

## LAMPIRAN

### Lampiran 1

#### A. Profil Responden

Berilah tanda (  ) untuk setiap jawaban yang menurut anda paling sesuai dengan diri anda

1. Nama :
2. Jenis Kelamin :  Laki-Laki  Perempuan
3. Tahun Angkatan :
4. Program Studi :  Manajemen  Ekonomi Pembangunan  Akuntansi
5. Saudara/I merupakan pengguna produk kecantikan Azarine ?  
 Ya  Tidak

Jika anda menjawab YA, silakan lanjutkan mengisi kuesioner, namun jika menjawab TIDAK silakan berhenti untuk mengisi kuesioner.

#### B. Petunjuk Kuisisioner

1. Sebelum mengisi kuisisioner ini mohon Saudara/I membaca setiap butir pertanyaan yang cermat
2. Saudara tinggal memberi tanda *Check List* (  ) pada kolom yang sesuai dengan pilihan
3. Untuk butir pertanyaan hanya diperbolehkan memilih salah satu jawaban saja
4. Semua pertanyaan mohon dijawab tanpa ada satupun yang terlewat

#### C. Keterangan Jawaban

1. STS : Sangat Tidak Setuju
2. TS : Tidak Setuju
3. N : Netral
4. S : Setuju
5. SS : Sangat Setuju

##### 1. *Brand Image* (X1)

| No                                    | PERNYATAAN  | Pilihan Jawaban |    |   |   |    |
|---------------------------------------|---|-----------------|----|---|---|----|
|                                       |   | STS             | TS | N | S | SS |
| <b>Kekuatan (<i>strengthness</i>)</b> |   |                 |    |   |   |    |
| X1.1                                  | Setiap kali ingin membeli produk <i>skincare</i> ( <i>sunscreen, serum, moisturizer, dll</i> ) dan kosmetik, brand Azarine melekat dalam benak saya |                 |    |   |   |    |

|                                      |   |  |  |  |  |  |
|--------------------------------------|---|--|--|--|--|--|
| X1.2                                 | Saya merasa produk Azarine mempunyai merek yang sudah dikenal luas oleh masyarakat.                     |  |  |  |  |  |
| <b>Keunikan (<i>uniqueness</i>)</b>  |   |  |  |  |  |  |
| X1.3.                                | Brand Azarine memiliki keunikan yang membedakan dengan brand lainnya.                                   |  |  |  |  |  |
| X1.4                                 | Tampilan warna cerah secara fisik dari kemasan produk Azarine memanjakan mata                           |  |  |  |  |  |
| <b>Keunggulan (<i>favorable</i>)</b> |   |  |  |  |  |  |
| X1.5                                 | Brand “Azarine” mudah diucapkan dan diingat   |  |  |  |  |  |
| X1.6                                 | Azarine merupakan produk local yang kualitasnya tidak kalah dengan produk luar maupun competitor local. |  |  |  |  |  |

## 2. Brand Ambassador (X2)

| No                               | PERNYATAAN  | Pilihan Jawaban |    |   |   |    |
|----------------------------------|---|-----------------|----|---|---|----|
|                                  |   | STS             | TS | N | S | SS |
| <b>Transference (Transparan)</b> |   |                 |    |   |   |    |
| X2.1                             | Brand Ambassador yang dipilih membuat saya yakin dan percaya dengan produk-produk Azarine |                 |    |   |   |    |
| X2.2                             | Kepopuleran Selebriti sebagai Brand Ambassador Azarine dapat menarik perhatian Saudara/I  |                 |    |   |   |    |
| <b>Congruence (Kesesuaian)</b>   |   |                 |    |   |   |    |
| X2.3.                            | Brand Ambassador Azarine memiliki keahlian dalam mempromosikan produk.                    |                 |    |   |   |    |

|                     |  |  |  |  |  |  |
|---------------------|--|--|--|--|--|--|
| X2.4                | Sebagai Brand Ambassador Azarine, para selebriti memiliki pengetahuan yang luas soal kecantikan dan perawatan                |  |  |  |  |  |
| <b>Kredibilitas</b> |  |  |  |  |  |  |
| X2.5                | Menurut saya <i>brand ambassador</i> yang dipilih akan meningkatkan penjualan produk Azarine                                 |  |  |  |  |  |
| X2.6                | Menurut saya, peran para selebritis sebagai Brand Ambassador membuat masyarakat tertarik                                     |  |  |  |  |  |
| <b>Daya Tarik</b>   |  |  |  |  |  |  |
| X2.7                | Brand ambassador yang dipilih mempresentasikan kulit menawan dan idaman banyak orang.  |  |  |  |  |  |
| X2.8                | Saya tertarik melakukan pembelian karena <i>brand ambassador</i>   |  |  |  |  |  |
| <b>Power</b>        |  |  |  |  |  |  |
| X2.9                | Brand ambassador Azarine merupakan sosok individu yang memikat   |  |  |  |  |  |
| X2.10               | Brand Ambassador Azarine memiliki jumlah penggemar yang banyak dan mampu mempengaruhi penggemarnya untuk melakukan pembelian |  |  |  |  |  |

### 3. Kualitas Produk (X3)

| No                            | PERNYATAAN  | Pilihan Jawaban |    |   |   |    |
|-------------------------------|---|-----------------|----|---|---|----|
|                               |   | STS             | TS | N | S | SS |
| <b>Performance (kinerja),</b> |   |                 |    |   |   |    |
| X3.1                          | Produk Azarine merupakan produk yang ringan untuk diaplikasikan di kulit. |                 |    |   |   |    |

|                                |   |  |  |  |  |  |
|--------------------------------|---|--|--|--|--|--|
| X3.2                           | Produk Azarine dapat menjalankan fungsinya sebagai produk perawatan diri/kulit.                                   |  |  |  |  |  |
| <b>Reliability (keandalan)</b> |   |  |  |  |  |  |
| X3.3                           | Produk yang ditawarkan Azarine sesuai dengan kebutuhan konsumen   |  |  |  |  |  |
| X3.4                           | Produk Azarine nyaman dikulit   |  |  |  |  |  |
| <b>Feature (fitur)</b>         |   |  |  |  |  |  |
| X3.5                           | Azarine dikemas dengan kemasan yang aman sehingga tidak mudah tumpah  |  |  |  |  |  |
| X3.6                           | Produk untuk kulit Azarine tidak meninggalkan bekas atau white cast   |  |  |  |  |  |
| <b>Durability (daya tahan)</b> |   |  |  |  |  |  |
| X3.7                           | Semua produk Azarine memiliki kemasan yang sesuai dengan standar sehingga membuat produk lebih higienis dan awet. |  |  |  |  |  |
| X3.8                           | Kosmetik Azarine memiliki daya tahan yang lama saat digunakan untuk beraktivitas                                  |  |  |  |  |  |
| <b>Konsisten</b>               |   |  |  |  |  |  |
| X3.9                           | Vitamin yang terkandung dalam produk Azarine dapat menjaga kesehatan kulit  |  |  |  |  |  |
| X3.10                          | Kandungan yang ada di produk azarine dapat dirasakan sesuai dengan klaimnya.                                      |  |  |  |  |  |
| <b>Desain</b>                  |   |  |  |  |  |  |
| X3.11                          | Desain kemasan produk Azarine yang menarik  |  |  |  |  |  |
| X3.12                          | Penampilan produk inovatif dan trendy.  |  |  |  |  |  |

#### 4. Keputusan Pembelian (Y)

| No                                      | PERNYATAAN  | Pilihan Jawaban |    |   |   |    |
|---|---|-----------------|----|---|---|----|
|   |   | STS             | TS | N | S | SS |
| <b>Pemilihan produk</b>                 |   |                 |    |   |   |    |
| Y.1                                     | Saya memutuskan membeli produk Azarine karena sesuai dengan kebutuhan saya  |                 |    |   |   |    |
| Y.2                                     | Produk yang ditawarkan Azarine beragam dan menarik.   |                 |    |   |   |    |
| <b>Pemilihan merek</b>                  |   |                 |    |   |   |    |
| Y.3                                     | Saya memutuskan membeli produk Azarine karena merek Azarine merupakan produk local yang sudah banyak dikenal masyarakat |                 |    |   |   |    |
| Y.4                                     | Saya memutuskan membeli produk Azarine karena Azarine mempunyai citra merek yang bagus                                  |                 |    |   |   |    |
| <b>Pilihan Tempat Penyaluran</b>        |   |                 |    |   |   |    |
| Y.5                                     | Produk Azarine mudah ditemukan di toko-toko terdekat maupun <i>e-commerce</i> .   |                 |    |   |   |    |
| Y.6                                     | Layanan pesan antar produk Azarine memudahkan konsumen dalam melakukan pembelian.                                       |                 |    |   |   |    |
| <b>Jumlah Pembelian atau Kuantitas.</b> |   |                 |    |   |   |    |
| Y.7                                     | Azarine membebaskan konsumen dalam berbelanja dengan tidak menetapkan minimum pembelian.                                |                 |    |   |   |    |
| Y.8                                     | Azarine melayani pembelian dalam jumlah satuan maupun grosir.   |                 |    |   |   |    |
| <b>Pemilihan waktu</b>                  |   |                 |    |   |   |    |
| Y.9                                     | Saya melakukan pembelian Azarine ketika Azarine mengeluarkan produk terbaru   |                 |    |   |   |    |

|                                    |   |  |  |  |  |  |
|------------------------------------|---|--|--|--|--|--|
| Y.10                               | Saya membeli Azarine hanya saat sedang ada promo, diskon, ataupun <i>cashback</i> . |  |  |  |  |  |
| <b>Pemilihan metode pembayaran</b> |   |  |  |  |  |  |
| Y.11                               | Azarine memiliki beragam pilihan pembayaran dari tunai hingga non tunai.            |  |  |  |  |  |
| Y.12                               | Sistem Cash On Delivery (Bayar di Tempat) Azarine memudahkan saya dalam berbelanja  |  |  |  |  |  |

**Lampiran 2***Brand Image (X1)*

| NO. | PERNYATAAN/PERTANYAAN (NO. ITEM) |      |      |      |      |      | TOTAL |
|-----|----------------------------------|------|------|------|------|------|-------|
|     | X1.1                             | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 |       |
| 1   | 5                                | 5    | 5    | 5    | 5    | 5    | 30    |
| 2   | 5                                | 5    | 5    | 5    | 5    | 5    | 30    |
| 3   | 4                                | 4    | 3    | 4    | 4    | 4    | 23    |
| 4   | 4                                | 4    | 5    | 4    | 4    | 5    | 26    |
| 5   | 5                                | 5    | 5    | 5    | 5    | 5    | 30    |
| 6   | 4                                | 4    | 4    | 4    | 4    | 4    | 24    |
| 7   | 4                                | 5    | 5    | 5    | 5    | 5    | 29    |
| 8   | 4                                | 5    | 4    | 5    | 4    | 5    | 27    |
| 9   | 3                                | 4    | 4    | 5    | 4    | 4    | 24    |
| 10  | 4                                | 3    | 4    | 4    | 4    | 3    | 22    |
| 11  | 2                                | 2    | 2    | 2    | 2    | 3    | 13    |
| 12  | 5                                | 4    | 5    | 5    | 5    | 4    | 28    |
| 13  | 4                                | 5    | 5    | 4    | 5    | 5    | 28    |
| 14  | 2                                | 5    | 4    | 5    | 2    | 5    | 23    |
| 15  | 4                                | 5    | 4    | 4    | 4    | 4    | 25    |
| 16  | 1                                | 5    | 4    | 5    | 2    | 5    | 22    |
| 17  | 1                                | 5    | 4    | 5    | 2    | 5    | 22    |
| 18  | 1                                | 4    | 2    | 5    | 2    | 5    | 19    |
| 19  | 2                                | 5    | 4    | 5    | 2    | 3    | 21    |
| 20  | 4                                | 4    | 5    | 5    | 5    | 4    | 27    |
| 21  | 5                                | 5    | 4    | 5    | 4    | 5    | 28    |
| 22  | 3                                | 3    | 3    | 3    | 3    | 4    | 19    |
| 23  | 4                                | 4    | 4    | 4    | 4    | 4    | 24    |
| 24  | 4                                | 4    | 5    | 4    | 4    | 5    | 26    |
| 25  | 3                                | 3    | 4    | 4    | 3    | 4    | 21    |
| 26  | 5                                | 5    | 5    | 5    | 5    | 5    | 30    |
| 27  | 3                                | 4    | 3    | 5    | 4    | 5    | 24    |
| 28  | 3                                | 4    | 3    | 4    | 3    | 4    | 21    |
| 29  | 4                                | 5    | 5    | 5    | 5    | 5    | 29    |
| 30  | 5                                | 5    | 4    | 4    | 5    | 4    | 27    |
| 31  | 4                                | 5    | 4    | 5    | 4    | 5    | 27    |
| 32  | 2                                | 5    | 5    | 4    | 2    | 5    | 23    |
| 33  | 5                                | 4    | 5    | 4    | 4    | 5    | 27    |

|    |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|----|
| 34 | 2 | 4 | 5 | 4 | 4 | 5 | 24 |
| 35 | 2 | 5 | 4 | 4 | 2 | 5 | 22 |
| 36 | 3 | 4 | 4 | 4 | 5 | 4 | 24 |
| 37 | 3 | 4 | 4 | 3 | 5 | 3 | 22 |
| 38 | 1 | 4 | 4 | 4 | 2 | 4 | 19 |
| 39 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 40 | 5 | 4 | 4 | 4 | 2 | 5 | 24 |
| 41 | 2 | 5 | 4 | 5 | 3 | 5 | 24 |
| 42 | 3 | 5 | 4 | 4 | 3 | 5 | 24 |
| 43 | 2 | 5 | 5 | 4 | 3 | 5 | 24 |
| 44 | 3 | 5 | 4 | 4 | 3 | 5 | 24 |
| 45 | 5 | 4 | 5 | 5 | 3 | 5 | 27 |
| 46 | 2 | 4 | 3 | 4 | 2 | 4 | 19 |
| 47 | 2 | 4 | 5 | 4 | 3 | 4 | 22 |
| 48 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 49 | 2 | 4 | 4 | 3 | 2 | 5 | 20 |
| 50 | 3 | 4 | 4 | 5 | 4 | 5 | 25 |
| 51 | 2 | 5 | 3 | 4 | 3 | 5 | 22 |
| 52 | 3 | 5 | 4 | 5 | 4 | 5 | 26 |
| 53 | 2 | 5 | 4 | 4 | 3 | 5 | 23 |
| 54 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 55 | 3 | 4 | 4 | 3 | 3 | 4 | 21 |
| 56 | 5 | 5 | 4 | 5 | 2 | 4 | 25 |
| 57 | 2 | 4 | 4 | 4 | 2 | 5 | 21 |
| 58 | 3 | 4 | 5 | 5 | 3 | 5 | 25 |
| 59 | 4 | 5 | 5 | 5 | 3 | 5 | 27 |
| 60 | 3 | 5 | 5 | 5 | 3 | 4 | 25 |
| 61 | 3 | 4 | 4 | 3 | 3 | 5 | 22 |
| 62 | 3 | 5 | 4 | 4 | 3 | 4 | 23 |
| 63 | 3 | 5 | 4 | 5 | 3 | 5 | 25 |
| 64 | 3 | 3 | 4 | 5 | 2 | 4 | 21 |
| 65 | 3 | 5 | 4 | 4 | 3 | 5 | 24 |
| 66 | 2 | 5 | 4 | 3 | 2 | 4 | 20 |
| 67 | 3 | 4 | 3 | 4 | 5 | 4 | 23 |
| 68 | 3 | 4 | 4 | 4 | 3 | 5 | 23 |
| 69 | 3 | 5 | 5 | 4 | 3 | 5 | 25 |
| 70 | 3 | 4 | 5 | 4 | 3 | 5 | 24 |





|    |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 4  | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 45 |
| 5  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 6  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 7  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 8  | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 44 |
| 9  | 4 | 4 | 5 | 1 | 4 | 5 | 4 | 2 | 3 | 5 | 37 |
| 10 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 40 |
| 11 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 20 |
| 12 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 44 |
| 13 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 4 | 5 | 45 |
| 15 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 41 |
| 16 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 | 5 | 43 |
| 17 | 4 | 1 | 4 | 2 | 5 | 5 | 5 | 1 | 5 | 5 | 37 |
| 18 | 5 | 1 | 5 | 4 | 5 | 4 | 5 | 1 | 5 | 5 | 40 |
| 19 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 1 | 5 | 5 | 42 |
| 20 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 45 |
| 21 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 22 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 34 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| 24 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 25 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 34 |
| 26 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 27 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 42 |
| 28 | 4 | 4 | 3 | 4 | 5 | 5 | 2 | 2 | 4 | 4 | 37 |
| 29 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 40 |
| 30 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 31 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 45 |
| 32 | 2 | 2 | 4 | 4 | 5 | 5 | 5 | 1 | 5 | 5 | 38 |
| 33 | 1 | 2 | 4 | 4 | 5 | 5 | 4 | 1 | 5 | 5 | 36 |
| 34 | 2 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 35 | 2 | 2 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 41 |
| 36 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 38 |
| 37 | 5 | 5 | 3 | 3 | 4 | 2 | 4 | 3 | 3 | 2 | 34 |
| 38 | 2 | 2 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 41 |
| 39 | 2 | 2 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 41 |
| 40 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 1 | 5 | 5 | 42 |

|    |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 41 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 1 | 5 | 5 | 42 |
| 42 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 1 | 4 | 5 | 40 |
| 43 | 3 | 5 | 3 | 4 | 5 | 5 | 4 | 2 | 4 | 5 | 40 |
| 44 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 2 | 4 | 5 | 44 |
| 45 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 2 | 4 | 5 | 43 |
| 46 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 42 |
| 47 | 2 | 3 | 4 | 4 | 5 | 5 | 5 | 1 | 5 | 5 | 39 |
| 48 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 43 |
| 49 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 2 | 4 | 5 | 41 |
| 50 | 5 | 4 | 3 | 3 | 5 | 5 | 4 | 2 | 4 | 5 | 40 |
| 51 | 4 | 5 | 3 | 3 | 5 | 5 | 4 | 2 | 5 | 5 | 41 |
| 52 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 44 |
| 53 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 1 | 5 | 5 | 41 |
| 54 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 46 |
| 55 | 5 | 5 | 3 | 3 | 5 | 5 | 4 | 2 | 5 | 5 | 42 |
| 56 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 2 | 5 | 5 | 41 |
| 57 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 2 | 5 | 5 | 40 |
| 58 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 2 | 5 | 5 | 43 |
| 59 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 45 |
| 60 | 5 | 4 | 3 | 3 | 5 | 5 | 4 | 2 | 5 | 5 | 41 |
| 61 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 2 | 5 | 5 | 40 |
| 62 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 2 | 5 | 5 | 45 |
| 63 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 46 |
| 64 | 4 | 1 | 4 | 5 | 5 | 5 | 4 | 2 | 5 | 4 | 39 |
| 65 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 2 | 4 | 5 | 38 |
| 66 | 5 | 4 | 3 | 3 | 5 | 5 | 4 | 2 | 5 | 5 | 41 |
| 67 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 42 |
| 68 | 4 | 3 | 2 | 2 | 5 | 4 | 4 | 2 | 4 | 5 | 35 |
| 69 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 3 | 4 | 5 | 40 |
| 70 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 41 |
| 71 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 2 | 5 | 5 | 42 |
| 72 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 45 |
| 73 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 43 |
| 74 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 2 | 3 | 4 | 37 |
| 75 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 43 |
| 76 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 2 | 5 | 5 | 39 |
| 77 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 2 | 4 | 5 | 39 |

|     |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|----|
| 78  | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 40 |
| 79  | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 40 |
| 80  | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 1 | 4 | 5 | 41 |
| 81  | 4 | 5 | 2 | 3 | 4 | 4 | 4 | 2 | 5 | 5 | 38 |
| 82  | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 2 | 4 | 5 | 38 |
| 83  | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 42 |
| 84  | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 40 |
| 85  | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 2 | 4 | 5 | 38 |
| 86  | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 2 | 5 | 5 | 42 |
| 87  | 5 | 4 | 3 | 3 | 4 | 5 | 4 | 2 | 5 | 5 | 40 |
| 88  | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 43 |
| 89  | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 44 |
| 90  | 3 | 5 | 3 | 3 | 5 | 5 | 4 | 3 | 5 | 5 | 41 |
| 91  | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 43 |
| 92  | 3 | 5 | 3 | 3 | 5 | 5 | 4 | 3 | 5 | 5 | 41 |
| 93  | 3 | 4 | 3 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 38 |
| 94  | 3 | 4 | 3 | 3 | 4 | 5 | 5 | 3 | 5 | 5 | 40 |
| 95  | 4 | 5 | 3 | 3 | 5 | 5 | 4 | 2 | 4 | 5 | 40 |
| 96  | 3 | 5 | 3 | 3 | 5 | 5 | 4 | 3 | 4 | 5 | 40 |
| 97  | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 43 |
| 98  | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 42 |
| 99  | 3 | 4 | 3 | 3 | 5 | 5 | 4 | 3 | 5 | 5 | 40 |
| 100 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 42 |

## Kualitas Produk (X3)

| NO. | PERNYATAAN/PERTANYAAN (NO. ITEM) |      |      |      |      |      |      |      |      |       |       |       | TOTAL |
|-----|----------------------------------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
|     | X3.1                             | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | X3.10 | X3.11 | X3.12 |       |
| 1   | 5                                | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 5     | 5     | 60    |
| 2   | 5                                | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 5     | 5     | 60    |
| 3   | 4                                | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     | 4     | 4     | 48    |
| 4   | 4                                | 4    | 5    | 5    | 4    | 5    | 5    | 4    | 4    | 5     | 4     | 5     | 54    |
| 5   | 5                                | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 5     | 5     | 60    |
| 6   | 4                                | 4    | 4    | 5    | 5    | 3    | 4    | 4    | 4    | 4     | 4     | 4     | 49    |
| 7   | 5                                | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 5     | 5     | 60    |
| 8   | 4                                | 5    | 4    | 5    | 4    | 5    | 5    | 4    | 4    | 3     | 4     | 4     | 51    |
| 9   | 5                                | 4    | 4    | 5    | 5    | 4    | 5    | 5    | 4    | 4     | 4     | 3     | 52    |
| 10  | 5                                | 3    | 5    | 4    | 4    | 4    | 3    | 3    | 5    | 4     | 4     | 4     | 48    |

|    |   |   |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 11 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 23 |
| 12 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 52 |
| 13 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 56 |
| 14 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 54 |
| 15 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 49 |
| 16 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 57 |
| 17 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 51 |
| 18 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 53 |
| 19 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 54 |
| 20 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 54 |
| 21 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 58 |
| 22 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 40 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 50 |
| 24 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 54 |
| 25 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 41 |
| 26 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 27 | 4 | 3 | 4 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 48 |
| 28 | 2 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 2 | 42 |
| 29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 30 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 52 |
| 31 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 55 |
| 32 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 53 |
| 33 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 55 |
| 34 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 53 |
| 35 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 57 |
| 36 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 46 |
| 37 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 48 |
| 38 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 56 |
| 39 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 55 |
| 40 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 54 |
| 41 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 50 |
| 42 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 55 |
| 43 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 54 |
| 44 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 55 |
| 45 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 55 |
| 46 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 5 | 5 | 3 | 50 |
| 47 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 52 |

|    |   |   |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 48 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 49 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 50 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 52 |
| 51 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 52 |
| 52 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 51 |
| 53 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 55 |
| 54 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 55 |
| 55 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 51 |
| 56 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 54 |
| 57 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 50 |
| 58 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 52 |
| 59 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 3 | 52 |
| 60 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 54 |
| 61 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 54 |
| 62 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 50 |
| 63 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 2 | 47 |
| 64 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 2 | 49 |
| 65 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 2 | 49 |
| 66 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 2 | 4 | 5 | 3 | 2 | 43 |
| 67 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 2 | 4 | 5 | 3 | 3 | 48 |
| 68 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 2 | 5 | 5 | 4 | 3 | 52 |
| 69 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 51 |
| 70 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | 50 |
| 71 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 2 | 49 |
| 72 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 2 | 4 | 5 | 4 | 2 | 49 |
| 73 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 50 |
| 74 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 51 |
| 75 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 53 |
| 76 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 51 |
| 77 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 49 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 47 |
| 79 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 45 |
| 80 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 52 |
| 81 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 49 |
| 82 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 2 | 47 |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 49 |
| 84 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 52 |

|     |   |   |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 85  | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 51 |
| 86  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 49 |
| 87  | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 3 | 52 |
| 88  | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 51 |
| 89  | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 52 |
| 90  | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 51 |
| 91  | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 3 | 51 |
| 92  | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 52 |
| 93  | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 52 |
| 94  | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 3 | 52 |
| 95  | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 53 |
| 96  | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 50 |
| 97  | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 49 |
| 98  | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 3 | 51 |
| 99  | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 51 |
| 100 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 53 |

## Keputusan Pembelian (Y)

| NO | PERNYATAAN/PERTANYAAN (NO. ITEM) |     |     |     |     |     |     |     |     |      |      |      | TOTAL |
|----|----------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|-------|
|    | Y.1                              | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Y.9 | Y.10 | Y.11 | Y.12 |       |
| 1  | 5                                | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5    | 5    | 5    | 60    |
| 2  | 5                                | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5    | 5    | 5    | 60    |
| 3  | 4                                | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4    | 4    | 4    | 48    |
| 4  | 4                                | 5   | 5   | 5   | 4   | 4   | 4   | 5   | 5   | 5    | 4    | 4    | 54    |
| 5  | 5                                | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5    | 5    | 5    | 60    |
| 6  | 4                                | 4   | 4   | 4   | 4   | 4   | 5   | 5   | 3   | 2    | 4    | 2    | 45    |
| 7  | 5                                | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5    | 5    | 5    | 60    |
| 8  | 4                                | 5   | 4   | 4   | 4   | 5   | 4   | 4   | 4   | 4    | 4    | 4    | 50    |
| 9  | 5                                | 4   | 4   | 4   | 5   | 4   | 5   | 5   | 2   | 2    | 5    | 5    | 50    |
| 10 | 4                                | 3   | 4   | 3   | 4   | 4   | 4   | 4   | 4   | 4    | 4    | 3    | 45    |
| 11 | 2                                | 1   | 2   | 3   | 1   | 2   | 2   | 2   | 1   | 1    | 2    | 2    | 21    |
| 12 | 4                                | 5   | 5   | 4   | 5   | 4   | 4   | 4   | 5   | 5    | 5    | 4    | 54    |
| 13 | 5                                | 5   | 5   | 5   | 5   | 5   | 4   | 4   | 5   | 5    | 4    | 5    | 57    |
| 14 | 5                                | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5    | 5    | 5    | 60    |
| 15 | 4                                | 5   | 4   | 5   | 4   | 4   | 4   | 5   | 2   | 4    | 4    | 5    | 50    |
| 16 | 5                                | 4   | 5   | 5   | 5   | 5   | 5   | 4   | 1   | 5    | 5    | 5    | 54    |
| 17 | 5                                | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 1   | 5    | 5    | 5    | 55    |

|    |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 1 | 5 | 4 | 4 | 53 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 1 | 5 | 5 | 5 | 55 |
| 20 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 54 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 59 |
| 22 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 37 |
| 23 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 55 |
| 24 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 50 |
| 25 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 44 |
| 26 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 27 | 4 | 3 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 5 | 47 |
| 28 | 2 | 4 | 3 | 2 | 4 | 3 | 4 | 2 | 5 | 5 | 5 | 2 | 4 | 40 |
| 29 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 51 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 31 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 54 |
| 32 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 54 |
| 33 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 4 | 5 | 5 | 49 |
| 34 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 56 |
| 35 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 2 | 4 | 4 | 4 | 5 | 53 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 37 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 49 |
| 38 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 2 | 4 | 5 | 5 | 53 |
| 39 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 55 |
| 40 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 1 | 4 | 4 | 5 | 52 |
| 41 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 1 | 4 | 5 | 5 | 54 |
| 42 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 2 | 3 | 5 | 5 | 53 |
| 43 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 4 | 5 | 5 | 55 |
| 44 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 3 | 4 | 5 | 53 |
| 45 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 2 | 3 | 5 | 4 | 49 |
| 46 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 1 | 3 | 5 | 5 | 50 |
| 47 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 2 | 4 | 5 | 5 | 53 |
| 48 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 49 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 2 | 3 | 5 | 5 | 53 |
| 50 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 1 | 3 | 5 | 5 | 52 |
| 51 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 48 |
| 52 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 2 | 1 | 5 | 5 | 51 |
| 53 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 2 | 3 | 4 | 5 | 52 |
| 54 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 57 |



|    |   |   |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 55 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 1 | 2 | 4 | 5 | 50 |
| 56 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 2 | 2 | 5 | 5 | 50 |
| 57 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 55 |
| 58 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 2 | 2 | 5 | 5 | 52 |
| 59 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 56 |
| 60 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 2 | 4 | 4 | 53 |
| 61 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 2 | 2 | 5 | 5 | 50 |
| 62 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 2 | 3 | 5 | 5 | 53 |
| 63 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 1 | 3 | 5 | 5 | 49 |
| 64 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 1 | 2 | 5 | 5 | 52 |
| 65 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 1 | 2 | 5 | 4 | 48 |
| 66 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 2 | 5 | 4 | 52 |
| 67 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 2 | 2 | 5 | 5 | 49 |
| 68 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 1 | 1 | 4 | 4 | 48 |
| 69 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 2 | 5 | 5 | 54 |
| 70 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 2 | 5 | 5 | 53 |
| 71 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 3 | 5 | 5 | 55 |
| 72 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 2 | 2 | 5 | 5 | 50 |
| 73 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 3 | 5 | 5 | 55 |
| 74 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 3 | 5 | 4 | 54 |
| 75 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 49 |
| 76 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 2 | 5 | 4 | 53 |
| 77 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 45 |
| 78 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 53 |
| 79 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 2 | 2 | 5 | 4 | 48 |
| 80 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 2 | 2 | 5 | 4 | 49 |
| 81 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 2 | 4 | 4 | 4 | 49 |
| 82 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 55 |
| 83 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 2 | 3 | 4 | 4 | 47 |
| 84 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 49 |
| 85 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 86 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 2 | 3 | 5 | 5 | 52 |
| 87 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 2 | 2 | 5 | 5 | 51 |
| 88 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 1 | 2 | 5 | 5 | 51 |
| 89 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 5 | 55 |
| 90 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 2 | 3 | 5 | 5 | 54 |
| 91 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 2 | 5 | 5 | 54 |

|     |   |   |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 92  | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 2 | 3 | 5 | 5 | 54 |
| 93  | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 2 | 4 | 5 | 5 | 55 |
| 94  | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 5 | 55 |
| 95  | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 3 | 5 | 5 | 54 |
| 96  | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 3 | 5 | 5 | 54 |
| 97  | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 2 | 4 | 5 | 5 | 55 |
| 98  | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 2 | 2 | 4 | 5 | 51 |
| 99  | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 2 | 3 | 5 | 5 | 54 |
| 100 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 3 | 5 | 5 | 55 |

## Lampiran 3 Uji Instrumen

X1

|       |                     | Correlations |        |        |        |        |        |        |
|-------|---------------------|--------------|--------|--------|--------|--------|--------|--------|
|       |                     | X1.1         | X1.2   | X1.3   | X1.4   | X1.5   | X1.6   | TOTAL  |
| X1.1  | Pearson Correlation | 1            | .077   | .313** | .171   | .553** | .047   | .693** |
|       | Sig. (2-tailed)     |              | .446   | .002   | .088   | <.001  | .646   | <.001  |
|       | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    |
| X1.2  | Pearson Correlation | .077         | 1      | .289** | .392** | .069   | .408** | .516** |
|       | Sig. (2-tailed)     | .446         |        | .004   | <.001  | .497   | <.001  | <.001  |
|       | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    |
| X1.3  | Pearson Correlation | .313**       | .289** | 1      | .386** | .383** | .217*  | .687** |
|       | Sig. (2-tailed)     | .002         | .004   |        | <.001  | <.001  | .030   | <.001  |
|       | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    |
| X1.4  | Pearson Correlation | .171         | .392** | .386** | 1      | .240*  | .252*  | .609** |
|       | Sig. (2-tailed)     | .088         | <.001  | <.001  |        | .016   | .011   | <.001  |
|       | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    |
| X1.5  | Pearson Correlation | .553**       | .069   | .383** | .240*  | 1      | -.015  | .710** |
|       | Sig. (2-tailed)     | <.001        | .497   | <.001  | .016   |        | .885   | <.001  |
|       | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    |
| X1.6  | Pearson Correlation | .047         | .408** | .217*  | .252*  | -.015  | 1      | .408** |
|       | Sig. (2-tailed)     | .646         | <.001  | .030   | .011   | .885   |        | <.001  |
|       | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    |
| TOTAL | Pearson Correlation | .693**       | .516** | .687** | .609** | .710** | .408** | 1      |
|       | Sig. (2-tailed)     | <.001        | <.001  | <.001  | <.001  | <.001  | <.001  |        |
|       | 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).

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .658             | 6          |

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            | .271** | -.036  | .239*  | .068   | .007   | .243*  | .211*  | .132   | .162   | .481** |
|       | Sig. (2-tailed)     |              | .006   | .720   | .016   | .499   | .943   | .015   | .035   | .192   | .107   | <.001  |
|       | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| X2.2  | Pearson Correlation | .271**       | 1      | .053   | .250*  | .050   | .034   | .283** | .357** | .136   | .109   | .523** |
|       | Sig. (2-tailed)     | .006         |        | .601   | .012   | .623   | .738   | .004   | <.001  | .179   | .282   | <.001  |
|       | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| X2.3  | Pearson Correlation | -.036        | .053   | 1      | .262** | .070   | -.157  | .112   | .129   | -.003  | -.033  | .330** |
|       | Sig. (2-tailed)     | .720         | .601   |        | .009   | .487   | .120   | .269   | .200   | .980   | .744   | <.001  |
|       | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| X2.4  | Pearson Correlation | .239*        | .250*  | .262** | 1      | .065   | .199*  | .321** | .269** | .152   | .028   | .622** |
|       | Sig. (2-tailed)     | .016         | .012   | .009   |        | .523   | .047   | .001   | .007   | .132   | .781   | <.001  |
|       | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| X2.5  | Pearson Correlation | .068         | .050   | .070   | .065   | 1      | .055   | .060   | .140   | .253*  | .269** | .402** |
|       | Sig. (2-tailed)     | .499         | .623   | .487   | .523   |        | .587   | .555   | .164   | .011   | .007   | <.001  |
|       | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| X2.6  | Pearson Correlation | .007         | .034   | -.157  | .199*  | .055   | 1      | .111   | -.007  | .181   | .339** | .344** |
|       | Sig. (2-tailed)     | .943         | .738   | .120   | .047   | .587   |        | .270   | .946   | .071   | <.001  | <.001  |
|       | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| X2.7  | Pearson Correlation | .243*        | .283** | .112   | .321** | .060   | .111   | 1      | .339** | .184   | .282** | .598** |
|       | Sig. (2-tailed)     | .015         | .004   | .269   | .001   | .555   | .270   |        | <.001  | .067   | .004   | <.001  |
|       | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| X2.8  | Pearson Correlation | .211*        | .357** | .129   | .269** | .140   | -.007  | .339** | 1      | .138   | .091   | .580** |
|       | Sig. (2-tailed)     | .035         | <.001  | .200   | .007   | .164   | .946   | <.001  |        | .171   | .370   | <.001  |
|       | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| X2.9  | Pearson Correlation | .132         | .136   | -.003  | .152   | .253*  | .181   | .184   | .138   | 1      | .163   | .465** |
|       | Sig. (2-tailed)     | .192         | .179   | .980   | .132   | .011   | .071   | .067   | .171   |        | .105   | <.001  |
|       | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| X2.10 | Pearson Correlation | .162         | .109   | -.033  | .028   | .269** | .339** | .282** | .091   | .163   | 1      | .451** |
|       | Sig. (2-tailed)     | .107         | .282   | .744   | .781   | .007   | <.001  | .004   | .370   | .105   |        | <.001  |
|       | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| TOTAL | Pearson Correlation | .481**       | .523** | .330** | .622** | .402** | .344** | .598** | .580** | .465** | .451** | 1      |
|       | Sig. (2-tailed)     | <.001        | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  |        |
|       | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |

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

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .666             | 10         |



## Lampiran 4

### Uji Asumsi Klasik

#### One-Sample Kolmogorov-Smirnov Test

|  |                         | Unstandardized Residual |      |
|--|-------------------------|-------------------------|------|
| N  |                         | 100                     |      |
| Normal Parameters <sup>a,b</sup>         | Mean                    | .0000000                |      |
|  | Std. Deviation          | 3.00557252              |      |
| Most Extreme Differences                 | Absolute                | .042                    |      |
|  | Positive                | .042                    |      |
|  | Negative                | -.032                   |      |
| Test Statistic                           |                         | .042                    |      |
| Asymp. Sig. (2-tailed) <sup>c</sup>      |                         | .200 <sup>d</sup>       |      |
| Monte Carlo Sig. (2-tailed) <sup>e</sup> | Sig.                    | .938                    |      |
|  | 99% Confidence Interval | Lower Bound             | .932 |
|  |                         | Upper Bound             | .944 |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

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

| Model |                  | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  | Collinearity Statistics |       |
|-------|------------------|-----------------------------|------------|---------------------------|-------|-------|-------------------------|-------|
|       |                  | B                           | Std. Error | Beta                      |       |       | Tolerance               | VIF   |
| 1     | (Constant)       | 4.981                       | 3.507      |                           | 1.420 | .159  |                         |       |
|       | Brand Image      | -.113                       | .151       | -.064                     | -.748 | .457  | .485                    | 2.061 |
|       | Brand Ambassador | .387                        | .119       | .303                      | 3.247 | .002  | .412                    | 2.425 |
|       | Kualitas Produk  | .654                        | .096       | .611                      | 6.831 | <.001 | .448                    | 2.230 |

a. Dependent Variable: Keputusan Pembelian

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

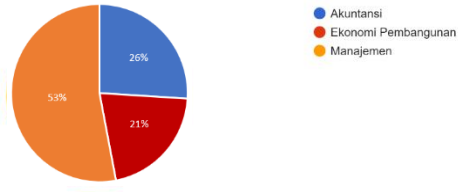
| Model |                  | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.  |
|-------|------------------|-----------------------------|------------|---------------------------|--------|-------|
|       |                  | B                           | Std. Error | Beta                      |        |       |
| 1     | (Constant)       | 9.673                       | 1.887      |                           | 5.126  | <.001 |
|       | Brand Image      | -.025                       | .081       | -.042                     | -.307  | .760  |
|       | Brand Ambassador | -.112                       | .064       | -.258                     | -1.750 | .083  |
|       | Kualitas Produk  | -.039                       | .052       | -.108                     | -.761  | .449  |

a. Dependent Variable: ABSRES

## Lampiran 5 Karakteristik Responden

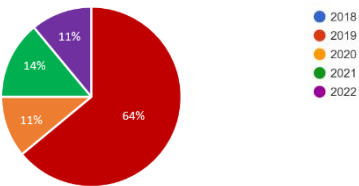
### Prodi

100 jawaban



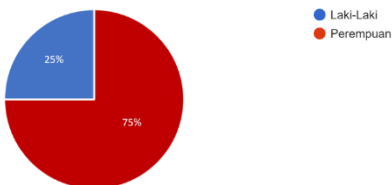
### Tahun Angkatan

100 jawaban



### Jenis Kelamin

100 jawaban



**Lampiran 6**  
t Tabel

## Critical values of *t* for two-tailed tests

Significance level ( $\alpha$ )

| Degrees of freedom ( <i>df</i> ) | .2    | .15   | .1    | .05    | .025   | .01    | .005    | .001    |
|----------------------------------|-------|-------|-------|--------|--------|--------|---------|---------|
| 1                                | 3.078 | 4.165 | 6.314 | 12.706 | 25.452 | 63.657 | 127.321 | 636.619 |
| 2                                | 1.886 | 2.282 | 2.920 | 4.303  | 6.205  | 9.925  | 14.089  | 31.599  |
| 3                                | 1.638 | 1.924 | 2.353 | 3.182  | 4.177  | 5.841  | 7.453   | 12.924  |
| 4                                | 1.533 | 1.778 | 2.132 | 2.776  | 3.495  | 4.604  | 5.598   | 8.610   |
| 5                                | 1.476 | 1.699 | 2.015 | 2.571  | 3.163  | 4.032  | 4.773   | 6.869   |
| 6                                | 1.440 | 1.650 | 1.943 | 2.447  | 2.969  | 3.707  | 4.317   | 5.959   |
| 7                                | 1.415 | 1.617 | 1.895 | 2.365  | 2.841  | 3.499  | 4.029   | 5.408   |
| 8                                | 1.397 | 1.592 | 1.860 | 2.306  | 2.752  | 3.355  | 3.833   | 5.041   |
| 9                                | 1.383 | 1.574 | 1.833 | 2.262  | 2.685  | 3.250  | 3.690   | 4.781   |
| 10                               | 1.372 | 1.559 | 1.812 | 2.228  | 2.634  | 3.169  | 3.581   | 4.587   |
| 11                               | 1.363 | 1.548 | 1.796 | 2.201  | 2.593  | 3.106  | 3.497   | 4.437   |
| 12                               | 1.356 | 1.538 | 1.782 | 2.179  | 2.560  | 3.055  | 3.428   | 4.318   |
| 13                               | 1.350 | 1.530 | 1.771 | 2.160  | 2.533  | 3.012  | 3.372   | 4.221   |
| 14                               | 1.345 | 1.523 | 1.761 | 2.145  | 2.510  | 2.977  | 3.326   | 4.140   |
| 15                               | 1.341 | 1.517 | 1.753 | 2.131  | 2.490  | 2.947  | 3.286   | 4.073   |
| 16                               | 1.337 | 1.512 | 1.746 | 2.120  | 2.473  | 2.921  | 3.252   | 4.015   |
| 17                               | 1.333 | 1.508 | 1.740 | 2.110  | 2.458  | 2.898  | 3.222   | 3.965   |
| 18                               | 1.330 | 1.504 | 1.734 | 2.101  | 2.445  | 2.878  | 3.197   | 3.922   |
| 19                               | 1.328 | 1.500 | 1.729 | 2.093  | 2.433  | 2.861  | 3.174   | 3.883   |
| 20                               | 1.325 | 1.497 | 1.725 | 2.086  | 2.423  | 2.845  | 3.153   | 3.850   |
| 21                               | 1.323 | 1.494 | 1.721 | 2.080  | 2.414  | 2.831  | 3.135   | 3.819   |
| 22                               | 1.321 | 1.492 | 1.717 | 2.074  | 2.405  | 2.819  | 3.119   | 3.792   |
| 23                               | 1.319 | 1.489 | 1.714 | 2.069  | 2.398  | 2.807  | 3.104   | 3.768   |
| 24                               | 1.318 | 1.487 | 1.711 | 2.064  | 2.391  | 2.797  | 3.091   | 3.745   |
| 25                               | 1.316 | 1.485 | 1.708 | 2.060  | 2.385  | 2.787  | 3.078   | 3.725   |
| 26                               | 1.315 | 1.483 | 1.706 | 2.056  | 2.379  | 2.779  | 3.067   | 3.707   |
| 27                               | 1.314 | 1.482 | 1.703 | 2.052  | 2.373  | 2.771  | 3.057   | 3.690   |
| 28                               | 1.313 | 1.480 | 1.701 | 2.048  | 2.368  | 2.763  | 3.047   | 3.674   |
| 29                               | 1.311 | 1.479 | 1.699 | 2.045  | 2.364  | 2.756  | 3.038   | 3.659   |
| 30                               | 1.310 | 1.477 | 1.697 | 2.042  | 2.360  | 2.750  | 3.030   | 3.646   |
| 40                               | 1.303 | 1.468 | 1.684 | 2.021  | 2.329  | 2.704  | 2.971   | 3.551   |
| 50                               | 1.299 | 1.462 | 1.676 | 2.009  | 2.311  | 2.678  | 2.937   | 3.496   |
| 60                               | 1.296 | 1.458 | 1.671 | 2.000  | 2.299  | 2.660  | 2.915   | 3.460   |
| 70                               | 1.294 | 1.456 | 1.667 | 1.994  | 2.291  | 2.648  | 2.899   | 3.435   |
| 80                               | 1.292 | 1.453 | 1.664 | 1.990  | 2.284  | 2.639  | 2.887   | 3.416   |
| 100                              | 1.290 | 1.451 | 1.660 | 1.984  | 2.276  | 2.626  | 2.871   | 3.390   |
| 1000                             | 1.282 | 1.441 | 1.646 | 1.962  | 2.245  | 2.581  | 2.813   | 3.300   |
| Infinite                         | 1.282 | 1.440 | 1.645 | 1.960  | 2.241  | 2.576  | 2.807   | 3.291   |

## Lampiran 7

### f Tabel

Titik Persentase Distribusi F untuk Probabilitas = 0,05

| df untuk penyebut (N2) | df untuk pembilang (N1) |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|------------------------|-------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
|                        | 1                       | 2     | 3     | 4     | 5     | 6     | 7     | 8     | 9     | 10    | 11    | 12    | 13    | 14    | 15    |
| 1                      | 161                     | 199   | 216   | 225   | 230   | 234   | 237   | 239   | 241   | 242   | 243   | 244   | 245   | 245   | 246   |
| 2                      | 18.51                   | 19.00 | 19.16 | 19.25 | 19.30 | 19.33 | 19.35 | 19.37 | 19.38 | 19.40 | 19.40 | 19.41 | 19.42 | 19.42 | 19.43 |
| 3                      | 10.13                   | 9.55  | 9.28  | 9.12  | 9.01  | 8.94  | 8.89  | 8.85  | 8.81  | 8.79  | 8.76  | 8.74  | 8.73  | 8.71  | 8.70  |
| 4                      | 7.71                    | 6.94  | 6.59  | 6.39  | 6.26  | 6.16  | 6.09  | 6.04  | 6.00  | 5.96  | 5.94  | 5.91  | 5.89  | 5.87  | 5.86  |
| 5                      | 6.61                    | 5.79  | 5.41  | 5.19  | 5.05  | 4.95  | 4.88  | 4.82  | 4.77  | 4.74  | 4.70  | 4.68  | 4.66  | 4.64  | 4.62  |
| 6                      | 5.99                    | 5.14  | 4.76  | 4.53  | 4.39  | 4.28  | 4.21  | 4.15  | 4.10  | 4.06  | 4.03  | 4.00  | 3.98  | 3.96  | 3.94  |
| 7                      | 5.59                    | 4.74  | 4.35  | 4.12  | 3.97  | 3.87  | 3.79  | 3.73  | 3.68  | 3.64  | 3.60  | 3.57  | 3.55  | 3.53  | 3.51  |
| 8                      | 5.32                    | 4.46  | 4.07  | 3.84  | 3.69  | 3.58  | 3.50  | 3.44  | 3.39  | 3.35  | 3.31  | 3.28  | 3.26  | 3.24  | 3.22  |
| 9                      | 5.12                    | 4.26  | 3.86  | 3.63  | 3.48  | 3.37  | 3.29  | 3.23  | 3.18  | 3.14  | 3.10  | 3.07  | 3.05  | 3.03  | 3.01  |
| 10                     | 4.96                    | 4.10  | 3.71  | 3.48  | 3.33  | 3.22  | 3.14  | 3.07  | 3.02  | 2.98  | 2.94  | 2.91  | 2.89  | 2.86  | 2.85  |
| 11                     | 4.84                    | 3.98  | 3.59  | 3.36  | 3.20  | 3.09  | 3.01  | 2.95  | 2.90  | 2.85  | 2.82  | 2.79  | 2.76  | 2.74  | 2.72  |
| 12                     | 4.75                    | 3.89  | 3.49  | 3.26  | 3.11  | 3.00  | 2.91  | 2.85  | 2.80  | 2.75  | 2.72  | 2.69  | 2.66  | 2.64  | 2.62  |
| 13                     | 4.67                    | 3.81  | 3.41  | 3.18  | 3.03  | 2.92  | 2.83  | 2.77  | 2.71  | 2.67  | 2.63  | 2.60  | 2.58  | 2.55  | 2.53  |
| 14                     | 4.60                    | 3.74  | 3.34  | 3.11  | 2.96  | 2.85  | 2.76  | 2.70  | 2.65  | 2.60  | 2.57  | 2.53  | 2.51  | 2.48  | 2.46  |
| 15                     | 4.54                    | 3.68  | 3.29  | 3.06  | 2.90  | 2.79  | 2.71  | 2.64  | 2.59  | 2.54  | 2.51  | 2.48  | 2.45  | 2.42  | 2.40  |
| 16                     | 4.49                    | 3.63  | 3.24  | 3.01  | 2.85  | 2.74  | 2.66  | 2.59  | 2.54  | 2.49  | 2.46  | 2.42  | 2.40  | 2.37  | 2.35  |
| 17                     | 4.45                    | 3.59  | 3.20  | 2.96  | 2.81  | 2.70  | 2.61  | 2.55  | 2.49  | 2.45  | 2.41  | 2.38  | 2.35  | 2.33  | 2.31  |
| 18                     | 4.41                    | 3.55  | 3.16  | 2.93  | 2.77  | 2.66  | 2.58  | 2.51  | 2.46  | 2.41  | 2.37  | 2.34  | 2.31  | 2.29  | 2.27  |
| 19                     | 4.38                    | 3.52  | 3.13  | 2.90  | 2.74  | 2.63  | 2.54  | 2.48  | 2.42  | 2.38  | 2.34  | 2.31  | 2.28  | 2.26  | 2.23  |
| 20                     | 4.35                    | 3.49  | 3.10  | 2.87  | 2.71  | 2.60  | 2.51  | 2.45  | 2.39  | 2.35  | 2.31  | 2.28  | 2.25  | 2.22  | 2.20  |
| 21                     | 4.32                    | 3.47  | 3.07  | 2.84  | 2.68  | 2.57  | 2.49  | 2.42  | 2.37  | 2.32  | 2.28  | 2.25  | 2.22  | 2.20  | 2.18  |
| 22                     | 4.30                    | 3.44  | 3.05  | 2.82  | 2.66  | 2.55  | 2.46  | 2.40  | 2.34  | 2.30  | 2.26  | 2.23  | 2.20  | 2.17  | 2.15  |
| 23                     | 4.28                    | 3.42  | 3.03  | 2.80  | 2.64  | 2.53  | 2.44  | 2.37  | 2.32  | 2.27  | 2.24  | 2.20  | 2.18  | 2.15  | 2.13  |
| 24                     | 4.26                    | 3.40  | 3.01  | 2.78  | 2.62  | 2.51  | 2.42  | 2.36  | 2.30  | 2.25  | 2.22  | 2.18  | 2.15  | 2.13  | 2.11  |
| 25                     | 4.24                    | 3.39  | 2.99  | 2.76  | 2.60  | 2.49  | 2.40  | 2.34  | 2.28  | 2.24  | 2.20  | 2.16  | 2.14  | 2.11  | 2.09  |
| 26                     | 4.23                    | 3.37  | 2.98  | 2.74  | 2.59  | 2.47  | 2.39  | 2.32  | 2.27  | 2.22  | 2.18  | 2.15  | 2.12  | 2.09  | 2.07  |
| 27                     | 4.21                    | 3.35  | 2.96  | 2.73  | 2.57  | 2.46  | 2.37  | 2.31  | 2.25  | 2.20  | 2.17  | 2.13  | 2.10  | 2.08  | 2.06  |
| 28                     | 4.20                    | 3.34  | 2.95  | 2.71  | 2.56  | 2.45  | 2.36  | 2.29  | 2.24  | 2.19  | 2.15  | 2.12  | 2.09  | 2.06  | 2.04  |
| 29                     | 4.18                    | 3.33  | 2.93  | 2.70  | 2.55  | 2.43  | 2.35  | 2.28  | 2.22  | 2.18  | 2.14  | 2.10  | 2.08  | 2.05  | 2.03  |
| 30                     | 4.17                    | 3.32  | 2.92  | 2.69  | 2.53  | 2.42  | 2.33  | 2.27  | 2.21  | 2.16  | 2.13  | 2.09  | 2.06  | 2.04  | 2.01  |
| 31                     | 4.16                    | 3.30  | 2.91  | 2.68  | 2.52  | 2.41  | 2.32  | 2.25  | 2.20  | 2.15  | 2.11  | 2.08  | 2.05  | 2.03  | 2.00  |
| 32                     | 4.15                    | 3.29  | 2.90  | 2.67  | 2.51  | 2.40  | 2.31  | 2.24  | 2.19  | 2.14  | 2.10  | 2.07  | 2.04  | 2.01  | 1.99  |
| 33                     | 4.14                    | 3.28  | 2.89  | 2.66  | 2.50  | 2.39  | 2.30  | 2.23  | 2.18  | 2.13  | 2.09  | 2.06  | 2.03  | 2.00  | 1.98  |
| 34                     | 4.13                    | 3.28  | 2.88  | 2.65  | 2.49  | 2.38  | 2.29  | 2.23  | 2.17  | 2.12  | 2.08  | 2.05  | 2.02  | 1.99  | 1.97  |
| 35                     | 4.12                    | 3.27  | 2.87  | 2.64  | 2.49  | 2.37  | 2.29  | 2.22  | 2.16  | 2.11  | 2.07  | 2.04  | 2.01  | 1.99  | 1.96  |
| 36                     | 4.11                    | 3.26  | 2.87  | 2.63  | 2.48  | 2.36  | 2.28  | 2.21  | 2.15  | 2.11  | 2.07  | 2.03  | 2.00  | 1.98  | 1.95  |
| 37                     | 4.11                    | 3.25  | 2.86  | 2.63  | 2.47  | 2.36  | 2.27  | 2.20  | 2.14  | 2.10  | 2.06  | 2.02  | 2.00  | 1.97  | 1.95  |
| 38                     | 4.10                    | 3.24  | 2.85  | 2.62  | 2.46  | 2.35  | 2.26  | 2.19  | 2.14  | 2.09  | 2.05  | 2.02  | 1.99  | 1.96  | 1.94  |
| 39                     | 4.09                    | 3.24  | 2.85  | 2.61  | 2.46  | 2.34  | 2.26  | 2.19  | 2.13  | 2.08  | 2.04  | 2.01  | 1.98  | 1.95  | 1.93  |
| 40                     | 4.08                    | 3.23  | 2.84  | 2.61  | 2.45  | 2.34  | 2.25  | 2.18  | 2.12  | 2.08  | 2.04  | 2.00  | 1.97  | 1.95  | 1.92  |
| 41                     | 4.08                    | 3.23  | 2.83  | 2.60  | 2.44  | 2.33  | 2.24  | 2.17  | 2.12  | 2.07  | 2.03  | 2.00  | 1.97  | 1.94  | 1.92  |
| 42                     | 4.07                    | 3.22  | 2.83  | 2.59  | 2.44  | 2.32  | 2.24  | 2.17  | 2.11  | 2.06  | 2.03  | 1.99  | 1.96  | 1.94  | 1.91  |
| 43                     | 4.07                    | 3.21  | 2.82  | 2.59  | 2.43  | 2.32  | 2.23  | 2.16  | 2.11  | 2.06  | 2.02  | 1.99  | 1.96  | 1.93  | 1.91  |
| 44                     | 4.06                    | 3.21  | 2.82  | 2.58  | 2.43  | 2.31  | 2.23  | 2.16  | 2.10  | 2.05  | 2.01  | 1.98  | 1.95  | 1.92  | 1.90  |
| 45                     | 4.06                    | 3.20  | 2.81  | 2.58  | 2.42  | 2.31  | 2.22  | 2.15  | 2.10  | 2.05  | 2.01  | 1.97  | 1.94  | 1.92  | 1.89  |



Titik Persentase Distribusi F untuk Probabilita = 0,05


| df untuk penyebut (N2) | df untuk pembilang (N1) |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|------------------------|-------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|                        | 1                       | 2    | 3    | 4    | 5    | 6    | 7    | 8    | 9    | 10   | 11   | 12   | 13   | 14   | 15   |
| 46                     | 4.05                    | 3.20 | 2.81 | 2.57 | 2.42 | 2.30 | 2.22 | 2.15 | 2.09 | 2.04 | 2.00 | 1.97 | 1.94 | 1.91 | 1.89 |
| 47                     | 4.05                    | 3.20 | 2.80 | 2.57 | 2.41 | 2.30 | 2.21 | 2.14 | 2.09 | 2.04 | 2.00 | 1.96 | 1.93 | 1.91 | 1.88 |
| 48                     | 4.04                    | 3.19 | 2.80 | 2.57 | 2.41 | 2.29 | 2.21 | 2.14 | 2.08 | 2.03 | 1.99 | 1.96 | 1.93 | 1.90 | 1.88 |
| 49                     | 4.04                    | 3.19 | 2.79 | 2.56 | 2.40 | 2.29 | 2.20 | 2.13 | 2.08 | 2.03 | 1.99 | 1.96 | 1.93 | 1.90 | 1.88 |
| 50                     | 4.03                    | 3.18 | 2.79 | 2.56 | 2.40 | 2.29 | 2.20 | 2.13 | 2.07 | 2.03 | 1.99 | 1.95 | 1.92 | 1.89 | 1.87 |
| 51                     | 4.03                    | 3.18 | 2.79 | 2.55 | 2.40 | 2.28 | 2.20 | 2.13 | 2.07 | 2.02 | 1.98 | 1.95 | 1.92 | 1.89 | 1.87 |
| 52                     | 4.03                    | 3.18 | 2.78 | 2.55 | 2.39 | 2.28 | 2.19 | 2.12 | 2.07 | 2.02 | 1.98 | 1.94 | 1.91 | 1.89 | 1.86 |
| 53                     | 4.02                    | 3.17 | 2.78 | 2.55 | 2.39 | 2.28 | 2.19 | 2.12 | 2.06 | 2.01 | 1.97 | 1.94 | 1.91 | 1.88 | 1.86 |
| 54                     | 4.02                    | 3.17 | 2.78 | 2.54 | 2.39 | 2.27 | 2.18 | 2.12 | 2.06 | 2.01 | 1.97 | 1.94 | 1.91 | 1.88 | 1.86 |
| 55                     | 4.02                    | 3.16 | 2.77 | 2.54 | 2.38 | 2.27 | 2.18 | 2.11 | 2.06 | 2.01 | 1.97 | 1.93 | 1.90 | 1.88 | 1.85 |
| 56                     | 4.01                    | 3.16 | 2.77 | 2.54 | 2.38 | 2.27 | 2.18 | 2.11 | 2.05 | 2.00 | 1.96 | 1.93 | 1.90 | 1.87 | 1.85 |
| 57                     | 4.01                    | 3.16 | 2.77 | 2.53 | 2.38 | 2.26 | 2.18 | 2.11 | 2.05 | 2.00 | 1.96 | 1.93 | 1.90 | 1.87 | 1.85 |
| 58                     | 4.01                    | 3.16 | 2.76 | 2.53 | 2.37 | 2.26 | 2.17 | 2.10 | 2.05 | 2.00 | 1.96 | 1.92 | 1.89 | 1.87 | 1.84 |
| 59                     | 4.00                    | 3.15 | 2.76 | 2.53 | 2.37 | 2.26 | 2.17 | 2.10 | 2.04 | 2.00 | 1.96 | 1.92 | 1.89 | 1.86 | 1.84 |
| 60                     | 4.00                    | 3.15 | 2.76 | 2.53 | 2.37 | 2.25 | 2.17 | 2.10 | 2.04 | 1.99 | 1.95 | 1.92 | 1.89 | 1.86 | 1.84 |
| 61                     | 4.00                    | 3.15 | 2.76 | 2.52 | 2.37 | 2.25 | 2.16 | 2.09 | 2.04 | 1.99 | 1.95 | 1.91 | 1.88 | 1.86 | 1.83 |
| 62                     | 4.00                    | 3.15 | 2.75 | 2.52 | 2.36 | 2.25 | 2.16 | 2.09 | 2.03 | 1.99 | 1.95 | 1.91 | 1.88 | 1.85 | 1.83 |
| 63                     | 3.99                    | 3.14 | 2.75 | 2.52 | 2.36 | 2.25 | 2.16 | 2.09 | 2.03 | 1.98 | 1.94 | 1.91 | 1.88 | 1.85 | 1.83 |
| 64                     | 3.99                    | 3.14 | 2.75 | 2.52 | 2.36 | 2.24 | 2.16 | 2.09 | 2.03 | 1.98 | 1.94 | 1.91 | 1.88 | 1.85 | 1.83 |
| 65                     | 3.99                    | 3.14 | 2.75 | 2.51 | 2.36 | 2.24 | 2.15 | 2.08 | 2.03 | 1.98 | 1.94 | 1.90 | 1.87 | 1.85 | 1.82 |
| 66                     | 3.99                    | 3.14 | 2.74 | 2.51 | 2.35 | 2.24 | 2.15 | 2.08 | 2.03 | 1.98 | 1.94 | 1.90 | 1.87 | 1.84 | 1.82 |
| 67                     | 3.98                    | 3.13 | 2.74 | 2.51 | 2.35 | 2.24 | 2.15 | 2.08 | 2.02 | 1.98 | 1.93 | 1.90 | 1.87 | 1.84 | 1.82 |
| 68                     | 3.98                    | 3.13 | 2.74 | 2.51 | 2.35 | 2.24 | 2.15 | 2.08 | 2.02 | 1.97 | 1.93 | 1.90 | 1.87 | 1.84 | 1.82 |
| 69                     | 3.98                    | 3.13 | 2.74 | 2.50 | 2.35 | 2.23 | 2.15 | 2.08 | 2.02 | 1.97 | 1.93 | 1.90 | 1.86 | 1.84 | 1.81 |
| 70                     | 3.98                    | 3.13 | 2.74 | 2.50 | 2.35 | 2.23 | 2.14 | 2.07 | 2.02 | 1.97 | 1.93 | 1.89 | 1.86 | 1.84 | 1.81 |
| 71                     | 3.98                    | 3.13 | 2.73 | 2.50 | 2.34 | 2.23 | 2.14 | 2.07 | 2.01 | 1.97 | 1.93 | 1.89 | 1.86 | 1.83 | 1.81 |
| 72                     | 3.97                    | 3.12 | 2.73 | 2.50 | 2.34 | 2.23 | 2.14 | 2.07 | 2.01 | 1.96 | 1.92 | 1.89 | 1.86 | 1.83 | 1.81 |
| 73                     | 3.97                    | 3.12 | 2.73 | 2.50 | 2.34 | 2.23 | 2.14 | 2.07 | 2.01 | 1.96 | 1.92 | 1.89 | 1.86 | 1.83 | 1.81 |
| 74                     | 3.97                    | 3.12 | 2.73 | 2.50 | 2.34 | 2.22 | 2.14 | 2.07 | 2.01 | 1.96 | 1.92 | 1.89 | 1.85 | 1.83 | 1.80 |
| 75                     | 3.97                    | 3.12 | 2.73 | 2.49 | 2.34 | 2.22 | 2.13 | 2.06 | 2.01 | 1.96 | 1.92 | 1.88 | 1.85 | 1.83 | 1.80 |
| 76                     | 3.97                    | 3.12 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.01 | 1.96 | 1.92 | 1.88 | 1.85 | 1.82 | 1.80 |
| 77                     | 3.97                    | 3.12 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.00 | 1.96 | 1.92 | 1.88 | 1.85 | 1.82 | 1.80 |
| 78                     | 3.96                    | 3.11 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.00 | 1.95 | 1.91 | 1.88 | 1.85 | 1.82 | 1.80 |
| 79                     | 3.96                    | 3.11 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.00 | 1.95 | 1.91 | 1.88 | 1.85 | 1.82 | 1.79 |
| 80                     | 3.96                    | 3.11 | 2.72 | 2.49 | 2.33 | 2.21 | 2.13 | 2.06 | 2.00 | 1.95 | 1.91 | 1.88 | 1.84 | 1.82 | 1.79 |
| 81                     | 3.96                    | 3.11 | 2.72 | 2.48 | 2.33 | 2.21 | 2.12 | 2.05 | 2.00 | 1.95 | 1.91 | 1.87 | 1.84 | 1.82 | 1.79 |
| 82                     | 3.96                    | 3.11 | 2.72 | 2.48 | 2.33 | 2.21 | 2.12 | 2.05 | 2.00 | 1.95 | 1.91 | 1.87 | 1.84 | 1.81 | 1.79 |
| 83                     | 3.96                    | 3.11 | 2.71 | 2.48 | 2.32 | 2.21 | 2.12 | 2.05 | 1.99 | 1.95 | 1.91 | 1.87 | 1.84 | 1.81 | 1.79 |
| 84                     | 3.95                    | 3.11 | 2.71 | 2.48 | 2.32 | 2.21 | 2.12 | 2.05 | 1.99 | 1.95 | 1.90 | 1.87 | 1.84 | 1.81 | 1.79 |
| 85                     | 3.95                    | 3.10 | 2.71 | 2.48 | 2.32 | 2.21 | 2.12 | 2.05 | 1.99 | 1.94 | 1.90 | 1.87 | 1.84 | 1.81 | 1.79 |
| 86                     | 3.95                    | 3.10 | 2.71 | 2.48 | 2.32 | 2.21 | 2.12 | 2.05 | 1.99 | 1.94 | 1.90 | 1.87 | 1.84 | 1.81 | 1.78 |
| 87                     | 3.95                    | 3.10 | 2.71 | 2.48 | 2.32 | 2.20 | 2.12 | 2.05 | 1.99 | 1.94 | 1.90 | 1.87 | 1.83 | 1.81 | 1.78 |
| 88                     | 3.95                    | 3.10 | 2.71 | 2.48 | 2.32 | 2.20 | 2.12 | 2.05 | 1.99 | 1.94 | 1.90 | 1.86 | 1.83 | 1.81 | 1.78 |
| 89                     | 3.95                    | 3.10 | 2.71 | 2.47 | 2.32 | 2.20 | 2.11 | 2.04 | 1.99 | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |
| 90                     | 3.95                    | 3.10 | 2.71 | 2.47 | 2.32 | 2.20 | 2.11 | 2.04 | 1.99 | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |

Titik Persentase Distribusi F untuk Probabilita = 0,05

| df untuk penyebut (N2) | df untuk pembilang (N1) |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|------------------------|-------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|                        | 1                       | 2    | 3    | 4    | 5    | 6    | 7    | 8    | 9    | 10   | 11   | 12   | 13   | 14   | 15   |
| 91                     | 3.95                    | 3.10 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |
| 92                     | 3.94                    | 3.10 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.94 | 1.89 | 1.86 | 1.83 | 1.80 | 1.78 |
| 93                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.83 | 1.80 | 1.78 |
| 94                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.83 | 1.80 | 1.77 |
| 95                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.82 | 1.80 | 1.77 |
| 96                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.19 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.80 | 1.77 |
| 97                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.19 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.80 | 1.77 |
| 98                     | 3.94                    | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| 99                     | 3.94                    | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| 100                    | 3.94                    | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.97 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| 101                    | 3.94                    | 3.09 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.93 | 1.88 | 1.85 | 1.82 | 1.79 | 1.77 |
| 102                    | 3.93                    | 3.09 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.77 |
| 103                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.76 |
| 104                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.76 |
| 105                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.81 | 1.79 | 1.76 |
| 106                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.79 | 1.76 |
| 107                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.18 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.79 | 1.76 |
| 108                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.18 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 109                    | 3.93                    | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 110                    | 3.93                    | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 111                    | 3.93                    | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 112                    | 3.93                    | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.96 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 113                    | 3.93                    | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.92 | 1.87 | 1.84 | 1.81 | 1.78 | 1.76 |
| 114                    | 3.92                    | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| 115                    | 3.92                    | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| 116                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| 117                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.80 | 1.78 | 1.75 |
| 118                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.80 | 1.78 | 1.75 |
| 119                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.78 | 1.75 |
| 120                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.78 | 1.75 |
| 121                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 122                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 123                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 124                    | 3.92                    | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 125                    | 3.92                    | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 126                    | 3.92                    | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 127                    | 3.92                    | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.86 | 1.83 | 1.80 | 1.77 | 1.75 |
| 128                    | 3.92                    | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.86 | 1.83 | 1.80 | 1.77 | 1.75 |
| 129                    | 3.91                    | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.80 | 1.77 | 1.74 |
| 130                    | 3.91                    | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.80 | 1.77 | 1.74 |
| 131                    | 3.91                    | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.80 | 1.77 | 1.74 |
| 132                    | 3.91                    | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.79 | 1.77 | 1.74 |
| 133                    | 3.91                    | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.79 | 1.77 | 1.74 |
| 134                    | 3.91                    | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.79 | 1.77 | 1.74 |
| 135                    | 3.91                    | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.82 | 1.79 | 1.77 | 1.74 |

## Lampiran 8

Surat izin penelitian mahasiswa Universitas 17 Agustus 1945 Surabaya



**YAYASAN PERGURUAN 17 AGUSTUS 1945 SURABAYA**  
**UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA**  
**FAKULTAS EKONOMI DAN BISNIS**

PROGRAM STUDI EKONOMI BISNIS (S1)  
 PROGRAM STUDI MANAJEMEN (S1)  
 PROGRAM STUDI AKUNTANSI (S1)  
 PROGRAM STUDI MAGISTER MANAJEMEN (S2)  
 PROGRAM STUDI DOKTOR ILMU EKONOMI (S3)

TERAKREDITASI  
 TERAKREDITASI  
 TERAKREDITASI  
 TERAKREDITASI  
 TERAKREDITASI

Kampus: Jl. Semolowaru 45 Surabaya 60118, Telp (031) 5925289, 082233788126 E-mail: fe@untag-sby.ac.id

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Nomor : 1253/K/FEB/IV/2023 13 April 2023  
 Lampiran :  
 Perihal : **Permohonan Ijin Untuk  
 Mengadakan Riset Pendahuluan**


Kepada : Yth. Kepala Biro Akademik Universitas 17 Agustus 1945 Surabaya  
Jl. Semolowaru No. 45 Surabaya

Dengan hormat,  
 Sebagai salah satu persyaratan untuk menyelesaikan studi pada Program Strata 1, maka mahasiswa diwajibkan untuk menyusun dan mempertahankan skripsi sebagai hasil penerapan pelajaran teori serta praktek yang diperoleh berdasarkan penelitian.  
 Sehubungan dengan hal tersebut, maka dengan ini kami mohon perkenan Bapak / Ibu untuk memberikan ijin kepada mahasiswa :

Nama : ZULVI AYU DIYANTI  
 N.P.M : 1211900246  
 Fakultas / Program Studi : Manajemen  
 Alamat : Ds. Simo Angin-angin Kec. Wonoayu, Kab. Sidoarjo  
 Telp./HP. 082141652544

Guna melakukan penelitian pendahuluan pada :  
 ” MAHASISWA FAKULTAS EKONOMI DAN BISNIS UNTAG SURABAYA ”  
 untuk memperoleh data sesuai dengan Skripsi yang sedang disusunnya.  
 Data yang diperlukan jumlah mahasiswa aktif Fakultas Ekonomi dan Bisnis Semester Genap 2022/2023.


Demikian permohonan ini atas perhatiannya kami sampaikan terima kasih.



Dekan,  
Slamet Riyadi, MSi., Ak. CA  
 NPP. 20220.93.0319

Lampiran 9

Fotocopy kartu bimbingan



**UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA**  
**FAKULTAS EKONOMI DAN BISNIS**  
Kampus: Jl. Semolowaru 45 Surabaya 60118, Telp (031) 5925289, 081216781170 E-mail: febh@untag-sby.ac.id

**SEMESTER**  
**Gasal / Genap**  
**2022 , 2023**


**KARTU BIMBINGAN SKRIPSI**

**Nama Mahasiswa / NBI :** Zulvi Ayu Diyanti 121900296

**Nama Pembimbing :** Dr. Ida Ayu Sri Brahmayanti, MPA

**Judul Skripsi :** Pengaruh Brand Image, Brand Awareness, dan Kualitas Produk Terhadap Keputusan Pembelian Produk Makanan Azonno (Studi Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas 17 Agustus 1945 Surabaya)

**Mulai Program Skripsi : Semester** ..... **Thn. Ak.** ..... **Selesai Bimbingan Tanggal** .....



| No. | HARI / TANGGAL | KONSENTRASI    |                   | PARAF |
|-----|----------------|----------------|-------------------|-------|
|     |                | BAB / HAL      | KETERANGAN REVISI |       |
| 1   | Rabu, 14/3-23  | Surul          | Kawlingi awal.    | yz    |
| 2   | Rabu, 29/3-23  | proporal       | revisi            | yz    |
| 3   | Kamis, 13/4-23 | proporal       | see               | yz    |
| 4   | Kamis, 27/4-23 | Bab I, II, III | revisi            | yz    |
| 5   | Jumat, 15/5-23 | I, II, III     | see               | yz    |
| 6   | Kelot, 24/6-23 | Bab IV, V      | revisi            | yz    |
| 7   | Jumat, 23/6-23 | Bab IV         | revisi            | yz    |
| 8   | Kelot, 24/6-23 | Bab IV, V      | see               | yz    |
|     |                |                |                   |       |
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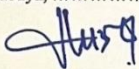
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