

LAMPIRAN

Lampiran 1 Kuesioner Penelitian

KUESIONER PENELITIAN

PENGARUH *BRAND IMAGE*, CITA RASA, DAN DISKON TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN J.CO DONUTS

Kepada Yth,
Bapak/Ibu/ Saudara/i Responden
Di tempat

Dengan hormat,

Perkenalkan nama saya Tarissa Zahrah Endarifa, mahasiswa program studi Administrasi Bisnis, Fakultas Ilmu Sosial dan Ilmu Politik Universitas 17 Agustus 219945 Surabaya, pada saat ini sedang menyelesaikan skripsi saya yang berjudul “***Pengaruh Brand Image, Cita Rasa, dan Diskon terhadap Keputusan Pembelian Konsumen J.CO Donuts***” Adapun pengumpulan data dari kuesioner ini semata-mata hanya digunakan untuk keperluan akademis dan penelitian guna menyelesaikan penyusunan skripsi ini. Semua data dalam kuesioner ini akan dijamin kerahasiaannya oleh peneliti.

Kesediaan dan kerjasama yang Bapak / Ibu / Saudara(i) berikan dalam bentuk informasi yang benar dan lengkap akan sangat mendukung keberhasilan penelitian ini. Selain itu, jawaban yang Bapak / Ibu / Saudara(i) berikan juga merupakan sumbangan yang sangat berharga bagi penulis.

Akhir kata, saya mengucapkan terimakasih yang sebesar-besarnya atas bantuan dan kesediaan Bapak / Ibu / Saudara(i) yang telah meluangkan waktunya dalam pengisian kuesioner ini.

Hormat Saya,

A. PETUNJUK PENGISIAN

1. Isilah terlebih dahulu identitas Bapak / Ibu / Saudara(i)
2. Pilihlah salah satu jawaban yang mungkin menurut Bapak / Ibu / Saudara(i) paling sesuai dengan kondisi Bapak / Ibu / Saudara(i) dengan memberikan tanda (✓)
3. Pilih sesuai dengan kriteria dibawah ini :

| Skor | Keterangan |
|------|-----------------------|
| SS | (Sangat Setuju) |
| S | (Setuju) |
| KS | (Kurang Setuju) |
| TS | (Tidak Setuju) |
| STS | (Sangat Tidak Setuju) |

B. IDENTITAS RESPONDEN

1. Nama :
2. Jenis Kelamin : Laki-Laki Perempuan
3. Usia : 17 – 21 Tahun >21 – 35 Tahun
 >35 - 50 Tahun >50 Tahun
4. Pekerjaan : Pelajar /Mahasiwa
 Dosen/ Guru
 PNS
 Lainnya

1. Variabel Independen (X)

a. Brand Image

| No | Pertanyaan | SS | S | KS | TS | STS |
|----|--|----|---|----|----|-----|
| 1. | Saya mengunjungi dan membeli produk JCO Donuts karena merek tersebut sudah dikenal luas oleh masyarakat Indonesia. | | | | | |
| 2. | Saya mengunjungi dan membeli produk JCO Donuts karena percaya merek tersebut memiliki reputasi yang bagus. | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| 3. | Saya mengunjungi dan membeli produk JCO Donuts karena merek tersebut termasuk salah satu donat buatan lokal ternama di Indonesia. | | | | | |
| 4. | Saya mengunjungi dan membeli produk JCO Donuts karena merek tersebut tidak pernah atau jarang mengecewakan pembelinya. | | | | | |
| 5. | Saya mengunjungi dan membeli produk JCO Donuts karena merek tersebut memiliki keunggulan atau keunikan tersendiri yang membedakan dengan merek lain. | | | | | |

b. Cita Rasa

| No | Pertanyaan | SS | S | KS | TS | STS |
|----|--|----|---|----|----|-----|
| 1. | Saya mengunjungi dan membeli di JCO Donuts karena memiliki bentuk dan desain topping yang menarik. | | | | | |
| 2. | Saya mengunjungi dan membeli di JCO Donuts karena memiliki aroma khas donat dan minuman yang disajikan menggugah selera. | | | | | |
| 3. | Saya mengunjungi dan membeli di JCO Donuts karena rasa produk yang disajikan lezat. | | | | | |
| 4. | Saya mengunjungi dan membeli di JCO Donuts karena tekstur donatnya empuk dan lezat. | | | | | |
| 5. | Saya mengunjungi dan membeli di JCO Donuts karena produk yang disajikan dalam kondisi selalu fresh dan baru | | | | | |

c. Diskon

| No | Pertanyaan | SS | S | KS | TS | STS |
|----|--|----|---|----|----|-----|
| 1. | Saya mengunjungi dan membeli produk JCO Donuts karena memberikan potongan harga yang cukup menjangkau. | | | | | |
| 2. | Saya mengunjungi dan membeli produk JCO Donuts karena sering atau selalu memberikan diskon daripada pesaing. | | | | | |
| 3. | Saya mengunjungi dan membeli produk JCO Donuts karena banyak jenis produk yang mendapatkan diskon | | | | | |

2. Variabel Dependen (Y)

a. Keputusan Pembelian

| No | Pertanyaan | SS | S | KS | TS | STS |
|----|---|----|---|----|----|-----|
| 1. | Saya akan membeli di JCO Donuts jika produk yang dijual beragam dan berkualitas. | | | | | |
| 2. | Saya membeli produk JCO Donuts karena puas dengan pembelian sebelumnya. | | | | | |
| 3. | Saya membeli produk JCO Donuts setelah yakin membandingkan dengan pesaing. | | | | | |
| 4. | Saya membeli produk JCO Donuts setiap waktu saat saya membutuhkan dan menginginkan. | | | | | |

Lampiran 2 Data Tabulasi Hasil Kuesioner

Brand Image (X1)

| Brand Image (X1) | | | | | | | |
|-------------------------|-------------------|-------------|-------------|-------------|-------------|--------------------|-----------------------|
| No. | Pernyataan | | | | | Jumlah Skor | Rata-rata skor |
| | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | | |
| 1 | 5 | 5 | 4 | 5 | 5 | 24 | 4,80 |
| 2 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 3 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 4 | 5 | 4 | 4 | 5 | 5 | 23 | 4,60 |
| 5 | 5 | 4 | 5 | 5 | 5 | 24 | 4,80 |
| 6 | 5 | 5 | 5 | 4 | 4 | 23 | 4,60 |
| 7 | 5 | 4 | 5 | 4 | 5 | 23 | 4,60 |
| 8 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 9 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 10 | 5 | 4 | 5 | 4 | 4 | 22 | 4,40 |
| 11 | 4 | 5 | 4 | 4 | 5 | 22 | 4,40 |
| 12 | 5 | 4 | 5 | 5 | 5 | 24 | 4,80 |
| 13 | 4 | 4 | 5 | 5 | 5 | 23 | 4,60 |
| 14 | 4 | 4 | 4 | 5 | 5 | 22 | 4,40 |
| 15 | 5 | 4 | 5 | 4 | 4 | 22 | 4,40 |
| 16 | 4 | 5 | 4 | 5 | 4 | 22 | 4,40 |
| 17 | 5 | 5 | 5 | 4 | 5 | 24 | 4,80 |
| 18 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 19 | 5 | 5 | 4 | 4 | 4 | 22 | 4,40 |
| 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 21 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 22 | 5 | 4 | 5 | 4 | 4 | 22 | 4,40 |
| 23 | 5 | 5 | 4 | 4 | 4 | 22 | 4,40 |
| 24 | 3 | 4 | 4 | 3 | 4 | 18 | 3,60 |
| 25 | 5 | 4 | 5 | 4 | 5 | 23 | 4,60 |
| 26 | 5 | 4 | 5 | 5 | 4 | 23 | 4,60 |
| 27 | 5 | 5 | 5 | 5 | 4 | 24 | 4,80 |
| 28 | 5 | 4 | 5 | 4 | 5 | 23 | 4,60 |
| 29 | 4 | 5 | 5 | 5 | 4 | 23 | 4,60 |
| 30 | 5 | 5 | 4 | 4 | 5 | 23 | 4,60 |
| 31 | 5 | 5 | 4 | 5 | 5 | 24 | 4,80 |

| | | | | | | | |
|----|---|---|---|---|---|----|------|
| 32 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 33 | 5 | 4 | 5 | 5 | 4 | 23 | 4,60 |
| 34 | 5 | 5 | 5 | 4 | 5 | 24 | 4,80 |
| 35 | 5 | 4 | 5 | 3 | 5 | 22 | 4,40 |
| 36 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 37 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 38 | 5 | 5 | 5 | 4 | 4 | 23 | 4,60 |
| 39 | 5 | 5 | 5 | 4 | 5 | 24 | 4,80 |
| 40 | 4 | 4 | 4 | 5 | 5 | 22 | 4,40 |
| 41 | 5 | 5 | 4 | 5 | 4 | 23 | 4,60 |
| 42 | 4 | 5 | 4 | 4 | 4 | 21 | 4,20 |
| 43 | 5 | 5 | 5 | 4 | 4 | 23 | 4,60 |
| 44 | 5 | 5 | 5 | 4 | 4 | 23 | 4,60 |
| 45 | 5 | 4 | 4 | 4 | 3 | 20 | 4,00 |
| 46 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 47 | 5 | 4 | 5 | 4 | 5 | 23 | 4,60 |
| 48 | 5 | 5 | 5 | 5 | 4 | 24 | 4,80 |
| 49 | 4 | 5 | 5 | 4 | 4 | 22 | 4,40 |
| 50 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 51 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 52 | 4 | 5 | 5 | 4 | 5 | 23 | 4,60 |
| 53 | 4 | 5 | 5 | 5 | 4 | 23 | 4,60 |
| 54 | 5 | 4 | 4 | 3 | 4 | 20 | 4,00 |
| 55 | 4 | 4 | 4 | 4 | 5 | 21 | 4,20 |
| 56 | 4 | 4 | 5 | 5 | 4 | 22 | 4,40 |
| 57 | 4 | 3 | 4 | 5 | 4 | 20 | 4,00 |
| 58 | 4 | 5 | 4 | 5 | 4 | 22 | 4,40 |
| 59 | 4 | 5 | 4 | 4 | 4 | 21 | 4,20 |
| 60 | 5 | 4 | 5 | 4 | 5 | 23 | 4,60 |
| 61 | 4 | 4 | 5 | 4 | 5 | 22 | 4,40 |
| 62 | 4 | 4 | 5 | 4 | 3 | 20 | 4,00 |
| 63 | 5 | 4 | 5 | 4 | 5 | 23 | 4,60 |
| 64 | 4 | 5 | 4 | 5 | 5 | 23 | 4,60 |
| 65 | 5 | 4 | 4 | 4 | 4 | 21 | 4,20 |
| 66 | 3 | 4 | 4 | 5 | 3 | 19 | 3,80 |
| 67 | 4 | 5 | 4 | 5 | 5 | 23 | 4,60 |
| 68 | 5 | 5 | 5 | 4 | 4 | 23 | 4,60 |

| | | | | | | | |
|-----------------------|---|---|---|---|---|-------------|---------------|
| 69 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 70 | 5 | 4 | 5 | 5 | 4 | 23 | 4,60 |
| 71 | 5 | 4 | 4 | 5 | 5 | 23 | 4,60 |
| 72 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 73 | 5 | 4 | 4 | 4 | 4 | 21 | 4,20 |
| 74 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 75 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 76 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 77 | 5 | 5 | 5 | 4 | 5 | 24 | 4,80 |
| 78 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 79 | 4 | 5 | 5 | 4 | 4 | 22 | 4,40 |
| 80 | 4 | 4 | 5 | 4 | 4 | 21 | 4,20 |
| 81 | 4 | 4 | 5 | 4 | 4 | 21 | 4,20 |
| 82 | 4 | 4 | 4 | 5 | 5 | 22 | 4,40 |
| 83 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 84 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 85 | 5 | 4 | 4 | 5 | 5 | 23 | 4,60 |
| 86 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 87 | 4 | 4 | 3 | 3 | 3 | 17 | 3,40 |
| 88 | 5 | 5 | 4 | 4 | 4 | 22 | 4,40 |
| 89 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 90 | 4 | 5 | 3 | 4 | 1 | 17 | 3,40 |
| 91 | 4 | 5 | 4 | 5 | 4 | 22 | 4,40 |
| 92 | 3 | 4 | 4 | 5 | 4 | 20 | 4,00 |
| 93 | 5 | 4 | 5 | 4 | 4 | 22 | 4,40 |
| 94 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 95 | 3 | 3 | 4 | 3 | 3 | 16 | 3,20 |
| 96 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 97 | 4 | 4 | 4 | 3 | 4 | 19 | 3,80 |
| 98 | 4 | 3 | 5 | 3 | 2 | 17 | 3,40 |
| 99 | 4 | 4 | 4 | 3 | 4 | 19 | 3,80 |
| 100 | 3 | 4 | 4 | 2 | 2 | 15 | 3,00 |
| Jumlah Skor | | | | | | 2217 | 443,40 |
| Rata-rata Skor | | | | | | | 4,43 |

Cita Rasa (X2)

| Citra Rasa (X2) | | | | | | | |
|-----------------|------------|------|------|------|------|-------------|----------------|
| No. | Pernyataan | | | | | Jumlah Skor | Rata-rata skor |
| | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | | |
| 1 | 4 | 5 | 4 | 5 | 5 | 23 | 4,60 |
| 2 | 5 | 5 | 4 | 5 | 5 | 24 | 4,80 |
| 3 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 4 | 5 | 5 | 4 | 5 | 5 | 24 | 4,80 |
| 5 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 6 | 5 | 5 | 4 | 5 | 5 | 24 | 4,80 |
| 7 | 5 | 4 | 5 | 4 | 5 | 23 | 4,60 |
| 8 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 9 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 10 | 5 | 5 | 5 | 5 | 4 | 24 | 4,80 |
| 11 | 4 | 4 | 5 | 4 | 4 | 21 | 4,20 |
| 12 | 4 | 4 | 4 | 4 | 5 | 21 | 4,20 |
| 13 | 4 | 5 | 4 | 5 | 5 | 23 | 4,60 |
| 14 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 15 | 4 | 4 | 5 | 5 | 5 | 23 | 4,60 |
| 16 | 5 | 5 | 4 | 5 | 4 | 23 | 4,60 |
| 17 | 5 | 5 | 4 | 5 | 4 | 23 | 4,60 |
| 18 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 19 | 4 | 4 | 4 | 5 | 5 | 22 | 4,40 |
| 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 21 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 22 | 4 | 5 | 4 | 4 | 3 | 20 | 4,00 |
| 23 | 3 | 4 | 4 | 4 | 4 | 19 | 3,80 |
| 24 | 4 | 4 | 5 | 5 | 4 | 22 | 4,40 |
| 25 | 5 | 4 | 5 | 4 | 4 | 22 | 4,40 |
| 26 | 5 | 4 | 4 | 5 | 5 | 23 | 4,60 |
| 27 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 28 | 5 | 4 | 5 | 4 | 5 | 23 | 4,60 |
| 29 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 30 | 5 | 5 | 4 | 4 | 5 | 23 | 4,60 |
| 31 | 5 | 4 | 5 | 5 | 5 | 24 | 4,80 |
| 32 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |

| | | | | | | | |
|-----------|---|---|---|---|---|----|------|
| 33 | 5 | 4 | 4 | 5 | 4 | 22 | 4,40 |
| 34 | 5 | 4 | 5 | 4 | 4 | 22 | 4,40 |
| 35 | 5 | 4 | 4 | 4 | 5 | 22 | 4,40 |
| 36 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 37 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 38 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 39 | 4 | 4 | 4 | 4 | 5 | 21 | 4,20 |
| 40 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 41 | 4 | 4 | 4 | 5 | 5 | 22 | 4,40 |
| 42 | 5 | 4 | 5 | 4 | 5 | 23 | 4,60 |
| 43 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 44 | 4 | 4 | 5 | 5 | 4 | 22 | 4,40 |
| 45 | 3 | 4 | 4 | 4 | 4 | 19 | 3,80 |
| 46 | 4 | 4 | 5 | 5 | 5 | 23 | 4,60 |
| 47 | 4 | 5 | 4 | 5 | 4 | 22 | 4,40 |
| 48 | 4 | 5 | 5 | 5 | 5 | 24 | 4,80 |
| 49 | 5 | 4 | 5 | 4 | 5 | 23 | 4,60 |
| 50 | 5 | 4 | 4 | 5 | 5 | 23 | 4,60 |
| 51 | 5 | 4 | 5 | 5 | 5 | 24 | 4,80 |
| 52 | 5 | 4 | 5 | 5 | 4 | 23 | 4,60 |
| 53 | 4 | 5 | 4 | 4 | 4 | 21 | 4,20 |
| 54 | 4 | 4 | 4 | 4 | 5 | 21 | 4,20 |
| 55 | 4 | 4 | 4 | 5 | 5 | 22 | 4,40 |
| 56 | 3 | 4 | 4 | 5 | 5 | 21 | 4,20 |
| 57 | 4 | 4 | 4 | 4 | 5 | 21 | 4,20 |
| 58 | 5 | 4 | 4 | 5 | 5 | 23 | 4,60 |
| 59 | 5 | 4 | 5 | 5 | 5 | 24 | 4,80 |
| 60 | 4 | 4 | 5 | 4 | 5 | 22 | 4,40 |
| 61 | 5 | 4 | 4 | 4 | 5 | 22 | 4,40 |
| 62 | 4 | 5 | 5 | 4 | 5 | 23 | 4,60 |
| 63 | 4 | 5 | 4 | 5 | 4 | 22 | 4,40 |
| 64 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 65 | 5 | 5 | 5 | 4 | 4 | 23 | 4,60 |
| 66 | 5 | 3 | 4 | 3 | 5 | 20 | 4,00 |
| 67 | 4 | 4 | 5 | 5 | 5 | 23 | 4,60 |

| | | | | | | | |
|-----------------------|---|---|---|---|---|-------------|---------------|
| 68 | 5 | 5 | 4 | 4 | 4 | 22 | 4,40 |
| 69 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 70 | 4 | 5 | 4 | 4 | 5 | 22 | 4,40 |
| 71 | 4 | 5 | 5 | 4 | 4 | 22 | 4,40 |
| 72 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 73 | 5 | 5 | 4 | 4 | 4 | 22 | 4,40 |
| 74 | 5 | 4 | 5 | 5 | 5 | 24 | 4,80 |
| 75 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 76 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 77 | 4 | 5 | 5 | 4 | 5 | 23 | 4,60 |
| 78 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 79 | 4 | 4 | 4 | 5 | 4 | 21 | 4,20 |
| 80 | 4 | 4 | 4 | 4 | 3 | 19 | 3,80 |
| 81 | 5 | 5 | 4 | 5 | 5 | 24 | 4,80 |
| 82 | 5 | 5 | 5 | 5 | 4 | 24 | 4,80 |
| 83 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 84 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 85 | 4 | 4 | 5 | 5 | 4 | 22 | 4,40 |
| 86 | 4 | 4 | 5 | 5 | 4 | 22 | 4,40 |
| 87 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 88 | 4 | 2 | 3 | 3 | 4 | 16 | 3,20 |
| 89 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 90 | 3 | 5 | 5 | 5 | 3 | 21 | 4,20 |
| 91 | 5 | 3 | 4 | 4 | 3 | 19 | 3,80 |
| 92 | 5 | 4 | 5 | 4 | 5 | 23 | 4,60 |
| 93 | 5 | 3 | 4 | 4 | 5 | 21 | 4,20 |
| 94 | 5 | 5 | 5 | 5 | 5 | 25 | 5,00 |
| 95 | 3 | 3 | 4 | 5 | 4 | 19 | 3,80 |
| 96 | 4 | 4 | 4 | 4 | 4 | 20 | 4,00 |
| 97 | 3 | 4 | 3 | 4 | 4 | 18 | 3,60 |
| 98 | 3 | 4 | 5 | 4 | 5 | 21 | 4,20 |
| 99 | 2 | 4 | 4 | 4 | 5 | 19 | 3,80 |
| 100 | 3 | 2 | 4 | 4 | 4 | 17 | 3,40 |
| Jumlah Skor | | | | | | 2228 | 445,60 |
| Rata-rata Skor | | | | | | | 4,46 |

Diskon (X3)

| Diskon (X3) | | | | | |
|--------------------|-------------------|-------------|-------------|--------------------|-----------------------|
| No. | Pernyataan | | | Jumlah Skor | Rata-rata skor |
| | X3.1 | X3.2 | X3.3 | | |
| 1 | 5 | 4 | 5 | 14 | 4,67 |
| 2 | 5 | 5 | 5 | 15 | 5,00 |
| 3 | 4 | 4 | 4 | 12 | 4,00 |
| 4 | 3 | 5 | 5 | 13 | 4,33 |
| 5 | 5 | 5 | 5 | 15 | 5,00 |
| 6 | 5 | 4 | 4 | 13 | 4,33 |
| 7 | 5 | 4 | 5 | 14 | 4,67 |
| 8 | 5 | 5 | 5 | 15 | 5,00 |
| 9 | 5 | 4 | 4 | 13 | 4,33 |
| 10 | 4 | 4 | 5 | 13 | 4,33 |
| 11 | 4 | 5 | 4 | 13 | 4,33 |
| 12 | 5 | 5 | 5 | 15 | 5,00 |
| 13 | 4 | 5 | 4 | 13 | 4,33 |
| 14 | 3 | 3 | 3 | 9 | 3,00 |
| 15 | 4 | 4 | 4 | 12 | 4,00 |
| 16 | 5 | 4 | 5 | 14 | 4,67 |
| 17 | 5 | 4 | 5 | 14 | 4,67 |
| 18 | 5 | 5 | 5 | 15 | 5,00 |
| 19 | 5 | 5 | 4 | 14 | 4,67 |
| 20 | 4 | 4 | 4 | 12 | 4,00 |
| 21 | 5 | 5 | 5 | 15 | 5,00 |
| 22 | 3 | 4 | 3 | 10 | 3,33 |
| 23 | 3 | 3 | 3 | 9 | 3,00 |
| 24 | 4 | 4 | 4 | 12 | 4,00 |
| 25 | 5 | 4 | 5 | 14 | 4,67 |
| 26 | 4 | 5 | 5 | 14 | 4,67 |
| 27 | 5 | 5 | 5 | 15 | 5,00 |
| 28 | 5 | 4 | 5 | 14 | 4,67 |
| 29 | 5 | 5 | 5 | 15 | 5,00 |
| 30 | 4 | 4 | 4 | 12 | 4,00 |
| 31 | 5 | 5 | 5 | 15 | 5,00 |
| 32 | 4 | 4 | 4 | 12 | 4,00 |

| | | | | | |
|-----------|---|---|---|----|------|
| 33 | 4 | 5 | 4 | 13 | 4,33 |
| 34 | 4 | 5 | 5 | 14 | 4,67 |
| 35 | 4 | 4 | 5 | 13 | 4,33 |
| 36 | 4 | 4 | 4 | 12 | 4,00 |
| 37 | 5 | 5 | 5 | 15 | 5,00 |
| 38 | 5 | 5 | 5 | 15 | 5,00 |
| 39 | 4 | 4 | 5 | 13 | 4,33 |
| 40 | 3 | 3 | 3 | 9 | 3,00 |
| 41 | 4 | 5 | 5 | 14 | 4,67 |
| 42 | 5 | 5 | 5 | 15 | 5,00 |
| 43 | 4 | 4 | 4 | 12 | 4,00 |
| 44 | 5 | 5 | 4 | 14 | 4,67 |
| 45 | 3 | 4 | 4 | 11 | 3,67 |
| 46 | 4 | 5 | 5 | 14 | 4,67 |
| 47 | 3 | 5 | 5 | 13 | 4,33 |
| 48 | 4 | 4 | 4 | 12 | 4,00 |
| 49 | 4 | 5 | 4 | 13 | 4,33 |
| 50 | 4 | 4 | 4 | 12 | 4,00 |
| 51 | 4 | 4 | 4 | 12 | 4,00 |
| 52 | 5 | 5 | 5 | 15 | 5,00 |
| 53 | 4 | 4 | 4 | 12 | 4,00 |
| 54 | 4 | 4 | 4 | 12 | 4,00 |
| 55 | 4 | 4 | 4 | 12 | 4,00 |
| 56 | 3 | 4 | 5 | 12 | 4,00 |
| 57 | 3 | 3 | 4 | 10 | 3,33 |
| 58 | 5 | 5 | 5 | 15 | 5,00 |
| 59 | 4 | 4 | 4 | 12 | 4,00 |
| 60 | 5 | 4 | 5 | 14 | 4,67 |
| 61 | 5 | 4 | 4 | 13 | 4,33 |
| 62 | 4 | 5 | 5 | 14 | 4,67 |
| 63 | 5 | 4 | 5 | 14 | 4,67 |
| 64 | 4 | 4 | 5 | 13 | 4,33 |
| 65 | 4 | 4 | 4 | 12 | 4,00 |
| 66 | 4 | 3 | 4 | 11 | 3,67 |
| 67 | 5 | 5 | 5 | 15 | 5,00 |
| 68 | 4 | 4 | 4 | 12 | 4,00 |
| 69 | 5 | 5 | 5 | 15 | 5,00 |

| | | | | | |
|-----------------------|---|---|---|-------------|---------------|
| 70 | 4 | 5 | 4 | 13 | 4,33 |
| 71 | 5 | 4 | 5 | 14 | 4,67 |
| 72 | 5 | 5 | 5 | 15 | 5,00 |
| 73 | 4 | 4 | 4 | 12 | 4,00 |
| 74 | 4 | 4 | 4 | 12 | 4,00 |
| 75 | 3 | 3 | 3 | 9 | 3,00 |
| 76 | 5 | 4 | 4 | 13 | 4,33 |
| 77 | 5 | 4 | 5 | 14 | 4,67 |
| 78 | 4 | 4 | 4 | 12 | 4,00 |
| 79 | 4 | 4 | 3 | 11 | 3,67 |
| 80 | 4 | 4 | 4 | 12 | 4,00 |
| 81 | 4 | 4 | 4 | 12 | 4,00 |
| 82 | 4 | 4 | 5 | 13 | 4,33 |
| 83 | 5 | 5 | 5 | 15 | 5,00 |
| 84 | 5 | 4 | 5 | 14 | 4,67 |
| 85 | 4 | 4 | 4 | 12 | 4,00 |
| 86 | 5 | 5 | 4 | 14 | 4,67 |
| 87 | 3 | 3 | 3 | 9 | 3,00 |
| 88 | 4 | 4 | 4 | 12 | 4,00 |
| 89 | 5 | 5 | 5 | 15 | 5,00 |
| 90 | 4 | 4 | 4 | 12 | 4,00 |
| 91 | 3 | 3 | 4 | 10 | 3,33 |
| 92 | 5 | 4 | 5 | 14 | 4,67 |
| 93 | 4 | 4 | 4 | 12 | 4,00 |
| 94 | 5 | 5 | 5 | 15 | 5,00 |
| 95 | 4 | 4 | 3 | 11 | 3,67 |
| 96 | 4 | 4 | 4 | 12 | 4,00 |
| 97 | 3 | 3 | 3 | 9 | 3,00 |
| 98 | 2 | 2 | 4 | 8 | 2,67 |
| 99 | 4 | 4 | 4 | 12 | 4,00 |
| 100 | 4 | 4 | 4 | 12 | 4,00 |
| Jumlah Skor | | | | 1284 | 428,00 |
| Rata-rata Skor | | | | | 4,28 |

Keputusan Pembelian (Y)

| Keputusan Pembelian (Y) | | | | | | |
|--------------------------------|-------------------|------------|------------|------------|--------------------|-----------------------|
| No. | Pernyataan | | | | Jumlah Skor | Rata-rata skor |
| | X3.1 | Y.2 | Y.3 | Y.4 | | |
| 1 | 5 | 4 | 5 | 4 | 18 | 4,50 |
| 2 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 3 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 4 | 5 | 3 | 5 | 5 | 18 | 4,50 |
| 5 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 6 | 5 | 4 | 5 | 5 | 19 | 4,75 |
| 7 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 8 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 9 | 4 | 4 | 5 | 4 | 17 | 4,25 |
| 10 | 5 | 5 | 4 | 5 | 19 | 4,75 |
| 11 | 5 | 4 | 5 | 4 | 18 | 4,50 |
| 12 | 4 | 5 | 4 | 5 | 18 | 4,50 |
| 13 | 5 | 4 | 5 | 4 | 18 | 4,50 |
| 14 | 3 | 3 | 5 | 5 | 16 | 4,00 |
| 15 | 5 | 5 | 5 | 4 | 19 | 4,75 |
| 16 | 4 | 5 | 5 | 5 | 19 | 4,75 |
| 17 | 5 | 4 | 5 | 5 | 19 | 4,75 |
| 18 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 19 | 4 | 5 | 5 | 5 | 19 | 4,75 |
| 20 | 5 | 4 | 5 | 5 | 19 | 4,75 |
| 21 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 22 | 3 | 3 | 4 | 3 | 13 | 3,25 |
| 23 | 2 | 2 | 4 | 4 | 12 | 3,00 |
| 24 | 4 | 4 | 5 | 4 | 17 | 4,25 |
| 25 | 4 | 5 | 5 | 5 | 19 | 4,75 |
| 26 | 4 | 4 | 5 | 5 | 18 | 4,50 |
| 27 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 28 | 5 | 4 | 5 | 4 | 18 | 4,50 |
| 29 | 5 | 5 | 5 | 5 | 20 | 5,00 |

| | | | | | | |
|-----------|---|---|---|---|----|------|
| 30 | 4 | 3 | 5 | 4 | 16 | 4,00 |
| 31 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 32 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 33 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 34 | 4 | 5 | 5 | 5 | 19 | 4,75 |
| 35 | 4 | 5 | 5 | 5 | 19 | 4,75 |
| 36 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 37 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 38 | 5 | 5 | 5 | 4 | 19 | 4,75 |
| 39 | 4 | 4 | 5 | 5 | 18 | 4,50 |
| 40 | 4 | 5 | 5 | 5 | 19 | 4,75 |
| 41 | 4 | 5 | 5 | 5 | 19 | 4,75 |
| 42 | 4 | 4 | 5 | 5 | 18 | 4,50 |
| 43 | 5 | 5 | 4 | 4 | 18 | 4,50 |
| 44 | 5 | 5 | 4 | 5 | 19 | 4,75 |
| 45 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 46 | 4 | 5 | 4 | 4 | 17 | 4,25 |
| 47 | 4 | 5 | 4 | 5 | 18 | 4,50 |
| 48 | 5 | 4 | 5 | 4 | 18 | 4,50 |
| 49 | 5 | 4 | 4 | 5 | 18 | 4,50 |
| 50 | 4 | 4 | 5 | 5 | 18 | 4,50 |
| 51 | 4 | 4 | 5 | 4 | 17 | 4,25 |
| 52 | 5 | 4 | 5 | 5 | 19 | 4,75 |
| 53 | 4 | 5 | 5 | 5 | 19 | 4,75 |
| 54 | 4 | 5 | 4 | 4 | 17 | 4,25 |
| 55 | 4 | 4 | 4 | 5 | 17 | 4,25 |
| 56 | 4 | 5 | 4 | 5 | 18 | 4,50 |
| 57 | 5 | 4 | 5 | 4 | 18 | 4,50 |
| 58 | 5 | 4 | 4 | 5 | 18 | 4,50 |
| 59 | 5 | 4 | 4 | 3 | 16 | 4,00 |
| 60 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 61 | 4 | 5 | 4 | 4 | 17 | 4,25 |
| 62 | 4 | 3 | 5 | 4 | 16 | 4,00 |
| 63 | 4 | 5 | 4 | 5 | 18 | 4,50 |

| | | | | | | |
|----|---|---|---|---|----|------|
| 64 | 3 | 3 | 5 | 5 | 16 | 4,00 |
| 65 | 5 | 4 | 5 | 5 | 19 | 4,75 |
| 66 | 5 | 3 | 2 | 4 | 14 | 3,50 |
| 67 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 68 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 69 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 70 | 5 | 4 | 5 | 4 | 18 | 4,50 |
| 71 | 5 | 5 | 5 | 4 | 19 | 4,75 |
| 72 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 73 | 4 | 5 | 5 | 4 | 18 | 4,50 |
| 74 | 4 | 5 | 4 | 5 | 18 | 4,50 |
| 75 | 4 | 3 | 4 | 4 | 15 | 3,75 |
| 76 | 4 | 5 | 4 | 5 | 18 | 4,50 |
| 77 | 4 | 5 | 5 | 4 | 18 | 4,50 |
| 78 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 79 | 4 | 3 | 4 | 4 | 15 | 3,75 |
| 80 | 5 | 4 | 4 | 4 | 17 | 4,25 |
| 81 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 82 | 5 | 4 | 4 | 5 | 18 | 4,50 |
| 83 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 84 | 4 | 5 | 4 | 5 | 18 | 4,50 |
| 85 | 5 | 5 | 5 | 4 | 19 | 4,75 |
| 86 | 4 | 5 | 5 | 5 | 19 | 4,75 |
| 87 | 3 | 3 | 3 | 4 | 13 | 3,25 |
| 88 | 5 | 4 | 4 | 3 | 16 | 4,00 |
| 89 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 90 | 5 | 5 | 3 | 1 | 14 | 3,50 |
| 91 | 5 | 3 | 4 | 4 | 16 | 4,00 |
| 92 | 5 | 4 | 5 | 5 | 19 | 4,75 |
| 93 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 94 | 5 | 5 | 5 | 5 | 20 | 5,00 |
| 95 | 4 | 3 | 4 | 4 | 15 | 3,75 |
| 96 | 4 | 4 | 4 | 4 | 16 | 4,00 |
| 97 | 4 | 3 | 4 | 3 | 14 | 3,50 |

| | | | | | | |
|-----------------------|---|---|---|---|-------------|---------------|
| 98 | 5 | 4 | 5 | 3 | 17 | 4,25 |
| 99 | 4 | 5 | 4 | 1 | 14 | 3,50 |
| 100 | 4 | 4 | 3 | 3 | 14 | 3,50 |
| Jumlah Skor | | | | | 1771 | 442,75 |
| Rata-rata Skor | | | | | | 4,43 |

Lampiran 3 Hasil Olah Data Uji Validitas

Brand Image (X1)

| | | Correlations | | | | | |
|----------|---------------------|---------------------|--------|--------|--------|--------|----------|
| | | X1_1 | X1_2 | X1_3 | X1_4 | X1_5 | TOTAL_X1 |
| X1_1 | Pearson Correlation | 1 | .598** | .356 | .356 | .464** | .737** |
| | Sig. (2-tailed) | | .000 | .053 | .053 | .010 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1_2 | Pearson Correlation | .598** | 1 | .447* | .447* | .239 | .781** |
| | Sig. (2-tailed) | .000 | | .013 | .013 | .203 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1_3 | Pearson Correlation | .356 | .447* | 1 | .259 | .356 | .664** |
| | Sig. (2-tailed) | .053 | .013 | | .167 | .053 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1_4 | Pearson Correlation | .356 | .447* | .259 | 1 | .802** | .766** |
| | Sig. (2-tailed) | .053 | .013 | .167 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1_5 | Pearson Correlation | .464** | .239 | .356 | .802** | 1 | .737** |
| | Sig. (2-tailed) | .010 | .203 | .053 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL_X1 | Pearson Correlation | .737** | .781** | .664** | .766** | .737** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |

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

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

Cita Rasa (X2)

| | | Correlations | | | | | |
|----------|---------------------|---------------------|--------|--------|--------|--------|----------|
| | | X2_1 | X2_2 | X2_3 | X2_4 | X2_5 | TOTAL_X2 |
| X2_1 | Pearson Correlation | 1 | .447* | .599** | .351 | .614** | .816** |
| | Sig. (2-tailed) | | .013 | .000 | .057 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2_2 | Pearson Correlation | .447* | 1 | .342 | .850** | .523** | .808** |
| | Sig. (2-tailed) | .013 | | .065 | .000 | .003 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2_3 | Pearson Correlation | .599** | .342 | 1 | .247 | .247 | .687** |
| | Sig. (2-tailed) | .000 | .065 | | .188 | .188 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2_4 | Pearson Correlation | .351 | .850** | .247 | 1 | .423* | .730** |
| | Sig. (2-tailed) | .057 | .000 | .188 | | .020 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2_5 | Pearson Correlation | .614** | .523** | .247 | .423* | 1 | .730** |
| | Sig. (2-tailed) | .000 | .003 | .188 | .020 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL_X2 | Pearson Correlation | .816** | .808** | .687** | .730** | .730** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |

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

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

Diskon (X3)

| | | Correlations | | | |
|------|---------------------|---------------------|------|------|----------|
| | | X3_1 | X3_2 | X3_3 | TOTAL_X3 |
| X3_1 | Pearson Correlation | 1 | .070 | .337 | .672** |
| | Sig. (2-tailed) | | .714 | .069 | .000 |

| | | | | | |
|----------|---------------------|--------|--------|--------|--------|
| | N | 30 | 30 | 30 | 30 |
| X3_2 | Pearson Correlation | .070 | 1 | .614** | .724** |
| | Sig. (2-tailed) | .714 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 |
| X3_3 | Pearson Correlation | .337 | .614** | 1 | .844** |
| | Sig. (2-tailed) | .069 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 |
| TOTAL_X3 | Pearson Correlation | .672** | .724** | .844** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 |

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

Keputusan Pembelian (Y)

| | | Correlations | | | | |
|---------|---------------------|--------------|--------|--------|--------|---------|
| | | Y1 | Y2 | Y3 | Y4 | TOTAL_Y |
| Y1 | Pearson Correlation | 1 | .516** | .356 | .630** | .813** |
| | Sig. (2-tailed) | | .004 | .053 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Y2 | Pearson Correlation | .516** | 1 | .144 | .516** | .821** |
| | Sig. (2-tailed) | .004 | | .448 | .004 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Y3 | Pearson Correlation | .356 | .144 | 1 | .356 | .522** |
| | Sig. (2-tailed) | .053 | .448 | | .053 | .003 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Y4 | Pearson Correlation | .630** | .516** | .356 | 1 | .813** |
| | Sig. (2-tailed) | .000 | .004 | .053 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| TOTAL_Y | Pearson Correlation | .813** | .821** | .522** | .813** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .003 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 |

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

Uji Reliabilitas X1

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .788 | 6 |

Uji Reliabilitas X2

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .792 | 6 |

Uji Reliabilitas X3

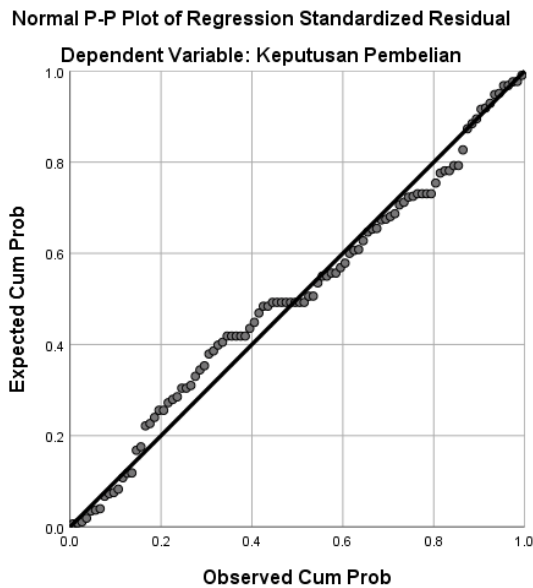
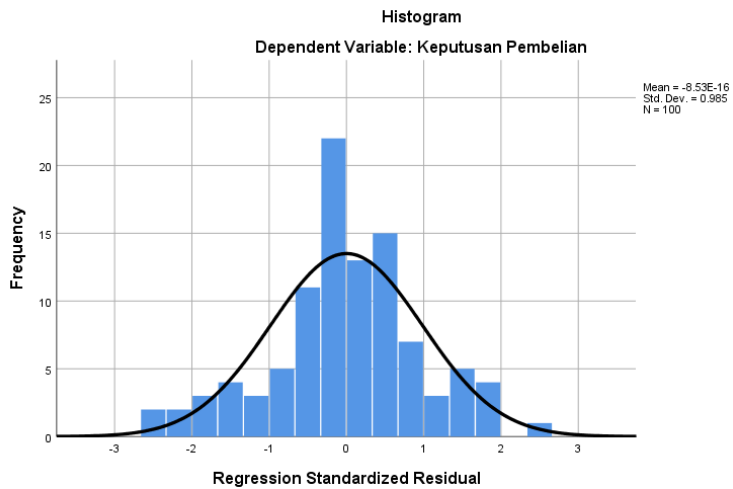
| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .796 | 4 |

Uji Asumsi Klasik

Uji Normalitas

| One-Sample Kolmogorov-Smirnov Test | | |
|------------------------------------|----------------|-------------------------|
| | | Unstandardized Residual |
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.15215202 |
| Most Extreme Differences | Absolute | .077 |
| | Positive | .066 |

| | | |
|--|----------|-------------------|
| | Negative | -.077 |
| Test Statistic | | .077 |
| Asymp. Sig. (2-tailed) | | .146 ^c |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

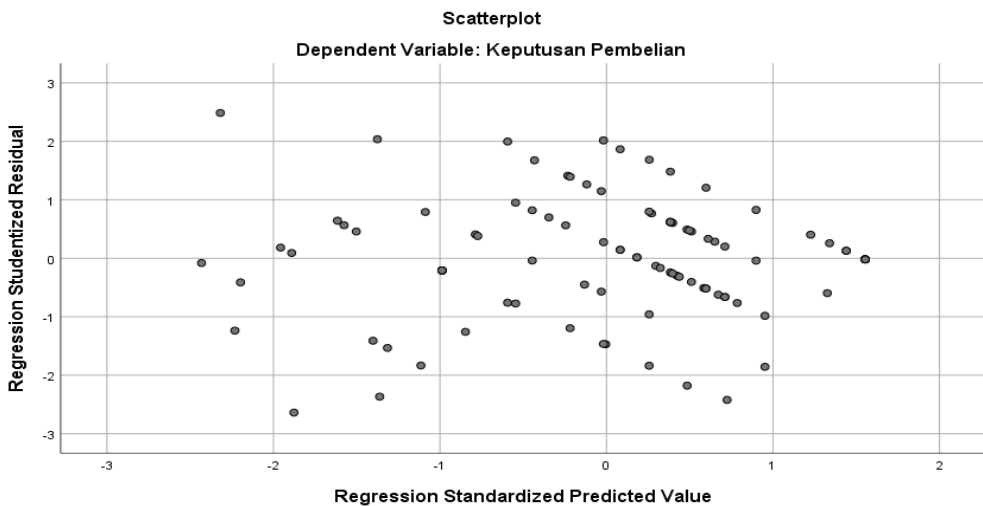


Uji Multikolinearitas

| Coefficients ^a | | | | | | | | |
|---------------------------|-------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1.116 | 1.411 | | .791 | .431 | | |
| | Brand Image | .169 | .074 | .196 | 2.278 | .025 | .525 | 1.903 |
| | Citra Rasa | .318 | .072 | .343 | 4.431 | .000 | .650 | 1.538 |
| | Diskon | .448 | .087 | .408 | 5.150 | .000 | .621 | 1.611 |

a. Dependent Variable: Keputusan Pembelian

Uji Heteroskedastisitas



Uji Linearitas

Brand Image (X1)

| ANOVA Table | | | | | | | |
|-----------------------------------|----------------|--------------------------|----------------|----|-------------|--------|-------|
| | | | Sum of Squares | df | Mean Square | F | Sig . |
| Keputusan Pembelian * Brand Image | Between Groups | (Combined) | 171.285 | 10 | 17.128 | 8.502 | .000 |
| | | Linearity | 143.110 | 1 | 143.110 | 71.034 | .000 |
| | | Deviation from Linearity | 28.175 | 9 | 3.131 | 1.554 | .142 |
| | Within Groups | | 179.305 | 89 | 2.015 | | |
| | Total | | 350.590 | 99 | | | |

Cita Rasa (X2)

| ANOVA Table | | | | | | | |
|---------------------------------|----------------|--------------------------|----------------|----|-------------|--------|-------|
| | | | Sum of Squares | df | Mean Square | F | Sig . |
| Keputusan Pembelian * Cita Rasa | Between Groups | (Combined) | 176.322 | 9 | 19.591 | 10.118 | .000 |
| | | Linearity | 144.814 | 1 | 144.814 | 74.789 | .000 |
| | | Deviation from Linearity | 31.508 | 8 | 3.938 | 2.034 | .051 |
| | Within Groups | | 174.268 | 90 | 1.936 | | |

| | | | | | | |
|--|-------|-------------|--------|--|--|--|
| | Total | 350.59 0 | 9 9 | | | |
|--|-------|-------------|--------|--|--|--|

Diskon (X3)

| ANOVA Table | | | | | | | |
|------------------------------|----------------|--------------------------|----------------|----|-------------|--------|------|
| | | | Sum of Squares | df | Mean Square | F | Sig. |
| Keputusan Pembelian * Diskon | Between Groups | (Combined) | 180.402 | 7 | 25.772 | 13.932 | .000 |
| | | Linearity | 163.605 | 1 | 163.605 | 88.442 | .000 |
| | | Deviation from Linearity | 16.797 | 6 | 2.800 | 1.513 | .182 |
| | Within Groups | | 170.188 | 92 | 1.850 | | |
| | Total | | 350.590 | 99 | | | |

Uji Regresi Linear Berganda

| Coefficients ^a | | | | | | |
|---------------------------|-------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.116 | 1.411 | | .791 | .431 |
| | Brand Image | .169 | .074 | .196 | 2.278 | .025 |
| | Cita Rasa | .318 | .072 | .343 | 4.431 | .000 |
| | Diskon | .448 | .087 | .408 | 5.150 | .000 |

a. Dependent Variable: Keputusan Pembelian

Lampiran 4 Uji Hipotesis

Uji t (Uji Parsial)

| Coefficients ^a | | | | | | |
|--|-------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.116 | 1.411 | | .791 | .431 |
| | Brand Image | .169 | .074 | .196 | 2.278 | .025 |
| | Citra Rasa | .318 | .072 | .343 | 4.431 | .000 |
| | Diskon | .448 | .087 | .408 | 5.150 | .000 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |

Uji F (Simultan)

| ANOVA ^a | | | | | | |
|--|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 219.172 | 3 | 73.057 | 53.368 | .000 ^b |
| | Residual | 131.418 | 96 | 1.369 | | |
| | Total | 350.590 | 99 | | | |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |
| b. Predictors: (Constant), Diskon, Citra Rasa, Brand Image | | | | | | |

Uji Determinasi R^2

| Model Summary ^b | | | | |
|--|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .791 ^a | .625 | .613 | 1.170 |
| a. Predictors: (Constant), Diskon, Citra Rasa, Brand Image | | | | |
| b. Dependent Variable: Keputusan Pembelian | | | | |

Lampiran 5 Hasil Turnitin



UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
LABORATORIUM OTONOMI DAERAH
 Gedung F Lantai 2 Universitas 17 Agustus 1945 Surabaya
 Jl. Semolowaru No. 45 Surabaya, Telp. (031) 5931800

SURAT KETERANGAN

Nomor: 423/K/LOD/VI/2024

Yang bertanda tangan di bawah ini penanggung jawab Uji Turnitin dari Fakultas Ilmu Sosial dan Ilmu Politik Universitas 17 Agustus 1945 (UNTAG) by Surabaya

Nama : Moh. Dey Prayogo, S.I.Kom., M.I.Kom
 NPP : 20150220869

Dengan ini menerangkan bahwa:

Nama : Tarissa Zahrah Endarifa
 NBI : 1122000080

Berdasarkan hasil uji turnitin untuk Bab 1,4,5 skripsi mahasiswa tersebut telah di bawah 20%. Surat Keterangan ini di berikan atas permintaan yang bersangkutan untuk "Pendaftaran ujian skripsi".

Demikian surat keterangan ini dibuat untuk dapat dipergunakan sebagaimana mestinya.

Surabaya, 07 Juni 2024

Mengetahui
 Kepala Lab. Otoda,


 ADM. NISTRAS. PUBLIK
 UNIVERSITAS 17 AGUSTUS 1945
 SURABAYA
 Dida Rahmadanik, S.AP, M.AP

PIC Uji Plagiasi


 Moh. Dey Prayogo, S.I.kom., M.I.Kom

Tarissa bab 1,4,&5

ORIGINALITY REPORT

| | | | |
|------------------|------------------|--------------|----------------|
| 12% | 7% | 3% | 9% |
| SIMILARITY INDEX | INTERNET SOURCES | PUBLICATIONS | STUDENT PAPERS |

PRIMARY SOURCES

| | | |
|----------|---|---------------|
| 1 | Submitted to Universitas Islam Lamongan Student Paper | 2% |
| 2 | repository.untag-sby.ac.id Internet Source | 2% |
| 3 | Submitted to Universitas Islam Negeri Antasari Banjarmasin Student Paper | 1% |
| 4 | Submitted to IAIN Purwokerto Student Paper | 1% |
| 5 | Mochammad Rifky Pamungkas, Muhamad Rizal, Ria Arifianti, Asmaul Husna. "Pengaruh Orientasi Kewirausahaan, Kinerja Pemasaran, dan Kapabilitas TIK Terhadap Keunggulan Bersaing Pada Pelaku UMKM di Sentra Industri Sepatu Cibaduyut Kota Bandung", Bahtera Inovasi, 2021 Publication | 1% |
| 6 | Submitted to Universitas 17 Agustus 1945 Surabaya Student Paper | <1% |

Lampiran 6 Keterangan Bebas Lab



UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
LABORATORIUM KEWIRAUSAHAAN



Gedung F Lantai 1 Universitas 17 Agustus 1945 Surabaya
Jl. Semolowaru No. 45 Surabaya, Telp. (031) 5931800

SURAT KETERANGAN

Nomor: 104/SK/KWU-K/Genap/VII/2022

Kepala Laboratorium Kewirausahaan Fakultas Ilmu Sosial dan Ilmu Politik Universitas 17 Agustus 1945 (UNTAG) Surabaya

Nama : Beta Puspitaning Ayodya, S.Sos., MA
NPP : 20150.17.0746

Dengan ini menerangkan bahwa:

Nama : Tarissa Zahrah Endarifa
NBI : 1122000080


telah menyelesaikan pembayaran Laboratorium Kewirausahaan.

Demikian surat keterangan ini dibuat untuk dapat dipergunakan sebagaimana mestinya.

Surabaya, 31 Juli 2022
Kalab. Kewirausahaan

(Beta Puspitaning Ayodya, S.Sos., MA)
NPP: 20150.17.0746

Lampiran 7 Bukti Bimbingan



UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
 Program Studi • Administrasi Publik • Administrasi Bisnis • Ilmu Komunikasi
 • Magister Administrasi Publik • Magister Ilmu Komunikasi • Doktor Ilmu Administrasi
 Gedung F 101 Jl. Semolowaru 45 Surabaya (60116)
 Telp. 031-5991742, 5931800 psw. 159 email : fsiip@untag-sby.ac.id

KARTU BIMBINGAN SKRIPSI

Nama : Tarissa Zahrah Enderlita
 NBI : 1122000080
 Program Studi : Administrasi Niaga
 Dosen Pembimbing I : Drs. Ute Chairuz M. Nasution, M.S.
 Dosen Pembimbing II : Dra. Diana Juni Mulyati, M.M.

Judul Skripsi : Pengaruh Brand Image, Cita Rasa, dan Diskon Terhadap Keputusan Pembelian Konsumen JCO Donuts

| No | Tanggal | Saran/Perbaikan | Pembimbing | |
|----|-----------|---|----------------|----------------|
| | | | Paraf Dospem 1 | Paraf Dospem 2 |
| 1 | 6 Nov 24 | Detail | ✓ | |
| 2 | 5/3-24 | Bab I → acc dengan perbaikan tujuan penelitian | | ✓ |
| 3 | 26 Nov 24 | Bab I (7 BKR) | ✓ | |
| 4 | 28 Nov 24 | BAB I ACC | ✓ | |
| 5 | 3/4-24 | Bab II → acc ds. perbaikan teknik penulisan pd. -suplemen | | ✓ |
| 6 | 17 AP 24 | Bab II keri | ✓ | |
| 7 | 18 AP 24 | BAB II ACC & Per Bab I | ✓ | |
| 8 | 19/4-24 | Bab III → skala pengeluran, skala likert (bukti) | | ✓ |
| | 23/4-24 | Bab III → acc ds. perbaikan rancangan penelitian | | ✓ |
| 9 | 25 AP 24 | Bab III keri | ✓ | |
| 10 | 20 AP 24 | BAB III ACC QUEST? | ✓ | |
| 11 | 8/5-24 | Kesimpulan → acc ds. revisi | ✓ | |
| 12 | 12/5/24 | BAB III ACC | ✓ | |
| 13 | 28/5-24 | Bab IV → Acc. | | ✓ |



UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK

Program Studi • Administrasi Publik • Administrasi Bisnis • Ilmu Komunikasi
 • Magister Administrasi Publik • Magister Ilmu Komunikasi • Doktor Ilmu Administrasi

Gedung F 101 Jl. Semolowaru 45 Surabaya (60118)

Telp. 031-5991742, 5931800 psw. 159 email : fisip@untag-sby.ac.id

| No | Tanggal | Saran/Perbaikan | Pembimbing | |
|----|----------|---------------------------|---------------|---------------|
| | | | Paraf Dosen 1 | Paraf Dosen 2 |
| | 20/01/24 | Lab U Acc. lab U 12/18 | | |
| | 20/01/24 | Lab U Acc & perb. | | |
| | | Lab. U acc. | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Catatan:

1. Kartu Pembimbing dibawa saat bimbingan
2. Kartu bimbingan diisi oleh Dosen Pembimbing

Bimbingan dinyatakan telah selesai

Tanggal 20/01/2024

Dosen Pembimbing I.

Dosen Pembimbing II.

Lampiran 8 Lembar Revisi

PROGRAM STUDI ADMINISTRASI NIAGA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS 17 AGUSTUS 1945 SURABAYA

LEMBAR REVISI UJIAN SKRIPSI

Nama : Tarissa Zahrah Endarifa

NIM : 1122000080

Hari/ Tanggal Ujian : Rabu, 3 Juli 2024

Judul Skripsi : Pengaruh Brand Image, Cita Rasa, dan Diskon Terhadap Keputusan Pembelian Konsumen J.CO Donuts

Catatan Perbaikan:

Surabaya,
Persetujuan Dosen Penguji Telah Revisi/Perbaikan,



Revisi dari Dosen Penguji,



Catatan: Bila tidak ada revisi, dosen penguji wajib menuliskan "tidak ada revisi", dan menandatangani di sebelah kanan dan kiri.

PROGRAM STUDI ADMINISTRASI NIAGA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS 17 AGUSTUS 1945 SURABAYA

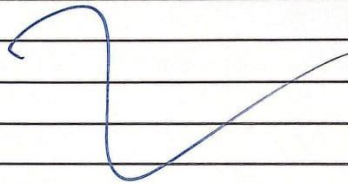
LEMBAR REVISI UJIAN SKRIPSI

Nama : Tarissa Zahrah Endarifa
NIM : 1122000080
Hari/ Tanggal Ujian : Rabu, 3 Juli 2024

Judul Skripsi : Pengaruh Brand Image, Cita Rasa, dan Diskon Terhadap Keputusan Pembelian Konsumen J.CO Donuts

Catatan Perbaikan:


1. Perbaiki teknik penulisan
2. Tambahlah teori
3. dll sesuai saran



Surabaya,
Persetujuan Dosen Penguji Telah Revisi/Perbaikan,

 Ace
8/24
7

Revisi dari Dosen Penguji,



Catatan: Bila tidak ada revisi, dosen penguji wajib menuliskan "tidak ada revisi", dan menandatangani di sebelah kanan dan kiri.

PROGRAM STUDI ADMINISTRASI NIAGA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS 17 AGUSTUS 1945 SURABAYA

LEMBAR REVISI UJIAN SKRIPSI

Nama : Tanisa Zahrah Endarita
NIM : 1122000080
Hari/ Tanggal Ujian : Rabu, 3 Juli 2024
Judul Skripsi : Pengaruh Brand Image, Cita Rasa, dan Dickon Terhadap Keputusan Pembelian Konsumen J.CO Donuts

Catatan Perbaikan:

| | |
|------------------------|-----|
| kesimpulan ≠ Resume | Heu |
| perusahaan (Mabishi) | Heu |
| hal 30 cupword → zihay | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |

Surabaya, 10 Jul. 2024
Persetujuan Dosen Penguji Telah Revisi/Perbaikan,

Revisi dari Dosen Penguji,

Catatan: Bila tidak ada revisi, dosen penguji wajib menuliskan "tidak ada revisi", dan menandatangani di sebelah kanan dan kiri.