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1. Nama Mahasiswa : Armanda Yuli Agasti Ningsih
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3. Program Studi : Manajemen
4. Tanggal Mangajukan Skripsi : 5 November 2020
5. Judul Skripsi : Pengaruh Iklan Televisi, *Brand Image*, dan Kualitas Produk Terhadap Keputusan Pembelian Pada Konsumen Teh Siap Minum Dalam Kemasan Teh Pucuk Harum di Toko Cemilan Perumtas 3 Sidoarjo
6. Dosen Pembimbing : I Made Bagus Dwiarta, S.E., M.M
7. Konsultasi :

No.	Tanggal	Paraf Pembimbing	Uraian / Kegiatan
1.	05/11/20		Judul revisi
2.	09/11/20		Acc judul
3.	26/11/20		Revisi Bab I
4.	16/12/20		Acc Bab I
5.	29/12/20		Revisi Bab II
6.	08/01/21		Acc Bab II
7.	12/01/21		Revisi Bab III
8.	21/01/21		Acc Bab III
9.	08/03/21		Revisi Bab IV dan V
10.	17/03/21		Acc Bab IV dan V
11.	23/03/21		Artikel

8. Tanggal Selesai Menulis Skripsi : 23 Maret 2021
9. Telah diuji dengan nilai :

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Dosen Pembimbing,

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NIP: 1109598/DY

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

Nomor : 210050/01/FEB/II/2021
Lampiran : -
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:
Bapak/Ibu Owner Toko Cemilan
Perumtas 3 Blok A-6
di-
Sidoarjo

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

Nama	:	Armanda Yuli Agasti Ningsih
NIM	:	171500158
Prodi	:	Manajemen
Judul Skripsi	:	**Pengaruh Iklan Televisi, *Brand Image*, dan Kualitas produk Terhadap Keputusan Pembelian Pada Konsumen Teh Dalam Kemasan Siap Minum Teh Pucuk Harum di Toko Cemilan Perumtas 3 Sidoarjo**

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

Surabaya, 03 Februari 2021
Dekan,

Drs. Teguh Purwanto, M.M
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SURAT PERNYATAAN BEBAS PLAGIASI

Yang bertanda tangan di bawah ini :
Nama : I Made Bagus Dwiarta, S.E., M.M.
Jabatan : Ketua Program Studi Manajemen

Menyatakan bahwa :

Nama : Armanda Yuli Agasti Ningsih
NIM : 171500158
Prodi : Manajemen

telah melakukan uji plagiasi dengan judul artikel PENGARUH IKLAN TELEVISI, BRAND IMAGE DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN TEH PUCUK HARUM DI TOKO CEMILAN PERUMTAS 3 SIDOARJO, dengan hasil Similarity Index 14% sehingga layak untuk mengikuti sidang skripsi.

Demikian surat pernyataan ini kami buat untuk dipergunakan sebagaimana mestinya.

Surabaya, 10 Mei 2021
Ketua Program Studi Manajemen,

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

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Tanggal Ujian Skripsi : 09 April 2021

Penguji : 1. Drs. Moch Munir Rachman., Ec., Msi
2. Dr. Edy Sulistiyan, M.Si

No	Tanggal	Materi Konsultasi	Paraf Penguji
1	19/04/2021	Revisi Kuesioner	
2			
3			
4			
5			
6			
7			
8			

Surabaya, _____

Penguji I,

Penguji II,

Dr. Edy Sulistiyan, M.Si.

Unipa Surabaya

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Tanggal Ujian Skripsi : 09 April 2021

Penguji : 1. Drs. Moch Munir Rachman., Ec., Msi.
2. Dr. Edy Sulistiyawan, Ssi., Msi

No	Tanggal	Materi Konsultasi	Paraf Penguji
1	20/04/21	Uji validitas. Uji Reliabilitas.	
2			
3			
4			
5			
6			
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Surabaya, _____

Penguji I,

(Drs. Moch Munir Rachman., Ec., Msi.)

Penguji II,

(Dr. Edy Sulistiyawan, M.A.)

HALAMAN PENGESAHAN

Judul Skripsi		: Pengaruh Iklan Televisi, *Brand Image*, dan Kualitas Produk Terhadap Keputusan PembelianPada Konsumen Teh Siap Minum Dalam Kemasan Teh Pucuk Harum di Toko Cemilan Perumtas 3 Sidoarjo
Identitas Mahasiswa		
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b.	NIM	: 171500158
c.	Program Studi	: Manajemen
d.	Fakultas	: Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya
e.	Alamat e-mail	: armandayulia@gmail.com

Mengetahui,
Ketua Program Studi,

I Made Bagus Dwiarta, S.E., M.M
NPP: 1109598/DY

Surabaya, 29 Maret 2021
Dosen Pembimbing,

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NPP: 1109598/DY

Menyetujui,
Dekan,

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NPP: 19601222.199003.1001

BERITA ACARA UJIAN SKRIPSI

Skripsi ini diterima dan disetujui oleh Panitia Ujian Skripsi Sarjana Ekonomi Program Studi Manajemen Fakultas Ekonomi Universitas PGRI Adi Buana Surabaya:

Pada Hari : Selasa
Tanggal : 20 April
Tahun : 2021

Penguji I	Penguji II
Moch. Munir R, Drs., Ec., M.Si., Dr	Dr. Edy Sulistiyawan, S.Si., M.Si.
NPP: 1601751/DY	NPP: 0721067304/DY

Kuesioner Penelitian

Responden yang terhormat,

Terima kasih atas kesediaan Saudara/i untuk berpartisipasi dalam mengisi dan menjawab seluruh pertanyaan yang ada dalam kuesioner ini. Penelitian ini digunakan untuk menyusun laporan penelitian dengan judul : "Pengaruh Iklan Televisi, Brand Image, dan Kualitas Produk Terhadap Keputusan Pembelian Pada Konsumen Teh Dalam Kemasan Siap Minum Teh Pucuk Harum di Toko Cemilan Perumtas Sidoarjo."

Penelitian ini merupakan salah satu syarat kelulusan di jenjang S1. Berkaitan dengan hal tersebut, saya mohon kesediaan Saudara/i meluangkan waktu untuk mengisi kuesioner ini.

Penelitian ini hanya ditujukan untuk responden yang pernah Mengkonsumsi produk Teh Pucuk Harum. Atas kesediaan waktu Saudara/i, saya ucapkan terima kasih.

Hormat saya,

Armanda Yuli Agasti Ningsih

A. Bagian I : Screening Responden

Apakah saudara pernah mengkonsumsi teh pucuk?

- Ya (lanjutkan ke bagian selanjutnya)
- Tidak (*stop* dan terimakasih)

B. Bagian II : Identitas Responden

1. Nama :

C. Bagian II : Pertanyaan

Penilaian dapat dilakukan berdasarkan skala sebagai berikut :

NO	Jawaban	Skor
1.	Sangat Setuju (SS)	5
2.	Setuju (S)	4
3.	Ragu-Ragu (RR)	3
4.	Tidak Setuju (TS)	2
5.	Sangat Tidak Setuju (STS)	1

No	Pertanyaan	Jawaban				
		SS	S	RR	TS	STS
Iklan Televisi (X_1)						
$X_{1.1}$ Voice						
1.	Menurut saya Iklan Teh Pucuk Harum sangat menarik					
2.	Jingle Teh Pucuk Harum menggunakan bahasa yang sederhana sehingga mudah dimengerti					
$X_{1.2.}$ Music						
3.	Ketika mendengarkan lagu dalam Iklan Teh Pucuk Harum membuat					

	saya juga ingin menyanyikan lagu tersebut.					
$X_{1.3.}$ Screen Words						
4.	Penulisan huruf Teh Pucuk Harum dalam Iklan sangatlah jelas					
5.	Pengucapan Teh Pucuk Harum dalam iklan sangatlah jelas					
$X_{1.4}$ PICTURES						
6.	Menurut saya gambar pada iklan Teh Pucuk Harum terarah dan dapat dimengerti					
7.	Latar belakang iklan Teh Pucuk Harum bernuansa alam					
$X_{1.5.}$ Colors						
8.	Penceritaan Produk Teh Pucuk Harum dapat diterima oleh masyarakat					
9.	Saya senang melihat iklan Teh Pucuk Harum					
$X_{1.6.}$ Movement						
10.	Saya dapat memahami tujuan dan maksud dari iklan Teh Pucuk Harum					
11.	Iklan Teh Pucuk Harum memberikan kesan jika Teh Pucuk Harum terbuat dari daun teh pilihan					
***Brand Image* (Citra Merek) (X_2)**						
$X_{2.1.}$ Citra Perusahaan (*Coorporate Image*)						
12.	Teh Pucuk Harum dibuat oleh perusahaan PT. Mayora Indah Tbk yang memiliki reputasi yang baik					
13.	Jaringan Distribusi Perusahaan Teh Pucuk Harum sangatlah Luas.					
$X_{2.2.}$ Citra Produk (Product Image)						

14.	Produk Teh Pucuk Harum banyak dipilih oleh masyarakat					
15.	Saya merasa lebih senang mengkonsumsi produk Teh Pucuk Harum karena rasa dan mutu yang terjamin.					
$X_{2.3.}$ Citra Pemakai (User Image)						
16.	Produk Teh Pucuk Harum merupakan produk yang telah memiliki merek yang kuat sehingga menjadi pilihan					
17.	Teh Pucuk Harum cocok dinikmati semua kalangan					
***Kualitas Produk* (X_3)**						
$X_{3.1.}$ Rasa						
18.	Teh Pucuk Harum memiliki rasa yang enak					
19.	Teh Pucuk Harum membuat ketagihan					
$X_{3.2.}$ Keragaman						
20.	Teh Pucuk Harum memiliki keberagaman kemasan					
21.	Teh Pucuk Harum menyediakan dua pilihan varian					
$X_{3.3.}$ Kesesuaian						
22.	Teh Pucuk Harum sesuai dengan lidah masyarakat Indonesia					
23.	Teh Pucuk Harum cocok dinikmati disegala suasana					
$X_{34.}$ Daya Tahan						
24.	Teh Pucuk Harum dikenam as dengan baik sehingga tahan lama.					
25.	Teh Pucuk Harum memiliki ketahanan yang kuat.					

Keputusan Pembelian (Y)						
$Y_{1.1}$ Pembelian Produk						
26.	Saya membeli produk Teh Pucuk Harum karna dapat menghilangkan dahaga					
27.	Teh Pucuk Harum merupakan produk minuman teh yang berkualitas					
$Y_{1.2}$ Pembelian Merek						
28.	Saya membeli Teh Pucuk Harum karna merek					
$Y_{1.3}$ Pemilihan Saluran Pembelian						
29.	Teh Pucuk Harum menjadi pilihan utama ketika membeli minuman teh dalam kemasan					
$Y_{1.4}$ Penentuan waktu pembelian						
30.	Ketika sedang berpergian saya membeli teh pucuk					
$Y_{1.5}$ Jumlah						
31.	Saya membeli Teh Pucuk Harum lembih dari satu					

LAMPIRAN 6

VALIDITAS SAMPEL KECIL

Correlations

		X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	X1_7	X1_8	X1_9	X1_10	X1_11	Iklan Televisi
X1_1	Pearson Correlation	1	.894**	.884**	.587**	.550**	.587**	.567**	.778**	1.000**	.894**	.884**	.924**
	Sig. (2-tailed)		.000	.000	.001	.002	.001	.001	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1_2	Pearson Correlation	.894**	1	.756**	.476**	.442*	.476**	.458*	.907**	.894**	1.000**	.756**	.863**
	Sig. (2-tailed)	.000		.000	.008	.014	.008	.011	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1_3	Pearson Correlation	.884**	.756**	1	.562**	.500**	.562**	.530**	.806**	.884**	.756**	1.000**	.876**
	Sig. (2-tailed)	.000	.000		.001	.005	.001	.003	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1_4	Pearson Correlation	.587**	.476**	.562**	1	.948**	1.000**	.973**	.382*	.587**	.476**	.562**	.817**
	Sig. (2-tailed)	.001	.008	.001		.000	.000	.000	.037	.001	.008	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1_5	Pearson Correlation	.550**	.442*	.500**	.948**	1	.948**	.918**	.328	.550**	.442*	.500**	.773**
	Sig. (2-tailed)	.002	.014	.005	.000		.000	.000	.076	.002	.014	.005	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1_6	Pearson Correlation	.587**	.476**	.562**	1.000**	.948**	1	.973**	.382*	.587**	.476**	.562**	.817**
	Sig. (2-tailed)	.001	.008	.001	.000	.000		.000	.037	.001	.008	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1_7	Pearson Correlation	.567**	.458*	.530**	.973**	.918**	.973**	1	.355	.567**	.458*	.530**	.794**
	Sig. (2-tailed)	.001	.011	.003	.000	.000	.000		.055	.001	.011	.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1_8	Pearson Correlation	.778**	.907**	.806**	.382*	.328	.382*	.355	1	.778**	.907**	.806**	.789**
	Sig. (2-tailed)	.000	.000	.000	.037	.076	.037	.055		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1_9	Pearson Correlation	1.000**	.894**	.884**	.587**	.550**	.587**	.567**	.778**	1	.894**	.884**	.924**
	Sig. (2-tailed)	.000	.000	.000	.001	.002	.001	.001	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1_10	Pearson Correlation	.894**	1.000**	.756**	.476**	.442*	.476**	.458*	.907**	.894**	1	.756**	.863**
	Sig. (2-tailed)	.000	.000	.000	.008	.014	.008	.011	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1_11	Pearson Correlation	.884**	.756**	1.000**	.562**	.500**	.562**	.530**	.806**	.884**	.756**	1	.876**
	Sig. (2-tailed)	.000	.000	.000	.001	.005	.001	.003	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
Iklan Televisi	Pearson Correlation	.924**	.863**	.876**	.817**	.773**	.817**	.794**	.789**	.924**	.863**	.876**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30

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

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

Correlations

		X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	Brand Image
X2_1	Pearson Correlation	1	.850**	.142	.925**	.811**	.841**	.943**
	Sig. (2-tailed)		.000	.454	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
X2_2	Pearson Correlation	.850**	1	.250	.783**	.721**	.747**	.900**
	Sig. (2-tailed)	.000		.183	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
X2_3	Pearson Correlation	.142	.250	1	.116	.141	.065	.337
	Sig. (2-tailed)	.454	.183		.543	.456	.734	.069
	N	30	30	30	30	30	30	30
X2_4	Pearson Correlation	.925**	.783**	.116	1	.788**	.821**	.914**
	Sig. (2-tailed)	.000	.000	.543		.000	.000	.000
	N	30	30	30	30	30	30	30
X2_5	Pearson Correlation	.811**	.721**	.141	.788**	1	.793**	.878**
	Sig. (2-tailed)	.000	.000	.456	.000		.000	.000
	N	30	30	30	30	30	30	30
X2_6	Pearson Correlation	.841**	.747**	.065	.821**	.793**	1	.883**
	Sig. (2-tailed)	.000	.000	.734	.000	.000		.000
	N	30	30	30	30	30	30	30
Brand Image	Pearson Correlation	.943**	.900**	.337	.914**	.878**	.883**	1
	Sig. (2-tailed)	.000	.000	.069	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

Correlations

		X3_1	X3_2	X3_3	X3_4	X3_5	X3_6	X3_7	X3_8	Kualitas Produk
X3_1	Pearson Correlation	1	.957**	.957**	.882**	.917**	.918**	1.000**	.957**	.985**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X3_2	Pearson Correlation	.957**	1	1.000**	.847**	.956**	.881**	.957**	1.000**	.986**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X3_3	Pearson Correlation	.957**	1.000**	1	.847**	.956**	.881**	.957**	1.000**	.986**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X3_4	Pearson Correlation	.882**	.847**	.847**	1	.814**	.784**	.882**	.847**	.896**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X3_5	Pearson Correlation	.917**	.956**	.956**	.814**	1	.846**	.917**	.956**	.955**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X3_6	Pearson Correlation	.918**	.881**	.881**	.784**	.846**	1	.918**	.881**	.923**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X3_7	Pearson Correlation	1.000**	.957**	.957**	.882**	.917**	.918**	1	.957**	.985**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
X3_8	Pearson Correlation	.957**	1.000**	1.000**	.847**	.956**	.881**	.957**	1	.986**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
Kualitas Produk	Pearson Correlation	.985**	.986**	.986**	.896**	.955**	.923**	.985**	.986**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

Correlations

		Y_1	Y_2	Y_3	Y_4	Y_5	Y_6	Keputusan Pembelian
Y_1	Pearson Correlation	1	.885**	.842**	.734**	.701**	.611**	.883**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
Y_2	Pearson Correlation	.885**	1	.739**	.778**	.739**	.731**	.903**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
Y_3	Pearson Correlation	.842**	.739**	1	.657**	.627**	.547**	.817**
	Sig. (2-tailed)	.000	.000		.000	.000	.002	.000
	N	30	30	30	30	30	30	30
Y_4	Pearson Correlation	.734**	.778**	.657**	1	.978**	.962**	.952**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30
Y_5	Pearson Correlation	.701**	.739**	.627**	.978**	1	.938**	.929**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30
Y_6	Pearson Correlation	.611**	.731**	.547**	.962**	.938**	1	.894**
	Sig. (2-tailed)	.000	.000	.002	.000	.000		.000
	N	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.883**	.903**	.817**	.952**	.929**	.894**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

RELIABILITAS SAMPEL KECIL

X1

Reliability Statistics

Cronbach's Alpha	N of Items
.960	11

X2

Reliability Statistics

Cronbach's Alpha	N of Items
.899	6

X3

Reliability Statistics

Cronbach's Alpha	N of Items
.989	8

Y

Reliability Statistics

Cronbach's Alpha	N of Items
.951	6

LAMPIRAN 7

HASIL UJI FREKUENSI VARIABEL

IKLAN TELEVISI (X1)

X1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	.9	.9	.9
	Ragu-Ragu	19	17.6	17.6	18.5
	Setuju	60	55.6	55.6	74.1
	Sangat Setuju	28	25.9	25.9	100.0
	Total	108	100.0	100.0	

X1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	2.8	2.8	2.8
	Ragu-Ragu	26	24.1	24.1	26.9
	Setuju	54	50.0	50.0	76.9
	Sangat Setuju	25	23.1	23.1	100.0
	Total	108	100.0	100.0	

X1_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	.9	.9	.9
	Ragu-Ragu	19	17.6	17.6	18.5
	Setuju	53	49.1	49.1	67.6
	Sangat Setuju	35	32.4	32.4	100.0
	Total	108	100.0	100.0	

X1_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	.9	.9	.9
	Ragu-Ragu	14	13.0	13.0	13.9
	Setuju	54	50.0	50.0	63.9
	Sangat Setuju	39	36.1	36.1	100.0
	Total	108	100.0	100.0	

X1_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	.9	.9	.9
	Ragu-Ragu	17	15.7	15.7	16.7
	Setuju	50	46.3	46.3	63.0
	Sangat Setuju	40	37.0	37.0	100.0
	Total	108	100.0	100.0	

X1_6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	1.9	1.9	1.9
	Ragu-Ragu	18	16.7	16.7	18.5
	Setuju	54	50.0	50.0	68.5
	Sangat Setuju	34	31.5	31.5	100.0
	Total	108	100.0	100.0	

X1_7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	1.9	1.9	1.9
	Ragu-Ragu	20	18.5	18.5	20.4
	Setuju	52	48.1	48.1	68.5
	Sangat Setuju	34	31.5	31.5	100.0
	Total	108	100.0	100.0	

X1_8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	1.9	1.9	1.9
	Ragu-Ragu	16	14.8	14.8	16.7
	Setuju	61	56.5	56.5	73.1
	Sangat Setuju	29	26.9	26.9	100.0
	Total	108	100.0	100.0	

X1_9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	1.9	1.9	1.9
	Ragu-Ragu	19	17.6	17.6	19.4
	Setuju	59	54.6	54.6	74.1
	Sangat Setuju	28	25.9	25.9	100.0
	Total	108	100.0	100.0	

X1_10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	5	4.6	4.6	4.6
	Ragu-Ragu	26	24.1	24.1	28.7
	Setuju	52	48.1	48.1	76.9
	Sangat Setuju	25	23.1	23.1	100.0
	Total	108	100.0	100.0	

X1_11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	1.9	1.9	1.9
	Ragu-Ragu	19	17.6	17.6	19.4
	Setuju	53	49.1	49.1	68.5
	Sangat Setuju	34	31.5	31.5	100.0
	Total	108	100.0	100.0	

BRAND IMAGE (X2)

X2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	2.8	2.8	2.8
	Ragu-Ragu	15	13.9	13.9	16.7
	Setuju	53	49.1	49.1	65.7
	Sangat Setuju	37	34.3	34.3	100.0
	Total	108	100.0	100.0	

X2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	2.8	2.8	2.8
	Ragu-Ragu	19	17.6	17.6	20.4
	Setuju	49	45.4	45.4	65.7
	Sangat Setuju	37	34.3	34.3	100.0
	Total	108	100.0	100.0	

X2_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	5	4.6	4.6	4.6
	Ragu-Ragu	14	13.0	13.0	17.6
	Setuju	43	39.8	39.8	57.4
	Sangat Setuju	46	42.6	42.6	100.0
	Total	108	100.0	100.0	

X2_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	2.8	2.8	2.8
	Ragu-Ragu	21	19.4	19.4	22.2
	Setuju	53	49.1	49.1	71.3
	Sangat Setuju	31	28.7	28.7	100.0
	Total	108	100.0	100.0	

X2_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	2.8	2.8	2.8
	Ragu-Ragu	13	12.0	12.0	14.8
	Setuju	48	44.4	44.4	59.3
	Sangat Setuju	44	40.7	40.7	100.0
	Total	108	100.0	100.0	

X2_6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	2.8	2.8	2.8
	Ragu-Ragu	16	14.8	14.8	17.6
	Setuju	47	43.5	43.5	61.1
	Sangat Setuju	42	38.9	38.9	100.0
	Total	108	100.0	100.0	

KUALITAS PRODUK (X3)

X3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	6	5.6	5.6	5.6
	Ragu-Ragu	20	18.5	18.5	24.1
	Setuju	44	40.7	40.7	64.8
	Sangat Setuju	38	35.2	35.2	100.0
	Total	108	100.0	100.0	

X3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	6	5.6	5.6	5.6
	Ragu-Ragu	14	13.0	13.0	18.5
	Setuju	53	49.1	49.1	67.6
	Sangat Setuju	35	32.4	32.4	100.0
	Total	108	100.0	100.0	

X3_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	6	5.6	5.6	5.6
	Ragu-Ragu	17	15.7	15.7	21.3
	Setuju	54	50.0	50.0	71.3
	Sangat Setuju	31	28.7	28.7	100.0
	Total	108	100.0	100.0	

X3_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	7	6.5	6.5	6.5
	Ragu-Ragu	23	21.3	21.3	27.8
	Setuju	46	42.6	42.6	70.4
	Sangat Setuju	32	29.6	29.6	100.0
	Total	108	100.0	100.0	

X3_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	4	3.7	3.7	3.7
	Ragu-Ragu	22	20.4	20.4	24.1
	Setuju	53	49.1	49.1	73.1
	Sangat Setuju	29	26.9	26.9	100.0
	Total	108	100.0	100.0	

X3_6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	6	5.6	5.6	5.6
	Ragu-Ragu	17	15.7	15.7	21.3
	Setuju	46	42.6	42.6	63.9
	Sangat Setuju	39	36.1	36.1	100.0
	Total	108	100.0	100.0	

X3_7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	4	3.7	3.7	3.7
	Ragu-Ragu	21	19.4	19.4	23.1
	Setuju	47	43.5	43.5	66.7
	Sangat Setuju	36	33.3	33.3	100.0
	Total	108	100.0	100.0	

X3_8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	4	3.7	3.7	3.7
	Ragu-Ragu	15	13.9	13.9	17.6
	Setuju	55	50.9	50.9	68.5
	Sangat Setuju	34	31.5	31.5	100.0
	Total	108	100.0	100.0	

KEPUTUSAN PEMBELIAN (Y)

Y_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-Ragu	26	24.1	24.1	24.1
	Setuju	52	48.1	48.1	72.2
	Sangat Setuju	30	27.8	27.8	100.0
	Total	108	100.0	100.0	

Y_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-Ragu	26	24.1	24.1	24.1
	Setuju	57	52.8	52.8	76.9
	Sangat Setuju	25	23.1	23.1	100.0
	Total	108	100.0	100.0	

Y_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-Ragu	21	19.4	19.4	19.4
	Setuju	45	41.7	41.7	61.1
	Sangat Setuju	42	38.9	38.9	100.0
	Total	108	100.0	100.0	

Y_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-Ragu	26	24.1	24.1	24.1
	Setuju	45	41.7	41.7	65.7
	Sangat Setuju	37	34.3	34.3	100.0
	Total	108	100.0	100.0	

Y_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-Ragu	19	17.6	17.6	17.6
	Setuju	46	42.6	42.6	60.2
	Sangat Setuju	43	39.8	39.8	100.0
	Total	108	100.0	100.0	

Y_6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-Ragu	19	17.6	17.6	17.6
	Setuju	44	40.7	40.7	58.3
	Sangat Setuju	45	41.7	41.7	100.0
	Total	108	100.0	100.0	

HASIL UJI DESKRIPTIF VARIABEL

IKLAN TELEVISI (X1)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1_1	108	2	5	4.06	.687
X1_2	108	2	5	3.94	.765
X1_3	108	2	5	4.13	.725
X1_4	108	2	5	4.21	.698
X1_5	108	2	5	4.19	.729
X1_6	108	2	5	4.11	.740
X1_7	108	2	5	4.09	.756
X1_8	108	2	5	4.08	.699
X1_9	108	2	5	4.05	.715
X1_10	108	2	5	3.90	.808
X1_11	108	2	5	4.10	.748
Valid N (listwise)	108				

BRAND IMAGE (X2)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X2_1	108	2	5	4.15	.759
X2_2	108	2	5	4.11	.789
X2_3	108	2	5	4.20	.840
X2_4	108	2	5	4.04	.772
X2_5	108	2	5	4.23	.769
X2_6	108	2	5	4.19	.787
Valid N (listwise)	108				

KUALITAS PRODUK (X3)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X3_1	108	2	5	4.06	.874
X3_2	108	2	5	4.08	.822
X3_3	108	2	5	4.02	.820
X3_4	108	2	5	3.95	.880
X3_5	108	2	5	3.99	.791
X3_6	108	2	5	4.09	.860
X3_7	108	2	5	4.06	.823
X3_8	108	2	5	4.10	.773
Valid N (listwise)	108				

KEPUTUSAN PEMBELIAN (Y)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y_1	108	3	5	4.04	.722
Y_2	108	3	5	3.99	.690
Y_3	108	3	5	4.19	.742
Y_4	108	3	5	4.10	.760
Y_5	108	3	5	4.22	.728
Y_6	108	3	5	4.24	.735
Valid N (listwise)	108				

LAMPIRAN 8

HASIL UJI VALIDITAS VARIABEL

IKLAN TELEVISI (X1)

Correlations

		X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	X1_7	X1_8	X1_9	X1_10	X1_11	Iklan Televisi
X1_1	Pearson Correlation	1	.773**	.771**	.458**	.422**	.445**	.384**	.650**	.925**	.702**	.732**	.838**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	108	108	108	108	108	108	108	108	108	108	108	108
X1_2	Pearson Correlation	.773**	1	.639**	.429**	.442**	.442**	.399**	.640**	.706**	.897**	.600**	.810**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	108	108	108	108	108	108	108	108	108	108	108	108
X1_3	Pearson Correlation	.771**	.639**	1	.425**	.429**	.426**	.456**	.643**	.673**	.549**	.872**	.795**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	108	108	108	108	108	108	108	108	108	108	108	108
X1_4	Pearson Correlation	.458**	.429**	.425**	1	.873**	.732**	.689**	.289**	.411**	.354**	.388**	.697**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.002	.000	.000	.000	.000
	N	108	108	108	108	108	108	108	108	108	108	108	108
X1_5	Pearson Correlation	.422**	.442**	.429**	.873**	1	.686**	.747**	.261**	.359**	.383**	.357**	.689**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.006	.000	.000	.000	.000
	N	108	108	108	108	108	108	108	108	108	108	108	108
X1_6	Pearson Correlation	.445**	.442**	.426**	.732**	.686**	1	.817**	.578**	.519**	.503**	.570**	.777**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	108	108	108	108	108	108	108	108	108	108	108	108
X1_7	Pearson Correlation	.384**	.399**	.456**	.689**	.747**	.817**	1	.446**	.459**	.459**	.595**	.748**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	108	108	108	108	108	108	108	108	108	108	108	108
X1_8	Pearson Correlation	.650**	.640**	.643**	.289**	.261**	.578**	.446**	1	.721**	.694**	.788**	.777**
	Sig. (2-tailed)	.000	.000	.000	.002	.006	.000	.000		.000	.000	.000	.000
	N	108	108	108	108	108	108	108	108	108	108	108	108
X1_9	Pearson Correlation	.925**	.706**	.673**	.411**	.359**	.519**	.459**	.721**	1	.768**	.794**	.848**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	108	108	108	108	108	108	108	108	108	108	108	108
X1_10	Pearson Correlation	.702**	.897**	.549**	.354**	.383**	.503**	.459**	.694**	.768**	1	.651**	.811**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	108	108	108	108	108	108	108	108	108	108	108	108
X1_11	Pearson Correlation	.732**	.600**	.872**	.388**	.357**	.570**	.595**	.788**	.794**	.651**	1	.850**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	108	108	108	108	108	108	108	108	108	108	108	108
Iklan Televisi	Pearson Correlation	.838**	.810**	.795**	.697**	.689**	.777**	.748**	.777**	.848**	.811**	.850**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	108	108	108	108	108	108	108	108	108	108	108	108

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

Correlations

		X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	Brand Image
X2_1	Pearson Correlation	1	.690**	.363**	.804**	.710**	.720**	.878**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	108	108	108	108	108	108	108
X2_2	Pearson Correlation	.690**	1	.572**	.591**	.527**	.523**	.806**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	108	108	108	108	108	108	108
X2_3	Pearson Correlation	.363**	.572**	1	.377**	.274**	.239*	.593**
	Sig. (2-tailed)	.000	.000		.000	.004	.013	.000
	N	108	108	108	108	108	108	108
X2_4	Pearson Correlation	.804**	.591**	.377**	1	.820**	.819**	.904**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	108	108	108	108	108	108	108
X2_5	Pearson Correlation	.710**	.527**	.274**	.820**	1	.794**	.844**
	Sig. (2-tailed)	.000	.000	.004	.000		.000	.000
	N	108	108	108	108	108	108	108
X2_6	Pearson Correlation	.720**	.523**	.239*	.819**	.794**	1	.838**
	Sig. (2-tailed)	.000	.000	.013	.000	.000		.000
	N	108	108	108	108	108	108	108
Brand Image	Pearson Correlation	.878**	.806**	.593**	.904**	.844**	.838**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	108	108	108	108	108	108	108

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

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

KUALITAS PRODUK (X3)

Correlations

		X3_1	X3_2	X3_3	X3_4	X3_5	X3_6	X3_7	X3_8	Kualitas Produk
X3_1	Pearson Correlation	1	.892**	.859**	.818**	.825**	.765**	.878**	.753**	.937**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	108	108	108	108	108	108	108	108	108
X3_2	Pearson Correlation	.892**	1	.885**	.755**	.763**	.743**	.738**	.826**	.910**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	108	108	108	108	108	108	108	108	108
X3_3	Pearson Correlation	.859**	.885**	1	.843**	.792**	.713**	.759**	.793**	.916**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	108	108	108	108	108	108	108	108	108
X3_4	Pearson Correlation	.818**	.755**	.843**	1	.819**	.760**	.753**	.681**	.889**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	108	108	108	108	108	108	108	108	108
X3_5	Pearson Correlation	.825**	.763**	.792**	.819**	1	.771**	.876**	.827**	.918**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	108	108	108	108	108	108	108	108	108
X3_6	Pearson Correlation	.765**	.743**	.713**	.760**	.771**	1	.784**	.788**	.872**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	108	108	108	108	108	108	108	108	108
X3_7	Pearson Correlation	.878**	.738**	.759**	.753**	.876**	.784**	1	.871**	.917**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	108	108	108	108	108	108	108	108	108
X3_8	Pearson Correlation	.753**	.826**	.793**	.681**	.827**	.788**	.871**	1	.898**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	108	108	108	108	108	108	108	108	108
Kualitas Produk	Pearson Correlation	.937**	.910**	.916**	.889**	.918**	.872**	.917**	.898**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	108	108	108	108	108	108	108	108	108

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

KEPUTUSAN PEMBELIAN (Y)

Correlations

		Y_1	Y_2	Y_3	Y_4	Y_5	Y_6	Keputusan Pembelian
Y_1	Pearson Correlation	1	.694**	.788**	.503**	.446**	.476**	.797**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	108	108	108	108	108	108	108
Y_2	Pearson Correlation	.694**	1	.770**	.447**	.469**	.465**	.780**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	108	108	108	108	108	108	108
Y_3	Pearson Correlation	.788**	.770**	1	.461**	.473**	.445**	.802**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	108	108	108	108	108	108	108
Y_4	Pearson Correlation	.503**	.447**	.461**	1	.837**	.859**	.844**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	108	108	108	108	108	108	108
Y_5	Pearson Correlation	.446**	.469**	.473**	.837**	1	.826**	.831**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	108	108	108	108	108	108	108
Y_6	Pearson Correlation	.476**	.465**	.445**	.859**	.826**	1	.836**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	108	108	108	108	108	108	108
Keputusan Pembelian	Pearson Correlation	.797**	.780**	.802**	.844**	.831**	.836**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	108	108	108	108	108	108	108

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

LAMPIRAN 9

HASIL UJI RELIABILITAS VARIABEL

IKLAN TELEVISI (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.938	11

BRAND IMAGE (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.893	6

KUALITAS PRODUK (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.969	8

KEPUTUSAN PEMBELIAN (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.899	6

LAMPIRAN 10

ASUMSI KLASIK

HASIL UJI NORMALITAS

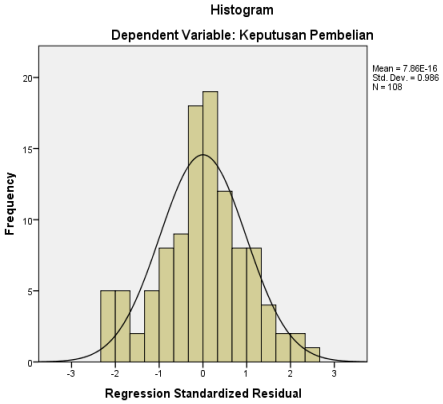
One-Sample Kolmogorov-Smirnov Test

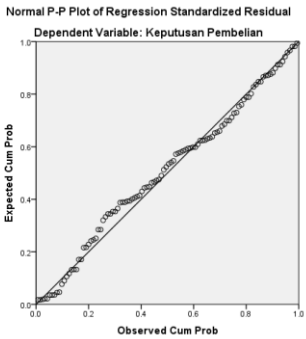
		Unstandardized Residual
N		108
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.02841554
Most Extreme Differences	Absolute	.074
	Positive	.048
	Negative	-.074
Test Statistic		.074
Asymp. Sig. (2-tailed)		.190[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.



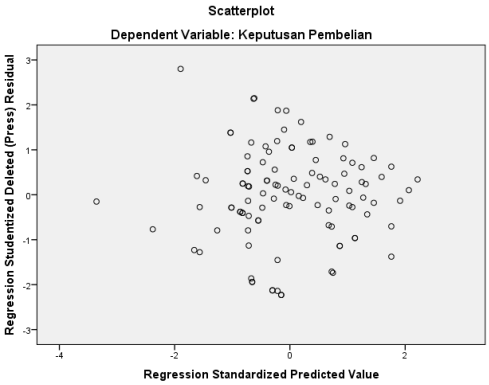


LAMPIRAN 11

HASIL UJI MULTIKOLINEARITAS

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Iklan Televisi	.980	1.020
	Brand Image	.973	1.027
	Kualitas Produk	.955	1.047

HASIL UJI HETEROKEDASTISITAS



LAMPIRAN 12

REGRESI LINEAR BERGANDA dan HASIL UJI T

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.766	3.059		1.885	.062
	Iklan Televisi	.151	.047	.268	3.196	.002
	Brand Image	.287	.079	.306	3.634	.000
	Kualitas Produk	.157	.050	.265	3.110	.002

a. Dependent Variable: Keputusan Pembelian

HASIL UJI F

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	382.773	3	127.591	13.522	.000[b]
	Residual	981.329	104	9.436		
	Total	1364.102	107			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Produk, Iklan Televisi , Brand Image

Tabulasi Data

Responden	Iklan Televisi (X1)											Skor_X1
	X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	X1_7	X1_8	X1_9	X1_10	X1_11	
Responden_1	4	4	4	4	4	4	4	4	4	4	4	44
Responden_2	3	3	3	4	4	5	4	4	3	3	3	39
Responden_3	4	4	3	5	5	5	4	4	4	4	3	45
Responden_4	5	4	4	4	3	4	3	4	5	4	4	44
Responden_5	4	5	4	5	5	5	5	4	4	5	4	50
Responden_6	4	3	4	5	5	4	5	3	4	3	4	44
Responden_7	4	4	4	5	5	4	4	4	4	4	4	46
Responden_8	5	5	5	5	5	5	5	5	5	5	5	55
Responden_9	4	4	4	4	4	4	4	5	4	4	4	45
Responden_10	5	5	5	4	4	4	4	4	5	5	5	50
Responden_11	4	4	5	5	5	5	5	4	4	4	5	50
Responden_12	5	4	5	4	4	4	4	5	5	4	5	49
Responden_13	5	5	5	5	5	5	5	5	5	5	5	55
Responden_14	4	4	5	5	5	5	5	4	4	4	5	50
Responden_15	5	5	5	4	4	4	4	5	5	5	5	51
Responden_16	4	5	4	4	4	4	4	5	4	5	4	47
Responden_17	5	4	5	5	5	5	5	4	5	4	5	52
Responden_18	5	5	5	5	5	5	5	5	5	5	5	55
Responden_19	4	4	4	5	5	5	5	4	4	4	4	48
Responden_20	5	5	5	3	3	3	3	5	5	5	5	47
Responden_21	5	5	5	5	5	5	5	5	5	5	5	55
Responden_22	4	4	4	4	5	4	4	4	4	4	4	45
Responden_23	4	4	4	4	4	4	4	4	4	4	4	44
Responden_24	5	5	5	5	5	5	5	5	5	5	5	55
Responden_25	5	5	5	5	5	5	5	5	5	5	5	55
Responden_26	3	3	3	3	3	3	3	3	3	3	3	33
Responden_27	3	3	4	3	3	3	3	4	3	3	4	36
Responden_28	3	3	4	4	4	4	4	4	3	3	4	40
Responden_29	4	4	4	4	4	4	5	4	4	4	4	45
Responden_30	3	3	3	4	4	4	4	3	3	3	3	37
Responden_31	3	3	4	4	3	4	4	4	3	3	4	39
Responden_32	4	4	4	4	5	4	5	4	4	4	4	46
Responden_33	4	4	4	4	4	4	4	4	4	3	4	43
Responden_34	4	4	5	3	4	3	3	3	3	3	3	38
Responden_35	4	4	5	5	5	2	2	2	2	2	2	35
Responden_36	3	3	3	3	3	4	4	4	4	4	4	39
Responden_37	4	4	4	4	4	5	5	5	4	4	5	48
Responden_38	3	3	3	4	4	3	3	3	4	4	3	37
Responden_39	4	4	3	5	5	5	4	4	4	4	3	45
Responden_40	5	4	4	4	3	4	3	4	5	4	4	44

Responden_41	4	5	4	5	5	5	5	4	4	5	4	50
Responden_42	4	3	4	5	5	4	5	3	4	3	4	44
Responden_43	4	4	4	5	5	4	4	4	4	4	4	46
Responden_44	5	5	5	5	5	5	5	5	5	5	5	55
Responden_45	4	4	4	4	4	4	4	5	4	4	4	45
Responden_46	5	5	5	4	4	4	4	4	5	5	5	50
Responden_47	4	4	5	5	5	5	5	4	4	4	5	50
Responden_48	5	4	5	4	4	4	4	5	5	4	5	49
Responden_49	5	5	5	5	5	5	5	5	5	5	5	55
Responden_50	4	4	5	5	5	5	5	4	4	4	5	50
Responden_51	5	5	5	4	4	4	4	5	5	5	5	51
Responden_52	4	5	4	4	4	4	4	5	4	5	4	47
Responden_53	5	4	5	5	5	5	5	4	5	4	5	52
Responden_54	5	5	5	5	5	5	5	5	5	5	5	55
Responden_55	4	4	4	5	5	5	5	4	4	4	4	48
Responden_56	5	5	5	3	3	3	3	5	5	5	5	47
Responden_57	4	4	4	4	4	3	3	4	4	4	4	42
Responden_58	4	3	4	4	4	4	3	4	4	3	4	41
Responden_59	4	4	3	4	4	4	3	4	4	4	3	41
Responden_60	4	4	4	5	4	5	4	4	4	4	4	46
Responden_61	4	4	4	4	4	4	4	4	4	4	4	44
Responden_62	4	4	5	3	4	5	5	5	4	4	5	48
Responden_63	4	4	5	5	5	5	4	5	4	4	5	50
Responden_64	3	3	3	3	3	3	3	3	3	3	3	33
Responden_65	4	4	4	4	4	4	4	4	4	4	4	44
Responden_66	3	3	3	4	4	5	4	4	3	3	3	39
Responden_67	4	4	3	5	5	5	4	4	4	4	3	45
Responden_68	5	4	4	4	3	4	3	4	5	4	4	44
Responden_69	4	5	4	5	5	5	5	4	4	5	4	50
Responden_70	4	3	4	5	5	4	5	3	4	3	4	44
Responden_71	4	4	4	5	5	4	4	4	4	4	4	46
Responden_72	5	5	5	5	5	5	5	5	5	5	5	55
Responden_73	4	4	4	4	4	4	4	5	4	4	4	45
Responden_74	5	5	5	4	4	4	4	4	5	5	5	50
Responden_75	4	4	5	5	5	5	5	4	4	4	5	50
Responden_76	5	4	5	4	4	4	4	5	5	4	5	49
Responden_77	4	4	4	3	3	3	3	4	4	4	4	40
Responden_78	4	4	4	4	4	4	4	4	4	4	4	44
Responden_79	3	3	3	3	3	3	3	3	3	3	3	33
Responden_80	4	2	4	4	4	4	4	4	4	2	4	40

Responden_81	4	3	4	4	4	4	4	4	4	3	4	42
Responden_82	3	3	3	4	4	3	4	3	3	3	3	36
Responden_83	2	2	2	2	2	2	2	2	2	2	2	22
Responden_84	4	4	4	4	4	4	4	4	4	4	4	44
Responden_85	4	4	5	5	4	4	4	5	4	4	5	48
Responden_86	4	4	3	4	4	3	4	3	4	4	3	40
Responden_87	4	4	4	4	4	4	4	4	4	4	4	44
Responden_88	4	3	4	4	4	4	4	4	4	4	4	43
Responden_89	4	4	3	4	4	3	3	3	3	3	3	37
Responden_90	4	4	4	5	4	4	4	4	4	2	4	43
Responden_91	5	5	5	5	5	5	5	5	5	5	5	55
Responden_92	4	4	4	4	5	4	4	4	4	4	4	45
Responden_93	4	4	4	4	4	4	4	4	4	4	4	44
Responden_94	5	5	5	5	5	5	5	5	5	5	5	55
Responden_95	5	5	5	5	5	5	5	5	5	5	5	55
Responden_96	3	3	3	3	3	3	3	3	3	3	3	33
Responden_97	3	3	4	3	3	3	3	4	3	3	4	36
Responden_98	3	3	4	4	4	4	4	4	3	3	4	40
Responden_99	4	4	4	4	4	4	5	4	4	4	4	45
Responden_100	3	3	3	4	4	4	4	3	3	3	3	37
Responden_101	3	3	4	4	3	4	4	4	3	3	4	39
Responden_102	4	4	4	4	5	4	5	4	4	4	4	46
Responden_103	4	4	4	3	3	3	3	4	4	4	4	40
Responden_104	4	4	4	4	4	4	4	4	4	4	4	44
Responden_105	3	3	3	3	3	3	3	3	3	3	3	33
Responden_106	4	2	4	4	4	4	4	4	4	2	4	40
Responden_107	4	3	4	4	4	4	4	4	4	3	4	42
Responden_108	3	3	3	4	4	3	4	3	3	3	3	36

Responden	Brand Image (X2)						Skor_X2
	X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	
Responden_1	5	5	5	5	5	5	30
Responden_2	5	5	5	4	4	4	27
Responden_3	4	3	4	4	4	4	23
Responden_4	5	4	4	5	5	5	28
Responden_5	3	4	5	3	3	3	21
Responden_6	3	3	3	3	3	3	18
Responden_7	4	4	4	3	3	4	22
Responden_8	5	5	2	5	5	5	27
Responden_9	4	5	5	4	5	5	28
Responden_10	4	4	5	4	4	4	25
Responden_11	5	4	5	5	5	5	29
Responden_12	4	5	5	4	4	4	26
Responden_13	3	3	3	3	3	3	18
Responden_14	3	3	3	3	3	3	18
Responden_15	4	4	5	5	5	5	28
Responden_16	4	4	4	4	5	4	25
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Responden_18	5	5	5	4	5	5	29
Responden_19	4	4	4	4	5	5	26
Responden_20	5	5	5	5	5	4	29
Responden_21	5	5	4	5	4	5	28
Responden_22	4	4	5	4	5	4	26
Responden_23	5	5	5	5	5	4	29
Responden_24	4	4	4	4	4	5	25
Responden_25	2	2	5	2	2	2	15
Responden_26	4	5	5	4	4	4	26
Responden_27	5	5	5	5	5	5	30
Responden_28	5	5	5	5	4	5	29
Responden_29	4	4	4	4	4	4	24
Responden_30	4	3	4	4	4	4	23
Responden_31	4	4	4	4	4	5	25
Responden_32	4	4	4	3	4	3	22
Responden_33	5	4	5	4	4	4	26
Responden_34	5	5	5	5	5	5	30
Responden_35	4	4	4	4	4	4	24
Responden_36	3	3	3	3	3	3	18
Responden_37	3	3	3	3	3	3	18
Responden_38	4	4	4	4	4	4	24
Responden_39	4	4	4	3	4	4	23
Responden_40	5	5	5	4	4	4	27

Responden_41	3	3	3	3	3	3	18
Responden_42	3	3	3	3	4	4	20
Responden_43	3	3	4	4	5	4	23
Responden_44	5	5	5	4	4	5	28
Responden_45	5	4	4	5	5	5	28
Responden_46	4	4	4	4	5	5	26
Responden_47	4	5	5	4	5	4	27
Responden_48	4	4	4	5	5	5	27
Responden_49	5	5	5	5	5	5	30
Responden_50	4	5	5	4	4	4	26
Responden_51	5	5	5	5	5	5	30
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Responden_53	5	5	5	4	4	4	27
Responden_54	4	5	4	4	4	4	25
Responden_55	5	4	5	5	5	5	29
Responden_56	5	5	5	5	5	5	30
Responden_57	5	5	5	5	5	5	30
Responden_58	4	4	4	4	4	4	24
Responden_59	3	4	4	4	4	4	23
Responden_60	5	4	4	5	5	5	28
Responden_61	4	4	4	4	4	4	24
Responden_62	5	4	4	5	5	5	28
Responden_63	4	4	4	4	4	4	24
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Responden_65	5	5	5	5	5	5	30
Responden_66	4	3	3	4	4	4	22
Responden_67	4	3	4	4	4	4	23
Responden_68	5	4	4	5	5	5	28
Responden_69	3	4	5	3	3	3	21
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Responden_71	4	4	4	3	3	4	22
Responden_72	5	5	2	5	5	5	27
Responden_73	4	5	5	4	5	5	28
Responden_74	4	4	5	4	4	4	25
Responden_75	5	4	5	5	5	5	29
Responden_76	4	5	5	4	4	4	26
Responden_77	3	4	4	3	4	4	22
Responden_78	4	4	4	4	4	4	24
Responden_79	4	5	5	4	4	3	25
Responden_80	4	4	2	3	4	4	21

Responden_81	5	3	3	4	5	4	24
Responden_82	4	3	3	4	4	5	23
Responden_83	5	5	5	5	5	5	30
Responden_84	4	4	4	4	5	5	26
Responden_85	4	4	4	4	5	4	25
Responden_86	5	5	5	5	5	5	30
Responden_87	2	2	2	2	2	2	12
Responden_88	4	4	4	4	5	4	25
Responden_89	4	4	4	4	4	3	23
Responden_90	4	3	4	4	4	4	23
Responden_91	4	4	4	5	5	5	27
Responden_92	5	5	5	3	3	3	24
Responden_93	5	5	5	5	5	5	30
Responden_94	4	4	4	4	5	4	25
Responden_95	2	2	5	2	2	2	15
Responden_96	4	5	5	4	4	4	26
Responden_97	5	5	5	5	5	5	30
Responden_98	5	5	5	5	4	5	29
Responden_99	4	4	4	4	4	4	24
Responden_100	4	4	4	4	4	4	24
Responden_101	4	4	4	4	4	5	25
Responden_102	4	4	4	3	4	3	22
Responden_103	3	4	4	3	4	4	22
Responden_104	4	4	4	4	4	4	24
Responden_105	4	5	5	4	4	3	25
Responden_106	4	4	2	3	4	4	21
Responden_107	5	3	3	4	5	4	24
Responden_108	4	3	3	4	4	5	23

Responden	Kualitas Produk (X3)								Skor_X3
	X3_1	X3_2	X3_3	X3_4	X3_5	X3_6	X3_7	X3_8	
Responden_1	2	2	2	2	2	2	2	2	16
Responden_2	5	5	5	5	5	5	5	5	40
Responden_3	3	4	3	3	3	4	3	4	27
Responden_4	3	3	3	3	3	4	3	3	25
Responden_5	4	4	4	4	4	4	4	4	32
Responden_6	3	4	4	3	3	3	3	4	27
Responden_7	3	4	4	3	3	4	3	4	28
Responden_8	5	5	5	5	5	5	5	5	40
Responden_9	5	5	5	4	5	5	5	5	39
Responden_10	5	4	4	5	4	5	5	4	36
Responden_11	4	4	4	4	4	5	4	4	33
Responden_12	5	5	5	5	5	5	5	5	40
Responden_13	5	5	5	5	5	5	5	5	40
Responden_14	4	4	4	4	4	4	4	4	32
Responden_15	5	5	5	5	5	5	5	5	40
Responden_16	4	4	4	4	4	4	4	4	32
Responden_17	4	4	4	5	4	4	4	4	33
Responden_18	5	5	5	5	5	5	5	5	40
Responden_19	4	4	4	4	4	4	4	4	32
Responden_20	5	5	5	5	4	5	5	5	39
Responden_21	5	5	5	5	5	5	5	5	40
Responden_22	4	4	4	5	4	4	4	4	33
Responden_23	4	4	4	4	4	4	4	4	32
Responden_24	5	5	5	5	5	5	5	5	40
Responden_25	5	5	5	5	5	5	5	5	40
Responden_26	5	5	5	5	5	5	5	5	40
Responden_27	4	4	4	4	4	4	4	4	32
Responden_28	5	5	5	5	5	5	5	5	40
Responden_29	3	3	3	3	3	3	3	3	24
Responden_30	3	3	3	3	3	3	3	3	24
Responden_31	4	4	4	3	3	3	4	4	29
Responden_32	4	4	4	3	4	3	4	4	30
Responden_33	3	3	3	4	4	4	4	4	29
Responden_34	4	4	4	4	4	4	4	4	32
Responden_35	4	3	4	4	5	5	5	5	35
Responden_36	2	2	2	2	4	2	4	4	22
Responden_37	2	2	2	2	3	3	4	4	22
Responden_38	5	5	5	5	4	4	4	4	36
Responden_39	3	4	3	3	3	4	3	4	27
Responden_40	3	3	3	3	3	4	3	3	25

Responden_41	4	4	4	4	4	4	4	4	32
Responden_42	3	4	4	3	3	3	3	4	27
Responden_43	4	3	4	4	3	4	4	3	29
Responden_44	4	4	4	4	4	4	4	4	32
Responden_45	3	4	5	5	4	4	3	4	32
Responden_46	4	4	4	2	3	4	4	4	29
Responden_47	4	5	3	3	4	5	4	5	33
Responden_48	5	4	3	3	4	4	5	4	32
Responden_49	5	5	5	5	5	5	5	5	40
Responden_50	5	4	4	4	4	5	5	4	35
Responden_51	4	4	4	4	4	5	4	4	33
Responden_52	5	5	5	5	5	5	5	5	40
Responden_53	2	2	2	2	2	2	2	2	16
Responden_54	4	4	4	4	4	5	4	5	34
Responden_55	4	4	4	4	4	4	3	3	30
Responden_56	4	4	3	4	4	4	4	3	30
Responden_57	5	5	4	4	4	5	5	5	37
Responden_58	5	5	4	4	5	5	5	5	38
Responden_59	4	4	4	4	4	4	4	4	32
Responden_60	5	5	5	4	4	4	5	5	37
Responden_61	3	3	3	4	3	4	3	3	26
Responden_62	4	4	4	4	4	4	4	4	32
Responden_63	4	3	4	4	4	3	4	3	29
Responden_64	2	2	2	2	2	2	2	2	16
Responden_65	2	2	2	2	2	2	2	2	16
Responden_66	5	5	5	5	5	5	5	5	40
Responden_67	3	4	3	3	3	4	3	4	27
Responden_68	3	3	3	3	3	4	3	3	25
Responden_69	4	4	4	4	4	4	4	4	32
Responden_70	3	4	4	3	3	3	3	4	27
Responden_71	3	4	4	3	3	4	3	4	28
Responden_72	5	5	5	5	5	5	5	5	40
Responden_73	5	5	5	4	5	5	5	5	39
Responden_74	5	4	4	5	4	5	5	4	36
Responden_75	4	4	4	4	4	5	4	4	33
Responden_76	5	5	5	5	5	5	5	5	40
Responden_77	4	4	4	4	4	4	4	4	32
Responden_78	3	3	3	3	4	3	3	3	25
Responden_79	5	5	5	5	5	5	5	5	40
Responden_80	4	4	4	4	4	4	4	4	32

Responden_81	4	4	4	4	4	4	4	4	32
Responden_82	4	4	4	4	4	4	4	4	32
Responden_83	5	5	5	5	5	5	5	5	40
Responden_84	4	4	4	4	4	2	4	4	30
Responden_85	4	4	4	4	3	3	4	4	30
Responden_86	4	4	4	4	4	4	4	4	32
Responden_87	5	5	4	4	4	4	4	4	34
Responden_88	5	5	4	4	4	3	3	3	31
Responden_89	4	4	4	4	5	5	5	5	36
Responden_90	5	5	5	4	4	4	4	4	35
Responden_91	5	5	5	5	5	5	5	5	40
Responden_92	4	4	4	5	4	4	4	4	33
Responden_93	4	4	4	4	4	4	4	4	32
Responden_94	5	5	5	5	5	5	5	5	40
Responden_95	5	5	5	5	5	5	5	5	40
Responden_96	5	5	5	5	5	5	5	5	40
Responden_97	4	4	4	4	4	4	4	4	32
Responden_98	5	5	5	5	5	5	5	5	40
Responden_99	3	3	3	3	3	3	3	3	24
Responden_100	3	3	3	3	3	3	3	3	24
Responden_101	4	4	4	3	3	3	4	4	29
Responden_102	4	4	4	3	4	3	4	4	30
Responden_103	4	4	4	4	4	4	4	4	32
Responden_104	3	3	3	3	4	3	3	3	25
Responden_105	5	5	5	5	5	5	5	5	40
Responden_106	4	4	4	4	4	4	4	4	32
Responden_107	4	4	4	4	4	4	4	4	32
Responden_108	4	4	4	4	4	4	4	4	32

Responden	Keputusan Pembelian (Y)						Skor_Y
	Y1_1	Y1_2	Y1_3	Y1_4	Y1_5	Y1_6	
Responden_1	3	3	3	3	3	3	18
Responden_2	4	4	5	4	4	4	25
Responden_3	3	3	3	4	4	4	21
Responden_4	4	3	3	5	5	5	25
Responden_5	4	3	4	3	3	3	20
Responden_6	4	4	4	3	3	3	21
Responden_7	4	4	4	3	3	4	22
Responden_8	3	4	4	5	5	5	26
Responden_9	4	4	4	4	5	5	26
Responden_10	3	3	3	4	4	4	21
Responden_11	3	4	4	5	5	5	26
Responden_12	4	4	4	4	4	4	24
Responden_13	5	4	5	5	5	5	29
Responden_14	4	4	4	5	5	5	27
Responden_15	5	5	5	5	4	5	29
Responden_16	4	4	5	4	4	4	25
Responden_17	5	4	5	5	5	5	29
Responden_18	5	4	5	5	5	5	29
Responden_19	4	4	5	5	5	4	27
Responden_20	5	5	5	4	3	4	26
Responden_21	4	5	4	5	5	5	28
Responden_22	5	4	5	4	4	3	25
Responden_23	5	5	5	4	4	4	27
Responden_24	4	4	4	5	5	5	27
Responden_25	3	3	3	5	5	5	24
Responden_26	3	3	3	3	3	3	18
Responden_27	4	4	5	5	5	5	28
Responden_28	3	3	3	5	4	5	23
Responden_29	4	3	3	4	4	4	22
Responden_30	4	3	4	4	4	4	23
Responden_31	4	4	4	4	4	5	25
Responden_32	4	4	4	3	4	3	22
Responden_33	5	4	5	4	4	4	26
Responden_34	5	5	5	5	5	5	30
Responden_35	4	4	4	4	4	4	24
Responden_36	3	3	3	3	3	3	18
Responden_37	3	3	3	3	3	3	18
Responden_38	4	4	4	4	4	4	24
Responden_39	4	4	4	3	4	4	23
Responden_40	5	5	5	4	4	4	27

Responden_41	3	3	3	3	3	3	18
Responden_42	3	3	3	3	4	4	20
Responden_43	3	3	4	4	5	4	23
Responden_44	5	5	5	4	4	5	28
Responden_45	5	4	4	5	5	5	28
Responden_46	4	4	4	4	5	5	26
Responden_47	4	5	5	4	5	4	27
Responden_48	4	4	4	5	5	5	27
Responden_49	5	5	5	5	5	5	30
Responden_50	4	5	5	4	4	4	26
Responden_51	4	4	5	5	5	5	28
Responden_52	4	4	4	5	5	5	27
Responden_53	4	5	5	4	4	4	26
Responden_54	5	5	5	5	5	5	30
Responden_55	4	5	4	4	4	4	25
Responden_56	4	4	4	3	3	3	21
Responden_57	5	4	5	5	5	5	29
Responden_58	4	4	5	4	4	4	25
Responden_59	5	5	5	5	5	5	30
Responden_60	4	5	4	5	5	5	28
Responden_61	5	4	5	4	4	4	26
Responden_62	5	5	5	5	5	5	30
Responden_63	4	4	4	4	4	4	24
Responden_64	3	3	3	3	3	3	18
Responden_65	3	3	3	3	3	3	18
Responden_66	4	4	4	4	4	4	24
Responden_67	4	4	4	4	4	4	24
Responden_68	5	5	5	5	5	5	30
Responden_69	3	3	3	3	3	3	18
Responden_70	3	3	3	3	3	3	18
Responden_71	3	3	4	3	3	4	20
Responden_72	5	5	5	5	5	5	30
Responden_73	5	4	4	4	5	5	27
Responden_74	4	4	4	4	4	4	24
Responden_75	4	5	5	5	5	5	29
Responden_76	4	4	4	4	4	4	24
Responden_77	3	4	4	3	4	4	22
Responden_78	4	4	4	4	4	4	24
Responden_79	3	3	3	3	3	3	18
Responden_80	3	4	4	3	4	4	22

Responden_81	4	4	4	4	5	4	25
Responden_82	5	4	5	4	4	5	27
Responden_83	4	4	4	5	5	5	27
Responden_84	5	5	5	4	5	5	29
Responden_85	4	4	5	4	5	4	26
Responden_86	5	4	5	5	5	5	29
Responden_87	5	4	5	5	5	5	29
Responden_88	4	4	5	4	4	4	25
Responden_89	5	5	5	5	5	5	30
Responden_90	4	5	4	5	5	5	28
Responden_91	5	5	5	3	3	3	24
Responden_92	4	4	5	4	4	4	25
Responden_93	4	4	4	4	4	4	24
Responden_94	5	5	5	5	5	5	30
Responden_95	5	5	5	5	5	5	30
Responden_96	3	3	3	3	3	3	18
Responden_97	4	4	5	5	5	5	28
Responden_98	3	3	3	5	4	5	23
Responden_99	4	3	3	4	4	4	22
Responden_100	4	3	4	4	4	4	23
Responden_101	4	4	4	4	4	5	25
Responden_102	4	4	4	3	4	3	22
Responden_103	3	4	4	3	4	4	22
Responden_104	4	4	4	4	4	4	24
Responden_105	3	3	3	3	3	3	18
Responden_106	3	4	4	3	4	4	22
Responden_107	4	4	4	4	5	4	25
Responden_108	5	4	5	4	4	5	27