

LAMPIRAN 1
KUESIONER PENELITIAN

Kepada :

Pengunjung PT. Aseli Dagadu Djokdja yang terhormat.

Nama saya Dea Farahdiba, mahasiswa S1 jurusan Manajemen konsentrasi manajemen Pemasaran Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Yogyakarta. Saat ini saya sedang melakukan penelitian untuk tugas akhir (skripsi) dengan judul **“Pengaruh Citra Merek, Kualitas Produk, Persepsi Harga, dan Promosi terhadap Keputusan Pembelian di PT. Aseli Dagadu Djokdja”**.

Penelitian ini merupakan salah satu syarat kelulusan di jenjang S1. Berkaitan dengan hal tersebut, saya mohon kesediaan Saudara/Saudari untuk meluangkan waktu melengkapi kuesioner ini sehingga dapat membantu melengkapi data yang saya perlukan.

Kuesioner ini hanya diajukan untuk responden pengunjung PT. Aseli Dagadu Djokdja. Atas bantuan dan kerjasama Saudara/Saudari, saya ucapkan terimakasih.

Hormat Saya,

Dea Farahdiba

Petunjuk pengisian kuesioner:

1. Isilah data diri anda sesuai dengan keadaan yang sebenarnya pada identitas responden.
2. Berilah tanda (√) pada pilihan di dalam kolom tersebut. Pilih salah satu jawaban yang tersedia sesuai dengan pengalaman yang anda dapatkan sebagai konsumen produk PT. Aseli Dagadu Djokdja pada komponen variabel. Masing-masing jawaban memiliki makna sebagai berikut:

SS	: Sangat Setuju	nilainya 5
S	: Setuju	nilainya 4
R	: Ragu-ragu	nilainya 3
TS	: Tidak Setuju	nilainya 2
STS	: Sangat Tidak Setuju	nilainya 1

3. Diharapkan untuk tidak menjawab lebih dari satu pilihan jawaban.

Identitas responden:

Diskon yang didapatkan : _____

Jenis Kelamin : (____) L/P

Umur : _____ Tahun

Asal Daerah : _____

Pernah berapa kali membeli produk di PT. Aseli Dagadu Djokdja:
(_____kali)

No	Pernyataan	STS	TS	N	S	SS
1.	Saya mempercayai pada produk Dagadu yang dijual.					
2.	Saya mengenal merek Dagadu khas kota Jogja.					
3.	Merek Dagadu mudah diingat dan dicari di Jogja.					
4.	Merek Dagadu memberikan kesan positif kepada konsumen.					
5.	Produk Dagadu memiliki citra merek yang baik.					
6.	Desain dan warna produk Dagadu yang dijual menarik.					
7.	Produk Dagadu yang unik dan kekinian untuk dibeli.					
8.	Bahan baku dan produk yang disediakan berkualitas.					
9.	Produk yang dijual Dagadu tanpa cacat atau rusak.					
11.	Harga produk Dagadu terjangkau.					
12.	Harga sesuai dengan kualitas yang diberikan.					
13.	Harga yang di berikan relatif murah dibandingkan dengan produk sejenis.					
14.	Saya melihat iklan Dagadu diberbagai media sangat berguna dalam memperkenalkan produk.					
15.	Saya tertarik dengan diskon yang diberikan.					
16.	<i>Personal Selling</i> membuat saya semakin termotivasi untuk membelinya.					
17.	Informasi dari penjelasan yang diberikan menarik, jelas, dan sesuai dengan kenyataan sehingga saya berminat membelinya.					
18.	Saya merasa dipermudah dalam melakukan pembelian produk Dagadu melalui layanan khusus di <i>event</i> besar dan pameran.					
19.	Saya membeli produk Dagadu sesuai kebutuhan.					
20.	Saya tertarik membeli produk Dagadu setelah informasi yang saya peroleh dari					

	sumber terdekat (teman atau kerabat).					
21.	Saya berusaha untuk mengevaluasi produk lain yang ada di pasaran.					
22.	Saya yakin, sudah mengambil keputusan yang tepat saat membeli produk Dagadu.					
23.	Saya melakukan pembelian produk Dagadu berulang-ulang atau lebih dari satu kali.					

LAMPIRAN 2

HASIL PRE-TEST

➤ Validitas Citra Merek *Pre-test*

		Correlations					
		X1_1	X1_2	X1_3	X1_4	X1_5	Skor_Total
X1_1	Pearson Correlation	1	.081	.196	.432**	.555**	.698**
	Sig. (2-tailed)		.644	.260	.009	.001	.000
	N	35	35	35	35	35	35
X1_2	Pearson Correlation	.081	1	.326	.330	.342*	.559**
	Sig. (2-tailed)	.644		.056	.053	.044	.000
	N	35	35	35	35	35	35
X1_3	Pearson Correlation	.196	.326	1	.364*	.085	.644**
	Sig. (2-tailed)	.260	.056		.031	.629	.000
	N	35	35	35	35	35	35
X1_4	Pearson Correlation	.432**	.330	.364*	1	.414*	.742**
	Sig. (2-tailed)	.009	.053	.031		.013	.000
	N	35	35	35	35	35	35
X1_5	Pearson Correlation	.555**	.342*	.085	.414*	1	.693**
	Sig. (2-tailed)	.001	.044	.629	.013		.000
	N	35	35	35	35	35	35
Skor_Total	Pearson Correlation	.698**	.559**	.644**	.742**	.693**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	35	35	35	35	35	35

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

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

➤ Reliabilitas Citra Merek *Pre-test*

Reliability Statistics

Cronbach's Alpha	N of Items
.673	5

➤ **Validitas Kualitas Produk *Pre-test***

Correlations

		X2_6	X2_7	X2_8	X2_9	X2_10	Skor_Total
X2_6	Pearson Correlation	1	.828**	.412*	.255	-.198	.725**
	Sig. (2-tailed)		.000	.014	.139	.254	.000
	N	35	35	35	35	35	35
X2_7	Pearson Correlation	.828**	1	.534**	.283	-.002	.838**
	Sig. (2-tailed)	.000		.001	.100	.991	.000
	N	35	35	35	35	35	35
X2_8	Pearson Correlation	.412*	.534**	1	.391*	.014	.710**
	Sig. (2-tailed)	.014	.001		.020	.936	.000
	N	35	35	35	35	35	35
X2_9	Pearson Correlation	.255	.283	.391*	1	.126	.631**
	Sig. (2-tailed)	.139	.100	.020		.470	.000
	N	35	35	35	35	35	35
X2_10	Pearson Correlation	-.198	-.002	.014	.126	1	.301
	Sig. (2-tailed)	.254	.991	.936	.470		.079
	N	35	35	35	35	35	35
Skor_Total	Pearson Correlation	.725**	.838**	.710**	.631**	.301	1
	Sig. (2-tailed)	.000	.000	.000	.000	.079	
	N	35	35	35	35	35	35

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

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

➤ **Reliabilitas Kualitas Produk *Pre-test***

Reliability Statistics

Cronbach's Alpha	N of Items
.640	5

➤ **Validitas Citra Merek *Pre-test***

Correlations

		X3_11	X3_12	X3_13	Skor_Total
X3_11	Pearson Correlation	1	.491**	.512**	.857**
	Sig. (2-tailed)		.003	.002	.000
	N	35	35	35	35
X3_12	Pearson Correlation	.491**	1	.324	.713**
	Sig. (2-tailed)	.003		.057	.000
	N	35	35	35	35
X3_13	Pearson Correlation	.512**	.324	1	.802**
	Sig. (2-tailed)	.002	.057		.000
	N	35	35	35	35
Skor_Total	Pearson Correlation	.857**	.713**	.802**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	35	35	35	35

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

➤ **Reliabilitas Persepsi Harga *Pre-test***

Reliability Statistics

Cronbach's Alpha	N of Items
.700	3

➤ **Validitas Promosi *Pre-test***

Correlations

		X4_14	X4_15	X4_16	X4_17	X4_18	Skor_Total
X4_14	Pearson Correlation	1	.524**	.356*	.382*	.510**	.782**
	Sig. (2-tailed)		.001	.036	.024	.002	.000
	N	35	35	35	35	35	35
X4_15	Pearson Correlation	.524**	1	.634**	.194	.563**	.797**
	Sig. (2-tailed)	.001		.000	.265	.000	.000
	N	35	35	35	35	35	35
X4_16	Pearson Correlation	.356*	.634**	1	.298	.480**	.751**
	Sig. (2-tailed)	.036	.000		.082	.004	.000
	N	35	35	35	35	35	35
X4_17	Pearson Correlation	.382*	.194	.298	1	.313	.563**
	Sig. (2-tailed)	.024	.265	.082		.067	.000
	N	35	35	35	35	35	35
X4_18	Pearson Correlation	.510**	.563**	.480**	.313	1	.776**
	Sig. (2-tailed)	.002	.000	.004	.067		.000
	N	35	35	35	35	35	35
Skor_Total	Pearson Correlation	.782**	.797**	.751**	.563**	.776**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	35	35	35	35	35	35

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

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

➤ **Reliabilitas Citra Merek *Pre-test***

Reliability Statistics

Cronbach's Alpha	N of Items
.787	5

➤ **Validitas Keputusan Pembelian *Pre-test***

Correlations

		Y_19	Y_20	Y_21	Y_22	Y_23	Skor_Total
Y_19	Pearson Correlation	1	,228	,220	,442**	,238	,654**
	Sig. (2-tailed)		,188	,205	,008	,169	,000
	N	35	35	35	35	35	35
Y_20	Pearson Correlation	,228	1	,202	,380*	,306	,654**
	Sig. (2-tailed)	,188		,243	,024	,073	,000
	N	35	35	35	35	35	35
Y_22	Pearson Correlation	,220	,202	1	,209	,087	,500**
	Sig. (2-tailed)	,205	,243		,228	,618	,002
	N	35	35	35	35	35	35
Y_23	Pearson Correlation	,442**	,380*	,209	1	,514**	,771**
	Sig. (2-tailed)	,008	,024	,228		,002	,000
	N	35	35	35	35	35	35
Y_24	Pearson Correlation	,238	,306	,087	,514**	1	,682**
	Sig. (2-tailed)	,169	,073	,618	,002		,000
	N	35	35	35	35	35	35
Skor_Total	Pearson Correlation	,654**	,654**	,500**	,771**	,682**	1
	Sig. (2-tailed)	,000	,000	,002	,000	,000	
	N	35	35	35	35	35	35

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

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

➤ **Reliabilitas Keputusan Pembelian *Pre-test***

Reliability Statistics

Cronbach's Alpha	N of Items
,758	6

LAMPIRAN 3
DATA PENELITIAN

No. Resp	Asal Daerah	Jenis Kelamin	Usia	Diskon yg didapatkan	Jml Pembelian
1	Bandung	Perempuan	22	15%	4
2	Lampung	Laki-laki	22	15%	5
3	Bandung	Perempuan	21	15%	10
4	Ponorogo	Perempuan	22	15%	6
5	Denpasar	Perempuan	20	15%	29
6	Denpasar	Perempuan	22	10%	18
7	Riau	Laki-laki	20	10%	12
8	Semarang	Laki-laki	22	15%	3
9	Jakarta	Laki-laki	27	10%	3
10	Solo	Laki-laki	21	10%	5
11	Karawang	Laki-laki	21	15%	6
12	Banjarnegara	Perempuan	20	10%	5
13	Bandung	Laki-laki	21	15%	6
14	Cilacap	Perempuan	21	15%	4
15	Samarinda	Perempuan	21	10%	4
16	Kebumen	Perempuan	21	15%	3
17	Bogor	Laki-laki	22	10%	20
18	Balikpapan	Laki-laki	21	10%	15
19	Surabaya	Laki-laki	21	10%	5
20	Bengkulu	Perempuan	20	10%	7
21	Jambi	Laki-laki	20	15%	6
22	Pekanbaru	Laki-laki	21	15%	7
23	Semarang	Perempuan	21	10%	6
24	Pekanbaru	Perempuan	22	10%	18
25	Semarang	Laki-laki	22	15%	5
26	Bandung	Laki-laki	22	10%	3
27	Semarang	Laki-laki	21	10%	3
28	Bekasi	Perempuan	19	15%	9
29	Bandung	Laki-laki	21	15%	3
30	Pati	Laki-laki	22	15%	19
31	Palembang	Perempuan	21	15%	10
32	Panarukan	Perempuan	20	10%	16
33	Balikpapan	Perempuan	21	10%	3

No. Resp	Asal Daerah	Jenis Kelamin	Usia	Diskon yg didapatkan	Jml Pembelian
34	Madiun	Perempuan	21	15%	3
35	Kudus	Perempuan	20	15%	10
36	Boyolali	Laki-laki	22	15%	20
37	Semarang	Laki-laki	21	10%	3
38	Kebumen	Perempuan	22	10%	3
39	Medan	Perempuan	21	10%	4
40	Medan	Perempuan	21	10%	4
41	Medan	Laki-laki	21	10%	18
42	Riau	Laki-laki	22	15%	12
43	Jakarta	Laki-laki	21	15%	10
44	Batam	Perempuan	21	15%	5
45	Jakarta	Laki-laki	22	15%	12
46	Jakarta	Perempuan	21	10%	5
47	Karawang	Laki-laki	22	10%	7
48	Surabaya	Laki-laki	18	10%	4
49	Bandung	Perempuan	21	10%	3
50	Jakarta	Perempuan	18	10%	12
51	Ngawi	Perempuan	19	10%	4
52	Sragen	Laki-laki	21	10%	3
53	Brebes	Laki-laki	20	10%	3
54	Kudus	Laki-laki	20	10%	3
55	Kudus	Laki-laki	20	15%	4
56	Surabaya	Perempuan	25	15%	20
57	Surabaya	Perempuan	25	15%	20
58	Banyuwangi	Perempuan	22	15%	6
59	Serang	Laki-laki	21	15%	4
60	Tangerang	Perempuan	22	10%	73
61	Magelang	Laki-laki	28	10%	3
62	Pekanbaru	Perempuan	22	15%	24
63	Ciamis	Laki-laki	19	10%	24
64	Kediri	Perempuan	49	10%	3
65	Malang	Perempuan	24	15%	5
66	Malang	Laki-laki	22	15%	3
67	Boyolali	Laki-laki	22	15%	5
68	Aceh	Perempuan	20	15%	3
69	Semarang	Perempuan	21	10%	4
70	Semarang	Laki-laki	22	10%	8

No. Resp	Asal Daerah	Jenis Kelamin	Usia	Diskon yg didapatkan	Jml Pembelian
71	Jepara	Laki-laki	20	15%	3
72	Jambi	Laki-laki	21	10%	21
73	Karawang	Laki-laki	21	10%	5
74	Magelang	Perempuan	21	10%	4
75	Solo	Perempuan	23	15%	3
76	Jakarta	Perempuan	22	10%	5
77	Bogor	Perempuan	20	15%	20
78	Denpasar	Laki-laki	20	10%	3
79	Rembang	Laki-laki	20	15%	3
80	Jakarta	Perempuan	21	10%	10
81	Bandung	Perempuan	19	10%	5
82	Semarang	Perempuan	25	10%	5
83	Banten	Perempuan	21	15%	10
84	Jakarta	Perempuan	20	15%	26
85	Bandung	Laki-laki	18	15%	10
86	Makassar	Laki-laki	23	10%	10
87	Jakarta	Laki-laki	27	15%	3
88	Purworejo	Laki-laki	21	15%	12
89	Jakarta	Laki-laki	23	10%	20
90	Magelang	Perempuan	21	10%	14
91	Klaten	Laki-laki	19	10%	22
92	Malang	Laki-laki	20	15%	12
93	Jakarta	Perempuan	22	10%	3
94	Kebumen	Laki-laki	21	10%	3
95	Jakarta	Laki-laki	22	10%	5
96	Riau	Perempuan	22	15%	18
97	Tangerang	Perempuan	19	10%	14
98	Tangerang	Laki-laki	21	10%	8
99	Lampung	Laki-laki	21	10%	5
100	Semarang	Perempuan	21	15%	10

No	Citra Merek (X1)						Kualitas Produk (X2)					Persepsi Harga (X3)			
	1	2	3	4	5	Jumlah	6	7	8	9	Jumlah	11	12	13	Jumlah
1	5	5	4	5	5	24	5	5	5	5	20	3	4	3	10
2	4	5	5	4	4	22	5	4	4	3	16	4	3	3	10
3	4	4	3	3	4	18	5	5	4	4	18	3	4	3	10
4	4	5	4	4	4	21	4	4	4	4	16	3	4	3	10
5	4	4	3	3	4	18	4	3	4	4	15	4	4	4	12
6	5	5	5	5	5	25	3	4	4	3	14	3	3	3	9
7	5	5	4	5	5	24	4	5	5	4	18	2	3	2	7
8	4	4	4	5	4	21	3	4	4	5	16	4	4	5	13
9	5	3	4	5	4	21	4	4	5	5	18	4	5	3	12
10	5	3	5	5	5	23	4	4	4	4	16	4	3	3	10
11	4	4	5	4	4	21	4	4	4	5	17	4	5	4	13
12	5	5	5	5	5	25	4	4	4	4	16	4	4	4	12
13	4	2	4	4	4	18	4	4	4	4	16	2	3	2	7
14	4	4	4	4	3	19	4	3	3	3	13	5	4	4	13
15	5	3	3	4	5	20	4	5	5	5	19	4	4	4	12
16	5	5	5	4	4	23	4	4	4	4	16	3	4	3	10
17	4	4	4	4	4	20	4	4	4	5	17	5	5	4	14
18	5	5	2	2	4	18	5	4	4	4	17	3	4	3	10
19	4	5	5	4	5	23	4	3	4	5	16	3	3	3	9
20	4	4	4	4	3	19	4	3	4	3	14	4	4	3	11
21	3	3	4	3	3	16	4	3	3	3	13	3	3	3	9
22	4	4	4	4	4	20	4	4	4	4	16	3	4	3	10
23	4	4	4	4	4	20	4	4	4	4	16	3	4	3	10
24	4	4	4	4	4	20	4	3	4	3	14	3	4	3	10
25	4	4	3	4	4	19	4	4	4	4	16	4	4	4	12
26	3	5	4	3	5	20	3	4	4	3	14	3	3	3	9
27	5	5	5	4	4	23	4	3	4	3	14	4	4	4	12
28	4	4	5	5	5	23	5	5	4	3	17	4	4	4	12
29	4	4	5	4	4	21	4	4	4	4	16	4	4	4	12
30	5	5	5	5	5	25	4	5	5	5	19	3	4	3	10
31	2	4	5	4	2	17	5	4	4	3	16	4	4	3	11
32	5	4	5	4	5	23	5	4	5	5	19	4	4	5	13
33	4	4	4	4	4	20	4	3	4	5	16	3	4	4	11
34	4	4	4	4	4	20	3	4	4	3	14	3	3	3	9
35	4	5	4	4	4	21	4	4	4	4	16	4	4	4	12
36	5	5	5	5	5	25	4	4	4	4	16	4	4	4	12
37	4	5	2	4	4	19	4	4	4	4	16	4	4	3	11

No	Citra Merek (X1)					Jumlah	Kualitas Produk (X2)					Jumlah	Persepsi Harga (X3)			
	1	2	3	4	5		6	7	8	9	11		12	13	Jumlah	
38	4	4	3	4	4	19	4	3	4	4	15	4	4	4	12	
39	4	4	4	4	4	20	4	4	4	4	16	4	5	3	12	
40	4	4	4	4	4	20	4	4	4	4	16	4	5	3	12	
41	5	4	4	4	4	21	4	3	3	4	14	2	4	2	8	
42	3	5	5	4	4	21	4	4	3	3	14	3	3	3	9	
43	5	5	4	4	5	23	5	5	5	4	19	5	4	5	14	
44	5	5	5	5	5	25	5	5	5	4	19	2	4	2	8	
45	4	5	5	4	4	22	4	3	3	3	13	2	4	3	9	
46	4	4	4	4	4	20	4	4	4	2	14	2	4	2	8	
47	5	5	4	5	5	24	5	5	4	4	18	5	5	4	14	
48	4	5	5	4	3	21	4	4	4	4	16	3	3	4	10	
49	4	5	5	4	4	22	4	4	4	3	15	4	4	3	11	
50	4	4	4	4	4	20	4	3	4	3	14	2	4	4	10	
51	4	5	5	5	5	24	5	5	5	3	18	2	5	2	9	
52	3	4	4	3	3	17	4	4	3	3	14	1	3	3	7	
53	4	5	5	4	4	22	4	4	4	3	15	4	3	4	11	
54	5	5	2	3	5	20	5	5	5	5	20	2	2	3	7	
55	4	4	2	4	4	18	2	4	4	4	14	3	4	3	10	
56	5	5	5	5	5	25	5	5	5	5	20	4	5	5	14	
57	5	5	5	5	5	25	5	5	5	5	20	4	5	5	14	
58	1	5	3	3	3	15	3	3	4	4	14	4	3	2	9	
59	4	5	5	4	4	22	4	4	4	5	17	4	4	2	10	
60	4	4	4	3	5	20	3	3	4	4	14	4	4	3	11	
61	5	4	5	3	3	20	4	4	4	5	17	4	4	4	12	
62	4	5	5	4	3	21	4	4	4	5	17	1	2	1	4	
63	4	4	4	5	3	20	3	3	4	3	13	3	4	2	9	
64	4	4	4	3	4	19	4	4	4	4	16	4	4	2	10	
65	4	4	4	4	4	20	3	3	4	3	13	4	4	3	11	
66	4	4	4	4	4	20	3	4	4	4	15	4	4	4	12	
67	4	4	4	4	4	20	4	4	4	4	16	4	4	4	12	
68	4	4	4	4	4	20	4	4	4	4	16	4	4	4	12	
69	4	4	3	4	3	18	3	3	3	2	11	2	2	4	8	
70	4	4	4	4	4	20	5	4	4	4	17	4	4	4	12	
71	4	4	4	3	3	18	4	4	4	4	16	4	4	3	11	
72	4	5	5	4	5	23	3	4	4	4	15	2	4	3	9	
73	3	5	4	4	4	20	4	4	3	3	14	3	3	3	9	
74	4	4	4	4	4	20	4	2	4	2	12	2	2	3	7	

No	Citra Merek (X1)						Kualitas Produk (X2)					Persepsi Harga (X3)			
	1	2	3	4	5	Jumlah	6	7	8	9	Jumlah	11	12	13	Jumlah
75	4	5	5	4	4	22	4	5	3	5	17	4	3	3	10
76	4	4	4	4	4	20	4	3	4	3	14	4	4	3	11
77	4	5	4	5	4	22	4	3	3	3	13	3	3	2	8
78	4	4	4	4	4	20	4	4	4	4	16	3	4	3	10
79	4	4	5	4	4	21	4	4	4	4	16	3	4	3	10
80	4	4	4	4	4	20	3	4	4	4	15	3	4	3	10
81	4	4	5	5	5	23	4	3	4	5	16	3	4	3	10
82	3	5	5	3	2	18	4	4	4	4	16	3	4	3	10
83	5	5	5	5	4	24	3	4	4	4	15	4	3	3	10
84	5	5	5	5	4	24	3	4	4	4	15	3	4	3	10
85	3	3	4	4	4	18	3	4	4	3	14	3	4	4	11
86	4	4	4	3	3	18	3	3	4	3	13	3	4	3	10
87	4	5	4	5	5	23	4	4	5	4	17	4	4	4	12
88	3	3	4	3	4	17	3	3	3	3	12	3	3	3	9
89	4	5	5	5	5	24	4	4	4	4	16	3	4	3	10
90	4	4	4	4	4	20	4	5	4	3	16	3	5	4	12
91	4	4	5	5	4	22	3	4	3	3	13	4	3	3	10
92	4	4	5	5	4	22	4	5	4	4	17	3	5	5	13
93	4	4	4	4	4	20	4	4	4	4	16	3	5	3	11
94	4	4	5	4	4	21	4	4	4	4	16	4	3	4	11
95	5	5	4	3	3	20	3	4	4	3	14	2	3	2	7
96	5	5	4	4	4	22	3	4	3	4	14	3	3	3	9
97	4	4	4	4	4	20	4	4	4	4	16	3	3	3	9
98	3	4	2	4	4	17	3	4	3	4	14	3	2	3	8
99	4	5	5	5	5	24	4	4	4	4	16	4	4	4	12
100	4	5	4	4	4	21	4	4	4	3	15	4	4	4	12

No.	Promosi (X4)						Keputusan Pembelian (Y)					
	14	15	16	17	18	Jumlah	19	20	21	22	23	Jumlah
1	5	5	4	5	5	24	3	4	4	4	4	19
2	4	4	4	4	3	19	3	4	3	4	4	18
3	3	4	4	4	3	18	4	4	4	4	4	20
4	4	4	4	4	4	20	4	4	4	4	4	20
5	3	4	4	4	4	19	4	3	3	3	4	17
6	1	3	4	4	3	15	4	4	3	3	4	18
7	3	3	4	4	3	17	4	3	3	4	4	18
8	3	4	3	5	5	20	5	3	3	4	4	19
9	3	5	5	5	3	21	5	5	4	5	5	24
10	2	2	2	2	2	10	3	3	3	3	4	16
11	2	3	3	3	3	14	4	3	3	5	4	19
12	5	4	4	4	4	21	5	4	5	4	4	22
13	2	4	2	2	4	14	4	2	4	4	2	16
14	4	4	4	4	4	20	3	3	4	4	3	17
15	4	4	4	4	4	20	4	4	3	4	3	18
16	4	5	5	4	4	22	4	4	4	5	4	21
17	4	5	4	5	4	22	4	4	4	4	4	20
18	3	2	3	4	4	16	4	3	4	4	3	18
19	3	3	2	4	3	15	4	5	5	4	5	23
20	3	3	3	4	4	17	3	4	4	3	3	17
21	3	3	3	3	3	15	3	3	3	3	2	14
22	4	4	3	4	4	19	4	4	3	4	3	18
23	4	4	4	4	4	20	5	5	4	4	4	22
24	2	4	4	4	4	18	5	3	3	4	2	17
25	4	4	3	4	4	19	4	4	4	4	4	20
26	3	4	4	3	3	17	5	5	5	3	3	21
27	4	3	3	4	4	18	5	3	3	3	4	18
28	4	5	5	5	4	23	4	3	3	5	4	19
29	4	4	4	4	4	20	4	4	4	5	4	21
30	3	3	3	5	5	19	5	3	3	5	5	21
31	4	5	4	5	5	23	3	4	3	4	4	18
32	5	4	5	4	5	23	5	5	5	4	5	24
33	3	4	4	4	3	18	5	4	2	4	4	19
34	2	3	4	3	3	15	4	4	4	4	3	19
35	4	4	4	4	4	20	4	4	3	5	5	21
36	4	4	4	5	5	22	5	4	3	4	5	21
37	3	4	5	4	4	20	4	4	2	4	5	19

No.	Promosi (X4)						Keputusan Pembelian (Y)					
	14	15	16	17	18	Jumlah	19	20	21	22	23	Jumlah
38	4	4	4	4	4	20	4	4	4	4	3	19
39	4	4	3	4	4	19	3	4	3	4	4	18
40	4	4	3	4	4	19	3	4	3	4	4	18
41	4	4	4	4	4	20	3	3	2	4	4	16
42	3	5	4	3	3	18	3	4	4	3	3	17
43	5	4	4	4	4	21	4	4	5	5	4	22
44	3	3	3	3	4	16	5	5	3	4	5	22
45	3	5	3	3	3	17	3	4	3	3	3	16
46	4	4	5	5	5	23	4	4	4	4	4	20
47	4	4	4	5	5	22	4	5	4	5	5	23
48	3	4	4	4	4	19	2	5	4	3	2	16
49	3	4	3	3	3	16	3	4	3	3	3	16
50	4	3	2	4	4	17	2	3	3	3	4	15
51	4	3	3	3	4	17	5	5	3	3	2	18
52	4	3	5	4	3	19	4	2	3	3	4	16
53	3	3	3	3	3	15	3	3	2	4	3	15
54	4	3	4	4	4	19	4	3	3	4	4	18
55	2	3	3	3	2	13	4	3	4	4	2	17
56	5	5	5	5	5	25	5	5	5	5	5	25
57	5	5	5	5	5	25	5	5	5	5	5	25
58	3	3	3	3	3	15	3	3	5	2	4	17
59	3	4	5	4	3	19	4	4	3	4	4	19
60	3	4	4	3	5	19	4	5	3	3	5	20
61	4	4	4	5	4	21	5	4	5	5	4	23
62	2	4	4	5	3	18	3	3	3	3	3	15
63	3	4	2	5	1	15	3	3	3	2	3	14
64	4	4	2	4	4	18	4	4	4	5	4	21
65	3	4	4	3	4	18	4	3	3	4	4	18
66	4	3	4	3	4	18	3	2	3	3	2	13
67	4	4	4	4	4	20	4	2	4	4	4	18
68	4	4	4	4	4	20	4	4	3	4	5	20
69	3	4	3	3	3	16	3	3	2	3	3	14
70	4	4	4	4	4	20	4	4	4	4	4	20
71	3	3	4	3	4	17	4	3	4	3	3	17
72	3	5	5	4	4	21	3	4	5	4	5	21
73	4	3	4	4	3	18	4	3	3	3	3	16
74	4	5	5	4	3	21	3	4	3	3	4	17

No.	Promosi (X4)						Keputusan Pembelian (Y)					
	14	15	16	17	18	Jumlah	19	20	21	22	23	Jumlah
75	5	3	5	4	4	21	4	3	4	4	3	18
76	3	4	4	4	4	19	4	3	3	3	3	16
77	3	3	5	5	5	21	5	4	4	4	5	22
78	3	4	4	4	4	19	4	4	4	4	3	19
79	3	4	4	4	3	18	4	4	4	4	4	20
80	3	4	4	4	4	19	4	5	4	4	3	20
81	4	4	4	4	4	20	4	3	3	3	3	16
82	4	5	5	5	5	24	3	4	4	5	5	21
83	3	5	4	4	4	20	5	4	4	4	4	21
84	3	5	4	4	4	20	4	3	4	5	5	21
85	4	3	4	3	3	17	4	3	5	3	4	19
86	4	3	3	3	4	17	4	4	4	4	4	20
87	4	5	5	5	5	24	5	4	5	5	4	23
88	3	4	4	4	3	18	3	4	4	4	4	19
89	4	5	4	4	4	21	4	4	5	4	5	22
90	3	3	4	5	3	18	3	3	3	3	3	15
91	4	4	4	3	4	19	4	4	3	3	4	18
92	4	3	4	4	4	19	4	4	3	4	4	19
93	4	4	3	3	3	17	4	3	4	4	4	19
94	4	4	4	4	4	20	3	3	3	3	5	17
95	5	3	4	3	4	19	2	2	3	3	2	12
96	4	4	4	3	3	18	4	4	3	4	3	18
97	4	4	4	4	4	20	4	4	5	2	1	16
98	3	4	5	4	4	20	3	4	4	3	4	18
99	4	5	4	4	4	21	4	4	4	5	4	21
100	4	4	3	4	3	18	4	5	4	4	4	21

LAMPIRAN 4

HASIL UJI VALIDITAS VARIABEL

➤ Validitas Citra Merek (X¹)

Correlations

		Correlations					
		X1_1	X1_2	X1_3	X1_4	X1_5	Skor_Total
X1_1	Pearson Correlation	1	,189	,146	,362**	,485**	,660**
	Sig. (2-tailed)		,060	,147	,000	,000	,000
	N	100	100	100	100	100	100
X1_2	Pearson Correlation	,189	1	,234*	,171	,214*	,539**
	Sig. (2-tailed)	,060		,019	,088	,033	,000
	N	100	100	100	100	100	100
X1_3	Pearson Correlation	,146	,234*	1	,435**	,121	,624**
	Sig. (2-tailed)	,147	,019		,000	,232	,000
	N	100	100	100	100	100	100
X1_4	Pearson Correlation	,362**	,171	,435**	1	,482**	,749**
	Sig. (2-tailed)	,000	,088	,000		,000	,000
	N	100	100	100	100	100	100
X1_5	Pearson Correlation	,485**	,214*	,121	,482**	1	,693**
	Sig. (2-tailed)	,000	,033	,232	,000		,000
	N	100	100	100	100	100	100
Skor_Total	Pearson Correlation	,660**	,539**	,624**	,749**	,693**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

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

➤ **Validitas Kualitas Produk (X²)**

		Correlations				
		X2_6	X2_7	X2_8	X2_9	Skor_Total
X2_6	Pearson Correlation	1	,405**	,396**	,223*	,678**
	Sig. (2-tailed)		,000	,000	,025	,000
	N	100	100	100	100	100
X2_7	Pearson Correlation	,405**	1	,476**	,383**	,770**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
X2_8	Pearson Correlation	,396**	,476**	1	,430**	,751**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
X2_9	Pearson Correlation	,223*	,383**	,430**	1	,732**
	Sig. (2-tailed)	,025	,000	,000		,000
	N	100	100	100	100	100
Skor_Total	Pearson Correlation	,678**	,770**	,751**	,732**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

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

➤ **Validitas Persepsi Harga (X³)**

		Correlations			
		X3_11	X3_12	X3_13	Skor_Total
X3_11	Pearson Correlation	1	,400**	,538**	,837**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
X3_12	Pearson Correlation	,400**	1	,340**	,715**
	Sig. (2-tailed)	,000		,001	,000
	N	100	100	100	100
X3_13	Pearson Correlation	,538**	,340**	1	,804**
	Sig. (2-tailed)	,000	,001		,000
	N	100	100	100	100
Skor_Total	Pearson Correlation	,837**	,715**	,804**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

➤ **Validitas Promosi (X⁴)**

Correlations

		X4_14	X4_15	X4_16	X4_17	X4_18	Skor_Total
X4_14	Pearson Correlation	1	,269**	,284**	,298**	,464**	,672**
	Sig. (2-tailed)		,007	,004	,003	,000	,000
	N	100	100	100	100	100	100
X4_15	Pearson Correlation	,269**	1	,428**	,397**	,285**	,673**
	Sig. (2-tailed)	,007		,000	,000	,004	,000
	N	100	100	100	100	100	100
X4_16	Pearson Correlation	,284**	,428**	1	,416**	,352**	,714**
	Sig. (2-tailed)	,004	,000		,000	,000	,000
	N	100	100	100	100	100	100
X4_17	Pearson Correlation	,298**	,397**	,416**	1	,426**	,715**
	Sig. (2-tailed)	,003	,000	,000		,000	,000
	N	100	100	100	100	100	100
X4_18	Pearson Correlation	,464**	,285**	,352**	,426**	1	,724**
	Sig. (2-tailed)	,000	,004	,000	,000		,000
	N	100	100	100	100	100	100
Skor_Total	Pearson Correlation	,672**	,673**	,714**	,715**	,724**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

➤ **Validitas Keputusan Pembelian (Y)**

		Correlations					
		Y_19	Y_20	Y_21	Y_22	Y_23	Skor_Total
Y_19	Pearson Correlation	1	,306**	,255*	,412**	,287**	,666**
	Sig. (2-tailed)		,002	,010	,000	,004	,000
	N	100	100	100	100	100	100
Y_20	Pearson Correlation	,306**	1	,352**	,265**	,330**	,673**
	Sig. (2-tailed)	,002		,000	,008	,001	,000
	N	100	100	100	100	100	100
Y_21	Pearson Correlation	,255*	,352**	1	,223*	,124	,583**
	Sig. (2-tailed)	,010	,000		,026	,218	,000
	N	100	100	100	100	100	100
Y_22	Pearson Correlation	,412**	,265**	,223*	1	,484**	,711**
	Sig. (2-tailed)	,000	,008	,026		,000	,000
	N	100	100	100	100	100	100
Y_23	Pearson Correlation	,287**	,330**	,124	,484**	1	,693**
	Sig. (2-tailed)	,004	,001	,218	,000		,000
	N	100	100	100	100	100	100
Skor_Total	Pearson Correlation	,666**	,673**	,583**	,711**	,693**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

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

LAMPIRAN 5

HASIL UJI RELIABILITAS VARIABEL

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

➤ Reliabilitas Citra Merek (X¹)

Reliability Statistics

Cronbach's Alpha	N of Items
,661	5

➤ Reliabilitas Kualitas Produk (X²)

Reliability Statistics

Cronbach's Alpha	N of Items
,701	4

➤ Reliabilitas Persepsi Harga (X³)

Reliability Statistics

Cronbach's Alpha	N of Items
,692	3

➤ Reliabilitas Promosi (X⁴)

Reliability Statistics

Cronbach's Alpha	N of Items
,738	5

➤ **Reliabilitas Keputusan Pembelian (Y)**

Reliability Statistics

Cronbach's Alpha	N of Items
,683	5

LAMPIRAN 6

KARAKTERISTIK RESPONDEN

Diskon yang didapatkan

Diskon_yg_didapatkan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 10 %	54	54,0	54,0	54,0
Valid 15 %	46	46,0	46,0	100,0
Total	100	100,0	100,0	

Asal Daerah

Asal_Daerah

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Jawa Barat	16	16,0	16,0	16,0
Jawa Tengah	32	32,0	32,0	48,0
Jawa Timur	12	12,0	12,0	60,0
Bali	3	3,0	3,0	63,0
Sumatra	17	17,0	17,0	80,0
DKI Jakarta	16	16,0	16,0	96,0
Kalimantan	4	4,0	4,0	100,0
Total	100	100,0	100,0	

Jenis Kelamin

Jenis_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-laki	51	51,0	51,0	51,0
Perempuan	49	49,0	49,0	100,0
Total	100	100,0	100,0	

Usia**Usia**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-20	26	26,0	26,0	26,0
21-23	66	66,0	66,0	92,0
24-30	7	7,0	7,0	99,0
> 30	1	1,0	1,0	100,0
Total	100	100,0	100,0	

Intensitas Pembelian**Intensitas_Pembelian**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3-10	72	72,0	72,0	72,0
>10	28	28,0	28,0	100,0
Total	100	100,0	100,0	

LAMPIRAN 7

STATISTIK DESKRIPTIF

➤ **Deskriptif Citra Merek (X1)**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1_1	100	1	5	4,11	,680
X1_2	100	2	5	4,35	,642
X1_3	100	2	5	4,21	,782
X1_4	100	2	5	4,08	,662
X1_5	100	2	5	4,08	,677
Valid N (listwise)	100				

➤ **Deskriptif Kualitas Produk (X2)**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X2_6	100	2	5	3,92	,631
X2_7	100	2	5	3,92	,646
X2_8	100	3	5	3,99	,522
X2_9	100	2	5	3,82	,757
Valid N (listwise)	100				

➤ **Deskriptif Persepsi Harga (X3)**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X3_11	100	1	5	3,35	,833
X3_12	100	2	5	3,78	,719
X3_13	100	1	5	3,28	,792
Valid N (listwise)	100				

➤ **Deskriptif Promosi (X4)**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X4_14	100	1	5	3,54	,784
X4_15	100	2	5	3,87	,720
X4_16	100	2	5	3,83	,779
X4_17	100	2	5	3,92	,706
X4_18	100	1	5	3,78	,746
Valid N (listwise)	100				

➤ **Deskriptif Keputusan Pembelian**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Y_19	100	2	5	3,87	,747
Y_20	100	2	5	3,72	,766
Y_21	100	2	5	3,61	,790
Y_22	100	2	5	3,82	,744
Y_23	100	1	5	3,76	,889
Valid N (listwise)	100				

LAMPIRAN 8

ANALISIS REGRESI LINEAR BERGANDA

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Promosi_X4, CitraMerek_X1, PersepsiHarga_x3, kualitasProduk_X2 ^b	.	Enter

a. Dependent Variable: KeputusanPembelian_Y

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,661 ^a	,437	,413	2,016

a. Predictors: (Constant), Promosi_X4, CitraMerek_X1, PersepsiHarga_x3, kualitasProduk_X2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	299,754	4	74,938	18,445	,000 ^b
	Residual	385,956	95	4,063		
	Total	685,710	99			

a. Dependent Variable: KeputusanPembelian_Y

b. Predictors: (Constant), Promosi_X4, CitraMerek_X1, PersepsiHarga_x3, kualitasProduk_X2

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	,067	2,265		,030	,976
1	CitraMerek_X1	,267	,102	,228	2,613	,010
	kualitasProduk_X2	,287	,130	,204	2,216	,029
	PersepsiHarga_x3	,273	,120	,192	2,264	,026
	Promosi_X4	,308	,087	,307	3,556	,001

a. Dependent Variable: KeputusanPembelian_Y