2 2

								8
52	Res_52	4	4	4	4	4	4	2 4
53	Res_53	4	4	4	4	4	4	2 4
54	Res_54	4	4	4	4	5	5	2 6
55	Res_55	4	4	5	5	5	4	2 7
56	Res_56	5	5	5	5	5	2	2 7
57	Res_57	4	4	4	4	5	4	2 5
58	Res_58	4	4	4	5	4	4	2 5
59	Res_59	4	4	4	4	4	4	2 4
60	Res_60	4	5	4	4	5	4	2 6
61	Res_61	4	5	5	4	5	4	2 7
62	Res_62	5	4	4	5	4	4	2 6
63	Res_63	4	4	5	5	4	5	2 7
64	Res_64	5	5	5	5	5	5	3 0
65	Res_65	5	5	5	5	4	5	2 9
66	Res_66	5	5	4	5	4	5	2 8
67	Res_67	5	4	5	5	4	5	2 8
68	Res_68	5	4	5	5	5	5	2 9
69	Res_69	4	4	5	5	5	5	2 8
70	Res_70	5	4	4	4	4	4	2 5
71	Res_71	4	5	5	4	5	5	2 8
72	Res_72	4	4	4	5	5	5	2 7
73	Res_73	4	5	4	5	5	5	2 2

								8
74	Res_74	4	4	4	5	5	5	27
75	Res_75	4	5	4	5	5	5	28
76	Res_76	4	4	4	5	5	5	27
77	Res_77	5	4	4	5	4	5	27
78	Res_78	4	4	5	4	4	4	25
79	Res_79	5	5	4	5	5	5	29
80	Res_80	4	4	5	5	5	5	28
81	Res_81	5	5	5	5	4	5	29
82	Res_82	4	5	4	4	4	5	26
83	Res_83	5	5	5	5	5	5	30
84	Res_84	4	5	5	5	5	5	29
85	Res_85	5	4	4	5	4	4	26
86	Res_86	4	5	5	5	5	5	29
87	Res_87	5	4	4	5	5	5	28
88	Res_88	4	4	5	5	5	5	28
89	Res_89	5	5	5	5	4	5	29
90	Res_90	4	4	5	5	5	4	27
91	Res_91	5	4	5	5	5	5	29
92	Res_92	4	4	4	5	5	5	27
93	Res_93	4	5	4	4	4	4	25
94	Res_94	4	5	4	5	4	5	27
95	Res_95	5	5	4	5	5	5	29

								9
96	Res_96	4	5	5	5	5	5	29
97	Res_97	5	4	5	5	5	5	29
98	Res_98	5	4	5	5	4	5	28
99	Res_99	5	5	4	5	4	5	28
100	Res_100	4	5	5	4	5	5	28

Variabel X2 WOM (Word Of Mouth)

No	Responden	P1	P2	P3	P4	P5	P6	Total
1	Res_1	5	5	4	4	5	5	28
2	Res_2	4	4	4	4	4	5	25
3	Res_3	5	5	5	5	4	5	29
4	Res_4	4	5	5	5	5	4	28
5	Res_5	5	4	5	5	5	5	29
6	Res_6	4	4	5	5	4	5	27
7	Res_7	4	4	4	4	4	4	24
8	Res_8	5	5	4	4	5	5	28
9	Res_9	4	5	5	5	4	5	28
10	Res_10	5	4	4	4	4	4	25
11	Res_11	5	5	4	4	5	5	28
12	Res_12	4	5	5	5	4	5	28
13	Res_13	5	4	4	4	5	4	26
14	Res_14	4	4	5	5	4	4	26
15	Res_15	4	4	4	4	5	4	25
16	Res_16	4	5	5	5	5	5	29
17	Res_17	5	5	4	4	4	5	27

18	Res_18	5	5	5	5	5	5	30
19	Res_19	4	4	4	4	4	4	24
20	Res_20	5	4	5	5	5	4	28
21	Res_21	5	4	4	4	4	5	26
22	Res_22	4	4	4	4	4	4	24
23	Res_23	5	4	5	5	4	4	27
24	Res_24	5	4	4	4	4	4	25
25	Res_25	5	4	4	4	5	4	26
26	Res_26	5	4	4	4	4	4	25
27	Res_27	4	5	5	5	4	5	28
28	Res_28	5	5	5	5	5	4	29
29	Res_29	5	4	5	5	3	4	26
30	Res_30	4	5	4	4	4	4	25
31	Res_31	4	5	4	4	5	5	27
32	Res_32	5	5	4	4	4	4	26
33	Res_33	5	5	5	5	5	4	29
34	Res_34	5	4	4	4	5	5	27
35	Res_35	5	4	4	4	4	4	25
36	Res_36	4	4	4	4	4	4	24
37	Res_37	4	5	5	5	5	5	29
38	Res_38	5	5	4	4	5	4	27
39	Res_39	4	4	4	4	4	4	24
40	Res_40	5	4	4	4	4	4	25
41	Res_41	4	5	5	5	4	4	27
42	Res_42	5	5	4	4	4	4	26
43	Res_43	5	4	5	5	5	5	29
44	Res_44	5	4	4	4	4	4	25
45	Res_45	4	4	5	5	5	4	27

46	Res_46	4	5	5	5	5	4	28
47	Res_47	5	4	4	4	4	4	25
48	Res_48	4	4	4	4	5	4	25
49	Res_49	5	4	5	5	4	4	27
50	Res_50	4	4	4	4	4	4	24
51	Res_51	5	5	5	5	5	5	30
52	Res_52	4	4	4	4	4	4	24
53	Res_53	4	4	4	4	4	4	24
54	Res_54	4	4	4	4	4	5	25
55	Res_55	5	5	5	5	5	4	29
56	Res_56	5	5	5	5	5	5	30
57	Res_57	5	4	5	5	5	4	28
58	Res_58	4	5	4	4	4	5	26
59	Res_59	4	4	4	4	4	4	24
60	Res_60	5	4	4	4	4	4	25
61	Res_61	5	4	5	5	4	5	28
62	Res_62	5	5	4	4	5	5	28
63	Res_63	4	5	5	5	4	5	28
64	Res_64	5	5	4	4	5	5	28
65	Res_65	5	5	5	5	5	5	30
66	Res_66	5	5	5	5	4	5	29
67	Res_67	5	5	5	5	5	4	29
68	Res_68	4	4	5	5	5	5	28
69	Res_69	5	5	5	5	5	5	30
70	Res_70	4	5	5	5	5	5	29
71	Res_71	5	5	5	5	5	5	30
72	Res_72	4	5	4	4	5	5	27
73	Res_73	5	5	5	5	4	5	29

74	Res_74	5	5	5	5	4	4	28
75	Res_75	5	5	4	4	4	5	27
76	Res_76	4	5	5	5	5	5	29
77	Res_77	4	5	5	5	5	5	29
78	Res_78	5	5	5	5	5	5	30
79	Res_79	4	5	5	5	5	5	29
80	Res_80	5	5	5	5	4	4	28
81	Res_81	5	5	4	4	4	5	27
82	Res_82	5	4	5	5	5	4	28
83	Res_83	5	5	5	5	4	5	29
84	Res_84	5	5	5	5	4	5	29
85	Res_85	5	5	5	5	5	5	30
86	Res_86	5	5	5	5	5	5	30
87	Res_87	5	5	5	5	5	5	30
88	Res_88	4	5	5	5	5	5	29
89	Res_89	5	5	5	5	4	5	29
90	Res_90	5	5	5	5	5	5	30
91	Res_91	5	5	4	4	4	5	27
92	Res_92	5	5	5	5	5	5	30
93	Res_93	5	5	5	5	5	4	29
94	Res_94	5	5	5	5	5	5	30
95	Res_95	5	5	5	5	5	5	30
96	Res_96	5	4	5	5	5	5	29
97	Res_97	5	5	5	5	5	5	30
98	Res_98	4	5	5	5	5	5	29
99	Res_99	5	5	5	5	5	4	29
100	Res_100	5	5	5	5	4	5	29

Variabel X3 Persepsi Harga

No	Responden	P1	P2	P3	P4	P5	P6	P7	P8	Total
1	Res_1	4	4	4	4	5	5	5	4	35
2	Res_2	5	4	5	5	4	5	4	5	37
3	Res_3	4	5	5	4	4	4	4	4	34
4	Res_4	5	4	4	5	4	5	4	5	36
5	Res_5	5	4	5	5	5	5	4	4	37
6	Res_6	5	5	4	5	4	5	4	5	37
7	Res_7	4	4	4	4	4	4	4	5	33
8	Res_8	4	5	5	4	5	5	4	5	37
9	Res_9	5	5	4	5	5	5	4	4	37
10	Res_10	4	4	4	5	5	4	5	5	36
11	Res_11	4	4	4	4	4	4	5	5	34
12	Res_12	5	4	5	5	5	4	4	4	36
13	Res_13	4	4	4	4	5	5	5	5	36
14	Res_14	4	4	5	5	4	5	4	4	35
15	Res_15	5	5	5	4	5	5	4	5	38
16	Res_16	2	5	4	4	5	4	5	4	33
17	Res_17	4	4	5	4	5	5	4	5	36
18	Res_18	4	5	5	5	4	4	4	5	36
19	Res_19	4	4	4	5	5	4	5	5	36
20	Res_20	5	4	5	5	5	4	4	4	36
21	Res_21	4	4	4	5	4	5	5	4	35
22	Res_22	5	4	4	4	5	5	4	4	35
23	Res_23	4	4	4	4	4	5	5	5	35
24	Res_24	4	4	5	5	5	4	5	4	36
25	Res_25	5	4	5	4	4	5	4	5	36
26	Res_26	4	4	5	5	4	5	4	4	35
27	Res_27	4	5	5	4	4	5	5	5	37
28	Res_28	4	4	5	5	4	4	5	4	35
29	Res_29	4	5	4	4	5	4	5	5	36
30	Res_30	5	4	5	5	4	4	4	4	35
31	Res_31	4	4	4	4	5	4	5	5	35
32	Res_32	5	5	5	5	4	5	4	5	38
33	Res_33	4	4	5	5	4	4	5	5	36
34	Res_34	5	5	4	5	5	5	4	5	38
35	Res_35	4	4	4	4	4	4	5	4	33
36	Res_36	4	4	4	5	5	5	4	4	35
37	Res_37	5	5	5	4	4	4	5	4	36

77	Res_77	5	5	5	5	5	5	5	4	39
78	Res_78	5	5	5	4	4	5	4	4	36
79	Res_79	5	5	5	4	4	5	4	5	37
80	Res_80	5	5	5	5	5	4	4	5	38
81	Res_81	5	4	5	5	5	4	5	5	38
82	Res_82	5	5	5	4	5	5	5	5	39
83	Res_83	5	5	4	4	5	5	5	5	38
84	Res_84	5	5	4	5	5	5	5	5	39
85	Res_85	5	5	5	5	4	5	4	5	38
86	Res_86	5	5	5	5	5	5	5	4	39
87	Res_87	5	5	5	5	4	5	4	5	38
88	Res_88	5	5	5	4	5	5	5	5	39
89	Res_89	5	5	5	4	4	5	4	4	36
90	Res_90	5	5	5	5	5	5	5	4	39
91	Res_91	5	5	5	5	5	5	5	5	40
92	Res_92	4	5	5	4	5	4	4	5	36
93	Res_93	4	5	5	4	4	4	4	4	34
94	Res_94	5	5	5	5	4	5	5	4	38
95	Res_95	5	5	5	4	4	5	5	5	38
96	Res_96	5	5	5	5	5	4	4	5	38
97	Res_97	5	4	4	4	5	5	4	5	36
98	Res_98	5	5	4	5	5	4	5	4	37
99	Res_99	5	5	5	5	5	5	4	5	39
100	Res_100	5	5	4	5	5	4	5	5	38

Variabel Y Minat Beli

No	Responden	P1	P2	P3	P4	P5	P6	P7	P8	Total
1	Res_1	4	5	4	5	4	4	5	4	35
2	Res_2	5	4	4	5	5	5	4	4	36
3	Res_3	4	4	4	4	4	5	5	4	34
4	Res_4	5	4	5	5	5	5	4	5	38
5	Res_5	4	4	4	4	5	5	5	4	35
6	Res_6	5	4	5	5	5	4	4	5	37
7	Res_7	5	4	4	4	4	4	5	4	34
8	Res_8	5	4	5	5	4	4	4	5	36
9	Res_9	4	4	4	4	4	5	5	4	34
10	Res_10	5	5	4	4	4	5	5	4	36
11	Res_11	5	5	5	5	4	4	4	5	37
12	Res_12	4	4	4	5	5	4	5	4	35

13	Res_13	5	5	4	5	5	5	4	4	37
14	Res_14	4	4	4	4	5	4	5	4	34
15	Res_15	5	4	5	4	4	5	5	5	37
16	Res_16	4	5	5	4	4	4	4	5	35
17	Res_17	5	4	5	5	4	5	4	5	37
18	Res_18	5	4	5	5	4	4	5	5	37
19	Res_19	5	5	4	5	5	4	5	4	37
20	Res_20	4	4	4	5	5	5	4	5	36
21	Res_21	4	5	5	4	4	5	5	4	36
22	Res_22	4	4	5	5	5	4	5	5	37
23	Res_23	5	5	4	4	4	4	4	4	34
24	Res_24	4	5	5	5	5	4	5	5	38
25	Res_25	5	4	4	4	4	4	4	4	33
26	Res_26	4	4	5	5	5	5	5	5	38
27	Res_27	5	5	4	4	5	5	4	5	37
28	Res_28	4	5	4	5	4	5	5	4	36
29	Res_29	5	5	4	4	4	4	5	4	35
30	Res_30	4	4	4	5	4	5	4	4	34
31	Res_31	5	5	5	4	4	4	5	4	36
32	Res_32	5	4	5	5	5	4	4	5	37
33	Res_33	5	5	5	4	4	5	5	4	37
34	Res_34	5	4	5	5	5	5	4	5	38
35	Res_35	4	5	4	4	4	5	5	4	35
36	Res_36	4	4	5	4	5	5	4	5	36
37	Res_37	4	5	4	5	5	5	5	5	38
38	Res_38	4	4	4	5	5	4	5	5	36
39	Res_39	5	4	5	5	4	4	4	4	35
40	Res_40	5	4	4	5	5	4	4	5	36
41	Res_41	4	4	5	4	4	5	4	4	34
42	Res_42	5	4	5	5	5	5	5	5	39
43	Res_43	4	4	4	4	4	5	5	4	34
44	Res_44	5	4	5	5	5	5	5	5	39
45	Res_45	4	5	4	4	4	4	4	4	33
46	Res_46	5	4	5	5	5	5	5	5	39
47	Res_47	4	5	4	4	4	5	4	4	34
48	Res_48	5	5	4	4	5	4	5	5	37
49	Res_49	5	5	5	5	4	4	4	4	36
50	Res_50	5	5	5	4	4	4	5	4	36
51	Res_51	4	5	5	5	4	4	4	4	35

52	Res_52	5	5	4	5	5	5	5	5	39
53	Res_53	4	4	5	4	5	5	4	5	36
54	Res_54	5	4	4	5	5	4	5	5	37
55	Res_55	5	5	5	4	4	5	4	4	36
56	Res_56	5	5	4	5	5	4	5	5	38
57	Res_57	5	4	4	5	4	4	5	4	35
58	Res_58	5	5	5	4	5	4	4	5	37
59	Res_59	5	5	4	4	4	4	4	4	34
60	Res_60	5	4	5	5	5	4	4	5	37
61	Res_61	5	5	4	4	4	4	4	4	34
62	Res_62	4	4	5	5	5	5	5	5	38
63	Res_63	4	5	4	4	4	5	5	4	35
64	Res_64	5	5	4	4	4	5	5	5	37
65	Res_65	5	5	5	4	4	5	5	5	38
66	Res_66	5	5	5	5	5	4	4	5	38
67	Res_67	4	4	5	4	5	5	4	5	36
68	Res_68	5	5	5	5	5	5	5	5	40
69	Res_69	4	4	5	5	5	5	5	5	38
70	Res_70	5	5	5	5	5	5	5	5	40
71	Res_71	5	5	5	5	5	5	4	5	39
72	Res_72	1	4	5	4	5	5	5	5	34
73	Res_73	5	5	5	5	4	4	5	5	38
74	Res_74	5	5	5	5	4	4	5	4	37
75	Res_75	4	5	5	4	4	5	5	4	36
76	Res_76	5	5	5	4	5	5	5	5	39
77	Res_77	4	4	5	5	5	5	5	5	38
78	Res_78	4	5	5	5	5	5	5	5	39
79	Res_79	5	5	5	5	5	5	5	5	40
80	Res_80	5	4	5	5	5	5	5	4	38
81	Res_81	5	5	5	4	5	5	5	5	39
82	Res_82	5	5	5	4	5	5	4	5	38
83	Res_83	5	5	5	5	4	4	5	5	38
84	Res_84	5	5	5	5	5	4	5	5	39
85	Res_85	5	5	5	5	5	5	5	5	40
86	Res_86	4	5	5	5	5	5	5	5	39
87	Res_87	5	5	5	5	5	5	5	5	40
88	Res_88	5		5	5	5	5	5	5	35
89	Res_89	4	5	5	5	4	4	5	5	37
90	Res_90	4	5	5	5	5	5	5	5	39

Total_X1	Pearson Correlation	.525**	.544**	.535**	.610**	.417**	.549**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

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

Uji Validitas WOM (Word Of Mouth) X2 Correlations

		P1_X2	P2_X2	P3_X2	P4_X2	P5_X2	P6_X2	Total_X2
P1_X2	Pearson Correlation	1	.126	.095	.095	.095	.049	.371**
	Sig. (2-tailed)		.210	.348	.348	.349	.631	.000
	N	100	100	100	100	100	100	100
P2_X2	Pearson Correlation	.126	1	.376**	.376**	.311**	.489**	.692**
	Sig. (2-tailed)	.210		.000	.000	.002	.000	.000
	N	100	100	100	100	100	100	100
P3_X2	Pearson Correlation	.095	.376**	1	1.000**	.310**	.285**	.793**
	Sig. (2-tailed)	.348	.000		.000	.002	.004	.000
	N	100	100	100	100	100	100	100
P4_X2	Pearson Correlation	.095	.376**	1.000**	1	.310**	.285**	.793**
	Sig. (2-tailed)	.348	.000	.000		.002	.004	.000
	N	100	100	100	100	100	100	100
P5_X2	Pearson Correlation	.095	.311**	.310**	.310**	1	.250*	.599**
	Sig. (2-tailed)	.349	.002	.002	.002		.012	.000
	N	100	100	100	100	100	100	100
P6_X2	Pearson Correlation	.049	.489**	.285**	.285**	.250*	1	.612**
	Sig. (2-tailed)	.631	.000	.004	.004	.012		.000
	N	100	100	100	100	100	100	100
Total_X2	Pearson Correlation	.371**	.692**	.793**	.793**	.599**	.612**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

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

Uji validitas Persepsi Harga (X3)

1. Correlations

	P1_X3	P2_X3	P3_X3	P4_X3	P5_X3	P6_X3	P7_X3	P8_X3	Total_X3
P1_X3 Pearson Correlation	1	.236*	.265**	.066	.064	.342**	-.093	-.044	.646**
Sig. (2-tailed)		.018	.008	.514	.527	.001	.360	.665	.000
N	100	100	100	100	100	100	100	100	100
P2_X3 Pearson Correlation	.236*	1	.197*	.008	.053	.136	.063	-.001	.533**
Sig. (2-tailed)	.018		.050	.936	.599	.177	.534	.989	.000
N	100	100	100	100	100	100	100	100	100
P3_X3 Pearson Correlation	.265**	.197*	1	-.027	-.141	.083	-.202*	-.109	.332**
Sig. (2-tailed)	.008	.050		.789	.163	.413	.044	.280	.001
N	100	100	100	100	100	100	100	100	100
P4_X3 Pearson Correlation	.066	.008	-.027	1	-.006	-.004	.002	-.115	.280**
Sig. (2-tailed)	.514	.936	.789		.952	.967	.984	.253	.005
N	100	100	100	100	100	100	100	100	100
P5_X3 Pearson Correlation	.064	.053	-.141	-.006	1	-.035	.121	.058	.351**
Sig. (2-tailed)	.527	.599	.163	.952		.726	.229	.569	.000
N	100	100	100	100	100	100	100	100	100
P6_X3 Pearson Correlation	.342**	.136	.083	-.004	-.035	1	-.181	-.088	.399**
Sig. (2-tailed)	.001	.177	.413	.967	.726		.072	.382	.000

	N	100	100	100	100	100	100	100	100	100
P7_X3	Pearson Correlation	-.093	.063	-.202*	.002	.121	-.181	1	.036	.225*
	Sig. (2-tailed)	.360	.534	.044	.984	.229	.072		.720	.024
	N	100	100	100	100	100	100	100	100	100
P8_X3	Pearson Correlation	-.044	-.001	-.109	-.115	.058	-.088	.036	1	.284**
	Sig. (2-tailed)	.665	.989	.280	.253	.569	.382	.720		.004
	N	100	100	100	100	100	100	100	100	100
Total_X3	Pearson Correlation	.646**	.533**	.332**	.280**	.351**	.399**	.225*	.284**	1
	Sig. (2-tailed)	.000	.000	.001	.005	.000	.000	.024	.004	
	N	100	100	100	100	100	100	100	100	100

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

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

Uji Validitas Minat Beli (Y) SCorrelations

	P1_Y	P2_Y	P3_Y	P4_Y	P5_Y	P6_Y	P7_Y	P8_Y	Total_Y	
	1	1	1	1	1	1	1	1	1	
P1_Y1	Pearson Correlation	1	.200*	.072	.151	-.027	-.183	-.117	.049	.341**
	Sig. (2-tailed)		.047	.475	.133	.787	.068	.247	.631	.001
	N	100	99	100	100	100	100	100	100	100
P2_Y1	Pearson Correlation	.200*	1	.070	-.084	-.132	-.032	.139	-.041	.303**

Total_Y 1	Pearson Correlation	.341**	.303**	.566**	.536**	.591**	.344**	.348**	.668**	1
	Sig. (2-tailed)	.001	.002	.000	.000	.000	.000	.000	.000	
	N	100	99	100	100	100	100	100	100	100

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

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

Lampiran 4. Uji Reliabilitas

Uji Reliabilitas Variabel Citra Merek (*Brand Image*) (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.701	7

Uji Reliabilitas Variabel WOM (*Word Of Mouth*) (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.758	7

Uji Reliabilitas Variabel Persepsi Harga (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.608	9

Uji Reliabilitas Variabel Minat Beli (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.683	9

Lampiran 5. Uji Asumsi Klasik

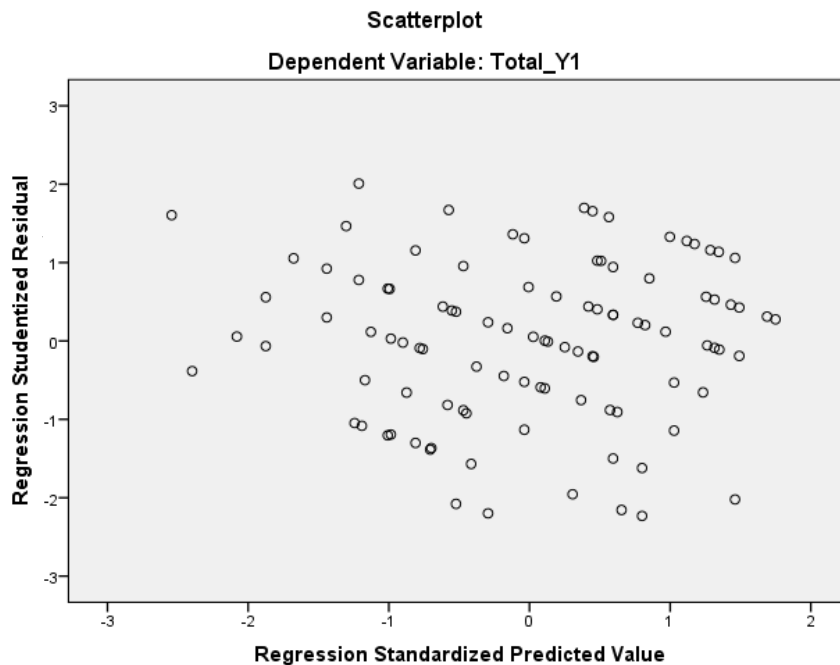
Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	15.871	4.008		3.960	.000		
	Total_X1	-.029	.120	-.024	-.238	.813	.731	1.367
	Total_X2	.245	.104	.250	2.365	.020	.695	1.439
	Total_X3	.413	.113	.361	3.660	.000	.799	1.251

a. Dependent Variable: Total_Y1

Uji Heteroskedastistas



Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.62693346	
Most Extreme Differences	Absolute	.081	
	Positive	.036	
	Negative	-.081	
Test Statistic		.081	
Asymp. Sig. (2-tailed)		.104 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.506 ^d	
	99% Confidence Interval	Lower Bound	.493
		Upper Bound	.519

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Lampiran 6. Analisis Regresi Linear Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.871	4.008		3.960	.000
	Total_X1	-.029	.120	-.024	-.238	.813
	Total_X2	.245	.104	.250	2.365	.020
	Total_X3	.413	.113	.361	3.660	.000

a. Dependent Variable: Total_Y1

Lampiran 7. Pengujian Hipotesis

➤ Uji Parsial (t)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.871	4.008		3.960	.000
	Total_X1	-.029	.120	-.024	-.238	.813
	Total_X2	.245	.104	.250	2.365	.020
	Total_X3	.413	.113	.361	3.660	.000

a. Dependent Variable: Total_Y1

➤ Uji Simultan (F)

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.

1 Regression	89.746	3	29.915	10.959	.000 ^b
Residual	262.044	96	2.730		
Total	351.790	99			

a. Dependent Variable: Total_Y1

b. Predictors: (Constant), Total_X3, Total_X1, Total_X2

➤ Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.505 ^a	.255	.232	1.652

a. Predictors: (Constant), Total_X3, Total_X1, Total_X2

Lampiran 8. f tabel

Titik Persentase Distribusi F untuk Probabilita = 0,05

df untuk pembilang (N1)															
df untuk penyebut (N2)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
51	4.03	3.18	2.79	2.55	2.40	2.28	2.20	2.13	2.07	2.02	1.98	1.95	1.92	1.89	1.87
52	4.03	3.18	2.78	2.55	2.39	2.28	2.19	2.12	2.07	2.02	1.98	1.94	1.91	1.89	1.86
53	4.02	3.17	2.78	2.55	2.39	2.28	2.19	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
54	4.02	3.17	2.78	2.54	2.39	2.27	2.18	2.11	2.06	2.01	1.97	1.94	1.91	1.88	1.86
55	4.02	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.06	2.01	1.97	1.93	1.90	1.88	1.85

56	4.0 1	3.1 6	2.7 7	2.5 4	2.3 8	2.2 7	2.1 8	2.1 1	2.0 5	2.0 0	1. 96	1. 93	1. 90	1. 87	1. 85
57	4.0 1	3.1 6	2.7 7	2.5 3	2.3 8	2.2 6	2.1 8	2.1 1	2.0 5	2.0 0	1. 96	1. 93	1. 90	1. 87	1. 85
58	4.0 1	3.1 6	2.7 6	2.5 3	2.3 7	2.2 6	2.1 7	2.1 0	2.0 5	2.0 0	1. 96	1. 92	1. 89	1. 87	1. 84
59	4.0 0	3.1 5	2.7 6	2.5 3	2.3 7	2.2 6	2.1 7	2.1 0	2.0 4	2.0 0	1. 96	1. 92	1. 89	1. 86	1. 84
60	4.0 0	3.1 5	2.7 6	2.5 3	2.3 7	2.2 5	2.1 7	2.1 0	2.0 4	1.9 9	1. 95	1. 92	1. 89	1. 86	1. 84
61	4.0 0	3.1 5	2.7 6	2.5 2	2.3 7	2.2 5	2.1 6	2.0 9	2.0 4	1.9 9	1. 95	1. 91	1. 88	1. 86	1. 83
62	4.0 0	3.1 5	2.7 5	2.5 2	2.3 6	2.2 5	2.1 6	2.0 9	2.0 3	1.9 9	1. 95	1. 91	1. 88	1. 85	1. 83
63	3.9 9	3.1 4	2.7 5	2.5 2	2.3 6	2.2 5	2.1 6	2.0 9	2.0 3	1.9 8	1. 94	1. 91	1. 88	1. 85	1. 83
64	3.9 9	3.1 4	2.7 5	2.5 2	2.3 6	2.2 4	2.1 6	2.0 9	2.0 3	1.9 8	1. 94	1. 91	1. 88	1. 85	1. 83
65	3.9 9	3.1 4	2.7 5	2.5 1	2.3 6	2.2 4	2.1 5	2.0 8	2.0 3	1.9 8	1. 94	1. 90	1. 87	1. 85	1. 82
66	3.9 9	3.1 4	2.7 4	2.5 1	2.3 5	2.2 4	2.1 5	2.0 8	2.0 3	1.9 8	1. 94	1. 90	1. 87	1. 84	1. 82
67	3.9 8	3.1 3	2.7 4	2.5 1	2.3 5	2.2 4	2.1 5	2.0 8	2.0 2	1.9 8	1. 93	1. 90	1. 87	1. 84	1. 82
68	3.9 8	3.1 3	2.7 4	2.5 1	2.3 5	2.2 4	2.1 5	2.0 8	2.0 2	1.9 7	1. 93	1. 90	1. 87	1. 84	1. 82
69	3.9 8	3.1 3	2.7 4	2.5 0	2.3 5	2.2 3	2.1 5	2.0 8	2.0 2	1.9 7	1. 93	1. 90	1. 86	1. 84	1. 81
70	3.9 8	3.1 3	2.7 4	2.5 0	2.3 5	2.2 3	2.1 4	2.0 7	2.0 2	1.9 7	1. 93	1. 89	1. 86	1. 84	1. 81

71	3.9 8	3.1 3	2.7 3	2.5 0	2.3 4	2.2 3	2.1 4	2.0 7	2.0 1	1.9 7	1. 93	1. 89	1. 86	1. 83	1. 81
72	3.9 7	3.1 2	2.7 3	2.5 0	2.3 4	2.2 3	2.1 4	2.0 7	2.0 1	1.9 6	1. 92	1. 89	1. 86	1. 83	1. 81
73	3.9 7	3.1 2	2.7 3	2.5 0	2.3 4	2.2 3	2.1 4	2.0 7	2.0 1	1.9 6	1. 92	1. 89	1. 86	1. 83	1. 81
74	3.9 7	3.1 2	2.7 3	2.5 0	2.3 4	2.2 2	2.1 4	2.0 7	2.0 1	1.9 6	1. 92	1. 89	1. 85	1. 83	1. 80
75	3.9 7	3.1 2	2.7 3	2.4 9	2.3 4	2.2 2	2.1 3	2.0 6	2.0 1	1.9 6	1. 92	1. 88	1. 85	1. 83	1. 80
76	3.9 7	3.1 2	2.7 2	2.4 9	2.3 3	2.2 2	2.1 3	2.0 6	2.0 1	1.9 6	1. 92	1. 88	1. 85	1. 82	1. 80
77	3.9 7	3.1 2	2.7 2	2.4 9	2.3 3	2.2 2	2.1 3	2.0 6	2.0 0	1.9 6	1. 92	1. 88	1. 85	1. 82	1. 80
78	3.9 6	3.1 1	2.7 2	2.4 9	2.3 3	2.2 2	2.1 3	2.0 6	2.0 0	1.9 5	1. 91	1. 88	1. 85	1. 82	1. 80
79	3.9 6	3.1 1	2.7 2	2.4 9	2.3 3	2.2 2	2.1 3	2.0 6	2.0 0	1.9 5	1. 91	1. 88	1. 85	1. 82	1. 79
80	3.9 6	3.1 1	2.7 2	2.4 9	2.3 3	2.2 1	2.1 3	2.0 6	2.0 0	1.9 5	1. 91	1. 88	1. 84	1. 82	1. 79
81	3.9 6	3.1 1	2.7 2	2.4 8	2.3 3	2.2 1	2.1 2	2.0 5	2.0 0	1.9 5	1. 91	1. 87	1. 84	1. 82	1. 79
82	3.9 6	3.1 1	2.7 2	2.4 8	2.3 3	2.2 1	2.1 2	2.0 5	2.0 0	1.9 5	1. 91	1. 87	1. 84	1. 81	1. 79
83	3.9 6	3.1 1	2.7 1	2.4 8	2.3 2	2.2 1	2.1 2	2.0 5	1.9 9	1.9 5	1. 91	1. 87	1. 84	1. 81	1. 79
84	3.9 5	3.1 1	2.7 1	2.4 8	2.3 2	2.2 1	2.1 2	2.0 5	1.9 9	1.9 5	1. 90	1. 87	1. 84	1. 81	1. 79
85	3.9 5	3.1 0	2.7 1	2.4 8	2.3 2	2.2 1	2.1 2	2.0 5	1.9 9	1.9 4	1. 90	1. 87	1. 84	1. 81	1. 79

86	3.9 5	3.1 0	2.7 1	2.4 8	2.3 2	2.2 1	2.1 2	2.0 5	1.9 9	1.9 4	1. 90	1. 87	1. 84	1. 81	1. 78
87	3.9 5	3.1 0	2.7 1	2.4 8	2.3 2	2.2 0	2.1 2	2.0 5	1.9 9	1.9 4	1. 90	1. 87	1. 83	1. 81	1. 78
88	3.9 5	3.1 0	2.7 1	2.4 8	2.3 2	2.2 0	2.1 2	2.0 5	1.9 9	1.9 4	1. 90	1. 86	1. 83	1. 81	1. 78
89	3.9 5	3.1 0	2.7 1	2.4 7	2.3 2	2.2 0	2.1 1	2.0 4	1.9 9	1.9 4	1. 90	1. 86	1. 83	1. 80	1. 78
90	3.9 5	3.1 0	2.7 1	2.4 7	2.3 2	2.2 0	2.1 1	2.0 4	1.9 9	1.9 4	1. 90	1. 86	1. 83	1. 80	1. 78
df untuk penyeb ut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	3.9 5	3.1 0	2.7 0	2.4 7	2.3 1	2.2 0	2.1 1	2.0 4	1.9 8	1.9 4	1. 90	1. 86	1. 83	1. 80	1. 78
92	3.9 4	3.1 0	2.7 0	2.4 7	2.3 1	2.2 0	2.1 1	2.0 4	1.9 8	1.9 4	1. 89	1. 86	1. 83	1. 80	1. 78
93	3.9 4	3.0 9	2.7 0	2.4 7	2.3 1	2.2 0	2.1 1	2.0 4	1.9 8	1.9 3	1. 89	1. 86	1. 83	1. 80	1. 78
94	3.9 4	3.0 9	2.7 0	2.4 7	2.3 1	2.2 0	2.1 1	2.0 4	1.9 8	1.9 3	1. 89	1. 86	1. 83	1. 80	1. 77
95	3.9 4	3.0 9	2.7 0	2.4 7	2.3 1	2.2 0	2.1 1	2.0 4	1.9 8	1.9 3	1. 89	1. 86	1. 82	1. 80	1. 77
96	3.9 4	3.0 9	2.7 0	2.4 7	2.3 1	2.1 9	2.1 1	2.0 4	1.9 8	1.9 3	1. 89	1. 85	1. 82	1. 80	1. 77
97	3.9 4	3.0 9	2.7 0	2.4 7	2.3 1	2.1 9	2.1 1	2.0 4	1.9 8	1.9 3	1. 89	1. 85	1. 82	1. 80	1. 77
98	3.9 4	3.0 9	2.7 0	2.4 6	2.3 1	2.1 9	2.1 0	2.0 3	1.9 8	1.9 3	1. 89	1. 85	1. 82	1. 79	1. 77

99	3.9 4	3.0 9	2.7 0	2.4 6	2.3 1	2.1 9	2.1 0	2.0 3	1.9 8	1.9 3	1. 89	1. 85	1. 82	1. 79	1. 7 7
100	3.9 4	3.0 9	2.7 0	2.4 6	2.3 1	2.1 9	2.1 0	2.0 3	1.9 7	1.9 3	1. 89	1. 85	1. 82	1. 79	1. 7 7

Lampiran 9. R tabel

df = (N-2)	Tingkat signifikansi uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi uji dua arah				
	0.1	0.05	0.02	0.01	0.001
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.2681	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.4280
55	0.2201	0.2609	0.3074	0.3385	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.4210
57	0.2162	0.2564	0.3022	0.3328	0.4176
58	0.2144	0.2542	0.2997	0.3301	0.4143
59	0.2126	0.2521	0.2972	0.3274	0.4110
60	0.2108	0.2500	0.2948	0.3248	0.4079
61	0.2091	0.2480	0.2925	0.3223	0.4048
62	0.2075	0.2461	0.2902	0.3198	0.4018
63	0.2058	0.2441	0.2880	0.3173	0.3988
64	0.2042	0.2423	0.2858	0.3150	0.3959
65	0.2027	0.2404	0.2837	0.3126	0.3931
66	0.2012	0.2387	0.2816	0.3104	0.3903
67	0.1997	0.2369	0.2796	0.3081	0.3876
68	0.1982	0.2352	0.2776	0.3060	0.3850
69	0.1968	0.2335	0.2756	0.3038	0.3823
70	0.1954	0.2319	0.2737	0.3017	0.3798
71	0.1940	0.2303	0.2718	0.2997	0.3773
72	0.1927	0.2287	0.2700	0.2977	0.3748
73	0.1914	0.2272	0.2682	0.2957	0.3724
74	0.1901	0.2257	0.2664	0.2938	0.3701
75	0.1888	0.2242	0.2647	0.2919	0.3678
76	0.1876	0.2227	0.2630	0.2900	0.3655

77	0.1864	0.2213	0.2613	0.2882	0.3633
78	0.1852	0.2199	0.2597	0.2864	0.3611
79	0.1841	0.2185	0.2581	0.2847	0.3589
80	0.1829	0.2172	0.2565	0.2830	0.3568
81	0.1818	0.2159	0.2550	0.2813	0.3547
82	0.1807	0.2146	0.2535	0.2796	0.3527
83	0.1796	0.2133	0.2520	0.2780	0.3507
84	0.1786	0.2120	0.2505	0.2764	0.3487
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

Lampiran 10. T tabel

pr/df	0,25	0,1	0,05	0,025	0,01	0,005	0,001
	0,5	0,2	0,1	0,05	0,02	0,01	0,002
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567

74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663

80	0.6775 7	1.29222	1.66412	1.9900 6	2.37387	2.6386 9	3.1952 6
81	0.6775 3	1.29209	1.66388	1.9896 9	2.37327	2.6379 0	3.1939 2
82	0.6774 9	1.29196	1.66365	1.9893 2	2.37269	2.6371 2	3.1926 2
83	0.6774 6	1.29183	1.66342	1.9889 6	2.37212	2.6363 7	3.1913 5
84	0.6774 2	1.29171	1.66320	1.9886 1	2.37156	2.6356 3	3.1901 1
85	0.6773 9	1.29159	1.66298	1.9882 7	2.37102	2.6349 1	3.1889 0
86	0.6773 5	1.29147	1.66277	1.9879 3	2.37049	2.6342 1	3.1877 2
87	0.6773 2	1.29136	1.66256	1.9876 1	2.36998	2.6335 3	3.1865 7
88	0.6772 9	1.29125	1.66235	1.9872 9	2.36947	2.6328 6	3.1854 4
89	0.6772 6	1.29114	1.66216	1.9869 8	2.36898	2.6322 0	3.1843 4
90	0.6772 3	1.29103	1.66196	1.9866 7	2.36850	2.6315 7	3.1832 7
91	0.6772	1.29092	1.66177	1.9863 8	2.36803	2.6309 4	3.1822 2
92	0.6771 7	1.29082	1.66159	1.9860 9	2.36757	2.6303 3	3.1811 9
93	0.6771 4	1.29072	1.66140	1.9858 0	2.36712	2.6297 3	3.1801 9
94	0.6771 1	1.29062	1.66123	1.9855 2	2.36667	2.6291 5	3.1792 1
95	0.6770	1.29053	1.66105	1.9852	2.36624	2.6285	3.1782

	8			5		8	5
96	0.6770 5	1.29043	1.66088	1.9849 8	2.36582	2.6280 2	3.1773 1
97	0.6770 3	1.29034	1.66071	1.9847 2	2.36541	2.6274 7	3.1763 9
98	0.677	1.29025	1.66055	1.9844 7	2.36500	2.6269 3	3.1754 9
99	0.6769 8	1.29016	1.66039	1.9842 2	2.36461	2.6264 1	3.1746
100	0.6769 5	1.29007	1.66023	1.9839 7	2.36422	2.6258 9	3.1737 4

Lampiran 12. Tabulasi Data Jawaban Kuisioner

Variabel X1 (Brand Image)								
No	Responden	P1	P2	P3	P4	P5	P6	Total
1	Res_1	5	4	4	4	4	5	26
2	Res_2	5	4	4	5	4	4	26
3	Res_3	5	4	5	5	5	4	28
4	Res_4	4	4	4	4	5	4	25
5	Res_5	5	5	5	4	4	5	28
6	Res_6	4	5	4	5	4	5	27
7	Res_7	5	4	4	4	5	5	27
8	Res_8	4	5	5	5	4	4	27
9	Res_9	5	5	5	5	4	5	29
10	Res_10	4	4	4	5	4	4	25
11	Res_11	5	5	4	5	5	5	29
12	Res_12	4	4	4	5	5	4	26
13	Res_13	4	4	5	5	4	4	26
14	Res_14	4	4	4	4	5	5	26
15	Res_15	5	4	4	4	5	5	27
16	Res_16	5	5	5	5	4	5	29
17	Res_17	4	4	5	5	4	4	26
18	Res_18	5	5	5	4	4	4	27
19	Res_19	4	4	4	4	4	4	24

20	Res_20	4	5	3	4	5	5	26
21	Res_21	4	4	4	4	5	5	26
22	Res_22	4	4	4	4	4	4	24
23	Res_23	4	4	4	4	5	4	25
24	Res_24	4	4	4	5	4	5	26
25	Res_25	4	4	4	5	4	4	25
26	Res_26	4	5	4	5	5	5	28
27	Res_27	4	4	4	4	4	4	24
28	Res_28	3	4	5	4	4	5	25
29	Res_29	4	5	4	5	5	4	27
30	Res_30	5	4	5	4	4	4	26
31	Res_31	4	4	5	5	4	5	27
32	Res_32	4	4	4	4	4	5	25
33	Res_33	4	4	4	4	4	5	25
34	Res_34	5	5	5	5	4	5	29
35	Res_35	4	4	4	5	4	4	25
36	Res_36	4	4	4	4	4	4	24
37	Res_37	5	4	4	5	5	4	27
38	Res_38	4	4	5	4	5	5	27
39	Res_39	4	4	4	4	4	4	24
40	Res_40	5	5	5	5	5	4	29
41	Res_41	5	5	5	5	5	5	30
42	Res_42	5	4	4	4	5	4	26
43	Res_43	4	4	5	4	4	5	26
44	Res_44	4	4	4	4	5	4	25
45	Res_45	4	4	4	5	5	4	26
46	Res_46	4	4	4	5	4	5	26
47	Res_47	4	5	4	5	4	4	26
48	Res_48	4	5	4	4	4	4	25
49	Res_49	4	4	5	4	4	5	26
50	Res_50	4	4	5	5	5	5	28
51	Res_51	4	5	4	5	5	5	28
52	Res_52	4	4	4	4	4	4	24
53	Res_53	4	4	4	4	4	4	24

54	Res_54	4	4	4	4	5	5	26
55	Res_55	4	4	5	5	5	4	27
56	Res_56	5	5	5	5	5	2	27
57	Res_57	4	4	4	4	5	4	25
58	Res_58	4	4	4	5	4	4	25
59	Res_59	4	4	4	4	4	4	24
60	Res_60	4	5	4	4	5	4	26
61	Res_61	4	5	5	4	5	4	27
62	Res_62	5	4	4	5	4	4	26
63	Res_63	4	4	5	5	4	5	27
64	Res_64	5	5	5	5	5	5	30
65	Res_65	5	5	5	5	4	5	29
66	Res_66	5	5	4	5	4	5	28
67	Res_67	5	4	5	5	4	5	28
68	Res_68	5	4	5	5	5	5	29
69	Res_69	4	4	5	5	5	5	28
70	Res_70	5	4	4	4	4	4	25
71	Res_71	4	5	5	4	5	5	28
72	Res_72	4	4	4	5	5	5	27
73	Res_73	4	5	4	5	5	5	28
74	Res_74	4	4	4	5	5	5	27
75	Res_75	4	5	4	5	5	5	28
76	Res_76	4	4	4	5	5	5	27
77	Res_77	5	4	4	5	4	5	27
78	Res_78	4	4	5	4	4	4	25
79	Res_79	5	5	4	5	5	5	29
80	Res_80	4	4	5	5	5	5	28
81	Res_81	5	5	5	5	4	5	29
82	Res_82	4	5	4	4	4	5	26
83	Res_83	5	5	5	5	5	5	30
84	Res_84	4	5	5	5	5	5	29
85	Res_85	5	4	4	5	4	4	26
86	Res_86	4	5	5	5	5	5	29
87	Res_87	5	4	4	5	5	5	28

88	Res_88	4	4	5	5	5	5	28
89	Res_89	5	5	5	5	4	5	29
90	Res_90	4	4	5	5	5	4	27
91	Res_91	5	4	5	5	5	5	29
92	Res_92	4	4	4	5	5	5	27
93	Res_93	4	5	4	4	4	4	25
94	Res_94	4	5	4	5	4	5	27
95	Res_95	5	5	4	5	5	5	29
96	Res_96	4	5	5	5	5	5	29
97	Res_97	5	4	5	5	5	5	29
98	Res_98	5	4	5	5	4	5	28
99	Res_99	5	5	4	5	4	5	28
100	Res_100	4	5	5	4	5	5	28

