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HALAMAN SENGAJA DI KOSONGKAN

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Judul Skripsi	: Pengaruh Citra Merek dan Kualitas Produk terhadap Keputusan Pembelian Produk Oriflame PT.Orindo Alam Ayu
Dosen Pembimbing	: Ketut Surabagiarta, Drs. SE, MM
Periode Kepembimbingan	: 30 September 2019 s/d 30 Maret 2020

URAIAN KEGIATAN KEPEMBIMBINGAN :

NO	TANGGAL	MATERI BIMBINGAN	KET.	TANDA TANGAN
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11	15-1-20	ada	ada	[Signature]
12	20-1-20	ada	ada	[Signature]
13				

Bimbingan selesai pada tanggal :

Dosen Pembimbing,

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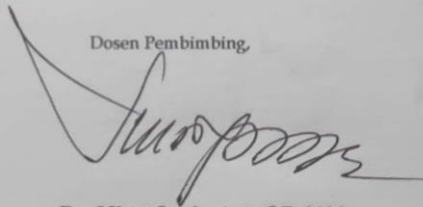
Lampiran Lembar Persetujuan

LEMBAR PERSETUJUAN

Skripsi ini telah disetujui oleh Dosen Pembimbing dan layak untuk diuji :

Tanggal : 8 Juni 2020

Dosen Pembimbing,



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BERITA ACARA UJIAN PROPOSAL SKRIPSI

Pada hari ini Jumat tanggal 03 bulan Januari tahun 2020 bertempat di Fakultas Ekonomi Universitas PGRI Adi Buana Surabaya telah dilaksanakan Ujian Proposal Skripsi Semester Ganjil / Genap *) Tahun Akademik 2019 /2020

Nama Mahasiswa	: Siti Maisyaroh
NIM	: 161500057
Program Studi	: Ekonomi / Manajemen
Judul Proposal	: Pengaruh Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Oriflame PT. Orindo Alam Ayu. (Studi Kasus Pada Mahasiswa Prodi Manajemen Fakultas Ekonomi Universitas PGRI Adi Buana Surabaya)

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No	NIM	Nama Mahasiswa	Tanda Tangan
1	161500135	Aji Saadatul U.S	
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3	161500359	Nanda Mita Faradita	
4	161500122	Lusy Fitri Salca Billa	
5	161500050	Dinda Haggun Syappilah	
6	161500159	Arma Suryanah	
7	161500015	Citra Dewi M.	
8	161500024	Syekhal Al Kaffi	
9	161500002	Ian Tirgilawan P	
10	161500088	AHMAD DZIKRI FAJAR. LI	
11	161500125	Dika. Nur. P.	
12	161500096	Arma Kasih M.W.	
13	16160016	Khayyidah	
14	161500221	Den Chumairroh	
15	161500114	Sauka Ichhyari Dewi	

Surabaya, 3 Januari 2020

Penguji :

Pembimbing :

Lampiran Izin Penelitian



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Website : <http://www.fe.unipasby.ac.id>

Nomor : 200311/01/FE/V/2020
Lampiran : -
Perihal : **Persetujuan Ijin Penelitian**

Surabaya, 4 Mei 2020

Kepada Yth:
Siti Maisyaroh
Universitas PGRI Adi Buana Surabaya
di-
Surabaya

Sehubungan dengan surat Permohonan Ijin Penelitian atas nama :

Nama : Siti Maisyaroh
NIM : 161500057
Perguruan Tinggi : Universitas PGRI Adi Buana Surabaya
Judul Penelitian : Pengaruh Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Oriflame PT. Orindo Alam Ayu (Studi Kasus Pada Mahasiswa Program Studi Manajemen Fakultas Ekonomi Universitas PGRI Adi Buana Surabaya)

Dengan ini kami memberikan ijin dengan ketentuan :

1. Kuesioner diberikan kepada mahasiswa Manajemen Kelas A,B,D,E,F,G
2. Jangka waktu mulai tanggal 5 s/d 8 Mei 2020 jam 08:00-20:00 Wib

Demikian, agar dapat dipergunakan sebagaimana mestinya.



Tembusan Yth:
1. Kaprodi Manajemen

Lampiran Tabulasi Variabel Citra Merek

<i>Awareness (X1.1)</i>			<i>Association (X1.2)</i>			<i>Attitude (X1.3)</i>			<i>Attachment (X1.4)</i>			<i>Activity (X1.5)</i>		
X1.1_1	X1.1_2	Σ X1.1	X1.2_1	X1.2_2	Σ X1.1	X1.3_1	X1.3_2	Σ X1.3	X1.4_1	X1.4_2	Σ X1.1	X1.5_1	X1.5_2	Σ X1.1
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Lampiran Tabulasi Variabel Kualitas Produk

Kinerja (<i>performance</i>) (X2.1)			Fitur (<i>features</i>) (X2.2)			Kehandalan (<i>reliability</i>) (X2.3)			Ketahanan (<i>durability</i>) (X2.4)		
X2.1_1	X2.1_2	Σ X2.1	X2.2_1	X2.2_1	Σ X2.1	X2.3_1	X2.3_2	Σ X2.3	X2.4_1	X2.4_2	Σ X2.4
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4	4	8	4	4	8	4	3	7	4	4	8

Lampiran Lanjutan Variabel Kualitas Produk

Kemampuan diperbaiki (<i>serviceability</i>) (X2.5)			Kesesuaian spesifikasi (<i>conformance to spesifikation</i>) (X2.6)			Kualitas yang dipersepsi (<i>perceived quality</i>) (X2.7)		
X2.5_1	X2.5_2	Σ X2.5	X2.6_1	X2.6_2	Σ X2.6	X2.7_1	X2.7_2	Σ X2.7
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3	3	6	5	4	9	3	3	6
3	4	7	4	4	8	3	4	7
4	4	8	5	4	9	4	4	8
3	4	7	5	3	8	3	4	7

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3	3	6	4	4	8	3	3	6
4	3	7	5	4	9	4	3	7
3	3	6	4	5	9	3	3	6
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4	5	9	4	4	8	4	5	9

Lampiran Variabel Keputusan Pembelian

<i>Need Recognition (Y1.1)</i>			<i>Information Search (Y1.2)</i>			<i>Eveliation of alternatives (Y1.3)</i>			<i>Purchase decision (Y1.4)</i>			<i>Post purchase behavior (Y1.5)</i>		
Y1.1_1	Y1.1_2	Σ Y1.1	Y1.2_1	Y1.2_2	Σ Y1.2	Y1.3_1	Y1.3_2	Σ Y1.3	Y1.4_1	Y1.4_2	Σ Y1.4	Y1.5_1	Y1.5_2	Σ Y1.5
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4	4	8	5	3	8	4	4	8	5	5	10	5	5	10
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3	3	6	4	3	7	3	3	6	5	5	10	5	5	10
4	4	8	4	4	8	4	4	8	5	5	10	4	5	9
4	4	8	4	4	8	4	4	8	4	4	8	5	5	10
4	4	8	5	5	10	4	4	8	5	5	10	4	4	8

5	5	10	4	4	8	5	5	10	5	5	10	5	5	10
4	4	8	4	5	9	4	4	8	5	5	10	4	5	9
5	4	9	5	5	10	5	4	9	5	5	10	5	5	10
3	3	6	4	4	8	3	3	6	4	5	9	3	5	8
3	4	7	3	3	6	3	4	7	5	5	10	5	5	10
4	4	8	5	5	10	4	4	8	5	5	10	5	5	10
3	4	7	5	4	9	3	4	7	5	5	10	5	5	10
3	3	6	5	4	9	3	3	6	4	4	8	5	5	10
3	3	6	3	3	6	3	3	6	5	5	10	5	5	10
3	3	6	3	3	6	3	3	6	4	4	8	5	4	9
4	3	7	4	5	9	4	3	7	3	4	7	5	5	10
3	4	7	5	4	9	3	4	7	5	5	10	5	5	10
3	4	7	3	4	7	3	4	7	5	5	10	5	5	10
3	3	6	4	4	8	3	3	6	4	4	8	4	5	9
3	3	6	4	5	9	3	3	6	5	5	10	5	5	10
4	3	7	3	5	8	4	3	7	5	5	10	5	5	10
4	4	8	4	3	7	4	4	8	5	5	10	5	5	10
4	4	8	4	4	8	4	4	8	5	5	10	5	5	10
3	3	6	4	5	9	3	3	6	4	5	9	5	4	9
4	4	8	4	5	9	4	4	8	4	5	9	4	4	8

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3	3	6	5	5	10	3	3	6	5	5	10	5	5	10
4	4	8	4	4	8	4	4	8	5	5	10	5	5	10
4	3	7	3	4	7	4	3	7	4	4	8	5	5	10
3	3	6	5	5	10	3	3	6	5	5	10	5	5	10
3	3	6	4	4	8	3	3	6	5	5	10	5	5	10
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4	4	8	5	5	10	4	4	8	4	4	8	4	5	9
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4	4	8	3	4	7	4	4	8	3	4	7	5	5	10
4	3	7	4	4	8	4	3	7	5	5	10	5	5	10
3	3	6	3	3	6	3	3	6	5	5	10	5	5	10
3	3	6	4	5	9	3	3	6	5	5	10	5	5	10
3	3	6	5	5	10	3	3	6	3	4	7	4	4	8
4	4	8	3	3	6	4	4	8	5	5	10	5	5	10
4	4	8	4	3	7	4	4	8	5	4	9	4	4	8

4	4	8	3	3	6	4	4	8	4	5	9	5	5	10
4	5	9	3	3	6	4	5	9	5	5	10	5	5	10
4	4	8	3	3	6	4	4	8	5	5	10	5	5	10
5	4	9	3	3	6	5	4	9	4	4	8	4	4	8
3	3	6	5	5	10	3	3	6	5	5	10	5	5	10
3	4	7	4	4	8	3	4	7	5	5	10	5	5	10
4	4	8	3	3	6	4	4	8	5	5	10	5	5	10
3	4	7	5	5	10	3	4	7	5	5	10	5	5	10
3	3	6	4	5	9	3	3	6	5	4	9	5	4	9
3	3	6	5	5	10	3	3	6	4	4	8	4	4	8
3	4	7	5	5	10	3	4	7	4	4	8	4	4	8
4	3	7	4	5	9	4	3	7	5	5	10	5	5	10
3	4	7	5	5	10	3	4	7	5	5	10	5	5	10
3	4	7	4	3	7	3	4	7	4	4	8	4	4	8
3	3	6	5	4	9	3	3	6	5	5	10	5	5	10
3	3	6	4	5	9	3	3	6	5	5	10	5	5	10
4	4	8	5	4	9	4	4	8	5	5	10	5	5	10
3	3	6	4	5	9	3	3	6	5	5	10	5	5	10
4	4	8	4	4	8	4	4	8	4	4	8	4	4	8
4	4	8	4	5	9	4	4	8	4	4	8	4	4	8

4	4	8	3	3	6	4	4	8	5	5	10	5	5	10
5	5	10	4	4	8	5	5	10	5	5	10	5	5	10
4	4	8	5	5	10	4	4	8	5	5	10	5	5	10
5	4	9	4	5	9	5	4	9	5	4	9	5	4	9
3	3	6	4	5	9	3	3	6	5	5	10	5	5	10
3	4	7	4	5	9	3	4	7	5	5	10	5	5	10
4	4	8	5	5	10	4	4	8	5	5	10	5	5	10
3	4	7	5	5	10	3	4	7	5	4	9	5	4	9
3	4	7	5	4	9	3	4	7	5	5	10	5	5	10
3	3	6	3	4	7	3	3	6	4	4	8	4	4	8
4	4	8	3	4	7	4	4	8	3	4	7	3	4	7
3	4	7	3	3	6	3	4	7	5	5	10	5	5	10
4	4	8	3	3	6	4	4	8	5	5	10	5	5	10
3	3	6	3	3	6	3	3	6	5	5	10	5	5	10
4	3	7	5	5	10	4	3	7	5	5	10	5	5	10
3	3	6	3	4	7	3	3	6	5	5	10	5	5	10
3	3	6	5	5	10	3	3	6	5	5	10	5	5	10
3	3	6	3	3	6	3	3	6	3	4	7	3	4	7
4	4	8	4	3	7	4	4	8	5	5	10	5	5	10
3	3	6	5	5	10	3	3	6	5	4	9	5	4	9

4	4	8	5	5	10	4	4	8	5	5	10	5	5	10
4	3	7	4	3	7	4	3	7	5	5	10	5	5	10
3	4	7	5	5	10	3	4	7	5	5	10	5	5	10
2	4	6	4	3	7	2	4	6	4	4	8	4	4	8
4	3	7	5	5	10	4	3	7	5	5	10	5	5	10
3	3	6	4	5	9	3	3	6	5	5	10	5	5	10
4	5	9	4	4	8	4	5	9	4	4	8	4	4	8

Lampiran Rekapitulasi Tabulasi

X1	X2	Y	TOTAL
46	62	44	152
47	64	44	155
43	58	40	141
46	62	44	152
43	60	42	145
39	55	39	133
43	58	43	144
46	62	44	152
43	58	42	143
44	60	42	146
43	57	41	141
42	56	39	137
44	58	42	144
44	60	40	144
43	60	42	145
42	58	40	140
47	64	44	155
46	62	42	150
46	64	44	154
47	65	46	158
48	66	46	160
48	66	48	162
45	61	43	149
43	60	43	146
43	58	39	140
43	58	42	143
43	60	44	147
45	60	42	147
45	61	41	147
44	58	40	142
44	58	40	142

46	62	43	151
43	58	39	140
41	55	42	138
41	55	39	135
41	55	40	136
46	62	46	154
46	62	44	152
44	60	44	148
44	60	42	146
45	60	42	147
45	60	43	148
43	58	42	143
44	60	40	144
40	55	38	133
40	56	38	134
46	62	43	151
44	58	41	143
38	53	38	129
45	61	42	148
45	62	44	151
43	56	39	138
45	61	43	149
43	59	42	144
44	62	44	150
48	66	48	162
46	63	44	153
49	68	48	165
41	55	37	133
43	56	40	139
48	66	46	160
46	62	43	151
43	58	39	140
41	53	38	132
38	50	35	123

43	59	40	142
45	61	43	149
44	58	41	143
41	55	37	133
45	60	41	146
45	60	42	147
44	59	43	146
46	62	44	152
42	57	39	138
44	61	42	147
42	58	39	139
46	62	42	150
46	62	44	152
41	55	39	135
45	61	42	148
42	56	40	138
46	62	44	152
45	61	43	149
44	62	43	149
43	59	41	143
48	66	46	160
46	63	43	152
46	62	44	152
42	57	40	139
45	60	42	147
42	54	38	134
45	60	41	146
38	54	37	129
44	58	42	144
41	56	40	137
43	57	41	141
45	60	44	149
44	58	42	144
41	56	40	137

46	62	42	150
45	60	42	147
44	58	42	144
47	64	44	155
42	57	39	138
40	56	38	134
43	60	40	143
46	62	43	151
47	64	44	155
40	54	37	131
44	59	41	144
43	58	41	142
47	64	45	156
45	60	41	146
42	58	40	140
41	58	41	140
44	58	42	144
48	66	48	162
48	66	46	160
46	64	45	155
45	60	41	146
46	62	43	151
48	66	46	160
44	61	42	147
45	61	43	149
38	51	35	124
39	54	37	130
42	55	40	137
44	58	42	144
41	53	38	132
47	64	44	155
43	56	39	138
45	61	42	148
36	48	32	116

44	59	43	146
44	60	40	144
48	66	46	160
44	58	41	143
47	64	44	155
36	49	35	120
46	63	44	153
45	60	41	146
40	57	42	139
45	61	42	148
38	53	37	128
42	58	40	140

**Lampiran Frekuensi
Citra Merek (X1)**

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
N	Valid	145	145	145	145	145	145	145	145	145	145
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		4,6345	4,7034	4,7448	4,7517	4,7517	4,7103	4,1310	4,1862	3,6069	3,6345
Std. Deviation		,57511	,48768	,48275	,43351	,47916	,49885	,75696	,79045	,62690	,57511
Variance		,331	,238	,233	,188	,230	,249	,573	,625	,393	,331
Minimum		3,00	3,00	3,00	4,00	3,00	3,00	3,00	3,00	2,00	3,00

X1.1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	7	4,8	4,8	4,8
	4,00	39	26,9	26,9	31,7
	5,00	99	68,3	68,3	100,0
	Total	145	100,0	100,0	

X1.1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	2	1,4	1,4	1,4
	4,00	39	26,9	26,9	28,3
	5,00	104	71,7	71,7	100,0
	Total	145	100,0	100,0	

X1.2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	3	2,1	2,1	2,1
	4,00	31	21,4	21,4	23,4
	5,00	111	76,6	76,6	100,0
	Total	145	100,0	100,0	

X1.2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4,00	36	24,8	24,8	24,8
	5,00	109	75,2	75,2	100,0
	Total	145	100,0	100,0	

X1.3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	3	2,1	2,1	2,1
	4,00	30	20,7	20,7	22,8
	5,00	112	77,2	77,2	100,0
	Total	145	100,0	100,0	

X1.3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	3	2,1	2,1	2,1
	4,00	36	24,8	24,8	26,9
	5,00	106	73,1	73,1	100,0
	Total	145	100,0	100,0	

X1.4_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	33	22,8	22,8	22,8
	4,00	60	41,1	41,4	64,1
	5,00	52	35,9	35,9	100,0
	Total	145	100,0	100,0	

X1.4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	34	23,4	23,4	23,4
	4,00	50	34,5	34,5	57,9
	5,00	61	42,1	42,1	100,0
	Total	145	100,0	100,0	

X1.5_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,7	,7	,7
	3,00	65	44,8	44,8	45,5
	4,00	69	47,6	47,6	93,1
	5,00	10	6,9	6,9	100,0
	Total	145	100,0	100,0	

X1.5_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	60	41,1	41,4	41,4
	4,00	78	53,8	53,8	95,2
	5,00	7	4,8	4,8	100,0
	Total	145	100,0	100,0	

Kualitas Produk (X2)

Statistics

		X2.1_1	X2.1_2	X2.2_1	X2.2_2	X2.3_1	X2.3_2	X2.4_1	X2.4_2
N	Valid	145	145	145	145	145	145	145	145
	Missing	0	0	0	0	0	0	0	0
Mean		4,6345	4,7034	4,7448	4,7517	4,7517	4,7103	4,1310	4,1862
Median		5,0000	5,0000	5,0000	5,0000	5,0000	5,0000	4,0000	4,0000
Std. Deviation		,57511	,48768	,48275	,43351	,47916	,49885	,75696	,79045
Variance		,331	,238	,233	,188	,230	,249	,573	,625

Percentiles	10	3,0000	3,0000	3,0000	3,0000	3,0000	3,0000
	20	3,0000	3,0000	3,0000	3,0000	3,0000	3,0000
	25	3,0000	3,0000	4,0000	4,0000	3,0000	3,0000
	30	3,0000	3,0000	4,0000	4,0000	3,0000	3,0000
	40	3,0000	3,0000	4,0000	4,0000	3,0000	3,0000
	50	4,0000	4,0000	4,0000	4,0000	4,0000	4,0000
	60	4,0000	4,0000	4,0000	5,0000	4,0000	4,0000
	70	4,0000	4,0000	5,0000	5,0000	4,0000	4,0000
	75	4,0000	4,0000	5,0000	5,0000	4,0000	4,0000
	80	4,0000	4,0000	5,0000	5,0000	4,0000	4,0000

90	4,0000	4,0000	5,0000	5,0000	4,0000	4,0000
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X2.1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	7	4,8	4,8	4,8
	4,00	39	26,9	26,9	31,7
	5,00	99	67,8	67,3	100,0
	Total	145	100,0	100,0	

X2.1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	2	1,4	1,4	1,4
	4,00	39	26,9	26,9	28,3
	5,00	104	71,7	71,7	100,0
	Total	145	100,0	100,0	

X2.2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	3	2,1	2,1	2,1
	4,00	31	21,4	21,4	23,4
	5,00	111	76,6	76,6	100,0
	Total	145	100,0	100,0	

X2.2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4,00	36	24,8	24,8	24,8
	5,00	109	75,2	75,2	100,0
	Total	145	100,0	100,0	

X2.3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	3	2,1	2,1	2,1
	4,00	30	20,7	20,7	22,8
	5,00	112	77,2	77,2	100,0
	Total	145	100,0	100,0	

X2.3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	3	2,1	2,1	2,1
	4,00	36	24,8	24,8	26,9
	5,00	106	73,1	73,1	100,0
	Total	145	100,0	100,0	

X2.4_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	33	22,8	22,8	22,8
	4,00	60	41,4	41,4	64,1
	5,00	52	35,9	35,9	100,0
	Total	145	100,0	100,0	

X2.4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	34	23,4	23,4	23,4
	4,00	50	34,5	34,5	57,9
	5,00	61	42,1	42,1	100,0
	Total	145	100,0	100,0	

X2.5_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,7	,7	,7
	3,00	65	44,8	44,8	45,5
	4,00	69	47,6	47,6	93,1
	5,00	10	6,9	6,9	100,0
	Total	145	100,0	100,0	

X2.5_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	60	41,1	41,4	41,4
	4,00	78	53,8	53,8	95,2
	5,00	7	4,8	4,8	100,0
	Total	145	100,0	100,0	

X2.6_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	33	22,8	22,8	22,8
	4,00	60	41,4	41,4	64,1
	5,00	52	35,9	35,9	100,0
	Total	145	100,0	100,0	

X2.6_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	34	23,4	23,4	23,4
	4,00	50	34,5	34,5	57,9
	5,00	61	42,1	42,1	100,0
	Total	145	100,0	100,0	

X2.7_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,7	,7	,7
	3,00	65	44,8	44,8	45,5
	4,00	69	47,6	47,6	93,1
	5,00	10	6,9	6,9	100,0
	Total	145	100,0	100,0	

X2.7_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	60	41,4	41,4	41,4
	4,00	78	53,8	53,8	95,2
	5,00	7	4,8	4,8	100,0
	Total	145	100,0	100,0	

Keputusan Pembelian (Y)

Statistics

		Y1.1_1	Y1.1_2	Y1.2_1	Y1.2_2	Y1.3_1	Y1.3_2	Y1.4_1	Y1.4_2	Y1.5_1	Y1.5_2
N	Valid	145	145	145	145	145	145	145	145	145	145
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		3,6069	3,6345	4,1310	4,1862	3,6069	3,6345	4,6345	4,7034	4,7448	4,7517
Std. Deviation		,62690	,57511	,75696	,79045	,62690	,57511	,57511	,48768	,48275	,43351
Variance		,393	,331	,573	,625	,393	,331	,331	,238	,233	,188
Minimum		2,00	3,00	3,00	3,00	2,00	3,00	3,00	3,00	3,00	4,00

Maximum	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00
Percentiles	10	3,0000	3,0000	3,0000	3,0000	3,0000	3,0000	4,0000	4,0000	4,0000	4,0000
	20	3,0000	3,0000	3,0000	3,0000	3,0000	3,0000	4,0000	4,0000	4,0000	4,0000
	30	3,0000	3,0000	4,0000	4,0000	3,0000	3,0000	4,0000	5,0000	5,0000	5,0000
	40	3,0000	3,0000	4,0000	4,0000	3,0000	3,0000	5,0000	5,0000	5,0000	5,0000
	50	4,0000	4,0000	4,0000	4,0000	4,0000	4,0000	5,0000	5,0000	5,0000	5,0000
	60	4,0000	4,0000	4,0000	5,0000	4,0000	4,0000	5,0000	5,0000	5,0000	5,0000
	70	4,0000	4,0000	5,0000	5,0000	4,0000	4,0000	5,0000	5,0000	5,0000	5,0000
	80	4,0000	4,0000	5,0000	5,0000	4,0000	4,0000	5,0000	5,0000	5,0000	5,0000
	90	4,0000	4,0000	5,0000	5,0000	4,0000	4,0000	5,0000	5,0000	5,0000	5,0000

Y1.1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,7	,7	,7
	3,00	65	44,8	44,8	45,5
	4,00	69	47,6	47,6	93,1
	5,00	10	6,9	6,9	100,0
	Total	145	100,0	100,0	

Y1.1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	60	41,4	41,4	41,4
	4,00	78	53,8	53,8	95,2
	5,00	7	4,8	4,8	100,0
	Total	145	100,0	100,0	

Y1.2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	33	22,8	22,8	22,8
	4,00	60	41,4	41,4	64,1
	5,00	52	35,9	35,9	100,0
	Total	145	100,0	100,0	

Y1.2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	34	23,4	23,4	23,4
	4,00	50	34,5	34,5	57,9
	5,00	61	42,1	42,1	100,0
	Total	145	100,0	100,0	

Y1.3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,7	,7	,7
	3,00	65	44,8	44,8	45,5
	4,00	69	47,6	47,6	93,1
	5,00	10	6,9	6,9	100,0
	Total	145	100,0	100,0	

Y1.3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	60	41,1	41,4	41,4
	4,00	78	53,8	53,8	95,2
	5,00	7	4,8	4,8	100,0
	Total	145	100,0	100,0	

Y1.4_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	7	4,8	4,8	4,8
	4,00	39	26,9	26,9	31,7
	5,00	99	68,3	68,3	100,0
	Total	145	100,0	100,0	

Y1.4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	2	1,4	1,4	1,4
	4,00	39	26,9	26,9	28,3
	5,00	104	71,7	71,7	100,0
	Total	145	100,0	100,0	

Y1.5_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	3	2,1	2,1	2,1
	4,00	31	21,4	21,4	23,4
	5,00	111	76,6	76,6	100,0
	Total	145	100,0	100,0	

Y1.5_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4,00	36	24,8	24,8	24,8
	5,00	109	75,2	75,2	100,0
	Total	145	100,0	100,0	

**Uji Validitas dan Reliabilitas X1
Indikator (X1.1)**

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,782	,788	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1_1	4,7034	,238	,651	,423	.
X1.1_2	4,6345	,331	,651	,423	.

Indikator (X1.2)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,657	,659	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.2_1	4,7517	,188	,492	,242	.
X1.2_2	4,7448	,233	,492	,242	.

Indikator (X1.3)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,701	,701	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.3_1	4,7103	,249	,540	,291	.
X1.3_2	4,7517	,230	,540	,291	.

Indikator (X1.4)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,783	,783	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.4_1	4,1862	,625	,644	,414	.
X1.4_2	4,1310	,573	,644	,414	.

Indikator (X1.5)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,685	,687	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.5_1	3,6345	,331	,523	,274	.
X1.5_2	3,6069	,393	,523	,274	.

**Uji Validitas dan Reliabilitas X2
Indikator (X2.1)**

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,782	,788	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1_1	4,7034	,238	,651	,423	.
X2.1_2	4,6345	,331	,651	,423	.

Indikator (X2.2)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,657	,659	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.2_1	4,7517	,188	,492	,242	.
X2.2_2	4,7448	,233	,492	,242	.

Indikator (X2.3)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,701	,701	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.3_1	4,7103	,249	,540	,291	.
X2.3_2	4,7517	,230	,540	,291	.

Indikator (X2.4)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,783	,783	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.4_1	4,1862	,625	,644	,414	.
X2.4_2	4,1310	,573	,644	,414	.

Indikator (X2.5)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,685	,687	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.5_1	3,6345	,331	,523	,274	.
X2.5_2	3,6069	,393	,523	,274	.

Indikator (X2.6)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,783	,783	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.6_1	4,1862	,625	,644	,414	.
X2.6_2	4,1310	,573	,644	,414	.

Indikator (X2.7)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,685	,687	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.7_1	3,6345	,331	,523	,274	.
X2.7_2	3,6069	,393	,523	,274	.

**Validitas dan Reliabilitas Y
Indikator (Y1.1)**

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,685	,687	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1.1_1	3,6345	,331	,523	,274	.
Y1.1_2	3,6069	,393	,523	,274	.

Indikator (Y1.2)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,783	,783	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1.2_1	4,1862	,625	,644	,414	.
Y1.2_2	4,1310	,573	,644	,414	.

Indikator (Y1.3)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,685	,687	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1.3_1	3,6345	,331	,523	,274	.
Y1.3_2	3,6069	,393	,523	,274	.

Indikator (Y1.4)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,782	,788	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1.4_1	4,7034	,238	,651	,423	.
Y1.4_2	4,6345	,331	,651	,423	.

Indikator (Y1.5)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,657	,659	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1.5_1	4,7517	,188	,492	,242	.
Y1.5_2	4,7448	,233	,492	,242	.

Uji Kolmogorov (KS)

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		145
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,05202482
Most Extreme Differences	Absolute	,059
	Positive	,059
	Negative	-,029
Test Statistic		,059
Asymp. Sig. (2-tailed)		,200 ^{c,d}

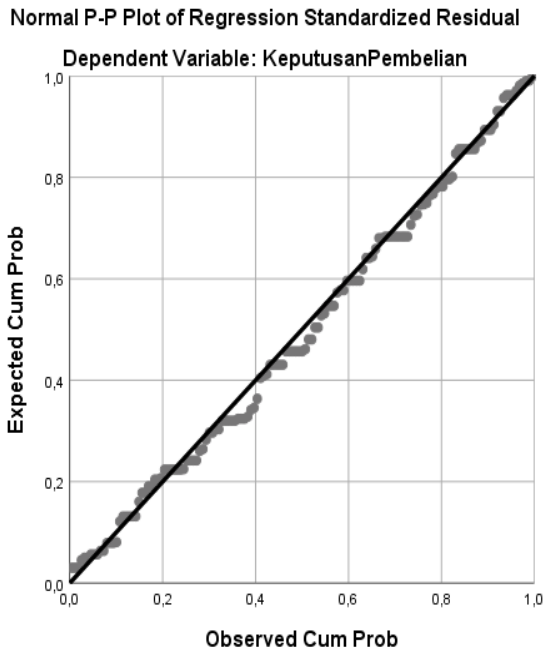
a. Test distribution is Normal.

b. Calculated from data.

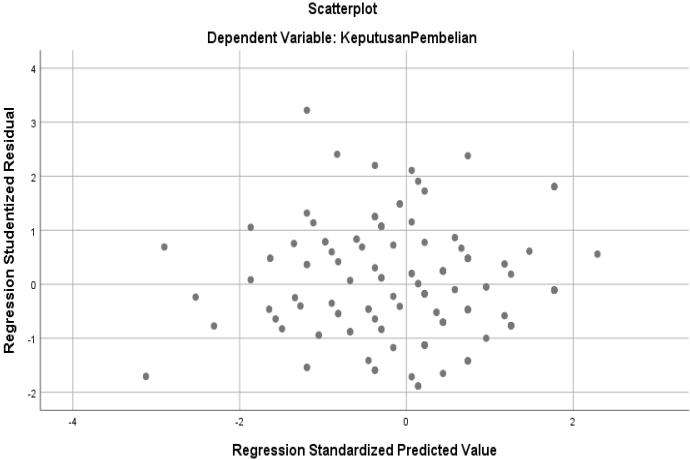
c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Uji Normalitas Plot



Uji Heteroskedastitas Plot



Uji Heteroskedastistas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	2,214	,890		2,487	,014					
	CitraMerek	-,042	,065	-,173	-,654	,514	-,128	-,055	-,054	,099	9,151
	KualitasProduk	,008	,045	,047	,178	,859	-,117	,015	,015	,099	9,151

Uji Multikolinearitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-,047	1,508		-,031	,975					
	CitraMerek	,196	,109	,184	1,793	,075	,893	,149	,058	,099	9,151
	KualitasProduk	,557	,077	,747	7,268	,000	,921	,521	,234	,099	9,151

Uji Autokorelasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,923 ^a	,852	,850	1,05941	1,807

a. Predictors: (Constant), KualitasProduk, CitraMerek

b. Dependent Variable: KeputusanPembelian

Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	920,255	2	460,127	409,970	,000 ^b
	Residual	159,373	142	1,122		
	Total	1079,628	144			

a. Dependent Variable: KeputusanPembelian

b. Predictors: (Constant), KualitasProduk, CitraMerek