

## LAMPIRAN

### Lampiran 1. Surat Izin Balasan Penelitian



**UNIVERSITAS PGRI ADI BUANA SURABAYA  
FAKULTAS EKONOMI DAN BISNIS**

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

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

Nomor : 221061/01/FEB/X/2022  
Perihal : Balasan Izin Penelitian

Yang bertanda tangan di bawah ini :

Nama : Tony Susilo Wibowo, SE., M.Pd., M.SM

Jabatan : Dekan Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya

Menerangkan bahwa :

Nama : Nindri Yunilavira

NIM : 191500156

Prodi : Manajemen


Judul Skripsi : PENGARUH KUALITAS PRODUK, PROMOSI DAN KEPERCAYAAN MEREK TERHADAP KEPUTUSAN PEMBELIAN PRODUK ERIGO PADA MAHASISWA FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS PGRI ADI BUANA SURABAYA.

Telah kami setuju untuk mengadakan penelitian di Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya.

Demikian surat ini kami sampaikan, dan atas kerjasamanya kami mengucapkan terima kasih.

SURABAYA, 12 Oktober 2022  
  
Tony Susilo Wibowo, SE., M.Pd., M.SM  
EKONOMI/PP : 0709494/DY

## Lampiran 2. Kartu Bimbingan Skripsi




**UNIVERSITAS PGRI ADI BUANA SURABAYA**  
**FAKULTAS EKONOMI DAN BISNIS**  
 Kampus : Jl. Dukuh Menanggal XII/4, Telp- Fax. 031-8281183 Surabaya 60234  
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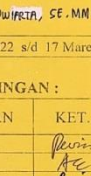
**KARTU BIMBINGAN SKRIPSI**

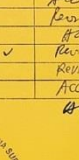
Nama	: Minda Tutulawira
Prodi / NIM	: Manajemen / 191500156
Judul Skripsi	: Pengaruh Kualitas Produk, Promosi, Kepercayaan Merek terhadap Keputusan Pembelian Produk Erigo Pada Mahasiswa Fakultas Ekonomi dan Bisnis Univ PGRI Adi Buana
Dosen Pembimbing	: MADE BAGUS DWIPRITA, SE.MM
Periode Kepembimbingan	: 17 September 2022 s/d 17 Maret 2023


**URAIAN KEGIATAN KEPEMBIMBINGAN :**

NO	TANGGAL	MATERI BIMBINGAN	KET.	TANDA TANGAN
1.	20/9/2022	Revisi Judul	Revisi	
2.	27/9/2022	Acc Judul	Acc	
3.	7/11/2022	Bab I	Revisi	
4.	8/11/2022	Bab I	Revisi	
5.	21/11/2022	Bab I	Acc	
6.	22/11/2022	Bab II	Revisi	
7.	5/12/2022	Bab II	Acc	
8.	6/12/2022	Bab III	Revisi	
9.	8/12/2022	Bab III	Acc	
10.	6/2/2023	Bab IV - V	Revisi	
11.	9/2/2023	Bab IV - V	Revisi	
12.	13/2/2023	Bab IV - V	Acc	
13.	21/2/2023	Artikel	Acc	

Bimbingan selesai pada tanggal : 21/2/2023

Dosen Pembimbing. 



Mahasiswa.   
 MINDA TUTULAWIRA

## Lampiran 3. Berita Acara Ujian Proposal Skripsi



### UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI DAN BISNIS

Kampus : Jl. Dukuh Menanggal XII/4, Telp- Fax 031-8281183 Surabaya 60234  
Website : <http://www.fe.unpasby.ac.id>

#### BERITA ACARA UJIAN PROPOSAL SKRIPSI

Pada hari ini Kamis tanggal 22 bulan Desember tahun 2022 bertempat di Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya telah dilaksanakan Ujian Proposal Skripsi Semester Ganjil Tahun Akademik 2022 / 2023

Nama Mahasiswa	: Nindri Yunilavira
NIM	: 191500156
Program Studi	: Manajemen
Judul Proposal	: Pengaruh Kualitas Produk, Promosi, dan Kepercayaan Merek terhadap Keputusan Pembelian produk Erigo pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya

Dihadiri oleh :

No.	NIM	Nama Mahasiswa	Tanda Tangan
1.	191500058	Nofita Dhea Saputra	1. Nofita
2.	201000031	Aisyah Dewi Irawati	2. Aisyah
3.	201600059	Allyon Rizma Aini	3. Allyon
4.	201600083	Rifda Aliyatu Bilqina Achmadi	4. Rifda
5.	191500150	Reyna Ledi Nye Ardi	5. Reyna
6.	181600198	M. HERY Sidiqaji	6. Hery
7.	191500163	Syaifira Zahrohul Aini	7. Syaifira
8.	191500168	Dyah Ayu Rahmawati	8. Dyah
9.	191500040	Ahmad Umaruf	9. Ahmad
10.	191500158	Tarisyah Maulina	10. Tarisyah
11.	191500190	Sarah Alsyah	11. Sarah
12.	191500104	Elvayalun Fathiro	12. Elvayalun
13.	191500157	Mifta Adinda H	13. Mifta
14.	191500152	Fachreza Y	14. Fachreza
15.	191500119	HA Surya Dewi	15. HA Surya

Surabaya, 22 Desember 2022

Penguji : Dr. Noerchoidah, S.E., M.M ( )

Pembimbing: I Made Bagus Dwiarta, S.E., M.M ( )

## Lampiran 4. Catatan Ujian Proposal



**UNIVERSITAS PGRI ADI BUANA SURABAYA**  
**FAKULTAS EKONOMI DAN BISNIS**

Kampus : Jl. Dukuh Menanggal XII/4, Telp- Fax: 031-8281183 Surabaya 60234  
 Website : <http://www.fk.unpgradi.ac.id>

### CATATAN UJIAN PROPOSAL SKRIPSI

1.	Nama	: Nindri Yunitavira
2.	NIM	: 191500156
3.	Program Studi	: Manajemen
4.	Judul Proposal	: Pengaruh Kualitas Produk, Promosi, dan Kepercayaan Merek terhadap Keputusan Pembelian produk Erigo pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya

Bab/ Halaman	Perbaikan/Koreksi
1.	Tambahkan penelitian sebelumnya Omzet penjualan minuman → tambahkan satunya.
2.	- Penarikan masalah perlu $\geq$ 10, minimal 10. - Ketepatan kerangka konseptual.
3.	Mengambil sampel → purposive strop kaitan Ghe (legenda) → Italic.

Surabaya, 22 Desember 2022  
 Penguji

Dr. Noerchoidah, S.E., M.M.

## Lampiran 5. Berita Acara Bimbingan Revisi Sidang Skripsi



**UNIVERSITAS PGRI ADI BUANA SURABAYA**  
**FAKULTAS EKONOMI dan BISNIS**

Kampus : Jl. DukuhMenanggal XII/4, Telp- Fax. 031-8281183 Surabaya 60234  
 Website : <http://www.uniprby.ac.id>

**BERITA ACARA**  
**BIMBINGAN REVISI SKRIPSI**

Nama : Nindy Junilavira  
 NIM/Program Studi : 191502156 / Manajemen  
 Judul Skripsi : Pengaruh Kualitas Produk, Promosi, dan Kepercayaan Merek terhadap Keputusan Pembelian Produk Siga pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya  
 Tanggal Ujian Skripsi : 31 Maret 2023  
 Penguji : 1. Dr. Noerchaibul, SE, MM  
2. Tri Aripriatno, SE, MSi

No	Tanggal	Materi Konsultasi	Paraf Penguji
1		Bab 3: Karakteristika Resp baru penjelasan	
2		Distribusi frekuensi	
3		MLR	
4		Bab 4: Pembahasan: kegunaan dg hal jawaban responden. (manajemen)	
5		Bab 5 kesimpulan → kegunaan dg.	
6		hal distribusi frekuensi man terkecil	
7			
8			

Penguji I,

Dr. Noerchaibul

Surabaya, 10 April 2023

Penguji II,

Tri Aripriatno

## Lampiran 6. Berita Acara Bimbingan Revisi Sidang Skripsi



UNIVERSITAS PGRI ADI BUANA SURABAYA  
FAKULTAS EKONOMI dan BISNIS  
Kampus : Jl. Dukuh Menanggal XII/4, Telp- Fax. 031-8281183 Surabaya 60234  
Website : <http://www.unipasby.ac.id>

### BERITA ACARA BIMBINGAN REVISI SKRIPSI

Nama : Almudi  
NIM/Program Studi : 191500156 / Manajemen  
Judul Skripsi : Pengaruh Kualitas Produk, Promosi, dan Kepercayaan Merek terhadap Keputusan Pembelian produk Erijo pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya  
Tanggal Ujian Skripsi : 31 Maret 2023  
Penguji : 1. Dr. Nurcharidah, SE, MM  
2. Tri Anwarakawo, SE, MSi

No	Tanggal	Materi Konsultasi	Paraf Penguji
1			
2			
3		<u>Almudi</u>	
4			
5			
6			
7			
8			

Penguji I,

Dr. Nurcharidah

Surabaya, 10 April 2023  
Penguji II,

Tri Anwarakawo

## Lampiran 7. Kuisisioner Penelitian

### **“Pengaruh Kualitas Produk, Promosi, dan Kepercayaan Merek Terhadap Keputusan Pembelian Produk Erigo pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya”**

Assalamualaikum Wr. Wb. Saya Nindri Yunilavira Mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya sedang melakukan penelitian (Tugas akhir/Skripsi). Oleh karena itu dengan ini saya memohon kepada saudara/i untuk dapat berpartisipasi dalam mengisi kuesioner ini dengan benar sehingga hasil yang didapatkan bisa dipertanggung jawabkan. Semua informasi yang diberikan akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan akademik. Informasi yang saudara/i berikan merupakan bantuan yang sangat berarti dalam menyelesaikan penelitian ini. Saya ucapkan terima kasih atas dukungan dan partisipasi saudara/i dalam pengisian kuisisioner ini.

#### Petunjuk Pengisian

1. Jawablah pertanyaan dibawah ini sesuai dengan pendapat saudara/i.
2. Pilihlah salah satu jawaban dengan memberikan tanda centang pada kolom yang tersedia.
3. Adapun kriteriaian penilaian kuisisioner diantara yaitu :

STS	Sangat Tidak Setuju	Diberi skor 1
TS	Tidak Setuju	Diberi skor 2
RG	Ragu-ragu	Diberi skor 3
S	Setuju	Diberi skor 4
SS	Sangat Setuju	Diberi Skor 5

## Identitas Responden

Nama :

Nim :

Program Studi : ( ) Manajemen  
( ) Akuntansi

Jenis kelamin : ( ) Laki - Laki  
( ) Perempuan

Usia : ( ) 17 - 20 Tahun  
( ) 21 - 30 Tahun  
( ) > 30 Tahun

Berapa kali anda membeli produk Erigo?

- ( ) 2 Kali  
( ) 3 Kali  
( ) > 3 Kali

A. Kualitas Produk (X1)						
No	Pernyataan	STS	TS	RG	S	SS
Kinerja Produk						
1.	Produk Erigo dapat memberikan kenyamanan saat digunakan					
2.	Produk Erigo memiliki kesesuaian spesifikasi produk yang sesuai dengan keinginan para konsumen					
3.	Produk Erigo sudah jelas keamanannya saat digunakan					
Kehandalan						
4.	Produk Erigo selalu					



A. Kualitas Produk (X1)						
No	Pernyataan	STS	TS	RG	S	SS
	memberikan yang terbaik untuk konsumen					
5.	Produk Erigo dapat diandalkan kualitasnya					
6.	Produk Erigo merupakan produk dengan kualitas yang tidak kalah bersaing dengan produk lain					
Daya Tahan						
7.	Produk Erigo memiliki bahan yang berkualitas sehingga awet					
8.	Produk Erigo tidak mudah luntur					
9.	Produk Erigo memiliki produk dengan kualitas yang konsisten					
Estetika						
10.	Produk Erigo memiliki model <i>fashion</i> yang mengikuti trend					
11.	Produk Erigo memiliki desain produk yang menarik					
12.	Produk dari Erigo memiliki keserasian warna yang bagus					

B. Promosi (X2)						
No	Pernyataan	STS	TS	RG	S	SS
Pesan Promosi						
1.	Promosi Erigo menampilkan produk dengan jelas					
2.	Erigo memiliki iklan					

B. Promosi (X2)						
No	Pernyataan	STS	TS	RG	S	SS
	produk yang menarik					
3.	Pesan yang terkandung dalam media iklan Erigo dapat dipercaya					
Media Promosi						
4.	Erigo melakukan promosi penjualan melalui Instagram, Tiktok dan Shopee					
5.	Produk Erigo mudah diketahui karena iklan produk yang tersebar luas di berbagai platform online					
6.	Konsumen dapat mengetahui informasi produk Erigo melalui iklan yang ditayangkan					
Waktu Promosi						
7.	Intensitas iklan yang tinggi di media sosial sehingga konsumen mudah menemukan produk Erigo					
8.	Saya sering melihat iklan produk Erigo di media sosial					
9.	Promosi yang dilakukan oleh Erigo dapat ditemukan diberbagai waktu					

C. Kepercayaan Merek (X3)						
No	Pernyataan	STS	TS	RG	S	SS

C. Kepercayaan Merek (X3)						
No	Pernyataan	STS	TS	RG	S	SS
<i>Brand Reliability</i>						
1.	Erigo merupakan merek yang tidak pernah mengecewakan konsumen					
2.	Erigo merupakan merek yang memenuhi harapan konsumen					
3.	Erigo merupakan merek yang dapat diandalkan					
<i>Brand Intention</i>						
4	Erigo merupakan merek yang paling dapat memenuhi kebutuhan konsumen					
5.	Erigo merupakan merek yang dipercaya oleh konsumen					
6.	Merek Erigo selalu mengutamakan kejujuran dalam penjualan produknya					

D. Keputusan Pembelian (Y)						
No	Pernyataan	STS	TS	RG	S	SS
<i>Pengenalan Masalah</i>						
1.	Saya membeli produk Erigo karena adanya sebuah kebutuhan					
2.	Produk Erigo dapat memenuhi keinginan konsumen					
3.	Produk Erigo dibeli					

D. Keputusan Pembelian (Y)						
No	Pernyataan	STS	TS	RG	S	SS
	konsumen karena mudah dijangkau					
Pencarian Informasi						
4.	Mencari informasi dari berbagai sumber mengenai produk Erigo					
5.	Produk Erigo memberikan informasi tentang produk sesuai dengan kenyataan yang ada					
6.	Konsumen dapat menemukan informasi melalui iklan produk Erigo					
Penilaian Alternatif						
7.	Produk Erigo menjadi alternatif utama bagi konsumen dalam memenuhi kebutuhan					
8.	Produk Erigo mudah dijangkau oleh konsumen					
9.	Produk Erigo memberikan manfaat bagi konsumen					
Perilaku Pasca Pembelian						
10.	Saya merasa puas dengan produk Erigo					
11.	Saya merasa nyaman ketika menggunakan produk Erigo					
12.	Saya merekomendasikan produk Erigo kepada orang terdekat					

## Lampiran 8. Hasil Jawaban Responden

### 1. Variabel Kualitas Produk ( $X_1$ )

No	Kualitas Produk ( $X_1$ )												Total
	Kinerja Produk			Kehandalan			Daya Tahan			Estetika			
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	
1	4	4	5	4	4	4	5	4	4	4	5	5	52
2	3	3	3	3	4	3	3	4	3	4	3	4	40
3	4	4	4	4	5	5	5	4	4	4	4	4	51
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9	5	5	5	5	5	5	5	5	5	5	5	5	60
10	5	5	5	5	5	5	5	5	5	5	5	5	60
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13	5	4	4	4	4	4	5	4	4	5	5	5	53
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16	4	4	4	4	4	4	4	4	4	4	4	4	48
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19	4	4	4	4	4	4	4	3	4	4	4	4	47
20	5	4	4	4	4	5	4	4	4	5	5	5	53
21	4	4	4	4	4	4	4	4	4	4	4	4	48
22	4	4	5	4	4	5	4	3	4	5	5	4	51

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69	4	4	4	4	4	3	3	4	3	4	4	4	45
70	5	5	5	5	5	5	5	5	5	5	5	5	60
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73	3	4	3	3	3	3	3	2	3	5	5	4	41
74	5	5	5	5	5	5	5	5	5	5	5	5	60
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77	4	4	4	4	4	4	4	4	4	4	4	4	48
78	5	5	5	5	5	5	5	5	5	5	5	5	60
79	5	5	5	5	5	5	5	5	5	5	5	5	60
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91	4	4	4	4	5	5	5	4	4	4	4	4	51
92	5	5	5	5	5	5	5	5	5	5	5	5	60
93	5	5	5	5	4	5	3	3	4	4	5	5	53
94	5	5	5	5	5	5	5	5	5	5	5	5	60
95	4	4	4	4	4	4	4	4	4	5	5	4	50
96	5	5	4	4	5	5	5	5	4	4	4	4	54
97	5	5	5	5	5	5	5	5	5	5	5	5	60
98	5	5	5	5	5	5	5	5	5	5	5	5	60
99	4	5	4	4	5	5	4	4	4	5	5	5	54
100	4	4	3	3	3	4	3	3	4	4	4	4	43
101	5	4	4	4	4	4	5	4	4	5	5	5	53
102	4	5	4	5	4	5	4	5	4	5	4	5	54
103	3	3	3	3	3	4	3	3	4	4	4	3	40
104	4	4	4	4	4	4	4	4	4	4	4	4	48
105	4	4	4	4	4	4	4	4	4	4	4	4	48
106	4	5	4	5	5	5	4	4	4	5	5	5	55
107	4	4	4	4	4	4	4	3	4	4	4	4	47
108	5	4	4	4	4	5	4	4	4	5	5	5	53
109	4	4	4	4	4	4	4	4	4	4	4	4	48



110	4	4	5	4	4	5	4	3	4	5	5	4	51
111	2	5	4	5	5	5	5	4	4	5	5	4	53
112	4	5	3	5	5	4	4	4	5	5	5	4	53
113	4	4	4	4	4	5	5	4	4	5	5	5	53
114	4	4	4	4	4	3	3	4	3	4	4	4	45
115	5	5	5	5	5	5	5	5	5	5	5	5	60
116	5	5	5	5	5	5	5	5	5	5	5	5	60
117	3	3	3	3	4	3	3	4	4	3	3	3	39
118	3	3	3	4	3	3	3	2	3	3	3	4	37
119	5	5	5	5	5	5	5	5	5	5	5	5	60
120	5	5	5	5	5	5	5	5	5	5	5	5	60
121	3	3	3	3	3	3	2	3	3	3	3	3	35
122	5	5	5	5	5	5	5	5	5	5	5	5	60
123	5	5	5	5	5	5	5	5	5	5	5	5	60
124	5	5	5	5	5	5	5	5	5	5	5	5	60
125	4	4	4	4	3	4	4	3	4	4	3	4	45
126	4	4	3	3	3	4	3	3	4	4	4	4	43
127	4	4	4	4	4	4	4	4	3	4	4	4	47
128	4	5	4	5	4	5	4	5	4	5	4	5	54
129	3	3	3	3	5	5	3	5	5	4	4	3	46
130	4	4	4	4	4	4	4	4	4	4	4	4	48

2. Variabel Promosi (X<sub>2</sub>)

No	Promosi (X <sub>2</sub> )									Total
	Pesan Promosi			Media Promosi			Waktu Promosi			
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	
1	4	5	4	5	4	5	4	4	5	40
2	3	3	3	3	3	3	3	3	4	28
3	4	4	4	4	4	4	4	4	4	36
4	5	4	5	5	5	5	5	5	5	44
5	4	5	3	5	5	5	5	5	5	42
6	5	5	5	5	5	5	5	5	5	45
7	4	5	4	5	5	5	5	5	4	42
8	4	4	4	5	4	4	4	4	4	37
9	5	5	5	5	5	5	5	5	5	45
10	5	5	5	5	5	5	5	5	5	45
11	4	5	4	5	5	5	5	4	4	41
12	4	5	4	5	5	5	5	5	4	42
13	4	4	4	4	4	4	4	4	4	36
14	4	5	4	5	4	5	4	5	4	40
15	3	3	3	3	3	3	3	3	3	27
16	4	4	4	4	4	4	4	4	4	36
17	4	4	4	4	4	4	4	4	4	36
18	5	4	5	4	5	4	5	4	4	40
19	4	4	4	4	4	4	4	4	4	36
20	5	4	4	5	5	5	5	5	5	43
21	4	4	4	4	4	4	4	4	4	36

22	3	4	5	3	3	5	4	4	5	36
23	4	4	5	5	4	4	3	5	4	38
24	4	5	4	5	5	4	5	4	4	40
25	5	5	4	4	4	4	4	4	5	39
26	4	4	4	4	4	4	4	4	4	36
27	5	5	5	5	5	5	5	5	5	45
28	4	4	5	4	4	4	4	4	4	37
29	3	3	3	4	4	4	3	3	3	30
30	3	3	3	4	5	5	4	4	4	35
31	4	5	5	5	5	5	5	5	5	44
32	5	4	3	4	4	4	4	3	3	34
33	3	4	3	5	4	4	4	5	4	36
34	5	5	4	5	5	5	5	5	4	43
35	4	5	4	5	4	5	4	4	5	40
36	3	3	3	3	3	3	3	3	4	28
37	4	4	4	4	4	4	4	4	4	36
38	5	4	5	5	5	5	5	5	5	44
39	4	5	3	5	5	5	5	5	5	42
40	5	5	5	5	5	5	5	5	5	45
41	4	5	4	5	5	5	5	5	4	42
42	4	4	4	5	4	4	4	4	4	37
43	5	5	5	5	5	5	5	5	5	45
44	5	5	5	5	5	5	5	5	5	45
45	4	5	4	5	5	5	5	4	4	41
46	4	5	4	5	5	5	5	5	4	42
47	4	4	4	4	4	4	4	4	4	36

48	4	5	4	5	4	5	4	5	4	40
49	3	3	3	3	3	3	3	3	3	27
50	5	5	5	5	5	5	5	4	4	43
51	4	5	5	5	4	5	5	4	4	41
52	5	4	5	4	5	4	5	4	4	40
53	4	4	4	3	4	3	3	3	3	31
54	5	5	5	5	5	5	5	5	5	45
55	5	5	5	5	5	5	5	5	5	45
56	4	4	4	4	4	4	4	4	4	36
57	4	4	4	4	3	3	4	3	4	33
58	5	5	5	5	5	5	5	5	5	45
59	5	5	5	5	5	5	5	5	5	45
60	4	5	4	5	5	5	5	4	4	41
61	5	5	5	5	5	5	5	5	5	45
62	5	5	5	5	5	5	5	5	5	45
63	4	5	4	5	4	5	4	5	4	40
64	3	3	3	3	3	3	3	3	3	27
65	4	4	4	4	4	4	4	4	4	36
66	5	5	5	5	5	5	5	5	5	45
67	4	5	4	5	5	5	5	5	4	42
68	4	4	4	5	4	4	4	4	4	37
69	4	4	4	4	4	4	4	4	4	36
70	5	5	5	5	5	5	5	5	5	45
71	4	5	4	5	5	5	5	4	4	41
72	4	5	4	5	5	5	5	5	4	42
73	4	4	4	4	4	4	4	4	4	36

74	4	5	4	5	4	5	4	5	4	40
75	3	3	3	3	3	3	3	3	3	27
76	4	4	4	4	4	4	4	4	4	36
77	4	4	4	4	4	4	4	4	4	36
78	5	4	5	4	5	4	5	4	4	40
79	4	4	4	4	4	4	4	4	4	36
80	5	4	4	5	5	5	5	5	5	43
81	5	5	5	5	5	5	5	5	5	45
82	4	5	4	5	5	5	5	5	4	42
83	4	4	4	5	4	4	4	4	4	37
84	5	5	5	5	5	5	5	5	5	45
85	5	5	5	5	5	5	5	5	5	45
86	4	5	4	5	5	5	5	4	4	41
87	4	5	5	5	5	5	5	5	5	44
88	5	4	5	5	5	5	5	5	5	44
89	5	5	5	5	5	5	5	5	5	45
90	3	3	3	2	3	3	3	3	3	26
91	4	5	4	5	4	5	4	4	5	40
92	3	3	3	3	3	3	3	3	4	28
93	2	3	3	3	4	3	2	2	3	25
94	5	4	3	5	4	3	2	5	5	36
95	5	5	5	5	5	5	5	5	5	45
96	5	5	5	5	5	5	5	5	5	45
97	4	5	4	5	5	5	5	5	4	42
98	4	4	4	5	4	4	4	4	4	37
99	5	5	5	5	5	5	5	5	5	45

100	5	5	5	5	5	5	5	5	5	45
101	4	5	4	5	5	5	5	4	4	41
102	4	5	4	5	5	5	5	5	4	42
103	3	4	4	3	3	4	3	4	3	31
104	4	3	3	5	4	3	3	3	4	32
105	2	3	2	3	3	2	2	3	3	23
106	4	5	5	5	5	5	4	4	5	42
107	4	5	5	5	5	5	5	5	4	43
108	3	3	3	4	3	3	3	3	3	28
109	5	5	5	5	5	5	5	5	5	45
110	5	5	5	5	5	5	5	5	5	45
111	5	5	5	5	5	5	5	5	5	45
112	5	5	5	5	5	5	5	5	5	45
113	5	5	5	5	5	5	5	5	5	45
114	5	5	5	5	5	5	5	5	5	45
115	5	5	5	5	5	5	5	5	5	45
116	5	5	5	5	5	5	5	5	5	45
117	5	5	5	5	5	5	5	5	5	45
118	4	5	4	5	5	5	5	4	4	41
119	4	4	4	3	4	4	3	3	4	33
120	4	4	4	4	4	4	4	4	4	36
121	4	3	3	4	4	3	4	3	4	32
122	3	3	3	3	3	3	3	3	3	27
123	4	4	4	4	4	4	4	4	4	36
124	4	4	4	4	4	4	4	4	4	36
125	5	4	5	4	5	4	3	4	4	38

126	4	4	4	4	4	4	4	4	4	36
127	5	4	4	3	3	3	5	5	5	37
128	4	3	4	4	3	4	4	4	4	34
129	4	3	4	3	3	3	3	4	4	31
130	5	4	4	5	5	5	5	5	5	43

3. Variabel Kepercayaan Merek ( $X_3$ )

No	Kepercayaan Merek ( $X_3$ )						Total
	<i>Brand Reliability</i>			<i>Brand Intention</i>			
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	
1	5	5	4	4	5	4	27
2	3	3	3	4	4	3	20
3	4	4	4	4	4	4	24
4	4	4	4	4	4	4	24
5	5	4	5	5	5	5	29
6	5	5	5	5	5	5	30
7	4	4	3	4	4	4	23
8	5	5	5	5	4	5	29
9	5	5	5	5	5	5	30
10	5	5	5	5	5	5	30
11	5	5	5	5	5	5	30
12	3	3	3	2	3	3	17
13	5	5	5	5	5	5	30
14	5	5	5	5	5	5	30

15	3	3	3	3	3	3	18
16	4	4	4	4	4	4	24
17	4	4	4	4	4	4	24
18	5	5	5	5	4	4	28
19	4	4	4	3	4	4	23
20	4	4	4	4	5	4	25
21	4	4	4	4	4	4	24
22	4	5	3	4	4	5	25
23	5	5	5	5	5	5	30
24	4	5	5	4	3	4	25
25	5	5	5	5	5	5	30
26	3	2	3	2	3	3	16
27	5	5	5	5	5	5	30
28	4	5	5	4	4	4	26
29	4	4	4	4	4	4	24
30	3	3	3	3	3	3	18
31	3	5	5	5	5	5	28
32	4	5	5	5	4	5	28
33	3	3	2	4	3	3	18
34	5	5	4	4	4	4	26
35	5	5	4	5	5	4	28
36	3	3	3	4	4	3	20
37	4	4	4	4	4	4	24
38	5	5	5	4	4	5	28
39	5	4	5	5	5	5	29
40	5	5	5	5	5	5	30



41	4	4	3	4	4	4	23
42	5	5	5	5	4	5	29
43	5	5	5	5	5	5	30
44	5	5	5	5	5	5	30
45	4	4	4	4	4	4	24
46	3	3	3	2	3	3	17
47	3	3	4	3	4	4	21
48	4	5	4	5	4	5	27
49	3	3	3	3	3	3	18
50	4	4	4	4	4	4	24
51	4	4	4	4	4	4	24
52	5	5	5	5	4	4	28
53	4	4	4	3	4	4	23
54	4	4	4	4	5	4	25
55	4	4	4	4	4	4	24
56	4	5	3	4	4	5	25
57	4	4	4	4	4	4	24
58	3	3	3	3	3	3	18
59	3	5	5	5	5	5	28
60	3	3	2	2	3	3	16
61	3	3	2	4	3	3	18
62	5	5	4	4	4	4	26
63	5	5	4	4	5	4	27
64	3	3	3	4	4	3	20
65	4	4	4	4	4	4	24
66	5	5	5	4	4	5	28

67	5	4	5	5	5	5	29
68	5	5	5	5	5	5	30
69	4	4	3	4	4	4	23
70	5	5	5	5	4	5	29
71	5	5	5	5	5	5	30
72	5	5	5	5	5	5	30
73	4	4	4	4	4	4	24
74	3	3	3	2	3	3	17
75	5	5	5	5	5	5	30
76	5	5	5	5	5	5	30
77	3	3	3	3	3	3	18
78	4	3	4	3	3	4	21
79	4	5	4	5	4	5	27
80	5	5	5	5	4	4	28
81	3	3	3	3	3	3	18
82	3	4	3	4	3	3	20
83	4	3	3	4	3	4	21
84	5	3	3	5	4	4	24
85	4	4	4	3	4	4	23
86	4	4	4	4	5	4	25
87	4	4	4	4	4	4	24
88	4	5	3	4	4	5	25
89	5	5	5	5	5	5	30
90	4	5	5	4	3	4	25
91	5	5	5	5	5	5	30
92	3	4	3	3	4	4	21

93	5	5	5	5	5	5	30
94	4	5	5	4	4	4	26
95	4	4	4	4	4	4	24
96	3	3	3	3	3	3	18
97	3	5	5	5	5	5	28
98	4	3	3	3	4	3	20
99	3	3	2	4	3	3	18
100	5	5	4	4	4	4	26
101	5	5	4	4	5	4	27
102	3	3	3	4	4	3	20
103	4	5	5	5	5	5	29
104	5	5	5	4	4	5	28
105	5	4	5	5	5	5	29
106	5	5	5	5	5	5	30
107	4	4	5	5	5	5	28
108	5	5	5	5	4	5	29
109	5	5	5	5	5	5	30
110	5	5	5	5	4	5	29
111	4	4	4	4	4	4	24
112	4	5	3	4	4	5	25
113	5	5	5	5	5	5	30
114	4	5	5	4	3	4	25
115	5	5	5	5	5	5	30
116	4	5	5	5	5	5	29
117	5	4	4	5	5	5	28
118	3	3	3	4	4	4	21

119	5	5	5	5	5	5	30
120	5	5	5	5	5	5	30
121	3	3	3	5	2	3	19
122	4	5	5	5	5	5	29
123	3	3	2	3	3	3	17
124	3	3	2	3	3	2	16
125	3	3	2	3	3	3	17
126	5	5	5	5	5	5	30
127	5	5	5	5	5	5	30
128	5	5	5	4	4	5	28
129	5	5	5	5	5	5	30
130	5	5	5	5	5	5	30

#### 4. Keputusan Pembelian (Y)

No	Keputusan Pembelian (Y)												Total
	Pengenalan Masalah			Pencarian Informasi			Penilaian Alternatif			Perilaku Pasca Pembelian			
	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	
1	4	4	5	4	4	4	5	4	4	4	5	5	52
2	3	3	3	3	4	3	3	4	3	4	3	4	40
3	4	4	4	4	5	5	5	4	4	4	4	4	51
4	5	5	5	5	5	5	5	5	5	5	5	5	60
5	5	5	5	5	4	5	3	3	4	4	5	5	53
6	5	5	5	5	5	5	5	5	5	5	5	5	60
7	4	4	4	4	4	4	4	4	4	5	5	4	50
8	5	5	4	4	5	5	5	5	4	4	4	4	54

9	5	5	5	5	5	5	5	5	5	5	5	5	60
10	5	5	5	5	5	5	5	5	5	5	5	5	60
11	4	5	4	4	5	5	4	4	4	5	5	5	54
12	4	4	3	3	3	4	3	3	4	4	4	4	43
13	5	4	4	4	4	4	5	4	4	5	5	5	53
14	4	5	4	5	4	5	4	5	4	5	4	5	54
15	3	3	3	3	3	4	3	3	4	4	4	3	40
16	4	4	4	4	4	4	4	4	4	4	4	4	48
17	4	4	4	4	4	4	4	4	4	4	4	4	48
18	4	5	4	5	5	5	4	4	4	5	5	5	55
19	4	4	4	4	4	4	4	3	4	4	4	4	47
20	5	4	4	4	4	5	4	4	4	5	5	5	53
21	4	4	4	4	4	4	4	4	4	4	4	4	48
22	4	4	5	4	4	5	4	3	4	5	5	4	51
23	2	5	4	5	5	5	5	4	4	5	5	4	53
24	4	5	3	5	5	4	4	4	5	5	5	4	53
25	4	4	4	4	4	5	5	4	4	5	5	5	53
26	4	4	4	4	4	3	3	4	3	4	4	4	45
27	5	5	5	5	5	5	5	5	5	5	5	5	60
28	4	4	4	4	4	4	4	4	5	5	5	4	51
29	4	4	4	3	4	4	4	4	4	3	3	4	45
30	3	4	3	3	3	3	3	2	3	5	5	4	41
31	5	4	5	5	5	5	5	5	5	5	5	5	59
32	3	3	5	5	5	5	5	5	3	4	4	5	52
33	4	3	4	3	2	4	4	4	4	3	4	3	42
34	5	5	4	5	4	5	4	5	5	4	5	5	56
35	5	5	5	5	5	5	5	5	5	5	5	5	60
36	5	5	5	5	5	5	5	5	5	5	5	5	60
37	5	5	5	5	5	5	5	5	5	5	5	5	60

38	4	4	4	4	5	5	3	4	4	4	4	4	49
39	4	4	5	4	5	4	5	5	4	5	5	5	55
40	5	5	5	5	5	5	5	5	5	5	5	5	60
41	5	5	5	5	5	5	5	5	5	5	5	5	60
42	4	4	4	4	5	5	4	4	4	4	5	4	51
43	4	3	4	4	4	5	1	4	4	4	4	4	45
44	4	4	4	4	4	4	4	4	4	4	4	4	48
45	4	5	4	5	4	5	4	5	4	5	4	5	54
46	3	3	3	4	3	5	3	3	3	3	3	3	39
47	4	4	4	4	4	4	4	4	4	4	4	4	48
48	4	4	4	4	4	4	4	4	4	4	4	4	48
49	4	4	5	5	5	5	5	4	5	4	4	4	54
50	3	3	4	4	4	4	4	4	4	4	4	4	46
51	4	5	5	5	5	5	4	5	4	4	4	4	54
52	4	4	4	4	4	4	4	4	4	4	4	4	48
53	4	4	4	4	4	4	3	3	3	4	4	4	45
54	3	5	5	5	5	5	5	5	5	5	5	5	58
55	5	4	4	4	5	4	4	4	4	4	4	4	50
56	4	4	4	4	4	4	3	4	4	4	4	4	47
57	5	3	3	3	4	4	3	4	4	3	4	3	43
58	5	4	5	5	5	5	5	5	5	5	5	5	59
59	3	3	5	5	5	5	5	5	3	4	4	5	52
60	4	3	4	3	2	4	4	4	4	3	4	3	42
61	5	5	4	5	4	5	4	5	5	4	5	5	56
62	5	5	5	5	5	5	5	5	5	5	5	5	60
63	5	5	5	5	5	5	5	5	5	5	5	5	60
64	5	5	5	5	5	5	5	5	5	5	5	5	60
65	4	4	4	4	5	5	3	4	4	4	4	4	49
66	4	4	5	4	5	4	5	5	4	5	5	5	55

67	5	5	5	5	5	5	5	5	5	5	5	5	60
68	5	5	5	5	5	5	5	5	5	5	5	5	60
69	4	4	4	4	5	5	4	4	4	4	5	4	51
70	4	3	4	4	4	5	1	4	4	4	4	4	45
71	4	4	4	4	4	4	4	4	4	4	4	4	48
72	4	5	4	5	4	5	4	5	4	5	4	5	54
73	3	3	3	4	3	5	3	3	3	3	3	3	39
74	4	4	4	4	4	4	4	4	4	4	4	4	48
75	4	4	4	4	4	4	4	4	4	4	4	4	48
76	4	5	5	4	4	5	4	5	5	4	4	5	54
77	3	4	2	3	3	3	4	3	3	3	3	3	37
78	4	4	4	4	4	4	4	4	4	4	4	4	48
79	5	5	5	5	5	5	5	5	5	5	5	5	60
80	5	5	5	5	5	5	5	5	5	5	5	5	60
81	5	5	5	5	5	5	5	5	5	5	5	5	60
82	4	4	4	4	5	5	3	4	4	4	4	4	49
83	4	4	5	4	5	4	5	5	4	5	5	5	55
84	5	5	5	5	5	5	5	5	5	5	5	5	60
85	5	5	5	5	5	5	5	5	5	5	5	5	60
86	4	4	4	4	5	5	4	4	4	4	5	4	51
87	4	3	4	4	4	5	1	4	4	4	4	4	45
88	4	4	4	4	4	4	4	4	4	4	4	4	48
89	4	5	4	5	4	5	4	5	4	5	4	5	54
90	3	3	3	4	3	5	3	3	3	3	3	3	39
91	4	4	4	4	4	4	4	4	4	4	4	4	48
92	4	4	4	4	4	4	4	4	4	4	4	4	48
93	4	4	5	5	5	5	5	4	5	4	4	4	54
94	3	3	4	4	4	4	4	4	4	4	4	4	46
95	4	5	5	5	5	5	4	5	4	4	4	4	54

96	4	4	4	4	4	4	4	4	4	4	4	4	48
97	3	4	5	4	4	4	5	4	5	5	4	5	52
98	3	5	4	4	4	4	3	4	4	5	5	5	50
99	4	5	5	4	5	4	4	4	5	5	5	4	54
100	4	4	4	5	5	5	5	5	5	4	4	4	54
101	4	4	4	4	4	4	3	3	3	4	4	4	45
102	3	5	5	5	5	5	5	5	5	5	5	5	58
103	5	4	4	4	5	4	4	4	4	4	4	4	50
104	4	4	4	4	4	4	3	4	4	4	4	4	47
105	5	3	3	3	4	4	3	4	4	3	4	3	43
106	5	4	5	5	5	5	5	5	5	5	5	5	59
107	3	3	5	5	5	5	5	5	3	4	4	5	52
108	4	3	4	3	2	4	4	4	4	3	4	3	42
109	5	5	4	5	4	5	4	5	5	4	5	5	56
110	5	5	5	5	5	5	5	5	5	5	5	5	60
111	5	5	5	5	5	5	5	5	5	5	5	5	60
112	5	5	5	5	5	5	5	5	5	5	5	5	60
113	4	4	4	4	5	5	3	4	4	4	4	4	49
114	4	4	5	4	5	4	5	5	4	5	5	5	55
115	5	5	5	5	5	5	5	5	5	5	5	5	60
116	5	5	5	5	5	5	5	5	5	5	5	5	60
117	4	4	4	4	5	5	4	4	4	4	5	4	51
118	4	3	4	4	4	5	1	4	4	4	4	4	45
119	4	4	5	4	5	4	5	5	4	5	5	5	55
120	5	5	5	5	5	5	5	5	5	5	5	5	60
121	4	4	4	4	4	4	3	3	3	4	4	4	45
122	3	5	5	5	5	5	5	5	5	5	5	5	58
123	5	4	4	4	5	4	4	4	4	4	4	4	50
124	4	4	4	4	4	4	3	4	4	4	4	4	47



125	5	3	3	3	4	4	3	4	4	3	4	3	43
126	5	4	5	5	5	5	5	5	5	5	5	5	59
127	3	3	5	5	5	5	5	5	3	4	4	5	52
128	4	3	4	3	2	4	4	4	4	3	4	3	42
129	5	5	4	5	4	5	4	5	5	4	5	5	56
130	5	5	5	5	5	5	5	5	5	5	5	5	60

## Lampiran 9. Hasil Uji Analisis Data Menggunakan SPSS

### 1. Distribusi Frekuensi Biodata Responden

#### Program Studi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Manajemen	70	53.8	53.8	53.8
	Akuntansi	60	46.2	46.2	100.0
	Total	130	100.0	100.0	

#### Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	67	51.5	51.5	51.5
	Perempuan	63	48.5	48.5	100.0
	Total	130	100.0	100.0	

#### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 - 20 Tahun	37	28.5	28.5	28.5
	21 - 30 Tahun	93	71.5	71.5	100.0
	Total	130	100.0	100.0	

#### Intensitas Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 Kali	67	51.5	51.5	51.5
	3 Kali	29	22.3	22.3	73.8
	>3 Kali	34	26.2	26.2	100.0
	Total	130	100.0	100.0	

## 2. Distribusi Frekuensi Variabel Kualitas Produk (X<sub>1</sub>)

### X1.1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	4	3.1	3.1	3.1
RG	14	10.8	10.8	13.8
S	72	55.4	55.4	69.2
SS	40	30.8	30.8	100.0
Total	130	100.0	100.0	

### X1.1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RG	10	7.7	7.7	7.7
S	68	52.3	52.3	60.0
SS	52	40.0	40.0	100.0
Total	130	100.0	100.0	

### X1.1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RG	23	17.7	17.7	17.7
S	73	56.2	56.2	73.8
SS	34	26.2	26.2	100.0
Total	130	100.0	100.0	

### X1.2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RG	18	13.8	13.8	13.8
S	62	47.7	47.7	61.5
SS	50	38.5	38.5	100.0
Total	130	100.0	100.0	

### X1.2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RG	14	10.8	10.8	10.8
S	69	53.1	53.1	63.8
SS	47	36.2	36.2	100.0
Total	130	100.0	100.0	

**X1.2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RG	11	8.5	8.5	8.5
	S	52	40.0	40.0	48.5
	SS	67	51.5	51.5	100.0
	Total	130	100.0	100.0	

**X1.3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	.8	.8	.8
	RG	22	16.9	16.9	17.7
	S	62	47.7	47.7	65.4
	SS	45	34.6	34.6	100.0
	Total	130	100.0	100.0	

**X1.3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	2.3	2.3	2.3
	RG	22	16.9	16.9	19.2
	S	69	53.1	53.1	72.3
	SS	36	27.7	27.7	100.0
	Total	130	100.0	100.0	

**X1.3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RG	15	11.5	11.5	11.5
	S	81	62.3	62.3	73.8
	SS	34	26.2	26.2	100.0
	Total	130	100.0	100.0	

**X1.4.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RG	5	3.8	3.8	3.8
	S	52	40.0	40.0	43.8
	SS	73	56.2	56.2	100.0
	Total	130	100.0	100.0	

**X1.4.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RG	10	7.7	7.7	7.7
	S	49	37.7	37.7	45.4
	SS	71	54.6	54.6	100.0
	Total	130	100.0	100.0	

**X1.4.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RG	9	6.9	6.9	6.9
	S	62	47.7	47.7	54.6
	SS	59	45.4	45.4	100.0
	Total	130	100.0	100.0	

**Item Statistics**

	Mean	Std. Deviation	N
X1.1.1	4.14	.723	130
X1.1.2	4.32	.613	130
X1.1.3	4.08	.659	130
X1.2.1	4.25	.683	130
X1.2.2	4.25	.639	130
X1.2.3	4.43	.646	130
X1.3.1	4.16	.724	130
X1.3.2	4.06	.734	130
X1.3.3	4.15	.599	130
X1.4.1	4.52	.574	130
X1.4.2	4.47	.637	130
X1.4.3	4.38	.615	130

### 3. Distribusi Frekuensi Variabel Promosi (X<sub>3</sub>)

**X2.1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	2	1.5	1.5	1.5
RG	16	11.8	11.8	13.2
S	68	50.0	50.0	63.2
SS	50	36.8	36.8	100.0
Total	136	100.0	100.0	

**X2.1.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RG	19	14.0	14.0	14.0
S	48	35.3	35.3	49.3
SS	69	50.7	50.7	100.0
Total	136	100.0	100.0	

**X2.1.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	.7	.7	.7
RG	22	16.2	16.2	16.9
S	63	46.3	46.3	63.2
SS	50	36.8	36.8	100.0
Total	136	100.0	100.0	

**X2.2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	.7	.7	.7
RG	17	12.5	12.5	13.2
S	34	25.0	25.0	38.2
SS	84	61.8	61.8	100.0
Total	136	100.0	100.0	

**X2.2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RG	18	13.2	13.2	13.2
S	47	34.6	34.6	47.8
SS	71	52.2	52.2	100.0
Total	136	100.0	100.0	

**X2.2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	.7	.7	.7
RG	19	14.0	14.0	14.7
S	40	29.4	29.4	44.1
SS	76	55.9	55.9	100.0
Total	136	100.0	100.0	

**X2.3.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	3	2.2	2.2	2.2
RG	19	14.0	14.0	16.2
S	44	32.4	32.4	48.5
SS	70	51.5	51.5	100.0
Total	136	100.0	100.0	

**X2.3.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	.7	.7	.7
RG	19	14.0	14.0	14.7
S	52	38.2	38.2	52.9
SS	64	47.1	47.1	100.0
Total	136	100.0	100.0	

**X2.3.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RG	13	9.6	9.6	9.6
S	69	50.7	50.7	60.3
SS	54	39.7	39.7	100.0
Total	136	100.0	100.0	

**Item Statistics**

	Mean	Std. Deviation	N
X2.1.1	4.22	.706	136
X2.1.2	4.37	.718	136
X2.1.3	4.19	.725	136
X2.2.1	4.48	.740	136
X2.2.2	4.39	.712	136
X2.2.3	4.40	.754	136
X2.3.1	4.33	.799	136
X2.3.2	4.32	.737	136
X2.3.3	4.30	.636	136

#### 4. Distribusi Frekuensi Variabel Kepercayaan Merek (X<sub>3</sub>)

**X3.1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RG	30	23.1	23.1	23.1
S	45	34.6	34.6	57.7
SS	55	42.3	42.3	100.0
Total	130	100.0	100.0	

**X3.1.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	.8	.8	.8
RG	28	21.5	21.5	22.3
S	34	26.2	26.2	48.5
SS	67	51.5	51.5	100.0
Total	130	100.0	100.0	

**X3.1.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	7	5.4	5.4	5.4
RG	29	22.3	22.3	27.7
S	35	26.9	26.9	54.6
SS	59	45.4	45.4	100.0
Total	130	100.0	100.0	

**X3.2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	5	3.8	3.8	3.8
RG	17	13.1	13.1	16.9
S	52	40.0	40.0	56.9
SS	56	43.1	43.1	100.0
Total	130	100.0	100.0	

**X3.2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	.8	.8	.8
RG	24	18.5	18.5	19.2
S	56	43.1	43.1	62.3
SS	49	37.7	37.7	100.0
Total	130	100.0	100.0	



**X3.2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	.8	.8	.8
RG	24	18.5	18.5	19.2
S	47	36.2	36.2	55.4
SS	58	44.6	44.6	100.0
Total	130	100.0	100.0	

**Item Statistics**

	Mean	Std. Deviation	N
X2.1.1	4.19	.788	130
X2.1.2	4.28	.828	130
X2.1.3	4.12	.940	130
X2.2.1	4.22	.819	130
X2.2.2	4.18	.752	130
X2.2.3	4.25	.778	130

**5. Distribusi Frekuensi Variabel Keputusan Pembelian (Y)****Y.1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	.8	.8	.8
RG	18	13.8	13.8	14.6
S	66	50.8	50.8	65.4
SS	45	34.6	34.6	100.0
Total	130	100.0	100.0	

**Y.1.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RG	22	16.9	16.9	16.9
S	59	45.4	45.4	62.3
SS	49	37.7	37.7	100.0
Total	130	100.0	100.0	

**Y.1.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	.8	.8	.8
RG	11	8.5	8.5	9.2
S	65	50.0	50.0	59.2
SS	53	40.8	40.8	100.0
Total	130	100.0	100.0	

**Y.2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RG	13	10.0	10.0	10.0
S	62	47.7	47.7	57.7
SS	55	42.3	42.3	100.0
Total	130	100.0	100.0	

**Y.2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	4	3.1	3.1	3.1
RG	7	5.4	5.4	8.5
S	53	40.8	40.8	49.2
SS	66	50.8	50.8	100.0
Total	130	100.0	100.0	

**Y.2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RG	4	3.1	3.1	3.1
S	49	37.7	37.7	40.8
SS	77	59.2	59.2	100.0
Total	130	100.0	100.0	

**Y.3.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	4	3.1	3.1	3.1
RG	23	17.7	17.7	20.8
S	51	39.2	39.2	60.0
SS	52	40.0	40.0	100.0
Total	130	100.0	100.0	

**Y.3.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	.8	.8	.8
RG	12	9.2	9.2	10.0
S	60	46.2	46.2	56.2
SS	57	43.8	43.8	100.0
Total	130	100.0	100.0	

**Y.3.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RG	14	10.8	10.8	10.8
S	70	53.8	53.8	64.6
SS	46	35.4	35.4	100.0
Total	130	100.0	100.0	

**Y.4.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RG	12	9.2	9.2	9.2
S	62	47.7	47.7	56.9
SS	56	43.1	43.1	100.0
Total	130	100.0	100.0	

**Y.4.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RG	6	4.6	4.6	4.6
S	62	47.7	47.7	52.3
SS	62	47.7	47.7	100.0
Total	130	100.0	100.0	

**Y.4.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RG	12	9.2	9.2	9.2
S	57	43.8	43.8	53.1
SS	61	46.9	46.9	100.0
Total	130	100.0	100.0	

**Item Statistics**

	Mean	Std. Deviation	N
Y.1.1	4.19	.694	130
Y.1.2	4.21	.712	130
Y.1.3	4.31	.657	130
Y.2.1	4.32	.650	130
Y.2.2	4.39	.731	130
Y.2.3	4.56	.557	130
Y.3.1	4.13	.918	130
Y.3.2	4.33	.675	130
Y.3.3	4.25	.636	130
Y.4.1	4.34	.642	130
Y.4.2	4.43	.583	130
Y.4.3	4.38	.650	130

## 6. Uji Validitas Variabel Kualitas Produk (X<sub>1</sub>)

Correlations

	X1.1.1	X1.1.2	X1.1.3	X1.2.1	X1.2.2	X1.2.3	X1.3.1	X1.3.2	X1.3.3	X1.4.1	X1.4.2	X1.4.3	Kualitas Produk (X <sub>1</sub> )
X1.1.1 Pearson Correlation	1	.458**	.658**	.417**	.376**	.385**	.490**	.509**	.544**	.366**	.447**	.698**	.681**
Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.1.2 Pearson Correlation	.458**	1	.584**	.846**	.759**	.664**	.598**	.610**	.568**	.640**	.582**	.676**	.845**
Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.1.3 Pearson Correlation	.658**	.584**	1	.642**	.575**	.569**	.686**	.550**	.538**	.436**	.551**	.665**	.796**
Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.2.1 Pearson Correlation	.417**	.846**	.642**	1	.745**	.619**	.625**	.650**	.537**	.619**	.552**	.641**	.838**
Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.2.2 Pearson Correlation	.376**	.759**	.575**	.745**	1	.616**	.699**	.727**	.612**	.524**	.524**	.500**	.814**
Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.2.3 Pearson Correlation	.385**	.664**	.569**	.619**	.616**	1	.629**	.548**	.557**	.621**	.541**	.575**	.775**
Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.3.1 Pearson Correlation	.490**	.598**	.686**	.625**	.699**	.629**	1	.652**	.589**	.560**	.557**	.608**	.822**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130	130	130	130	130

X1.3.2	Pearson Correlation	.509**	.610**	.550**	.650**	.727**	.548**	.652**	1	.597**	.439**	.286**	.548**	.765**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.3.3	Pearson Correlation	.544**	.568**	.538**	.537**	.612**	.557**	.589**	.597**	1	.521**	.571**	.457**	.751**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.4.1	Pearson Correlation	.366**	.640**	.436**	.619**	.524**	.621**	.560**	.439**	.521**	1	.850**	.678**	.760**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.4.2	Pearson Correlation	.447**	.582**	.551**	.552**	.524**	.541**	.557**	.286**	.571**	.850**	1	.664**	.747**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.4.3	Pearson Correlation	.698**	.676**	.665**	.641**	.500**	.575**	.608**	.548**	.457**	.678**	.664**	1	.818**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130
Kualitas Produk (X1)	Pearson Correlation	.681**	.845**	.796**	.838**	.814**	.775**	.822**	.765**	.751**	.760**	.747**	.818**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130

## 7. Uji Validitas Variabel Promosi (X<sub>2</sub>)

Correlations

		X2.1.1	X2.1.2	X2.1.3	X2.2.1	X2.2.2	X2.2.3	X2.3.1	X2.3.2	X2.3.3	Promosi (X <sub>2</sub> )
X2.1.1	Pearson Correlation	1	.613**	.770**	.619**	.697**	.596**	.710**	.704**	.741**	.827**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	136	136	136	136	136	136	136	136	136	136
X2.1.2	Pearson Correlation	.613**	1	.632**	.796**	.761**	.859**	.781**	.758**	.631**	.881**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	136	136	136	136	136	136	136	136	136	136
X2.1.3	Pearson Correlation	.770**	.632**	1	.532**	.630**	.657**	.670**	.648**	.661**	.797**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	136	136	136	136	136	136	136	136	136	136
X2.2.1	Pearson Correlation	.619**	.796**	.532**	1	.797**	.819**	.733**	.766**	.636**	.864**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	136	136	136	136	136	136	136	136	136	136
X2.2.2	Pearson Correlation	.697**	.761**	.630**	.797**	1	.822**	.827**	.723**	.606**	.886**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	136	136	136	136	136	136	136	136	136	136
X2.2.3	Pearson Correlation	.596**	.859**	.657**	.819**	.822**	1	.834**	.794**	.670**	.911**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	136	136	136	136	136	136	136	136	136	136

X2.3.1	Pearson Correlation	.710**	.781**	.670**	.733**	.827**	.834**	1	.764**	.648**	.901**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	136	136	136	136	136	136	136	136	136	136
X2.3.2	Pearson Correlation	.704**	.758**	.648**	.766**	.723**	.794**	.764**	1	.743**	.889**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	136	136	136	136	136	136	136	136	136	136
X2.3.3	Pearson Correlation	.741**	.631**	.661**	.636**	.606**	.670**	.648**	.743**	1	.809**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	136	136	136	136	136	136	136	136	136	136
Promosi (X2)	Pearson Correlation	.827**	.881**	.797**	.864**	.886**	.911**	.901**	.889**	.809**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	136	136	136	136	136	136	136	136	136	136

## 8. Uji Validitas Variabel Kepercayaan Merek (X<sub>3</sub>)

Correlations

		X3.1.1	X3.1.2	X3.1.3	X3.2.1	X3.2.2	X3.2.3	Kepercayaan Merek (X3)
X3.1.1	Pearson Correlation	1	.758**	.752**	.689**	.688**	.756**	.871**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130
X3.1.2	Pearson Correlation	.758**	1	.801**	.717**	.665**	.829**	.898**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130
X3.1.3	Pearson Correlation	.752**	.801**	1	.719**	.704**	.816**	.907**

	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	130	130	130	130	130	130	130
X3.2.1	Pearson Correlation	.689**	.717**	.719**	1	.716**	.777**	.867**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	130	130	130	130	130	130	130
X3.2.2	Pearson Correlation	.688**	.665**	.704**	.716**	1	.773**	.848**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	130	130	130	130	130	130	130
X3.2.3	Pearson Correlation	.756**	.829**	.816**	.777**	.773**	1	.929**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	130	130	130	130	130	130	130
Kepercayaan Merek (X3)	Pearson Correlation	.871**	.898**	.907**	.867**	.848**	.929**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	130	130	130	130	130	130	130

## 9. Uji Validitas Variabel Keputusan Pembelian (Y)

Correlations

	Y.1.1	Y.1.2	Y.1.3	Y.2.1	Y.2.2	Y.2.3	Y.3.1	Y.3.2	Y.3.3	Y.4.1	Y.4.2	Y.4.3	Keputusan Pembelian (Y)
Y.1.1 Pearson Correlation	1	.467**	.362**	.342**	.339**	.280**	.289**	.426**	.612**	.323**	.483**	.371**	.573**
Sig. (2-tailed)		.000	.000	.000	.000	.001	.001	.000	.000	.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130	130	130	130	130
Y.1.2 Pearson Correlation	.467**	1	.492**	.675**	.527**	.407**	.504**	.517**	.657**	.693**	.623**	.667**	.785**
Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	130	130	130	130	130	130	130	130	130	130	130	130	130



Y.1.3	Pearson Correlation Sig. (2-tailed) N	.362** .000 130	.492** .000 130	1 .000 130	.692** .000 130	.634** .000 130	.520** .000 130	.639** .000 130	.713** .000 130	.578** .000 130	.615** .000 130	.602** .000 130	.743** .000 130	.825** .000 130
Y.2.1	Pearson Correlation Sig. (2-tailed) N	.342** .000 130	.675** .000 130	.692** .000 130	1 .000 130	.678** .000 130	.716** .000 130	.552** .000 130	.691** .000 130	.576** .000 130	.647** .000 130	.530** .000 130	.756** .000 130	.848** .000 130
Y.2.2	Pearson Correlation Sig. (2-tailed) N	.339** .000 130	.527** .000 130	.634** .000 130	.678** .000 130	1 .000 130	.502** .000 130	.512** .000 130	.599** .000 130	.458** .000 130	.623** .000 130	.528** .000 130	.632** .000 130	.766** .000 130
Y.2.3	Pearson Correlation Sig. (2-tailed) N	.280** .001 130	.407** .000 130	.520** .000 130	.716** .000 130	.502** .000 130	1 .001 130	.280** .001 130	.533** .000 130	.482** .000 130	.353** .000 130	.371** .000 130	.503** .000 130	.629** .000 130
Y.3.1	Pearson Correlation Sig. (2-tailed) N	.289** .001 130	.504** .000 130	.639** .000 130	.552** .000 130	.512** .000 130	.280** .001 130	1 .000 130	.630** .000 130	.502** .000 130	.530** .000 130	.531** .000 130	.579** .000 130	.733** .000 130
Y.3.2	Pearson Correlation Sig. (2-tailed) N	.426** .000 130	.517** .000 130	.713** .000 130	.691** .000 130	.599** .000 130	.533** .000 130	.630** .000 130	1 .000 130	.640** .000 130	.527** .000 130	.482** .000 130	.721** .000 130	.815** .000 130
Y.3.3	Pearson Correlation Sig. (2-tailed) N	.612** .000 130	.657** .000 130	.578** .000 130	.576** .000 130	.458** .000 130	.482** .000 130	.502** .000 130	.640** .000 130	1 .000 130	.554** .000 130	.653** .000 130	.524** .000 130	.781** .000 130
Y.4.1	Pearson Correlation Sig. (2-tailed) N	.323** .000 130	.693** .000 130	.615** .000 130	.647** .000 130	.623** .000 130	.353** .000 130	.530** .000 130	.527** .000 130	.554** .000 130	1 130	.788** .000 130	.807** .000 130	.807** .000 130
Y.4.2	Pearson Correlation	.483**	.623**	.602**	.530**	.528**	.371**	.531**	.482**	.653**	.788**	1	.693**	.785**

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	130	130	130	130	130	130	130	130	130	130	130	130	
Y.4.3	Pearson Correlation	.371**	.667**	.743**	.756**	.632**	.503**	.579**	.721**	.524**	.807**	.693**	1	.865**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130
Keputusan Pembelian (Y)	Pearson Correlation	.573**	.785**	.825**	.848**	.766**	.629**	.733**	.815**	.781**	.807**	.785**	.865**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130

## 10. Uji Reliabilitas

### a. Variabel Kualitas Produk ( $X_1$ )

Reliability Statistics	
Cronbach's Alpha	N of Items
.942	12

### b. Variabel Promosi ( $X_2$ )

Reliability Statistics	
Cronbach's Alpha	N of Items
.957	9

### c. Variabel Kepercayaan Merek ( $X_3$ )

Reliability Statistics	
Cronbach's Alpha	N of Items
.945	6

### d. Variabel Keputusan Pembelian ( $Y$ )

Reliability Statistics	
Cronbach's Alpha	N of Items
.934	12

## 11. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		130
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	5.09155056
Most Extreme Differences	Absolute	.064
	Positive	.044
	Negative	-.064
Test Statistic		.064
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

## 12. Uji Multikolinieritas

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	14.296	4.850		2.948	.004		
Kualitas Produk	.293	.076	.290	3.848	.000	.936	1.069
Promosi	.319	.082	.289	3.869	.000	.955	1.047
Kepercayaan Merek	.399	.107	.280	3.749	.000	.956	1.046

## 13. Uji Heteroskedastisitas

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.979	3.010		1.987	.049
Kualitas Produk	.032	.047	.062	.679	.499
Promosi	-.016	.051	-.028	-.308	.759
Kepercayaan Merek	-.122	.066	-.165	-1.839	.068

#### 14. Uji Autokorelasi

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.574 <sup>a</sup>	.329	.313	5.152	1.822

#### 15. Analisis Regresi Linier Berganda

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.296	4.850		2.948	.004
	Kualitas Produk	.293	.076	.290	3.848	.000
	Promosi	.319	.082	.289	3.869	.000
	Kepercayaan Merek	.399	.107	.280	3.749	.000

#### 16. Koefisien Determinasi

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.574 <sup>a</sup>	.329	.313	5.152

#### 17. Uji Parsial (Uji-t)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.296	4.850		2.948	.004
	Kualitas Produk	.293	.076	.290	3.848	.000
	Promosi	.319	.082	.289	3.869	.000
	Kepercayaan Merek	.399	.107	.280	3.749	.000

### 18. Uji Simultan (Uji-f)

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1641.426	3	547.142	20.615	.000 <sup>b</sup>
	Residual	3344.181	126	26.541		
	Total	4985.608	129			