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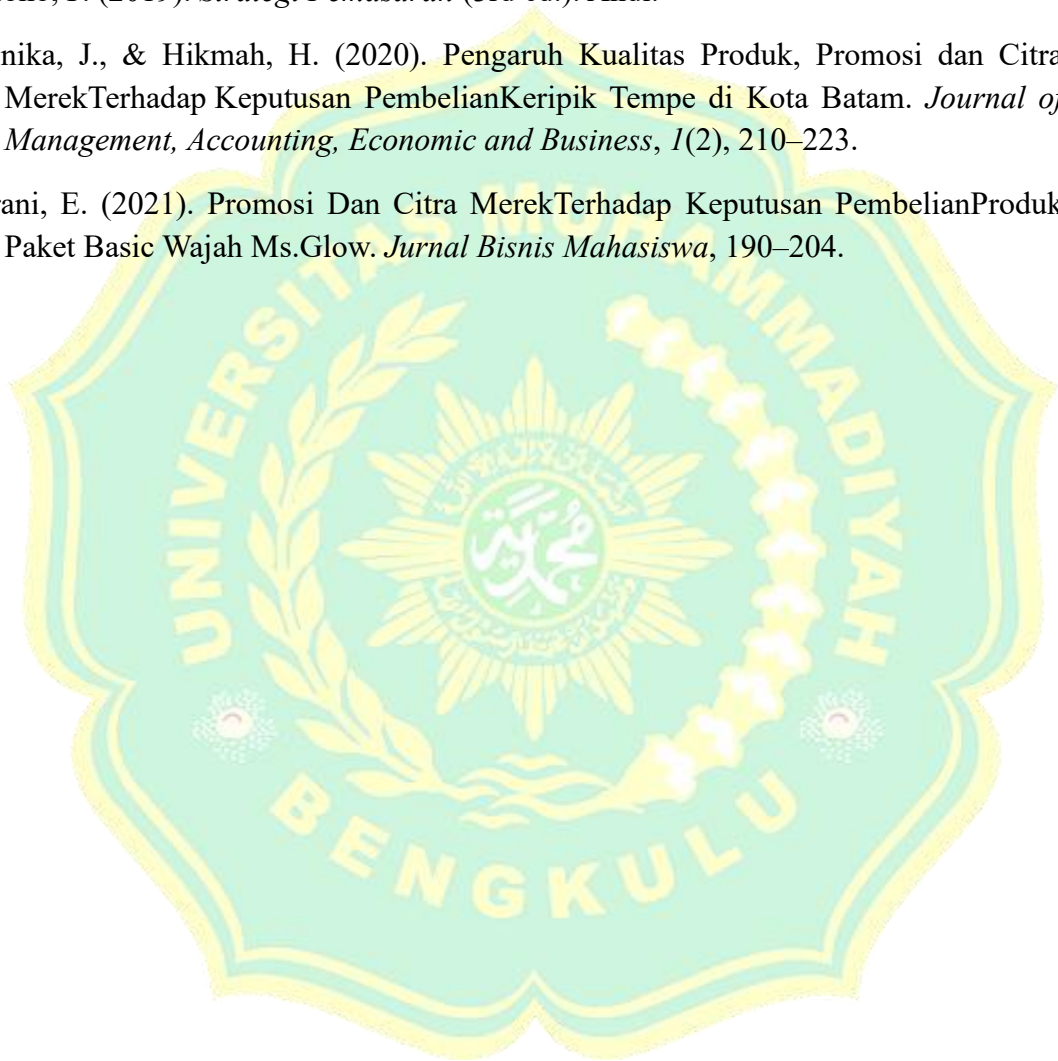
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## KUESIONER PENELITIAN

Assalamualaikum Wr. Wb.

Dengan hormat,

Perkenalkan, saya Nopriadi, mahasiswa program studi Manajemen Universitas Muhammadiyah Bengkulu. Saat ini, saya sedang melakukan penelitian mengenai “Pengaruh Citra Merek, Kualitas Produk, dan Promosi Terhadap Keputusan Pembelian *Facial wash* Kahf *Acne Series* di Shopee (Survei pada konsumen produk Kahf di Kota Bengkulu)”. Penelitian ini bertujuan untuk memahami seberapa besar pengaruh Pengaruh Citra Merek, Kualitas Produk, dan Promosi Terhadap Keputusan Pembelian *Facial wash* Kahf *Acne Series* di Kota Bengkulu.

Dalam rangka mengumpulkan data yang akurat, saya mohon kesediaan Saudara untuk meluangkan waktu mengisi kuesioner ini. Semua informasi yang anda berikan akan dijamin kerahasiaannya dan hanya digunakan untuk kepentingan penelitian ini.

Terima kasih atas partisipasi aktif Anda.

Wassalamualaikum Wr. Wb.

### IDENTITAS RESPONDEN

Nama :

Apakah anda pengguna *Facial wash* Kahf *Acne Series*

1. Ya

2. Tidak

Apakah anda pengguna Shopee

1. Ya

2. Tidak

Usia

☐ 15-18 Tahun ☐ 19-24 Tahun ☐ 25-35 Tahun

Petunjuk Pengisian

- a. Berikanlah tanda (✓) pada kolom jawaban yang sudah ada di sebelah kanan pernyataan yang sesuai dengan pendapat Bapak/Ibu/Saudara/i.
- b. Berikan hanya 1 (satu) jawaban saja pada setiap pertanyaan.
- c. Baca dan pahami pernyataan sebelum memberikan jawaban.

**Pilihlah Jawaban:**

SS : Sangat Setuju

S : Setuju

KS : Kurang Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju

| No                | Pernyataan                                                                                               | Skor         |             |             |            |             |
|-------------------|----------------------------------------------------------------------------------------------------------|--------------|-------------|-------------|------------|-------------|
| Citra Merek(X1)   |                                                                                                          | (1)<br>(STS) | (2)<br>(TS) | (3)<br>(KS) | (4)<br>(S) | (5)<br>(SS) |
| <b>Pengenalan</b> |                                                                                                          |              |             |             |            |             |
| 1.                | Saya melakukan pembelian produk <i>Facial wash</i> Kahf <i>Acne Series</i> karena mereknya sudah dikenal |              |             |             |            |             |
| <b>Reputasi</b>   |                                                                                                          |              |             |             |            |             |
| 2.                | Reputasi Kahf <i>Acne Series</i> sudah dikenal banyak orang                                              |              |             |             |            |             |
| <b>Daya Tarik</b> |                                                                                                          |              |             |             |            |             |
| 3.                | <i>Facial wash</i> Kahf <i>Acne Series</i> dikenal sebagai <i>Facial wash</i> yang berkualitas           |              |             |             |            |             |
| <b>Kesetian</b>   |                                                                                                          |              |             |             |            |             |
| 4.                | Saya akan tetap setia untuk menggunakan <i>Facial wash</i> Kahf <i>Acne Series</i>                       |              |             |             |            |             |

| No                        | Pernyataan                                                                                                                    | Skor         |             |             |            |             |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------|--------------|-------------|-------------|------------|-------------|
| Kualitas Produk(X2)       |                                                                                                                               | (1)<br>(STS) | (2)<br>(TS) | (3)<br>(KS) | (4)<br>(S) | (5)<br>(SS) |
| <b>Kinerja</b>            |                                                                                                                               |              |             |             |            |             |
| 1.                        | Berbagai pilihan Kahf <i>Acne Series</i> <i>Facial wash</i> untuk atasi kulit berjerawat kini tersedia lengkap di toko Shopee |              |             |             |            |             |
| <b>Ketepatan/Keseuain</b> |                                                                                                                               |              |             |             |            |             |
| 2.                        | Deskripsi produk memudahkan konsumen untuk membeli suatu produk di Shopee                                                     |              |             |             |            |             |
| <b>Ketahanan</b>          |                                                                                                                               |              |             |             |            |             |
| 3.                        | Produk <i>Facial wash</i> Kahf memiliki daya tahan kesegaran yang cukup lama sesuai kebutuhan sehari-hari                     |              |             |             |            |             |

| <b>Gaya</b> |                                          |  |  |  |  |  |
|-------------|------------------------------------------|--|--|--|--|--|
| 4.          | Tampilan kemasan yang menarik dan modern |  |  |  |  |  |

| No                                   | Pernyataan                                                                                                                                  | Skor         |             |             |            |             |
|--------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------|-------------|------------|-------------|
| <b>Promosi (X3)</b>                  |                                                                                                                                             | (1)<br>(STS) | (2)<br>(TS) | (3)<br>(KS) | (4)<br>(S) | (5)<br>(SS) |
| <b>Frekuensi</b>                     |                                                                                                                                             |              |             |             |            |             |
| 1.                                   | Saya merasa produk <i>Facial wash</i> Kahf <i>Acne Series</i> memberikan Promosi pada waktu tertentu di Shopee Video, atau sesi Shopee Live |              |             |             |            |             |
| <b>Kualitas</b>                      |                                                                                                                                             |              |             |             |            |             |
| 2.                                   | Saya merasa <i>Facial wash</i> Kahf <i>Acne Series</i> memiliki Promosi yang sangat menarik dengan kualitas yang baik di Shopee             |              |             |             |            |             |
| <b>Kuantitas</b>                     |                                                                                                                                             |              |             |             |            |             |
| 3.                                   | Saya merasa <i>Facial wash</i> Kahf <i>Acne Series</i> sering memberikan Promosi atau diskon di Shopee.                                     |              |             |             |            |             |
| <b>Ketepatan/ Kesesuaian Sasaran</b> |                                                                                                                                             |              |             |             |            |             |
| 4.                                   | Saya merasa <i>Facial wash</i> Kahf <i>Acne Series</i> melakukan Promosi sesuai dengan sasaran                                              |              |             |             |            |             |

| No                            | Pernyataan                                                                                                                | Skor         |             |             |            |             |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------------|--------------|-------------|-------------|------------|-------------|
| <b>Keputusan Pembelian(Y)</b> |                                                                                                                           | (1)<br>(STS) | (2)<br>(TS) | (3)<br>(KS) | (4)<br>(S) | (5)<br>(SS) |
| <b>Sesuai Kebutuhan</b>       |                                                                                                                           |              |             |             |            |             |
| 1.                            | Saya merasa produk <i>Facial wash</i> Kahf <i>Acne Series</i> yang saya beli di Shopee sudah sesuai dengan kebutuhan saya |              |             |             |            |             |
| 2.                            | Saya mudah mendapatkan produk <i>Facial wash</i> Kahf <i>Acne Series</i> di shopee                                        |              |             |             |            |             |

| <b>Manfaat</b>         |                                                                                                                                               |  |  |  |  |  |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 1.                     | Saya merasa produk <i>Facial wash</i> Kahf <i>Acne Series</i> memiliki manfaat secara langsung                                                |  |  |  |  |  |
| 2.                     | Saya merasa produk <i>Facial wash</i> Kahf <i>Acne Series</i> yang saya gunakan sesuai dengan kebutuhan sehari-hari                           |  |  |  |  |  |
| <b>Keputusan Tepat</b> |                                                                                                                                               |  |  |  |  |  |
| 1.                     | Saya merasa keputusan yang tepat membeli produk <i>Facial wash</i> Kahf <i>Acne Series</i> karena memiliki kualitas dan Harga yang terjangkau |  |  |  |  |  |
| 2.                     | Saya merasa produk <i>Facial wash</i> Kahf <i>Acne Series</i> yang dijual sesuai dengan apa yang ditawarkan                                   |  |  |  |  |  |
| <b>Pembelian Ulang</b> |                                                                                                                                               |  |  |  |  |  |
| 1.                     | Saya melakukan pembelian ulang pada produk <i>Facial wash</i> Kahf <i>Acne Series</i>                                                         |  |  |  |  |  |
| 2.                     | Saya melakukan pembelian ulang karena kualitas sesuai dengan yang saya harapkan                                                               |  |  |  |  |  |

## TABULASI DATA SAMPEL AWAL

### PENGARUH CITRA MEREK, KUALITAS PRODUK DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN PRODUK *FACIAL WASH* KAHF *ACNE SERIES* DI SHOPEE

| No | Citra Merek(X1) |      |      |      | Total | No | Kualitas Produk(X2) |      |      |      | Total | No | Promosi (x3) |      |      |      | Total | No | Keputusan Pembelian(Y) |    |    |    |    |    |    |    | Total |
|----|-----------------|------|------|------|-------|----|---------------------|------|------|------|-------|----|--------------|------|------|------|-------|----|------------------------|----|----|----|----|----|----|----|-------|
|    | X1.1            | X1.2 | X1.3 | X1.4 |       |    | X2.1                | X2.2 | X2.3 | X2.4 |       |    | X3.1         | X3.2 | X3.3 | X3.4 |       |    | Y1                     | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 |       |
| 1  | 4               | 5    | 3    | 5    | 17    | 1  | 4                   | 5    | 3    | 4    | 16    | 1  | 4            | 5    | 4    | 5    | 18    | 1  | 4                      | 5  | 3  | 5  | 4  | 5  | 3  | 5  | 34    |
| 2  | 4               | 5    | 3    | 5    | 17    | 2  | 4                   | 5    | 3    | 5    | 17    | 2  | 4            | 5    | 3    | 5    | 17    | 2  | 4                      | 5  | 3  | 5  | 4  | 5  | 4  | 5  | 35    |
| 3  | 4               | 5    | 4    | 5    | 18    | 3  | 4                   | 5    | 3    | 5    | 17    | 3  | 4            | 5    | 3    | 3    | 15    | 3  | 4                      | 5  | 4  | 5  | 3  | 5  | 4  | 5  | 35    |
| 4  | 4               | 3    | 5    | 4    | 16    | 4  | 4                   | 5    | 4    | 5    | 18    | 4  | 4            | 5    | 3    | 5    | 17    | 4  | 4                      | 5  | 4  | 3  | 5  | 4  | 5  | 3  | 33    |
| 5  | 5               | 5    | 4    | 4    | 18    | 5  | 4                   | 5    | 4    | 4    | 17    | 5  | 4            | 4    | 4    | 5    | 17    | 5  | 4                      | 5  | 4  | 4  | 5  | 4  | 4  | 4  | 34    |
| 6  | 5               | 5    | 4    | 4    | 18    | 6  | 5                   | 5    | 4    | 4    | 18    | 6  | 4            | 4    | 4    | 5    | 17    | 6  | 5                      | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 38    |
| 7  | 5               | 5    | 5    | 5    | 20    | 7  | 5                   | 5    | 4    | 4    | 18    | 7  | 5            | 5    | 4    | 5    | 19    | 7  | 5                      | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39    |
| 8  | 5               | 5    | 5    | 4    | 19    | 8  | 5                   | 5    | 4    | 4    | 18    | 8  | 5            | 5    | 5    | 5    | 20    | 8  | 5                      | 5  | 4  | 5  | 5  | 4  | 5  | 5  | 38    |
| 9  | 4               | 3    | 4    | 4    | 15    | 9  | 4                   | 5    | 4    | 4    | 17    | 9  | 4            | 4    | 4    | 4    | 16    | 9  | 4                      | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 31    |
| 10 | 3               | 4    | 3    | 4    | 14    | 10 | 3                   | 4    | 3    | 4    | 14    | 10 | 4            | 3    | 4    | 3    | 14    | 10 | 4                      | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 31    |
| 11 | 4               | 4    | 4    | 3    | 15    | 11 | 4                   | 3    | 3    | 4    | 14    | 11 | 4            | 3    | 4    | 3    | 14    | 11 | 4                      | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 31    |
| 12 | 4               | 4    | 4    | 3    | 15    | 12 | 4                   | 4    | 3    | 4    | 15    | 12 | 3            | 3    | 4    | 4    | 14    | 12 | 4                      | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 30    |
| 13 | 3               | 4    | 3    | 4    | 14    | 13 | 4                   | 4    | 3    | 4    | 15    | 13 | 4            | 3    | 4    | 4    | 15    | 13 | 4                      | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 30    |
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| 15 | 5               | 3    | 4    | 5    | 17    | 15 | 3                   | 5    | 4    | 5    | 17    | 15 | 5            | 3    | 4    | 5    | 17    | 15 | 3                      | 5  | 4  | 3  | 5  | 4  | 3  | 5  | 32    |
| 16 | 5               | 3    | 4    | 4    | 16    | 16 | 5                   | 3    | 4    | 5    | 17    | 16 | 3            | 5    | 4    | 4    | 16    | 16 | 4                      | 3  | 5  | 4  | 5  | 3  | 4  | 4  | 32    |
| 17 | 5               | 3    | 4    | 5    | 17    | 17 | 5                   | 4    | 3    | 4    | 16    | 17 | 5            | 4    | 3    | 4    | 16    | 17 | 4                      | 3  | 5  | 3  | 4  | 5  | 3  | 4  | 31    |
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| 19 | 3               | 5    | 4    | 3    | 15    | 19 | 5                   | 4    | 3    | 5    | 17    | 19 | 3            | 4    | 5    | 3    | 15    | 19 | 3                      | 4  | 5  | 3  | 4  | 5  | 3  | 4  | 31    |
| 20 | 5               | 4    | 3    | 4    | 16    | 20 | 5                   | 4    | 3    | 5    | 17    | 20 | 4            | 3    | 5    | 4    | 16    | 20 | 3                      | 4  | 5  | 3  | 4  | 5  | 3  | 4  | 31    |
| 21 | 3               | 4    | 5    | 3    | 15    | 21 | 3                   | 4    | 5    | 3    | 15    | 21 | 5            | 3    | 4    | 5    | 17    | 21 | 3                      | 4  | 5  | 3  | 4  | 5  | 3  | 4  | 31    |
| 22 | 5               | 4    | 3    | 4    | 16    | 22 | 3                   | 5    | 4    | 5    | 17    | 22 | 5            | 4    | 3    | 5    | 17    | 22 | 3                      | 5  | 4  | 5  | 4  | 3  | 5  | 4  | 33    |
| 23 | 4               | 4    | 4    | 4    | 16    | 23 | 4                   | 4    | 4    | 4    | 16    | 23 | 5            | 4    | 4    | 4    | 17    | 23 | 5                      | 4  | 3  | 4  | 5  | 4  | 3  | 4  | 32    |
| 24 | 4               | 5    | 4    | 4    | 17    | 24 | 4                   | 4    | 4    | 4    | 16    | 24 | 5            | 4    | 4    | 5    | 18    | 24 | 4                      | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 33    |
| 25 | 4               | 3    | 4    | 5    | 16    | 25 | 4                   | 4    | 4    | 4    | 16    | 25 | 4            | 4    | 4    | 4    | 16    | 25 | 3                      | 4  | 5  | 4  | 5  | 3  | 4  | 5  | 33    |
| 26 | 4               | 4    | 3    | 4    | 15    | 26 | 4                   | 4    | 3    | 4    | 15    | 26 | 4            | 4    | 4    | 4    | 16    | 26 | 5                      | 4  | 3  | 4  | 5  | 4  | 3  | 4  | 32    |
| 27 | 4               | 4    | 4    | 5    | 17    | 27 | 4                   | 4    | 3    | 4    | 15    | 27 | 4            | 4    | 4    | 4    | 16    | 27 | 3                      | 4  | 5  | 4  | 3  | 4  | 5  | 4  | 32    |

|    |   |   |   |   |    |    |   |   |   |   |    |    |   |   |   |   |    |    |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|----|----|---|---|---|---|----|----|---|---|---|---|----|----|---|---|---|---|---|---|---|---|----|
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| 41 | 5 | 4 | 5 | 4 | 18 | 41 | 4 | 4 | 5 | 4 | 17 | 41 | 4 | 3 | 4 | 4 | 15 | 41 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 35 |
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| 54 | 5 | 5 | 5 | 4 | 19 | 54 | 5 | 5 | 5 | 5 | 20 | 54 | 5 | 5 | 5 | 5 | 20 | 54 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 37 |
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| 59 | 5 | 5 | 4 | 4 | 18 | 59 | 5 | 5 | 3 | 4 | 17 | 59 | 4 | 4 | 5 | 4 | 17 | 59 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
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|     |   |   |   |   |    |     |   |   |   |   |    |     |   |   |   |   |    |     |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|----|-----|---|---|---|---|----|-----|---|---|---|---|----|-----|---|---|---|---|---|---|---|---|----|
| 66  | 4 | 4 | 4 | 4 | 16 | 66  | 5 | 5 | 5 | 5 | 20 | 66  | 4 | 3 | 4 | 4 | 15 | 66  | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| 67  | 4 | 5 | 5 | 4 | 18 | 67  | 4 | 4 | 4 | 4 | 16 | 67  | 4 | 4 | 4 | 5 | 17 | 67  | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 35 |
| 68  | 5 | 5 | 5 | 5 | 20 | 68  | 5 | 5 | 5 | 5 | 20 | 68  | 5 | 5 | 5 | 5 | 20 | 68  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
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| 74  | 5 | 4 | 3 | 4 | 16 | 74  | 5 | 4 | 3 | 4 | 16 | 74  | 5 | 4 | 3 | 4 | 16 | 74  | 5 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 32 |
| 75  | 5 | 4 | 3 | 4 | 16 | 75  | 5 | 4 | 3 | 4 | 16 | 75  | 5 | 4 | 3 | 4 | 16 | 75  | 5 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 32 |
| 76  | 5 | 4 | 3 | 4 | 16 | 76  | 5 | 4 | 3 | 4 | 16 | 76  | 5 | 4 | 3 | 4 | 16 | 76  | 5 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 32 |
| 77  | 5 | 5 | 5 | 5 | 20 | 77  | 5 | 5 | 5 | 5 | 20 | 77  | 5 | 5 | 5 | 5 | 20 | 77  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 78  | 3 | 4 | 4 | 4 | 15 | 78  | 4 | 4 | 3 | 4 | 15 | 78  | 4 | 4 | 4 | 4 | 16 | 78  | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 32 |
| 79  | 4 | 4 | 4 | 3 | 15 | 79  | 3 | 4 | 4 | 4 | 15 | 79  | 4 | 3 | 4 | 4 | 15 | 79  | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 80  | 5 | 4 | 3 | 4 | 16 | 80  | 3 | 4 | 4 | 5 | 16 | 80  | 3 | 4 | 3 | 4 | 14 | 80  | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 26 |
| 81  | 5 | 4 | 3 | 5 | 17 | 81  | 4 | 3 | 5 | 3 | 15 | 81  | 4 | 4 | 3 | 5 | 16 | 81  | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 32 |
| 82  | 5 | 4 | 4 | 3 | 16 | 82  | 5 | 5 | 4 | 4 | 18 | 82  | 5 | 4 | 4 | 3 | 16 | 82  | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 5 | 35 |
| 83  | 4 | 4 | 5 | 4 | 17 | 83  | 4 | 4 | 5 | 5 | 18 | 83  | 4 | 5 | 3 | 4 | 16 | 83  | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
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| 85  | 5 | 4 | 5 | 4 | 18 | 85  | 4 | 3 | 5 | 4 | 16 | 85  | 3 | 4 | 4 | 5 | 16 | 85  | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 86  | 5 | 4 | 4 | 4 | 17 | 86  | 4 | 4 | 5 | 5 | 18 | 86  | 4 | 3 | 5 | 4 | 16 | 86  | 5 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 32 |
| 87  | 4 | 4 | 3 | 5 | 16 | 87  | 5 | 4 | 4 | 3 | 16 | 87  | 5 | 5 | 4 | 4 | 18 | 87  | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 32 |
| 88  | 3 | 4 | 5 | 4 | 16 | 88  | 4 | 3 | 5 | 4 | 16 | 88  | 5 | 5 | 4 | 3 | 17 | 88  | 3 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 32 |
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| 90  | 5 | 4 | 5 | 4 | 18 | 90  | 5 | 4 | 4 | 3 | 16 | 90  | 4 | 3 | 5 | 4 | 16 | 90  | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 32 |
| 91  | 3 | 4 | 5 | 4 | 16 | 91  | 4 | 5 | 3 | 4 | 16 | 91  | 5 | 5 | 4 | 4 | 18 | 91  | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 32 |
| 92  | 3 | 4 | 4 | 5 | 16 | 92  | 4 | 4 | 5 | 5 | 18 | 92  | 3 | 4 | 4 | 5 | 16 | 92  | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 93  | 5 | 5 | 5 | 5 | 20 | 93  | 3 | 4 | 4 | 5 | 16 | 93  | 4 | 3 | 5 | 4 | 16 | 93  | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 94  | 4 | 4 | 4 | 4 | 16 | 94  | 4 | 3 | 5 | 4 | 16 | 94  | 5 | 5 | 4 | 4 | 18 | 94  | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 95  | 4 | 3 | 5 | 4 | 16 | 95  | 5 | 5 | 4 | 4 | 18 | 95  | 5 | 4 | 4 | 3 | 16 | 95  | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 96  | 3 | 4 | 4 | 5 | 16 | 96  | 5 | 4 | 4 | 3 | 16 | 96  | 4 | 5 | 3 | 4 | 16 | 96  | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
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| 98  | 5 | 4 | 4 | 3 | 16 | 98  | 4 | 4 | 5 | 5 | 18 | 98  | 3 | 4 | 4 | 5 | 16 | 98  | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 99  | 4 | 4 | 4 | 4 | 16 | 99  | 3 | 4 | 4 | 5 | 16 | 99  | 4 | 3 | 5 | 4 | 16 | 99  | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
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| 101 | 5 | 4 | 4 | 3 | 16 | 101 | 5 | 5 | 4 | 4 | 18 | 101 | 4 | 4 | 4 | 4 | 16 | 101 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 102 | 4 | 5 | 3 | 4 | 16 | 102 | 5 | 4 | 4 | 3 | 16 | 102 | 3 | 4 | 4 | 5 | 16 | 102 | 5 | 3 | 5 | 4 | 4 | 4 | 3 | 4 | 32 |
| 103 | 5 | 4 | 4 | 3 | 16 | 103 | 4 | 5 | 3 | 4 | 16 | 103 | 4 | 3 | 5 | 4 | 16 | 103 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 32 |

|     |   |   |   |   |    |     |   |   |   |   |    |     |   |   |   |   |    |     |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|----|-----|---|---|---|---|----|-----|---|---|---|---|----|-----|---|---|---|---|---|---|---|---|----|
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| 106 | 4 | 3 | 5 | 4 | 16 | 106 | 4 | 3 | 5 | 4 | 16 | 106 | 4 | 5 | 3 | 4 | 16 | 106 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 107 | 5 | 4 | 4 | 3 | 16 | 107 | 5 | 5 | 4 | 4 | 18 | 107 | 4 | 4 | 5 | 5 | 18 | 107 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 108 | 4 | 5 | 3 | 4 | 16 | 108 | 5 | 4 | 4 | 3 | 16 | 108 | 3 | 4 | 4 | 5 | 16 | 108 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 109 | 3 | 4 | 4 | 5 | 16 | 109 | 4 | 5 | 3 | 4 | 16 | 109 | 4 | 3 | 5 | 4 | 16 | 109 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 32 |
| 110 | 4 | 3 | 5 | 4 | 16 | 110 | 4 | 4 | 5 | 5 | 18 | 110 | 5 | 5 | 4 | 4 | 18 | 110 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 111 | 5 | 4 | 4 | 3 | 16 | 111 | 3 | 4 | 4 | 5 | 16 | 111 | 5 | 4 | 4 | 3 | 16 | 111 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 112 | 4 | 3 | 5 | 4 | 16 | 112 | 4 | 3 | 5 | 4 | 16 | 112 | 4 | 5 | 3 | 4 | 16 | 112 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 113 | 5 | 4 | 4 | 3 | 16 | 113 | 5 | 5 | 4 | 4 | 18 | 113 | 4 | 4 | 5 | 5 | 18 | 113 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 32 |
| 114 | 4 | 5 | 3 | 4 | 16 | 114 | 5 | 4 | 4 | 3 | 16 | 114 | 3 | 4 | 4 | 5 | 16 | 114 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 115 | 5 | 4 | 4 | 3 | 16 | 115 | 4 | 5 | 3 | 4 | 16 | 115 | 4 | 3 | 5 | 4 | 16 | 115 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 34 |
| 116 | 4 | 5 | 3 | 4 | 16 | 116 | 4 | 4 | 5 | 5 | 18 | 116 | 5 | 5 | 4 | 4 | 18 | 116 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
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| 119 | 5 | 4 | 4 | 3 | 16 | 119 | 4 | 4 | 5 | 5 | 18 | 119 | 4 | 4 | 5 | 5 | 18 | 119 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 120 | 4 | 5 | 3 | 4 | 16 | 120 | 3 | 4 | 4 | 5 | 16 | 120 | 3 | 4 | 4 | 5 | 16 | 120 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 121 | 3 | 4 | 4 | 5 | 16 | 121 | 4 | 3 | 5 | 4 | 16 | 121 | 4 | 3 | 5 | 4 | 16 | 121 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 33 |
| 122 | 4 | 3 | 5 | 4 | 16 | 122 | 5 | 5 | 4 | 4 | 18 | 122 | 5 | 5 | 4 | 4 | 18 | 122 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 123 | 5 | 4 | 4 | 3 | 16 | 123 | 5 | 4 | 4 | 3 | 16 | 123 | 5 | 4 | 4 | 3 | 16 | 123 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 35 |
| 124 | 4 | 5 | 3 | 4 | 16 | 124 | 4 | 5 | 3 | 4 | 16 | 124 | 4 | 5 | 3 | 4 | 16 | 124 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 125 | 3 | 4 | 4 | 5 | 16 | 125 | 4 | 4 | 5 | 5 | 18 | 125 | 4 | 4 | 5 | 5 | 18 | 125 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 31 |
| 126 | 4 | 5 | 3 | 4 | 16 | 126 | 3 | 4 | 4 | 5 | 16 | 126 | 5 | 4 | 4 | 3 | 16 | 126 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 127 | 4 | 4 | 4 | 4 | 16 | 127 | 4 | 3 | 5 | 4 | 16 | 127 | 4 | 5 | 3 | 5 | 17 | 127 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 128 | 4 | 4 | 4 | 4 | 16 | 128 | 5 | 5 | 4 | 4 | 18 | 128 | 4 | 5 | 5 | 5 | 19 | 128 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 129 | 4 | 4 | 4 | 4 | 16 | 129 | 5 | 4 | 4 | 3 | 16 | 129 | 5 | 4 | 4 | 3 | 16 | 129 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 34 |
| 130 | 4 | 4 | 3 | 4 | 15 | 130 | 4 | 5 | 3 | 4 | 16 | 130 | 4 | 5 | 4 | 4 | 17 | 130 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 34 |
| 131 | 3 | 4 | 4 | 4 | 15 | 131 | 4 | 4 | 4 | 5 | 17 | 131 | 4 | 4 | 4 | 4 | 16 | 131 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 30 |
| 132 | 4 | 4 | 3 | 4 | 15 | 132 | 5 | 4 | 4 | 3 | 16 | 132 | 4 | 4 | 4 | 4 | 16 | 132 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 133 | 4 | 4 | 5 | 4 | 17 | 133 | 5 | 3 | 3 | 4 | 15 | 133 | 3 | 5 | 4 | 4 | 16 | 133 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 34 |
| 134 | 3 | 3 | 5 | 3 | 14 | 134 | 4 | 5 | 4 | 4 | 17 | 134 | 5 | 4 | 5 | 4 | 18 | 134 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 32 |
| 135 | 4 | 4 | 4 | 3 | 15 | 135 | 4 | 4 | 4 | 3 | 15 | 135 | 4 | 3 | 4 | 4 | 15 | 135 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 28 |
| 136 | 4 | 4 | 4 | 4 | 16 | 136 | 4 | 4 | 4 | 4 | 16 | 136 | 4 | 4 | 4 | 4 | 16 | 136 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 36 |
| 137 | 4 | 5 | 4 | 5 | 18 | 137 | 4 | 4 | 4 | 5 | 17 | 137 | 4 | 5 | 5 | 5 | 19 | 137 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 36 |
| 138 | 4 | 4 | 4 | 4 | 16 | 138 | 4 | 4 | 4 | 4 | 16 | 138 | 4 | 4 | 4 | 4 | 16 | 138 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 139 | 4 | 5 | 4 | 5 | 18 | 139 | 4 | 4 | 5 | 5 | 18 | 139 | 5 | 5 | 5 | 5 | 20 | 139 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 37 |
| 140 | 4 | 4 | 4 | 4 | 16 | 140 | 4 | 4 | 4 | 4 | 16 | 140 | 4 | 5 | 4 | 5 | 18 | 140 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 141 | 5 | 5 | 5 | 4 | 19 | 141 | 5 | 5 | 4 | 5 | 19 | 141 | 4 | 4 | 4 | 4 | 16 | 141 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |



## HASIL UJI VALIDITAS DAN REABILITAS

### 4.1.2 Citra Merek(X1)

**Correlations**

|         |                     | X1.1   | X1.2   | X1.3   | X1.4   | TotalX1 |
|---------|---------------------|--------|--------|--------|--------|---------|
| X1.1    | Pearson Correlation | 1      | .506** | .380*  | .166   | .753**  |
|         | Sig. (2-tailed)     |        | .004   | .038   | .381   | .000    |
|         | N                   | 30     | 30     | 30     | 30     | 30      |
| X1.2    | Pearson Correlation | .506** | 1      | .111   | .764** | .855**  |
|         | Sig. (2-tailed)     | .004   |        | .559   | .000   | .000    |
|         | N                   | 30     | 30     | 30     | 30     | 30      |
| X1.3    | Pearson Correlation | .380*  | .111   | 1      | -.082  | .505**  |
|         | Sig. (2-tailed)     | .038   | .559   |        | .667   | .004    |
|         | N                   | 30     | 30     | 30     | 30     | 30      |
| X1.4    | Pearson Correlation | .166   | .764** | -.082  | 1      | .659**  |
|         | Sig. (2-tailed)     | .381   | .000   | .667   |        | .000    |
|         | N                   | 30     | 30     | 30     | 30     | 30      |
| TotalX1 | Pearson Correlation | .753** | .855** | .505** | .659** | 1       |
|         | Sig. (2-tailed)     | .000   | .000   | .004   | .000   |         |
|         | N                   | 30     | 30     | 30     | 30     | 30      |

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

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .641             | 4          |

### 4.2.2 Kualitas Produk

**Correlations**

|         |                     | X2.1   | X2.2   | X2.3   | X2.4   | TotalX2 |
|---------|---------------------|--------|--------|--------|--------|---------|
| X2.1    | Pearson Correlation | 1      | .364*  | .641** | .413*  | .810**  |
|         | Sig. (2-tailed)     |        | .048   | .000   | .023   | .000    |
|         | N                   | 30     | 30     | 30     | 30     | 30      |
| X2.2    | Pearson Correlation | .364*  | 1      | .113   | .494** | .680**  |
|         | Sig. (2-tailed)     | .048   |        | .552   | .006   | .000    |
|         | N                   | 30     | 30     | 30     | 30     | 30      |
| X2.3    | Pearson Correlation | .641** | .113   | 1      | .301   | .672**  |
|         | Sig. (2-tailed)     | .000   | .552   |        | .106   | .000    |
|         | N                   | 30     | 30     | 30     | 30     | 30      |
| X2.4    | Pearson Correlation | .413*  | .494** | .301   | 1      | .776**  |
|         | Sig. (2-tailed)     | .023   | .006   | .106   |        | .000    |
|         | N                   | 30     | 30     | 30     | 30     | 30      |
| TotalX2 | Pearson Correlation | .810** | .680** | .672** | .776** | 1       |
|         | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |         |
|         | N                   | 30     | 30     | 30     | 30     | 30      |

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

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .716             | 4          |

### 4.3.3 Promosi

**Correlations**

|         |                     | X3.1   | X3.2   | X3.3   | X3.4   | TotalX3 |
|---------|---------------------|--------|--------|--------|--------|---------|
| X3.1    | Pearson Correlation | 1      | .235   | .452*  | .404*  | .720**  |
|         | Sig. (2-tailed)     |        | .210   | .012   | .027   | .000    |
|         | N                   | 30     | 30     | 30     | 30     | 30      |
| X3.2    | Pearson Correlation | .235   | 1      | .081   | .593** | .722**  |
|         | Sig. (2-tailed)     | .210   |        | .670   | .001   | .000    |
|         | N                   | 30     | 30     | 30     | 30     | 30      |
| X3.3    | Pearson Correlation | .452*  | .081   | 1      | .081   | .552**  |
|         | Sig. (2-tailed)     | .012   | .670   |        | .670   | .002    |
|         | N                   | 30     | 30     | 30     | 30     | 30      |
| X3.4    | Pearson Correlation | .404*  | .593** | .081   | 1      | .775**  |
|         | Sig. (2-tailed)     | .027   | .001   | .670   |        | .000    |
|         | N                   | 30     | 30     | 30     | 30     | 30      |
| TotalX3 | Pearson Correlation | .720** | .722** | .552** | .775** | 1       |
|         | Sig. (2-tailed)     | .000   | .000   | .002   | .000   |         |
|         | N                   | 30     | 30     | 30     | 30     | 30      |

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

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .637             | 4          |

[illegible]

|        |                     |        |        |        |        |        |        |        |        |        |
|--------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Y5     | Pearson Correlation | .558** | .492** | .380*  | .151   | 1      | .111   | .757** | .185   | .639** |
|        | Sig. (2-tailed)     | .001   | .006   | .038   | .426   |        | .560   | .000   | .329   | .000   |
|        | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Y6     | Pearson Correlation | .516** | .327   | .516** | .802** | .111   | 1      | .175   | .873** | .796** |
|        | Sig. (2-tailed)     | .004   | .077   | .004   | .000   | .560   |        | .355   | .000   | .000   |
|        | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Y7     | Pearson Correlation | .671** | .238   | .499** | .218   | .757** | .175   | 1      | .089   | .637** |
|        | Sig. (2-tailed)     | .000   | .206   | .005   | .247   | .000   | .355   |        | .640   | .000   |
|        | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Y8     | Pearson Correlation | .450*  | .306   | .450*  | .680** | .185   | .873** | .089   | 1      | .743** |
|        | Sig. (2-tailed)     | .012   | .101   | .012   | .000   | .329   | .000   | .640   |        | .000   |
|        | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| TotalY | Pearson Correlation | .798** | .532** | .676** | .723** | .639** | .796** | .637** | .743** | 1      |
|        | Sig. (2-tailed)     | .000   | .002   | .000   | .000   | .000   | .000   | .000   | .000   |        |
|        | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |

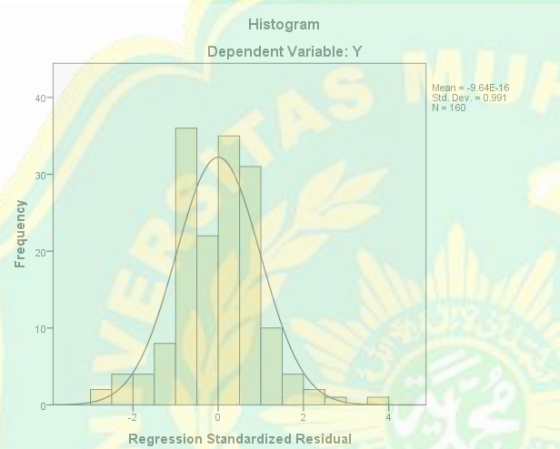
\*\* . Correlation is significant at the 0.01 level (2-tailed).

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

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .844             | 8          |

### 1. UJI NORMALITAS



### 2. UJI MULTIKOLINEARITAS

#### Coefficients<sup>a</sup>

| Model        | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|--------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|              | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1 (Constant) | 2.696                       | 1.763      |                           | 1.529 | .128 |                         |       |
| X1           | .847                        | .118       | .438                      | 7.170 | .000 | .564                    | 1.772 |
| X2           | .355                        | .137       | .171                      | 2.590 | .011 | .482                    | 2.076 |
| X3           | .624                        | .124       | .330                      | 5.024 | .000 | .489                    | 2.046 |

a. Dependent Variable: Y

### 3. UJI HETEROSKEDASTISITAS

| Coefficients <sup>a</sup> |                             |            |                           |       |      |                         |       |  |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|--|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |  |
|                           | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |  |
| 1 (Constant)              | -.095                       | 1.119      |                           | -.085 | .932 |                         |       |  |
| X1                        | .003                        | .075       | .004                      | .034  | .973 | .564                    | 1.772 |  |
| X2                        | .154                        | .087       | .202                      | 1.768 | .079 | .482                    | 2.076 |  |
| X3                        | -.073                       | .079       | -.104                     | -.922 | .358 | .489                    | 2.046 |  |

a. Dependent Variable: ABS\_RES

### 4. UJI REGRESI LINIER BERGANDA

| Coefficients <sup>a</sup> |            |                             |            |                           |       |      |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           |            | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant) | 2.696                       | 1.763      |                           | 1.529 | .128 |
|                           | X1         | .847                        | .118       | .438                      | 7.170 | .000 |
|                           | X2         | .355                        | .137       | .171                      | 2.590 | .011 |
|                           | X3         | .624                        | .124       | .330                      | 5.024 | .000 |

a. Dependent Variable: Y

### 5. HASIL KOEFISIEN DETERMINASI (R<sup>2</sup>)

| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .819 <sup>a</sup> | .671     | .665              | 1.729                      |

a. Predictors: (Constant), X3, X1, X2

## 6. UJI PARSIAL (UJI T)

Coefficients<sup>a</sup>

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | 2.696                       | 1.763      |                           | 1.529 | .128 |
|       | X1         | .847                        | .118       | .438                      | 7.170 | .000 |
|       | X2         | .355                        | .137       | .171                      | 2.590 | .011 |
|       | X3         | .624                        | .124       | .330                      | 5.024 | .000 |

a. Dependent Variable: Y

## 7. UJI SIMULTAN (UJI F)

ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df  | Mean Square | F       | Sig.              |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1     | Regression | 952.138        | 3   | 317.379     | 106.121 | .000 <sup>b</sup> |
|       | Residual   | 466.556        | 156 | 2.991       |         |                   |
|       | Total      | 1418.694       | 159 |             |         |                   |

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2