

LAMPIRAN

Lampiran. 1 Kuesioner Penelitian

“PENGARUH KEMASAN, CITRA MEREK, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN CIMORY YOGHURT SQUEEZE DI SURABAYA TIMUR”

Hallo!!! Perkenalkan saya Dwi Eka Nurmayanti mahasiswa dari Universitas 17 Agustus 1945 Surabaya yang sedang melakukan penelitian untuk menyelesaikan tugas akhir (skripsi). Salah satu syarat yang harus dipenuhi untuk memperoleh gelar sarjana dengan melakukan penelitian mengenai "Pengaruh Kemasan, Citra Merek, dan Kualitas Produk terhadap Keputusan Pembelian Cimory Yoghurt Squeeze di Surabaya Timur". Untuk itu saya membutuhkan sejumlah responden untuk mendapatkan data. Saya berharap saudara/i berkenan meluangkan waktunya dengan mengisi beberapa pertanyaan dari kuesioner dengan sungguh-sungguh agar bisa mendapatkan data yang valid. Jawaban saudara/i akan saya rahasiakan dan data tersebut saya olah hanya untuk kepentingan akademis saja.

PETUNJUK PENGISIAN KUESIONER

Dimohon untuk memberikan jawaban sesuai dengan jawaban anda, terkait pengisian kuesioner dengan memberikan tanda (centang).

KETERANGAN

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

Atas perhatian dan kerjasamanya, saya ucapkan terima kasih

IDENTITAS RESPONDEN

Nama:

Jenis kelamin:

- Perempuan
- Laki-laki

Usia:

- 17-25 tahun
- 25-30 tahun
- >30 tahun

Berapa kali beli cimory yoghurt squeeze:

- 1-2 kali
- 3-4 kali
- >5 kali

PERTANYAAN KUESIONER

1. Kemasan (X1)						
No.	Pernyataan	STS	TS	N	S	SS
Bahan						
1.	Cimory Yoghurt Squeeze menggunakan bahan kemasan yang tidak mudah rusak					
2.	Cimory Yogurt Squeeze memiliki mutu bahan kemasan yang praktis mudah di buka					
Logo dan Label						
1.	Logo kemasan Cimory Yogurt Squeeze mudah untuk mengingat nama produk					

2.	Label kemasan Cimory Yoghurt Squeeze memberikan kesan yang baik					
Warna						
1.	Cimory Yogurt Squeeze menggunakan warna kemasan yang cerah sehingga dapat menarik perhatian konsumen					
2.	Cimory Yoghurt Squeeze menggunakan warna kemasan yang inovatif					
Ukuran						
1.	Ukuran kemasan Cimory Yogurt Squeeze sudah sesuai dengan yang diharapkan konsumen					
2.	Ukuran kemasan Cimory Yoghurt Squeeze sangat pas untuk digenggam					
Daya Tarik dan Desain						
1.	Keunikan desain kemasan Cimory Yoghurt Squeeze menjadi daya tarik konsumen					
2.	Desain kemasan Cimory Yoghurt Squeeze sangat menarik sesuai perkembangan saat ini					

2. Citra Merek (X2)						
No.	Pernyataan	STS	TS	N	S	SS
Mudah Dikenal						
1.	Cimory Yogurt Squeeze sudah terkenal di kalangan masyarakat .					
2.	Merek Cimory Yoghurt Squeeze mudah dikenali karena namanya yang unik					
Reputasi Yang Baik						
1.	Cimory Yoghurt Squeeze mempunyai reputasi merek dengan kualitas yang baik					
2.	Cimory Yogurt Squeeze memiliki reputasi yang baik dimata masyarakat					
Selalu Diingat						
1.	Cimory Yogurt Squeeze selalu di ingat di kalangan masyarakat					
2.	Cimory Yogurt Squeeze merek yang mudah di ingat					

3. Kualitas Produk (X3)						
No.	Pernyataan	STS	TS	N	S	SS
Kinerja						
	Cimory Yoghurt Squeeze membantu meningkatkan daya tahan tubuh					

	Cimory Yoghurt Squeeze dapat melancarkan pencernaan					
Keandalan						
1.	Cimory Yoghurt Squeeze memiliki barbagai macam varian rasa					
2.	Kandungan gizi Cimory Yoghurt Squeeze sesuai dengan kebutuhan					
Fitur						
	Cimory Yoghurt Squeeze terbuat dari susu sapi segar difermentasi dengan baik					
	Kesesuaian perpaduan rasa Cimory Yoghurt Squeeze dengan rasa asam manis yang sesuai					
Daya tahan						
1.	Cimory Yoghurt Squeeze dapat bertahan lama tidak mengandung bahan pengawet					
2.	Produk Cimory Yoghurt Squeeze sangat higienis aman untuk di konsumsi setiap hari					
Konsisten						
1.	Cimory Yoghurt Squeeze menggunakan bahan-bahan yang berkualitas					
	Kesesuaian Cimory Yoghurt sesuai dengan kualitas yang ditawarkan					

Desain						
	Kemasan produk Cimory Yoghurt Squeeze tidak pernah ditemukan kerusakan					
	Kondisi produk Cimory Yoghurt Squeeze saat dibeli terjaga dengan baik masih tertutup					

4. Keputusan Pembelian (Y)						
No.	Pernyataan	STS	TS	N	S	SS
Mendapat Rekomendasi						
1.	Membeli Cimory Yoghurt Squeeze karena rekomendasi dari keluarga					
2.	Membeli Cimory Yoghurt Squeeze karena rekomendasi dari teman					
Informasi Produk						
1.	Melakukan pembelian Cimory Yoghurt Squeeze setelah mengetahui informasi dari berbagai sumber					
2.	Memilih Cimory Yogurt Squeeze karena sudah mencari tahu manfaat yang di tawarkan oleh produk lain					
Merek Yang Disukai						

1.	Memebeli Cimory Yoghurt Squeeze karna merek yang terkenal					
2.	Membeli Cimory Yoghurt Squeeze karena merek yang disukai					
Keinginan dan Kebutuhan						
1.	Membeli Cimory Yoghurt Squeeze sesuai dengan keinginan					
2.	Membeli Cimory Yoghurt Squeeze sesuai dengan kebutuhan					

Lampiran. 2 Tabulasi Dan Jawaban Responden

X1. Kemasan

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	Total
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X2. Citra Merek

X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total
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5	4	4	4	3	4	24

X3. Kualitas Produk

X3. 1	X3. 2	X3. 3	X3. 4	X3. 5	X3. 6	X3. 7	X3. 8	X3. 9	X3. 10	X3. 11	X3. 12	Tot al
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3	3	3	4	4	3	3	3	3	3	3	3	38
4	4	5	5	4	4	4	4	4	5	4	4	51
5	5	4	4	5	5	5	5	5	5	5	5	58
4	4	4	4	4	4	3	3	4	4	4	4	46
4	4	5	4	4	4	4	4	4	4	4	5	50
4	4	4	4	5	4	4	4	4	4	5	4	50
4	4	5	4	4	4	4	4	4	4	4	4	49
3	3	5	3	4	4	4	4	3	4	3	4	44
3	3	5	3	3	3	2	3	3	3	3	5	39
4	4	5	5	5	4	4	5	5	4	5	4	54
5	5	5	5	5	5	5	5	5	5	5	5	60
4	4	4	4	4	4	3	3	4	4	3	4	45
4	4	4	4	4	3	3	3	4	3	3	4	43
4	5	4	4	4	4	4	4	4	4	3	4	48
4	5	5	5	5	5	4	4	5	5	5	4	56
3	4	4	4	4	4	4	4	4	4	4	4	47
5	5	5	5	5	5	5	5	5	5	5	5	60
4	3	4	4	4	4	4	4	4	4	4	4	47
3	3	5	4	4	5	4	4	3	4	3	4	46
4	3	3	4	5	4	4	4	5	2	4	4	46
5	5	5	5	5	5	5	5	5	5	5	5	60
5	5	5	5	5	5	5	5	5	5	5	5	60
3	4	4	3	4	4	3	4	3	4	4	4	44
3	4	5	3	5	5	2	5	5	5	3	5	50
3	3	4	4	4	4	4	3	4	4	3	5	45
3	4	4	3	4	3	4	3	4	4	3	4	43
5	4	5	5	5	5	5	5	5	5	5	5	59
4	5	5	4	5	5	3	3	4	4	4	5	51
5	5	5	5	5	4	5	4	5	5	5	5	58
3	4	4	3	3	4	2	3	3	4	4	4	41
5	5	5	5	5	5	5	5	5	5	5	5	60
4	4	4	4	4	4	4	4	4	4	4	4	48
4	4	5	4	4	5	3	3	4	5	3	5	49

Y. Keputusan Pembelian

Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Total
4	5	4	5	5	5	5	4	37
4	5	4	4	5	5	4	5	36
4	5	4	5	5	5	5	5	38
4	3	4	3	4	4	4	4	30
4	4	4	4	4	4	4	4	32
5	4	4	3	3	5	4	3	31
5	5	5	5	5	5	5	5	40
4	4	4	4	4	4	4	4	32
4	5	4	5	5	5	4	5	37
4	4	5	4	4	4	4	3	32
3	3	5	5	5	5	5	5	36
5	5	5	5	5	5	5	5	40
4	3	4	3	4	3	5	3	29
5	5	4	4	4	5	4	5	36
4	4	5	5	5	5	3	4	35
5	4	4	3	4	4	5	4	33
3	4	4	3	5	5	4	4	32
3	3	4	3	4	4	4	4	29
4	4	4	4	4	4	4	4	32
3	3	5	4	4	4	4	3	30
2	4	5	5	5	4	3	4	32
3	4	4	4	4	4	4	3	30
2	2	5	4	4	2	5	5	29
3	3	4	3	3	3	4	4	27
5	4	4	4	4	4	5	4	34
2	4	5	3	4	3	5	5	31
3	3	4	2	3	3	3	4	25
5	5	5	4	4	4	4	4	35
5	5	5	5	5	5	5	5	40
4	4	4	4	4	4	4	4	32
4	4	4	4	4	4	4	4	32
3	3	4	3	3	3	3	3	25
3	3	2	2	2	2	3	2	19
2	3	4	3	3	3	4	3	25

5	5	5	5	3	4	5	5	37
5	4	4	5	4	5	5	4	36
4	4	4	4	4	4	4	4	32
2	2	5	3	4	5	3	4	28
5	5	5	4	4	4	5	4	36
4	5	5	5	5	5	5	4	38
2	4	3	4	2	2	3	4	24
5	5	5	5	5	5	5	5	40
2	3	4	3	2	3	4	5	26
4	4	4	4	5	4	5	3	33
3	4	4	4	3	4	4	4	30
4	2	4	5	5	5	4	5	34
2	3	5	3	5	5	5	5	33
2	5	4	4	5	4	5	4	33
4	4	4	4	4	4	5	4	33
4	4	5	5	5	5	5	5	38
2	1	3	2	3	3	3	3	20
2	2	4	3	5	5	4	4	29
2	5	5	3	5	5	5	3	33
4	3	4	4	4	5	5	4	33
5	5	5	4	4	4	5	5	37
4	3	4	4	4	4	4	4	31
4	5	4	4	4	4	4	5	34
3	4	5	3	4	4	4	4	31
2	3	3	2	3	3	3	3	22
4	4	4	4	5	5	4	4	34
4	4	4	4	4	4	4	4	32
5	5	5	5	5	4	5	5	39
3	4	4	4	4	4	4	4	31
5	5	4	5	5	5	5	5	39
5	5	5	5	5	5	5	5	40
5	5	5	5	5	5	5	5	40
3	3	4	4	5	5	5	4	33
4	5	5	5	5	5	5	5	39
3	3	4	3	3	4	4	4	28
3	4	4	3	4	5	5	4	32
5	4	5	5	5	5	4	5	38

5	5	4	4	5	3	4	4	34
3	3	3	3	3	3	3	2	23
3	3	3	3	3	3	3	3	24
5	3	4	4	5	4	4	5	34
5	5	4	5	5	5	5	5	39
4	4	4	3	4	4	4	4	31
3	4	3	3	3	3	5	5	29
4	4	4	4	4	4	5	4	33
4	4	4	4	4	4	4	4	32
3	3	4	4	4	4	4	4	30
3	2	2	3	2	3	3	3	21
4	5	5	4	5	5	4	4	36
5	4	5	5	5	5	5	5	39
3	3	3	3	3	3	3	3	24
4	4	4	4	3	4	4	4	31
4	4	4	4	4	4	4	4	32
4	5	5	5	5	5	5	4	38
4	3	3	4	4	4	4	4	30
5	5	5	5	5	5	5	5	40
3	4	4	4	4	4	4	4	31
4	4	4	4	4	4	4	3	31
4	4	5	3	5	5	3	5	34
3	3	3	1	5	5	5	5	30
4	4	5	5	5	5	5	5	38
1	2	4	1	4	3	4	1	20
2	2	5	5	1	5	5	5	30
3	3	4	3	3	3	4	4	27
3	3	4	3	4	4	5	5	31
5	5	5	5	5	5	5	5	40
3	2	3	3	3	3	4	4	25
4	4	5	5	5	5	5	5	38
4	2	3	2	2	3	4	3	23
5	5	5	5	5	5	5	5	40
4	4	4	4	4	4	4	4	32
4	4	3	3	4	3	5	5	31

X1.6	Pearson Correlation	.423**	.564**	.585**	.472**	.686**	1	.491**	.558**	.557**	.593**	.630**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	106	106	106	106	106	106	106	106	106	106	106
X1.7	Pearson Correlation	.251**	.488**	.441**	.426**	.513**	.491**	1	.617**	.547**	.525**	.570**
	Sig. (2-tailed)	.009	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	106	106	106	106	106	106	106	106	106	106	106
X1.8	Pearson Correlation	.434**	.536**	.583**	.564**	.542**	.558**	.617**	1	.670**	.625**	.694**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	106	106	106	106	106	106	106	106	106	106	106
X1.9	Pearson Correlation	.444**	.533**	.648**	.560**	.504**	.557**	.547**	.670**	1	.713**	.653**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	106	106	106	106	106	106	106	106	106	106	106
X1.10	Pearson Correlation	.453**	.492**	.483**	.469**	.471**	.593**	.525**	.625**	.713**	1	.692**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	106	106	106	106	106	106	106	106	106	106	106
Total	Pearson Correlation	.563**	.579**	.660**	.721**	.591**	.630**	.570**	.694**	.653**	.692**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	106	106	106	106	106	106	106	106	106	106	106

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

X2. Citra Merek

		Correlations						
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total
X2.1	Pearson Correlation	1	.534**	.504**	.500**	.575**	.378**	.527**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	106	106	106	106	106	106	106
X2.2	Pearson Correlation	.534**	1	.473**	.472**	.524**	.447**	.645**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	106	106	106	106	106	106	106
X2.3	Pearson Correlation	.504**	.473**	1	.633**	.651**	.686**	.714**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	106	106	106	106	106	106	106
X2.4	Pearson Correlation	.500**	.472**	.633**	1	.717**	.691**	.681**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	106	106	106	106	106	106	106
X2.5	Pearson Correlation	.575**	.524**	.651**	.717**	1	.704**	.689**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	106	106	106	106	106	106	106
X2.6	Pearson Correlation	.378**	.447**	.686**	.691**	.704**	1	.714**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	106	106	106	106	106	106	106
Total	Pearson Correlation	.527**	.645**	.714**	.681**	.689**	.714**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	106	106	106	106	106	106	106

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

	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	
	N	106	106	106	106	106	106	106	106	106	106	106	106	
X3.5	Pearson Correlation	.535**	.465**	.270**	.561**	1	.527**	.381**	.515**	.629**	.437**	.473**	.423**	.657**
	Sig. (2-tailed)	.000	.000	.005	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	106	106	106	106	106	106	106	106	106	106	106	106	
X3.6	Pearson Correlation	.491**	.511**	.402**	.546**	.527**	1	.396**	.614**	.534**	.640**	.456**	.629**	.714**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	106	106	106	106	106	106	106	106	106	106	106	106	
X3.7	Pearson Correlation	.532**	.480**	.158	.634**	.381**	.396**	1	.639**	.563**	.511**	.612**	.387**	.624**
	Sig. (2-tailed)	.000	.000	.105	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	106	106	106	106	106	106	106	106	106	106	106	106	
X3.8	Pearson Correlation	.577**	.547**	.261**	.608**	.515**	.614**	.639**	1	.693**	.586**	.722**	.491**	.791**

	Sig. (2-tailed)	.000	.000	.007	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	106	106	106	106	106	106	106	106	106	106	106	106	
X3.9	Pearson Correlation	.568**	.575**	.291**	.580**	.629**	.534**	.563**	.693**	1	.479**	.547**	.461**	.754**
	Sig. (2-tailed)	.000	.000	.003	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	106	106	106	106	106	106	106	106	106	106	106	106	106
X3.10	Pearson Correlation	.512**	.628**	.501**	.616**	.437**	.640**	.511**	.586**	.479**	1	.594**	.524**	.728**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	106	106	106	106	106	106	106	106	106	106	106	106	106
X3.11	Pearson Correlation	.598**	.621**	.230*	.642**	.473**	.456**	.612**	.722**	.547**	.594**	1	.521**	.736**
	Sig. (2-tailed)	.000	.000	.017	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	106	106	106	106	106	106	106	106	106	106	106	106	106
X3.12	Pearson Correlation	.427**	.464**	.388**	.497**	.423**	.629**	.387**	.491**	.461**	.524**	.521**	1	.662**

Y4	Pearson Correlation	.572*	.599*	.580*	1	.505*	.574*	.441*	.558*	.692*
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	106	106	106	106	106	106	106	106	106
Y5	Pearson Correlation	.401*	.525*	.551*	.505*	1	.693*	.455*	.435*	.677*
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	106	106	106	106	106	106	106	106	106
Y6	Pearson Correlation	.434*	.453*	.572*	.574*	.693*	1	.457*	.495*	.718*
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	106	106	106	106	106	106	106	106	106
Y7	Pearson Correlation	.375*	.435*	.453*	.441*	.455*	.457*	1	.522*	.615*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	106	106	106	106	106	106	106	106	106
Y8	Pearson Correlation	.403*	.411*	.470*	.558*	.435*	.495*	.522*	1	.699*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	106	106	106	106	106	106	106	106	106
Total	Pearson Correlation	.554*	.569*	.636*	.692*	.677*	.718*	.615*	.699*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	106	106	106	106	106	106	106	106	106

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

Lampiran. 4 Hasil Uji Reliability

X1. Kemasan

Reliability Statistics

Cronbach's Alpha	N of Items
.913	10

X2. Citra Merek

Reliability Statistics

Cronbach's Alpha	N of Items
.886	6

X3. Kualitas Produksi

Reliability Statistics

Cronbach's Alpha	N of Items
.925	12

Y. Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
.882	8

Lampiran. 5 Hasil Uji Asumsi Klasik

Normality Data

Kolmogorov – Smirnov One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		106
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.25689998
Most Extreme Differences	Absolute	.150
	Positive	.087
	Negative	-.150
Test Statistic		.150
Asymp. Sig. (2-tailed)		.000 ^c

- a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.

Multicollinearity

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Kemasan	.480	2.084
	Citra Merek	.454	2.205
	Kualitas Produk	.375	2.666

- a. Dependent Variable: Keputusan Pembelian

Heterosidacticity

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	5.602	1.915		2.925	.004
	Kemasan	-.017	.056	-.043	-.304	.762
	Citra Merek	-.024	.099	-.035	-.240	.811
	Kualitas Produk	-.037	.054	-.109	-.686	.494

a. Dependent Variable: Abs_RES

Lampiran. 6 Hasil Uji Regresi Linier Berganda

Regression

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1.089	2.881		-.378	.706
	Kemasan	.038	.084	.042	.460	.647
	Citra Merek	.373	.150	.233	2.495	.014
	Kualitas Produk	.439	.081	.555	5.390	.000

a. Dependent Variable: Keputusan Pembelian

Lampiran. 7 Uji Partial Corellation

		Correlations			
		Kemasan	Citra Merek	Kualitas Produk	Keputusan Pembelian
Kemasan	Pearson	1	.622**	.702**	.576**
	Correlation				
	Sig. (2-tailed)		.000	.000	.000
	N	106	106	106	106
Citra Merek	Pearson	.622**	1	.721**	.659**
	Correlation				
	Sig. (2-tailed)	.000		.000	.000
	N	106	106	106	106
Kualitas Produk	Pearson	.702**	.721**	1	.752**
	Correlation				
	Sig. (2-tailed)	.000	.000		.000
	N	106	106	106	106
Keputusan Pembelian	Pearson	.576**	.659**	.752**	1
	Correlation				
	Sig. (2-tailed)	.000	.000	.000	
	N	106	106	106	106

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

Lampiran. 8 Uji F

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1636.827	3	545.609	49.967	.000 ^b
	Residual	1113.777	102	10.919		
	Total	2750.604	105			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Produk, Citra Merek, Kemasan

Lampiran. 9 Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	9.548	3.187		2.996	.003
	Kemasan	.530	.074	.576	7.186	.000

a. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	5.021	3.069		1.636	.105
	Citra Merek	1.055	.118	.659	8.943	.000

a. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	2.340	2.592		.903	.369
	Kualitas Produk	.596	.051	.752	11.641	.000


a. Dependent Variable: Keputusan Pembelian

Lampiran. 10 Coefficient Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.771 ^a	.595	.583	3.30445

a. Predictors: (Constant), Kualitas Produk, Citra Merek, Kemasan


Lampiran. 11 Kartu Bimbingan Skripsi



UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA
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SEMESTER
 Gasal / Genap
2023 / 2024

KARTU BIMBINGAN SKRIPSI

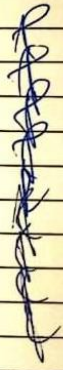


Nama Mahasiswa / NBI : Dwi Eka Nurmawati / 12120020000000000000

Nama Pembimbing : Dr. Ir. Hotman Panjaitan, M.M.

Judul Skripsi : Pengaruh Packaging Brand Image Terhadap Kualitas Produk Terhadap Keputusan Pembelian Cimory Yoghurt Squeeze di Surabaya Timur

Mulai Program Skripsi : Semester 7. Thn. Ak Selesai Bimbingan Tanggal.....

No.	HARI / TANGGAL	KONSENTRASI		PARAF
		BAB / HAL	KETERANGAN REVISI	
	<u>19/05</u>		<u>bab 1</u>	
	<u>29/05</u>		<u>bab 2/3</u>	
	<u>13/10</u>		<u>Kuesioner</u>	
	<u>17/10</u>		<u>ke un</u>	
	<u>19/10</u>		<u>bab 4</u>	
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	<u>28/12</u>			

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Paraf Kajur : _____

Surabaya, 21 Desember 2023

Dr. Ir. Hotman Panjaitan, M.M.
 (Nama dan tanda tangan Pembimbing)

Lampiran. 12 Hasil Uji Plagiasi

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