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
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Lampiran 1

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : Dwi Anna Arisandi
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3. Program Studi : Manajemen
4. Judul Skripsi : Pengaruh Inovasi Produk,
Citra Merek dan *Brand Equity*
Terhadap Keputusan Pembelian
Lazizaa Chicken and Pizza
Cabang Sukodono
5. Dosen Pembimbing : Tony Susilo Wibowo S.E.,M.Pd,M.SM
Konsultasi : 30 September 2019-25 Juli 2020

No	Tanggal	Paraf Pembimbing	Uraian/Kegiatan	Keterangan
1.	8 Oktober 2019		Acc Konsep Penelitian	ACC
2.	18 Oktober 2019		Bab I	Revisi
3.	25 Oktober 2019		Bab I	ACC
4.	7 November 2019		Bab II	Revisi
5.	8 November 2019		Bab II	ACC
6.	22 November 2019		Bab III	Revisi
7.	4 Desember 2019		Bab III	ACC
8.	4 Desember 2019		Ujian Proposal	ACC
9.	10 April 2019		Bab IV & V	Revisi
10.	15 April 2019		Bab IV & V	ACC
11.	30 April 2019		Artikel	Revisi
12.	3 Mei 2019		Artikel	ACC
13.	3 Mei 2020		Ujian Skripsi	ACC

6. Tanggal Selesai Menulis Skripsi : 3 Mei 2020

Dosen Pembimbing ,



Tony Susilo Wibowo S.E, M.Pd, M.SM
NPP : 0709494/DY

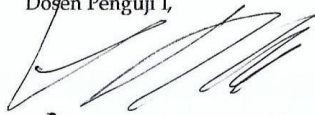
Lampiran 3 : Berita Acara Bimbingan Revisi Skripsi

BERITA ACARA BIMBINGAN REVISI SKRIPSI

1. Nama Mahasiswa : Dwi Anna Arisandi
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4. Judul Skripsi : Pengaruh Inovasi Produk, Citra Merek dan Brand Equity terhadap Keputusan Pembelian Lazizaa Chicken and Pizza Cabang Sukodono
5. Dosen Penguji : 1. Drs. Sigit Utomo, S.E, M.M
2. I Made Bagus Dwiarta, S.E, M.M

No	Tanggal	Materi Konsultasi	Paraf Penguji	
			Penguji I	Penguji II
1	3 Agustus 2020	Revisi BAB I-III		
2	4 Agustus 2020	Teknik Penulisan		
3	4 Agustus 2020	Daftar Pustaka		
4	4 Agustus 2020	Metodologi Penelitian		
5	4 Agustus 2020	Teknik Pengambilan Sampel		

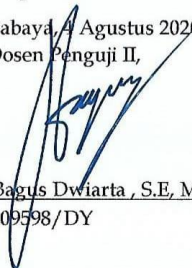
Dosen Penguji I,



Drs. Sigit Prihanto Utomo, S.E, M.M
NPP : 8706188 /DY

Surabaya, 4 Agustus 2020

Dosen Penguji II,



I Made Bagus Dwiarta, S.E, M.M
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Website :

Nomor : 200014/01/FE/1/2020
Lampiran : -
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:
Bapak/Ibu Pimpinan
PT. Lazizaa Rahmat Semesta
Jl. Raya Karang nongko Sukodono
di -
Sidoarjo

Sesuai kurikulum Fakultas Ekonomi Universitas PGRI Adi Buana Surabaya, maka mahasiswa wajib menulis Skripsi/Tugas Akhir dalam bentuk Laporan Penelitian dan Artikel Ilmiah. Berkaitan dengan hal tersebut mohon perkenan Bapak/Ibu untuk memberikan ijin penelitian kepada mahasiswa kami yang tersebut dibawah ini :

Nama : Dwi Anna Arisandi
NIM : 161500021
Prodi : Manajemen
Judul Skripsi : Pengaruh Inovasi Produk, Citra Merek dan Brand Equity terhadap Keputusan Pembelian Lazizaa Chicken and Pizza

Demikian atas perkenan serta kebijaksanaan Bapak/Ibu kami sampaikan terima kasih.

Surabaya, 7 Januari 2020
Dekan,


Dra. Siti Istikhoroh, M.Si
NIP. 19671019.199203.2001



PT. LAZIZAA RAHMAT SEMESTA

PT LAZIZAA RAHMAT SEMESTA

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Senin, 23 Januari 2020

Perihal : Surat Izin Penelitian
Lampiran : -

Kepada Yth.
Universitas PGRI ADI BUANA SURABAYA
Di Tempat

Dengan Hormat,
Yang bertanda tangan di bawah ini :

Nama : Soehartono
Jabatan : Direktur HRD

Menyatakan bahwa Perusahaan memberikan Izin Kepada

Nama : Dwi Anna Arisandi
Asal Universitas : universitas PGRI ADI BUANA SURABAYA
NIM : 161500021

Untuk melakukan penelitian di Lazizaa Chicken And Pizza Cabang Sukodono selama 2 minggu dimulai pada tanggal 24 Januari 2020 – 14 Februari 2020 dengan judul penelitian "PENGARUH INOVASI PRODUK, CITRA MERK, DAN BRAND EQUITY TERHADAP KEPUTUSAN PEMBELIAN LAZIZAA CHICKEN AND PIZZA CABANG SUKODONO"

Demikian Surat izin ini kami sampaikan, Atas Perhatiannya kami ucapka Terimakasih.

Hormat Kami

Soehartono
Direktur HRD

LAMPIRAN

Lampiran 6. Tabulasi Inovasi Produk (X1)

No. Responden	Inovasi Produk (X1)												
	X1 .1_ 1	X1 .1_ 2	X1 .2_ 1	X1 .2_ 2	X1 .3_ 1	X1 .3_ 2	X1 .4_ 1	X1 .4_ 2	X1 .5_ 1	X1 .5_ 2	X1 .6_ 1	X1 .6_ 2	X1
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Resp_100	5	5	5	3	3	5	5	5	3	5	5	5	54

Citra Merek (X2)

No. Responden	Citra Merek (X2)						
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Resp_3	4	4	4	4	4	4	24

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Resp_8	5	4	5	4	4	3	25
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Resp_12	5	4	3	4	5	5	26
Resp_13	4	5	5	4	5	4	27
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Resp_15	5	4	5	5	4	5	28
Resp_16	4	4	5	4	4	5	26
Resp_17	4	4	5	4	3	4	24
Resp_18	4	4	4	4	4	4	24
Resp_19	4	4	4	4	3	3	22
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Resp_68	4	5	4	4	4	5	26
Resp_69	5	4	5	5	4	4	27
Resp_70	4	5	4	4	4	4	25
Resp_71	4	5	4	4	5	4	26
Resp_72	4	5	5	4	4	4	26
Resp_73	5	4	4	4	4	4	25
Resp_74	4	5	4	4	4	4	25
Resp_75	4	4	4	4	4	4	24
Resp_76	4	5	5	4	4	5	27
Resp_77	5	5	4	4	4	5	27
Resp_78	4	4	5	4	4	4	25
Resp_79	5	4	5	5	5	4	28
Resp_80	4	4	4	4	4	5	25
Resp_81	5	4	3	4	5	4	25
Resp_82	4	5	4	5	4	4	26
Resp_83	4	5	5	5	5	4	28
Resp_84	4	4	4	4	4	5	25
Resp_85	4	4	4	4	4	4	24
Resp_86	4	4	4	4	4	4	24
Resp_87	5	5	5	4	4	5	28
Resp_88	4	4	4	4	4	4	24
Resp_89	3	3	4	4	4	3	21
Resp_90	4	4	4	4	4	4	24

Resp_91	4	4	4	4	4	4	24
Resp_92	3	3	3	4	3	3	19
Resp_93	4	4	4	5	4	4	25
Resp_94	4	4	4	4	4	4	24
Resp_95	5	5	5	5	5	5	30
Resp_96	4	4	5	4	5	4	26
Resp_97	3	4	4	4	4	4	23
Resp_98	3	4	4	4	4	4	23
Resp_99	4	4	4	4	4	4	24
Resp_100	5	5	5	5	5	5	30

Brand Equity (X3)

No. Responden	Brand Equity (X3)														X3
	X3 .1_1	X3 .1_2	X3 .2_1	X3 .2_2	X3 .3_1	X3 .3_2	X3 .4_1	X3 .4_2	X3 .5_1	X3 .5_2	X3 .6_1	X3 .6_2	X3 .7_1	X3 .7_2	
Resp_1	4	5	5	5	4	4	4	4	4	4	5	5	5	5	63
Resp_2	4	4	4	4	5	4	2	3	4	4	4	4	5	4	55
Resp_3	4	4	4	4	5	5	2	3	4	4	3	4	5	4	55
Resp_4	5	4	5	5	5	4	4	5	5	4	5	5	5	4	65
Resp_5	5	4	5	5	4	4	5	4	5	4	5	4	5	4	63
Resp_6	5	4	5	5	4	4	5	4	4	5	2	3	4	3	57
Resp_7	5	4	5	4	5	5	5	4	5	4	5	4	4	4	63
Resp_8	4	5	4	4	5	4	4	4	5	4	4	4	4	3	58
Resp_9	5	4	4	4	5	4	4	5	4	5	4	5	5	4	62
Resp_10	4	3	4	5	4	5	5	4	4	5	5	4	4	4	60
Resp_11	4	4	5	4	4	4	3	5	5	3	4	4	4	4	57
Resp_12	5	4	4	4	5	4	4	4	4	4	3	3	3	3	54
Resp_13	5	4	5	4	5	4	4	3	3	5	4	5	4	5	60
Resp_14	5	5	4	5	4	5	5	3	4	3	5	3	3	5	59

Resp_44	4	3	4	3	4	3	3	3	4	5	4	4	4	4	52
Resp_45	4	3	4	3	4	3	4	3	4	4	4	4	4	4	52
Resp_46	4	5	4	4	5	5	5	5	4	4	5	4	4	5	63
Resp_47	4	4	4	4	5	4	5	4	5	5	5	5	4	4	62
Resp_48	4	3	4	5	5	4	5	3	5	3	4	3	4	4	56
Resp_49	4	3	4	3	4	3	4	4	4	5	4	5	4	4	55
Resp_50	4	4	5	4	5	4	4	3	4	4	4	4	4	4	57
Resp_51	5	4	5	4	4	3	4	3	4	5	4	4	4	4	57
Resp_52	4	4	3	3	4	3	3	3	4	4	4	4	4	4	51
Resp_53	4	5	4	3	4	3	3	3	4	4	4	4	4	4	53
Resp_54	4	3	4	3	4	4	4	3	3	3	4	4	4	4	51
Resp_55	5	5	4	4	4	5	5	4	5	4	4	4	4	4	61
Resp_56	4	4	5	5	4	4	5	4	5	4	4	4	5	5	62
Resp_57	4	5	5	4	5	5	5	4	4	4	5	4	4	4	62
Resp_58	4	4	4	5	5	4	5	5	4	5	5	4	4	4	62
Resp_59	4	4	4	4	4	5	5	5	4	4	4	4	4	4	59
Resp_60	5	4	4	4	4	4	5	4	5	4	5	5	4	4	61
Resp_61	4	5	4	4	5	5	4	4	5	4	5	4	5	5	63
Resp_62	4	4	4	4	5	4	5	4	5	4	4	4	4	4	59
Resp_63	4	4	4	5	4	5	4	5	4	5	5	4	4	4	61
Resp_64	4	3	4	3	3	3	4	4	4	3	4	4	4	5	52
Resp_65	4	5	4	5	4	4	5	4	4	4	4	5	4	4	60
Resp_66	4	5	5	4	5	5	5	4	5	4	4	4	5	4	63
Resp_67	4	4	4	5	4	3	4	3	4	4	5	4	4	4	56
Resp_68	4	5	4	4	4	5	4	5	4	4	4	4	4	4	59
Resp_69	5	4	5	4	4	3	4	3	4	5	4	4	4	5	58
Resp_70	4	3	4	3	4	3	4	3	4	4	4	4	5	4	53
Resp_71	4	3	3	3	3	3	4	3	4	4	4	5	4	4	51
Resp_72	4	4	4	5	4	5	4	4	4	3	4	4	4	4	57

Keputusan Pembelian (Y)

No. Responden	Keputusan Pembelian (Y)								
	Y.1_1	Y.1_2	Y.2_1	Y.2_2	Y.3_1	Y.3_2	Y.4_1	Y.4_2	Y
Resp_1	4	4	4	4	4	4	4	5	33
Resp_2	4	2	4	4	4	4	4	5	31
Resp_3	4	3	4	4	5	4	4	4	32
Resp_4	5	4	5	5	4	4	5	4	36
Resp_5	5	4	5	5	4	4	5	5	37
Resp_6	4	4	5	5	4	5	4	5	36
Resp_7	4	4	4	2	2	4	3	4	27
Resp_8	4	5	5	4	5	4	4	5	36
Resp_9	5	4	5	4	5	4	4	5	36
Resp_10	4	5	4	5	5	4	4	5	36
Resp_11	4	5	4	4	4	4	5	5	35
Resp_12	3	3	4	4	5	4	5	4	32
Resp_13	5	4	5	4	5	4	5	4	36
Resp_14	5	4	4	5	4	4	5	4	35
Resp_15	4	4	5	5	4	5	5	4	36
Resp_16	4	3	3	3	4	5	5	5	32
Resp_17	4	4	3	4	5	4	4	5	33
Resp_18	4	4	4	4	4	4	4	4	32
Resp_19	4	4	4	4	4	4	4	4	32
Resp_20	5	4	3	3	5	4	3	4	31
Resp_21	5	4	5	4	5	4	4	5	36
Resp_22	4	3	4	4	4	4	4	4	31
Resp_23	5	5	4	4	4	4	4	4	34
Resp_24	4	4	4	5	4	4	5	4	34
Resp_25	4	3	5	4	4	4	4	4	32

Resp_26	4	3	4	4	4	4	5	4	32
Resp_27	4	5	5	4	5	4	4	4	35
Resp_28	4	4	5	4	4	5	5	5	36
Resp_29	4	5	4	4	5	4	5	5	36
Resp_30	4	5	4	4	3	3	4	4	31
Resp_31	5	5	4	4	4	4	3	3	32
Resp_32	5	4	5	4	3	3	5	5	34
Resp_33	4	4	4	4	3	3	5	5	32
Resp_34	4	4	4	4	4	4	4	4	32
Resp_35	4	3	4	3	5	4	5	5	33
Resp_36	4	4	4	3	4	4	4	4	31
Resp_37	4	3	4	3	4	4	4	4	30
Resp_38	4	3	4	4	4	4	4	5	32
Resp_39	4	4	4	4	4	4	4	4	32
Resp_40	4	3	4	3	4	4	4	4	30
Resp_41	4	4	4	4	4	4	4	4	32
Resp_42	4	3	4	3	4	4	4	4	30
Resp_43	4	3	4	3	4	4	4	4	30
Resp_44	4	3	4	3	4	4	4	4	30
Resp_45	4	3	4	4	4	4	4	4	31
Resp_46	4	5	4	5	4	4	5	5	36
Resp_47	4	4	4	4	5	5	5	5	36
Resp_48	4	3	4	4	4	4	4	5	32
Resp_49	4	4	4	3	4	5	5	5	34
Resp_50	5	4	5	4	5	5	4	4	36
Resp_51	4	3	3	3	3	4	4	4	28
Resp_52	4	4	4	4	5	5	5	5	36
Resp_53	4	4	4	3	4	4	5	5	33
Resp_54	4	3	4	3	4	4	5	5	32

Resp_55	4	4	4	4	4	4	4	4	32
Resp_56	4	4	5	4	4	4	4	4	33
Resp_57	3	3	3	4	4	5	5	5	32
Resp_58	4	4	5	4	5	4	5	4	35
Resp_59	5	4	5	4	5	4	4	5	36
Resp_60	5	4	4	5	5	4	5	5	37
Resp_61	3	3	3	4	4	5	4	4	30
Resp_62	4	3	3	3	4	4	5	4	30
Resp_63	4	5	4	5	5	4	4	4	35
Resp_64	4	3	4	3	4	5	5	4	32
Resp_65	4	3	4	5	4	4	5	4	33
Resp_66	4	4	5	4	4	5	4	5	35
Resp_67	4	3	4	4	5	4	5	4	33
Resp_68	4	5	4	3	4	4	5	5	34
Resp_69	4	3	4	3	5	4	4	5	32
Resp_70	4	3	4	3	4	5	5	5	33
Resp_71	4	3	4	3	4	4	4	4	30
Resp_72	4	4	4	3	4	4	5	5	33
Resp_73	4	3	4	4	5	4	4	4	32
Resp_74	4	4	4	4	4	5	5	5	35
Resp_75	4	3	4	3	4	3	5	5	31
Resp_76	4	3	3	3	5	3	4	5	30
Resp_77	4	3	5	4	5	5	4	4	34
Resp_78	4	4	4	3	5	4	4	5	33
Resp_79	4	3	3	3	5	5	5	5	33
Resp_80	5	4	5	4	5	5	5	5	38
Resp_81	5	4	3	4	5	3	4	5	33
Resp_82	5	4	4	5	4	4	5	4	35
Resp_83	4	4	5	4	5	4	5	5	36

Resp_84	4	4	4	4	4	4	4	4	32
Resp_85	4	4	4	4	4	4	4	4	32
Resp_86	3	3	4	3	4	4	4	4	29
Resp_87	4	3	4	3	5	5	3	4	31
Resp_88	3	2	3	3	4	4	4	3	26
Resp_89	4	3	3	3	4	4	4	4	29
Resp_90	4	3	4	3	4	4	4	4	30
Resp_91	5	4	4	4	4	4	4	4	33
Resp_92	4	3	4	4	3	4	4	4	30
Resp_93	4	5	5	5	5	5	5	5	39
Resp_94	4	4	4	4	4	4	4	4	32
Resp_95	5	5	5	5	5	5	5	5	40
Resp_96	4	4	4	4	5	4	4	5	34
Resp_97	5	4	4	4	4	4	4	4	33
Resp_98	3	3	3	3	2	2	3	3	22
Resp_99	4	3	4	4	4	4	4	4	31
Resp_100	4	3	4	4	3	4	5	3	30

Rekapitulasi total skor jawaban responden

Responden	Inovasi Produk (X1)	Citra Merek (X2)	Brand Equity (X3)	Keputusan Pembelian (Y)
Resp_1	46	28	63	33
Resp_2	51	30	55	31
Resp_3	51	24	55	32
Resp_4	55	28	65	36
Resp_5	56	28	63	37
Resp_6	55	23	57	36
Resp_7	54	28	63	27

Resp_8	51	25	58	36
Resp_9	50	28	62	36
Resp_10	48	29	60	36
Resp_11	49	25	57	35
Resp_12	47	26	54	32
Resp_13	52	27	60	36
Resp_14	54	27	59	35
Resp_15	46	28	62	36
Resp_16	48	26	56	32
Resp_17	50	24	57	33
Resp_18	48	24	58	32
Resp_19	52	22	54	32
Resp_20	53	27	61	31
Resp_21	53	26	64	36
Resp_22	46	24	50	31
Resp_23	52	26	60	34
Resp_24	54	26	59	34
Resp_25	49	24	60	32
Resp_26	49	24	60	32
Resp_27	51	26	59	35
Resp_28	51	25	61	36
Resp_29	54	28	63	36
Resp_30	56	25	64	31
Resp_31	51	26	61	32
Resp_32	52	25	62	34
Resp_33	51	26	53	32
Resp_34	49	24	56	32
Resp_35	54	24	58	33
Resp_36	51	22	59	31

Resp_37	49	25	60	30
Resp_38	55	24	54	32
Resp_39	51	25	60	32
Resp_40	48	27	59	30
Resp_41	51	25	52	32
Resp_42	50	26	56	30
Resp_43	51	24	58	30
Resp_44	49	24	52	30
Resp_45	46	24	52	31
Resp_46	48	27	63	36
Resp_47	52	25	62	36
Resp_48	55	24	56	32
Resp_49	48	25	55	34
Resp_50	50	24	57	36
Resp_51	50	26	57	28
Resp_52	47	24	51	36
Resp_53	53	25	53	33
Resp_54	48	24	51	32
Resp_55	54	28	61	32
Resp_56	54	26	62	33
Resp_57	51	27	62	32
Resp_58	52	25	62	35
Resp_59	51	27	59	36
Resp_60	53	24	61	37
Resp_61	54	24	63	30
Resp_62	54	27	59	30
Resp_63	52	24	61	35
Resp_64	52	26	52	32
Resp_65	53	25	60	33

Resp_66	53	27	63	35
Resp_67	52	26	56	33
Resp_68	51	26	59	34
Resp_69	53	27	58	32
Resp_70	51	25	53	33
Resp_71	51	26	51	30
Resp_72	50	26	57	33
Resp_73	55	25	52	32
Resp_74	51	25	53	35
Resp_75	54	24	56	31
Resp_76	50	27	61	30
Resp_77	58	27	53	34
Resp_78	52	25	55	33
Resp_79	54	28	63	33
Resp_80	50	25	50	38
Resp_81	45	25	54	33
Resp_82	52	26	61	35
Resp_83	50	28	59	36
Resp_84	50	25	56	32
Resp_85	48	24	56	32
Resp_86	47	24	48	29
Resp_87	54	28	52	31
Resp_88	42	24	42	26
Resp_89	46	21	43	29
Resp_90	48	24	48	30
Resp_91	45	24	56	33
Resp_92	46	19	46	30
Resp_93	50	25	61	39
Resp_94	48	24	56	32

Resp_95	54	30	70	40
Resp_96	51	26	61	34
Resp_97	49	23	56	33
Resp_98	47	23	46	22
Resp_99	54	24	54	31
Resp_100	54	30	70	30

Lampiran 7
Tabel frekuensi jawaban responden

		Statistics											
		X1. 1_1	X1. 1_2	X1. 2_1	X1. 2_2	X1. 3_1	X1. 3_2	X1. 4_1	X1.4_ 2	X1.5_ 1	X1.5_ 2	X1.6_ 1	X1.6_ 2
N	Valid	100	100	100	100	100	100	100	100	100	100	100	100
	Missin g	0	0	0	0	0	0	0	0	0	0	0	0
Mean		4.28 00	4.26 00	4.31 00	4.14 00	4.25 00	4.17 00	4.30 00	4.140 0	4.260 0	4.240 0	4.310 0	4.290 0
Median		4.00 00	4.00 00	4.00 00	4.00 00	4.00 00	4.00 00	4.00 00	4.000 0	4.000 0	4.000 0	4.000 0	4.000 0
Std. Deviation		.473 12	.440 84	.580 75	.568 89	.557 32	.569 51	.559 58	.6198 7	.5966 2	.6375 5	.5064 2	.5558 7
Variance		.224	.194	.337	.324	.311	.324	.313	.384	.356	.406	.256	.309
Minimum		3.00	4.00	3.00	2.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00
Maximum		5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
Perce ntiles	10	4.00 00	4.00 00	4.00 00	4.00 00	4.00 00	4.00 00	4.00 00	3.000 0	4.000 0	3.000 0	4.000 0	4.000 0

20	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.000	4.000	4.000	4.000	4.000
	00	00	00	00	00	00	00	00	0	0	0	0	0
25	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.000	4.000	4.000	4.000	4.000
	00	00	00	00	00	00	00	00	0	0	0	0	0
30	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.000	4.000	4.000	4.000	4.000
	00	00	00	00	00	00	00	00	0	0	0	0	0
40	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.000	4.000	4.000	4.000	4.000
	00	00	00	00	00	00	00	00	0	0	0	0	0
50	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.000	4.000	4.000	4.000	4.000
	00	00	00	00	00	00	00	00	0	0	0	0	0
60	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.000	4.000	4.000	4.000	4.000
	00	00	00	00	00	00	00	00	0	0	0	0	0
70	4.00	4.00	5.00	4.00	5.00	4.00	5.00	4.00	4.000	5.000	5.000	5.000	5.000
	00	00	00	00	00	00	00	00	0	0	0	0	0
75	5.00	5.00	5.00	4.00	5.00	5.00	5.00	5.00	5.000	5.000	5.000	5.000	5.000
	00	00	00	00	00	00	00	00	0	0	0	0	0
80	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.000	5.000	5.000	5.000	5.000
	00	00	00	00	00	00	00	00	0	0	0	0	0
90	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.000	5.000	5.000	5.000	5.000
	00	00	00	00	00	00	00	00	0	0	0	0	0

X1.1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	1.0	1.0	1.0
	4.00	70	70.0	70.0	71.0
	5.00	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

X1.1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	74	74.0	74.0	74.0
	5.00	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

X1.2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	6	6.0	6.0	6.0
	4.00	57	57.0	57.0	63.0
	5.00	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

XI.2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	7	7.0	7.0	8.0
	4.00	69	69.0	69.0	77.0
	5.00	23	23.0	23.0	100.0
Total	100	100.0	100.0		

X1.3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	6	6.0	6.0	6.0
	4.00	63	63.0	63.0	69.0
	5.00	31	31.0	31.0	100.0
Total	100	100.0	100.0		

X1.3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	9	9.0	9.0	9.0
	4.00	65	65.0	65.0	74.0
	5.00	26	26.0	26.0	100.0
Total	100	100.0	100.0		

X1.4_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	5	5.0	5.0
	4.00	60	60.0	65.0
	5.00	35	35.0	100.0
Total	100	100.0	100.0	

X1.4_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0
	3.00	10	10.0	11.0
	4.00	63	63.0	74.0
	5.00	26	26.0	100.0
Total	100	100.0	100.0	

X1.5_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	8	8.0	8.0
	4.00	58	58.0	66.0
	5.00	34	34.0	100.0
Total	100	100.0	100.0	

X1.5_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	11	11.0	11.0	11.0
	4.00	54	54.0	54.0	65.0
	5.00	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

X1.6_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	2	2.0	2.0	2.0
	4.00	65	65.0	65.0	67.0
	5.00	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

X1.6_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	5	5.0	5.0	5.0
	4.00	61	61.0	61.0	66.0
	5.00	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

X2.1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	4	4.0	4.0	4.0
	4.00	66	66.0	66.0	70.0
	5.00	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

X2.1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	3	3.0	3.0	3.0
	4.00	67	67.0	67.0	70.0
	5.00	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

X2.2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	5	5.0	5.0	5.0
	4.00	55	55.0	55.0	60.0
	5.00	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

X2.2_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	2	2.0	2.0
	4.00	75	75.0	77.0
	5.00	23	23.0	100.0
Total	100	100.0	100.0	

X2.3_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	5	5.0	5.0
	4.00	77	77.0	82.0
	5.00	18	18.0	100.0
Total	100	100.0	100.0	

X2.3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	6	6.0	6.0
	4.00	65	65.0	71.0
	5.00	29	29.0	100.0
Total	100	100.0	100.0	

40	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
	00	00	00	00	00	00	00	00	00	00	00	00	00	00
50	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
	00	00	00	00	00	00	00	00	00	00	00	00	00	00
60	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
	00	00	00	00	00	00	00	00	00	00	00	00	00	00
70	4.00	4.00	4.00	5.00	5.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
	00	00	00	00	00	00	00	00	00	00	00	00	00	00
75	4.00	5.00	5.00	5.00	5.00	4.75	5.00	4.00	5.00	4.00	5.00	4.00	4.00	4.00
	00	00	00	00	00	00	00	00	00	00	00	00	00	00
80	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.80	5.00	5.00	5.00	5.00	5.00	4.80
	00	00	00	00	00	00	00	00	00	00	00	00	00	00
90	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
	00	00	00	00	00	00	00	00	00	00	00	00	00	00

X3.1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	6	6.0	6.0	6.0
4.00	73	73.0	73.0	79.0
5.00	21	21.0	21.0	100.0
Total	100	100.0	100.0	

X3.1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	21	21.0	21.0	21.0
	4.00	53	53.0	53.0	74.0
	5.00	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

X3.2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	8	8.0	8.0	8.0
	4.00	64	64.0	64.0	72.0
	5.00	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

X3.2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	22	22.0	22.0	23.0
	4.00	43	43.0	43.0	66.0
	5.00	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

X3.3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	12	12.0	12.0	12.0
	4.00	54	54.0	54.0	66.0
	5.00	34	34.0	34.0	100.0
Total		100	100.0	100.0	

X3.3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	21	21.0	21.0	21.0
	4.00	54	54.0	54.0	75.0
	5.00	25	25.0	25.0	100.0
Total		100	100.0	100.0	

X3.4_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	5.0	5.0	5.0
	3.00	18	18.0	18.0	23.0
	4.00	45	45.0	45.0	68.0
	5.00	32	32.0	32.0	100.0
Total		100	100.0	100.0	

X3.4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0

3.00	34	34.0	34.0	35.0
4.00	45	45.0	45.0	80.0
5.00	20	20.0	20.0	100.0
Total	100	100.0	100.0	

X3.5_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0
	3.00	9	9.0	10.0
	4.00	63	63.0	73.0
	5.00	27	27.0	100.0
Total	100	100.0	100.0	

X3.5_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	12	12.0	12.0
	4.00	65	65.0	77.0
	5.00	23	23.0	100.0
Total	100	100.0	100.0	

X3.6_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0
	3.00	8	8.0	9.0
	4.00	65	65.0	74.0
	5.00	26	26.0	100.0
Total	100	100.0	100.0	

X3.6_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	9	9.0	9.0
	4.00	67	67.0	76.0
	5.00	24	24.0	100.0
Total	100	100.0	100.0	

X3.7_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	9	9.0	9.0
	4.00	71	71.0	80.0
	5.00	20	20.0	100.0
Total	100	100.0	100.0	

X3.7_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0
	3.00	11	11.0	12.0
	4.00	74	74.0	86.0
	5.00	14	14.0	100.0
Total	100	100.0	100.0	

Y.1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	6	6.0	6.0
	4.00	75	75.0	81.0
	5.00	19	19.0	100.0
Total	100	100.0	100.0	

Y.1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0
	3.00	39	39.0	41.0
	4.00	46	46.0	87.0
	5.00	13	13.0	100.0
Total	100	100.0	100.0	

Y.2_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	13	13.0	13.0
	4.00	65	65.0	78.0
	5.00	22	22.0	100.0
Total	100	100.0	100.0	

Y.2_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0
	3.00	30	30.0	31.0
	4.00	55	55.0	86.0
	5.00	14	14.0	100.0
Total	100	100.0	100.0	

Y.3_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0
	3.00	6	6.0	8.0
	4.00	59	59.0	67.0
	5.00	33	33.0	100.0
Total	100	100.0	100.0	

Y.3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0
	3.00	6	6.0	7.0
	4.00	73	73.0	80.0
	5.00	20	20.0	100.0
Total	100	100.0	100.0	

Y.4_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	5	5.0	5.0	5.0
	4.00	55	55.0	55.0	60.0
	5.00	40	40.0	40.0	100.0
Total		100	100.0	100.0	

Y.4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	4	4.0	4.0	4.0
	4.00	53	53.0	53.0	57.0
	5.00	43	43.0	43.0	100.0
Total		100	100.0	100.0	

Pearson Correlation	.293**	.313**	.486**	.565**	.271**	.373**	.367**	.402**	.526**	.577**	.420**	.450**	1
Sig. (2-tailed)	.003	.002	.000	.000	.006	.000	.000	.000	.000	.000	.000	.000	
N	100	100	100	100	100	100	100	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).

Uji Validitas (X2)

Correlations

		X2.1_1	X2.1_2	X2.2_1	X2.2_2	X2.3_1	X2.3_2	Citra Merek
X2.1_1	Pearson Correlation	1	.113	.365**	.107	.316**	.317**	.622**

X3.6_1	Pearson Correlation	.088	.201*	.113	.249	.274	.183	.309	.319	.396	.180	1	.412	.263	.463	.554**
	Sig. (2-tailed)	.385	.044	.264	.012	.006	.069	.002	.001	.000	.073		.000	.008	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X3.6_2	Pearson Correlation	.027	.086	.255*	.082	.104	.037	.052	.199	.106	.228	.412	1	.183	.296	.360**
	Sig. (2-tailed)	.788	.396	.010	.416	.303	.713	.609	.047	.293	.023	.000		.068	.003	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X3.7_1	Pearson Correlation	.090	.151	.262**	.170	.283	.128	.194	.413	.410	.352	.263	.183	1	.489	.530**
	Sig. (2-tailed)	.375	.133	.009	.090	.004	.205	.053	.000	.000	.000	.008	.068		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X3.7_2	Pearson Correlation	.032	.189	.322**	.191	.167	.191	.266	.268	.299	.220	.463	.296	.489	1	.531**
	Sig. (2-tailed)	.754	.060	.001	.057	.096	.057	.008	.007	.003	.028	.000	.003	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Bra nd	Pearson Correlation	.425**	.568**	.606**	.599**	.603**	.566**	.678**	.726**	.619**	.484**	.554**	.360**	.530**	.531**	1

Pembelian	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	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).

Uji Reliabilitas (X1)

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.

Reliability Statistics

Cronbach's Alpha	N of Items
.615	12

Uji Reliabilitas (X2)

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.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.652	6

Uji Reliabilitas (X3)

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.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.835	14

Uji Reliabilitas (Y)

Case Processing Summary

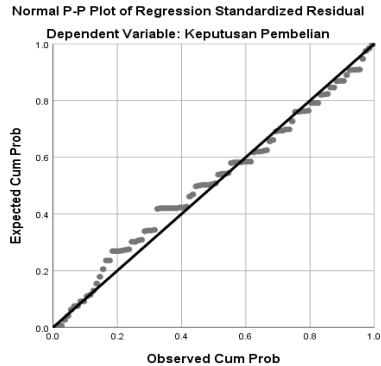
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.705	8

Uji Normalitas



One-Sample Kolmogorov-Smirnov Test

Unstandardized
Residual

N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.43355696
Most Extreme Differences	Absolute	.084
	Positive	.047
	Negative	-.084
Test Statistic		.084
Asymp. Sig. (2-tailed)		.082 ^c

a. Test distribution is Normal.

b. Calculated from data.

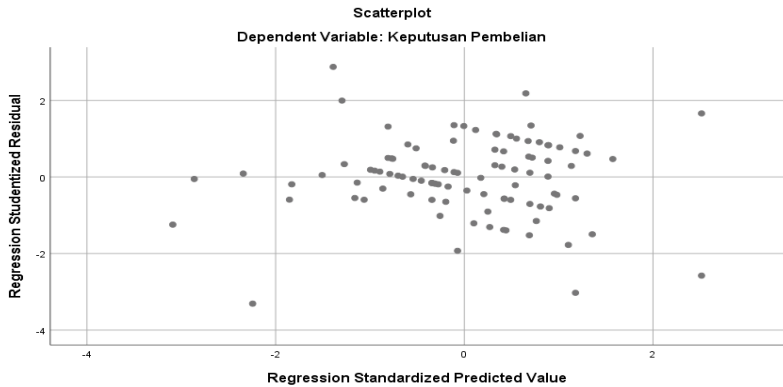
c. Lilliefors Significance Correction.

Uji Multikolinieritas

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1	(Constant)	16.822	4.815		3.493	.001	
	Inovasi Produk	.032	.096	.034	.330	.742	1.286
	Citra Merek	.024	.164	.016	.148	.882	1.514
	Brand Equity	.240	.064	.443	3.733	.000	1.734

a. Dependent Variable: Keputusan Pembelian

Uji Heterokedastisitas



Uji Autokorelasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.470 ^a	.220	.196	2.47129	1.914

a. Predictors: (Constant), Brand Equity, Inovasi Produk, Citra Merek

b. Dependent Variable: Keputusan Pembelian

Uji Regresi Linier dan uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	16.82	4.815		3.493	.001		
	2							
	Inovasi Produk	.032	.096	.034	.330	.742	.777	1.286
	Citra Merek	.024	.164	.016	.148	.882	.661	1.514
	Brand Equity	.240	.064	.443	3.733	.000	.577	1.734

a. Dependent Variable: Keputusan Pembelian

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ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	165.812	3	55.271	9.050	.000 ^b
	Residual	586.298	96	6.107		
	Total	752.110	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Brand Equity, Inovasi Produk, Citra Merek

