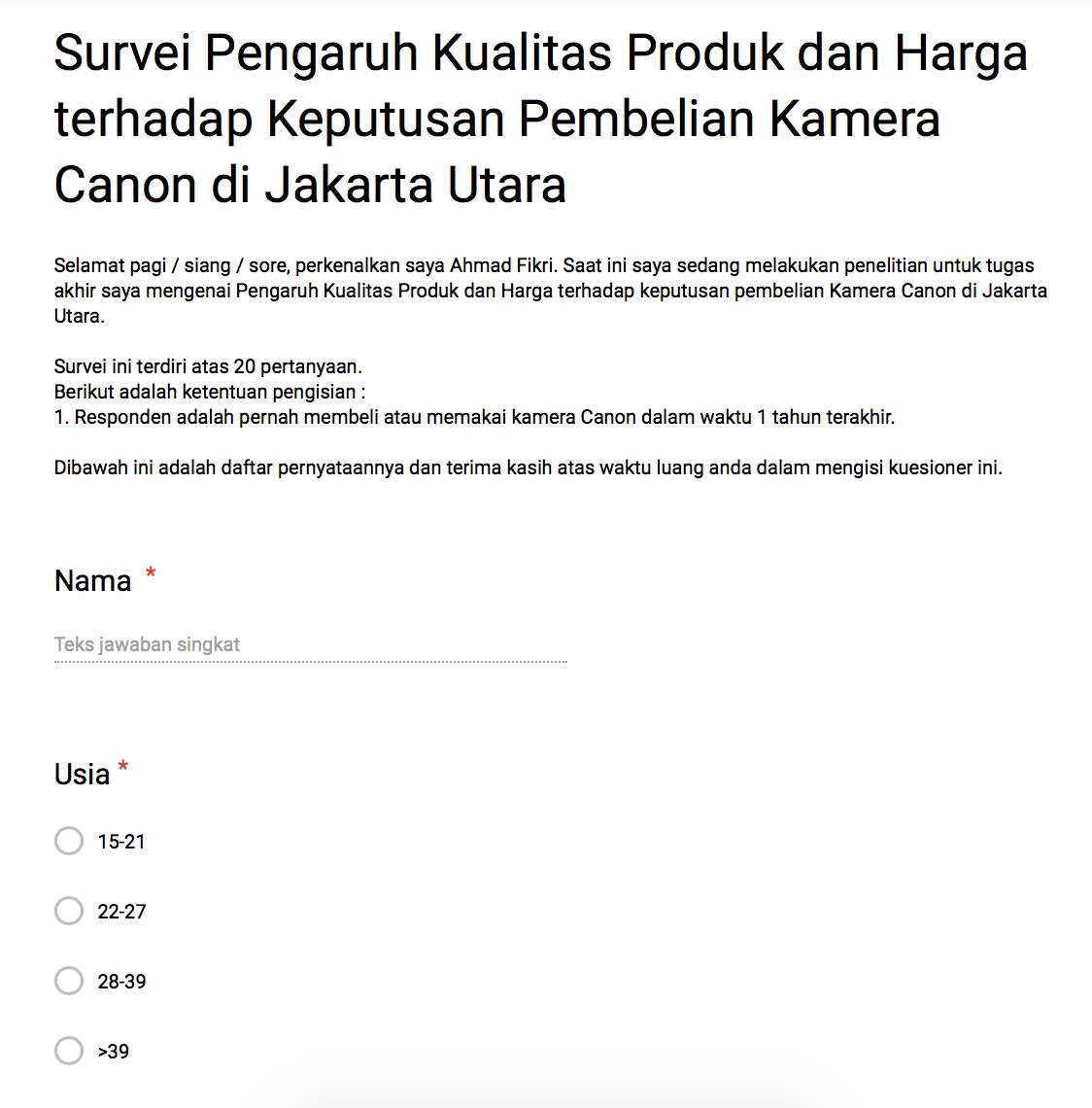
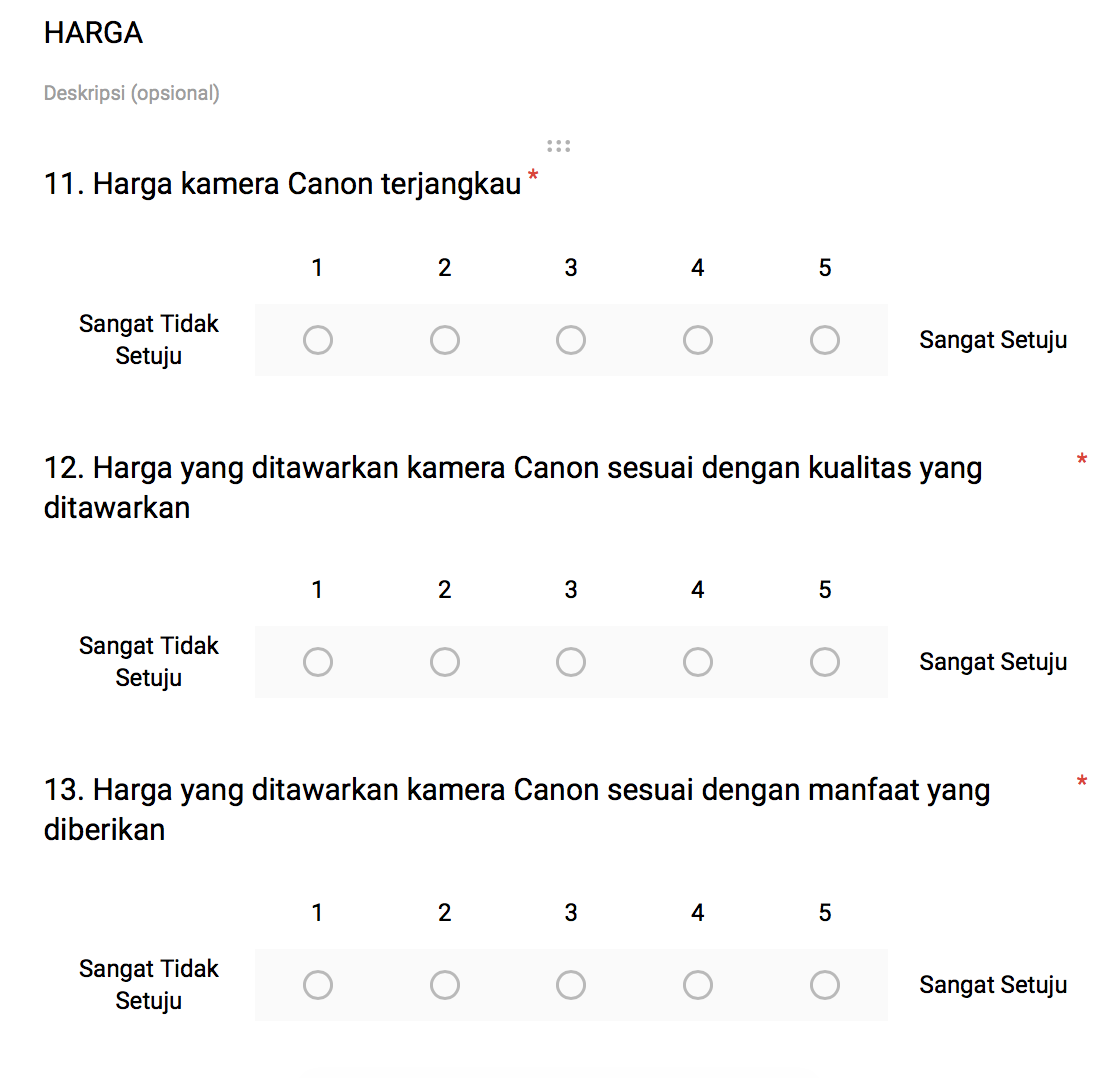
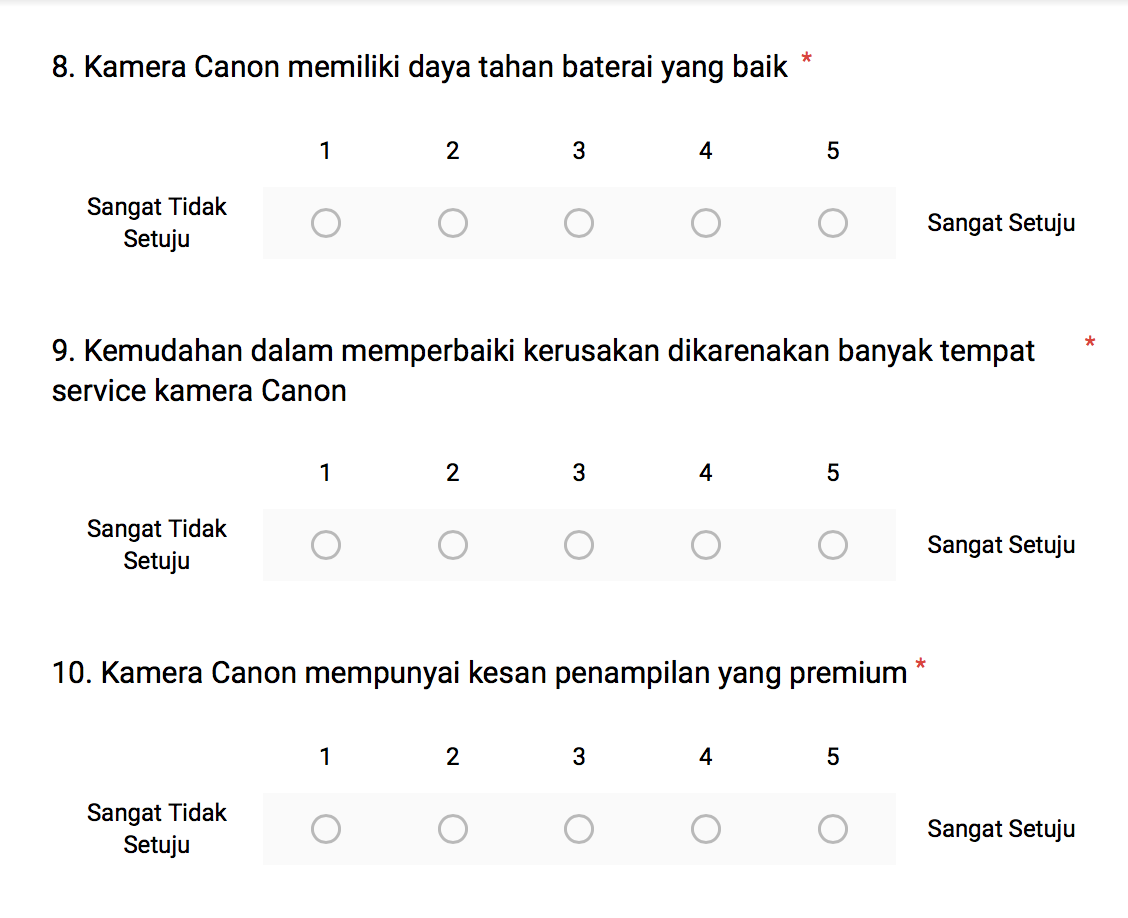
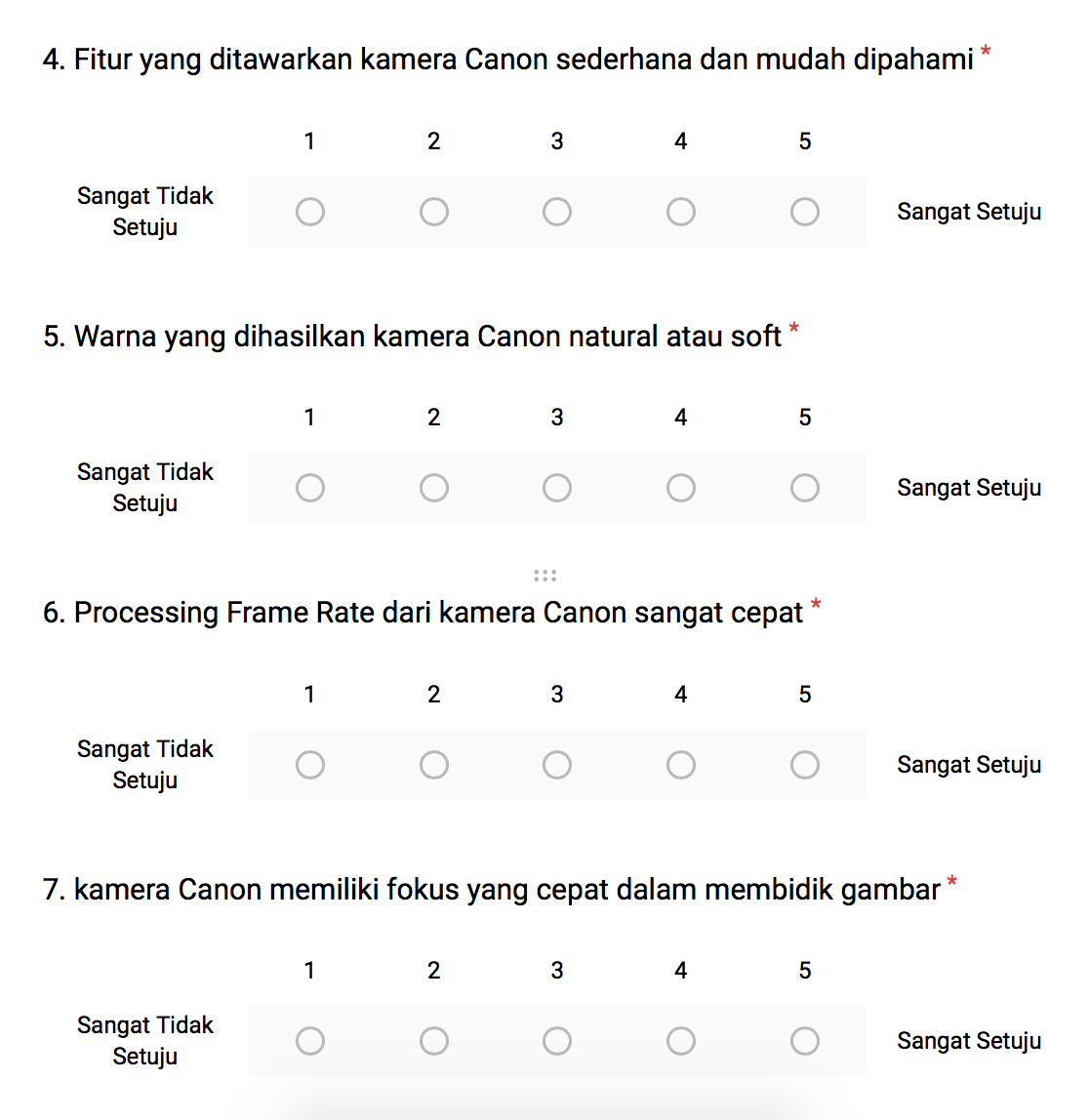
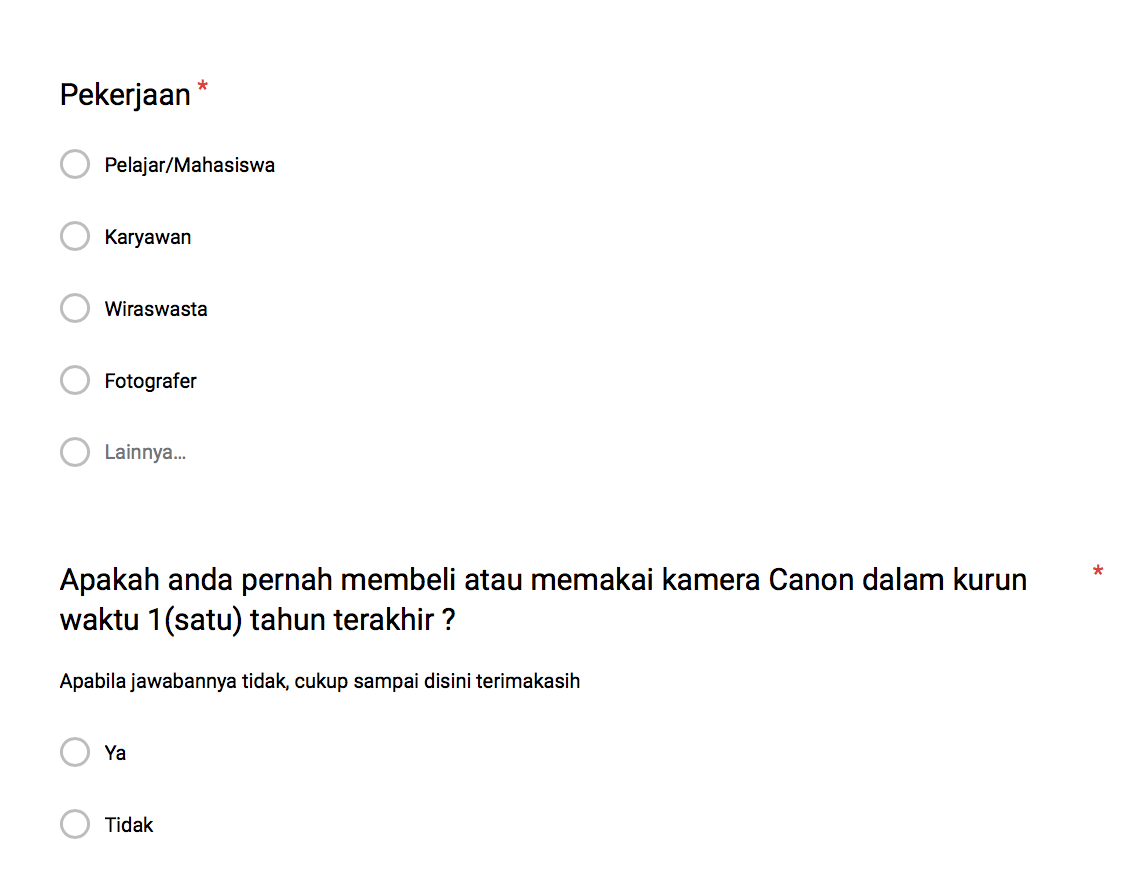
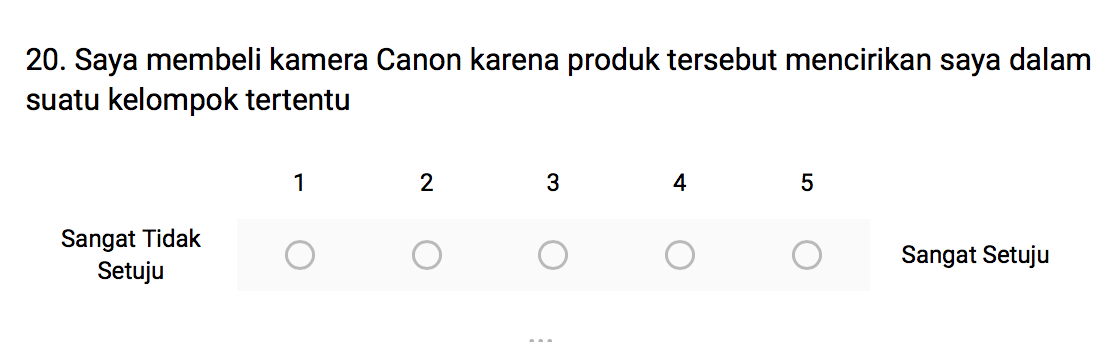
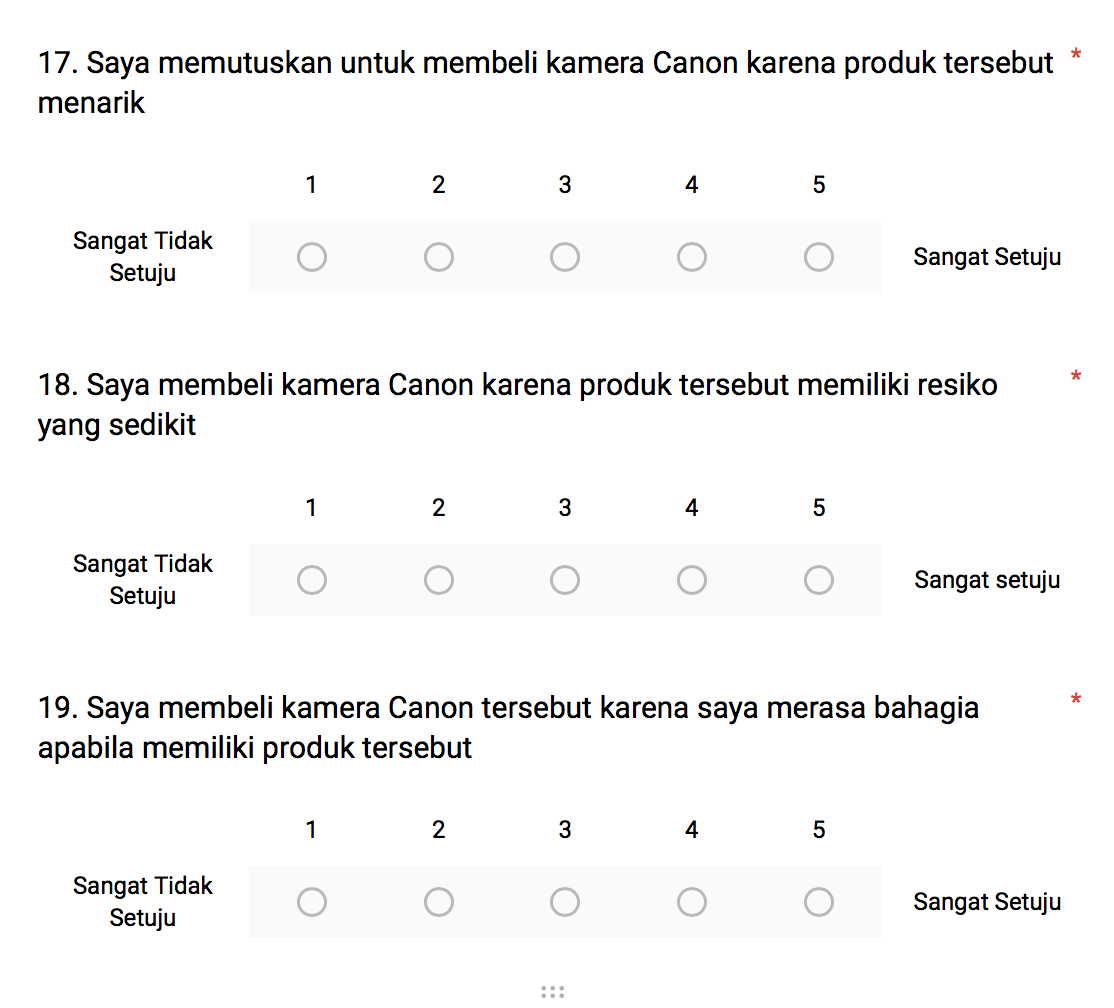
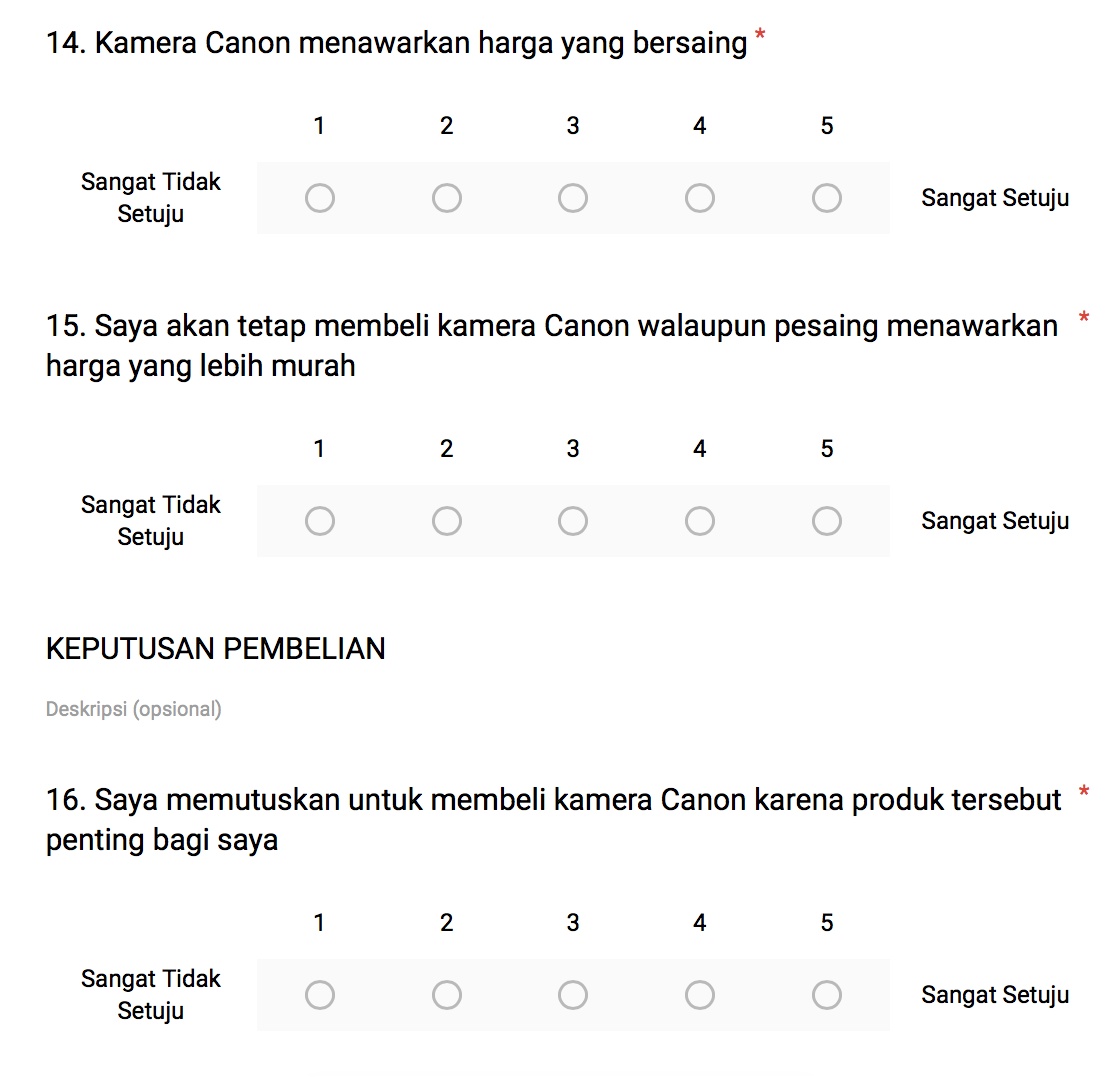
**Lampiran 1 :Kuesioner**

****



**Lampiran 2: Jawaban Responden**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Kualitas Produk | | | | | | | | | | Persepsi Harga | | | | | **Keputusan Pembelian** | | | | |
| **NO** | x1a | X1b | X1c | X1d | X1e | X1f | X1g | X1h | X1i | X1j | X2a | X2b | X2c | X2d | X2e | **Ya** | **Yb** | **Yc** | **Yd** | **Ye** |
| **1** | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 4 | 3 | 3 | 3 | 3 |
| **2** | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 |
| **3** | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| **4** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| **5** | 2 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 1 | 2 | 2 | 4 | 1 | 1 |
| **6** | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 2 | 2 | 3 | 3 | 3 | 3 |
| **7** | 3 | 3 | 3 | 5 | 1 | 3 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 1 | 3 | 5 |
| **8** | 2 | 5 | 3 | 4 | 5 | 1 | 1 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 1 | 1 | 3 | 3 | 1 | 1 |
| **9** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **10** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| **11** | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 3 | 3 | 5 | 5 | 5 | 4 | 4 | 3 | 3 |
| **12** | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 3 | 5 | 4 | 3 |
| **13** | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| **14** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| **15** | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 |
| **16** | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| **17** | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **18** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 |
| **19** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 3 |
| **20** | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 |
| **21** | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 |
| **22** | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 2 | 4 | 5 | 3 | 4 | 4 | 5 | 3 | 4 | 4 |
| **23** | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 |
| **24** | 3 | 2 | 1 | 3 | 1 | 4 | 3 | 4 | 4 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 |
| **25** | 3 | 4 | 4 | 5 | 4 | 3 | 3 | 3 | 5 | 2 | 5 | 5 | 5 | 5 | 1 | 3 | 3 | 4 | 4 | 3 |
| **26** | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| **27** | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| **28** | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 2 | 5 | 5 | 3 | 5 | 5 | 4 | 3 | 3 | 2 |
| **29** | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 |
| **30** | 3 | 5 | 1 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 3 | 1 | 1 | 2 | 2 | 1 | 2 |
| **31** | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 |
| **32** | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 2 | 4 | 4 | 3 | 3 | 3 |
| **33** | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 |
| **34** | 3 | 3 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| **35** | 3 | 4 | 3 | 5 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 1 | 2 |
| **36** | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| **37** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| **38** | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| **39** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 |
| **40** | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| **41** | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 |
| **42** | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **43** | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| **44** | 5 | 2 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| **45** | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 2 | 2 | 2 | 2 | 1 |
| **46** | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 |
| **47** | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 |
| **48** | 3 | 5 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 5 | 3 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 4 |
| **49** | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 4 |
| **50** | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 3 | 3 | 3 |
| **51** | 3 | 3 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 3 | 5 | 4 | 3 | 3 | 2 | 4 | 3 | 4 | 3 | 4 |
| **52** | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 |
| **53** | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 |
| **54** | 2 | 3 | 3 | 4 | 3 | 3 | 2 | 4 | 3 | 2 | 3 | 3 | 3 | 4 | 1 | 1 | 2 | 3 | 3 | 3 |
| **55** | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 4 |
| **56** | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 2 | 2 |
| **57** | 2 | 3 | 4 | 5 | 4 | 3 | 2 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| **58** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| **59** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 |
| **60** | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 3 | 3 | 3 | 2 | 5 | 5 | 3 | 3 | 2 | 3 | 1 | 3 | 3 |
| **61** | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 1 | 1 | 3 | 3 | 4 | 2 | 4 |
| **62** | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |
| **63** | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| **64** | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| **65** | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 2 | 4 | 2 | 2 | 2 | 2 |
| **66** | 4 | 5 | 5 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 4 | 3 | 2 | 4 | 3 | 3 | 3 |
| **67** | 4 | 3 | 5 | 2 | 3 | 3 | 3 | 3 | 4 | 5 | 2 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 3 | 2 |
| **68** | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 |
| **69** | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| **70** | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 2 | 2 | 3 | 4 | 2 | 2 |
| **71** | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| **72** | 5 | 4 | 3 | 4 | 5 | 3 | 4 | 2 | 5 | 3 | 3 | 4 | 3 | 5 | 2 | 4 | 5 | 4 | 5 | 2 |
| **73** | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 |
| **74** | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| **75** | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 2 | 4 | 4 | 5 | 3 | 1 |
| **76** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 |
| **77** | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 3 |
| **78** | 4 | 4 | 3 | 4 | 3 | 3 | 2 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 2 | 2 | 2 | 2 | 1 | 1 |
| **79** | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| **80** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| **81** | 3 | 5 | 4 | 5 | 5 | 3 | 3 | 3 | 5 | 3 | 4 | 5 | 4 | 5 | 1 | 5 | 1 | 3 | 1 | 4 |
| **82** | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 |
| **83** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| **84** | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 2 | 4 | 3 | 3 | 3 | 4 | 2 | 2 | 3 | 3 | 3 | 3 |
| **85** | 5 | 5 | 2 | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 | 1 |
| **86** | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 2 | 4 | 4 | 3 | 3 | 3 | 3 | 5 | 3 | 3 |
| **87** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| **88** | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 3 | 4 | 1 | 5 | 4 | 3 | 4 | 1 |
| **89** | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 |
| **90** | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 4 |
| **91** | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 2 | 2 | 2 | 4 | 4 | 2 |
| **92** | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| **93** | 5 | 3 | 5 | 3 | 5 | 3 | 4 | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 2 | 4 | 3 |
| **94** | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 3 |
| **95** | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 |
| **96** | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 2 |
| **97** | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 2 |
| **98** | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 3 |
| **99** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 |
| **100** | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 3 |

**Lampiran 3 : Uji Validitas dan Reliabilitas**

**Kualitas produk**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .937 | 10 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| x1 | 35.97 | 50.309 | .906 | .923 |
| x2 | 35.57 | 54.392 | .678 | .934 |
| x3 | 35.97 | 49.275 | .833 | .926 |
| x4 | 35.80 | 56.786 | .528 | .940 |
| x5 | 36.00 | 53.586 | .558 | .941 |
| x6 | 35.93 | 51.582 | .788 | .929 |
| x7 | 36.00 | 50.690 | .864 | .925 |
| x8 | 35.70 | 52.838 | .856 | .927 |
| x9 | 35.63 | 54.240 | .747 | .931 |
| x10 | 35.93 | 50.616 | .775 | .930 |

**Persepsi harga**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .834 | 5 |
|  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| x11 | 15.27 | 12.961 | .497 | .839 |
| x12 | 14.77 | 12.392 | .797 | .766 |
| x13 | 14.73 | 11.651 | .794 | .757 |
| x14 | 14.90 | 12.645 | .720 | .783 |
| x15 | 15.40 | 11.421 | .505 | .859 |

**Keputusan pembelian**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .915 | 5 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| x16 | 14.37 | 14.999 | .831 | .886 |
| x17 | 14.23 | 16.047 | .864 | .884 |
| x18 | 14.27 | 17.375 | .633 | .924 |
| x19 | 14.40 | 14.179 | .860 | .880 |
| x20 | 14.47 | 15.361 | .754 | .903 |

**Lampiran 4 : Rata-rata Skor Indikator**

Rata-rata skor indikator Kualitas Produk

|  |  |  |
| --- | --- | --- |
| **Descriptive Statistics** | | |
|  | N | Mean |
| x1a | 100 | 3.86 |
| x1b | 100 | 4.09 |
| x1c | 100 | 4.06 |
| x1d | 100 | 4.09 |
| x1e | 100 | 4.07 |
| x1f | 100 | 3.88 |
| x1g | 100 | 3.91 |
| x1h | 100 | 4.09 |
| x1i | 100 | 4.16 |
| x1j | 100 | 4.01 |
| Valid N (listwise) | 100 |  |

Rata-rata Skor indikator Harga

|  |  |  |
| --- | --- | --- |
| **Descriptive Statistics** | | |
|  | N | Mean |
| x2a | 100 | 3.56 |
| x2b | 100 | 4.00 |
| x2c | 100 | 4.02 |
| x2d | 100 | 3.98 |
| x2e | 100 | 3.38 |
| Valid N (listwise) | 100 |  |

Rata-rata Skor Indikator Keputusan Pembelian

|  |  |  |
| --- | --- | --- |
| **Descriptive Statistics** | | |
|  | N | Mean |
| ya | 100 | 3.60 |
| yb | 100 | 3.70 |
| yc | 100 | 3.69 |
| yd | 100 | 3.56 |
| ye | 100 | 3.33 |
| Valid N (listwise) | 100 |  |

**Lampiran 5 : Analisis Deskriptif**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance | Skewness | | Kurtosis | |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| RataRata\_X1 | 100 | 2.80 | 2.20 | 5.00 | 4.0220 | .06001 | .60010 | .360 | -.386 | .241 | -.140 | .478 |
| RataRata\_X2 | 100 | ­3.20 | 1.80 | 5.00 | 3.7880 | .06945 | .69446 | .482 | -.216 | .241 | -.199 | .478 |
| RataRata\_Y | 100 | 3.40 | 1.60 | 5.00 | 3.5760 | .08458 | .84580 | .715 | -.228 | .241 | -.295 | .478 |
| Valid N (listwise) | 100 |  |  |  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **One Sample Test** | | | | | | |
|  | Test Value = 0 | | | | | |
| t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| RataRata\_X1 | 67.022 | 99 | .000 | 4.02200 | 3.9029 | 4.1411 |
| RataRata\_X2 | 54.546 | 99 | .000 | 3.78800 | 3.6502 | 3.9258 |
| RataRata\_Y | 42.279 | 99 | .000 | 3.57600 | 3.4082 | 3.7438 |

**Lampiran 6 : Uji Analisis Regresi Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | -.753 | .372 |  | -2.026 | .045 |
| RataRata\_X1 | .612 | .128 | .435 | 4.794 | .000 |
| RataRata\_X2 | .493 | .110 | .404 | 4.462 | .000 |
| a. Dependent Variable: RataRata\_Y | | | | | | |

**Lampiran 7 : Uji Normalitas**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | .53442964 |
| Most Extreme Differences | Absolute | .077 |
| Positive | .037 |
| Negative | -.077 |
| Test Statistic | | .077 |
| Asymp. Sig. (2-tailed) | | .146c |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

**Lampiran 8 : Uji otokorelasi**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .775a | .601 | .593 | .53991 | 2.165 |
| a. Predictors: (Constant), RataRata\_X2, RataRata\_X1 | | | | | |
| b. Dependent Variable: RataRata\_Y | | | | | |

**Lampiran 9 : Uji Heteroskedastisitas**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .603 | .218 |  | 2.767 | .007 |
| RataRata\_X1 | -.065 | .075 | -.123 | -.862 | .391 |
| RataRata\_X2 | .023 | .065 | .051 | .354 | .724 |
| a. Dependent Variable: Absolute (ABSRES) | | | | | | |

**Lampiran 10 : Uji Multikolineritas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | -.753 | .372 |  | -2.026 | .045 |  |  |
| RataRata\_X1 | .612 | .128 | .435 | 4.794 | .000 | .501 | 1.996 |
| RataRata\_X2 | .493 | .110 | .404 | 4.462 | .000 | .501 | 1.996 |
| a. Dependent Variable: RataRata\_Y | | | | | | | | |

**Lampiran 11 : Uji F**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 42.547 | 2 | 21.273 | 72.978 | .000b |
| Residual | 28.276 | 97 | .292 |  |  |
| Total | 70.822 | 99 |  |  |  |
| a. Dependent Variable: RataRata\_Y | | | | | | |
| b. Predictors: (Constant), RataRata\_X2, RataRata\_X1 | | | | | | |

**Lampiran 12 : Uji T**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | -.753 | .372 |  | -2.026 | .045 |  |  |
| RataRata\_X1 | .612 | .128 | .435 | 4.794 | .000 | .501 | 1.996 |
| RataRata\_X2 | .493 | .110 | .404 | 4.462 | .000 | .501 | 1.996 |
| a. Dependent Variable: RataRata\_Y | | | | | | | | |