

LAMPIRAN

LAMPIRAN 1 KUISIONER

Bismillahirohmannirahim.

Assalamualaikum. Wr. Wb

Kuisisioner penelitian ini digunakan untuk mengetahui pengaruh elemen ekuitas merek yaitu; kesadaran merek, kualitas persepsian, asosiasi merek dan loyalitas merek terhadap keputusan pembelian produk kosmetik berlabel halal, dalam hal ini peneliti akan meneliti kosmetik Wardah. Kuisisioner digunakan untuk kepentingan peneliti dalam penyusunan Skripsi Strata-1 Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Yogyakarta. Peneliti mengharapkan agar responden dapat mengisi kuisisioner ini dengan sungguh-sungguh, jujur dan sebenar-benarnya. Kuisisioner ini murni bertujuan untuk penelitian skripsi, oleh karena itu kerahasiaannya menjadi tanggung jawab peneliti.

Jazakullah Khairan

Billahifisabilil haq, Fastabiqul Khairat

Wassalamualaikum. Wr. Wb

Hormat saya

Ika Lyco Ikhwati

Kuisisioner Elemen Ekuitas Merek dan Keputusan Pembelian

Data diri responden

Nama :

Usia :

NIM :

Fak/Prodi :

Penelitian ini menggunakan skala Likert untuk mengukur setiap pertanyaan yang diberikan kepada responden. Responden hanya dapat memilih salah satu dari jawaban yang tersedia dengan kriteria pengukuran sebagai berikut;

- a. STS = Sangat Tidak Setuju
- b. TS = Tidak Setuju
- c. N = Netral
- d. S = Setuju
- e. SS = Sangat Setuju

Pertanyaan saringan:

Apakah anda adalah konsumen kosmetik Wardah dan sudah menggunakan produk ini selama 3 bulan atau lebih?

- a. YA b. TIDAK

Variabel Kesadaran Merek (*Brand Awareness*)

| No | Pertanyaan | Skala Pengukuran | | | | |
|----|---|------------------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1 | Saya mengenal merek kosmetik Wardah. | | | | | |
| 2 | Saya mengenal Merek kosmetik Wardah dengan baik dan saya tahu bahwa kosmetik Wardah adalah kosmetik dengan label 'halal' pertama di Indonesia | | | | | |
| 3 | Kosmetik Wardah adalah merek kosmetik yang paling baik diantara semua kosmetik. | | | | | |

Variabel Kualitas Persepsian (*Perceived Quality*)

| No | Pertanyaan | Skala Pengukuran | | | | |
|----|---|------------------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1 | Produk-produk kosmetik Wardah bekerja dengan sangat baik pada tubuh saya. | | | | | |
| 2 | Pelayanan pada <i>outlet-outlet</i> penjualan kosmetik wardah sangat ramah dan membantu bagi saya. | | | | | |
| 3 | Kosmetik Wardah memiliki ketahanan (warna,kualitas,bau) dan dapat digunakan dalam jangka panjang. | | | | | |
| 4 | Produk-produk Kosmetik Wardah sudah sempurna dan dapat diandalkan dalam menunjang perawatan dan penampilan tubuh saya sebagai seorang muslimah. | | | | | |
| 5 | Desain dan karakteristik produk kosmetik Wardah terlihat elegan dan menarik | | | | | |
| 6 | Terdapat kesesuaian antara biaya yang saya keluarkan untuk pembelian dengan manfaat yang saya dapatkan dari produk Kosmetik Wardah. | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| 7 | Saya percaya dan nyaman menggunakan produk kosmetik Wardah yang halal. | | | | | |
|---|--|--|--|--|--|--|

Variabel Asosiasi Merek (*Brand Association*)

| No | Pertanyaan | Skala Pengukuran | | | | |
|----|--|------------------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1 | Kosmetik Wardah memiliki atribut 'halal' yang menarik sekaligus terasa aman bagi saya | | | | | |
| 2 | Saya percaya bahwa produk-produk kosmetik Wardah bermanfaat bagi kulit dan tubuh saya | | | | | |
| 3 | Bagi saya harga untuk kosmetik wardah relative terjangkau. | | | | | |
| 4 | Cara menggunakan/penggunaan/aplikasi kosmetik wardah sangat mudah | | | | | |
| 5 | Sebagai seorang muslimah, produk kosmetik Wardah sudah cocok bagi saya karena halal. | | | | | |
| 6 | <i>Endorser/ikon</i> kosmetik Wardah (Sandra Dewi, Raline Shah dll) berpengaruh kepada saya untuk membeli dan menggunakan kosmetik Wardah. | | | | | |
| 7 | Kosmetik Wardah dapat mencerminkan dan sesuai dengan gaya hidup saya. | | | | | |
| 8 | Kosmetik Wardah merupakan salah satu merek kosmetik yang berkelas diantara kosmetik-kosmetik yang beredar di Indonesia. | | | | | |
| 9 | Kosmetik Wardah cocok dengan saya yang tinggal di Indonesia | | | | | |

Variabel Loyalitas Merek (*brand loyalty*)

| No | Pertanyaan | Skala Pengukuran | | | | |
|----|--|------------------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1 | Saya membeli ulang produk kosmetik Wardah yang sesuai dengan saya. | | | | | |
| 2 | Saya tidak bersedia mengganti produk perawatan kulit dengan yang lebih murah ataupun lebih mahal dari kosmetik Wardah. | | | | | |
| 3 | Saya merasa puas dengan produk-produk kosmetik Wardah yang halal. | | | | | |
| 4 | Saya menyukai produk-produk kosmetik Wardah yang telah teruji halal. | | | | | |
| 5 | Saya akan membicarakan dan/atau merekomendasikan mengenai produk-produk kosmetik Wardah pada orang-orang di lingkungan saya. | | | | | |

Variabel Keputusan Pembelian

| No | Pertanyaan | Skala Pengukuran | | | | |
|----|---|------------------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1 | Saya mengenali masalah pada tubuh saya. | | | | | |
| 2 | Saya mencari informasi mengenai produk Kosmetik Wardah yang sesuai dengan saya. | | | | | |
| 3 | Sebelum melakukan pembelian, saya akan menanyakannya dahulu kepada pengguna produk kosmetik Wardah. | | | | | |
| 4 | Saya memutuskan untuk membeli produk Kosmetik Wardah. | | | | | |
| 5 | Saya akan mengevaluasi apakah produk kosmetik wardah memang cocok untuk saya. | | | | | |

LAMPIRAN 2 DATA PENELITIAN

| KM | | | | KP | | | | | | | | AM | | | | | | | | | |
|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| KM1 | KM2 | KM3 | KM | KP1 | KP2 | KP3 | KP4 | KP5 | KP6 | KP7 | KPP | AM1 | AM2 | AM3 | AM4 | AM5 | AM6 | AM7 | AM8 | AM9 | AMRK |
| 3 | 4 | 5 | 12 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 25 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 32 |
| 4 | 4 | 4 | 12 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 26 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 4 | 4 | 4 | 12 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 29 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 37 |
| 4 | 4 | 3 | 11 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 33 |
| 5 | 5 | 4 | 14 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 32 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 5 | 40 |
| 5 | 5 | 5 | 15 | 5 | 5 | 2 | 3 | 4 | 3 | 4 | 26 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 39 |
| 5 | 5 | 5 | 15 | 5 | 3 | 4 | 5 | 3 | 3 | 4 | 27 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 32 |
| 5 | 5 | 5 | 15 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 27 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 35 |
| 4 | 5 | 3 | 12 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 26 | 5 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 31 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 34 |
| 5 | 5 | 3 | 13 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 22 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 4 | 3 | 3 | 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 5 | 5 | 3 | 13 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 27 | 5 | 4 | 2 | 4 | 5 | 5 | 4 | 4 | 4 | 37 |
| 5 | 5 | 3 | 13 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 23 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 4 | 4 | 3 | 11 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 22 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 30 |
| 5 | 4 | 3 | 12 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 24 | 3 | 3 | 2 | 4 | 3 | 2 | 3 | 2 | 3 | 25 |

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| 4 | 4 | 3 | 11 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 25 | 4 | 4 | 3 | 4 | 3 | 2 | 3 | 4 | 4 | 31 |
| 5 | 5 | 3 | 13 | 2 | 3 | 3 | 3 | 4 | 4 | 3 | 22 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 26 |
| 5 | 3 | 4 | 12 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 27 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 34 |
| 5 | 4 | 3 | 12 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 30 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 34 |
| 4 | 3 | 3 | 10 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 27 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 32 |
| 4 | 3 | 3 | 10 | 2 | 1 | 1 | 1 | 1 | 3 | 2 | 11 | 2 | 1 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 22 |
| 5 | 4 | 3 | 12 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 25 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 4 | 4 | 33 |
| 3 | 3 | 3 | 9 | 2 | 3 | 3 | 4 | 4 | 3 | 4 | 23 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 32 |
| 5 | 4 | 3 | 12 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 22 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 29 |
| 4 | 4 | 3 | 11 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 23 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 32 |
| 4 | 3 | 3 | 10 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 23 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 4 | 3 | 30 |
| 4 | 4 | 3 | 11 | 4 | 3 | 2 | 3 | 5 | 3 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 32 |
| 5 | 3 | 3 | 11 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 22 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 4 | 4 | 3 | 11 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 24 | 4 | 3 | 5 | 4 | 3 | 1 | 3 | 2 | 2 | 27 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 4 | 4 | 2 | 10 | 4 | 2 | 2 | 4 | 2 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 32 |
| 4 | 4 | 3 | 11 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 27 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 32 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 30 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 38 |

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| 5 | 5 | 3 | 13 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 25 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 3 | 3 | 34 |
| 5 | 5 | 4 | 14 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 25 | 5 | 4 | 3 | 3 | 4 | 2 | 3 | 4 | 4 | 32 |
| 5 | 5 | 3 | 13 | 3 | 3 | 3 | 3 | 3 | 5 | 4 | 24 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 30 |
| 4 | 4 | 3 | 11 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 27 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 34 |
| 5 | 5 | 5 | 15 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 32 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 42 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 4 | 4 | 3 | 11 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 3 | 11 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 26 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 34 |
| 4 | 5 | 4 | 13 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 5 | 4 | 3 | 12 | 3 | 5 | 2 | 2 | 4 | 4 | 4 | 24 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 37 |
| 4 | 4 | 3 | 11 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 27 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 33 |
| 4 | 4 | 4 | 12 | 3 | 4 | 5 | 3 | 4 | 2 | 4 | 25 | 4 | 3 | 2 | 4 | 5 | 5 | 5 | 3 | 3 | 34 |
| 5 | 4 | 3 | 12 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 28 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 35 |
| 5 | 4 | 3 | 12 | 4 | 4 | 3 | 3 | 5 | 3 | 4 | 26 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 32 |
| 4 | 4 | 3 | 11 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 23 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 29 |
| 5 | 5 | 3 | 13 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 31 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 39 |
| 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 3 | 11 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 20 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 21 |
| 5 | 5 | 4 | 14 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 32 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 36 |

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| 4 | 3 | 3 | 10 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 27 | 4 | 3 | 3 | 3 | 4 | 2 | 2 | 4 | 4 | 29 |
| 5 | 5 | 3 | 13 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 5 | 4 | 14 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 5 | 3 | 13 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 22 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 28 |
| 5 | 5 | 4 | 14 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 24 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 31 |
| 5 | 5 | 3 | 13 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 20 | 3 | 3 | 5 | 4 | 2 | 2 | 2 | 3 | 3 | 27 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 22 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 30 |
| 4 | 4 | 4 | 12 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 23 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 32 |
| 5 | 5 | 3 | 13 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 27 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 37 |
| 5 | 5 | 4 | 14 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 31 | 5 | 5 | 5 | 5 | 5 | 2 | 3 | 4 | 4 | 38 |
| 3 | 4 | 4 | 11 | 3 | 5 | 5 | 3 | 4 | 4 | 4 | 28 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 28 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 34 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 34 |
| 5 | 5 | 3 | 13 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 23 | 3 | 3 | 4 | 4 | 3 | 1 | 3 | 4 | 4 | 29 |
| 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 35 |
| 4 | 5 | 4 | 13 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 26 | 4 | 3 | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 31 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 34 |
| 5 | 5 | 4 | 14 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 30 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 33 |
| 4 | 2 | 2 | 8 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 31 | 5 | 4 | 5 | 4 | 5 | 3 | 3 | 3 | 4 | 36 |

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| 5 | 3 | 4 | 12 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 31 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 35 |
| 4 | 3 | 3 | 10 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 22 | 4 | 4 | 2 | 5 | 5 | 2 | 2 | 2 | 2 | 28 |
| 4 | 3 | 3 | 10 | 3 | 5 | 5 | 3 | 4 | 4 | 3 | 27 | 4 | 3 | 2 | 5 | 4 | 2 | 2 | 2 | 2 | 26 |
| 4 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 22 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 5 | 4 | 2 | 11 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 25 | 4 | 4 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 24 |
| 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 29 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 3 | 36 |
| 4 | 4 | 3 | 11 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 25 | 4 | 3 | 4 | 3 | 4 | 2 | 3 | 3 | 4 | 30 |
| 3 | 4 | 3 | 10 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 26 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 33 |
| 5 | 4 | 2 | 11 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 30 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 41 |
| 5 | 4 | 3 | 12 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 29 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 32 |
| 5 | 4 | 3 | 12 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 24 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 34 |
| 5 | 5 | 3 | 13 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 20 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 4 | 4 | 4 | 12 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 31 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 41 |
| 5 | 5 | 4 | 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 4 | 4 | 3 | 11 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 21 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 27 |
| 4 | 4 | 4 | 12 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 5 | 3 | 13 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 23 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 34 |
| 4 | 4 | 3 | 11 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 23 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 34 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 35 |

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| 4 | 4 | 3 | 11 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 24 | 4 | 3 | 4 | 4 | 4 | 2 | 3 | 3 | 4 | 31 |
| 5 | 5 | 3 | 13 | 4 | 3 | 2 | 4 | 3 | 4 | 5 | 25 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 34 |
| 4 | 4 | 4 | 12 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 26 | 4 | 4 | 3 | 3 | 4 | 3 | 2 | 3 | 4 | 30 |
| 4 | 3 | 2 | 9 | 3 | 3 | 2 | 2 | 3 | 4 | 4 | 21 | 4 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 29 |
| 5 | 4 | 4 | 13 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 26 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 34 |
| 5 | 5 | 3 | 13 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 4 | 3 | 4 | 11 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 27 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 37 |
| 5 | 4 | 3 | 12 | 4 | 4 | 5 | 3 | 3 | 3 | 3 | 25 | 3 | 2 | 2 | 3 | 4 | 2 | 2 | 4 | 3 | 25 |
| 4 | 4 | 3 | 11 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 27 | 4 | 4 | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 32 |
| 5 | 5 | 4 | 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 3 | 11 | 4 | 4 | 2 | 3 | 4 | 3 | 4 | 24 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 5 | 5 | 5 | 15 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 31 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 43 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 3 | 2 | 9 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 21 | 5 | 2 | 3 | 4 | 4 | 2 | 2 | 3 | 2 | 27 |
| 5 | 4 | 5 | 14 | 4 | 5 | 4 | 3 | 4 | 2 | 5 | 27 | 5 | 4 | 3 | 4 | 5 | 3 | 3 | 4 | 4 | 35 |
| 4 | 3 | 3 | 10 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 23 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 30 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 3 | 3 | 10 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 27 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 4 | 4 | 3 | 11 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 24 | 4 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 29 |

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| 4 | 3 | 3 | 10 | 4 | 4 | 3 | 3 | 4 | 5 | 3 | 26 | 3 | 3 | 5 | 5 | 3 | 1 | 2 | 3 | 3 | 28 |
| 3 | 3 | 1 | 7 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 19 | 3 | 2 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 27 |
| 4 | 3 | 3 | 10 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 29 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 36 |
| 5 | 5 | 5 | 15 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 34 | 5 | 5 | 3 | 5 | 5 | 2 | 4 | 5 | 5 | 39 |
| 4 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 5 | 5 | 3 | 13 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 3 | 3 | 3 | 2 | 4 | 2 | 3 | 3 | 3 | 26 |
| 4 | 5 | 3 | 12 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 25 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 3 | 4 | 3 | 10 | 3 | 3 | 4 | 3 | 2 | 4 | 4 | 23 | 3 | 3 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 31 |
| 5 | 4 | 3 | 12 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 27 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 34 |
| 4 | 3 | 4 | 11 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 23 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 33 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 26 | 4 | 4 | 3 | 4 | 4 | 2 | 3 | 3 | 3 | 30 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 4 | 3 | 12 | 4 | 4 | 2 | 1 | 4 | 2 | 4 | 21 | 4 | 3 | 1 | 3 | 4 | 1 | 3 | 4 | 4 | 27 |
| 5 | 3 | 5 | 13 | 5 | 5 | 3 | 4 | 3 | 5 | 5 | 30 | 4 | 5 | 4 | 4 | 5 | 3 | 3 | 5 | 5 | 38 |
| 4 | 3 | 4 | 11 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 27 | 5 | 4 | 3 | 4 | 5 | 3 | 3 | 3 | 4 | 34 |
| 4 | 4 | 4 | 12 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 25 | 4 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 29 |
| 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 34 | 5 | 5 | 4 | 5 | 5 | 2 | 4 | 5 | 5 | 40 |

| | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|----|---|---|---|---|---|---|---|----|---|---|---|---|---|---|---|---|---|----|
| 5 | 5 | 5 | 15 | 5 | 4 | 4 | 3 | 3 | 3 | 5 | 27 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 3 | 4 | 36 |
| 3 | 4 | 3 | 10 | 2 | 3 | 3 | 3 | 4 | 2 | 2 | 19 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 23 |
| 4 | 3 | 3 | 10 | 3 | 4 | 3 | 3 | 4 | 4 | 1 | 22 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 29 |
| 4 | 3 | 3 | 10 | 3 | 5 | 3 | 4 | 4 | 4 | 3 | 26 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 33 |
| 3 | 4 | 3 | 10 | 3 | 5 | 4 | 3 | 5 | 5 | 4 | 29 | 5 | 4 | 2 | 4 | 4 | 3 | 4 | 5 | 5 | 36 |
| 4 | 4 | 3 | 11 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 27 | 5 | 4 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 32 |
| 2 | 1 | 3 | 6 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 15 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 17 |
| 3 | 3 | 4 | 10 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 27 | 4 | 4 | 4 | 2 | 4 | 2 | 3 | 4 | 4 | 31 |
| 5 | 4 | 3 | 12 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 20 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 30 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 35 |
| 4 | 3 | 3 | 10 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 25 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 33 |
| 4 | 3 | 3 | 10 | 3 | 3 | 3 | 4 | 5 | 3 | 3 | 24 | 4 | 4 | 3 | 5 | 5 | 5 | 3 | 5 | 4 | 38 |
| 4 | 4 | 3 | 11 | 4 | 3 | 3 | 4 | 4 | 2 | 4 | 24 | 5 | 5 | 5 | 3 | 3 | 4 | 3 | 5 | 4 | 37 |
| 4 | 3 | 3 | 10 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 25 | 5 | 4 | 4 | 4 | 5 | 2 | 4 | 4 | 4 | 36 |
| 5 | 4 | 3 | 12 | 3 | 2 | 3 | 3 | 3 | 4 | 4 | 22 | 3 | 3 | 2 | 4 | 3 | 5 | 5 | 5 | 5 | 35 |

| | |
|----|-----|
| LM | KPP |
|----|-----|

| LM1 | LM2 | LM3 | LM4 | LM5 | LYM | KPP1 | KPP2 | KPP3 | KPP4 | KPP5 | KPPB |
|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| 4 | 3 | 4 | 4 | 3 | 18 | 3 | 3 | 4 | 3 | 5 | 18 |
| 3 | 4 | 4 | 4 | 3 | 18 | 4 | 4 | 4 | 3 | 3 | 18 |
| 5 | 3 | 4 | 4 | 3 | 19 | 4 | 4 | 5 | 5 | 3 | 21 |
| 3 | 3 | 3 | 2 | 3 | 14 | 3 | 3 | 4 | 3 | 4 | 17 |
| 5 | 2 | 4 | 5 | 3 | 19 | 4 | 4 | 3 | 4 | 4 | 19 |
| 5 | 3 | 3 | 3 | 4 | 18 | 1 | 3 | 4 | 4 | 4 | 16 |
| 4 | 3 | 3 | 3 | 3 | 16 | 3 | 5 | 5 | 4 | 5 | 22 |
| 3 | 4 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 3 | 4 | 4 | 3 | 18 | 3 | 3 | 4 | 3 | 3 | 16 |
| 4 | 3 | 4 | 4 | 4 | 19 | 3 | 4 | 4 | 4 | 3 | 18 |
| 3 | 3 | 4 | 4 | 4 | 18 | 4 | 3 | 3 | 3 | 3 | 16 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 4 | 4 | 5 | 4 | 22 | 4 | 5 | 5 | 4 | 5 | 23 |
| 3 | 3 | 3 | 3 | 4 | 16 | 3 | 3 | 3 | 3 | 3 | 15 |
| 3 | 3 | 4 | 4 | 3 | 17 | 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 4 | 3 | 4 | 5 | 19 | 4 | 4 | 4 | 3 | 4 | 19 |
| 4 | 4 | 4 | 4 | 3 | 19 | 3 | 4 | 4 | 4 | 4 | 19 |
| 3 | 3 | 3 | 3 | 3 | 15 | 4 | 4 | 4 | 3 | 4 | 19 |

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|---|---|---|---|---|----|---|---|---|---|---|----|
| 4 | 2 | 4 | 4 | 4 | 18 | 3 | 4 | 4 | 4 | 4 | 19 |
| 4 | 3 | 4 | 4 | 4 | 19 | 3 | 4 | 3 | 4 | 4 | 18 |
| 4 | 3 | 4 | 4 | 4 | 19 | 3 | 4 | 4 | 4 | 4 | 19 |
| 3 | 6 | 3 | 3 | 1 | 16 | 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 3 | 3 | 4 | 3 | 17 | 3 | 3 | 4 | 4 | 4 | 18 |
| 4 | 4 | 3 | 3 | 3 | 17 | 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 4 | 3 | 4 | 3 | 17 | 3 | 3 | 4 | 4 | 4 | 18 |
| 4 | 4 | 3 | 3 | 3 | 17 | 4 | 4 | 3 | 3 | 3 | 17 |
| 4 | 3 | 3 | 3 | 3 | 16 | 4 | 4 | 5 | 4 | 4 | 21 |
| 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 3 | 4 | 4 | 19 |
| 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 |
| 4 | 3 | 3 | 5 | 3 | 18 | 3 | 3 | 3 | 3 | 5 | 17 |
| 5 | 5 | 5 | 5 | 5 | 25 | 2 | 2 | 5 | 5 | 5 | 19 |
| 3 | 2 | 3 | 5 | 3 | 16 | 2 | 2 | 4 | 4 | 3 | 15 |
| 4 | 4 | 4 | 4 | 4 | 20 | 2 | 4 | 4 | 4 | 4 | 18 |
| 4 | 4 | 4 | 4 | 3 | 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 4 | 4 | 3 | 3 | 17 | 3 | 3 | 5 | 3 | 5 | 19 |
| 4 | 3 | 4 | 4 | 4 | 19 | 3 | 4 | 4 | 4 | 4 | 19 |

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|---|---|---|---|---|----|---|---|---|---|---|----|
| 3 | 3 | 4 | 3 | 3 | 16 | 4 | 3 | 4 | 3 | 3 | 17 |
| 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 3 | 5 | 5 | 5 | 23 | 4 | 5 | 5 | 5 | 5 | 24 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 4 | 4 | 4 | 3 | 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 3 | 4 | 4 | 4 | 19 | 5 | 4 | 4 | 4 | 4 | 21 |
| 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 3 | 4 | 4 | 19 | 2 | 4 | 3 | 4 | 4 | 17 |
| 4 | 4 | 4 | 4 | 3 | 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 5 | 4 | 21 | 3 | 5 | 5 | 5 | 4 | 22 |
| 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 5 | 4 | 5 | 22 |
| 5 | 4 | 4 | 4 | 3 | 20 | 4 | 4 | 3 | 4 | 5 | 20 |
| 3 | 4 | 3 | 3 | 3 | 16 | 3 | 3 | 4 | 3 | 3 | 16 |
| 4 | 3 | 5 | 5 | 5 | 22 | 5 | 3 | 5 | 5 | 5 | 23 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 3 | 4 | 2 | 17 | 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 3 | 3 | 4 | 3 | 17 | 4 | 3 | 2 | 4 | 4 | 17 |
| 4 | 3 | 4 | 3 | 4 | 18 | 4 | 3 | 3 | 4 | 3 | 17 |

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|---|---|---|---|---|----|---|---|---|---|---|----|
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 3 | 4 | 3 | 3 | 16 | 3 | 3 | 3 | 3 | 3 | 15 |
| 4 | 3 | 3 | 3 | 4 | 17 | 3 | 4 | 4 | 3 | 3 | 17 |
| 2 | 4 | 3 | 3 | 3 | 15 | 4 | 4 | 4 | 3 | 5 | 20 |
| 3 | 3 | 3 | 4 | 4 | 17 | 4 | 4 | 4 | 3 | 3 | 18 |
| 3 | 3 | 4 | 4 | 4 | 18 | 3 | 3 | 3 | 3 | 3 | 15 |
| 4 | 3 | 4 | 4 | 4 | 19 | 4 | 3 | 4 | 4 | 4 | 19 |
| 5 | 5 | 5 | 5 | 4 | 24 | 4 | 5 | 5 | 5 | 5 | 24 |
| 4 | 2 | 4 | 4 | 4 | 18 | 3 | 3 | 4 | 4 | 4 | 18 |
| 4 | 4 | 4 | 4 | 3 | 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 2 | 4 | 4 | 4 | 18 | 3 | 4 | 3 | 4 | 4 | 18 |
| 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 5 | 4 | 5 | 4 | 23 | 4 | 3 | 4 | 4 | 5 | 20 |
| 4 | 3 | 4 | 4 | 3 | 18 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 2 | 4 | 4 | 4 | 18 | 4 | 4 | 3 | 4 | 4 | 19 |
| 4 | 2 | 4 | 5 | 4 | 19 | 4 | 4 | 4 | 4 | 5 | 21 |
| 4 | 2 | 4 | 4 | 4 | 18 | 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 2 | 4 | 4 | 3 | 17 | 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 4 | 3 | 4 | 4 | 18 | 4 | 4 | 4 | 3 | 4 | 19 |

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|---|---|---|---|---|----|---|---|---|---|---|----|
| 3 | 4 | 3 | 4 | 4 | 18 | 4 | 4 | 5 | 3 | 4 | 20 |
| 3 | 3 | 3 | 3 | 3 | 15 | 3 | 2 | 3 | 3 | 3 | 14 |
| 2 | 4 | 3 | 4 | 2 | 15 | 5 | 3 | 4 | 3 | 4 | 19 |
| 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 5 | 4 | 4 | 21 |
| 4 | 3 | 3 | 3 | 3 | 16 | 4 | 3 | 4 | 4 | 3 | 18 |
| 4 | 4 | 3 | 3 | 2 | 16 | 4 | 2 | 4 | 3 | 4 | 17 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 4 | 5 | 23 |
| 3 | 3 | 3 | 4 | 3 | 16 | 5 | 5 | 5 | 4 | 4 | 23 |
| 4 | 4 | 4 | 4 | 3 | 19 | 4 | 4 | 4 | 3 | 4 | 19 |
| 2 | 3 | 3 | 3 | 3 | 14 | 2 | 3 | 3 | 3 | 3 | 14 |
| 4 | 1 | 5 | 5 | 5 | 20 | 4 | 4 | 5 | 4 | 4 | 21 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 3 | 3 | 3 | 3 | 16 | 3 | 4 | 4 | 3 | 3 | 17 |
| 4 | 2 | 4 | 4 | 4 | 18 | 2 | 4 | 4 | 4 | 4 | 18 |
| 5 | 3 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 3 | 4 | 4 | 3 | 18 | 4 | 3 | 3 | 4 | 4 | 18 |
| 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 2 | 4 | 4 | 3 | 17 | 4 | 4 | 4 | 4 | 4 | 20 |
| 2 | 4 | 4 | 3 | 2 | 15 | 5 | 2 | 4 | 2 | 4 | 17 |

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|---|---|---|---|---|----|---|---|---|---|---|----|
| 4 | 2 | 4 | 4 | 3 | 17 | 4 | 4 | 5 | 4 | 4 | 21 |
| 3 | 4 | 3 | 3 | 3 | 16 | 4 | 4 | 4 | 3 | 4 | 19 |
| 4 | 4 | 3 | 4 | 3 | 18 | 3 | 3 | 4 | 3 | 3 | 16 |
| 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 |
| 4 | 3 | 4 | 4 | 3 | 18 | 4 | 3 | 2 | 4 | 3 | 16 |
| 4 | 4 | 4 | 3 | 3 | 18 | 3 | 4 | 4 | 4 | 3 | 18 |
| 4 | 2 | 3 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 3 | 4 | 3 | 18 | 4 | 3 | 4 | 4 | 4 | 19 |
| 5 | 4 | 5 | 5 | 4 | 23 | 4 | 5 | 5 | 5 | 4 | 23 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 3 | 3 | 4 | 3 | 16 | 4 | 3 | 4 | 3 | 5 | 19 |
| 4 | 2 | 5 | 5 | 4 | 20 | 4 | 5 | 5 | 4 | 5 | 23 |
| 3 | 4 | 3 | 3 | 3 | 16 | 4 | 3 | 3 | 4 | 4 | 18 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 3 | 4 | 4 | 4 | 18 | 3 | 4 | 3 | 4 | 3 | 17 |
| 4 | 3 | 3 | 4 | 3 | 17 | 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 4 | 3 | 3 | 4 | 17 | 4 | 3 | 4 | 4 | 4 | 19 |
| 3 | 2 | 3 | 3 | 3 | 14 | 4 | 3 | 3 | 3 | 5 | 18 |

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|---|---|---|---|---|----|---|---|---|---|---|----|
| 4 | 3 | 4 | 4 | 3 | 18 | 4 | 3 | 3 | 4 | 3 | 17 |
| 5 | 4 | 5 | 5 | 5 | 24 | 2 | 5 | 3 | 5 | 4 | 19 |
| 4 | 3 | 3 | 3 | 3 | 16 | 3 | 3 | 4 | 3 | 3 | 16 |
| 4 | 3 | 3 | 3 | 3 | 16 | 2 | 2 | 2 | 3 | 3 | 12 |
| 4 | 4 | 3 | 3 | 3 | 17 | 4 | 3 | 4 | 4 | 4 | 19 |
| 3 | 3 | 4 | 4 | 3 | 17 | 3 | 4 | 4 | 4 | 4 | 19 |
| 5 | 5 | 4 | 4 | 3 | 21 | 5 | 4 | 4 | 4 | 4 | 21 |
| 4 | 3 | 3 | 3 | 3 | 16 | 3 | 4 | 4 | 4 | 4 | 19 |
| 4 | 5 | 4 | 4 | 3 | 20 | 3 | 4 | 4 | 3 | 4 | 18 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 5 | 4 | 3 | 3 | 20 | 3 | 3 | 3 | 4 | 5 | 18 |
| 5 | 1 | 5 | 5 | 4 | 20 | 5 | 4 | 5 | 5 | 4 | 23 |
| 4 | 3 | 4 | 4 | 3 | 18 | 3 | 4 | 4 | 3 | 3 | 17 |
| 4 | 4 | 4 | 5 | 4 | 21 | 3 | 3 | 4 | 4 | 4 | 18 |
| 4 | 2 | 4 | 4 | 4 | 18 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 2 | 5 | 5 | 5 | 22 | 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 3 | 4 | 4 | 3 | 18 | 4 | 4 | 2 | 4 | 4 | 18 |
| 2 | 3 | 2 | 2 | 3 | 12 | 4 | 3 | 4 | 2 | 3 | 16 |

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|---|---|---|---|---|----|---|---|---|---|---|----|
| 4 | 3 | 3 | 3 | 3 | 16 | 3 | 3 | 5 | 4 | 4 | 19 |
| 4 | 4 | 4 | 5 | 3 | 20 | 4 | 4 | 4 | 4 | 3 | 19 |
| 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 5 | 4 | 5 | 22 |
| 4 | 3 | 4 | 4 | 3 | 18 | 3 | 4 | 4 | 4 | 4 | 19 |
| 3 | 3 | 2 | 2 | 2 | 12 | 3 | 2 | 3 | 2 | 2 | 12 |
| 3 | 3 | 4 | 4 | 5 | 19 | 4 | 3 | 5 | 3 | 5 | 20 |
| 3 | 3 | 3 | 4 | 3 | 16 | 3 | 4 | 5 | 3 | 3 | 18 |
| 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 3 | 4 | 4 | 3 | 17 | 4 | 4 | 4 | 3 | 4 | 19 |
| 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 5 | 4 | 4 | 20 |
| 2 | 4 | 2 | 5 | 3 | 16 | 4 | 5 | 3 | 4 | 3 | 19 |
| 4 | 4 | 5 | 5 | 3 | 21 | 5 | 5 | 5 | 4 | 4 | 23 |
| 3 | 4 | 3 | 4 | 3 | 17 | 3 | 4 | 4 | 5 | 3 | 19 |

LAMPIRAN 3 UJI VALIDITAS INSTRUMEN PENELITIAN

Kesadaran Merek

| | | KM1 | KM2 | KM3 | total_KM |
|----------|---------------------|--------|--------|--------|----------|
| KM1 | Pearson Correlation | 1 | .507** | .199 | .688** |
| | Sig. (2-tailed) | | .000 | .166 | .000 |
| | N | 50 | 50 | 50 | 50 |
| KM2 | Pearson Correlation | .507** | 1 | .433** | .836** |
| | Sig. (2-tailed) | .000 | | .002 | .000 |
| | N | 50 | 50 | 50 | 50 |
| KM3 | Pearson Correlation | .199 | .433** | 1 | .765** |
| | Sig. (2-tailed) | .166 | .002 | | .000 |
| | N | 50 | 50 | 50 | 50 |
| total_KM | Pearson Correlation | .688** | .836** | .765** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 50 | 50 | 50 | 50 |

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

Kualitas Persepsian

| | | KP1 | KP2 | KP3 | KP4 | KP5 | KP6 | KP7 | total_KP |
|----------|---------------------|--------|--------|--------|--------|--------|--------|--------|----------|
| KP1 | Pearson Correlation | 1 | .508** | .447** | .500** | .290* | .358* | .560** | .718** |
| | Sig. (2-tailed) | | .000 | .001 | .000 | .041 | .011 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| KP2 | Pearson Correlation | .508** | 1 | .414** | .356* | .508** | .333* | .557** | .718** |
| | Sig. (2-tailed) | .000 | | .003 | .011 | .000 | .018 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| KP3 | Pearson Correlation | .447** | .414** | 1 | .695** | .472** | .388** | .584** | .791** |
| | Sig. (2-tailed) | .001 | .003 | | .000 | .001 | .005 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| KP4 | Pearson Correlation | .500** | .356* | .695** | 1 | .455** | .459** | .560** | .786** |
| | Sig. (2-tailed) | .000 | .011 | .000 | | .001 | .001 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| KP5 | Pearson Correlation | .290* | .508** | .472** | .455** | 1 | .276 | .435** | .678** |
| | Sig. (2-tailed) | .041 | .000 | .001 | .001 | | .052 | .002 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| KP6 | Pearson Correlation | .358* | .333* | .388** | .459** | .276 | 1 | .506** | .630** |
| | Sig. (2-tailed) | .011 | .018 | .005 | .001 | .052 | | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| KP7 | Pearson Correlation | .560** | .557** | .584** | .560** | .435** | .506** | 1 | .807** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .002 | .000 | | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| total_KP | Pearson Correlation | .718** | .718** | .791** | .786** | .678** | .630** | .807** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |

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

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

Asosiasi Merek

| | | AM1 | AM2 | AM3 | AM4 | AM5 | AM6 | AM7 | AM8 | AM9 | total_AM |
|----------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------|
| AM1 | Pearson Correlation | 1 | .571** | .327* | .427** | .612** | .343* | .312* | .385** | .373** | .692** |
| | Sig. (2-tailed) | | .000 | .020 | .002 | .000 | .015 | .027 | .006 | .008 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| AM2 | Pearson Correlation | .571** | 1 | .351* | .387** | .476** | .446** | .515** | .515** | .509** | .764** |
| | Sig. (2-tailed) | .000 | | .012 | .006 | .000 | .001 | .000 | .000 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| AM3 | Pearson Correlation | .327* | .351* | 1 | .339* | .277 | .299* | .521** | .450** | .418** | .661** |
| | Sig. (2-tailed) | .020 | .012 | | .016 | .052 | .035 | .000 | .001 | .003 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| AM4 | Pearson Correlation | .427** | .387** | .339* | 1 | .464** | .062 | .228 | .307* | .103 | .515** |
| | Sig. (2-tailed) | .002 | .006 | .016 | | .001 | .670 | .112 | .030 | .477 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| AM5 | Pearson Correlation | .612** | .476** | .277 | .464** | 1 | .241 | .321* | .472** | .398** | .677** |
| | Sig. (2-tailed) | .000 | .000 | .052 | .001 | | .092 | .023 | .001 | .004 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| AM6 | Pearson Correlation | .343* | .446** | .299* | .062 | .241 | 1 | .639** | .380** | .281* | .623** |
| | Sig. (2-tailed) | .015 | .001 | .035 | .670 | .092 | | .000 | .007 | .048 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| AM7 | Pearson Correlation | .312* | .515** | .521** | .228 | .321* | .639** | 1 | .660** | .529** | .778** |
| | Sig. (2-tailed) | .027 | .000 | .000 | .112 | .023 | .000 | | .000 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| AM8 | Pearson Correlation | .385** | .515** | .450** | .307* | .472** | .380** | .660** | 1 | .636** | .777** |
| | Sig. (2-tailed) | .006 | .000 | .001 | .030 | .001 | .007 | .000 | | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| AM9 | Pearson Correlation | .373** | .509** | .418** | .103 | .398** | .281* | .529** | .636** | 1 | .683** |
| | Sig. (2-tailed) | .008 | .000 | .003 | .477 | .004 | .048 | .000 | .000 | | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| total_AM | Pearson Correlation | .692** | .764** | .661** | .515** | .677** | .623** | .778** | .777** | .683** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |

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

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

Loyalitas Merek

| | | LM1 | LM2 | LM3 | LM4 | LM5 | total_LM |
|----------|---------------------|--------|--------|--------|--------|--------|----------|
| LM1 | Pearson Correlation | 1 | .033 | .571** | .536** | .485** | .763** |
| | Sig. (2-tailed) | | .818 | .000 | .000 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |
| LM2 | Pearson Correlation | .033 | 1 | -.013 | .003 | -.045 | .382** |
| | Sig. (2-tailed) | .818 | | .928 | .984 | .755 | .006 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |
| LM3 | Pearson Correlation | .571** | -.013 | 1 | .585** | .548** | .752** |
| | Sig. (2-tailed) | .000 | .928 | | .000 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |
| LM4 | Pearson Correlation | .536** | .003 | .585** | 1 | .539** | .747** |
| | Sig. (2-tailed) | .000 | .984 | .000 | | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |
| LM5 | Pearson Correlation | .485** | -.045 | .548** | .539** | 1 | .725** |
| | Sig. (2-tailed) | .000 | .755 | .000 | .000 | | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |
| total_LM | Pearson Correlation | .763** | .382** | .752** | .747** | .725** | 1 |
| | Sig. (2-tailed) | .000 | .006 | .000 | .000 | .000 | |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |

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

Keputusan Pembelian

| | | KPP1 | KPP2 | KPP3 | KPP4 | KPP5 | total_KPP |
|-----------|---------------------|--------|--------|--------|--------|--------|-----------|
| KPP1 | Pearson Correlation | 1 | .541** | .135 | .115 | .112 | .606** |
| | Sig. (2-tailed) | | .000 | .350 | .426 | .438 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |
| KPP2 | Pearson Correlation | .541** | 1 | .318* | .477** | .344* | .797** |
| | Sig. (2-tailed) | .000 | | .024 | .000 | .014 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |
| KPP3 | Pearson Correlation | .135 | .318* | 1 | .513** | .419** | .672** |
| | Sig. (2-tailed) | .350 | .024 | | .000 | .002 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |
| KPP4 | Pearson Correlation | .115 | .477** | .513** | 1 | .394** | .698** |
| | Sig. (2-tailed) | .426 | .000 | .000 | | .005 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |
| KPP5 | Pearson Correlation | .112 | .344* | .419** | .394** | 1 | .645** |
| | Sig. (2-tailed) | .438 | .014 | .002 | .005 | | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |
| total_KPP | Pearson Correlation | .606** | .797** | .672** | .698** | .645** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 50 | 50 | 50 | 50 | 50 | 50 |

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

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

LAMPIRAN 4 UJI RELIABILITAS INSTRUMEN

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 50 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 50 | 100.0 |

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

Kesadaran Merek

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .707 | 5 |
| Keputu | |

Kualitas Persepsian

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .635 | 3 |

Asosiasi Merek

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .856 | 9 |

Loyalitas Merek

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .651 | 5 |

Keputusan Pembelian

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .787 | 4 |

LAMPIRAN 5 HASIL UJI ASUMSI KLASIK**Hasil Uji Multikoleniaritas****Coefficients^a**

| Model | | Collinearity Statistics | |
|-------|----------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | TOTAL_KM | .736 | 1.359 |
| | TOTAL_KP | .309 | 3.239 |
| | TOTAL_AM | .296 | 3.381 |
| | TOTAL_LM | .477 | 2.095 |

a. Dependent Variable: TOTAL_KPP

LAMPIRAN 6 HASIL UJI KRITERIA RESPONDEN

| NO | Identitas Responden | | | |
|----|------------------------|------|-------------|----------|
| | Nama | Usia | NIM | Fakultas |
| 1 | Novenna Afira Melanda | 20 | 20150610449 | Hukum |
| 2 | Finisia Larasati | 19 | 20150610423 | Hukum |
| 3 | Laila Nur Rohmah | 19 | 20160610266 | Hukum |
| 4 | Rini Reka | 19 | 20150610286 | Hukum |
| 5 | Nindyawati | 19 | 20150610323 | Hukum |
| 6 | intan Febramadhani | 20 | 20150610266 | Hukum |
| 7 | Nadzifah Auliya Ema S. | 19 | 20150610332 | Hukum |
| 8 | Elma Veronica | 18 | 20160610230 | Hukum |
| 9 | Dita Riswuri. W | 18 | 20160610214 | Hukum |
| 10 | Citra Ayuningtyas | 18 | 20160610229 | Hukum |
| 11 | Sri Shiasih | 20 | 20140610527 | Hukum |
| 12 | Ika Nurhayati | 18 | 20160610481 | Hukum |
| 13 | Amalia Trianing Kusuma | 21 | 20140610101 | Hukum |
| 14 | Atrie Nurhayati | 20 | 20140610131 | Hukum |
| 15 | Hesi Mu'minati H.S | 21 | 20140610296 | Hukum |
| 16 | Ayu Wanda Lestari | 20 | 20150610098 | Hukum |
| 17 | Aditsa H. Muthmainnah | 21 | 20130530029 | Fisipol |
| 18 | Sinta Nurfitriyani | 21 | 20130520076 | Fisipol |
| 19 | Qiyamul Laili | 21 | 20140520164 | Fisipol |
| 20 | Femila Mega | 19 | 20150520084 | Fisipol |
| 21 | Cindy Yulita Virginia | 18 | 20150520086 | Fisipol |
| 22 | Yuniasti Eka RD | 20 | 20140530109 | Fisipol |
| 23 | Maya Septiani | 21 | 20130530278 | Fisipol |
| 24 | Nisa Pujiana | 20 | 20130530032 | Fisipol |
| 25 | Hasna | 21 | 20130530039 | Fisipol |

| NO | Identitas Responden | | | |
|----|-------------------------|------|-------------|----------|
| | Nama | Usia | NIM | Fakultas |
| 26 | Meidiana | 21 | 20130530044 | Fisipol |
| 27 | Prasetyaningtyas Ari S. | 21 | 20130530243 | Fisipol |
| 28 | Dian Aryani | 21 | 20130530244 | Fisipol |
| 29 | Yayang Aulia Nuzul | 20 | 20150520225 | Fisipol |
| 30 | Khairunnisa | 20 | 20140530059 | Fisipol |
| 31 | Anggie Fabiola Z. | 20 | 20160530024 | Fisipol |
| 32 | Siti Inun Farikah | 20 | 20140530274 | Fisipol |
| 33 | Syafiatunnisa | 21 | 20130430002 | FEB |
| 34 | Latifah | 22 | 20130430289 | FEB |
| 35 | Rizky Pandu Pangesti | 21 | 20130410087 | FEB |
| 36 | Tisna Prastista W | 20 | 20140410318 | FEB |
| 37 | Rodhiatul Fajri | 19 | 20150410183 | FEB |
| 38 | Farah Fauziah Hanum | 19 | 20150410154 | FEB |
| 39 | Yuni Lestari | 19 | 20150410337 | FEB |
| 40 | Azhar Fitriani | 20 | 20150410072 | FEB |
| 41 | Putri Handayani | 19 | 20150410296 | FEB |
| 42 | Fanny S Hapsari | 22 | 20140420373 | FEB |
| 43 | Idka Setianingrum | 20 | 20140420271 | FEB |
| 44 | Fitria Sari | 22 | 20130420250 | FEB |
| 45 | Rani | 21 | 20130420302 | FEB |
| 46 | Dhinda | 21 | 20130420080 | FEB |
| 47 | Irma Rahmawati | 18 | 20160420273 | FEB |
| 48 | Dewi Rahmawati | 22 | 20130420341 | FEB |
| 49 | Febriana Khairunnisa | 22 | 20130430267 | FEB |
| 50 | Ima Maya Sari | 21 | 20130110220 | FT |
| 51 | Siffa Apriliani Saputri | 19 | 20150140038 | FT |

| NO | Identitas Responden | | | |
|----|------------------------|------|-------------|----------|
| | Nama | Usia | NIM | Fakultas |
| 52 | Putri Wahyu | 19 | 20150110060 | FT |
| 53 | Adelia Rumakey | 20 | 20140110243 | FT |
| 54 | Amalia Wildayati | 19 | 20150110191 | FT |
| 55 | Asih Susanti | 19 | 20150110224 | FT |
| 56 | Andika Afianda H. | 19 | 20150110228 | FT |
| 57 | Puspasiari Windamukti | 19 | 20150110139 | FT |
| 58 | Melisa | 20 | 20150140012 | FT |
| 59 | Karina Rahma Nugraheni | 20 | 20140110138 | FT |
| 60 | Juwita Melisa Wardani | 20 | 20140110130 | FT |
| 61 | Dika Nurhasanah | 20 | 20140140071 | FT |
| 62 | Eva PH | 20 | 20140140044 | FT |
| 63 | Putri Rahmatia Landri | 20 | 20140140072 | FT |
| 64 | Afrilya Syan | 19 | 20150110203 | FT |
| 65 | Kori Anggraini | 20 | 20140110283 | FT |
| 66 | Siti Fatimah Laili S | 22 | 20130730379 | FAI |
| 67 | Bela Fataya Azmi | 21 | 20130710001 | Fai |
| 68 | Mutahharah | 19 | 20150710047 | FAI |
| 69 | Gustin | 19 | 20150710022 | FAI |
| 70 | Rahmalia D A | 21 | 20130730309 | FAI |
| 71 | Nurma Azura | 20 | 20130730306 | FAI |
| 72 | Linda Anindita | 19 | 20160730011 | FAI |
| 73 | Safira | 19 | 20160730017 | Fai |
| 74 | Endang Listia | 19 | 20160730016 | FAI |
| 75 | Aulia Puspita | 20 | 20160730021 | FAI |
| 76 | Diah Chris Z. | 18 | 20160730038 | Fai |
| 77 | Iftiar Afnida | 21 | 20130710024 | FAI |

| NO | Identitas Responden | | | |
|-----|-------------------------|------|-------------|----------|
| | Nama | Usia | NIM | Fakultas |
| 78 | Ika Aprilliana Pratiwi | 21 | 20130730344 | FAI |
| 79 | ida Fitri Anjasari | 20 | 20130730305 | Fai |
| 80 | Liya | 21 | 20130730314 | FAI |
| 81 | Umi Chudaefah | 21 | 20130710044 | FAI |
| 82 | Desi Endah Pratiqi | 21 | 20130320086 | FKIK |
| 83 | Milatul Afifah | 21 | 20130320027 | FKIK |
| 84 | Ova Adinnia | 18 | 20160340101 | FKIK |
| 85 | Tata Pandu Ibadah Zen | 18 | 20160340086 | FKIK |
| 86 | Sukmawati N | 18 | 20160320043 | FKIK |
| 87 | Amarada Augusta | 19 | 20160320092 | FKIK |
| 88 | Ria Devina | 18 | 20160320036 | FKIK |
| 89 | Revita Deviana | 18 | 20160320093 | FKIK |
| 90 | Desi Rahmayani | 21 | 20130320128 | FKIK |
| 91 | Kurnia DS | 21 | 20130320099 | FKIK |
| 92 | Bella Elrista Oktavia | 19 | 20160320084 | FKIK |
| 93 | Widia Rachmi Yuliandari | 18 | 20160320088 | FKIK |
| 94 | Riski Adinda Matta | 19 | 20160320085 | FKIK |
| 95 | Milawanti Hasan | 18 | 20160320087 | FKIK |
| 96 | Latifah WP | 20 | 20150340021 | FKIK |
| 97 | Fianda Amalia | 19 | 20150340048 | FKIK |
| 98 | Sri Dwi Jayanti | 21 | 20130220143 | FP |
| 99 | Aprilia Mispa Adhaidila | 19 | 20150220050 | FP |
| 100 | Yana Yulianti | 21 | 20150220087 | FP |
| 101 | Ratna Fitriani | 19 | 20150220065 | FP |
| 102 | Atikah Kusumastuti | 20 | 20150220051 | FP |
| 103 | Ulil Martinah | 19 | 20150220074 | FP |

| NO | Identitas Responden | | | |
|-----|----------------------|------|-------------|----------|
| | Nama | Usia | NIM | Fakultas |
| 104 | Munawaroh Lubis | 19 | 20150220084 | FP |
| 105 | Intan PR | 19 | 20150220062 | FP |
| 106 | Dea Febriyani | 21 | 20140210163 | FP |
| 107 | Ulfah Vita Oktaviani | 18 | 20160220123 | FP |
| 108 | Priska Rosalina | 20 | 20150220027 | FP |
| 109 | Muzhajanah Widiawati | 20 | 20140210020 | FP |
| 110 | Vicky Oktavia | 20 | 20140210114 | FP |
| 111 | Azwin Intan Y | 19 | 20150210028 | FP |
| 112 | Ella Oktaviani | 21 | 20140210097 | FP |
| 113 | Alfi Muthia Anjani | 20 | 20140210099 | FP |
| 114 | Khoirunnisa Isnani | 22 | 20130810140 | FPB |
| 115 | Fathy Syaiin | 21 | 20130810146 | FPB |
| 116 | Sarah Nurjannaah | 22 | 20130830011 | FPB |
| 117 | Uli | 21 | 20130830007 | FPB |
| 118 | Wulandari | 22 | 20130830046 | FPB |
| 119 | Rizka Utami | 18 | 20160830014 | FPB |
| 120 | Rizki Eka Safitri | 21 | 20130810116 | FPB |
| 121 | Delima Mulya A. | 21 | 20140810155 | FPB |
| 122 | Ochi | 21 | 20140830024 | FPB |
| 123 | Yustria | 20 | 20140810010 | FPB |
| 124 | Nailus Saadah | 20 | 20140830036 | FPB |
| 125 | Ningrum Isnaeni | 20 | 20140830039 | FPB |
| 126 | Rakhma Riani | 21 | 20140830048 | FPB |
| 127 | Rikanita | 21 | 20160830016 | FPB |
| 128 | Anindita Putri Arini | 20 | 20140810186 | FPB |
| 129 | Rena Ramadhani | 20 | 20150820006 | FPB |

| NO | Identitas Responden | | | |
|-----|------------------------|------|-------------|----------|
| | Nama | Usia | NIM | Fakultas |
| 130 | Andin Juhaifah Eka P. | 19 | 20143030048 | Vokasi |
| 131 | Eni Oktafauziah | 19 | 20153030064 | Vokasi |
| 132 | Syafa Rahmadhani | 18 | 20163030048 | Vokasi |
| 133 | Diah Asri Aprilia M | 19 | 20163030041 | Vokasi |
| 134 | Prawati | 19 | 20163030026 | Vokasi |
| 135 | Eka Novitasari W | 18 | 20163030045 | Vokasi |
| 136 | Widyasari | 19 | 20163030047 | Vokasi |
| 137 | Candra Budi A. | 20 | 20143030033 | Vokasi |
| 138 | Dina Diniati | 19 | 20153030034 | Vokasi |
| 139 | Indra Trihesti | 19 | 20153030051 | Vokasi |
| 140 | Sandi Gumilang Putri | 21 | 20143030027 | Vokasi |
| 141 | Windi Hapsari Lubis | 19 | 20153020024 | Vokasi |
| 142 | Zulaikha Hestiningtyas | 20 | 20150302036 | Vokasi |
| 143 | Novia G. | 20 | 20150302048 | Vokasi |
| 144 | Hadiniati | 19 | 20153030015 | Vokasi |
| 145 | Maulia Nadine | 20 | 20133030062 | Vokasi |

Statistics

Usia

| | | |
|---|---------|-----|
| N | Valid | 145 |
| | Missing | 0 |

Usia

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 18-20 | 100 | 69.0 | 69.0 | 69.0 |
| | 21-22 | 45 | 31.0 | 31.0 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

Fakultas

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------|-----------|---------|---------------|-----------------------|
| Valid | Hukum | 16 | 11.0 | 11.0 | 11.0 |
| | Fisipol | 16 | 11.0 | 11.0 | 22.1 |
| | FEB | 17 | 11.7 | 11.7 | 33.8 |
| | FT | 16 | 11.0 | 11.0 | 44.8 |
| | FAI | 16 | 11.0 | 11.0 | 55.9 |
| | FKIK | 16 | 11.0 | 11.0 | 66.9 |
| | FP | 16 | 11.0 | 11.0 | 77.9 |
| | FPB | 16 | 11.0 | 11.0 | 89.0 |
| | Vokasi | 16 | 11.0 | 11.0 | 100.0 |
| Total | 145 | 100.0 | 100.0 | | |

LAMPIRAN 7 HASIL UJI ANALISIS JAWABAN RESPONDEN

Variabel Kesadaran Merek

Statistics

| | | KM1 | KM2 | KM3 |
|------|---------|------|------|------|
| N | Valid | 145 | 145 | 145 |
| | Missing | 0 | 0 | 0 |
| Mean | | 4.32 | 4.04 | 3.41 |
| Sum | | 627 | 586 | 495 |

KM1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | .7 | .7 | .7 |
| | 3 | 10 | 6.9 | 6.9 | 7.6 |
| | 4 | 75 | 51.7 | 51.7 | 59.3 |
| | 5 | 59 | 40.7 | 40.7 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

KM2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | .7 | .7 | .7 |
| | 2 | 1 | .7 | .7 | 1.4 |
| | 3 | 31 | 21.4 | 21.4 | 22.8 |
| | 4 | 70 | 48.3 | 48.3 | 71.0 |
| | 5 | 42 | 29.0 | 29.0 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

KM3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | .7 | .7 | .7 |
| | 2 | 6 | 4.1 | 4.1 | 4.8 |
| | 3 | 84 | 57.9 | 57.9 | 62.8 |
| | 4 | 40 | 27.6 | 27.6 | 90.3 |
| | 5 | 14 | 9.7 | 9.7 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

Variabel Kualitas Persepsian**Statistics**

| | | KP1 | KP2 | KP3 | KP4 | KP5 | KP6 | KP7 |
|------|---------|------|------|------|------|------|------|------|
| N | Valid | 145 | 145 | 145 | 145 | 145 | 145 | 145 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.58 | 3.79 | 3.54 | 3.50 | 3.81 | 3.71 | 3.87 |
| Sum | | 519 | 549 | 513 | 508 | 553 | 538 | 561 |

KP1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 6 | 4.1 | 4.1 | 4.1 |
| | 3 | 61 | 42.1 | 42.1 | 46.2 |
| | 4 | 66 | 45.5 | 45.5 | 91.7 |
| | 5 | 12 | 8.3 | 8.3 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

KP2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | .7 | .7 | .7 |
| | 2 | 4 | 2.8 | 2.8 | 3.4 |
| | 3 | 42 | 29.0 | 29.0 | 32.4 |
| | 4 | 76 | 52.4 | 52.4 | 84.8 |
| | 5 | 22 | 15.2 | 15.2 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

KP3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | .7 | .7 | .7 |
| | 2 | 10 | 6.9 | 6.9 | 7.6 |
| | 3 | 59 | 40.7 | 40.7 | 48.3 |
| | 4 | 60 | 41.4 | 41.4 | 89.7 |
| | 5 | 15 | 10.3 | 10.3 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

KP4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 1.4 | 1.4 | 1.4 |
| | 2 | 6 | 4.1 | 4.1 | 5.5 |
| | 3 | 64 | 44.1 | 44.1 | 49.7 |
| | 4 | 63 | 43.4 | 43.4 | 93.1 |
| | 5 | 10 | 6.9 | 6.9 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

KP5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | .7 | .7 | .7 |
| | 2 | 2 | 1.4 | 1.4 | 2.1 |
| | 3 | 39 | 26.9 | 26.9 | 29.0 |
| | 4 | 84 | 57.9 | 57.9 | 86.9 |
| | 5 | 19 | 13.1 | 13.1 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

KP6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 8 | 5.5 | 5.5 | 5.5 |
| | 3 | 43 | 29.7 | 29.7 | 35.2 |
| | 4 | 77 | 53.1 | 53.1 | 88.3 |
| | 5 | 17 | 11.7 | 11.7 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

KP7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | .7 | .7 | .7 |
| | 2 | 4 | 2.8 | 2.8 | 3.4 |
| | 3 | 32 | 22.1 | 22.1 | 25.5 |
| | 4 | 84 | 57.9 | 57.9 | 83.4 |
| | 5 | 24 | 16.6 | 16.6 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

Variabel Asosiasi Merek

Statistics

| | | AM1 | AM2 | AM3 | AM4 | AM5 | AM6 | AM7 | AM8 | AM9 |
|------|---------|------|------|------|------|------|------|------|------|------|
| N | Valid | 145 | 145 | 145 | 145 | 145 | 145 | 145 | 145 | 145 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.02 | 3.67 | 3.60 | 3.83 | 3.94 | 3.11 | 3.39 | 3.60 | 3.63 |
| Sum | | 583 | 532 | 522 | 555 | 571 | 451 | 491 | 522 | 527 |

AM1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 1.4 | 1.4 | 1.4 |
| | 3 | 30 | 20.7 | 20.7 | 22.1 |
| | 4 | 76 | 52.4 | 52.4 | 74.5 |
| | 5 | 37 | 25.5 | 25.5 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

AM2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | .7 | .7 | .7 |
| | 2 | 5 | 3.4 | 3.4 | 4.1 |
| | 3 | 50 | 34.5 | 34.5 | 38.6 |
| | 4 | 74 | 51.0 | 51.0 | 89.7 |
| | 5 | 15 | 10.3 | 10.3 | 100.0 |
| Total | 145 | 100.0 | 100.0 | | |

AM3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | .7 | .7 | .7 |
| | 2 | 15 | 10.3 | 10.3 | 11.0 |
| | 3 | 42 | 29.0 | 29.0 | 40.0 |
| | 4 | 70 | 48.3 | 48.3 | 88.3 |
| | 5 | 17 | 11.7 | 11.7 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

AM4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 5 | 3.4 | 3.4 | 3.4 |
| | 3 | 33 | 22.8 | 22.8 | 26.2 |
| | 4 | 89 | 61.4 | 61.4 | 87.6 |
| | 5 | 18 | 12.4 | 12.4 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

AM5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 5 | 3.4 | 3.4 | 3.4 |
| | 3 | 32 | 22.1 | 22.1 | 25.5 |
| | 4 | 75 | 51.7 | 51.7 | 77.2 |
| | 5 | 33 | 22.8 | 22.8 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

AM6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 1 | 5 | 3.4 | 3.4 | 3.4 |
| | 2 | 33 | 22.8 | 22.8 | 26.2 |
| | 3 | 59 | 40.7 | 40.7 | 66.9 |
| | 4 | 37 | 25.5 | 25.5 | 92.4 |
| | 5 | 11 | 7.6 | 7.6 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

AM7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 2 | 12 | 8.3 | 8.3 | 8.3 |
| | 3 | 73 | 50.3 | 50.3 | 58.6 |
| | 4 | 52 | 35.9 | 35.9 | 94.5 |
| | 5 | 8 | 5.5 | 5.5 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

AM8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 2 | 11 | 7.6 | 7.6 | 7.6 |
| | 3 | 51 | 35.2 | 35.2 | 42.8 |
| | 4 | 68 | 46.9 | 46.9 | 89.7 |
| | 5 | 15 | 10.3 | 10.3 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

AM9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 7 | 4.8 | 4.8 | 4.8 |
| | 3 | 52 | 35.9 | 35.9 | 40.7 |
| | 4 | 73 | 50.3 | 50.3 | 91.0 |
| | 5 | 13 | 9.0 | 9.0 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

Variabel Loyalitas Merek**Statistics**

| | | LM1 | LM2 | LM3 | LM4 | LM5 |
|------|---------|------|------|------|------|------|
| N | Valid | 145 | 145 | 145 | 145 | 145 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.81 | 3.38 | 3.73 | 3.90 | 3.51 |
| Sum | | 553 | 490 | 541 | 565 | 509 |

LM1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 6 | 4.1 | 4.1 | 4.1 |
| | 3 | 35 | 24.1 | 24.1 | 28.3 |
| | 4 | 84 | 57.9 | 57.9 | 86.2 |
| | 5 | 20 | 13.8 | 13.8 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

LM2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 1 | 2 | 1.4 | 1.4 | 1.4 |
| | 2 | 17 | 11.7 | 11.7 | 13.1 |
| | 3 | 60 | 41.4 | 41.4 | 54.5 |
| | 4 | 56 | 38.6 | 38.6 | 93.1 |
| | 5 | 10 | 6.9 | 6.9 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

LM3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 2 | 3 | 2.1 | 2.1 | 2.1 |
| | 3 | 48 | 33.1 | 33.1 | 35.2 |
| | 4 | 79 | 54.5 | 54.5 | 89.7 |
| | 5 | 15 | 10.3 | 10.3 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

LM4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 2 | 3 | 2.1 | 2.1 | 2.1 |
| | 3 | 35 | 24.1 | 24.1 | 26.2 |
| | 4 | 81 | 55.9 | 55.9 | 82.1 |
| | 5 | 26 | 17.9 | 17.9 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

LM5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | .7 | .7 | .7 |
| | 2 | 5 | 3.4 | 3.4 | 4.1 |
| | 3 | 70 | 48.3 | 48.3 | 52.4 |
| | 4 | 57 | 39.3 | 39.3 | 91.7 |
| | 5 | 12 | 8.3 | 8.3 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

Variabel Keputusan Pembelian

Statistics

| | | KPP1 | KPP2 | KPP3 | KPP4 | KPP5 |
|------|---------|------|------|------|------|------|
| N | Valid | 145 | 145 | 145 | 145 | 145 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.68 | 3.74 | 3.97 | 3.79 | 3.93 |
| Sum | | 533 | 542 | 575 | 550 | 570 |

KPP1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | .7 | .7 | .7 |
| | 2 | 8 | 5.5 | 5.5 | 6.2 |
| | 3 | 42 | 29.0 | 29.0 | 35.2 |
| | 4 | 80 | 55.2 | 55.2 | 90.3 |
| | 5 | 14 | 9.7 | 9.7 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

KPP2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 7 | 4.8 | 4.8 | 4.8 |
| | 3 | 41 | 28.3 | 28.3 | 33.1 |
| | 4 | 80 | 55.2 | 55.2 | 88.3 |
| | 5 | 17 | 11.7 | 11.7 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

KPP3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 4 | 2.8 | 2.8 | 2.8 |
| | 3 | 27 | 18.6 | 18.6 | 21.4 |
| | 4 | 84 | 57.9 | 57.9 | 79.3 |
| | 5 | 30 | 20.7 | 20.7 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

KPP4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 3 | 2.1 | 2.1 | 2.1 |
| | 3 | 39 | 26.9 | 26.9 | 29.0 |
| | 4 | 88 | 60.7 | 60.7 | 89.7 |
| | 5 | 15 | 10.3 | 10.3 | 100.0 |
| | Total | 145 | 100.0 | 100.0 | |

KPP5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | .7 | .7 | .7 |
| | 3 | 34 | 23.4 | 23.4 | 24.1 |
| | 4 | 84 | 57.9 | 57.9 | 82.1 |
| | 5 | 26 | 17.9 | 17.9 | 100.0 |
| Total | | 145 | 100.0 | 100.0 | |

LAMPIRAN 8 HASIL UJI REGRESI LINIER BERGANDA**Variables Entered/Removed^b**

| Model | Variables Entered | Variables Removed | Method |
|-------|--|-------------------|--------|
| 1 | TOTAL_LM, TOTAL_KM, TOTAL_KP, TOTAL_AM ^a | | Enter |

a. All requested variables entered.

b. Dependent Variable: TOTAL_KPP

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .604 ^a | .364 | .346 | 1.96841 |

a. Predictors: (Constant), TOTAL_LM, TOTAL_KM, TOTAL_KP, TOTAL_AM

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 310.998 | 4 | 77.750 | 20.066 | .000 ^a |
| | Residual | 542.450 | 140 | 3.875 | | |
| | Total | 853.448 | 144 | | | |

a. Predictors: (Constant), TOTAL_LM, TOTAL_KM, TOTAL_KP, TOTAL_AM

b. Dependent Variable: TOTAL_KPP

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 8.874 | 1.457 | | 6.089 | .000 |
| | TOTAL_KM | -.172 | .115 | -.117 | -1.487 | .139 |
| | TOTAL_KP | .011 | .079 | .016 | .134 | .894 |
| | TOTAL_AM | .043 | .062 | .085 | .689 | .492 |
| | TOTAL_LM | .577 | .098 | .572 | 5.866 | .000 |

a. Dependent Variable: TOTAL_KPP