

LAMPIRAN

KUESIONER

Kepada responden yang terhormat, pelanggan air minum kemasan merk *Safe* di Surabaya.

Perkenankan saya mohon kesediaan anda mengisi kuesioner ini. Di mana kuesioner yang saya edarkan ini bertujuan untuk mengetahui apakah Citra Merek, Kualitas Layanan dan Harga mempengaruhi keputusan anda dalam melakukan pembelian air minum kemasan merk *Safe* pada PT Airkyndo di Surabaya, oleh karena itu penulis di sini sangat mengharapkan bantuan berupa jawaban yang sejujurnya dalam kuesioner ini sesuai dengan pengalaman dan pengetahuan Bapak/ Ibu/ Saudara/ Saudari. Atas kerjasama dan bantuan yang diberikan, saya mengucapkan terima kasih.

Berilah tanda X (silang) pada jawaban yang Anda pilih

Bagian I Pertanyaan yang sifatnya umum :

1. Apakah Anda bertempat tinggal di Surabaya saat ini?
 Ya Tidak
2. Apakah Pendidikan Terakhir Anda ?
 SMA Perguruan Tinggi
3. Apakah Anda pernah melakukan pembelian air minum kemasan merk *Safe* pada PT Airkyndo di Surabaya ?
 Ya Tidak

II. Berikan penilaian anda pada pernyataan di bawah ini

Berilah tanda centang (✓) untuk setiap jawaban yang anda pilih

Skor untuk jawaban yang anda berikan adalah

1. Angka 1 = Sangat tidak setuju
2. Angka 2 = Tidak setuju
3. Angka 3 = Netral
4. Angka 4 = Setuju
5. Angka 5 = Sangat setuju

PERNYATAAN untuk Citra Merek (X1)	1	2	3	4	5
1. Produk merek <i>Safe</i> lebih dikenal sebagai produk air minum dalam kemasan.					
2. Anda merasa bahwa produk air minum kemasan merek <i>Safe</i> dapat berkembang di Surabaya					
3. Air minum kemasan merek <i>Safe</i> memiliki kualitas bagus.					

PERNYATAAN untuk Kualitas Layanan (X2)	1	2	3	4	5
A. Tangibles					
4. Penampilan karyawan PT Airkyndo yang melayani anda menarik dan sopan					
5. PT Airkyndo memiliki ruangan dan peralatan kantor yang lengkap dan memadai. seperti gudang, komputer dan lain-lain.					
6. PT Airkyndo memiliki Sarana komunikasi yang memudahkan anda dalam pemesanan air minum dalam kemasan merek <i>Safe</i>					
B. Reliability					
7. Jadwal pengiriman pesanan anda sesuai dengan yang dijanjikan oleh karyawan PT Airkyndo.					
8. Karyawan dapat memberikan informasi yang lengkap mengenai air minum dalam kemasan merek <i>Safe</i>					
C. Responsiveness					
9. Karyawan PT Airkyndo selalu siap membantu bila anda mempunyai keluhan.					
10. Layanan yang cepat dan tanggap diberikan oleh karyawan PT Airkyndo bila anda mengalami masalah.					
11. Karyawan PT Airkyndo memiliki pengetahuan dan pemahaman yang luas tentang produk dan harga yang ditawarkannya.					
D. Assurance					
12. Kemudahan untuk menghubungi pihak PT Airkyndo ketika Anda mempunyai keluhan.					
13. Karyawan bersikap sopan dalam melayani anda					

E. Empathy					
14. PT Airkyndo memberikan perhatian perindividu pada anda (misalnya memberikan kalender pada waktu tahun baru dan sebagainya).					
15. Karyawan PT Airkyndo mampu menjalin komunikasi dengan konsumennya.					

PERNYATAAN untuk Harga (X3)	1	2	3	4	5
16. Harga air minum kemasan merek <i>Safe</i> terjangkau					
17. Harga air minum kemasan merek <i>Safe</i> sesuai dengan kualitas					
18. Adanya potongan harga (<i>discount</i>)					

PERNYATAAN untuk Keputusan Pembelian (Y)	1	2	3	4	5
1. Menurut pendapat Anda, air minum kemasan merek <i>Safe</i> merupakan air minum kemasan pilihan nomor satu bagi anda					
2. Menurut pendapat Anda, Anda selalu loyal terhadap produk air minum kemasan merek <i>Safe</i>					
3. Menurut pendapat Anda, Anda selalu merekomendasikan kepada orang lain untuk menggunakan produk air minum kemasan merek <i>Safe</i>					
4. Menurut pendapat Anda, pemilihan air minum kemasan merek <i>Safe</i> merupakan pilihan terbaik dari seluruh alternatif air minum kemasan yang ada					
5. Menurut pendapat Anda, seluruh anggota keluarga senang untuk menggunakan air minum kemasan merek <i>Safe</i> sebagai konsumsi air minum sehari-hari					

**TANGGAPAN RESPONDEN MENGENAI CITRA MEREK, KUALITAS LAYANAN DAN HARGA
AIR MINUM KEMASAN MEREK SAFE PADA PT AIRKYNDO DI SURABAYA**

No. Resp.	PERNYATAAN																				
	1	2	3	X1	4	5	6	7	8	9	10	11	12	13	14	15	X2	16	17	18	X3
1	4	3	5	4.00	3	5	4	4	5	4	2	5	4	5	2	3	3.83	5	4	5	4.67
2	3	3	3	3.00	3	5	3	2	3	5	2	5	3	4	3	3	3.42	3	5	4	4.00
3	4	4	3	3.67	4	3	4	3	3	4	3	3	4	3	5	4	3.58	3	3	3	3.00
4	5	5	5	5.00	3	2	4	5	2	4	3	2	4	5	5	5	3.67	5	5	5	5.00
5	4	2	5	3.67	4	5	3	4	3	4	2	5	3	5	4	5	3.92	3	3	4	3.33
6	5	4	3	4.00	3	3	3	4	5	4	5	3	3	5	3	5	3.83	2	3	4	3.00
7	5	5	5	5.00	4	5	4	2	5	2	4	5	4	4	2	4	3.75	2	4	4	3.33
8	3	4	2	3.00	4	3	5	2	4	4	5	3	5	3	5	4	3.92	3	4	5	4.00
9	4	4	5	4.33	4	3	4	3	3	3	4	3	3	2	4	5	3.42	5	5	5	5.00
10	4	2	3	3.00	4	2	4	3	4	3	4	4	3	2	4	5	3.50	5	5	5	5.00
11	4	3	3	3.33	4	3	4	2	3	4	4	3	4	4	4	5	3.67	3	4	4	3.67
12	5	4	5	4.67	4	5	4	5	4	5	2	4	5	5	5	5	4.42	5	5	4	4.67
13	5	5	4	4.67	3	5	2	4	5	3	4	5	3	5	4	4	3.92	3	4	3	3.33
14	4	5	5	4.67	2	4	4	5	4	4	5	4	4	5	3	5	4.08	3	4	3	3.33
15	3	2	5	3.33	3	3	3	4	4	4	4	4	4	2	3	3	3.42	4	3	3	3.33
16	4	3	3	3.33	3	4	3	4	2	4	3	2	4	4	4	5	3.50	3	4	3	3.33
17	4	3	3	3.33	4	3	4	4	5	3	4	5	3	3	3	5	3.83	3	3	4	3.33
18	3	5	2	3.33	3	4	5	2	4	4	3	4	4	3	4	3	3.58	4	4	3	3.67
19	5	5	5	5.00	2	5	3	4	3	5	4	3	5	3	5	4	3.83	5	4	3	4.00
20	4	3	3	3.33	4	4	4	5	4	5	4	4	5	5	5	5	4.50	5	5	5	5.00
21	3	4	3	3.33	3	4	4	4	4	5	5	4	5	4	3	4	4.08	4	4	2	3.33
22	4	5	2	3.67	2	2	4	3	4	5	4	4	5	3	3	4	3.58	3	5	4	4.00
23	5	4	4	4.33	3	5	3	4	5	4	2	5	4	4	4	5	4.00	5	4	4	4.33
24	4	4	4	4.00	4	4	4	3	3	5	2	3	5	3	3	4	3.58	4	4	4	4.00
25	5	5	4	4.67	5	3	5	4	3	4	3	3	4	5	4	4	3.92	4	5	4	4.33
26	5	5	5	5.00	2	4	5	4	2	4	3	2	4	4	4	5	3.58	3	5	4	4.00
27	4	4	3	3.67	4	4	5	5	3	4	2	4	4	5	3	5	4.00	3	4	4	3.67
28	3	2	2	2.33	3	4	5	4	5	4	5	3	4	3	4	5	4.08	4	3	3	3.33
29	4	4	4	4.00	4	4	5	4	5	2	4	4	4	5	5	5	4.25	5	5	5	5.00
30	4	5	4	4.33	4	4	5	4	4	4	5	4	4	4	3	4	4.08	4	3	3	3.33
31	3	4	3	3.33	4	4	4	4	3	5	4	4	4	3	4	5	4.00	5	4	4	4.33
32	4	4	5	4.33	4	5	5	5	4	5	4	4	5	4	2	4	4.25	2	5	4	3.67
33	3	3	5	3.67	3	4	3	4	3	4	4	3	4	2	4	4	3.50	5	4	3	4.00
34	5	4	5	4.67	4	3	5	5	4	5	5	4	3	3	5	5	4.25	4	5	4	4.33
35	3	3	3	3.00	5	4	5	3	5	3	4	5	4	5	5	4	4.33	2	5	4	3.67
36	3	4	3	3.33	3	3	4	2	4	4	5	3	3	3	3	5	3.50	2	2	4	2.67

37	2	3	3	2.67	4	4	3	4	4	4	4	4	4	2	3	3	3.58	5	4	5	4.67
38	5	3	4	4.00	5	5	5	4	4	4	3	3	3	4	4	4	4.00	3	3	3	3.00
39	5	5	5	5.00	3	4	5	5	5	3	4	5	5	4	4	4	4.25	3	4	4	3.67
40	5	5	4	4.67	5	5	4	4	4	4	3	4	4	5	4	3	4.08	4	4	4	4.00
41	4	4	4	4.00	4	5	5	4	3	5	4	5	4	4	5	5	4.42	4	5	4	4.33
42	4	3	3	3.33	4	4	5	4	4	5	4	5	4	3	3	5	4.17	4	4	5	4.33
43	4	3	4	3.67	5	5	4	5	4	5	5	4	5	5	4	5	4.67	3	4	5	4.00
44	4	4	5	4.33	4	5	4	4	4	5	4	4	4	5	4	4	4.25	4	3	2	3.00
45	4	5	5	4.67	4	5	5	5	5	4	5	5	5	3	4	5	4.58	4	3	3	3.33
46	4	4	5	4.33	3	5	5	5	3	3	4	3	3	5	4	5	4.00	3	4	4	3.67
47	3	4	4	3.67	3	4	5	5	4	4	3	4	4	4	3	4	3.92	3	5	3	3.67
48	4	4	4	4.00	4	5	5	5	3	3	5	3	3	5	3	5	4.08	4	4	4	4.00
49	4	3	3	3.33	3	4	4	4	3	4	5	3	4	3	2	4	3.58	4	4	3	3.67
50	4	3	5	4.00	3	3	5	4	5	5	3	5	5	3	4	2	3.92	5	4	5	4.67
Total/Var	200	191	194		179	200	209	195	191	203	188	192	200	192	187	217		186	203	193	
Mean/Var	4.00	3.82	3.88		3.58	4.00	4.18	3.90	3.82	4.06	3.76	3.84	4.00	3.84	3.74	4.34		3.72	4.06	3.86	
Std/Var	0.76	0.92	1.00		0.78	0.90	0.80	0.93	0.87	0.79	0.98	0.89	0.70	1.02	0.88	0.77		0.97	0.77	0.81	
Atribut	Citra Merek				Kualitas Layanan													Harga			
Total/Atribut	585				2353													562			
Mean/Atribut	3.90				3.92													3.88			
Std/Atribut	0.90				0.88													0.86			
Total/Keseluruhan	3520																				
Mean/Keseluruhan	3.90																				
Std/Keseluruhan	0.88																				

**TANGGAPAN RESPONDEN MENGENAI KEPUTUSAN PEMBELIAN
AIR MINUM KEMASAN MEREK SAFE PADA PT AIRKYNDO DI SURABAYA**

No. Resp.	PERNYATAAN					TOTAL	MEAN
	1	2	3	4	5		
1	5	5	4	5	4	23	4.60
2	5	4	5	4	4	22	4.40
3	4	4	5	5	4	22	4.40
4	4	5	4	3	5	21	4.20
5	5	5	5	4	3	22	4.40
6	5	5	5	5	5	25	5.00
7	5	4	5	4	5	23	4.60
8	5	5	5	5	3	23	4.60
9	3	5	5	4	3	20	4.00
10	3	5	5	4	3	20	4.00
11	4	4	5	5	4	22	4.40
12	5	5	5	5	5	25	5.00
13	5	4	4	5	5	23	4.60
14	3	4	3	4	5	19	3.80
15	5	5	3	5	5	23	4.60
16	5	3	5	5	5	23	4.60
17	5	4	4	5	5	23	4.60
18	3	5	5	4	5	22	4.40
19	4	5	5	5	5	24	4.80
20	5	5	5	4	4	23	4.60
21	5	4	3	4	3	19	3.80
22	4	4	5	5	3	21	4.20
23	4	4	4	3	5	20	4.00
24	4	4	4	4	4	20	4.00
25	5	5	4	5	5	24	4.80
26	5	5	5	5	5	25	5.00
27	5	5	5	5	5	25	5.00
28	5	4	3	4	3	19	3.80
29	5	5	4	4	5	23	4.60
30	5	4	5	4	4	22	4.40
31	4	3	4	4	4	19	3.80
32	4	3	5	5	4	21	4.20
33	5	5	5	5	5	25	5.00
34	5	4	5	5	5	24	4.80
35	5	5	4	4	3	21	4.20
36	4	5	5	5	4	23	4.60
37	4	5	4	5	3	21	4.20
38	4	3	4	4	4	19	3.80
39	3	5	5	4	4	21	4.20
40	5	5	3	5	4	22	4.40
41	4	4	4	5	5	22	4.40
42	5	5	5	4	4	23	4.60
43	5	5	5	4	3	22	4.40
44	3	3	4	4	3	17	3.40
45	4	4	5	3	3	19	3.80
46	5	5	4	5	5	24	4.80
47	5	4	5	5	4	23	4.60
48	5	5	5	5	5	25	5.00
49	5	5	5	5	5	25	5.00
50	5	5	5	3	5	23	4.60
Total/Var	224	223	225	222	211	1105	221.000
Mean/Var	4.48	4.46	4.50	4.44	4.22		4.42
Std/Var	0.71	0.68	0.68	0.64	0.82		0.71

Frequencies Citra Merek (X1)

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	2.0	2.0	2.0
	3.00	11	22.0	22.0	24.0
	4.00	25	50.0	50.0	74.0
	5.00	13	26.0	26.0	100.0
	Total	50	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	8.0	8.0	8.0
	3.00	14	28.0	28.0	36.0
	4.00	19	38.0	38.0	74.0
	5.00	13	26.0	26.0	100.0
	Total	50	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	8.0	8.0	8.0
	3.00	16	32.0	32.0	40.0
	4.00	12	24.0	24.0	64.0
	5.00	18	36.0	36.0	100.0
	Total	50	100.0	100.0	

Frequencies Kualitas Layanan (X2)

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	8.0	8.0	8.0
	3.00	18	36.0	36.0	44.0
	4.00	23	46.0	46.0	90.0
	5.00	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	6.0	6.0	6.0
	3.00	11	22.0	22.0	28.0
	4.00	19	38.0	38.0	66.0
	5.00	17	34.0	34.0	100.0
	Total	50	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	2.0	2.0	2.0
	3.00	9	18.0	18.0	20.0
	4.00	20	40.0	40.0	60.0
	5.00	20	40.0	40.0	100.0
	Total	50	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	12.0	12.0	12.0
	3.00	6	12.0	12.0	24.0
	4.00	25	50.0	50.0	74.0
	5.00	13	26.0	26.0	100.0
	Total	50	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	6.0	6.0	6.0
	3.00	15	30.0	30.0	36.0
	4.00	20	40.0	40.0	76.0
	5.00	12	24.0	24.0	100.0
	Total	50	100.0	100.0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	4.0	4.0	4.0
	3.00	8	16.0	16.0	20.0
	4.00	25	50.0	50.0	70.0
	5.00	15	30.0	30.0	100.0
	Total	50	100.0	100.0	

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	14.0	14.0	14.0
	3.00	10	20.0	20.0	34.0
	4.00	21	42.0	42.0	76.0
	5.00	12	24.0	24.0	100.0
	Total	50	100.0	100.0	

X2.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	6.0	6.0	6.0
	3.00	15	30.0	30.0	36.0
	4.00	19	38.0	38.0	74.0
	5.00	13	26.0	26.0	100.0
	Total	50	100.0	100.0	

X2.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	12	24.0	24.0	24.0
	4.00	26	52.0	52.0	76.0
	5.00	12	24.0	24.0	100.0
	Total	50	100.0	100.0	

X2.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	10.0	10.0	10.0
	3.00	15	30.0	30.0	40.0
	4.00	13	26.0	26.0	66.0
	5.00	17	34.0	34.0	100.0
	Total	50	100.0	100.0	

X2.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	8.0	8.0	8.0
	3.00	15	30.0	30.0	38.0
	4.00	21	42.0	42.0	80.0
	5.00	10	20.0	20.0	100.0
	Total	50	100.0	100.0	

X2.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	2.0	2.0	2.0
	3.00	6	12.0	12.0	14.0
	4.00	18	36.0	36.0	50.0
	5.00	25	50.0	50.0	100.0
	Total	50	100.0	100.0	

Frequencies Harga (X3)

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	10.0	10.0	10.0
	3.00	17	34.0	34.0	44.0
	4.00	15	30.0	30.0	74.0
	5.00	13	26.0	26.0	100.0
	Total	50	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	2.0	2.0	2.0
	3.00	10	20.0	20.0	22.0
	4.00	24	48.0	48.0	70.0
	5.00	15	30.0	30.0	100.0
	Total	50	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	4.0	4.0	4.0
	3.00	14	28.0	28.0	32.0
	4.00	23	46.0	46.0	78.0
	5.00	11	22.0	22.0	100.0
	Total	50	100.0	100.0	

Frequencies Keputusan Pembelian (Y)

Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	6	12.0	12.0	12.0
	4.00	14	28.0	28.0	40.0
	5.00	30	60.0	60.0	100.0
	Total	50	100.0	100.0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	5	10.0	10.0	10.0
	4.00	17	34.0	34.0	44.0
	5.00	28	56.0	56.0	100.0
	Total	50	100.0	100.0	

Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	5	10.0	10.0	10.0
	4.00	15	30.0	30.0	40.0
	5.00	30	60.0	60.0	100.0
	Total	50	100.0	100.0	

Y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	4	8.0	8.0	8.0
	4.00	20	40.0	40.0	48.0
	5.00	26	52.0	52.0	100.0
	Total	50	100.0	100.0	

Y5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	12	24.0	24.0	24.0
	4.00	15	30.0	30.0	54.0
	5.00	23	46.0	46.0	100.0
	Total	50	100.0	100.0	

Validitas Citra Merek (X1)

Correlations

			X1TOTAL	X1.1	X1.2	X1.3
Spearman's rho	X1TOTAL	Correlation Coefficient	1.000	.860**	.754**	.793**
		Sig. (2-tailed)	.	.000	.000	.000
		N	50	50	50	50
	X1.1	Correlation Coefficient	.860**	1.000	.550**	.569**
		Sig. (2-tailed)	.000	.	.000	.000
		N	50	50	50	50
	X1.2	Correlation Coefficient	.754**	.550**	1.000	.307*
		Sig. (2-tailed)	.000	.000	.	.030
		N	50	50	50	50
	X1.3	Correlation Coefficient	.793**	.569**	.307*	1.000
		Sig. (2-tailed)	.000	.000	.030	.
		N	50	50	50	50

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

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

Validitas Kualitas Layanan (X2)

Correlations

			X2TOTAL	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12
Spearman's rho	X2TOTAL	Correlation Coefficient	1.000	.729**	.788**	.768**	.835**	.794**	.808**	.766**	.786**	.795**	.809**	.882**	.942**
		Sig. (2-tailed)	.	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
		N	50	50	50	50	50	50	50	50	50	50	50	50	50
X2.1		Correlation Coefficient	.729**	1.000	.557**	.402**	.505**	.509**	.442**	.618**	.535**	.648**	.766**	.638**	.403**
		Sig. (2-tailed)	.000	.	.000	.004	.000	.000	.001	.000	.000	.000	.000	.000	.004
		N	50	50	50	50	50	50	50	50	50	50	50	50	50
X2.2		Correlation Coefficient	.788**	.557**	1.000	.537**	.540**	.576**	.576**	.594**	.596**	.618**	.485**	.831**	.671**
		Sig. (2-tailed)	.000	.000	.	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
		N	50	50	50	50	50	50	50	50	50	50	50	50	50
X2.3		Correlation Coefficient	.768**	.402**	.537**	1.000	.757**	.541**	.570**	.422**	.582**	.609**	.581**	.607**	.612**
		Sig. (2-tailed)	.000	.004	.000	.	.000	.000	.000	.002	.000	.000	.000	.000	.000
		N	50	50	50	50	50	50	50	50	50	50	50	50	50
X2.4		Correlation Coefficient	.835**	.505**	.540**	.757**	1.000	.582**	.724**	.540**	.803**	.691**	.712**	.672**	.726**
		Sig. (2-tailed)	.000	.000	.000	.000	.	.000	.000	.000	.000	.000	.000	.000	.000
		N	50	50	50	50	50	50	50	50	50	50	50	50	50
X2.5		Correlation Coefficient	.794**	.509**	.576**	.541**	.582**	1.000	.643**	.653**	.584**	.597**	.510**	.756**	.691**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.	.000	.000	.000	.000	.000	.000	.000
		N	50	50	50	50	50	50	50	50	50	50	50	50	50
X2.6		Correlation Coefficient	.808**	.442**	.576**	.570**	.724**	.643**	1.000	.632**	.646**	.527**	.807**	.651**	.781**
		Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.	.000	.000	.000	.000	.000	.000
		N	50	50	50	50	50	50	50	50	50	50	50	50	50
X2.7		Correlation Coefficient	.766**	.618**	.594**	.422**	.540**	.653**	.632**	1.000	.524**	.625**	.597**	.674**	.503**
		Sig. (2-tailed)	.000	.000	.000	.002	.000	.000	.000	.000	.	.000	.000	.000	.000
		N	50	50	50	50	50	50	50	50	50	50	50	50	50
X2.8		Correlation Coefficient	.786**	.535**	.596**	.582**	.603**	.584**	.646**	.524**	1.000	.510**	.650**	.600**	.721**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.	.000	.000	.000
		N	50	50	50	50	50	50	50	50	50	50	50	50	50
X2.9		Correlation Coefficient	.795**	.648**	.618**	.609**	.691**	.597**	.527**	.625**	.510**	1.000	.639**	.700**	.534**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.	.000	.000
		N	50	50	50	50	50	50	50	50	50	50	50	50	50
X2.10		Correlation Coefficient	.809**	.766**	.485**	.581**	.712**	.510**	.607**	.597**	.650**	.639**	1.000	.643**	.554**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.	.000
		N	50	50	50	50	50	50	50	50	50	50	50	50	50
X2.11		Correlation Coefficient	.882**	.638**	.831**	.607**	.672**	.756**	.651**	.674**	.600**	.700**	.643**	1.000	.744**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.
		N	50	50	50	50	50	50	50	50	50	50	50	50	50
X2.12		Correlation Coefficient	.942**	.403**	.671**	.612**	.726**	.691**	.781**	.503**	.721**	.534**	.554**	.744**	1.000
		Sig. (2-tailed)	.000	.004	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.
		N	50	50	50	50	50	50	50	50	50	50	50	50	50

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

Validitas Harga (X3)

Correlations

			X3TOTAL	X3.1	X3.2	X3.3
Spearman's rho	X3TOTAL	Correlation Coefficient	1.000	.910**	.822**	.845**
		Sig. (2-tailed)	.	.000	.000	.000
		N	50	50	50	50
	X3.1	Correlation Coefficient	.910**	1.000	.649**	.700**
		Sig. (2-tailed)	.000	.	.000	.000
		N	50	50	50	50
	X3.2	Correlation Coefficient	.822**	.649**	1.000	.492**
		Sig. (2-tailed)	.000	.000	.	.000
		N	50	50	50	50
	X3.3	Correlation Coefficient	.845**	.700**	.492**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
		N	50	50	50	50

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

Validitas Keputusan Pembelian (Y)

Correlations

			YTOTAL	Y1	Y2	Y3	Y4	Y5
Spearman's rho	YTOTAL	Correlation Coefficient	1.000	.805**	.896**	.901**	.912**	.764**
		Sig. (2-tailed)	.	.000	.000	.000	.000	.000
		N	50	50	50	50	50	50
Y1	Y1	Correlation Coefficient	.805**	1.000	.687**	.620**	.616**	.588**
		Sig. (2-tailed)	.000	.	.000	.000	.000	.000
		N	50	50	50	50	50	50
Y2	Y2	Correlation Coefficient	.896**	.687**	1.000	.783**	.853**	.545**
		Sig. (2-tailed)	.000	.000	.	.000	.000	.000
		N	50	50	50	50	50	50
Y3	Y3	Correlation Coefficient	.901**	.620**	.783**	1.000	.862**	.604**
		Sig. (2-tailed)	.000	.000	.000	.	.000	.000
		N	50	50	50	50	50	50
Y4	Y4	Correlation Coefficient	.912**	.616**	.853**	.862**	1.000	.620**
		Sig. (2-tailed)	.000	.000	.000	.000	.	.000
		N	50	50	50	50	50	50
Y5	Y5	Correlation Coefficient	.764**	.588**	.545**	.604**	.620**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.
		N	50	50	50	50	50	50

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

Reliability Citra Merek (X1)

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
X1.1	7.8400	2.5453	.6823	.4394
X1.2	8.0800	2.6873	.4363	.7114
X1.3	8.0400	2.3657	.4744	.6798

Reliability Coefficients

N of Cases = 50.0

N of Items = 3

Alpha = .7015

Reliability Kualitas Layanan (X2)

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
X2.1	39.5000	117.1531	.6622	.9475
X2.2	39.6000	114.2857	.7352	.9453
X2.3	39.8400	114.6678	.7104	.9461
X2.4	39.8000	112.1633	.8030	.9431
X2.5	39.7000	113.7653	.7619	.9445
X2.6	39.6000	112.7347	.7764	.9440
X2.7	39.6600	114.0657	.7156	.9460
X2.8	39.6600	112.8820	.7418	.9452
X2.9	39.6600	112.1473	.7605	.9446
X2.10	39.5400	114.8657	.7717	.9443
X2.11	39.6600	111.0861	.8536	.9415
X2.12	39.8600	110.9392	.8072	.9430

Reliability Coefficients

N of Cases = 50.0

N of Items = 12

Alpha = .9490

Reliability Harga (X3)

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
X3.1	7.2600	4.5229	.7697	.6714
X3.2	6.9800	5.3261	.6210	.8215
X3.3	7.0400	4.9780	.6669	.7783

Reliability Coefficients

N of Cases = 50.0

N of Items = 3

Alpha = .8270

Reliability Keputusan Pembelian (Y)

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
Y1	14.4400	20.7820	.6955	.9073
Y2	14.4400	18.8637	.8345	.8784
Y3	14.4200	18.8200	.8404	.8771
Y4	14.4200	18.6976	.8671	.8712
Y5	14.3600	22.2351	.6406	.9168

Reliability Coefficients

N of Cases = 50.0

N of Items = 5

Alpha = .9112

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Harga, Citra Merek, Kualitas Layanan ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.799 ^a	.638	.614	.33286	.638	27.023	3	46	.000	2.322

a. Predictors: (Constant), Harga, Citra Merek, Kualitas Layanan

b. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.982	3	2.994	27.023	.000 ^a
	Residual	5.097	46	.111		
	Total	14.079	49			

a. Predictors: (Constant), Harga, Citra Merek, Kualitas Layanan

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	1.240	.230		5.392	.000						
	Citra Merek	.158	.057	.261	2.790	.008	.430	.380	.248	.901	1.109	
	Kualitas Layanan	.286	.054	.506	5.288	.000	.661	.615	.469	.861	1.162	
	Harga	.173	.053	.323	3.234	.002	.593	.430	.287	.791	1.265	

a. Dependent Variable: Keputusan Pembelian

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Citra Merek	Kualitas Layanan	Harga
1	1	3.837	1.000	.00	.00	.00	.01
	2	.070	7.382	.08	.23	.02	.73
	3	.064	7.715	.00	.16	.73	.25
	4	.028	11.734	.92	.61	.25	.01

a. Dependent Variable: Keputusan Pembelian

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.0794	3.9304	3.1236	.42815	50
Residual	-.8428	.7093	.0000	.32251	50
Std. Predicted Value	-2.439	1.884	.000	1.000	50
Std. Residual	-2.532	2.131	.000	.969	50

a. Dependent Variable: Keputusan Pembelian

Nonparametric Correlations

Correlations

			Keputusan Pembelian	Citra Merek	Kualitas Layanan	Harga
Spearman's rho	Keputusan Pembelian	Correlation Coefficient	1.000	.448**	.667**	.612**
		Sig. (2-tailed)	.	.001	.000	.000
		N	50	50	50	50
	Citra Merek	Correlation Coefficient	.448**	1.000	.151	.292*
		Sig. (2-tailed)	.001	.	.294	.040
		N	50	50	50	50
	Kualitas Layanan	Correlation Coefficient	.667**	.151	1.000	.379**
		Sig. (2-tailed)	.000	.294	.	.007
		N	50	50	50	50
	Harga	Correlation Coefficient	.612**	.292*	.379**	1.000
		Sig. (2-tailed)	.000	.040	.007	.
		N	50	50	50	50

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

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

Interpretasi Nilai Koefisien Korelasi

No	Koefisien korelasi (r)	Interprestasi
1	0,00-0,25	No association or low association (weak associatin)
2	0,26-0,50	Moderately low association (moderately weak association)
3	0,51-0,75	Moderately high association (moderately strong association)
4	0,76-1,00	High association (strong association up to perfect association)

Sumber : Champion, Dean J., 1981, Basics Statistisc For Social Research, (Second Edition), New York : Macmillan Publishing Co., p.302

TABEL F ($\alpha = 5\%$)

df 2	df 1			
	1	2	3	4
1	161.448	199.500	215.707	224.583
2	18.513	19.000	19.164	19.247
3	10.128	9.552	9.277	9.117
4	7.709	6.944	6.591	6.388
5	6.608	5.786	5.409	5.192
6	5.987	5.143	4.757	4.534
7	5.591	4.737	4.347	4.120
8	5.318	4.459	4.066	3.838
9	5.117	4.256	3.863	3.633
10	4.965	4.103	3.708	3.478
11 s/d 40				
41	4.079	3.226	2.833	2.600
42	4.073	3.220	2.827	2.594
43	4.067	3.214	2.822	2.589
44	4.062	3.209	2.816	2.584
45	4.057	3.204	2.812	2.579
46	4.052	3.200	2.807	2.574
47	4.047	3.195	2.802	2.570
48	4.043	3.191	2.798	2.565
49	4.038	3.187	2.794	2.561
50	4.034	3.183	2.790	2.557

TABEL t

df	α untuk uji dua sisi (two tailed test)			
	0.01	0.025	0.05	0.1
	α untuk uji satu sisi (one tailed test)			
	0.005	0.0125	0.025	0.05
1	63.657	25.452	12.706	6.314
2	9.925	6.205	4.303	2.920
3	5.841	4.177	3.182	2.353
4	4.604	3.495	2.776	2.132
5	4.032	3.163	2.571	2.015
6	3.707	2.969	2.447	1.943
7	3.499	2.841	2.365	1.895
8	3.355	2.752	2.306	1.860
9	3.250	2.685	2.262	1.833
10	3.169	2.634	2.228	1.812
11 s/d 40				
41	2.701	2.327	2.020	1.683
42	2.698	2.325	2.018	1.682
43	2.695	2.323	2.017	1.681
44	2.692	2.321	2.015	1.680
45	2.690	2.319	2.014	1.679
46	2.687	2.317	2.013	1.679
47	2.685	2.315	2.012	1.678
48	2.682	2.314	2.011	1.677
49	2.680	2.312	2.010	1.677
50	2.678	2.311	2.009	1.676

Tabel r

df	
1	0.9511
2	0.8000
3	0.6870
4	0.6084
5	0.5509
6	0.5067
7	0.4716
8	0.4428
9	0.4187
10	0.3981
11 s/d 40	
41	0.1993
42	0.1970
43	0.1947
44	0.1925
45	0.1903
46	0.1883
47	0.1863
48	0.1843
49	0.1825
50	0.1806