

Lampiran 1

KUISIONER PENELITIAN

Judul penelitian yang diangkat dalam penelitian ini adalah: **“ANALISIS PENGARUH GAYA HIDUP, HARGA, KUALITAS PRODUK, MEREK, PROMOSI, DAN KELOMPOK REFERENSI TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE BLACKBERRY DI SURABAYA”**. Penulis mengharapkan partisipasi anda untuk dapat mengisi lembar pertanyaan ini sesuai dengan jawaban anda. Segala informasi yang anda berikan semata-mata digunakan untuk kegiatan ilmiah.

Hormat Saya
Sofyan Sidin

Jawablah pertanyaan di bawah ini dengan memberi tanda silang (x)

- a. Jenis Kelamin:
 - 1) Laki-laki
 - 2) Perempuan
- b. Domisili:
 - 1) Surabaya
 - 2) Luar Surabaya
- c. Umur anda saat ini:
 - 1) 18-23 tahun
 - 2) 24-29 tahun
 - 3) 30-35 tahun
 - 4) > 35 tahun
- d. Pendidikan terakhir anda:
 - 1) SMA
 - 2) Sarjana
 - 3) Pasca Sarjana
- e. Status anda:
 - 1) Pelajar/mahasiswa
 - 2) Ibu rumah tangga
 - 3) Karyawan/PNS
 - 4) Wiraswasta
- f. Pengeluaran anda dalam sebulan:
 - 1) < 1.000.000
 - 2) 1.000.000 - 2.000.000
 - 3) 2.000.000 - 3.000.000
 - 4) 3.000.000 - 4.000.000
 - 5) > 4.000.000
- g. Berapa lama anda membeli sekaligus menggunakan smartphone Blackberry:
 - 1) 6 -11 bulan
 - 2) 1 – 2 tahun
 - 3) 2 – 3 tahun
 - 4) Lebih dari 3 tahun

Lampiran 1 (Lanjutan)

Petunjuk pengisian!

Berikan penilaian anda dengan memberi tanda silang (x) pada salah satu angka yang paling sesuai dengan pilihan anda.

Berikut ini adalah keterangan dari setiap nomor:

[STS] Sangat tidak setuju [N] Netral [SS] Sangat Setuju

[TS] Tidak setuju [S] Setuju

GAYA HIDUP (X1)						
No	Pernyataan	STS	TS	N	S	SS
1	Saya membeli Blackberry karena saya aktif di dalam dunia media sosial (facebook, twitter, bbm, dll).					
2	Saya membeli Blackberry karena saya aktif dalam kegiatan komunitas ataupun organisasi.					
3	Saya membeli Blackberry karena saya aktif dalam pekerjaan atau kesibukan.					
4	Saya membeli Blackberry karena tertarik untuk mencoba produk yang baru					
5	Saya membeli Blackberry karena tertarik dengan perkembangan Blackberry saat ini.					
6	Saya membeli Blackberry karena tertarik dengan desain keypad Qwerty-nya.					
7	Saya membeli Blackberry karena Blackberry termasuk smartphome yang mewah.					
8	Saya membeli Blackberry karena Blackberry adalah produk smartphome memiliki teknologi yang canggih.					
9	Saya membeli Blackberry karena Blackberry sudah menjadi kebutuhan hidup pada saat ini.					

Lampiran 1 (Lanjutan)

HARGA (X2)						
No	Pernyataan	STS	TS	N	S	SS
1	Saya membeli Blackberry karena harganya yang terjangkau.					
2	Saya membeli Blackberry karena harganya sepadan dengan kualitasnya.					
3	Saya membeli Blackberry karena manfaat yang diperoleh lebih banyak daripada jumlah harga yang dibayarkan.					

KUALITAS PRODUK (X3)						
No	Pernyataan	STS	TS	N	S	SS
1	Saya membeli Blackberry karena mudah dalam pemakaiannya.					
2	Saya membeli Blackberry karena fitur andalan yaitu BBM dan Push e-mail.					
3	Saya membeli Blackberry karena keandalannya dalam berkomunikasi.					
4	Saya membeli Blackberry karena awet dan tahan lama.					
5	Saya membeli Blackberry karena kemampuan spesifikasinya berfungsi dengan baik.					
6	Saya membeli karena desain atau tampilannya yang menawan.					
7	Saya memilih Blackberry karena Blackberry memiliki kualitas yang tinggi dibandingkan produk yang lain.					
8	Saya membeli Blackberry karena karyawannya memberikan pelayanan servis yang baik.					

Lampiran 1 (Lanjutan)

MEREK (X4)						
No	Pernyataan	STS	TS	N	S	SS
1	Saya membeli Blackberry karena nama mereknya yang mudah diingat.					
2	Saya membeli Blackberry karena nama mereknya yang unik.					
3	Saya membeli Blackberry karena mereknya ternama dan terkenal.					
4	Saya membeli Blackberry karena mereknya mencerminkan kepribadian penggunanya (<i>businessman</i>).					
5	Saya membeli Blackberry karena mereknya sudah menjadi trend dan umum digunakan pada saat ini.					

PROMOSI (X5)						
No	Pernyataan	STS	TS	N	S	SS
1	Saya membeli Blackberry karena iklannya jelas, informatif, dan mudah dipahami.					
2	Saya membeli Blackberry karena penawaran barang iklan khususnya (power bank, case, sarung hp) yang menarik.					
3	Saya membeli Blackberry karena tertarik dengan acara khusus yang diselenggarakan Blackberry.					
4	Saya membeli Blackberry karena sales mempengaruhi saya untuk menggunakan Blackberry.					

Lampiran 1 (Lanjutan)

KELOMPOK REFERENSI (X6)						
No	Pernyataan	STS	TS	N	S	SS
1	Saya membeli Blackberry karena teman/keluarga juga menggunakannya.					
2	Saya membeli smartphone Blackberry karena masyarakat di lingkungan sekitar juga menggunakan smartphone Blackberry.					
3	Saya membeli Blackberry karena mengikuti lingkungan pekerjaan juga menggunakannya.					
4	Saya memilih smartphone Blackberry untuk meningkatkan rasa kepercayaan diri.					
5	Saya membeli Blackberry karena ingin dipuji oleh orang lain.					
6	Saya membeli Blackberry karena ingin menunjukkan selera kepada orang lain.					
7	Saya membeli smartphone Blackberry karena saran dari teman.					
8	Saya membeli smartphone Blackberry karena terpengaruh saran dari pakar teknologi.					
9	Saya membeli smartphone Blackberry karena keinginan pribadi.					

Lampiran 1 (Lanjutan)

KEPUTUSAN PEMBELIAN (Y)						
No	Pernyataan	STS	TS	N	S	SS
1	Saya membeli smartphone Blackberry karena untuk memenuhi kebutuhan komunikasi.					
2	Saya membeli smartphone Blackberry karena rekomendasi dari kerabat terdekat (teman, keluarga, tetangga).					
3	Saya membeli smartphone Blackberry karena lebih bagus dibandingkan dengan merek yang lain.					
4	Saya membeli smartphone Blackberry karena manfaat dan keuntungan yang diperoleh.					
5	Saya merasa puas dengan Blackberry yang digunakan saat ini dan akan terus menggunakannya.					

Lampiran 2

Profil Responden

Resp	JK	Domisili	Usia	Pendidikan	Status	Pengeluaran	Lama
1	2	1	4	1	3	4	2
2	1	1	2	2	3	5	3
3	2	1	2	1	3	4	3
4	1	1	1	1	1	1	2
5	2	1	2	1	3	5	1
6	1	1	1	1	1	2	2
7	2	1	2	2	4	5	3
8	1	1	4	2	3	4	4
9	1	1	1	1	1	1	2
10	1	1	3	2	3	5	3
11	2	1	1	1	1	2	3
12	1	1	1	1	1	2	1
13	2	1	2	1	2	4	3
14	1	1	2	2	3	5	2
15	2	1	4	2	4	5	2
16	1	1	1	1	1	2	1
17	2	1	2	2	3	4	3
18	1	1	1	1	1	2	2
19	2	1	3	2	4	5	3
20	2	1	2	2	4	5	3
21	2	1	1	1	4	5	1
22	2	1	1	1	1	1	1
23	2	1	2	2	2	3	2
24	1	1	4	2	3	5	3
25	2	1	3	2	3	5	4
26	1	1	2	2	3	4	2
27	1	1	1	1	1	2	1
28	1	1	1	2	1	1	1
29	2	1	3	2	3	4	3

Lampiran 2 (Lanjutan)

Resp	JK	Domisili	Usia	Pendidikan	Status	Pengeluaran	Lama
30	1	1	2	1	4	5	4
31	2	1	1	1	1	2	2
32	2	1	2	2	2	4	3
33	2	1	2	2	3	4	2
34	2	1	1	1	1	2	2
35	2	1	1	1	1	2	2
36	2	1	1	1	1	2	2
37	1	1	2	1	3	4	3
38	2	1	2	2	3	5	3
39	1	1	2	2	3	5	4
40	2	1	2	2	3	4	4
41	1	1	2	3	3	4	3
42	2	1	1	1	1	1	1
43	1	1	3	2	3	4	3
44	1	1	1	2	1	2	3
45	1	1	1	1	1	1	2
46	2	1	2	2	2	3	3
47	1	1	2	1	3	5	1
48	2	1	1	1	1	1	1
49	1	1	2	2	4	5	2
50	2	1	1	1	1	2	3
51	1	1	1	1	1	1	2
52	1	1	2	1	3	5	4
53	1	1	1	1	1	2	1
54	2	1	2	2	3	4	4
55	2	1	1	1	1	3	2
56	1	1	1	1	1	1	1
57	2	1	2	2	3	5	3
58	1	1	2	2	3	4	2
59	2	1	1	2	1	2	2

Lampiran 2 (Lanjutan)

Resp	JK	Domisili	Usia	Pendidikan	Status	Pengeluaran	Lama
60	1	1	1	1	1	2	2
61	2	1	2	1	4	5	3
62	1	1	2	2	4	5	3
63	2	1	1	1	1	3	1
64	2	1	2	2	2	5	3
65	2	1	1	1	1	2	2
66	1	1	1	1	1	2	2
67	1	1	2	2	3	4	4
68	1	1	2	1	3	4	3
69	2	1	3	2	4	5	3
70	1	1	1	1	1	2	2
71	2	1	2	2	3	5	3
72	2	1	2	3	3	4	3
73	2	1	3	2	3	5	3
74	1	1	1	1	1	3	2
75	2	1	2	2	3	5	3
76	1	1	4	1	3	5	1
77	2	1	1	1	1	2	2
78	1	1	1	1	1	2	2
79	1	1	2	2	3	5	2
80	2	1	1	1	1	1	1
81	2	1	2	1	4	5	2
82	2	1	2	2	2	3	3
83	1	1	1	1	1	2	2
84	2	1	2	2	3	5	3
85	2	1	2	1	3	4	4
86	1	1	1	1	1	1	2
87	2	1	3	2	3	5	3
88	2	1	2	2	3	4	2
89	2	1	2	2	4	5	1

Lampiran 2 (Lanjutan)

Resp	JK	Domisili	Usia	Pendidikan	Status	Pengeluaran	Lama
90	1	1	1	1	1	3	1
91	1	1	4	2	4	5	1
92	1	1	1	1	1	2	2
93	2	1	2	1	3	4	1
94	2	1	3	1	3	5	3
95	1	1	1	1	3	5	2
96	2	1	1	1	1	2	2
97	1	1	2	2	3	4	1
98	2	1	1	1	1	1	2
99	2	1	2	1	2	5	2
100	2	1	2	2	3	5	2
101	1	1	1	1	1	2	2
102	1	1	3	1	4	5	3
103	1	1	1	2	3	4	3
104	1	1	1	1	1	2	1
105	1	1	2	1	3	4	3
106	2	1	1	1	1	2	2
107	2	1	2	2	3	5	2
108	2	1	4	1	3	4	2
109	1	1	1	1	1	3	2
110	1	1	2	2	3	5	3
111	1	1	1	1	1	2	2
112	1	1	2	2	3	5	2
113	1	1	1	1	1	3	1
114	1	1	2	1	3	5	1
115	2	1	2	2	3	5	1
116	1	1	2	1	3	4	3
117	2	1	1	1	2	5	2
118	2	1	1	1	1	3	1
119	1	1	2	1	3	4	2

Lampiran 2 (Lanjutan)

Resp	JK	Domisili	Usia	Pendidikan	Status	Pengeluaran	Lama
120	2	1	1	1	1	2	2
121	2	1	1	1	1	1	1
122	2	1	1	1	1	2	2
123	2	1	2	2	2	4	2
124	1	1	1	1	1	3	1
125	1	1	1	2	3	4	1
126	2	1	1	1	1	3	2
127	1	1	3	2	3	4	3
128	2	1	2	1	4	5	2
129	1	1	1	1	1	2	1
130	2	1	2	2	3	5	2
131	2	1	1	1	1	2	2
132	1	1	2	2	3	5	3
133	1	1	1	1	3	3	2
134	1	1	3	2	3	4	4
135	1	1	2	1	3	4	4
136	1	1	1	1	1	2	2
137	1	1	3	3	3	5	3
138	1	1	1	1	1	1	3
139	2	1	1	1	2	4	2
140	1	1	2	2	4	5	2
141	2	1	1	1	1	2	2
142	1	1	2	2	3	4	2
143	2	1	2	1	3	5	3
144	1	1	1	1	1	1	1
145	1	1	4	1	3	5	2
146	1	1	1	1	1	2	2
147	1	1	4	2	3	5	2
148	2	1	1	1	1	2	3
149	2	1	3	2	2	5	3

Lampiran 2 (Lanjutan)

Resp	JK	Domisili	Usia	Pendidikan	Status	Pengeluaran	Lama
150	2	1	2	2	2	5	2
151	1	1	1	1	1	2	1
152	1	1	3	1	4	5	2
153	2	1	1	1	1	3	2
154	1	1	1	2	1	2	3
155	2	1	2	3	3	4	2
156	1	1	1	1	1	2	1
157	1	1	2	2	4	5	2
158	1	1	2	2	4	5	3
159	1	1	3	1	3	4	1
160	2	1	1	2	3	5	2
161	1	1	1	1	1	2	1
162	2	1	3	2	3	5	1
163	1	1	1	1	1	2	2
164	2	1	2	1	3	4	2
165	1	1	1	1	1	1	2
166	1	1	4	2	3	4	1
167	1	1	1	1	1	2	2
168	2	1	2	2	3	4	1
169	2	1	1	1	1	2	2
170	1	1	2	2	3	4	3
171	1	1	1	1	1	2	1
172	1	1	3	2	3	4	2
173	2	1	1	2	4	5	3
174	2	1	1	1	1	3	1
175	1	1	3	1	3	4	2
176	2	1	2	3	3	4	3
177	1	1	1	1	1	2	2
178	2	1	2	2	3	4	3
179	2	1	1	1	1	2	2

Lampiran 2 (Lanjutan)

Resp	JK	Domisili	Usia	Pendidikan	Status	Pengeluaran	Lama
180	1	1	1	1	1	2	3
181	2	1	3	2	4	5	2
182	2	1	2	3	2	5	2
183	1	1	1	1	1	2	2
184	1	1	2	2	3	4	3
185	1	1	2	1	4	5	3
186	1	1	2	2	3	5	2
187	2	1	1	1	1	3	2
188	2	1	2	1	2	5	3
189	2	1	1	1	4	5	3
190	1	1	1	1	1	2	2
191	1	1	2	3	3	4	3
192	1	1	1	1	1	1	2
193	1	1	2	2	3	4	3
194	1	1	1	1	1	2	1
195	1	1	1	1	1	1	1
196	2	1	2	2	3	5	2
197	2	1	1	1	1	1	2
198	1	1	2	3	3	5	3
199	2	1	2	2	3	5	3
200	1	1	1	1	1	2	2
201	2	1	1	1	1	2	3
202	1	1	1	1	1	2	2
203	2	1	2	2	3	5	3
204	2	1	2	1	3	5	1
205	1	1	1	1	1	1	3
206	1	1	1	1	1	1	2
207	1	1	2	2	3	5	3
208	1	1	2	2	3	4	3
209	1	1	2	2	3	5	1

Lampiran 3A**Jawaban Responden Terhadap Variabel Gaya Hidup dan Variabel Harga**

Resp	Gaya Hidup (X1)											Harga (X2)				
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	Total	Mean	X2.1	X2.2	X2.3	Total	Mean
1	3	3	4	3	4	3	3	4	3	30	3.33	3	3	3	9	3.00
2	2	2	2	3	2	2	3	3	3	22	2.44	4	4	4	12	4.00
3	3	4	4	3	4	4	4	4	3	33	3.67	3	3	3	9	3.00
4	4	3	3	4	4	4	4	3	4	33	3.67	3	3	4	10	3.33
5	3	3	3	3	4	4	3	4	4	31	3.44	4	3	3	10	3.33
6	4	4	3	3	4	4	4	3	3	32	3.56	3	3	4	10	3.33
7	3	2	2	2	2	2	2	2	2	19	2.11	3	3	3	9	3.00
8	4	4	3	5	5	5	4	4	5	39	4.33	4	4	4	12	4.00
9	4	4	4	4	5	5	5	4	4	39	4.33	3	3	3	9	3.00
10	3	4	4	3	4	4	4	4	3	33	3.67	5	4	5	14	4.67
11	4	4	4	4	4	4	4	4	4	36	4.00	4	4	4	12	4.00
12	5	5	5	4	5	4	5	4	4	41	4.56	5	4	5	14	4.67
13	4	3	4	4	4	4	4	4	4	35	3.89	4	4	4	12	4.00
14	2	2	2	3	2	2	3	2	3	21	2.33	3	3	3	9	3.00
15	4	4	4	4	5	5	4	4	4	38	4.22	5	4	5	14	4.67
16	4	4	4	4	5	5	4	4	4	38	4.22	4	3	4	11	3.67
17	4	5	5	4	5	5	5	4	4	41	4.56	5	5	5	15	5.00

Lampiran 3A (Lanjutan)

Resp	Gaya Hidup (X1)											Harga (X2)				
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	Total	Mean	X2.1	X2.2	X2.3	Total	Mean
18	3	4	4	4	4	4	5	4	4	36	4.00	4	3	4	11	3.67
19	4	5	5	5	5	5	5	5	4	43	4.78	5	5	5	15	5.00
20	4	5	5	5	5	5	5	5	5	44	4.89	5	5	5	15	5.00
21	4	5	5	5	5	5	5	5	5	44	4.89	5	5	5	15	5.00
22	4	4	4	5	4	4	4	5	5	39	4.33	5	4	5	14	4.67
23	5	5	5	4	5	5	5	5	5	44	4.89	5	4	5	14	4.67
24	4	4	4	4	4	4	4	4	4	36	4.00	4	3	4	11	3.67
25	5	5	5	4	4	4	5	5	4	41	4.56	5	5	5	15	5.00
26	4	5	5	3	4	4	5	5	3	38	4.22	5	5	5	15	5.00
27	4	4	4	4	4	4	4	4	4	36	4.00	4	4	4	12	4.00
28	4	4	4	5	5	5	4	4	5	40	4.44	5	4	5	14	4.67
29	3	3	3	4	5	5	4	4	4	35	3.89	3	3	3	9	3.00
30	3	4	4	4	4	4	4	4	3	34	3.78	3	3	3	9	3.00
31	4	4	4	3	4	4	4	4	3	34	3.78	5	4	5	14	4.67
32	5	4	5	4	4	4	4	4	5	39	4.33	4	4	4	12	4.00
33	4	5	5	3	3	3	5	5	3	36	4.00	4	3	4	11	3.67
34	4	4	4	5	5	4	5	5	5	41	4.56	4	4	4	12	4.00
35	3	4	4	3	4	4	4	4	3	33	3.67	5	5	5	15	5.00

Lampiran 3A (Lanjutan)

Resp	Gaya Hidup (X1)											Harga (X2)				
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	Total	Mean	X2.1	X2.2	X2.3	Total	Mean
36	5	5	5	4	5	5	5	5	4	43	4.78	5	5	5	15	5.00
37	3	3	3	4	5	5	3	3	4	33	3.67	3	3	3	9	3.00
38	3	4	4	3	4	4	4	4	3	33	3.67	4	4	4	12	4.00
39	3	4	3	4	3	3	4	3	3	30	3.33	3	3	3	9	3.00
40	4	5	5	3	3	3	4	5	3	35	3.89	4	3	4	11	3.67
41	4	5	5	3	4	4	5	4	3	37	4.11	4	3	4	11	3.67
42	3	4	4	4	5	5	4	4	4	37	4.11	4	4	4	12	4.00
43	4	5	5	3	4	4	5	5	3	38	4.22	5	4	5	14	4.67
44	3	3	3	4	5	5	3	3	4	33	3.67	4	3	4	11	3.67
45	3	4	4	4	4	4	4	4	4	35	3.89	4	4	4	12	4.00
46	4	5	5	3	3	3	4	5	3	35	3.89	5	5	5	15	5.00
47	3	4	4	3	4	4	4	4	3	33	3.67	4	4	4	12	4.00
48	4	5	5	4	4	4	5	5	4	40	4.44	5	5	5	15	5.00
49	4	3	3	4	4	4	3	3	4	32	3.56	3	3	4	10	3.33
50	2	3	4	3	4	4	4	4	4	32	3.56	5	5	5	15	5.00
51	3	4	4	4	4	4	4	5	4	36	4.00	4	3	4	11	3.67
52	2	3	3	4	4	4	4	3	4	31	3.44	5	5	5	15	5.00
53	4	4	4	4	4	4	4	4	4	36	4.00	3	3	3	9	3.00

Lampiran 3A (Lanjutan)

Resp	Gaya Hidup (X1)											Harga (X2)				
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	Total	Mean	X2.1	X2.2	X2.3	Total	Mean
54	3	3	3	3	3	3	3	3	3	27	3,00	5	5	5	15	5.00
55	4	4	4	3	3	3	4	4	3	32	3.56	4	3	4	11	3.67
56	4	4	4	3	4	4	4	4	3	34	3.78	4	4	4	12	4.00
57	3	3	3	3	3	3	3	3	3	27	3,00	3	3	3	9	3.00
58	3	3	3	3	4	4	3	3	3	29	3.22	4	4	4	12	4.00
59	3	4	4	4	5	5	4	3	4	36	4.00	4	4	4	12	4.00
60	3	4	4	4	5	5	4	4	4	37	4.11	3	4	4	11	3.67
61	3	3	3	4	5	5	3	3	3	32	3.56	4	5	5	14	4.67
62	3	4	4	4	4	4	4	4	4	35	3.89	5	5	5	15	5.00
63	4	4	4	4	4	4	5	4	4	37	4.11	4	5	5	14	4.67
64	4	5	5	4	4	4	5	5	4	40	4.44	4	5	5	14	4.67
65	4	5	5	3	4	4	5	5	3	38	4.22	4	5	5	14	4.67
66	4	5	5	2	3	3	4	5	2	33	3.67	4	5	5	14	4.67
67	4	4	4	3	4	4	4	4	3	34	3.78	3	4	4	11	3.67
68	3	4	4	4	4	4	4	4	4	35	3.89	4	4	4	12	4.00
69	4	4	4	3	4	4	4	4	3	34	3.78	4	5	5	14	4.67
70	2	4	4	4	5	5	3	4	4	35	3.89	5	5	5	15	5.00
71	3	4	4	4	5	5	4	4	4	37	4.11	4	5	5	14	4.67

Lampiran 3A (Lanjutan)

Resp	Gaya Hidup (X1)											Harga (X2)				
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	Total	Mean	X2.1	X2.2	X2.3	Total	Mean
72	4	4	4	4	4	4	4	4	4	36	4.00	5	5	4	14	4.67
73	3	4	4	3	3	3	4	4	3	31	3.44	5	5	4	14	4.67
74	4	5	5	4	5	5	5	5	4	42	4.67	5	5	5	15	5.00
75	4	5	5	4	4	4	5	5	4	40	4.44	4	4	4	12	4.00
76	4	4	4	4	5	5	4	4	4	38	4.22	5	5	4	14	4.67
77	3	3	3	5	5	5	3	3	5	35	3.89	4	4	4	12	4.00
78	4	4	4	3	4	4	4	4	3	34	3.78	4	4	4	12	4.00
79	4	5	4	5	4	4	5	4	5	40	4.44	5	5	4	14	4.67
80	5	5	5	3	3	3	5	5	3	37	4.11	4	4	4	12	4.00
81	4	5	5	4	4	4	5	5	4	40	4.44	5	5	4	14	4.67
82	5	4	5	4	5	4	4	4	4	39	4.33	5	5	5	15	5.00
83	5	5	5	4	4	4	4	4	4	39	4.33	5	5	4	14	4.67
84	3	3	3	3	4	4	3	3	3	29	3.22	5	5	4	14	4.67
85	4	4	4	4	4	4	4	4	4	36	4.00	4	4	4	12	4.00
86	4	4	4	4	4	4	4	4	4	36	4.00	5	5	4	14	4.67
87	4	4	4	4	5	5	4	4	5	39	4.33	5	5	4	14	4.67
88	5	4	4	5	4	4	5	4	4	39	4.33	5	5	4	14	4.67
89	4	4	4	3	4	4	4	4	3	34	3.78	5	5	4	14	4.67

Lampiran 3A (Lanjutan)

Resp	Gaya Hidup (X1)											Harga (X2)				
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	Total	Mean	X2.1	X2.2	X2.3	Total	Mean
90	4	4	4	3	4	4	4	4	3	34	3.78	4	4	4	12	4.00
91	4	5	5	5	5	4	4	4	4	40	4.44	5	5	4	14	4.67
92	4	4	4	4	5	5	4	4	5	39	4.33	5	5	4	14	4.67
93	3	4	4	3	3	3	4	5	4	33	3.67	5	5	4	14	4.67
94	3	4	4	3	4	4	4	4	3	33	3.67	4	4	4	12	4.00
95	5	5	5	3	4	4	5	5	3	39	4.33	4	4	4	12	4.00
96	5	5	5	4	4	4	3	4	4	38	4.22	5	5	5	15	5.00
97	4	4	4	4	4	4	4	4	4	36	4.00	4	4	4	12	4.00
98	2	3	3	3	3	3	3	3	3	26	2.89	4	4	4	12	4.00
99	3	4	4	4	4	4	4	4	4	35	3.89	4	3	4	11	3.67
100	2	3	3	4	4	4	3	3	3	29	3.22	4	4	4	12	4.00
101	4	4	4	4	4	4	4	4	4	36	4.00	4	4	4	12	4.00
102	3	3	3	3	3	3	3	3	3	27	3.00	4	4	4	12	4.00
103	4	4	4	3	3	3	4	4	3	32	3.56	3	2	3	8	2.67
104	4	4	4	3	4	4	5	4	3	35	3.89	3	3	3	9	3.00
105	4	4	4	3	4	4	4	4	3	34	3.78	5	5	5	15	5.00
106	3	3	3	3	3	3	3	3	3	27	3.00	3	3	3	9	3.00
107	3	3	3	3	4	4	3	3	4	30	3.33	5	4	5	14	4.67

Lampiran 3A (Lanjutan)

Resp	Gaya Hidup (X1)											Harga (X2)				
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	Total	Mean	X2.1	X2.2	X2.3	Total	Mean
108	3	4	4	4	5	5	4	4	4	37	4.11	5	4	5	14	4.67
109	3	4	4	4	5	5	4	4	4	37	4.11	5	4	5	14	4.67
110	3	3	3	4	5	5	3	3	4	33	3.67	5	5	4	14	4.67
111	3	4	4	3	4	4	4	4	3	33	3.67	5	4	5	14	4.67
112	4	4	4	4	5	5	5	4	4	39	4.33	4	3	4	11	3.67
113	4	5	5	4	4	4	5	5	4	40	4.44	5	5	5	15	5.00
114	4	5	5	3	4	4	5	5	3	38	4.22	5	4	5	14	4.67
115	3	4	4	4	4	4	4	3	4	34	3.78	5	4	5	14	4.67
116	4	5	5	2	3	3	5	5	2	34	3.78	5	5	5	15	5.00
117	4	4	4	3	4	4	4	4	3	34	3.78	5	5	4	14	4.67
118	4	4	4	3	4	4	4	4	4	35	3.89	4	4	4	12	4.00
119	2	3	3	4	5	5	3	3	4	32	3.56	5	5	4	14	4.67
120	3	4	4	4	5	5	4	4	4	37	4.11	5	5	4	14	4.67
121	4	4	4	4	4	4	4	4	4	36	4.00	5	5	4	14	4.67
122	3	4	4	3	3	3	4	4	3	31	3.44	4	4	4	12	4.00
123	4	5	5	4	5	5	5	5	4	42	4.67	5	5	5	15	5.00
124	4	5	5	4	4	4	5	5	4	40	4.44	5	5	4	14	4.67
125	4	4	4	4	5	5	4	4	4	38	4.22	5	5	5	15	5.00

Lampiran 3A (Lanjutan)

Resp	Gaya Hidup (X1)											Harga (X2)				
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	Total	Mean	X2.1	X2.2	X2.3	Total	Mean
126	3	3	3	5	5	5	3	4	5	36	4,00	5	5	4	14	4.67
127	4	5	5	4	5	5	5	5	4	42	4.67	5	5	5	15	5.00
128	4	4	4	3	4	4	4	4	3	34	3.78	5	5	4	14	4.67
129	4	5	5	5	4	4	5	4	4	40	4.44	5	5	5	15	5.00
130	5	5	5	3	3	3	4	5	3	36	4.00	5	5	5	15	5.00
131	4	5	5	4	4	4	5	5	4	40	4.44	5	5	4	14	4.67
132	3	4	4	4	4	4	4	4	4	35	3.89	5	5	5	15	5.00
133	5	5	5	4	4	4	5	5	4	41	4.56	5	5	5	15	5.00
134	3	3	3	3	4	4	3	3	3	29	3.22	5	5	5	15	5.00
135	4	4	4	4	4	4	4	4	4	36	4.00	5	5	4	14	4.67
136	4	4	4	4	4	4	4	4	4	36	4.00	5	5	4	14	4.67
137	4	4	4	4	5	5	4	3	4	37	4.11	4	4	4	12	4.00
138	3	4	4	4	4	4	4	4	4	35	3.89	5	5	5	15	5.00
139	4	4	4	5	4	5	4	5	3	38	4.22	5	5	4	14	4.67
140	4	4	4	3	4	4	4	4	3	34	3.78	5	5	5	15	5.00
141	4	5	5	5	5	5	5	5	5	44	4.89	5	5	4	14	4.67
142	4	4	4	3	3	3	4	4	3	32	3.56	5	5	4	14	4.67
143	3	4	4	2	2	2	4	4	2	27	3.00	5	5	4	14	4.67

Lampiran 3A (Lanjutan)

Resp	Gaya Hidup (X1)											Harga (X2)				
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	Total	Mean	X2.1	X2.2	X2.3	Total	Mean
144	3	4	4	3	4	4	4	4	4	34	3.78	5	5	5	15	5.00
145	5	5	5	3	4	4	5	5	3	39	4.33	5	5	4	14	4.67
146	4	4	3	3	4	4	4	3	3	32	3.56	4	2	4	10	3.33
147	3	2	2	2	2	2	2	2	2	19	2.11	3	3	3	9	3.00
148	4	4	3	5	5	5	4	4	5	39	4.33	4	4	4	12	4.00
149	4	4	4	4	5	5	5	4	4	39	4.33	3	3	3	9	3.00
150	3	4	4	3	4	4	4	4	3	33	3.67	5	5	4	14	4.67
151	4	4	4	4	4	4	4	4	4	36	4.00	4	4	4	12	4.00
152	5	5	5	4	5	4	5	4	4	41	4.56	5	5	4	14	4.67
153	4	3	4	4	4	4	4	4	4	35	3.89	4	4	4	12	4.00
154	2	2	2	3	2	2	3	2	3	21	2.33	3	3	3	9	3.00
155	4	4	4	5	4	4	4	5	5	39	4.33	5	5	4	14	4.67
156	5	5	5	4	5	5	5	5	5	44	4.89	5	5	4	14	4.67
157	4	4	4	4	4	4	4	4	4	36	4.00	4	3	4	11	3.67
158	5	5	5	4	4	4	5	5	4	41	4.56	5	5	5	15	5.00
159	3	2	2	3	3	3	3	3	3	25	2.78	4	3	4	11	3.67
160	4	5	5	3	4	4	5	5	3	38	4.22	5	5	5	15	5.00
161	4	4	4	4	4	4	4	4	4	36	4.00	4	4	4	12	4.00

Lampiran 3A (Lanjutan)

Resp	Gaya Hidup (X1)											Harga (X2)				
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	Total	Mean	X2.1	X2.2	X2.3	Total	Mean
162	4	4	4	5	5	5	4	4	5	40	4.44	5	5	4	14	4.67
163	3	3	3	4	5	5	4	4	4	35	3.89	3	3	3	9	3.00
164	3	4	4	4	4	4	4	4	3	34	3.78	3	3	3	9	3.00
165	4	5	5	4	4	4	5	5	4	40	4.44	5	5	5	15	5.00
166	4	3	3	4	4	4	3	3	4	32	3.56	4	3	3	10	3.33
167	2	3	4	3	4	4	4	4	4	32	3.56	5	5	5	15	5.00
168	2	3	3	4	4	4	4	3	4	31	3.44	5	5	5	15	5.00
169	4	4	4	4	4	4	4	4	4	36	4.00	3	3	3	9	3.00
170	3	3	3	3	3	3	3	3	3	27	3.00	5	5	5	15	5.00
171	4	4	4	3	3	3	4	4	3	32	3.56	4	3	4	11	3.67
172	4	3	4	3	3	4	3	4	3	31	3.44	5	5	4	14	4.67
173	4	4	4	3	4	4	4	4	3	34	3.78	4	4	4	12	4.00
174	3	3	3	3	3	3	3	3	3	27	3.00	3	3	3	9	3.00
175	3	3	3	3	4	4	3	3	3	29	3.22	4	4	4	12	4.00
176	3	4	4	4	5	5	4	3	4	36	4.00	4	4	4	12	4.00
177	4	5	5	4	5	5	5	5	4	42	4.67	5	5	5	15	5.00
178	4	5	5	4	4	4	5	5	4	40	4.44	4	4	4	12	4.00
179	4	4	4	4	5	5	4	4	4	38	4.22	5	5	4	14	4.67

Lampiran 3A (Lanjutan)

Resp	Gaya Hidup (X1)											Harga (X2)				
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	Total	Mean	X2.1	X2.2	X2.3	Total	Mean
180	3	3	3	5	5	5	3	3	5	35	3.89	4	4	4	12	4.00
181	4	5	5	4	5	5	5	5	4	42	4.67	2	3	2	7	2.33
182	4	4	4	3	4	4	4	4	3	34	3.78	4	4	4	12	4.00
183	4	5	4	5	4	4	5	4	5	40	4.44	5	5	4	14	4.67
184	5	5	5	3	3	3	5	5	3	37	4.11	4	4	4	12	4.00
185	4	5	5	4	4	4	5	5	4	40	4.44	5	5	4	14	4.67
186	5	4	5	4	5	4	4	4	4	39	4.33	5	5	5	15	5.00
187	5	5	5	4	4	4	4	4	4	39	4.33	5	5	4	14	4.67
188	3	3	3	3	4	4	3	3	3	29	3.22	5	5	4	14	4.67
189	3	4	4	3	3	3	4	5	4	33	3.67	5	5	4	14	4.67
190	3	4	4	3	4	4	4	4	3	33	3.67	4	4	4	12	4.00
191	5	5	5	3	4	4	5	5	3	39	4.33	4	4	4	12	4.00
192	5	5	5	4	4	4	3	4	4	38	4.22	5	5	5	15	5.00
193	3	4	4	3	4	4	4	4	3	33	3.67	4	5	5	14	4.67
194	4	4	4	4	5	5	5	4	4	39	4.33	3	4	4	11	3.67
195	4	5	5	4	4	4	5	5	4	40	4.44	5	5	5	15	5.00
196	4	5	5	3	4	4	5	5	3	38	4.22	4	5	5	14	4.67
197	3	4	4	4	4	4	4	3	4	34	3.78	4	5	5	14	4.67

Lampiran 3A (Lanjutan)

Resp	Gaya Hidup (X1)											Harga (X2)				
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	Total	Mean	X2.1	X2.2	X2.3	Total	Mean
198	4	5	5	2	3	3	5	5	2	34	3.78	5	5	5	15	5.00
199	4	4	4	3	4	4	4	4	3	34	3.78	4	5	5	14	4.67
200	3	4	4	4	4	4	4	4	4	35	3.89	3	3	3	9	3.00
201	4	4	4	3	4	4	4	4	4	35	3.89	4	4	4	12	4.00
202	2	3	3	4	5	5	3	3	4	32	3.56	4	5	5	14	4.67
203	3	4	4	4	5	5	4	4	4	37	4.11	4	5	5	14	4.67
204	4	4	4	4	4	4	4	4	4	36	4.00	4	5	5	14	4.67
205	3	4	4	3	3	3	4	4	3	31	3.44	4	4	4	12	4.00
206	4	5	5	4	5	5	5	5	4	42	4.67	5	5	5	15	5.00
207	3	3	3	5	5	5	3	4	5	36	4.00	4	5	5	14	4.67
208	4	5	5	4	5	5	5	5	4	42	4.67	5	5	5	15	5.00
209	4	5	5	4	4	4	5	5	4	40	4.44	4	5	5	14	4.67

Lampiran 3B

Jawaban Responden Terhadap Variabel Kualitas Produk (X3) dan Variabel Merek (X4)

Resp	Kualitas Produk (X3)										Merek (X4)						
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Total	Mean	X4.1	X4.2	X4.3	X4.4	X4.5	Total	Mean
1	3	4	3	4	3	4	3	5	29	3.63	4	4	4	4	4	20	4.00
2	4	3	4	3	4	3	4	3	28	3.50	3	4	3	3	3	16	3.20
3	3	3	3	3	3	3	3	4	25	3.13	2	3	2	2	3	12	2.40
4	3	3	3	3	3	3	3	4	25	3.13	2	4	3	4	4	17	3.40
5	4	4	5	5	5	5	5	5	38	4.75	4	3	4	4	3	18	3.60
6	3	4	3	4	4	4	4	3	29	3.63	3	3	3	3	3	15	3.00
7	4	3	3	4	4	3	3	4	28	3.50	4	4	4	3	3	18	3.60
8	4	4	4	3	3	4	4	3	29	3.63	3	3	3	3	3	15	3.00
9	3	3	3	3	3	3	3	4	25	3.13	2	3	3	3	3	14	2.80
10	4	4	4	4	4	4	4	4	32	4.00	4	5	5	4	4	22	4.40
11	4	4	4	5	5	4	4	5	35	4.38	3	4	4	4	4	19	3.80
12	4	5	5	5	5	5	5	5	39	4.88	5	5	5	5	5	25	5.00
13	3	3	3	4	4	3	3	4	27	3.38	4	4	4	4	4	20	4.00
14	3	3	3	4	4	4	3	4	28	3.50	3	4	4	4	4	19	3.80
15	4	3	3	4	4	3	3	4	28	3.50	4	4	4	4	4	20	4.00
16	3	3	3	4	4	4	3	4	28	3.50	4	5	5	4	5	23	4.60
17	4	5	4	4	4	5	4	4	34	4.25	4	5	4	4	4	21	4.20

Lampiran 3B (Lanjutan)

Resp	Kualitas Produk (X3)										Merek (X4)						
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Total	Mean	X4.1	X4.2	X4.3	X4.4	X4.5	Total	Mean
18	4	3	3	4	4	3	3	3	27	3.38	3	4	4	3	4	18	3.60
19	3	3	3	3	3	4	4	3	26	3.25	5	5	4	4	4	22	4.40
20	5	5	5	4	5	5	5	4	38	4.75	5	4	5	5	4	23	4.60
21	3	3	3	5	4	3	4	4	29	3.63	4	4	5	4	4	21	4.20
22	4	4	4	5	4	4	4	5	34	4.25	4	4	5	4	5	22	4.40
23	3	3	3	4	4	3	3	4	27	3.38	5	5	5	5	5	25	5.00
24	3	3	3	4	4	4	3	4	28	3.50	3	3	3	3	3	15	3.00
25	4	4	4	5	5	4	4	5	35	4.38	5	5	5	4	5	24	4.80
26	4	4	5	4	4	4	5	4	34	4.25	4	4	4	4	4	20	4.00
27	4	3	3	4	4	3	4	4	29	3.63	4	4	4	4	5	21	4.20
28	4	4	4	4	4	4	4	4	32	4.00	4	4	4	5	5	22	4.40
29	4	3	3	4	4	4	3	4	29	3.63	4	4	4	4	4	20	4.00
30	4	4	4	4	4	4	4	4	32	4.00	3	4	4	4	4	19	3.80
31	4	4	4	4	4	4	4	4	32	4.00	4	5	5	4	5	23	4.60
32	5	5	4	5	5	5	4	5	38	4.75	5	4	4	5	4	22	4.40
33	4	4	4	4	4	3	4	3	30	3.75	4	4	4	4	4	20	4.00
34	4	4	5	4	4	5	5	4	35	4.38	4	4	4	4	4	20	4.00
35	4	4	4	4	4	4	4	3	31	3.88	4	4	4	4	4	20	4.00

Lampiran 3B (Lanjutan)

Resp	Kualitas Produk (X3)										Merek (X4)						
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Total	Mean	X4.1	X4.2	X4.3	X4.4	X4.5	Total	Mean
36	4	5	4	5	5	4	5	5	37	4.63	5	5	5	5	5	25	5.00
37	3	4	3	4	3	3	3	4	27	3.38	4	4	4	4	4	20	4.00
38	5	5	5	4	4	5	5	4	37	4.63	4	4	4	4	4	20	4.00
39	3	3	3	4	4	3	3	4	27	3.38	4	4	4	4	4	20	4.00
40	4	4	4	5	5	4	4	5	35	4.38	5	5	5	5	5	25	5.00
41	3	3	3	4	4	3	3	4	27	3.38	4	4	4	4	4	20	4.00
42	3	3	3	3	3	3	3	3	24	3.00	4	4	4	4	4	20	4.00
43	4	4	4	5	3	4	5	5	34	4.25	4	4	5	5	5	23	4.60
44	3	3	3	4	4	3	3	4	27	3.38	2	3	3	3	3	14	2.80
45	4	4	4	4	4	4	4	4	32	4.00	4	4	4	4	4	20	4.00
46	4	4	4	4	4	5	4	4	33	4.13	4	4	4	4	5	21	4.20
47	5	5	4	5	5	5	4	5	38	4.75	2	3	3	3	3	14	2.80
48	4	4	4	5	5	4	4	5	35	4.38	4	4	5	5	5	23	4.60
49	5	5	5	4	5	5	5	4	38	4.75	3	3	3	3	3	15	3.00
50	3	3	3	4	4	3	3	4	27	3.38	3	3	3	3	3	15	3.00
51	4	4	4	3	3	4	4	4	30	3.75	4	4	4	4	4	20	4.00
52	3	3	3	4	4	3	3	4	27	3.38	4	4	4	4	5	21	4.20
53	4	3	3	4	4	3	3	4	28	3.50	4	4	4	4	4	20	4.00

Lampiran 3B (Lanjutan)

Resp	Kualitas Produk (X3)										Merek (X4)						
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Total	Mean	X4.1	X4.2	X4.3	X4.4	X4.5	Total	Mean
54	4	3	3	4	4	3	3	4	28	3.50	4	4	4	4	4	20	4.00
55	4	4	4	4	3	4	4	4	31	3.88	2	2	3	3	3	13	2.60
56	3	3	3	4	4	3	4	4	28	3.50	4	4	4	4	4	20	4.00
57	3	4	4	3	4	4	4	5	31	3.88	2	3	3	3	2	13	2.60
58	3	3	3	4	4	3	3	4	27	3.38	4	4	4	4	4	20	4.00
59	4	4	4	3	3	4	4	3	29	3.63	3	4	4	4	3	18	3.60
60	4	4	4	3	3	4	4	4	30	3.75	4	4	4	4	4	20	4.00
61	3	3	3	4	4	4	3	4	28	3.50	3	3	4	4	4	18	3.60
62	4	4	4	5	5	4	4	5	35	4.38	4	5	5	4	4	22	4.40
63	4	4	5	4	4	5	4	4	34	4.25	3	4	4	4	3	18	3.60
64	4	4	4	4	4	4	4	4	32	4.00	5	5	5	4	5	24	4.80
65	4	5	5	4	4	4	4	4	34	4.25	4	4	4	4	4	20	4.00
66	4	3	3	3	4	3	3	4	27	3.38	5	5	5	4	4	23	4.60
67	3	3	3	4	3	3	3	4	26	3.25	5	5	5	4	4	23	4.60
68	4	4	4	4	4	4	4	4	32	4.00	3	3	3	3	3	15	3.00
69	4	3	3	4	4	3	4	4	29	3.63	4	5	5	4	4	22	4.40
70	4	3	3	4	4	3	4	4	29	3.63	5	4	5	5	5	24	4.80
71	4	4	4	5	5	4	4	5	35	4.38	4	4	4	4	4	20	4.00

Lampiran 3B (Lanjutan)

Resp	Kualitas Produk (X3)										Merek (X4)						
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Total	Mean	X4.1	X4.2	X4.3	X4.4	X4.5	Total	Mean
72	4	4	4	5	5	4	4	5	35	4.38	4	5	5	4	4	22	4.40
73	3	3	3	4	4	3	3	4	27	3.38	5	5	5	4	5	24	4.80
74	3	4	4	4	4	4	3	3	29	3.63	4	4	4	4	4	20	4.00
75	4	3	3	4	4	3	4	4	29	3.63	4	4	4	4	4	20	4.00
76	4	3	3	4	4	3	3	4	28	3.50	4	4	4	4	5	21	4.20
77	3	3	3	4	4	3	4	4	28	3.50	4	4	4	4	5	21	4.20
78	4	5	5	4	4	4	4	4	34	4.25	4	4	4	4	4	20	4.00
79	4	5	5	4	4	5	5	4	36	4.50	4	4	4	4	4	20	4.00
80	4	4	5	4	4	4	4	4	33	4.13	5	4	5	5	5	24	4.80
81	3	3	3	4	4	4	3	3	27	3.38	4	4	5	5	4	22	4.40
82	3	3	3	4	4	4	3	3	27	3.38	4	5	5	4	4	22	4.40
83	4	5	5	5	5	5	4	5	38	4.75	5	5	5	4	5	24	4.80
84	3	3	3	4	4	3	4	4	28	3.50	5	4	5	5	5	24	4.80
85	4	3	3	4	4	4	3	3	28	3.50	4	5	5	4	4	22	4.40
86	3	3	3	4	4	4	3	3	27	3.38	4	4	4	4	4	20	4.00
87	4	4	4	4	4	4	4	4	32	4.00	4	4	4	4	4	20	4.00
88	4	5	5	4	4	5	4	4	35	4.38	5	4	5	5	5	24	4.80
89	4	5	5	4	4	5	5	4	36	4.50	4	5	5	4	4	22	4.40

Lampiran 3B (Lanjutan)

Resp	Kualitas Produk (X3)										Merek (X4)						
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Total	Mean	X4.1	X4.2	X4.3	X4.4	X4.5	Total	Mean
90	4	4	4	5	5	4	4	5	35	4.38	4	5	5	4	4	22	4.40
91	4	4	4	4	4	5	4	4	33	4.13	4	5	5	4	4	22	4.40
92	5	5	5	4	4	4	5	4	36	4.50	5	4	5	5	5	24	4.80
93	3	4	4	4	4	4	4	4	31	3.88	4	5	5	4	4	22	4.40
94	4	4	4	5	5	4	4	5	35	4.38	5	5	5	4	5	24	4.80
95	4	4	4	5	5	4	4	5	35	4.38	4	4	4	4	4	20	4.00
96	4	4	4	5	5	4	4	5	35	4.38	4	5	5	4	4	22	4.40
97	4	4	4	5	5	4	4	5	35	4.38	4	4	4	4	4	20	4.00
98	3	3	3	4	4	3	4	4	28	3.50	4	4	4	4	4	20	4.00
99	4	4	4	3	4	4	4	4	31	3.88	4	4	4	4	5	21	4.20
100	3	3	3	4	4	3	3	4	27	3.38	4	4	4	4	5	21	4.20
101	4	3	3	4	4	3	3	4	28	3.50	4	4	4	4	4	20	4.00
102	4	3	3	4	4	3	4	4	29	3.63	4	4	4	4	4	20	4.00
103	4	4	4	5	5	4	4	4	34	4.25	2	2	3	3	3	13	2.60
104	4	4	4	5	3	4	4	5	33	4.13	3	4	4	4	3	18	3.60
105	3	3	3	4	4	3	3	4	27	3.38	4	4	4	4	4	20	4.00
106	3	4	4	3	3	4	3	3	27	3.38	2	2	3	3	3	13	2.60
107	3	3	3	4	4	3	3	4	27	3.38	4	4	4	4	4	20	4.00

Lampiran 3B (Lanjutan)

Resp	Kualitas Produk (X3)										Merek (X4)						
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Total	Mean	X4.1	X4.2	X4.3	X4.4	X4.5	Total	Mean
108	4	4	4	3	3	4	4	3	29	3.63	3	4	4	4	3	18	3.60
109	4	4	4	4	4	4	4	4	32	4.00	4	4	4	4	4	20	4.00
110	3	3	3	4	4	3	3	4	27	3.38	3	4	4	4	3	18	3.60
111	4	4	4	5	5	4	4	5	35	4.38	4	5	5	4	4	22	4.40
112	4	4	4	4	4	5	5	4	34	4.25	3	4	4	4	3	18	3.60
113	4	4	4	4	5	5	5	4	35	4.38	5	4	5	5	5	24	4.80
114	4	4	4	4	4	4	5	4	33	4.13	4	4	4	4	4	20	4.00
115	4	4	4	4	4	4	4	4	32	4.00	4	4	4	4	4	20	4.00
116	3	3	3	4	4	3	3	4	27	3.38	5	5	5	4	5	24	4.80
117	3	3	3	4	3	3	3	4	26	3.25	5	5	5	4	5	24	4.80
118	4	4	4	4	4	4	4	4	32	4.00	4	5	5	4	4	22	4.40
119	4	4	4	4	4	4	5	4	33	4.13	5	5	5	4	5	24	4.80
120	4	4	4	5	5	4	4	5	35	4.38	4	4	4	4	4	20	4.00
121	4	4	4	5	5	4	4	5	35	4.38	4	5	5	4	4	22	4.40
122	5	4	5	4	4	5	5	4	36	4.5	5	4	5	5	5	24	4.80
123	4	4	5	5	5	4	4	4	35	4.38	4	4	4	4	4	20	4.00
124	4	4	4	4	4	4	4	4	32	4.00	4	4	4	4	3	19	3.80
125	4	4	4	4	4	4	4	4	32	4.00	4	4	4	4	4	20	4.00

Lampiran 3B (Lanjutan)

Resp	Kualitas Produk (X3)										Merek (X4)						
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Total	Mean	X4.1	X4.2	X4.3	X4.4	X4.5	Total	Mean
126	3	5	4	4	4	4	4	4	32	4.00	4	4	4	4	4	20	4.00
127	4	4	4	5	5	4	5	5	36	4.50	4	4	4	4	4	20	4.00
128	4	5	3	4	4	4	4	4	32	4.00	4	4	4	4	4	20	4.00
129	4	5	4	4	4	5	5	4	35	4.38	4	4	4	4	4	20	4.00
130	4	5	5	4	4	4	4	4	34	4.25	5	4	5	5	5	24	4.80
131	4	4	5	4	4	5	4	4	34	4.25	4	5	5	4	4	22	4.40
132	4	4	5	4	4	5	5	4	35	4.38	4	5	5	4	4	22	4.40
133	5	5	4	5	5	5	5	4	38	4.75	5	5	5	4	5	24	4.80
134	4	4	4	4	4	4	4	4	32	4.00	5	5	5	4	5	24	4.80
135	4	4	5	4	4	3	3	4	31	3.88	4	5	5	4	4	22	4.40
136	3	3	3	4	4	3	3	4	27	3.38	4	4	4	4	4	20	4.00
137	4	3	3	4	4	3	3	4	28	3.50	4	4	4	4	4	20	4.00
138	5	5	5	4	4	4	4	4	35	4.38	5	4	5	5	5	24	4.80
139	5	5	5	4	4	4	3	4	34	4.25	4	5	5	4	4	22	4.40
140	4	4	4	5	5	4	4	5	35	4.38	4	5	5	4	4	22	4.40
141	4	5	5	4	4	5	5	4	36	4.5	4	5	5	4	4	22	4.40
142	5	4	4	4	4	4	5	4	34	4.25	5	4	5	5	5	24	4.80
143	4	4	5	4	4	4	3	4	32	4.00	4	5	5	4	4	22	4.40

Lampiran 3B (Lanjutan)

Resp	Kualitas Produk (X3)										Merek (X4)						
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Total	Mean	X4.1	X4.2	X4.3	X4.4	X4.5	Total	Mean
144	4	4	4	5	5	4	4	5	35	4.38	5	4	5	5	5	24	4.80
145	4	4	4	5	5	4	4	5	35	4.38	4	4	4	4	3	19	3.80
146	3	4	3	4	4	4	4	3	29	3.63	3	3	3	3	3	15	3.00
147	4	3	3	4	4	3	3	4	28	3.5	4	4	4	3	3	18	3.60
148	4	4	4	3	3	4	4	3	29	3.63	3	3	3	3	3	15	3.00
149	3	3	3	4	3	3	3	3	25	3.13	2	3	3	3	3	14	2.80
150	4	4	4	4	4	4	4	4	32	4.00	4	5	5	4	4	22	4.40
151	4	4	4	5	5	4	4	5	35	4.38	3	4	4	4	4	19	3.80
152	4	5	5	5	5	5	5	5	39	4.88	5	5	5	5	5	25	5.00
153	3	3	3	4	4	3	3	4	27	3.38	4	4	4	4	4	20	4.00
154	3	3	3	4	4	4	3	4	28	3.50	3	4	4	4	4	19	3.80
155	4	4	4	5	4	4	4	5	34	4.25	4	4	5	4	5	22	4.40
156	3	3	3	4	4	4	3	3	27	3.38	5	5	5	5	5	25	5.00
157	3	3	3	4	4	4	3	4	28	3.50	3	3	3	3	3	15	3.00
158	4	4	4	5	5	4	4	5	35	4.38	5	5	5	4	5	24	4.80
159	4	3	3	4	4	3	4	4	29	3.63	3	4	4	3	4	18	3.60
160	4	4	5	4	4	4	5	4	34	4.25	4	4	4	4	4	20	4.00
161	4	3	3	4	4	3	4	4	29	3.63	4	4	4	4	5	21	4.20

Lampiran 3B (Lanjutan)

Resp	Kualitas Produk (X3)										Merek (X4)						
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Total	Mean	X4.1	X4.2	X4.3	X4.4	X4.5	Total	Mean
162	4	4	4	4	4	4	4	4	32	4.00	4	4	4	5	5	22	4.40
163	4	3	3	4	4	4	3	4	29	3.63	4	4	4	4	4	20	4.00
164	4	4	4	4	4	4	4	4	32	4.00	3	4	4	4	4	19	3.80
165	4	4	4	5	5	5	4	4	35	4.38	4	5	5	4	5	23	4.60
166	5	5	5	4	5	5	5	4	38	4.75	2	4	3	3	3	15	3.00
167	3	3	4	4	4	3	3	3	27	3.38	3	3	3	3	3	15	3.00
168	3	3	3	4	4	4	3	3	27	3.38	4	4	4	4	5	21	4.20
169	4	3	3	4	4	4	3	3	28	3.50	4	4	4	4	4	20	4.00
170	4	3	3	4	4	4	3	3	28	3.50	4	4	4	4	4	20	4.00
171	4	4	4	3	3	4	4	5	31	3.88	2	3	3	3	2	13	2.60
172	4	4	4	3	3	3	4	4	29	3.63	3	4	4	4	3	18	3.60
173	3	3	3	4	4	3	4	4	28	3.50	4	4	4	4	4	20	4.00
174	3	4	4	3	4	4	4	5	31	3.88	2	3	3	3	2	13	2.60
175	3	3	3	4	4	3	3	4	27	3.38	4	4	4	4	4	20	4.00
176	4	4	3	3	3	4	4	4	29	3.63	3	4	4	4	3	18	3.60
177	4	4	3	3	3	4	4	4	29	3.63	4	4	4	4	4	20	4.00
178	4	3	3	4	4	3	4	4	29	3.63	4	4	4	4	4	20	4.00
179	4	3	3	4	4	3	3	4	28	3.50	4	4	4	4	5	21	4.20

Lampiran 3B (Lanjutan)

Resp	Kualitas Produk (X3)										Merek (X4)						
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Total	Mean	X4.1	X4.2	X4.3	X4.4	X4.5	Total	Mean
180	3	3	3	4	4	3	4	4	28	3.50	4	4	4	4	5	21	4.20
181	4	4	4	4	4	4	5	4	33	4.13	4	4	4	4	4	20	4.00
182	4	5	5	4	4	4	4	4	34	4.25	4	4	4	4	4	20	4.00
183	4	5	5	4	4	5	5	4	36	4.50	4	4	4	4	4	20	4.00
184	4	4	5	4	4	4	4	4	33	4.13	5	5	5	4	5	24	4.80
185	3	3	3	4	4	3	3	4	27	3.38	4	5	5	4	4	22	4.40
186	3	3	3	4	4	3	3	4	27	3.38	4	5	5	4	4	22	4.40
187	4	5	5	5	5	5	4	5	38	4.75	5	5	5	4	5	24	4.80
188	3	3	3	4	4	3	4	4	28	3.50	5	5	5	4	5	24	4.80
189	3	4	4	4	4	4	4	4	31	3.88	4	5	5	4	4	22	4.40
190	4	4	4	5	5	4	4	5	35	4.38	5	5	5	4	5	24	4.80
191	4	4	4	5	5	4	4	5	35	4.38	4	4	4	4	4	20	4.00
192	4	4	4	5	5	4	4	5	35	4.38	4	5	5	4	4	22	4.40
193	4	4	4	5	5	4	4	5	35	4.38	4	5	5	4	4	22	4.40
194	4	4	4	4	4	5	5	4	34	4.25	3	4	4	4	3	18	3.60
195	4	4	4	4	5	5	5	4	35	4.38	5	5	5	4	5	24	4.80
196	4	4	4	4	4	4	5	4	33	4.13	4	4	4	4	4	20	4.00
197	4	4	4	4	4	4	4	4	32	4.00	4	4	4	4	4	20	4.00

Lampiran 3B (Lanjutan)

Resp	Kualitas Produk (X3)										Merek (X4)						
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Total	Mean	X4.1	X4.2	X4.3	X4.4	X4.5	Total	Mean
198	3	3	3	4	4	3	3	4	27	3.38	5	5	5	4	5	24	4.80
199	3	3	3	4	3	3	3	4	26	3.25	5	5	5	4	5	24	4.80
200	4	4	3	3	3	4	4	4	29	3.63	3	3	3	3	3	15	3.00
201	4	4	4	4	4	4	4	4	32	4.00	4	5	5	4	4	22	4.40
202	4	4	4	4	4	4	5	4	33	4.13	5	5	5	4	5	24	4.80
203	4	4	4	5	5	4	4	5	35	4.38	4	4	4	4	4	20	4.00
204	4	4	4	5	5	4	4	5	35	4.38	4	5	5	4	4	22	4.40
205	5	4	5	4	4	5	5	4	36	4.50	5	5	5	4	5	24	4.80
206	4	4	5	5	5	4	4	4	35	4.38	4	4	4	4	4	20	4.00
207	3	5	4	4	4	4	4	4	32	4.00	4	4	4	4	4	20	4.00
208	4	4	4	5	5	4	5	5	36	4.50	4	4	4	4	4	20	4.00
209	4	4	5	4	4	5	4	4	34	4.25	4	5	5	4	4	22	4.40

Lampiran 3C

Jawaban Responden Terhadap Variabel Promosi (X5) dan Variabel Kelompok Referensi (X6)

Resp	Promosi (X5)						Kelompok Referensi (X6)										
	X5.1	X5.2	X5.3	X5.4	Total	Mean	X6.1	X6.2	X6.3	X.6.4	X6.5	X6.6	X6.7	X6.8	X6.9	Total	Mean
1	3	4	4	4	15	3.75	4	4	3	4	3	4	4	4	4	34	3.78
2	4	3	3	4	14	3.50	2	2	2	2	2	4	3	3	3	23	2.56
3	3	3	3	3	12	3.00	3	4	4	4	4	3	3	3	3	31	3.44
4	3	3	4	3	13	3.25	4	3	4	4	4	3	4	4	3	33	3.67
5	4	3	4	4	15	3.75	3	3	3	3	3	4	4	3	4	30	3.33
6	3	4	4	4	15	3.75	3	3	4	3	4	4	3	3	4	31	3.44
7	4	4	4	4	16	4.00	3	3	3	3	3	3	3	4	3	28	3.11
8	3	3	3	4	13	3.25	3	4	4	4	3	4	3	4	3	32	3.56
9	3	3	4	3	13	3.25	3	2	2	2	3	3	4	3	3	25	2.78
10	4	4	4	4	16	4.00	4	4	4	4	5	5	4	5	4	39	4.33
11	5	5	4	5	19	4.75	4	5	5	4	5	4	3	4	4	38	4.22
12	5	5	5	5	20	5.00	4	4	5	5	3	5	5	5	5	41	4.56
13	4	4	4	4	16	4.00	3	4	4	4	3	4	4	4	4	34	3.78
14	2	2	2	3	9	2.25	3	2	3	3	3	4	3	4	4	29	3.22
15	4	4	4	4	16	4.00	4	4	4	4	5	4	4	4	4	37	4.11
16	5	5	4	5	19	4.75	4	5	5	4	4	4	4	4	4	38	4.22
17	4	4	4	4	16	4.00	4	4	4	4	4	4	4	5	4	37	4.11

Lampiran 3C (Lanjutan)

Resp	Promosi (X5)						Kelompok Referensi (X6)										
	X5.1	X5.2	X5.3	X5.4	Total	Mean	X6.1	X6.2	X6.3	X.6.4	X6.5	X6.6	X6.7	X6.8	X6.9	Total	Mean
18	4	3	4	4	15	3.75	2	3	3	3	2	4	3	4	4	28	3.11
19	5	5	5	5	20	5.00	5	5	5	4	5	5	5	5	5	44	4.89
20	4	4	5	5	18	4.50	5	5	5	4	5	5	5	4	5	43	4.78
21	5	5	5	5	20	5.00	5	5	5	4	5	5	5	5	5	44	4.89
22	5	5	5	5	20	5.00	5	5	5	4	5	5	4	4	5	42	4.67
23	4	4	4	4	16	4.00	5	5	5	4	5	5	5	5	5	44	4.89
24	4	4	4	4	16	4.00	4	4	4	4	4	4	3	3	4	34	3.78
25	4	5	5	5	19	4.75	4	5	5	4	4	5	5	5	5	42	4.67
26	5	5	4	5	19	4.75	4	4	4	4	4	4	4	4	4	36	4.00
27	4	4	3	4	15	3.75	3	3	3	3	3	4	4	4	5	32	3.56
28	4	4	4	4	16	4.00	3	3	3	3	4	4	4	4	4	32	3.56
29	4	4	4	3	15	3.75	3	3	3	3	3	4	4	4	4	31	3.44
30	4	4	3	4	15	3.75	4	4	4	4	4	4	3	4	4	35	3.89
31	4	4	4	4	16	4.00	4	4	5	4	4	4	4	4	4	37	4.11
32	5	5	4	5	19	4.75	4	4	4	4	5	4	4	5	5	39	4.33
33	3	3	3	4	13	3.25	3	2	2	2	3	4	4	4	4	28	3.11
34	5	5	5	5	20	5.00	5	5	5	4	5	3	4	4	4	39	4.33
35	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	4	36	4.00

Lampiran 3C (Lanjutan)

Resp	Promosi (X5)						Kelompok Referensi (X6)										
	X5.1	X5.2	X5.3	X5.4	Total	Mean	X6.1	X6.2	X6.3	X6.4	X6.5	X6.6	X6.7	X6.8	X6.9	Total	Mean
36	5	5	4	5	19	4.75	5	5	5	4	5	4	5	5	5	43	4.78
37	4	4	4	3	15	3.75	4	3	3	3	4	3	4	3	4	31	3.44
38	5	5	5	5	20	5.00	5	5	5	4	5	4	4	4	5	41	4.56
39	4	4	4	4	16	4.00	2	1	2	2	2	4	4	4	4	25	2.78
40	5	5	4	5	19	4.75	5	5	5	4	5	5	5	5	5	44	4.89
41	3	4	4	4	15	3.75	4	4	4	4	4	4	4	4	4	36	4.00
42	4	4	3	3	14	3.50	4	4	4	4	4	4	4	4	4	36	4.00
43	4	4	4	4	16	4.00	4	5	5	4	4	5	4	5	5	41	4.56
44	4	4	4	4	16	4.00	4	5	5	4	5	4	4	3	3	37	4.11
45	5	4	5	5	19	4.75	5	5	5	4	5	4	4	4	4	40	4.44
46	5	5	5	4	19	4.75	2	3	3	3	2	5	4	4	4	30	3.33
47	4	4	4	4	16	4.00	4	4	4	4	4	3	2	3	3	31	3.44
48	5	5	4	5	19	4.75	4	5	5	4	4	5	4	5	5	41	4.56
49	3	3	4	3	13	3.25	4	3	3	3	4	3	4	4	3	31	3.44
50	4	4	4	3	15	3.75	4	4	4	4	4	3	3	3	3	32	3.56
51	3	3	3	4	13	3.25	4	4	4	4	5	4	4	4	4	37	4.11
52	4	4	3	4	15	3.75	3	3	3	4	3	3	3	3	4	29	3.22
53	3	3	3	3	12	3.00	4	3	3	4	4	3	4	4	4	33	3.67

Lampiran 3C (Lanjutan)

Resp	Promosi (X5)						Kelompok Referensi (X6)										
	X5.1	X5.2	X5.3	X5.4	Total	Mean	X6.1	X6.2	X6.3	X6.4	X6.5	X6.6	X6.7	X6.8	X6.9	Total	Mean
54	4	4	4	4	16	4.00	3	4	4	3	4	4	3	4	4	33	3.67
55	3	3	3	3	12	3.00	3	4	4	3	4	4	4	4	4	34	3.78
56	5	5	5	4	19	4.75	4	4	4	4	4	4	4	4	4	36	4.00
57	4	4	4	3	15	3.75	3	3	3	3	4	3	3	3	4	29	3.22
58	4	3	4	4	15	3.75	3	4	4	4	4	4	3	4	4	34	3.78
59	4	5	5	5	19	4.75	4	4	4	4	4	4	4	4	4	36	4.00
60	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	4	36	4.00
61	3	4	4	4	15	3.75	4	4	4	4	4	4	4	4	4	36	4.00
62	4	4	4	4	16	4.00	4	5	5	4	5	5	4	4	4	40	4.44
63	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	4	36	4.00
64	4	4	4	4	16	4.00	4	5	5	4	4	5	4	4	4	39	4.33
65	4	4	3	4	15	3.75	4	4	4	4	4	5	4	4	4	37	4.11
66	3	4	4	3	14	3.5	4	4	4	4	4	4	4	4	4	36	4.00
67	5	5	5	4	19	4.75	4	4	4	4	4	4	4	4	5	37	4.11
68	3	3	3	3	12	3.00	2	3	3	2	4	3	3	4	3	27	3.00
69	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	4	36	4.00
70	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	4	36	4.00
71	4	4	4	4	16	4.00	4	4	4	4	5	5	4	4	4	38	4.22

Lampiran 3C (Lanjutan)

Resp	Promosi (X5)						Kelompok Referensi (X6)										
	X5.1	X5.2	X5.3	X5.4	Total	Mean	X6.1	X6.2	X6.3	X6.4	X6.5	X6.6	X6.7	X6.8	X6.9	Total	Mean
72	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	4	36	4.00
73	4	4	4	4	16	4.00	4	4	4	3	4	4	4	4	5	36	4.00
74	5	5	4	5	19	4.75	4	4	4	5	4	4	5	5	4	39	4.33
75	5	5	4	5	19	4.75	4	4	5	4	4	4	4	4	4	37	4.11
76	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	4	36	4.00
77	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	4	36	4.00
78	4	4	4	4	16	4.00	4	5	5	4	4	4	4	5	4	39	4.33
79	4	4	4	4	16	4.00	4	5	5	4	4	5	4	4	4	39	4.33
80	4	4	4	3	15	3.75	5	5	4	5	4	4	4	5	4	40	4.44
81	4	4	4	4	16	4.00	4	5	4	4	4	5	4	4	4	38	4.22
82	3	4	4	3	14	3.50	4	4	4	4	4	4	4	4	4	36	4.00
83	3	3	3	2	11	2.75	5	5	5	5	5	5	5	5	5	45	5.00
84	4	4	4	4	16	4.00	3	4	4	3	4	4	3	4	4	33	3.67
85	4	3	4	4	15	3.75	4	4	4	4	4	4	4	4	4	36	4.00
86	4	4	4	4	16	4.00	3	4	4	3	4	4	3	4	4	33	3.67
87	5	5	4	5	19	4.75	4	4	4	4	4	4	4	4	4	36	4.00
88	5	5	4	5	19	4.75	4	4	4	4	4	4	4	4	4	36	4.00
89	4	4	4	4	16	4.00	3	4	4	4	4	4	3	4	4	34	3.78

Lampiran 3C (Lanjutan)

Resp	Promosi (X5)						Kelompok Referensi (X6)										
	X5.1	X5.2	X5.3	X5.4	Total	Mean	X6.1	X6.2	X6.3	X6.4	X6.5	X6.6	X6.7	X6.8	X6.9	Total	Mean
90	4	4	4	4	16	4.00	4	4	4	4	5	4	4	4	4	37	4.11
91	4	4	4	4	16	4.00	5	4	5	5	4	4	4	4	4	39	4.33
92	5	5	5	4	19	4.75	4	4	4	4	4	4	4	4	4	36	4.00
93	4	4	4	4	16	4.00	3	4	4	3	4	4	3	4	4	33	3.67
94	5	5	4	4	18	4.50	4	4	4	4	4	4	4	4	4	36	4.00
95	5	5	5	4	19	4.75	4	5	5	4	5	5	4	4	4	40	4.44
96	5	5	4	5	19	4.75	4	4	4	5	4	4	4	4	5	38	4.22
97	3	3	3	3	12	3.00	4	4	4	4	4	4	4	4	4	36	4.00
98	4	4	3	4	15	3.75	3	3	4	4	4	5	5	5	3	36	4.00
99	3	3	3	3	12	3.00	4	3	4	3	3	4	4	3	4	32	3.56
100	4	4	4	3	15	3.75	3	3	3	4	3	3	3	3	3	28	3.11
101	3	3	3	3	12	3.00	4	3	3	4	3	3	4	4	4	32	3.56
102	4	4	4	4	16	4.00	3	4	4	4	4	4	3	4	4	34	3.78
103	3	3	3	4	13	3.25	3	4	4	3	4	4	3	4	4	33	3.67
104	3	3	3	3	12	3.00	4	4	4	4	4	4	4	4	4	36	4.00
105	5	5	4	5	19	4.75	4	4	4	4	4	4	4	4	4	36	4.00
106	4	4	3	4	15	3.75	3	3	3	4	3	3	3	3	3	28	3.11
107	4	4	3	4	15	3.75	3	4	4	3	4	4	3	4	4	33	3.67

Lampiran 3C (Lanjutan)

Resp	Promosi (X5)						Kelompok Referensi (X6)										
	X5.1	X5.2	X5.3	X5.4	Total	Mean	X6.1	X6.2	X6.3	X6.4	X6.5	X6.6	X6.7	X6.8	X6.9	Total	Mean
108	5	5	4	5	19	4.75	4	4	4	4	3	4	4	4	4	35	3.89
109	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	4	36	4.00
110	3	4	4	4	15	3.75	4	4	4	4	3	4	4	5	4	36	4.00
111	4	4	4	5	17	4.25	4	4	4	4	4	5	4	4	4	37	4.11
112	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	4	36	4.00
113	4	4	4	4	16	4.00	4	5	5	4	5	5	4	5	5	42	4.67
114	4	4	4	3	15	3.75	4	4	5	4	4	4	4	3	4	36	4.00
115	3	4	4	4	15	3.75	4	4	4	4	5	4	4	4	4	37	4.11
116	4	4	4	3	15	3.75	4	4	3	4	3	4	4	3	4	33	3.67
117	5	5	5	5	20	5.00	4	4	4	4	4	4	4	4	4	36	4.00
118	4	4	4	5	17	4.25	4	4	4	4	4	4	4	4	4	36	4.00
119	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	4	36	4.00
120	4	4	4	4	16	4.00	4	5	5	4	4	5	4	4	4	39	4.33
121	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	4	36	4.00
122	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	4	36	4.00
123	5	5	5	4	19	4.75	4	4	4	4	4	4	4	4	4	36	4.00
124	4	5	5	5	19	4.75	4	5	5	4	4	4	4	4	4	38	4.22
125	4	4	4	4	16	4.00	4	4	4	5	4	4	4	4	4	37	4.11

Lampiran 3C (Lanjutan)

Resp	Promosi (X5)						Kelompok Referensi (X6)										
	X5.1	X5.2	X5.3	X5.4	Total	Mean	X6.1	X6.2	X6.3	X6.4	X6.5	X6.6	X6.7	X6.8	X6.9	Total	Mean
126	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	3	35	3.89
127	3	3	2	2	10	2.50	5	5	5	5	5	5	5	5	5	45	5.00
128	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	5	37	4.11
129	4	4	4	4	16	4.00	4	5	5	4	4	5	4	5	5	41	4.56
130	4	4	4	4	16	4.00	4	5	4	5	5	4	5	4	4	40	4.44
131	4	4	4	4	16	4.00	4	5	5	4	5	5	4	5	5	42	4.67
132	3	4	4	4	15	3.75	4	4	4	4	4	4	4	4	4	36	4.00
133	2	2	3	3	10	2.50	4	5	5	4	5	5	4	5	5	42	4.67
134	4	4	4	4	16	4.00	5	4	4	4	4	4	5	4	4	39	4.33
135	4	3	4	4	15	3.75	4	4	4	4	4	4	4	4	4	36	4.00
136	4	4	4	4	16	4.00	3	4	4	3	4	4	3	4	4	33	3.67
137	4	4	5	5	18	4.50	4	4	4	4	4	4	4	4	4	36	4.00
138	5	5	4	5	19	4.75	4	4	4	4	4	4	4	4	4	36	4.00
139	4	4	4	4	16	4.00	5	4	4	4	4	4	5	4	4	38	4.22
140	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	4	36	4.00
141	4	4	4	4	16	4.00	5	4	4	5	4	5	4	5	4	40	4.44
142	5	5	4	5	19	4.75	4	4	4	4	4	4	4	4	4	36	4.00
143	4	4	4	4	16	4.00	3	4	4	4	4	4	5	4	4	36	4.00

Lampiran 3C (Lanjutan)

Resp	Promosi (X5)						Kelompok Referensi (X6)										
	X5.1	X5.2	X5.3	X5.4	Total	Mean	X6.1	X6.2	X6.3	X6.4	X6.5	X6.6	X6.7	X6.8	X6.9	Total	Mean
144	5	5	4	5	19	4.75	4	4	4	4	4	4	4	4	4	36	4.00
145	5	5	5	4	19	4.75	4	4	4	4	4	4	4	4	4	36	4.00
146	4	4	4	3	15	3.75	3	3	4	3	4	4	3	3	4	31	3.44
147	4	4	4	4	16	4.00	3	3	3	3	3	3	3	4	3	28	3.11
148	3	3	3	4	13	3.25	3	4	4	4	3	4	3	4	3	32	3.56
149	4	3	3	3	13	3.25	3	2	2	2	3	3	4	3	3	25	2.78
150	4	4	4	4	16	4.00	4	4	4	4	5	5	4	5	4	39	4.33
151	4	5	5	5	19	4.75	4	5	5	4	5	4	3	4	4	38	4.22
152	5	5	5	5	20	5.00	4	4	5	5	3	5	5	5	5	41	4.56
153	4	4	4	4	16	4.00	3	4	4	4	3	4	4	4	4	34	3.78
154	3	2	2	2	9	2.25	3	2	3	3	3	4	3	4	4	29	3.22
155	5	5	5	5	20	5.00	5	5	5	4	5	5	4	4	5	42	4.67
156	4	4	4	4	16	4.00	5	5	5	4	5	5	5	5	5	44	4.89
157	4	4	4	4	16	4.00	4	4	4	4	4	4	3	3	4	34	3.78
158	5	5	4	5	19	4.75	4	5	5	4	4	5	5	5	5	42	4.67
159	3	3	3	4	13	3.25	3	3	3	3	2	3	4	4	4	29	3.22
160	4	5	5	5	19	4.75	4	4	4	4	4	4	4	4	4	36	4.00
161	4	3	4	4	15	3.75	3	3	3	3	3	4	4	4	5	32	3.56

Lampiran 3C (Lanjutan)

Resp	Promosi (X5)						Kelompok Referensi (X6)											
	X5.1	X5.2	X5.3	X5.4	Total	Mean	X6.1	X6.2	X6.3	X6.4	X6.5	X6.6	X6.7	X6.8	X6.9	Total	Mean	
180	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	4	4	36	4
181	5	5	5	5	20	5.00	5	5	5	4	5	5	5	5	5	5	44	4.89
182	4	4	4	4	16	4.00	4	5	5	4	4	4	4	5	4	4	39	4.33
183	4	4	4	4	16	4.00	4	5	5	4	4	5	4	4	4	4	39	4.33
184	4	4	4	3	15	3.75	5	5	4	5	4	4	4	5	4	4	40	4.44
185	4	4	4	4	16	4.00	4	5	4	4	4	5	4	4	4	4	38	4.22
186	3	4	4	3	14	3.50	4	4	4	4	4	4	4	4	4	4	36	4.00
187	3	2	3	3	11	2.75	5	5	5	5	5	5	5	5	5	5	45	5.00
188	4	4	4	4	16	4.00	3	4	4	3	4	4	3	4	4	4	33	3.67
189	4	4	4	4	16	4.00	3	4	4	3	4	4	3	4	4	4	33	3.67
190	4	4	5	5	18	4.50	4	4	4	4	4	4	4	4	4	4	36	4.00
191	5	5	4	5	19	4.75	4	5	5	4	5	5	4	4	4	4	40	4.44
192	5	5	5	4	19	4.75	4	4	4	5	4	4	4	4	4	5	38	4.22
193	4	4	4	5	17	4.25	4	4	4	4	4	5	4	4	4	4	37	4.11
194	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	4	4	36	4.00
195	4	4	4	4	16	4.00	4	5	5	4	5	5	4	5	5	5	42	4.67
196	4	4	3	4	15	3.75	4	4	5	4	4	4	4	3	4	4	36	4.00
197	4	4	3	4	15	3.75	4	4	4	4	5	4	4	4	4	4	37	4.11

Lampiran 3C (Lanjutan)

Resp	Promosi (X5)						Kelompok Referensi (X6)										
	X5.1	X5.2	X5.3	X5.4	Total	Mean	X6.1	X6.2	X6.3	X6.4	X6.5	X6.6	X6.7	X6.8	X6.9	Total	Mean
198	4	4	3	4	15	3.75	4	4	3	4	3	4	4	3	4	33	3.67
199	5	5	5	5	20	5.00	4	4	4	4	4	4	4	4	4	36	4.00
200	3	3	3	3	12	3.00	4	3	3	3	3	3	4	3	3	29	3.22
201	4	4	4	5	17	4.25	4	4	4	4	4	4	4	4	4	36	4.00
202	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	4	36	4.00
203	4	4	4	4	16	4.00	4	5	5	4	4	5	4	4	4	39	4.33
204	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	4	36	4.00
205	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	4	36	4.00
206	5	5	4	5	19	4.75	4	4	4	4	4	4	4	4	4	36	4.00
207	4	4	4	4	16	4.00	4	4	4	4	4	4	4	4	3	35	3.89
208	3	3	2	2	10	2.50	5	5	5	5	5	5	5	5	5	45	5.00
209	4	4	4	4	16	4.00	4	5	5	4	5	5	4	5	5	42	4.67

Lampiran 3D

Jawaban Responden Terhadap Variabel Keputusan Pembelian (Y1)

Resp	Keputusan Pembelian (Y1)						Total	Mean
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5			
1	4	3	4	3	4	18	3.60	
2	3	3	3	3	4	16	3.20	
3	4	4	3	4	4	19	3.80	
4	4	4	3	4	4	19	3.80	
5	4	4	3	4	4	19	3.80	
6	4	3	3	3	3	16	3.20	
7	3	3	3	3	3	15	3.00	
8	4	3	4	3	4	18	3.60	
9	3	3	3	3	4	16	3.20	
10	4	4	4	4	4	20	4.00	
11	4	4	4	4	4	20	4.00	
12	4	5	5	5	5	24	4.80	
13	3	4	4	4	4	19	3.80	
14	3	3	3	4	3	16	3.20	
15	4	4	4	4	4	20	4.00	
16	4	4	4	4	4	20	4.00	
17	4	4	5	4	5	22	4.40	

Lampiran 3D (Lanjutan)

Resp	Keputusan Pembelian (Y1)						
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Total	Mean
18	3	3	4	3	4	17	3.40
19	4	5	5	5	5	24	4.80
20	4	5	5	4	5	23	4.60
21	4	5	5	5	5	24	4.80
22	4	4	5	4	5	22	4.40
23	4	4	5	4	5	22	4.40
24	3	4	4	4	4	19	3.80
25	4	5	5	5	5	24	4.80
26	4	4	5	4	5	22	4.40
27	4	4	3	4	4	19	3.80
28	4	4	4	4	4	20	4.00
29	3	3	3	3	3	15	3.00
30	3	4	4	4	4	19	3.80
31	4	4	4	4	4	20	4.00
32	4	4	5	4	5	22	4.40
33	3	3	4	4	4	18	3.60
34	5	5	5	4	5	24	4.80
35	4	4	4	4	3	19	3.80

Lampiran 3D (Lanjutan)

Resp	Keputusan Pembelian (Y1)						
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Total	Mean
36	5	5	5	4	5	24	4.80
37	3	3	3	3	3	15	3.00
38	4	4	5	4	5	22	4.40
39	3	3	4	3	4	17	3.40
40	4	4	5	4	5	22	4.40
41	4	4	4	3	4	19	3.80
42	4	4	4	3	4	19	3.80
43	4	4	4	4	4	20	4.00
44	4	4	4	3	4	19	3.80
45	4	4	4	4	4	20	4.00
46	4	4	4	4	4	20	4.00
47	3	3	4	3	4	17	3.40
48	4	5	5	4	5	23	4.60
49	4	4	3	4	3	18	3.60
50	3	4	4	4	4	19	3.80
51	3	3	4	3	4	17	3.40
52	3	4	4	4	4	19	3.80
53	3	3	4	3	4	17	3.40

Lampiran 3D (Lanjutan)

Resp	Keputusan Pembelian (Y1)						
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Total	Mean
54	3	4	4	4	4	19	3.80
55	3	3	3	3	3	15	3.00
56	4	4	4	4	4	20	4.00
57	3	3	3	4	3	16	3.20
58	3	4	4	4	4	19	3.80
59	3	4	4	4	4	19	3.80
60	3	4	4	4	4	19	3.80
61	3	4	4	4	4	19	3.80
62	4	4	4	4	4	20	4.00
63	4	4	4	4	4	20	4.00
64	4	4	5	4	5	22	4.00
65	4	4	4	4	4	20	4.00
66	3	3	4	4	4	18	3.60
67	4	4	4	4	4	20	4.00
68	3	3	4	4	4	18	3.60
69	4	4	4	4	4	20	4.00
70	4	4	4	4	4	20	4.00
71	4	4	4	4	4	20	4.00

Lampiran 3D (Lanjutan)

Resp	Keputusan Pembelian (Y1)						
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Total	Mean
72	4	4	4	4	4	20	4.00
73	4	4	4	4	4	20	4.00
74	4	4	5	4	5	22	4.40
75	4	4	4	4	4	20	4.00
76	4	4	4	4	4	20	4.00
77	4	4	4	4	4	20	4.00
78	4	4	4	5	4	21	4.20
79	4	4	5	4	5	22	4.40
80	4	4	5	4	5	22	4.40
81	4	4	4	5	4	21	4.20
82	4	4	5	4	5	22	4.40
83	5	5	5	4	5	24	4.80
84	4	4	4	4	4	20	4.00
85	4	4	4	4	4	20	4.00
86	4	4	4	4	4	20	4.00
87	4	4	4	4	4	20	4.00
88	4	4	5	4	5	22	4.40
89	4	4	5	4	5	22	4.40

Lampiran 3D (Lanjutan)

Resp	Keputusan Pembelian (Y1)						
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Total	Mean
90	4	4	4	4	4	20	4.00
91	4	4	5	4	5	22	4.40
92	4	4	5	4	5	22	4.40
93	4	4	4	4	4	20	4.00
94	4	4	4	5	5	22	4.40
95	4	4	4	4	5	21	4.20
96	4	4	4	5	4	21	4.20
97	4	4	4	4	4	20	4.00
98	3	4	4	4	4	19	3.80
99	3	3	4	3	4	17	3.40
100	3	4	4	4	4	19	3.80
101	3	3	4	3	4	17	3.40
102	4	4	4	4	4	20	4.00
103	3	3	3	4	4	17	3.40
104	3	3	4	3	4	17	3.40
105	4	4	4	4	4	20	4.00
106	3	3	3	3	3	15	3.00
107	3	4	4	4	4	19	3.80

Lampiran 3D (Lanjutan)

Resp	Keputusan Pembelian (Y1)						
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Total	Mean
108	3	4	4	4	4	19	3.80
109	3	4	4	4	4	19	3.80
110	3	4	4	4	4	19	3.80
111	4	4	4	4	4	20	4.00
112	4	4	4	4	4	20	4.00
113	4	4	5	5	5	23	4.60
114	4	4	4	4	4	20	4.00
115	4	4	4	4	4	20	4.00
116	3	3	4	3	4	17	3.40
117	4	4	4	4	4	20	4.00
118	4	4	4	4	4	20	4.00
119	4	4	4	4	4	20	4.00
120	4	4	4	4	4	20	4.00
121	4	4	4	4	4	20	4.00
122	4	4	4	5	5	22	4.40
123	4	4	5	4	5	22	4.40
124	4	4	4	4	4	20	4.00
125	4	4	4	4	4	20	4.00

Lampiran 3D (Lanjutan)

Resp	Keputusan Pembelian (Y1)						
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Total	Mean
126	4	4	4	4	4	20	4.00
127	4	5	5	5	5	24	4.80
128	4	4	4	4	4	20	4.00
129	4	4	5	4	5	22	4.40
130	4	4	5	4	5	22	4.40
131	4	4	4	4	4	20	4.00
132	4	4	5	5	5	23	4.60
133	4	5	5	5	5	24	4.80
134	4	4	4	4	4	20	4.00
135	4	4	4	4	4	20	4.00
136	4	4	4	4	4	20	4.00
137	4	4	4	4	4	20	4.00
138	4	4	5	4	5	22	4.40
139	4	4	5	4	5	22	4.40
140	4	4	4	5	5	22	4.40
141	4	4	5	4	5	22	4.40
142	4	4	5	4	5	22	4.40
143	4	4	4	4	4	20	4.00

Lampiran 3D (Lanjutan)

Resp	Keputusan Pembelian (Y1)						
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Total	Mean
144	4	4	4	4	4	20	4.00
145	4	4	4	4	4	20	4.00
146	4	3	3	3	3	16	3.20
147	3	3	3	3	3	15	3.00
148	4	3	4	3	4	18	3.60
149	3	2	4	3	4	16	3.20
150	4	4	4	4	4	20	4.00
151	4	4	4	4	4	20	4.00
152	4	5	5	5	5	24	4.80
153	3	4	4	4	4	19	3.80
154	3	3	3	4	3	16	3.20
155	4	4	5	4	5	22	4.40
156	4	4	5	4	5	22	4.40
157	3	4	4	4	4	19	3.80
158	4	5	5	5	5	24	4.80
159	3	3	3	4	3	16	3.20
160	4	4	5	4	5	22	4.40
161	3	4	4	4	4	19	3.80

Lampiran 3D (Lanjutan)

Resp	Keputusan Pembelian (Y1)						
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Total	Mean
162	4	4	4	4	4	20	4.00
163	3	3	3	3	3	15	3.00
164	3	4	4	4	4	19	3.80
165	4	5	5	4	5	23	4.60
166	4	4	3	4	3	18	3.60
167	3	4	4	4	4	19	3.80
168	3	4	4	4	4	19	3.80
169	3	3	4	3	4	17	3.40
170	3	4	4	4	4	19	3.80
171	3	3	3	3	3	15	3.00
172	3	3	4	3	4	17	3.40
173	4	4	4	4	4	20	4.00
174	3	3	3	4	3	16	3.20
175	3	4	4	4	4	19	3.80
176	3	4	4	4	4	19	3.80
177	4	4	5	4	5	22	4.40
178	4	4	4	4	4	20	4.00
179	4	4	4	4	4	20	4.00

Lampiran 3D (Lanjutan)

Resp	Keputusan Pembelian (Y1)						
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Total	Mean
180	4	4	4	4	4	20	4.00
181	4	5	5	5	5	24	4.80
182	4	4	4	5	4	21	4.20
183	4	4	5	4	5	22	4.40
184	4	4	5	4	5	22	4.40
185	4	4	4	5	4	21	4.20
186	4	4	5	4	5	22	4.40
187	4	5	5	5	5	24	4.80
188	4	4	4	4	4	20	4.00
189	4	4	4	4	4	20	4.00
190	4	4	4	5	5	22	4.40
191	4	4	4	4	5	21	4.20
192	4	4	4	5	4	21	4.20
193	4	4	4	4	4	20	4.00
194	4	4	4	4	4	20	4.00
195	4	4	5	5	5	23	4.60
196	4	4	4	4	4	20	4.00
197	4	4	4	4	4	20	4.00

Lampiran 3D (Lanjutan)

Resp	Keputusan Pembelian (Y1)						
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Total	Mean
199	4	4	4	4	4	20	4.00
200	3	3	4	3	4	17	3.40
201	4	4	4	4	4	20	4.00
202	4	4	4	4	4	20	4.00
203	4	4	4	4	4	20	4.00
204	4	4	4	4	4	20	4.00
205	4	4	4	5	5	22	4.40
206	4	4	5	4	5	22	4.40
207	4	4	4	4	4	20	4.00
208	4	5	5	5	5	24	4.80
209	4	4	4	4	4	20	4.00

Lampiran 4

Hasil Frekuensi Profil Responden

Jenis Kelamin Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	111	53.1	53.1	53.1
	Perempuan	98	46.9	46.9	100.0
	Total	209	100.0	100.0	

Domisili

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Surabaya	209	100.0	100.0	100.0

Usia Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-23 tahun	95	45.5	45.5	45.5
	24-29 tahun	84	40.2	40.2	85.6
	30-35 tahun	20	9.6	9.6	95.2
	> 35 tahun	10	4.8	4.8	100.0
	Total	209	100.0	100.0	

Pendidikan Terakhir Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	120	57.4	57.4	57.4
	Sarjana	81	38.8	38.8	96.2
	Pasca Sarjana	8	3.8	3.8	100.0
	Total	209	100.0	100.0	

Lampiran 4 (Lanjutan)

Status Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pelajar/mahasiswa	85	40.7	40.7	40.7
Ibu rumah tangga	14	6.7	6.7	47.4
Karyawan/PNS	87	41.6	41.6	89.0
Wiraswasta	23	11.0	11.0	100.0
Total	209	100.0	100.0	

Pengeluaran per Bulan (Rp)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 1.000.000	21	10.0	10.0	10.0
1.000.000 - 2.000.000	52	24.9	24.9	34.9
2.000.000 - 3.000.000	16	7.7	7.7	42.6
3.000.000 - 4.000.000	48	23.0	23.0	65.6
> 4.000.000	72	34.4	34.4	100.0
Total	209	100.0	100.0	

Lama Penggunaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 6 bulan -1 tahun	43	20.6	20.6	20.6
1 - 2 tahun	90	43.1	43.1	63.6
2 - 3 tahun	65	31.1	31.1	94.7
Lebih dari 3 tahun	11	5.3	5.3	100.0
Total	209	100.0	100.0	

Lampiran 5

Uji Validitas

		Correlations									
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	Total X1
X1.1	Pearson Correlation	1	.673**	.670**	.164	.164	.124	.560**	.562**	.165	.654**
	Sig. (2-tailed)		.000	.000	.017	.018	.073	.000	.000	.017	.000
	N	209	209	209	209	209	209	209	209	209	209
X1.2	Pearson Correlation	.673**	1	.934**	.172	.228**	.208**	.834**	.826**	.145	.803**
	Sig. (2-tailed)	.000		.000	.013	.001	.003	.000	.000	.037	.000
	N	209	209	209	209	209	209	209	209	209	209
X1.3	Pearson Correlation	.670**	.934**	1	.124	.227**	.189**	.797**	.852**	.132	.789**
	Sig. (2-tailed)	.000	.000		.074	.001	.006	.000	.000	.056	.000
	N	209	209	209	209	209	209	209	209	209	209
X1.4	Pearson Correlation	.164	.172	.124	1	.653**	.640**	.211**	.145	.864**	.615**
	Sig. (2-tailed)	.017	.013	.074		.000	.000	.002	.037	.000	.000
	N	209	209	209	209	209	209	209	209	209	209
X1.5	Pearson Correlation	.164	.228**	.227**	.653**	1	.959**	.259**	.178	.654**	.674**
	Sig. (2-tailed)	.018	.001	.001	.000		.000	.000	.010	.000	.000
	N	209	209	209	209	209	209	209	209	209	209
X1.6	Pearson Correlation	.124	.208**	.189**	.640**	.959**	1	.240**	.183**	.632**	.651**
	Sig. (2-tailed)	.073	.003	.006	.000	.000		.000	.008	.000	.000
	N	209	209	209	209	209	209	209	209	209	209
X1.7	Pearson Correlation	.560**	.834**	.797**	.211**	.259**	.240**	1	.781**	.199**	.777**
	Sig. (2-tailed)	.000	.000	.000	.002	.000	.000		.000	.004	.000
	N	209	209	209	209	209	209	209	209	209	209
X1.8	Pearson Correlation	.562**	.826**	.852**	.145	.178	.183**	.781**	1	.173	.750**
	Sig. (2-tailed)	.000	.000	.000	.037	.010	.008	.000		.012	.000
	N	209	209	209	209	209	209	209	209	209	209
X1.9	Pearson Correlation	.165	.145	.132	.864**	.654**	.632**	.199**	.173	1	.613**
	Sig. (2-tailed)	.017	.037	.056	.000	.000	.000	.004	.012		.000
	N	209	209	209	209	209	209	209	209	209	209
Total X1	Pearson Correlation	.654**	.803**	.789**	.615**	.674**	.651**	.777**	.750**	.613**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	209	209	209	209	209	209	209	209	209	209

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

Correlations

		X2.1	X2.2	X2.3	Total X2
X2.1	Pearson Correlation	1	.783**	.685**	.916**
	Sig. (2-tailed)		.000	.000	.000
	N	209	209	209	209
X2.2	Pearson Correlation	.783**	1	.667**	.920**
	Sig. (2-tailed)	.000		.000	.000
	N	209	209	209	209
X2.3	Pearson Correlation	.685**	.667**	1	.859**
	Sig. (2-tailed)	.000	.000		.000
	N	209	209	209	209
Total X2	Pearson Correlation	.916**	.920**	.859**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	209	209	209	209

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

Lampiran 5 (Lanjutan)

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Total X3
X3.1	Pearson Correlation	1	.609**	.621**	.242	.340	.538	.593	.257	.725**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	209	209	209	209	209	209	209	209	209
X3.2	Pearson Correlation	.609**	1	.817**	.246*	.301**	.752**	.674**	.322**	.835**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	209	209	209	209	209	209	209	209	209
X3.3	Pearson Correlation	.621**	.817**	1	.240	.326**	.714**	.661**	.264**	.824**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	209	209	209	209	209	209	209	209	209
X3.4	Pearson Correlation	.242	.246*	.240	1	.794**	.237**	.223**	.650**	.596**
	Sig. (2-tailed)	.000	.000	.000		.000	.001	.001	.000	.000
	N	209	209	209	209	209	209	209	209	209
X3.5	Pearson Correlation	.340	.301**	.326**	.794**	1	.335**	.307**	.560**	.658**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	209	209	209	209	209	209	209	209	209
X3.6	Pearson Correlation	.538	.752**	.714**	.237**	.335**	1	.645**	.203	.784**
	Sig. (2-tailed)	.000	.000	.000	.001	.000		.000	.003	.000
	N	209	209	209	209	209	209	209	209	209
X3.7	Pearson Correlation	.593	.674**	.661**	.223**	.307**	.645**	1	.291	.775**
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000		.000	.000
	N	209	209	209	209	209	209	209	209	209
X3.8	Pearson Correlation	.257	.322**	.264**	.650**	.560**	.203	.291	1	.586**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.003	.000		.000
	N	209	209	209	209	209	209	209	209	209
Total X3	Pearson Correlation	.725**	.835**	.824**	.596**	.658**	.784**	.775**	.586**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	209	209	209	209	209	209	209	209	209

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

Correlations

		X4.1	X4.2	X4.3	X4.4	X4.5	Total X4
X4.1	Pearson Correlation	1	.679**	.779**	.714**	.792**	.920**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	209	209	209	209	209	209
X4.2	Pearson Correlation	.679**	1	.850**	.468**	.575**	.828**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	209	209	209	209	209	209
X4.3	Pearson Correlation	.779**	.850**	1	.688**	.693**	.923**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	209	209	209	209	209	209
X4.4	Pearson Correlation	.714**	.468**	.688**	1	.684**	.800**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	209	209	209	209	209	209
X4.5	Pearson Correlation	.792**	.575**	.693**	.684**	1	.867**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	209	209	209	209	209	209
Total X4	Pearson Correlation	.920**	.828**	.923**	.800**	.867**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	209	209	209	209	209	209

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

Lampiran 5 (Lanjutan)

Correlations

		X5.1	X5.2	X5.3	X5.4	Total X5
X5.1	Pearson Correlation	1	.844**	.625**	.699**	.900**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	209	209	209	209	209
X5.2	Pearson Correlation	.844**	1	.710**	.726**	.933**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	209	209	209	209	209
X5.3	Pearson Correlation	.625**	.710**	1	.600**	.827**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	209	209	209	209	209
X5.4	Pearson Correlation	.699**	.726**	.600**	1	.863**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	209	209	209	209	209
Total X5	Pearson Correlation	.900**	.933**	.827**	.863**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	209	209	209	209	209

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

Correlations

		X6.1	X6.2	X6.3	X6.4	X6.5	X6.6	X6.7	X6.8	X6.9	Total X6
X6.1	Pearson Correlation	1	.664**	.624**	.686**	.637**	.360**	.595**	.397**	.422**	.802**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	209	209	209	209	209	209	209	209	209	209
X6.2	Pearson Correlation	.664**	1	.890**	.631**	.695**	.605**	.353**	.501**	.486**	.876**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	209	209	209	209	209	209	209	209	209	209
X6.3	Pearson Correlation	.624**	.890**	1	.595**	.678**	.626**	.355**	.496**	.504**	.866**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	209	209	209	209	209	209	209	209	209	209
X6.4	Pearson Correlation	.686**	.631**	.595**	1	.426**	.346**	.427**	.401**	.316**	.716**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	209	209	209	209	209	209	209	209	209	209
X6.5	Pearson Correlation	.637**	.695**	.678**	.426**	1	.403**	.301**	.379**	.383**	.739**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	209	209	209	209	209	209	209	209	209	209
X6.6	Pearson Correlation	.360**	.605**	.626**	.346**	.403**	1	.477**	.613**	.620**	.734**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	209	209	209	209	209	209	209	209	209	209
X6.7	Pearson Correlation	.595**	.353**	.355**	.427**	.301**	.477**	1	.548**	.480**	.650**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	209	209	209	209	209	209	209	209	209	209
X6.8	Pearson Correlation	.397**	.501**	.496**	.401**	.379**	.613**	.548**	1	.574**	.705**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	209	209	209	209	209	209	209	209	209	209
X6.9	Pearson Correlation	.422**	.486**	.504**	.316**	.383**	.620**	.480**	.574**	1	.686**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	209	209	209	209	209	209	209	209	209	209
Total X6	Pearson Correlation	.802**	.876**	.866**	.716**	.739**	.734**	.650**	.705**	.686**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	209	209	209	209	209	209	209	209	209	209

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

Lampiran 5 (Lanjutan)

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Total Y
Y1.1	Pearson Correlation	1	.613**	.453**	.431**	.470**	.714**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	209	209	209	209	209	209
Y1.2	Pearson Correlation	.613**	1	.600**	.716**	.587**	.862**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	209	209	209	209	209	209
Y1.3	Pearson Correlation	.453**	.600**	1	.422**	.899**	.851**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	209	209	209	209	209	209
Y1.4	Pearson Correlation	.431**	.716**	.422**	1	.487**	.748**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	209	209	209	209	209	209
Y1.5	Pearson Correlation	.470**	.587**	.899**	.487**	1	.867**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	209	209	209	209	209	209
Total Y	Pearson Correlation	.714**	.862**	.851**	.748**	.867**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	209	209	209	209	209	209

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

Lampiran 6

Uji Reliabilitas

Case Processing Summary

		N	%
Cases	Valid	209	100.0
	Excluded ^a	0	.0
	Total	209	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.873	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	31.7512	17.053	.545	.865
X1.2	31.3780	15.919	.730	.848
X1.3	31.3684	16.022	.712	.849
X1.4	31.7464	17.517	.507	.868
X1.5	31.3301	16.991	.572	.863
X1.6	31.3541	17.211	.546	.865
X1.7	31.3301	16.463	.704	.851
X1.8	31.3780	16.534	.668	.854
X1.9	31.7321	17.543	.506	.868

Lampiran 6 (Lanjutan)

Case Processing Summary

		N	%
Cases	Valid	209	100.0
	Excluded ^a	0	.0
	Total	209	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.879	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	8.5120	1.809	.809	.791
X2.2	8.5742	1.621	.793	.811
X2.3	8.6172	2.093	.715	.876

Lampiran 6 (Lanjutan)

Case Processing Summary

		N	%
Cases	Valid	209	100.0
	Excluded ^a	0	.0
	Total	209	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.873	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	27.6077	10.576	.640	.857
X3.2	27.5933	9.560	.763	.841
X3.3	27.5885	9.397	.742	.844
X3.4	27.2632	11.060	.482	.871
X3.5	27.2823	10.732	.552	.865
X3.6	27.5120	9.857	.696	.849
X3.7	27.5167	9.857	.683	.851
X3.8	27.2823	11.088	.470	.872

Lampiran 6 (Lanjutan)

Case Processing Summary

		N	%
Cases	Valid	209	100.0
	Excluded ^a	0	.0
	Total	209	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.916	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	16.4785	4.857	.859	.883
X4.2	16.2392	5.644	.731	.908
X4.3	16.1579	5.230	.873	.879
X4.4	16.4354	6.247	.720	.913
X4.5	16.3349	5.330	.781	.899

Lampiran 6 (Lanjutan)

Case Processing Summary

		N	%
Cases	Valid	209	100.0
	Excluded ^a	0	.0
	Total	209	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.904	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X5.1	11.9809	3.202	.818	.863
X5.2	11.9713	2.970	.871	.843
X5.3	12.0766	3.494	.706	.902
X5.4	11.9856	3.207	.748	.889

Lampiran 6 (Lanjutan)

Case Processing Summary

		N	%
Cases	Valid	209	100.0
	Excluded ^a	0	.0
	Total	209	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.906	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X6.1	32.0191	13.673	.735	.892
X6.2	31.8517	12.675	.825	.884
X6.3	31.8134	12.941	.815	.885
X6.4	32.0144	14.360	.637	.899
X6.5	31.8708	13.921	.655	.898
X6.6	31.7656	14.334	.661	.897
X6.7	31.9522	14.796	.560	.904
X6.8	31.8086	14.588	.630	.899
X6.9	31.7943	14.789	.611	.901

Lampiran 6 (Lanjutan)

Case Processing Summary

		N	%
Cases	Valid	209	100.0
	Excluded ^a	0	.0
	Total	209	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.869	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	16.1818	3.467	.579	.867
Y1.2	16.0239	3.043	.775	.821
Y1.3	15.7895	2.888	.741	.829
Y1.4	15.9522	3.286	.608	.861
Y1.5	15.7273	2.882	.770	.821

Lampiran 7

Statistika Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Gaya Hidup	209	2.11	4.89	3.9357	.50841
Harga	209	2.33	5.00	4.2839	.65877
Kualitas Produk	209	3.00	4.88	3.9222	.45361
Merek	209	2.40	5.00	4.0823	.57823
Promosi	209	2.25	5.00	4.0012	.58860
Kelompok Referensi	209	2.56	5.00	3.9851	.46547
Keputusan Pembelian	209	3.00	4.80	3.9837	.43404
Valid N (listwise)	209				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	209	2.00	5.00	3.6699	.74104
X1.2	209	2.00	5.00	4.0431	.76149
X1.3	209	2.00	5.00	4.0526	.76089
X1.4	209	2.00	5.00	3.6746	.69294
X1.5	209	2.00	5.00	4.0909	.72481
X1.6	209	2.00	5.00	4.0670	.71071
X1.7	209	2.00	5.00	4.0909	.69777
X1.8	209	2.00	5.00	4.0431	.71593
X1.9	209	2.00	5.00	3.6890	.68915
Valid N (listwise)	209				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	209	2.00	5.00	4.3397	.72351
X2.2	209	2.00	5.00	4.2775	.80832
X2.3	209	2.00	5.00	4.2344	.66330
Valid N (listwise)	209				

Lampiran 7 (Lanjutan)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X3.1	209	3.00	5.00	3.7703	.55025
X3.2	209	3.00	5.00	3.7847	.66978
X3.3	209	3.00	5.00	3.7895	.71635
X3.4	209	3.00	5.00	4.1148	.56007
X3.5	209	3.00	5.00	4.0957	.58048
X3.6	209	3.00	5.00	3.8660	.65870
X3.7	209	3.00	5.00	3.8612	.66858
X3.8	209	3.00	5.00	4.0957	.56367
Valid N (listwise)	209				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X4.1	209	2.00	5.00	3.9330	.76918
X4.2	209	2.00	5.00	4.1722	.65706
X4.3	209	2.00	5.00	4.2536	.67068
X4.4	209	2.00	5.00	3.9761	.51366
X4.5	209	2.00	5.00	4.0766	.70293
Valid N (listwise)	209				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X5.1	209	2.00	5.00	4.0239	.65369
X5.2	209	2.00	5.00	4.0335	.69602
X5.3	209	2.00	5.00	3.9282	.62758
X5.4	209	2.00	5.00	4.0191	.69311
Valid N (listwise)	209				

Lampiran 7 (Lanjutan)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X6.1	209	2.00	5.00	3.8421	.63469
X6.2	209	1.00	5.00	4.0096	.73374
X6.3	209	2.00	5.00	4.0478	.69863
X6.4	209	2.00	5.00	3.8469	.58466
X6.5	209	2.00	5.00	3.9904	.65037
X6.6	209	3.00	5.00	4.0957	.57213
X6.7	209	2.00	5.00	3.9091	.56019
X6.8	209	3.00	5.00	4.0526	.54781
X6.9	209	3.00	5.00	4.0670	.52377
Valid N (listwise)	209				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y1.1	209	3.00	5.00	3.7368	.47295
Y1.2	209	2.00	5.00	3.8947	.51741
Y1.3	209	3.00	5.00	4.1292	.58635
Y1.4	209	3.00	5.00	3.9665	.52241
Y1.5	209	3.00	5.00	4.1914	.57322
Valid N (listwise)	209				

Lampiran 8

Hasil Regresi Linear Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.885 ^a	.783	.776	.20531

a. Predictors: (Constant), Kelompok Referensi, Promosi, Kualitas Produk, Harga, Gaya Hidup, Merek

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.670	6	5.112	121.269	.000 ^b
	Residual	8.515	202	.042		
	Total	39.185	208			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kelompok Referensi, Promosi, Kualitas Produk, Harga, Gaya Hidup, Merek

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.060	.161		-.375	.708		
	Gaya Hidup	.159	.037	.186	4.299	.000	.574	1.742
	Harga	.123	.027	.186	4.482	.000	.624	1.602
	Kualitas Produk	.166	.036	.173	4.621	.000	.765	1.307
	Merek	.143	.033	.191	4.351	.000	.558	1.792
	Promosi	.080	.027	.108	2.961	.003	.806	1.240
	Kelompok Referensi	.336	.049	.360	6.892	.000	.394	2.540

a. Dependent Variable: Keputusan Pembelian

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.9953	4.7794	3.9837	.38400	209
Residual	-.55617	.65129	.00000	.20233	209
Std. Predicted Value	-2.574	2.072	.000	1.000	209
Std. Residual	-2.709	3.172	.000	.985	209

a. Dependent Variable: Keputusan Pembelian

Lampiran 8 (Lanjutan)



