# 

# LAMPIRAN

**Lampiran 1: Pra Kuesioner Penelitian**

Kepada Yth :

Bapak/ibu/sdr/i

Di Tempat

Dalam rangka penulisan laporan Tugas Akhir pada jurusan Ilmu Administrasi Bisnis Institut Kwik Kian Gie dengan judul ***“Pengaruh Harga dan Kualitas produk Terhadap Keputusan Pembelian Produk Kosmetik Foundation di daerah Jakarta Utara***

Maka penulis bermaksud mengumpulkan data dalam bentuk kuesioner. Dengan segala kerendahan hati penulis menyadari akan kesibukan Bapak/ibu/sdr/i sekarang ini. Namun demikian, penulis mengharapkan kesediaan Bapak/ibu/sdr/i untuk dapat membantu kelancaran penyusunan laporan ini dengan mengisi jawaban dikolom jawaban dari pernyataan yang ada pada kuesioner ini.

Atas perhatian dan kesediaannya, penulis mengucapkan terima kasih yang sebesar-besarnya. Semoga apa yang Bapak/ibu/sdr/i berikan dapat bermanfaat bagi kita semua.

**Data Pribadi Responden**

1. Nama :

2. Jenis Kelamin : Pria /Wanita

0

3. Umur : ……..Tahun

**Petunjuk pengisian Kuesioner :**

1. Kuesioner ini terdiri dari 17 pertanyaan, yang dibagi kedalam 3 (tiga) bagian yaitu :

Bagian 1 : Kuesioner sebanyak 4 (Empat) pertanyaan mengenai

Harga.

Bagian 2 : Kuesioner sebanyak 9 (Sembilan) pertanyaan mengenai

Kualitas Produk.

Bagian 3 : Kuesioner sebanyak 4 (empat) pertanyaan mengenai

Keputusan Pembelian

2. Bacalah setiap pertanyaan dengan baik dan teliti.

3. Pilih salah satu jawaban yang paling tepat menurut Bapak/ Ibu.

Yaitu dengan cara memberi tanda *check list* (√ ) pada kolom jawaban yang tersedia.

**Keterangan Jawaban Kuesioner :**

1. Tidak Setuju (TS) bobot nilai = 1

2. Kurang Setuju (KS) bobot nilai = 2

3. Cukup Setuju (CS) bobot nilai = 3

4. Setuju (S) bobot nilai = 4

5. Sangat Setuju (SS) bobot nilai = 5

Isilah pertanyaan di bawah ini sesuai dengan pilihan anda :

**Bagian 1**

**Pra Kuesioner Mengenai Harga**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **Jawaban** | | | | |
| **TS** | **KS** | **CS** | **S** | **SS** |
| 1 | Harga produk foundation Revlon yang dijual terjangkau |  |  |  |  |  |
| 2 | Harga yang ditawarkan produk foundation Revlon lebih murah dibanding produk lain yang sejenis |  |  |  |  |  |
| 3 | Harga produk foundation Revlon sesuai dengan kualitas produknya. |  |  |  |  |  |
| 4 | Saya foundation Revlon memberikan manfaat yang sesui dengan harga yang ditawarkan. |  |  |  |  |  |

**Bagian 2**

**Pra Kuesioner Mengenai Kualitas Produk**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **Jawaban** | | | | |
| **TS** | **KS** | **CS** | **S** | **SS** |
| 1 | Produk foundation Revlon dikemas dalam keadaan baik dan menarik. |  |  |  |  |  |
| 2 | Terdapat fitur tambahan seperti sponge dan kaca pada produk foundation Revlon |  |  |  |  |  |
| 3 | Produk foundation Revlon menyesuaikan dengan keadaan kulit dari setiap orangnya. |  |  |  |  |  |
| 4 | Produk foundation Revlon menggunakan bahan bahan yang berkulitas tinggi. |  |  |  |  |  |
| 5 | Produk *foundation* Revlon memiliki daya tahan penggunaan yang cukup lama. |  |  |  |  |  |
| 6 | Produk foundation mudah dibawah kemana saja. |  |  |  |  |  |
| 7 | *Foundation* dapat diganti bila ternyata terjadi kecacatan produk. |  |  |  |  |  |
| 8 | *Foundation* memiliki warna yang beragam sesuai dengan kebutuhan dan kecocokan pada warna kulit. |  |  |  |  |  |
| 9 | *Design* dari *packaging* sangat beragam. |  |  |  |  |  |

**Bagian 3**

**Pra Kuesioner Mengenai Keputusan Pembelian**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **Jawaban** | | | | |
| **TS** | **KS** | **CS** | **S** | **SS** |
| 1 | Saya membutuhkan produk foundation Revlon sebagai produk *make up* pilihan saya. |  |  |  |  |  |
| 2 | Saya mencari informasi mengenai foundation Revlon melalui situs web, media social, keluarga dan teman yang pernah membeli produk make up Revlon |  |  |  |  |  |
| 3 | Saya memilih produk *foundation* Revlon ketimbang produk lain yang ada di pasaran . |  |  |  |  |  |
| 4 | Saya memutuskan untuk datang dan membeli produk foundation Revlon |  |  |  |  |  |

**Lampiran 2: Data Pra Kuesioner**

**DATA PRA KUESIONER**

1. **Harga**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No** | **H1** | **H2** | **H3** | **H4** |
| 1 | 5 | 4 | 5 | 4 |
| 2 | 5 | 4 | 5 | 4 |
| 3 | 4 | 4 | 5 | 5 |
| 4 | 4 | 4 | 5 | 4 |
| 5 | 3 | 2 | 2 | 3 |
| 6 | 3 | 4 | 4 | 3 |
| 7 | 4 | 4 | 4 | 4 |
| 8 | 5 | 4 | 4 | 5 |
| 9 | 5 | 4 | 5 | 4 |
| 10 | 5 | 5 | 4 | 5 |
| 11 | 5 | 5 | 4 | 4 |
| 12 | 2 | 4 | 4 | 2 |
| 13 | 5 | 3 | 3 | 4 |
| 14 | 4 | 2 | 2 | 4 |
| 15 | 5 | 5 | 5 | 5 |
| 16 | 5 | 4 | 4 | 4 |
| 17 | 2 | 2 | 5 | 2 |
| 18 | 5 | 5 | 5 | 4 |
| 19 | 5 | 5 | 4 | 4 |
| 20 | 4 | 5 | 5 | 5 |
| 21 | 4 | 5 | 5 | 4 |
| 22 | 4 | 5 | 5 | 4 |
| 23 | 2 | 3 | 3 | 2 |
| 24 | 4 | 5 | 5 | 4 |
| 25 | 2 | 3 | 3 | 2 |
| 26 | 4 | 5 | 5 | 5 |
| 27 | 5 | 5 | 4 | 4 |
| 28 | 5 | 5 | 5 | 5 |
| 29 | 5 | 5 | 4 | 5 |
| 30 | 5 | 5 | 4 | 4 |

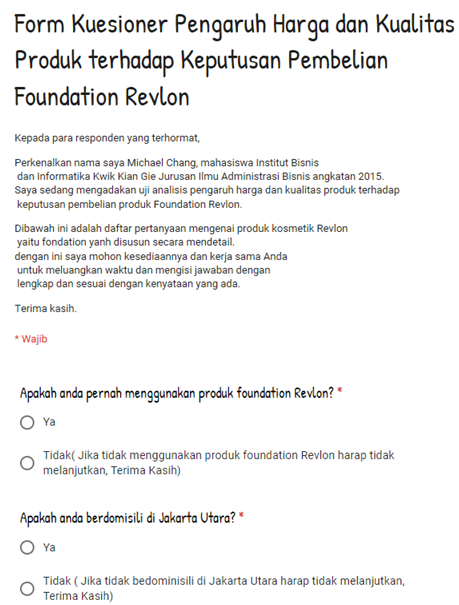
1. **Kualitas Produk**

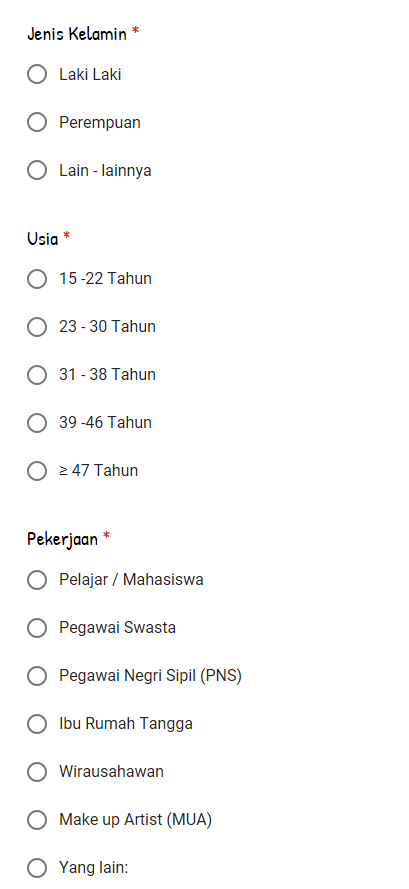
|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **KP1** | **KP2** | **KP3** | **KP4** | **KP5** | **KP6** | **KP7** | **KP8** | **KP9** |
| 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 |
| 5 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 4 | 4 | 3 | 2 | 4 | 4 | 4 | 3 | 4 |
| 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 |
| 3 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 3 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 |
| 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 5 |
| 4 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 4 |
| 4 | 5 | 3 | 3 | 2 | 4 | 3 | 4 | 4 |
| 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 |
| 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 |
| 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 |
| 3 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 |
| 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 |

1. **Keputusan Pembelian**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No** | **K1** | **K2** | **K3** | **K4** |
| 1 | 3 | 4 | 4 | 4 |
| 2 | 3 | 4 | 3 | 4 |
| 3 | 4 | 4 | 4 | 4 |
| 4 | 2 | 2 | 3 | 3 |
| 5 | 5 | 5 | 4 | 4 |
| 6 | 4 | 4 | 3 | 2 |
| 7 | 4 | 5 | 5 | 5 |
| 8 | 4 | 4 | 4 | 3 |
| 9 | 5 | 4 | 4 | 3 |
| 10 | 5 | 5 | 5 | 5 |
| 11 | 5 | 4 | 4 | 4 |
| 12 | 4 | 4 | 4 | 3 |
| 13 | 4 | 4 | 5 | 4 |
| 14 | 3 | 2 | 2 | 3 |
| 15 | 4 | 3 | 4 | 3 |
| 16 | 3 | 4 | 4 | 3 |
| 17 | 5 | 4 | 4 | 4 |
| 18 | 4 | 4 | 4 | 4 |
| 19 | 4 | 4 | 3 | 5 |
| 20 | 5 | 5 | 5 | 5 |
| 21 | 5 | 5 | 4 | 4 |
| 22 | 3 | 3 | 3 | 4 |
| 23 | 4 | 4 | 5 | 4 |
| 24 | 3 | 4 | 5 | 4 |
| 25 | 4 | 3 | 4 | 4 |
| 26 | 4 | 4 | 4 | 4 |
| 27 | 2 | 3 | 3 | 2 |
| 28 | 4 | 5 | 5 | 5 |
| 29 | 5 | 5 | 5 | 5 |
| 30 | 4 | 4 | 4 | 5 |

**Lampiran 3: Kuesioner Penelitian**

****

****

**1. Kuesioner Mengenai Harga**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **Jawaban** | | | | |
| **TS** | **KS** | **CS** | **S** | **SS** |
| 1 | Harga produk foundation Revlon yang dijual terjangkau |  |  |  |  |  |
| 2 | Harga yang ditawarkan produk foundation Revlon lebih murah dibanding produk lain yang sejenis |  |  |  |  |  |
| 3 | Harga produk foundation Revlon sesuai dengan kualitas produknya. |  |  |  |  |  |
| 4 | Saya foundation Revlon memberikan manfaat yang sesui dengan harga yang ditawarkan. |  |  |  |  |  |

1. **Kuesioner Mengenai Kualitas Produk**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **Jawaban** | | | | |
| **TS** | **KS** | **CS** | **S** | **SS** |
| 1 | Produk foundation Revlon dikemas dalam keadaan baik dan menarik. |  |  |  |  |  |
| 2 | Terdapat fitur tambahan seperti sponge dan kaca pada produk foundation Revlon |  |  |  |  |  |
| 3 | Produk foundation Revlon menyesuaikan dengan keadaan kulit dari setiap orangnya. |  |  |  |  |  |
| 4 | Produk foundation Revlon menggunakan bahan bahan yang berkulitas tinggi. |  |  |  |  |  |
| 5 | Produk *foundation* Revlon memiliki daya tahan penggunaan yang cukup lama. |  |  |  |  |  |
| 6 | Produk foundation mudah dibawah kemana saja. |  |  |  |  |  |
| 7 | *Foundation* dapat diganti bila ternyata terjadi kecacatan produk. |  |  |  |  |  |
| 8 | *Foundation* memiliki warna yang beragam sesuai dengan kebutuhan dan kecocokan pada warna kulit. |  |  |  |  |  |
| 9 | *Design* dari *packaging* sangat beragam. |  |  |  |  |  |

1. **Kuesioner Mengenai Keputusan Pembelian**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **Jawaban** | | | | |
| **TS** | **KS** | **CS** | **S** | **SS** |
| 1 | Saya membutuhkan produk foundation Revlon sebagai produk *make up* pilihan saya. |  |  |  |  |  |
| 2 | Saya mencari informasi mengenai foundation Revlon melalui situs web, media social, keluarga dan teman yang pernah membeli produk make up Revlon |  |  |  |  |  |
| 3 | Saya memilih produk *foundation* Revlon ketimbang produk lain yang ada di pasaran . |  |  |  |  |  |
| 4 | Saya memutuskan untuk datang dan membeli produk foundation Revlon |  |  |  |  |  |

**Lampiran 4: Data Primer 2019**

**DATA PRIMER 2019**

**(126 RESPONDEN)**

1. **Harga**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **H1** | **H2** | **H3** | **H4** | **Jumlah** | **Rata-Rata** |
| 1 | 3 | 3 | 4 | 4 | 14 | 3.5 |
| 2 | 4 | 5 | 4 | 4 | 17 | 4.25 |
| 3 | 4 | 3 | 3 | 3 | 13 | 3.25 |
| 4 | 4 | 4 | 3 | 3 | 14 | 3.5 |
| 5 | 5 | 5 | 4 | 4 | 18 | 4.5 |
| 6 | 4 | 4 | 3 | 3 | 14 | 3.5 |
| 7 | 4 | 4 | 4 | 4 | 16 | 4 |
| 8 | 4 | 5 | 4 | 4 | 17 | 4.25 |
| 9 | 4 | 3 | 3 | 3 | 13 | 3.25 |
| 10 | 5 | 4 | 5 | 4 | 18 | 4.5 |
| 11 | 4 | 4 | 5 | 5 | 18 | 4.5 |
| 12 | 5 | 5 | 5 | 5 | 20 | 5 |
| 13 | 5 | 4 | 4 | 4 | 17 | 4.25 |
| 14 | 4 | 3 | 3 | 3 | 13 | 3.25 |
| 15 | 4 | 4 | 4 | 4 | 16 | 4 |
| 16 | 4 | 5 | 5 | 4 | 18 | 4.5 |
| 17 | 5 | 5 | 5 | 5 | 20 | 5 |
| 18 | 4 | 5 | 4 | 4 | 17 | 4.25 |
| 19 | 4 | 4 | 5 | 5 | 18 | 4.5 |
| 20 | 4 | 5 | 5 | 5 | 19 | 4.75 |
| 21 | 4 | 3 | 4 | 3 | 14 | 3.5 |
| 22 | 3 | 3 | 4 | 4 | 14 | 3.5 |
| 23 | 4 | 4 | 5 | 5 | 18 | 4.5 |
| 24 | 4 | 5 | 5 | 3 | 17 | 4.25 |
| 25 | 4 | 4 | 5 | 5 | 18 | 4.5 |
| 26 | 5 | 5 | 5 | 4 | 19 | 4.75 |
| 27 | 4 | 5 | 4 | 3 | 16 | 4 |
| 28 | 4 | 5 | 4 | 5 | 18 | 4.5 |
| 29 | 4 | 4 | 5 | 4 | 17 | 4.25 |
| 30 | 4 | 4 | 5 | 5 | 18 | 4.5 |
| 31 | 5 | 5 | 3 | 4 | 17 | 4.25 |
| 32 | 4 | 4 | 5 | 4 | 17 | 4.25 |
| 33 | 4 | 4 | 5 | 4 | 17 | 4.25 |
| 34 | 4 | 4 | 4 | 3 | 15 | 3.75 |
| 35 | 5 | 5 | 5 | 4 | 19 | 4.75 |
| 36 | 4 | 4 | 3 | 3 | 14 | 3.5 |
| 37 | 4 | 5 | 3 | 4 | 16 | 4 |
| 38 | 5 | 5 | 5 | 5 | 20 | 5 |
| 39 | 4 | 4 | 4 | 4 | 16 | 4 |
| 40 | 4 | 4 | 5 | 4 | 17 | 4.25 |
| 41 | 4 | 3 | 3 | 4 | 14 | 3.5 |
| 42 | 5 | 5 | 5 | 4 | 19 | 4.75 |
| 43 | 4 | 3 | 4 | 4 | 15 | 3.75 |
| 44 | 4 | 5 | 5 | 4 | 18 | 4.5 |
| 45 | 3 | 4 | 4 | 3 | 14 | 3.5 |
| 46 | 4 | 5 | 4 | 4 | 17 | 4.25 |
| 47 | 4 | 4 | 5 | 4 | 17 | 4.25 |
| 48 | 4 | 5 | 4 | 4 | 17 | 4.25 |
| 49 | 5 | 4 | 4 | 4 | 17 | 4.25 |
| 50 | 4 | 4 | 3 | 3 | 14 | 3.5 |
| 51 | 4 | 3 | 3 | 3 | 13 | 3.25 |
| 52 | 4 | 5 | 5 | 4 | 18 | 4.5 |
| 53 | 4 | 5 | 4 | 3 | 16 | 4 |
| 54 | 4 | 4 | 3 | 2 | 13 | 3.25 |
| 55 | 4 | 3 | 3 | 3 | 13 | 3.25 |
| 56 | 4 | 4 | 4 | 4 | 16 | 4 |
| 57 | 4 | 4 | 4 | 4 | 16 | 4 |
| 58 | 5 | 5 | 4 | 4 | 18 | 4.5 |
| 59 | 4 | 5 | 4 | 3 | 16 | 4 |
| 60 | 4 | 5 | 4 | 5 | 18 | 4.5 |
| 61 | 4 | 4 | 4 | 4 | 16 | 4 |
| 62 | 4 | 3 | 3 | 4 | 14 | 3.5 |
| 63 | 4 | 4 | 5 | 4 | 17 | 4.25 |
| 64 | 5 | 4 | 4 | 4 | 17 | 4.25 |
| 65 | 4 | 3 | 4 | 4 | 15 | 3.75 |
| 66 | 5 | 5 | 5 | 5 | 20 | 5 |
| 67 | 4 | 4 | 4 | 3 | 15 | 3.75 |
| 68 | 5 | 4 | 4 | 4 | 17 | 4.25 |
| 69 | 4 | 4 | 4 | 4 | 16 | 4 |
| 70 | 5 | 5 | 5 | 5 | 20 | 5 |
| 71 | 4 | 5 | 4 | 4 | 17 | 4.25 |
| 72 | 4 | 5 | 5 | 5 | 19 | 4.75 |
| 73 | 5 | 5 | 5 | 5 | 20 | 5 |
| 74 | 4 | 4 | 4 | 4 | 16 | 4 |
| 75 | 4 | 4 | 4 | 4 | 16 | 4 |
| 76 | 4 | 5 | 5 | 5 | 19 | 4.75 |
| 77 | 5 | 4 | 4 | 4 | 17 | 4.25 |
| 78 | 5 | 5 | 5 | 5 | 20 | 5 |
| 79 | 4 | 5 | 4 | 3 | 16 | 4 |
| 80 | 5 | 5 | 5 | 4 | 19 | 4.75 |
| 81 | 4 | 3 | 4 | 4 | 15 | 3.75 |
| 82 | 4 | 5 | 4 | 4 | 17 | 4.25 |
| 83 | 5 | 5 | 5 | 5 | 20 | 5 |
| 84 | 4 | 5 | 5 | 5 | 19 | 4.75 |
| 85 | 4 | 4 | 5 | 5 | 18 | 4.5 |
| 86 | 5 | 5 | 5 | 5 | 20 | 5 |
| 87 | 5 | 5 | 5 | 5 | 20 | 5 |
| 88 | 4 | 5 | 4 | 4 | 17 | 4.25 |
| 89 | 4 | 3 | 4 | 4 | 15 | 3.75 |
| 90 | 5 | 5 | 4 | 4 | 18 | 4.5 |
| 91 | 5 | 4 | 5 | 5 | 19 | 4.75 |
| 92 | 4 | 4 | 4 | 4 | 16 | 4 |
| 93 | 5 | 4 | 5 | 5 | 19 | 4.75 |
| 94 | 4 | 4 | 5 | 4 | 17 | 4.25 |
| 95 | 4 | 4 | 4 | 5 | 17 | 4.25 |
| 96 | 4 | 3 | 4 | 4 | 15 | 3.75 |
| 97 | 4 | 3 | 4 | 4 | 15 | 3.75 |
| 98 | 4 | 5 | 4 | 4 | 17 | 4.25 |
| 99 | 4 | 3 | 3 | 3 | 13 | 3.25 |
| 100 | 4 | 5 | 5 | 4 | 18 | 4.5 |
| 101 | 4 | 4 | 5 | 4 | 17 | 4.25 |
| 102 | 4 | 3 | 3 | 3 | 13 | 3.25 |
| 103 | 5 | 5 | 5 | 5 | 20 | 5 |
| 104 | 5 | 5 | 5 | 4 | 19 | 4.75 |
| 105 | 5 | 4 | 4 | 4 | 17 | 4.25 |
| 106 | 4 | 4 | 4 | 5 | 17 | 4.25 |
| 107 | 4 | 4 | 5 | 5 | 18 | 4.5 |
| 108 | 5 | 4 | 5 | 4 | 18 | 4.5 |
| 109 | 4 | 5 | 4 | 4 | 17 | 4.25 |
| 110 | 4 | 4 | 4 | 4 | 16 | 4 |
| 111 | 4 | 5 | 5 | 5 | 19 | 4.75 |
| 112 | 5 | 4 | 5 | 5 | 19 | 4.75 |
| 113 | 5 | 4 | 4 | 5 | 18 | 4.5 |
| 114 | 4 | 5 | 4 | 4 | 17 | 4.25 |
| 115 | 5 | 5 | 4 | 5 | 19 | 4.75 |
| 116 | 5 | 4 | 4 | 5 | 18 | 4.5 |
| 117 | 4 | 3 | 4 | 4 | 15 | 3.75 |
| 118 | 5 | 5 | 5 | 4 | 19 | 4.75 |
| 119 | 5 | 4 | 5 | 5 | 19 | 4.75 |
| 120 | 5 | 4 | 5 | 5 | 19 | 4.75 |
| 121 | 4 | 4 | 4 | 4 | 16 | 4 |
| 122 | 5 | 4 | 4 | 5 | 18 | 4.5 |
| 123 | 4 | 5 | 4 | 4 | 17 | 4.25 |
| 124 | 4 | 3 | 4 | 4 | 15 | 3.75 |
| 125 | 5 | 4 | 5 | 5 | 19 | 4.75 |
| 126 | 5 | 5 | 5 | 5 | 20 | 5 |

1. **Kualitas produk**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **KP1** | **KP2** | **KP3** | **KP4** | **KP5** | **KP6** | **KP7** | **KP8** | **KP9** | **Jumlah** | **Rata - Rata** |
| 1 | 4 | 3 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 35 | 3.89 |
| 2 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 39 | 4.33 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 35 | 3.89 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 38 | 4.22 |
| 5 | 3 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 41 | 4.56 |
| 6 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 41 | 4.56 |
| 7 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 42 | 4.67 |
| 8 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 | 4.89 |
| 9 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 38 | 4.22 |
| 10 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 39 | 4.33 |
| 11 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 41 | 4.56 |
| 12 | 3 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 31 | 3.44 |
| 13 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 43 | 4.78 |
| 14 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 38 | 4.22 |
| 15 | 4 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 3 | 39 | 4.33 |
| 16 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 43 | 4.78 |
| 17 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 44 | 4.89 |
| 18 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 38 | 4.22 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 4.00 |
| 20 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 38 | 4.22 |
| 21 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 32 | 3.56 |
| 22 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 39 | 4.33 |
| 23 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 43 | 4.78 |
| 24 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 42 | 4.67 |
| 25 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 40 | 4.44 |
| 26 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 43 | 4.78 |
| 27 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 41 | 4.56 |
| 28 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 37 | 4.11 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 4.00 |
| 30 | 5 | 4 | 3 | 5 | 4 | 5 | 5 | 3 | 5 | 39 | 4.33 |
| 31 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 42 | 4.67 |
| 32 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 39 | 4.33 |
| 33 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 41 | 4.56 |
| 34 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 40 | 4.44 |
| 35 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 42 | 4.67 |
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| 71 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 41 | 4.56 |
| 72 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 41 | 4.56 |
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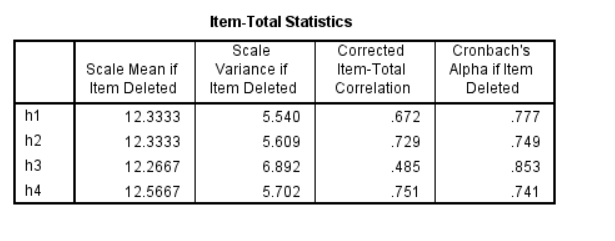
1. **Keputusan Pembelian**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **K1** | **K2** | **K3** | **K4** | **Jumlah** | **Rata - Rata** |
| 1 | 4 | 4 | 4 | 4 | 16 | 4 |
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| 4 | 5 | 4 | 5 | 5 | 19 | 4.75 |
| 5 | 4 | 5 | 5 | 4 | 18 | 4.5 |
| 6 | 4 | 5 | 4 | 4 | 17 | 4.25 |
| 7 | 5 | 5 | 5 | 4 | 19 | 4.75 |
| 8 | 5 | 4 | 5 | 4 | 18 | 4.5 |
| 9 | 3 | 4 | 5 | 5 | 17 | 4.25 |
| 10 | 4 | 4 | 4 | 4 | 16 | 4 |
| 11 | 5 | 5 | 5 | 5 | 20 | 5 |
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| 17 | 4 | 5 | 3 | 5 | 17 | 4.25 |
| 18 | 4 | 5 | 4 | 4 | 17 | 4.25 |
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| 119 | 5 | 5 | 4 | 4 | 18 | 4.5 |
| 120 | 5 | 4 | 3 | 4 | 16 | 4 |
| 121 | 5 | 4 | 5 | 5 | 19 | 4.75 |
| 122 | 5 | 4 | 4 | 5 | 18 | 4.5 |
| 123 | 4 | 5 | 4 | 4 | 17 | 4.25 |
| 124 | 4 | 3 | 4 | 4 | 15 | 3.75 |
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| 126 | 5 | 5 | 5 | 5 | 20 | 5 |

**Lampiran 5: Uji Validitas dan Reliabilitas**

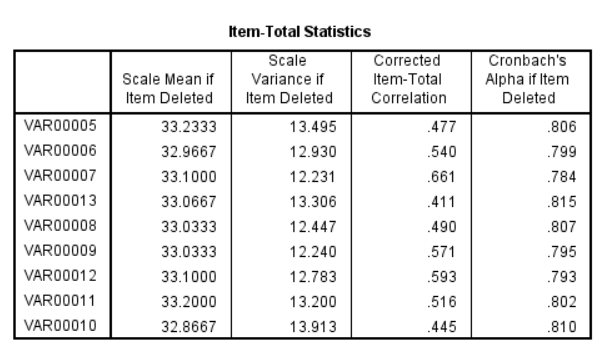
**Lampiran 5a**

**Hasil Uji Validitas Variabel** **Harga**



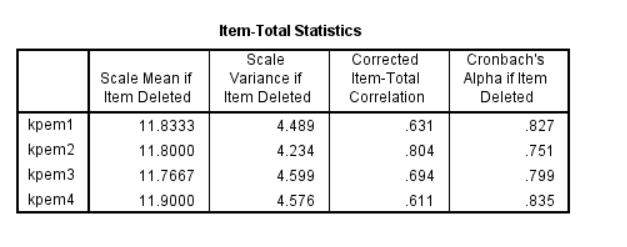
**Lampiran 5b**

**Hasil Uji Validitas Variabe**l **Kualitas Produk**



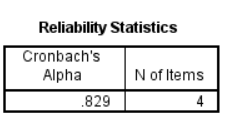
**Lampiran 5c**

**Hasil Uji Validitas Variabel** **Keputusan Pembelian**



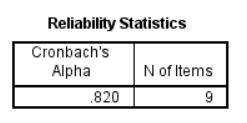
**Lampiran 5d**

**Hasil Uji Reliabilitas Variabel Harga**



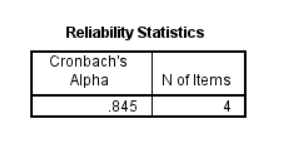
**Lampiran 5e**

**Hasil Uji Reliabilitas Variabel Kualitas Produk**



**Lampiran 5f**

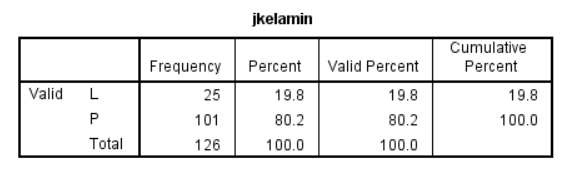
**Hasil Uji Reliabilitas Variabel Keputusan Pembelian**



**Lampiran 6:** **Profil Responden**

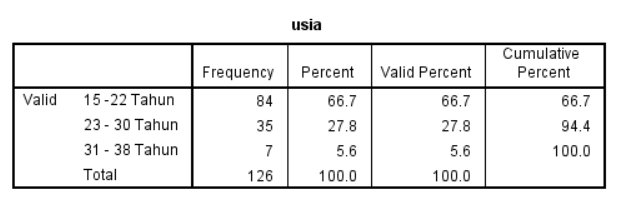
**Lampiran 6a**

**Profil Responden berdasarkan Jenis Klamin**



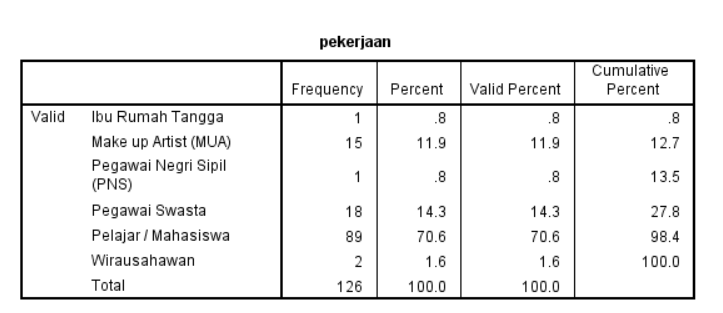
**Lampiran 6b**

**Profil Responden Berdasarkan Usia**



**Lampiran 6c**

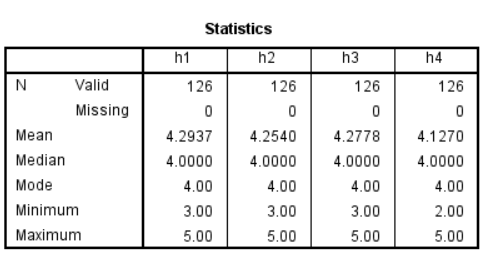
**Profil Responden Berdasarkan Pekerjaan**



**Lampiran 7**: **Data Rata-rata Tertimbang Indikator**

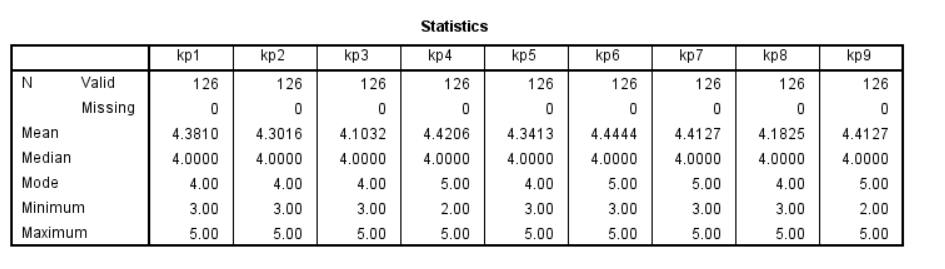
**Lampiran 7a**

**Variabel Harga**

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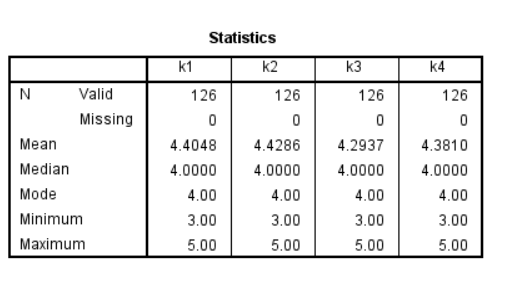
**Lampiran 7b**

**Variabel Kualitas Produk**



**Lampiran 7c**

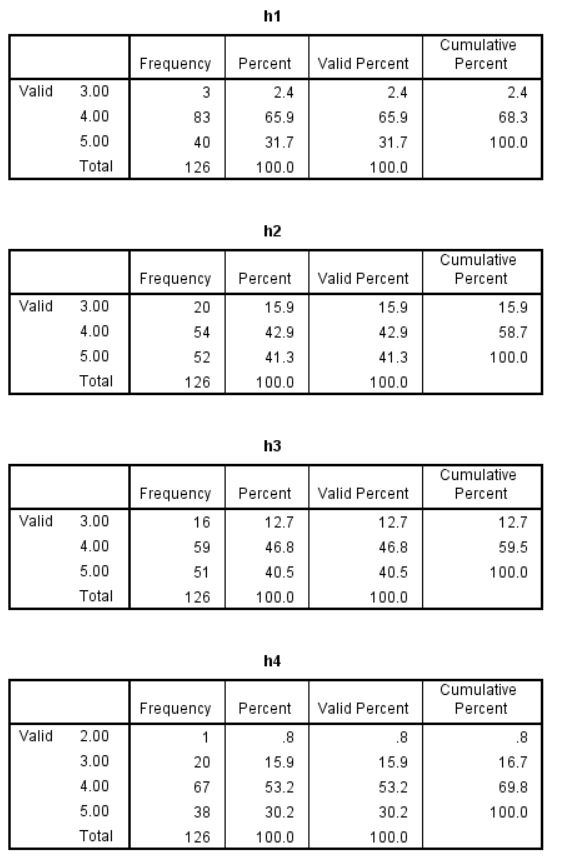
**Variabel Keputusan Pembelian**



**Lampiran 8: Data Frekuensi Indikator**

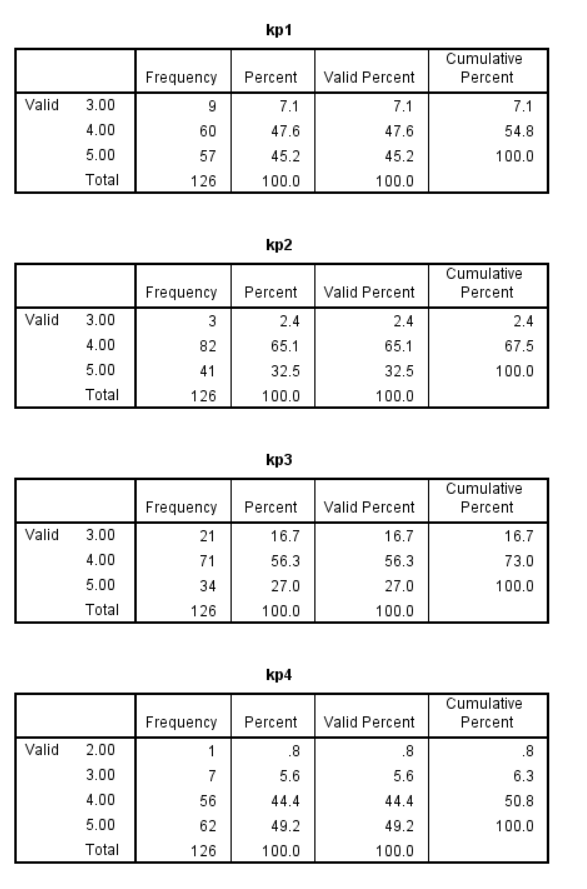
**Lampiran 8a**

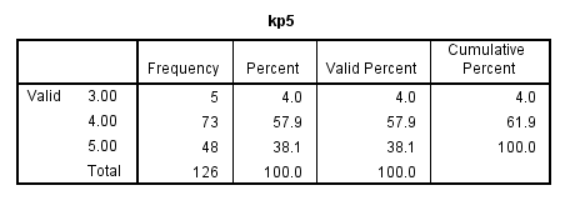
**Variabel Harga**

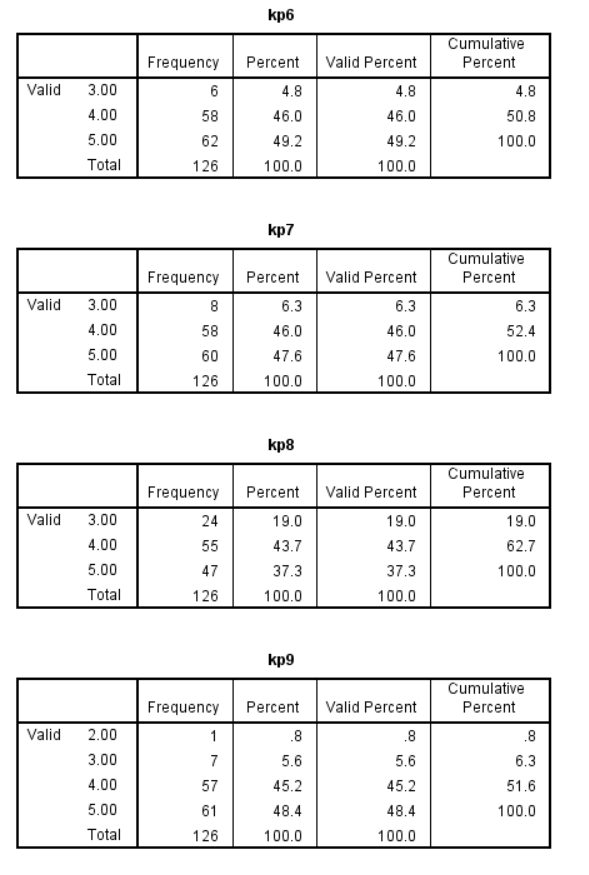


**Lampiran 8b**

**Variabel Kualitas Produk**

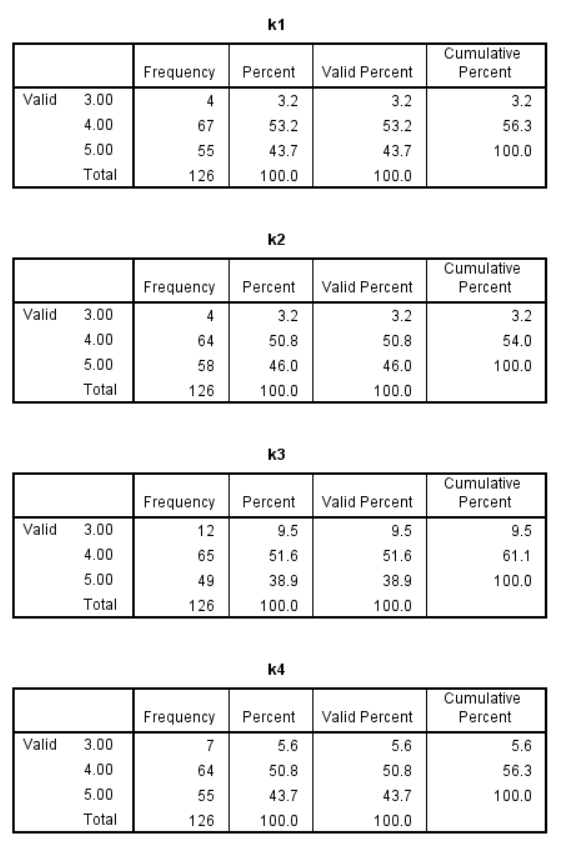


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**Lampiran 8c**

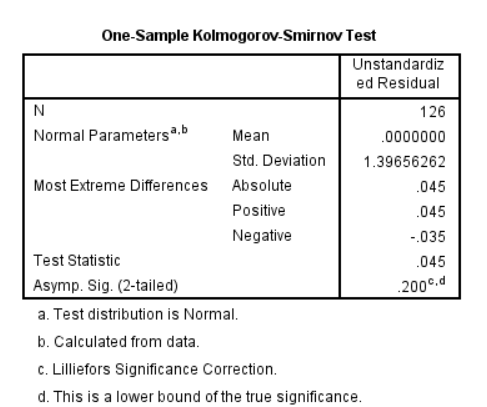
**Variabel Keputusan Pembelian**



**Lampiran 9: Uji Asumsi Klasik**

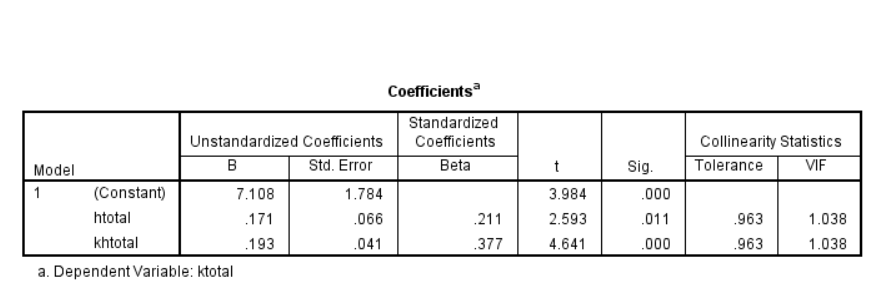
**Lampiran 9a**

**Hasil Uji Normalitas**



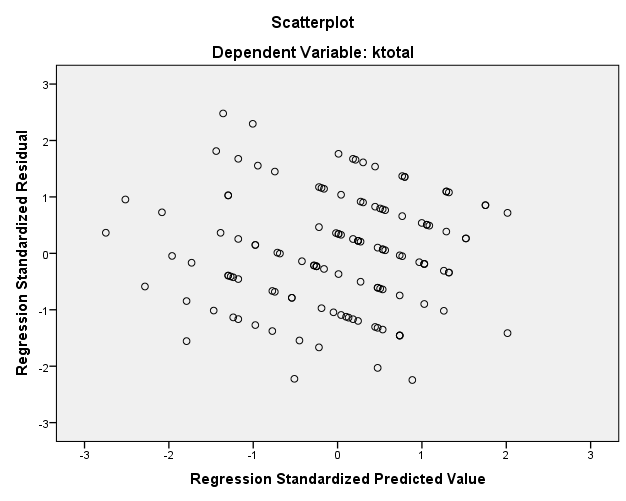
**Lampiran 9b**

**Hasil Uji Multikolonieritas**



**Lampiran 9c**

**Hasil Uji Heteroskedastisitas**



**Lampiran 9d**

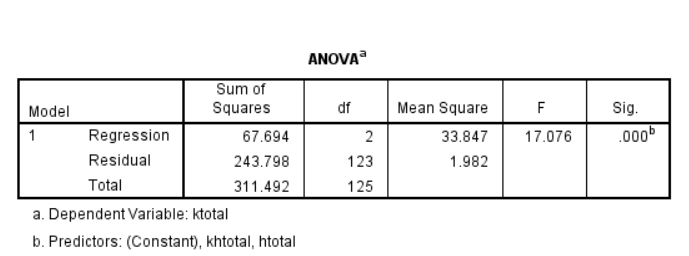
**Hasil Uji Autokorelasi**



**Lampiran 10: Analisis Regresi Linier Berganda**

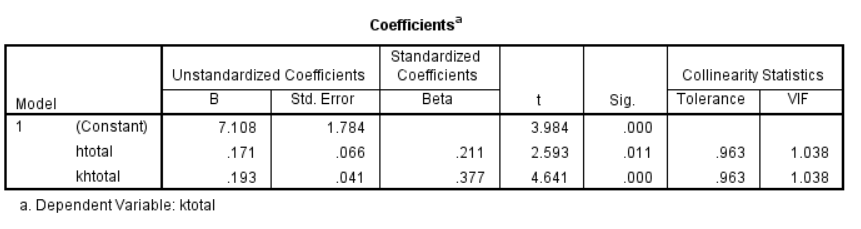
**Lampiran 10a**

**Hasil Uji Statistik F**



**Lampiran 10b**

**Hasil Uji Statistik t**



**Lampiran 10c**

**Hasil Uji Koefisien Determinasi**



**Lampiran 11: Tabel r**



**Lampiran 12: Tabel Durbin Watson**

