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LAMPIRAN 1 KUESIONER

Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Nature Republic Aloe Vera 92% Moisture & Shooting Gel melalui Harga sebagai Variabel Intervening (Studi Mahasiswa PGRI Adi Buana Program Studi Manajemen)".

Petunjuk

1. Bacalah dengan seksama dari setiap pertanyaan yang ada, dan berilah jawaban sesuai dengan kondisi anda yang sebenarnya.
2. Berilah tanda (√) pada pilihan jawaban yang tersedia.
SS = Sangat Setuju diberi skor 5
S = Setuju diberi skor 4
CS = Cukup Setuju diberi skor 3
TS = Tidak Setuju diberi skor 2
STS = Sangat Tidak Setuju diberi skor 1

A. Identitas Responden

Apakah anda memakai produk Nature Republik Aloe Vera 92% Moisture & Shooting Gel? Ya Tidak

1. Nama :
2. Jenis Kelamin : Perempuan Laki-laki
3. Usia : <17 th 17-30 th
 31-40 th 40-50 th
 > 50
4. Manajemen Angkatan : 2015 2016
 2017 2018

B. Instrument

Kualitas Produk (X)

No.	Pernyataan	Jawaban				
		SS	S	CS	TS	STS
1.	<i>Performance</i>					
	a. Menurut saya produk Nature Republik Aloe Vera Gel <i>skincare</i> mampu menghilangkan bekas jerawat.					
2.	<i>Features</i>					
	a. Menurut saya produk Nature Republik Aloe Vera Gel <i>skincare</i> terbuat dari 92% aloe vera asli.					
3.	<i>Reliability</i>					
	a. Menurut saya produk Nature Republik Aloe Vera Gel <i>skincare</i> aman apabila dipakai dalam jangka panjang.					
4.	<i>Conformance</i>					
	a. Menurut saya produk Nature Republik Aloe Vera Gel <i>skincare</i> sesuai dengan semua jenis kulit.					
5.	<i>Durability</i>					
	a. Menurut saya produk Nature Republik Aloe Vera Gel <i>skincare</i> memiliki daya tahan produk yang terjamin					

	steril.					
6.	<i>Serviceability</i>					
	a. Menurut saya produk Nature Republik Aloe Vera Gel <i>skincare</i> sudah memenuhi harapan konsumen.					
	b. Menurut saya produk Nature Republik Aloe Vera Gel <i>skincare</i> memiliki banyak fungsi untuk perawatan kulit.					
7.	<i>Aesthetics</i>					
	a. Menurut saya produk Nature Republik Aloe Vera Gel <i>skincare</i> dikemas dengan kemasan yang menarik.					
8.	<i>Fit and finish</i>					
	a. Menurut saya harga produk Nature Republik Aloe Vera Gel <i>skincare</i> merupakan produk yang berkualitas tinggi.					

Keputusan Pembelian (Y2)

No.	Pernyataan	Jawaban				
		SS	S	CS	TS	STS
1.	Faktor budaya					
	a. Saya membeli produk Nature Republik Aloe					

	Vera Gel <i>skincare</i> karena terpengaruh dengan kecantikan orang korea.					
	b. Saya merasa keren apabila membeli produk Nature Republik Aloe Vera Gel <i>skincare</i> .					
2.	Faktor sosial					
	a. Saya membeli produk Nature Republik Aloe Vera Gel <i>skincare</i> karena rekomendasi dari teman/keluarga.					
	b. Saya membeli produk Nature Republik Aloe Vera Gel <i>skincare</i> karena status saya sebagai mahasiswa.					
3.	Faktor pribadi					
	a. Saya membeli produk Nature Republik Aloe Vera Gel <i>skincare</i> sesuai dengan kebutuhan saya.					
	b. Saya membeli produk Nature Republik Aloe Vera Gel <i>skincare</i> karena gaya hidup saya yang selalu merawat kecantikan kulit saya.					
4.	Faktor psikologis					
	a. Saya membeli produk Nature Republik Aloe					

	Vera Gel <i>skincare</i> karena dorongan kuat dari hati saya untuk memakai produk tersebut.					
	b. Saya merasa puas setelah membeli produk Nature Republik Aloe Vera Gel <i>skincare</i> .					

Harga (Y1)

No.	Pernyataan	Jawaban				
		SS	S	CS	TS	STS
1.	Harga kompetitif					
	a. Menurut saya produk Nature Republik Aloe Vera Gel <i>skin care</i> harganya terjangkau.					
	b. Menurut saya harga produk Nature Republik Aloe Vera Gel <i>skin care</i> bersaing dengan produk <i>skincare</i> lain.					
2.	Kesesuaian harga dengan harga pasar					
	a. Menurut saya harga produk Nature Republik Aloe Vera Gel <i>skin care</i> lebih murah dari produk sejenis.					
	b. Menurut saya produk Nature Republik Aloe Vera Gel <i>skin care</i>					

	harganya sesuai dengan kantong mahasiswa.					
3.	Kesesuaian harga dengan kualitas produk					
	a. Menurut saya produk Nature Republik Aloe Vera Gel <i>skin care</i> sesuai dengan kualitas produk.					
	b. Menurut saya produk Nature Republik Aloe Vera Gel <i>skin care</i> memiliki harga yang sesuai dengan manfaat produk.					

LAMPIRAN 2 DATA MENTAH

Resp	KUALITAS PRODUK (X)									
	X1.1	X2.1	X3.2	X4.1	X5.1	X6.1	X6.2	X7.1	X8.1	Tot.
1	4	4	5	5	5	4	5	4	5	41
2	4	4	3	4	4	4	5	4	3	35
3	5	5	4	4	5	4	4	5	4	40
4	5	5	5	5	5	5	5	5	5	45
5	4	4	4	4	4	4	4	4	4	36
6	4	5	4	5	5	5	4	5	4	41
7	5	5	4	5	4	5	4	5	4	41
8	5	5	4	5	4	5	4	5	4	41
9	4	5	4	5	4	5	4	5	4	40
10	5	5	4	5	4	5	5	5	5	43
11	4	4	4	4	4	4	4	4	4	36
12	5	4	4	4	5	5	4	4	4	39
13	4	4	4	4	4	5	4	5	4	38
14	4	5	4	5	4	4	4	4	4	38
15	3	3	3	3	5	3	5	3	3	31
16	4	4	3	4	5	3	5	4	3	35
17	4	4	4	4	4	4	4	4	4	36
18	4	4	4	4	4	4	4	4	4	36
19	4	4	4	4	4	4	4	4	4	36
20	3	3	3	3	4	4	5	3	3	31
21	5	5	4	5	5	5	4	5	4	42
22	4	4	4	4	4	4	4	4	4	36
23	5	5	4	5	5	5	4	5	4	42
24	5	5	3	5	5	5	5	5	3	41

25	5	5	4	5	5	5	4	5	4	42
26	5	4	4	4	5	5	4	5	4	40
27	4	4	3	4	4	4	5	4	3	35
28	4	5	4	5	5	5	5	4	4	41
29	4	4	3	4	3	3	5	4	3	33
30	4	4	4	4	4	4	4	4	4	36
31	4	4	4	4	4	4	4	4	4	36
32	4	4	4	4	4	4	4	4	4	36
33	4	4	4	4	4	4	4	4	4	36
34	4	4	4	4	4	4	4	4	4	36
35	4	4	4	4	4	4	4	4	4	36
36	4	4	3	4	3	3	5	4	3	33
37	4	4	3	4	3	3	5	4	3	33
38	4	3	3	3	3	3	3	4	3	29
39	5	4	5	4	3	3	5	5	5	39
40	5	5	4	5	4	4	4	5	4	40
41	5	4	3	4	2	2	3	5	3	31
42	5	3	4	3	3	3	4	5	4	34
43	5	4	3	4	3	3	3	5	3	33
44	5	5	4	5	4	4	4	5	4	40
45	5	5	5	5	5	5	5	5	5	45
46	4	2	4	2	3	3	4	4	4	30
47	4	3	3	3	4	4	3	4	3	31
48	4	3	4	3	3	3	4	4	4	32
49	3	3	3	3	5	5	3	3	3	31
50	2	5	4	5	4	4	4	3	4	35
51	3	3	3	3	2	2	3	3	3	25
52	5	5	4	5	5	5	4	5	4	42
53	2	3	3	3	5	5	2	3	2	28
54	5	5	4	5	5	5	4	5	4	42

55	5	3	2	3	3	3	2	5	2	28
56	2	3	3	3	4	4	3	2	3	27
57	4	5	3	5	3	3	3	4	3	33
58	4	4	3	4	3	3	3	4	3	31
59	3	5	3	5	3	3	3	3	3	31
60	5	5	4	5	5	5	4	5	4	42
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62	5	5	4	5	5	5	4	5	4	42
63	4	4	3	4	3	3	3	4	3	31
64	4	4	3	4	3	3	3	4	3	31
65	4	4	3	4	3	3	3	4	3	31
66	5	5	4	5	5	5	4	5	4	42
67	5	5	4	5	5	5	4	5	4	42
68	5	5	4	5	5	5	4	5	4	42
69	5	5	4	5	5	5	4	5	4	42
70	5	5	4	5	5	5	4	5	4	42
71	5	5	4	5	5	5	4	5	4	42
72	5	5	5	5	5	5	5	5	5	45
73	5	4	4	4	5	5	4	5	4	40
74	4	3	3	3	3	3	3	4	3	29
75	3	3	3	3	3	3	3	3	3	27
76	4	4	3	4	3	3	3	4	3	31
77	4	4	3	3	3	3	3	4	3	30
78	4	4	4	4	4	4	4	4	4	36
79	5	5	4	5	5	5	4	5	4	42
80	4	4	3	3	3	3	3	4	3	30
81	5	4	4	4	5	5	4	5	4	40
82	4	4	4	4	5	5	4	4	4	38
83	5	4	5	4	4	4	5	5	5	41
84	4	4	3	4	3	3	3	4	3	31

85	4	4	2	4	5	5	2	4	3	33
86	3	4	3	4	4	4	3	5	3	33
87	5	3	2	4	4	4	3	5	3	33
88	4	4	4	4	3	3	4	4	4	34
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90	4	4	4	4	5	5	4	4	4	38
91	4	5	4	4	5	5	4	4	4	39
92	5	5	5	5	5	5	5	5	5	45
93	4	5	4	5	5	5	4	4	4	40
94	4	4	5	5	5	5	5	4	5	42
95	5	5	4	5	5	5	4	5	4	42
96	5	4	4	4	4	4	4	5	4	38
97	5	5	4	5	5	5	4	5	4	42
98	5	5	4	5	5	5	4	5	4	42
99	5	5	5	5	5	5	5	5	5	45
100	5	4	4	4	5	5	4	5	4	40
101	5	5	4	5	5	5	4	5	4	42
102	3	3	3	3	3	3	3	3	3	27
103	5	5	4	5	4	4	4	5	4	40
104	4	5	5	4	5	5	5	4	5	42
105	4	4	4	4	4	4	4	4	4	36

KEPUTUSAN PEMBELIAN (Y2)									
Resp	Y2_1.1	Y2_1.2	Y2_2.1	Y2_2.2	Y2_3.1	Y2_3.2	Y2_4.1	Y2_4.2	Tot.
1	5	5	5	4	5	5	5	5	39
2	4	4	4	4	4	4	3	4	31
3	4	5	5	5	5	5	4	5	38
4	5	4	4	4	4	4	4	4	33
5	5	3	3	4	4	3	3	3	28

6	5	2	4	4	4	4	4	4	31
7	5	3	4	4	4	5	3	4	32
8	4	4	4	4	4	4	4	4	32
9	3	3	4	4	4	3	3	4	28
10	5	4	4	4	5	5	4	4	35
11	5	5	5	4	4	4	5	5	37
12	5	5	4	3	4	5	4	4	34
13	3	3	3	3	4	3	5	3	27
14	4	4	4	5	5	5	5	4	36
15	4	4	4	3	4	4	4	5	32
16	5	4	5	4	5	4	4	5	36
17	4	3	4	3	4	4	4	4	30
18	5	5	4	5	5	5	5	4	38
19	4	4	4	4	4	4	3	4	31
20	4	4	4	4	4	3	4	4	31
21	4	3	4	3	4	3	3	4	28
22	4	5	4	4	4	4	5	4	34
23	5	5	5	5	5	4	4	5	38
24	4	3	3	3	4	3	3	3	26
25	4	4	4	4	4	3	4	4	31
26	5	5	5	5	4	5	5	5	39
27	4	4	4	5	5	4	4	4	34
28	4	3	3	3	4	3	3	3	26
29	4	4	3	4	4	4	4	3	30
30	5	5	5	5	4	4	4	5	37
31	4	4	4	4	4	4	4	4	32
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34	3	4	4	4	4	4	3	4	30
35	5	5	4	4	3	4	4	4	33

36	5	4	5	5	4	4	5	5	37
37	4	4	5	5	4	4	5	5	36
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40	4	4	5	5	4	4	5	5	36
41	4	3	4	4	4	5	5	4	33
42	3	3	4	4	4	4	3	4	29
43	3	2	3	3	4	3	3	3	24
44	3	3	3	3	4	3	3	3	25
45	3	3	5	3	4	4	3	5	30
46	4	3	4	4	3	5	4	4	31
47	3	2	4	2	4	3	3	4	25
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57	3	4	4	3	4	3	4	4	29
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63	2	5	4	5	4	3	5	4	32
64	3	3	5	5	5	3	3	5	32
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66	4	3	3	4	4	3	3	3	27
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69	5	3	5	4	4	4	4	5	34
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72	3	3	4	3	4	3	3	4	27
73	4	4	4	5	4	4	5	4	34
74	3	4	4	3	4	3	4	4	29
75	4	3	3	3	4	3	3	3	26
76	3	3	3	4	4	4	4	3	28
77	3	3	4	4	4	3	4	4	29
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79	4	3	3	4	4	3	3	3	27
80	3	3	5	3	4	4	4	5	31
81	3	3	5	3	4	4	3	5	30
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88	4	5	4	4	5	3	4	4	33
89	4	4	5	5	4	5	4	5	36
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91	4	4	4	4	4	4	4	4	32
92	4	4	4	4	4	4	4	4	32
93	4	4	5	4	4	5	5	5	36
94	4	4	3	3	5	3	4	3	29
95	3	3	4	3	4	5	5	4	31

96	4	4	4	4	4	4	4	4	32
97	4	4	5	4	4	5	5	5	36
98	5	5	5	5	5	4	4	5	38
99	5	5	5	5	5	5	4	5	39
100	4	5	5	4	5	5	5	5	38
101	5	5	4	4	5	5	5	4	37
102	5	5	5	4	4	4	4	5	36
103	5	5	5	4	4	5	5	5	38
104	4	5	4	4	4	3	5	4	33
105	4	5	5	5	4	5	5	5	38

Resp	HARGA (Y1)						Tot.
	Y1_1.1	Y1_1.2	Y1_2.1	Y1_2.2	Y1_3.1	Y1_3.2	
1	4	4	4	3	4	4	19
2	4	4	3	3	4	4	21
3	4	4	3	3	4	3	21
4	4	4	4	3	4	3	22
5	3	5	4	3	3	4	22
6	3	5	5	3	3	4	23
7	3	5	4	4	5	4	25
8	4	4	3	3	3	5	22
9	4	5	5	3	4	5	26
10	3	5	4	4	3	4	23
11	4	5	5	3	5	5	27
12	3	5	4	4	4	4	24
13	4	5	3	3	4	3	22
14	4	4	2	2	5	3	20
15	3	5	4	4	3	4	23
16	4	5	5	3	4	5	26

17	4	4	4	4	5	4	25
18	4	5	4	4	5	4	26
19	3	5	4	4	4	4	24
20	3	5	4	4	5	4	25
21	4	5	5	3	4	5	26
22	4	4	2	2	2	3	17
23	4	4	3	3	3	3	20
24	4	4	4	4	5	4	25
25	3	4	3	3	2	4	19
26	4	5	4	4	5	4	26
27	5	5	5	3	5	5	28
28	5	5	5	3	5	4	27
29	4	5	5	3	4	5	26
30	4	5	5	3	4	5	26
31	5	5	4	4	5	4	27
32	4	5	5	3	4	5	26
33	5	5	4	4	4	4	26
34	4	4	4	4	3	4	23
35	4	5	3	3	4	4	23
36	4	5	4	4	4	4	25
37	4	4	3	3	5	4	23
38	4	4	4	4	3	3	22
39	4	5	5	3	4	5	26
40	4	4	4	4	5	4	25
41	4	5	4	4	5	4	26
42	4	5	5	5	5	5	29
43	5	5	4	4	5	4	27
44	4	5	5	5	4	5	28
45	4	4	3	3	3	3	20
46	3	5	4	4	4	4	24

47	4	4	4	4	5	4	25
48	4	4	4	4	5	4	25
49	4	5	4	4	5	4	26
50	5	5	5	5	5	5	30
51	4	4	4	4	4	4	24
52	4	4	4	4	4	4	24
53	3	5	4	4	4	4	24
54	3	5	4	4	4	4	24
55	5	5	4	4	5	4	27
56	5	5	4	4	5	4	27
57	4	4	4	4	4	4	24
58	5	5	5	5	5	5	30
59	4	4	4	4	4	4	24
60	4	5	4	4	4	5	26
61	4	4	4	4	4	4	24
62	4	5	4	4	3	4	24
63	4	4	4	4	5	4	25
64	4	4	4	4	4	4	24
65	4	4	4	4	5	4	25
66	3	4	4	4	4	4	23
67	4	5	4	4	4	4	25
68	4	4	4	4	4	4	24
69	4	4	4	4	5	4	25
70	4	4	4	4	4	4	24
71	4	5	4	4	4	4	25
72	5	4	4	4	4	4	25
73	4	4	4	4	5	4	25
74	4	4	4	4	4	4	24
75	5	5	5	5	5	5	30
76	4	4	4	4	4	4	24

77	5	5	5	5	5	5	30
78	5	5	4	4	4	4	26
79	4	5	4	4	4	4	25
80	4	5	4	4	4	4	25
81	3	5	4	4	4	4	24
82	4	4	4	4	4	4	24
83	4	5	4	4	5	4	26
84	4	5	5	5	5	5	29
85	5	5	4	4	5	4	27
86	4	4	4	4	4	4	24
87	5	5	4	4	5	4	27
88	4	4	4	4	4	4	24
89	4	4	3	3	4	3	21
90	4	4	3	3	4	3	21
91	3	4	3	3	3	3	19
92	3	3	4	4	3	4	21
93	3	3	3	3	3	3	18
94	3	4	4	3	3	3	20
95	4	3	4	4	3	4	22
96	4	3	4	3	4	4	22
97	4	3	3	3	4	4	21
98	3	3	4	3	3	3	19
99	3	3	3	3	4	3	19
100	3	3	3	3	4	3	19
101	3	4	4	4	4	3	22
102	4	4	4	4	4	4	24
103	4	4	4	4	4	4	24
104	4	4	4	4	4	3	23
105	4	4	3	3	4	3	21

LAMPIRAN 3 FREKUENSI SKOR RESPONDEN

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	2.9	2.9	2.9
	CS	9	8.6	8.6	11.4
	S	48	45.7	45.7	57.1
	SS	45	42.9	42.9	100.0
	Total	105	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	CS	15	14.3	14.3	15.2
	S	48	45.7	45.7	61.0
	SS	41	39.0	39.0	100.0
	Total	105	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	2.9	2.9	2.9
	CS	32	30.5	30.5	33.3
	S	60	57.1	57.1	90.5
	SS	10	9.5	9.5	100.0
	Total	105	100.0	100.0	

X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	CS	16	15.2	15.2	16.2
	S	48	45.7	45.7	61.9
	SS	40	38.1	38.1	100.0
	Total	105	100.0	100.0	

X5.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1.9	1.9	1.9
	CS	25	23.8	23.8	25.7
	S	33	31.4	31.4	57.1
	SS	45	42.9	42.9	100.0
	Total	105	100.0	100.0	

X6.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1.9	1.9	1.9
	CS	27	25.7	25.7	27.6
	S	30	28.6	28.6	56.2
	SS	46	43.8	43.8	100.0
	Total	105	100.0	100.0	

X6.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	2.9	2.9	2.9
	CS	23	21.9	21.9	24.8
	S	58	55.2	55.2	80.0
	SS	21	20.0	20.0	100.0
	Total	105	100.0	100.0	

X7.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	CS	10	9.5	9.5	10.5
	S	46	43.8	43.8	54.3
	SS	48	45.7	45.7	100.0
	Total	105	100.0	100.0	

X8.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1.9	1.9	1.9
	CS	33	31.4	31.4	33.3
	S	59	56.2	56.2	89.5
	SS	11	10.5	10.5	100.0
	Total	105	100.0	100.0	

Y2_1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	CS	30	28.6	28.6	29.5
	S	49	46.7	46.7	76.2
	SS	25	23.8	23.8	100.0
	Total	105	100.0	100.0	

Y2_1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	2.9	2.9	2.9
	CS	44	41.9	41.9	44.8
	S	35	33.3	33.3	78.1
	SS	23	21.9	21.9	100.0
	Total	105	100.0	100.0	

Y2_2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	18	17.1	17.1	17.1
	S	55	52.4	52.4	69.5
	SS	32	30.5	30.5	100.0
	Total	105	100.0	100.0	

Y2_2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	CS	34	32.4	32.4	33.3
	S	46	43.8	43.8	77.1
	SS	24	22.9	22.9	100.0
	Total	105	100.0	100.0	

Y2_3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	2	1.9	1.9	1.9
	S	84	80.0	80.0	81.9
	SS	19	18.1	18.1	100.0
	Total	105	100.0	100.0	

Y2_3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	35	33.3	33.3	33.3
	S	46	43.8	43.8	77.1
	SS	24	22.9	22.9	100.0
	Total	105	100.0	100.0	

Y2_4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	29	27.6	27.6	27.6
	S	46	43.8	43.8	71.4
	SS	30	28.6	28.6	100.0
	Total	105	100.0	100.0	

Y2_4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	18	17.1	17.1	17.1
	S	54	51.4	51.4	68.6
	SS	33	31.4	31.4	100.0
	Total	105	100.0	100.0	

Y1_1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	22	21.0	21.0	21.0
	S	68	64.8	64.8	85.7
	SS	15	14.3	14.3	100.0
	Total	105	100.0	100.0	

Y1_1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	8	7.6	7.6	7.6
	S	46	43.8	43.8	51.4
	SS	51	48.6	48.6	100.0
	Total	105	100.0	100.0	

Y1_2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1.9	1.9	1.9
	CS	17	16.2	16.2	18.1
	S	68	64.8	64.8	82.9
	SS	18	17.1	17.1	100.0
	Total	105	100.0	100.0	

Y1_2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1.9	1.9	1.9
	CS	34	32.4	32.4	34.3
	S	62	59.0	59.0	93.3
	SS	7	6.7	6.7	100.0
	Total	105	100.0	100.0	

Y1_3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1.9	1.9	1.9
	CS	16	15.2	15.2	17.1
	S	54	51.4	51.4	68.6
	SS	33	31.4	31.4	100.0
	Total	105	100.0	100.0	

Y1_3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	19	18.1	18.1	18.1
	S	68	64.8	64.8	82.9
	SS	18	17.1	17.1	100.0
	Total	105	100.0	100.0	

LAMPIRAN 4 UJI VALIDITAS

1. Variabel Kualitas Produk

		Correlations									
		X1.1	X2.1	X3.2	X4.1	X5.1	X6.1	X6.2	X7.1	X8.1	Tot.X
X1.1	Pearson Correlation	1	.503**	.406**	.509**	.340**	.397**	.306**	.912**	.478**	.704**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.001	.000	.000	.000
	N	105	105	105	105	105	105	105	105	105	105
X2.1	Pearson Correlation	.503**	1	.484**	.928**	.504**	.573**	.361**	.553**	.500**	.792**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	105	105	105	105	105	105	105	105	105	105
X3.2	Pearson Correlation	.406**	.484**	1	.490**	.494**	.528**	.647**	.408**	.957**	.781**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	105	105	105	105	105	105	105	105	105	105
X4.1	Pearson Correlation	.509**	.928**	.490**	1	.520**	.588**	.391**	.562**	.526**	.808**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	105	105	105	105	105	105	105	105	105	105
X5.1	Pearson Correlation	.340**	.504**	.494**	.520**	1	.903**	.405**	.368**	.494**	.760**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	105	105	105	105	105	105	105	105	105	105
X6.1	Pearson Correlation	.397**	.573**	.528**	.588**	.903**	1	.335**	.461**	.546**	.803**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000

	N	105	105	105	105	105	105	105	105	105	105
X6.2	Pearson Correlation	.306**	.361**	.647**	.391**	.405**	.335**	1	.262**	.657**	.631**
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.000		.007	.000	.000
	N	105	105	105	105	105	105	105	105	105	105
X7.1	Pearson Correlation	.912**	.553**	.408**	.562**	.368**	.461**	.262**	1	.461**	.725**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.007		.000	.000
	N	105	105	105	105	105	105	105	105	105	105
X8.1	Pearson Correlation	.478**	.500**	.957**	.526**	.494**	.546**	.657**	.461**	1	.811**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	105	105	105	105	105	105	105	105	105	105
Tot.X	Pearson Correlation	.704**	.792**	.781**	.808**	.760**	.803**	.631**	.725**	.811**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105	105	105	105	105

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

Y2_3.2	Pearson Correlation	.417**	.405**	.445**	.367**	.209*	1	.498**	.443**	.696**
	Sig. (2-tailed)	.000	.000	.000	.000	.033		.000	.000	.000
	N	105	105	105	105	105	105	105	105	105
Y2_4.1	Pearson Correlation	.273**	.525**	.410**	.420**	.239*	.498**	1	.407**	.696**
	Sig. (2-tailed)	.005	.000	.000	.000	.014	.000		.000	.000
	N	105	105	105	105	105	105	105	105	105
Y2_4.2	Pearson Correlation	.299**	.436**	.990**	.454**	.287**	.443**	.407**	1	.773**
	Sig. (2-tailed)	.002	.000	.000	.000	.003	.000	.000		.000
	N	105	105	105	105	105	105	105	105	105
Tot.Y2	Pearson Correlation	.625**	.762**	.779**	.730**	.434**	.696**	.696**	.773**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105	105	105	105

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

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

3. Variabel Harga

		Correlations						
		Y1_1.	Y1_1.	Y1_2.	Y1_2.	Y1_3.	Y1_3.	Tot.Y
		1	2	1	2	1	2	1
Y1_1.1	Pearson Correlation	1	.254**	.248*	.234*	.486**	.325**	.586**
	Sig. (2-tailed)		.009	.011	.016	.000	.001	.000
	N	105	105	105	105	105	105	105
Y1_1.2	Pearson Correlation	.254**	1	.504**	.288**	.327**	.522**	.682**
	Sig. (2-tailed)	.009		.000	.003	.001	.000	.000
	N	105	105	105	105	105	105	105
Y1_2.1	Pearson Correlation	.248*	.504**	1	.486**	.336**	.752**	.774**
	Sig. (2-tailed)	.011	.000		.000	.000	.000	.000
	N	105	105	105	105	105	105	105
Y1_2.2	Pearson Correlation	.234*	.288**	.486**	1	.401**	.383**	.669**
	Sig. (2-tailed)	.016	.003	.000		.000	.000	.000
	N	105	105	105	105	105	105	105
Y1_3.1	Pearson Correlation	.486**	.327**	.336**	.401**	1	.334**	.694**
	Sig. (2-tailed)	.000	.001	.000	.000		.000	.000
	N	105	105	105	105	105	105	105
Y1_3.2	Pearson Correlation	.325**	.522**	.752**	.383**	.334**	1	.762**
	Sig. (2-tailed)	.001	.000	.000	.000	.000		.000
	N	105	105	105	105	105	105	105
Tot.Y1	Pearson Correlation	.586**	.682**	.774**	.669**	.694**	.762**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105	105

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

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

LAMPIRAN 5 UJI RELIABILITAS

1. Variabel Kualitas Produk

Reliability Statistics	
Cronbach's Alpha	N of Items
.905	9

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	32.49	20.810	.617	.899
X2.1	32.54	20.270	.729	.891
X3.2	33.04	20.710	.720	.892
X4.1	32.56	20.114	.748	.890
X5.1	32.62	19.719	.673	.896
X6.1	32.63	19.236	.727	.891
X6.2	32.85	21.419	.532	.905
X7.1	32.43	20.959	.649	.897
X8.1	33.02	20.557	.758	.890

2. Variabel Keputusan Pembelian

Reliability Statistics	
Cronbach's Alpha	N of Items
.844	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Y2_1.1	27.97	12.432	.486	.838
Y2_1.2	28.16	11.252	.649	.817
Y2_2.1	27.77	11.851	.695	.812
Y2_2.2	28.02	11.750	.618	.820
Y2_3.1	27.74	14.308	.342	.849
Y2_3.2	28.01	12.029	.577	.826
Y2_4.1	27.90	11.999	.575	.826
Y2_4.2	27.76	11.856	.687	.812

3. Variabel Harga

Reliability Statistics

Cronbach's Alpha	N of Items
.793	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Y1_1.1	20.20	5.623	.427	.787
Y1_1.2	19.72	5.260	.524	.766
Y1_2.1	20.16	4.887	.660	.733
Y1_2.2	20.43	5.363	.498	.772
Y1_3.1	20.01	4.952	.520	.770
Y1_3.2	20.14	5.047	.661	.735

LAMPIRAN 6

UJI ASUMSI KLASIK

a. Uji Normalitas

		One-Sample Kolmogorov-Smirnov Test		
		Unstandard ized Residual	Unstandard ized Residual	Unstandard ized Residual
N		105	105	105
Normal Parameters ^{a,b}	Mean	.0000000	.0000000	.0000000
	Std. Deviation	2.49249714	3.78024183	3.89103505
Most Extreme Differences	Absolute	.067	.074	.085
	Positive	.042	.062	.048
	Negative	-.067	-.074	-.085
Test Statistic		.067	.074	.085
Asymp. Sig. (2-tailed)		.200 ^{c,d}	.198 ^c	.060 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

b. Uji Homogenitas

1. Kualitas Produk dengan Harga

Test of Homogeneity of Variances				
Harga				
Levene Statistic	df1	df2	Sig.	
.973	14	87	.487	

ANOVA					
Harga					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	209.560	17	12.327	1.893	.029
Within Groups	566.668	87	6.513		
Total	776.229	104			

2. Harga dengan Keputusan Pembelian

Test of Homogeneity of Variances

Keputusan Pembelian

Levene Statistic	df1	df2	Sig.
1.057	11	91	.404

ANOVA

Keputusan Pembelian

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	283.118	13	21.778	1.483	.139
Within Groups	1335.929	91	14.681		
Total	1619.048	104			

3. Kualitas Produk dengan Keputusan Pembelian

Test of Homogeneity of Variances

Keputusan Pembelian

Levene Statistic	df1	df2	Sig.
.997	14	87	.464

ANOVA

Keputusan Pembelian

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	273.328	17	16.078	1.039	.426
Within Groups	1345.719	87	15.468		
Total	1619.048	104			

c. Uji Signifikansi dan Linieritas

1. Kualitas Produk dengan Harga

ANOVA Table

			Sum of		Mean			
			Squares	df	Square	F	Sig.	
Harga *	Between	(Combined)	209.560	17	12.327	1.893	.029	
		Groups	Linearity	130.124	1	130.124	19.978	.000
			Deviation from Linearity	79.436	16	4.965	.762	.723
Within Groups			566.668	87	6.513			
Total			776.229	104				

2. Harga dengan Keputusan Pembelian

ANOVA Table

			Sum of		Mean			
			Squares	df	Square	F	Sig.	
KPE*	Between	(Combined)	283.118	13	21.778	1.483	.139	
		Groups	Linearity	132.864	1	132.864	9.050	.003
			Deviation from Linearity	150.254	12	12.521	.853	.597
Within Groups			1335.929	91	14.681			
Total			1619.048	104				

3. Kualitas Produk dengan Keputusan Pembelian

ANOVA Table

			Sum of		Mean			
			Squares	df	Square	F	Sig.	
KPE*	Between	(Combined)	273.328	17	16.078	1.039	.426	
		Groups	Linearity	44.472	1	44.472	2.875	.094
			Deviation from Linearity	228.857	16	14.304	.925	.544
Within Groups			1345.719	87	15.468			
Total			1619.048	104				

LAMPIRAN 7

UJI REGRESI DAN ANALISIS JALUR

1. Kualitas Produk dengan Harga

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.409 ^a	.168	.160	2.505

a. Predictors: (Constant), Kualitas Produk

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	32.224	1.803		17.868	.000
1	Kualitas Produk	-.221	.049	-.409	-4.555	.000

a. Dependent Variable: Harga

2. Harga dengan Keputusan Pembelian

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.286 ^a	.082	.073	3.799

a. Predictors: (Constant), Harga

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	41.870	3.305		12.670	.000
	Harga	-.414	.136	-.286	-3.034	.003

a. Dependent Variable: Keputusan Pembelian

3. Kualitas Produk dengan Keputusan Pembelian

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.166 ^a	.027	.018	3.910










a. Predictors: (Constant), Kualitas Produk

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	27.147	2.815		9.642	.000
	Kualitas Produk	.129	.076	.166	1.706	.091

a. Dependent Variable: Keputusan Pembelian

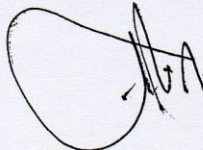
BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : Ila Armelia
2. NIM : 1515100195
3. Program Studi : Manajemen
4. Tanggal Mengajukan Skripsi : 16 Oktober 2018
5. Judul Skripsi :
Pengaruh Kualitas Produk terhadap Keputusan Pembelian Nature Republic Aloe Vera 92% Moisture & Shooting Gel melalui Harga sebagai Variabel Intervening (Studi pada Mahasiswa PGRI Adi Buana Surabaya Prodi Manajemen
6. Dosen Pembimbing : Drs. Sugijanto, M. Ak.
7. Konsultasi :

No.	Tanggal	Paraf Pembimbing	Uraian / Kegiatan
1	16-10-2018		ACC Judul Skripsi
2	22-10-2018		Revisi Bab I
3	25-10-2018		ACC Bab I
4	30-10-2018		Revisi Bab II
5	05-11-2018		ACC Bab II
6	12-11-2018		Revisi Bab III
7	12-11-2018		Revisi Bab III
8	19-11-2018		ACC Bab III
9	26-11-2018		Revisi Bab IV
10	04-03-2019		Revisi Bab IV
11	11-03-2019		ACC Bab IV
12	01-04-2019		Revisi Bab V
13	05-04-2019		ACC Bab V

8. Tanggal selesai menulis skripsi : 8 April 2019
9. Telah diuji dengan nilai :

Surabaya,
Dosen Pembimbing,

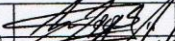

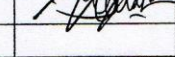
A handwritten signature in black ink, consisting of a large, stylized loop followed by several vertical strokes and a small dot at the end.

(Drs. Sugijanto, M.Ak)
NIP/NPP: 0501487Dy

Daftar Hadir Seminar Proposal

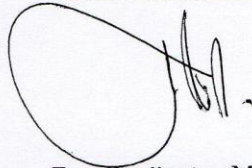
Nama Penyaji : Ila Armelia
 NIM : 151500195
 Hari/ Tanggal : Jumat, 05 April 2019
 Judul Proposal : Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Nature Republic 92% Moisture & Shoting Gel Melalui Harga Sebagai Harga Sebagai Variabel Intervening (Studi Pada Mahasiswa PGRI Adi Buana Surabaya Prodi Manajemen)

NO	NIM	NAMA MAHASISWA	PARAF
1	151600218	LAURA A.N	F.
2	151500177	Atika Rahma N.	
3	151500146	Fatri Noer Ariyanti	
4	151500135	BACHEL ANAM	
5	151500062	SELLA MERITA	
6	15-160-0105	PUPUT ANDRIANI	
7	15-160-0163	UTUH SRI ASTUTIK	
8	15-150-0243	Denik Tri W.	
9	15-150-0085	Durrotulloh	
10	151500136	Umroh Isnani	
11	15-150-0204	Rafay W.	
12	15-160-0152	Dewi Ayu S.M	
13	15-160-0045	Disma Wulandan	
14	15-160-0037	ACHMAD FACHRURI	
15	15-160-0030	moch zainul arief	
16	15-160-0320	Halimatul Sa'adiyah	
17	15-150-0178	Muhamad Ramedhan	
18	15-160-0236	Siti Rafmanatin.	
19	15-150-0011	Syathillah Uma	

20	151500247	Bintang Karika Wahyu	
21	151500189	Moch. Ilham T.H	
22	151500019	M. Setiawan	
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35			

Surabaya, 05 April 2019

Dosen Pembimbing



Drs. Sugijanto., M.Ak
NIP/NPP:0501487/DY

Lampiran 11 : Berita Acara Bimbingan Skripsi



UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI

Kampus : Jl. Dukuh Menanggal XII/4, Telp-Fax. 031-8281183 Surabaya 60234

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

BERITA ACARA BIMBINGAN SKRIPSI

Nama : Ila Armelia
NIM/Program Studi : Manajemen
Judul Skripsi : Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Nature Republic Aloe Vera 92% Moisture & Shooting Gel Melalui Harga Sebagai Variabel Intervening (Studi Pada Mahasiswa Pgrri Adi Buana Surabaya Prodi Manajemen)
Tanggal Ujian Skripsi : 28 April 2019
Penguji : 1. Dr. Fachrudiy Asj'ari, S.Psi. MM
2. Teguh Purwanto, MM.

No	Tanggal	Materi Konsultasi	Penguji 1	Penguji 2
1	08-05-2019	Hipotesis, Kesimpulan (ACC)		
2	16-05-2019	Bab 1-5, Pembahasan (ACC)		

Surabaya, 16 Mei 2019

Dosen Penguji 1,

Dr. Fachrudiy Asj'ari, S.Psi. MM.

NPP: 1202612/DY

Dosen Penguji 2,

Teguh Purwanto, MM.

NIP: 196012221990031001