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Lampiran 1 : Surat Ijin Penelitian

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

Nomor : 181623/01/FE/X/2018 Surabaya, 24 Oktober 2018
Lampiran : -
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth :
Bapak / Ibu Pimpinan Dealer MPM Motor Jombang
Jl. Gus Dur No. 127 Candi Mulyo, Kec. Jombang
di-
Jombang

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

Nama	:	Halimatus Sa'diyah
No. Reg	:	1516500220
Prodi	:	Akuntansi
Judul Skripsi	:	Analisa Pengaruh Kwalitas Produk harga dan Minat terhadap keputusan Pembelian Montor Honda (Studi Kasus pada Dealer MPM Motor Jombang

Kami menyadari bahwa kegiatan ini akan menyita waktu dan tugas-tugas Bapak/Ibu, oleh karena itu waktu tanggal pelaksanaannya mohon sesuaikan dengan jadwal yang Bapak/Ibu berikan.

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

a.n. Dekan
Dra. Siti Istikhoroh, M.Si
NIP.19671019.199203.2001

Lampiran 2 : Lembar Persetujuan

Lampiran 2 : Lembar Persetujuan

LEMBAR PERSETUJUAN

Skripsi ini telah disetujui oleh dosen pembimbing dan layak untuk diuji :

Tanggal : 13 Juli 2019

Dosen Pembimbing,

Drs. Sugijanto, M.Ak

NIP/NPP : 501487DY

Lampiran 3 : Berita Acara Bimbingan Skripsi

Lampiran 3 : Berita Acara Bimbingan Skripsi

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : Halimatus Sa'diyah
2. NIM : 15-160-0220
3. Program Studi : Akuntansi
4. Tanggal Mengajukan Skripsi : 17 Oktober 2018
5. Judul Skripsi : Pengaruh Kualitas produl terhadap minat beli konsume dan keputusan pembelian seped. motor Honda di Dealer MPM Motor Jombang
6. Dosen Pembimbing :Drs. Sugijanto, M.Ak
7. Konsultasi :

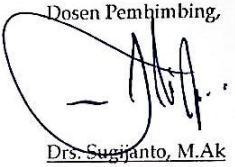
No	Tanggal	Paraf Pembimbing	Uraian/Kegiatan
1	17/10/2018		Pengajuan Judul & ACC
2	01/11/2018		Pengajuan BAB 1
3	13/11/2018		Revisi BAB I, Pengajuan BAB II
4	17/11/2018		Revisi BAB I,II
5	28/11/2018		Pengajuan BAB I.II.III
6	16/12/2018		ACC BAB I,II, Revisi BAB III
7	28/12/2018		Pengajuan BAB III
8	16/03/2019		ACC BAB III, Pengajuan BAB IV
9	03/06/2019		Revisi BAB IV & V
10	14/07/2019		ACC BAB IV V

8. Tanggal selesai menulis skripsi : 8 Juli 2019

9. Telah diuji dengan nilai :

Surabaya,

Dosen Pembimbing,



Drs. Sugijanto, M.Ak

NIP/NPP : 501487Dy

Lampiran 4 : Berita Acara Bimbingan Revisi Skripsi

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

BERITA ACARA BIMBINGAN REVISI SKRIPSI

Nama : Halimatus Sa'diyah
NIM / Program Stud : 151600220/Akuntansi
Judul Skripsi : Pengaruh Kualias Produk Terhadap Minat Beli dan Keputusan Pembelian Sepeda Motor Honda (Studi Kasus pada Konsumen Dealer MPM Motor Jombang)
Tanggal Ujian Skripsi : 26 Juli 2019
Penguji :1. Drs. Sigit Prihanto Utomo.SE.MM
2. I Made Bagus Dwiarta. SE..MM

No	Tanggal	Materi Konsultasi	Paraf Penguji I	Paraf Penguji II
1.	01-08-2019	Bab I		
2.	01-08-2019	Penelitian Terdahulu		
3.	01-08-2019	Pengertian Produk		
4.	12-08-2019	Tabel 4.19		
5.	12-08-2019	Lampiran 1		

Surabaya, 12 Agustus 2019

Penguji I,

Drs. Sigit Prihanto Utomo, SE.,MM
NIP/NPP : 8706188/DY

Penguji II,

I Made Bagus Dwiarta, SE.,MM
NIP/NPP: 1109598 /DY

Lampiran 5 : Kuesioner Penelitian

PENGAJUAN KUESIONER

"PENGARUH KUALITAS PRODUK, HARGA TERHADAP MINAT DAN KEPUTUSAN PEMBELIAN SEPEDA MOTOR HONDA PADA DEALER MPM MOTOR JOMBANG "

Kepada konsumen Dealer MPM Motor Jombang dalam rangka penyusunan skripsi saya maka memohon kesediaan Bapak/Ibu, Saudara/Saudari untuk meluangkan waktu mengisi kuesoner berikut ini :

Petunjuk pengisian : Berikan jawaban anda dengan memberikan tanda (√) pada salah satu kolom yang tersedia dan coret salah satu pada status perkawinan sesuai dengan kenyataan yang dirasakan.

Keterangan : SS (SangatSetuju) TS (TidakSetuju)
S (Setuju) STS (SangatTidakSetuju)
N (Netral)

A. IDENTITAS RESPONDEN

Nama :……
Jabatan :……...(boleh di isi/bolehtidak)
Jenis Kelamin : ……
Usia ; ……
Pendidikan : ☐ SMA/SMK ☐ Pascasarjana (S2)
☐ Diploma ☐ Lainnya
☐ Sarjana (S1)

A. Kuesoner

1, Kualitas Produk

NO	PERNYATAAN	SS	S	N	TS	STS
Daya Tahan Produk						
1.	Sepeda motor Honda tetap terjaga keawetannya meskipun dipakai jangka waktu lama.					
2	Mesin Motor Honda awet dan bertahan > 5 tahun					
3	Sepeda motor Honda memilki daya tahan mesin yang tangguh, sehingga mampu menempuh perjalanan jauh dan dapat dipakai disegala macam cuaca.					
Kesesuaian Desain						
1.	Sepeda motor Honda memilkidesain yang sporti					
2	Desain motor Honda diminati oleh custumer					
2.	Desain yang dimilki sepeda motor Honda sesuai dengan harapan					

Variasi Desain						
1	Sepeda motor Honda memilki varian desain sesuai selera konsumen					
2	Sepeda motor Honda memilki pilihan warna dan motif pada setiap produk					
3	Sepeda motor Honda memiliki varian desain yang menarik.					
KenyamananPenggunaan						
1.	Sepeda motor Honda dapat digunakan dengan baik.					
2.	Sepeda motor Honda memberikan kenyamanan saat berkendara.					
3	Sepeda motor Honda sangat nyaman digunakan dalam perjalanan jauh					

2.Minat Beli Konsumen

NO	PERNYATAAN	SS	S	N	TS	STS
	Minat Transaksional					
1	Promosi yang dilakukan pihak Honda menumbuhkan minat beli konsumen					
2	Model sepeda motor yang bagus menimbulkan minat untuk memiliki					
3	Saya membeli produk untuk kebutuhan.					
	.Minat Referensial					
1	Minat beli motor Honda karena referensi dari teman					
2	Saya mereferensikan produk yang saya beli terhadap orang lain.					
3	Minat beli motor Honda karena promosi dari sales					
	Minat Preferensial					
1	Minat beli motor Honda karena kualitasnya terbukti baik					
2	Minat beli motor Honda karena spare					

	partnya mudah didapat dan terjangkau					
3	Minat beli motor Honda karena tidak pernah dikecewakan akibat kerusakan.					
Minat Ekploratif						
1	Minat beli motor Honda timbul setelah mendapat informasi mengenai kualitasnya.					
2	Minat beli motor Honda karena sponsor dari televise					
3.	Minat beli motor Honda karena ada promo potongan harga					

3.**Keputusan Pembelian**

NO	PERNYATAAN	SS	S	N	TS	STS
	Tujuan dalam membeli sebuah produk					
1.	Memutuskan membeli sepeda motor Honda karena sesuai dengan kebutuhan					
2.	Memutuskan membeli sepeda motor Honda karena sesuai dengan keinginan					
3.	Sepeda motor Honda memiliki bentuk body yang ramping sehingganyamandikendarai.					
Kemantapan pada sebuah produk						
1.	Membeli sepeda motor Honda karena irit BBM.					
2	Keputusan membeli motor Honda karena kualitasnya bagus dan teruji					
3	Saya memilih sepeda motor Honda karena diatas merek-merek motor lainnya.					

Memberikan rekomendasi pada orang lain						
1.	Setelah membeli sepeda motor Honda akan merekomendasikan kepada keluarga.					
2.	Setelah membeli sepeda motor Honda akan merekomendasikan lewat media sosial.					
3	Setelah membeli sepeda motor Honda akan merekomendasikan kepada teman.					
Melakukan Pembelian Ulang						
1	Kualitas motor Honda yang baik menjadi dasar untuk melakukan pembelian ulang					
2	Model baru yang dikeluarkan motor Honda yang setiap tahunnya membuat konsumen ingin membeli produk Honda lagi.					
3	Setelah membeli sepeda motor Honda. Akan membeli ulang.					

Lampiran 6 : Data Kuisioner

Responden	Daya tahan produk				Kesesuaian Desain			
	X1.1-1	X1.1-2	X1.1-3	Total	X1.2-1	X1.2-2	X1.2-3	Yotal
Resp_1	5	5	5	15	4	5	5	14
Resp_2	4	4	4	12	4	4	4	12
Resp_3	5	5	4	14	5	4	4	13
Resp_4	4	4	4	12	4	4	4	12
Resp_5	4	4	4	12	3	4	4	11
Resp_6	4	3	3	10	4	3	4	11
Resp_7	5	4	4	13	5	4	4	13
Resp_8	4	5	4	13	4	5	5	14
Resp_9	5	4	4	13	4	5	5	14
Resp_10	5	5	5	15	4	4	4	12
Resp_11	5	5	5	15	5	4	4	13
Resp_12	5	5	5	15	5	5	5	15
Resp_13	5	5	5	15	4	5	5	14
Resp_14	4	4	4	12	5	5	5	15
Resp_15	4	5	4	13	5	5	5	15
Resp_16	5	4	4	13	4	4	4	12
Resp_17	5	4	4	13	4	5	4	13
Resp_18	4	4	4	12	5	4	4	13
Resp_19	4	4	5	13	4	4	4	12
Resp_20	4	3	4	11	4	4	3	11
Resp_21	5	4	4	13	4	5	4	13
Resp_22	4	4	5	13	4	4	5	13
Resp_23	4	5	4	13	4	5	4	13
Resp_24	4	4	5	13	4	4	4	12
Resp_25	4	4	4	12	4	5	4	13
Resp_26	4	4	5	13	5	4	4	13
Resp_27	5	5	4	14	4	4	4	12
Resp_28	5	5	5	15	4	4	4	12
Resp_29	5	5	5	15	5	5	4	14
Resp_30	4	4	4	12	4	5	4	13
Resp_31	5	4	5	14	4	5	4	13

Resp_32	5	5	5	15	5	4	4	13
Resp_33	4	4	4	12	5	4	5	14
Resp_34	5	5	4	14	4	4	4	12
Resp_35	4	3	3	10	3	3	4	10
Resp_36	4	5	5	14	4	4	4	12
Resp_37	4	3	4	11	3	4	4	11
Resp_38	3	3	4	10	3	4	4	11
Resp_39	4	4	5	13	4	5	4	13
Resp_40	4	4	4	12	4	4	4	12
Resp_41	5	5	5	15	5	5	5	15
Resp_42	5	5	5	15	5	4	4	13
Resp_43	4	4	4	12	4	5	5	14
Resp_44	4	5	4	13	5	4	5	14
Resp_45	5	5	4	14	4	4	4	12
Resp_46	5	4	4	13	4	4	4	12
Resp_47	4	4	4	12	4	4	4	12
Resp_48	3	4	4	11	4	4	3	11
Resp_49	4	4	4	12	4	4	4	12
Resp_50	4	4	4	12	4	4	4	12
Resp_51	4	5	5	14	5	5	4	14
Resp_52	5	5	5	15	4	4	4	12
Resp_53	4	5	5	14	5	5	5	15
Resp_54	4	4	4	12	4	4	4	12
Resp_55	4	4	4	12	4	4	4	12
Resp_56	5	5	5	15	3	4	4	11
Resp_57	5	4	4	13	4	4	4	12
Resp_58	4	4	4	12	4	4	5	13
Resp_59	5	5	5	15	5	4	4	13
Resp_60	4	4	4	12	4	5	4	13
Resp_61	4	5	4	13	5	5	4	14
Resp_62	5	5	4	14	5	5	5	15
Resp_63	4	5	4	13	4	4	5	13
Resp_64	5	5	5	15	5	5	5	15
Resp_65	3	4	3	10	4	3	4	11
Resp_66	4	4	4	12	4	5	4	13

Resp_67	3	3	3	9	3	3	3	9
Resp_68	3	4	4	11	3	4	4	11
Resp_69	3	4	3	10	4	3	4	11
Resp_70	4	5	5	14	5	5	5	15
Resp_71	4	5	5	14	5	4	4	13
Resp_72	4	5	5	14	5	5	5	15
Resp_73	5	4	5	14	4	5	4	13
Resp_74	5	5	5	15	5	5	5	15
Resp_75	3	4	4	11	3	4	3	10
Resp_76	5	5	5	15	5	4	5	14
Resp_77	5	4	5	14	4	5	4	13
Resp_78	5	5	5	15	5	4	5	14
Resp_79	4	4	4	12	5	4	5	14
Resp_80	4	5	4	13	4	4	4	12
Resp_81	5	4	5	14	4	5	4	13
Resp_82	5	5	5	15	5	4	5	14
Resp_83	4	5	4	13	4	5	4	13
Resp_84	5	5	5	15	5	4	4	13
Resp_85	3	4	3	10	4	3	4	11
Resp_86	3	3	3	9	3	3	3	9
Resp_87	4	3	4	11	3	3	3	9
Resp_88	5	5	5	15	5	5	4	14
Resp_89	5	5	4	14	5	4	4	13
Resp_90	4	4	3	11	3	4	4	11
Resp_91	3	4	3	10	4	3	3	10
Resp_92	3	4	3	10	4	3	3	10
Resp_93	4	4	4	12	4	5	4	13
Resp_94	4	5	4	13	5	4	5	14
Resp_95	3	3	3	9	3	3	3	9
Resp_96	4	5	4	13	5	4	4	13
Resp_97	4	5	4	13	4	4	5	13
Resp_98	5	5	5	15	5	5	5	15
Resp_99	4	5	4	13	5	5	4	14
Resp_100	5	5	5	15	5	5	5	15
Resp_101	5	4	4	13	4	4	4	12

Resp_102	4	4	4	12	4	4	4	12
Resp_103	4	5	5	14	5	4	4	13
Resp_104	4	5	4	13	5	5	5	15
Resp_105	5	5	5	15	5	4	5	14
Resp_106	4	4	4	12	4	3	3	10
Resp_107	5	4	5	14	5	5	5	15
Resp_108	4	4	4	12	4	4	4	12
Resp_109	5	4	5	14	4	4	4	12
Resp_110	5	5	5	15	5	5	4	14
Resp_111	5	5	5	15	5	5	4	14
Resp_112	3	4	3	10	3	3	4	10
Resp_113	4	3	3	10	4	3	4	11
Resp_114	5	4	4	13	4	4	5	13
Resp_115	5	4	5	14	4	5	4	13
Resp_116	5	5	5	15	5	5	4	14
Resp_117	4	5	4	13	5	4	5	14
Resp_118	5	5	5	15	4	4	4	12
Resp_119	4	4	4	12	4	4	4	12
Resp_120	5	5	4	14	5	5	4	14

Variasi Desain				**Kenyamanan**			
X1.3-1	X1.3-2	X1.3-3	Total	X1.4-1	X1.4-2	X1.4-3	Total
5	4	4	13	5	5	4	14
4	4	4	12	4	4	4	12
5	4	5	14	4	4	4	12
4	4	4	12	4	4	4	12
5	4	4	13	4	4	4	12
4	4	3	11	3	4	4	11
5	5	5	15	4	4	4	12
5	5	5	15	5	4	5	14
4	3	4	11	4	4	4	12
5	4	4	13	5	4	4	13
4	4	4	12	4	5	4	13
5	5	4	14	4	4	4	12
5	5	5	15	4	4	4	12

4	4	5	13	5	4	5	14
4	5	5	14	4	5	4	13
4	4	5	13	5	5	5	15
5	4	4	13	4	4	4	12
4	4	4	12	4	5	4	13
4	4	5	13	4	4	4	12
4	4	4	12	4	4	4	12
5	4	5	14	4	4	4	12
4	4	5	13	4	5	4	13
4	4	4	12	4	4	5	13
4	4	4	12	4	4	4	12
5	4	4	13	4	4	5	13
4	4	4	12	4	5	5	14
5	4	4	13	5	5	5	15
5	5	4	14	5	4	5	14
4	4	4	12	5	5	4	14
4	5	5	14	4	4	5	13
5	4	5	14	5	4	4	13
4	4	5	13	4	5	5	14
4	4	4	12	4	5	5	14
5	5	5	15	4	5	4	13
3	4	3	10	4	4	4	12
4	4	4	12	5	4	4	13
4	4	3	11	3	4	4	11
4	3	4	11	3	4	4	11
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4	3	3	10	4	4	4	12
4	4	4	12	5	5	5	15
4	5	4	13	5	4	5	14
5	5	4	14	5	4	5	14
4	4	5	13	5	5	5	15
5	4	5	14	4	4	5	13
5	5	5	15	5	5	4	14
3	4	4	11	4	4	3	11
3	3	4	10	3	3	3	9

5	4	5	14	4	5	4	13
5	4	4	13	5	4	5	14
4	4	4	12	4	5	5	14
4	4	4	12	5	5	5	15
5	5	5	15	4	4	4	12
4	5	5	14	5	5	5	15
4	4	5	13	5	5	5	15
4	5	5	14	4	5	4	13
4	5	5	14	5	5	5	15
4	5	4	13	5	4	5	14
4	4	4	12	4	5	5	14
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5	4	5	14	4	4	4	12
5	5	4	14	4	4	4	12
5	5	5	15	5	5	5	15
5	5	5	15	5	5	5	15
3	4	3	10	4	3	4	11
5	4	5	14	4	5	4	13
4	3	3	10	4	4	3	11
4	4	4	12	4	4	4	12
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4	4	4	12	4	4	4	12
4	4	4	12	4	4	4	12
5	4	5	14	4	5	4	13
5	4	4	13	4	4	4	12
3	3	3	9	4	4	4	12
4	5	4	13	5	4	5	14
5	4	4	13	4	4	4	12
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4	5	5	14	5	4	5	14
5	4	4	13	4	4	4	12
4	5	4	13	4	5	5	14
4	4	5	13	5	4	4	13

4	5	4	13	5	4	4	13
3	4	4	11	4	4	4	12
3	3	3	9	3	3	3	9
3	3	4	10	3	3	4	10
5	4	5	14	4	5	4	13
4	4	4	12	4	4	4	12
4	4	3	11	4	4	4	12
4	4	4	12	4	4	4	12
3	4	3	10	4	3	4	11
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5	5	5	15	5	4	5	14
3	3	3	9	3	4	4	11
4	4	4	12	4	5	5	14
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4	4	4	12	5	5	5	15
4	4	5	13	5	5	5	15
5	5	5	15	5	4	4	13
5	5	4	14	4	4	5	13
4	4	3	11	3	3	4	10
5	4	4	13	5	5	4	14
5	5	5	15	5	5	4	14
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3	4	3	10	4	3	4	11
4	4	4	12	3	4	4	11
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5	4	4	13	4	5	5	14
4	4	4	12	4	4	4	12
4	5	4	13	5	4	4	13
5	5	5	15	5	4	5	14
4	4	4	12	4	4	4	12
4	5	5	14	5	5	5	15

Responden	Transaksional				Referensional			
	Y1.1-1	Y1.1-2	Y1.1-3	Total	Y1.2-1	Y1.2-2	Y1.2-3	Total
Resp_1	4	5	5	14	5	5	5	15
Resp_2	4	4	4	12	4	4	4	12
Resp_3	5	4	4	13	5	4	4	13
Resp_4	4	4	4	12	4	4	4	12
Resp_5	4	4	4	12	4	4	4	12
Resp_6	5	4	4	13	5	5	4	14
Resp_7	4	3	4	11	4	4	3	11
Resp_8	3	3	3	9	3	3	4	10
Resp_9	5	4	4	13	5	4	4	13
Resp_10	4	4	5	13	5	4	4	13
Resp_11	5	4	4	13	4	4	4	12
Resp_12	5	4	4	13	5	4	4	13
Resp_13	4	4	4	12	4	4	4	12
Resp_14	5	5	5	15	5	4	4	13
Resp_15	5	5	4	14	5	4	4	13
Resp_16	4	4	4	12	5	4	4	13
Resp_17	5	5	4	14	4	5	5	14
Resp_18	4	4	5	13	4	5	4	13
Resp_19	4	4	4	12	5	4	5	14
Resp_20	4	4	5	13	4	5	4	13
Resp_21	5	4	4	13	4	4	4	12
Resp_22	4	4	4	12	5	5	4	14
Resp_23	3	4	3	10	4	3	4	11
Resp_24	4	4	4	12	4	4	4	12
Resp_25	5	4	5	14	4	5	4	13
Resp_26	5	5	5	15	4	4	5	13
Resp_27	4	4	4	12	5	4	4	13
Resp_28	5	4	5	14	4	5	4	13
Resp_29	3	3	3	9	3	4	4	11
Resp_30	5	4	5	14	4	5	4	13
Resp_31	5	5	4	14	5	4	5	14

Resp_32	3	3	4	10	3	4	3	10
Resp_33	3	3	4	10	3	4	3	10
Resp_34	5	5	5	15	5	5	5	15
Resp_35	4	5	4	13	5	4	4	13
Resp_36	4	4	4	12	4	4	4	12
Resp_37	3	4	4	11	4	4	4	12
Resp_38	3	4	3	10	3	3	3	9
Resp_39	3	4	3	10	3	4	3	10
Resp_40	5	4	4	13	5	5	4	14
Resp_41	5	4	5	14	4	5	4	13
Resp_42	4	4	4	12	4	5	4	13
Resp_43	4	5	4	13	4	4	4	12
Resp_44	4	4	5	13	5	5	4	14
Resp_45	3	4	3	10	4	3	4	11
Resp_46	4	4	4	12	4	4	5	13
Resp_47	3	4	4	11	4	3	4	11
Resp_48	4	4	4	12	3	4	3	10
Resp_49	4	4	4	12	4	5	5	14
Resp_50	4	5	5	14	5	4	4	13
Resp_51	4	3	4	11	4	4	3	11
Resp_52	5	5	5	15	5	4	5	14
Resp_53	5	5	5	15	5	4	5	14
Resp_54	5	4	5	14	4	4	4	12
Resp_55	5	5	5	15	5	4	5	14
Resp_56	4	5	4	13	5	5	5	15
Resp_57	4	4	5	13	5	5	5	15
Resp_58	5	5	5	15	5	4	4	13
Resp_59	4	4	4	12	3	3	4	10
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Resp_61	4	5	5	14	5	5	5	15
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Resp_63	5	4	5	14	4	4	4	12
Resp_64	5	5	4	14	4	4	4	12
Resp_65	4	4	4	12	4	4	3	11
Resp_66	4	3	4	11	3	4	4	11

Resp_67	5	5	4	14	4	4	4	12
Resp_68	5	4	5	14	4	5	5	14
Resp_69	5	4	5	14	4	4	4	12
Resp_70	4	4	5	13	5	5	5	15
Resp_71	4	4	4	12	4	3	4	11
Resp_72	5	4	4	13	5	5	5	15
Resp_73	5	5	5	15	4	4	4	12
Resp_74	4	4	5	13	5	4	5	14
Resp_75	4	5	5	14	4	4	4	12
Resp_76	4	4	5	13	4	4	4	12
Resp_77	3	4	3	10	4	3	4	11
Resp_78	5	4	5	14	5	5	5	15
Resp_79	4	5	4	13	5	4	4	13
Resp_80	5	4	5	14	5	5	5	15
Resp_81	4	5	5	14	4	5	4	13
Resp_82	4	4	4	12	5	5	5	15
Resp_83	3	4	3	10	4	4	3	11
Resp_84	4	3	4	11	4	4	4	12
Resp_85	5	4	5	14	4	5	4	13
Resp_86	4	5	4	13	5	4	5	14
Resp_87	5	4	4	13	5	4	5	14
Resp_88	5	4	4	13	4	4	4	12
Resp_89	4	4	4	12	4	5	4	13
Resp_90	4	5	4	13	5	4	5	14
Resp_91	4	4	4	12	4	3	4	11
Resp_92	4	5	5	14	5	5	5	15
Resp_93	3	3	3	9	4	4	4	12
Resp_94	4	3	4	11	3	3	3	9
Resp_95	4	5	4	13	4	4	4	12
Resp_96	4	5	5	14	5	5	5	15
Resp_97	5	4	5	14	4	5	4	13
Resp_98	5	5	5	15	5	5	5	15
Resp_99	3	4	3	10	4	4	4	12
Resp_100	4	4	4	12	3	3	3	9
Resp_101	4	5	5	14	5	5	5	15

Resp_102	5	5	4	14	5	4	5	14
Resp_103	5	5	4	14	4	4	4	12
Resp_104	4	4	3	11	4	4	4	12
Resp_105	4	4	4	12	4	4	4	12
Resp_106	5	4	5	14	5	5	5	15
Resp_107	4	4	5	13	5	5	5	15
Resp_108	5	4	5	14	4	4	5	13
Resp_109	5	4	4	13	4	4	5	13
Resp_110	5	4	5	14	4	5	4	13
Resp_111	4	5	5	14	5	5	4	14
Resp_112	5	5	5	15	5	5	4	14
Resp_113	5	5	5	15	5	5	4	14
Resp_114	5	4	5	14	5	5	5	15
Resp_115	5	4	4	13	4	5	5	14
Resp_116	4	4	4	12	4	5	3	12
Resp_117	5	4	4	13	4	4	5	13
Resp_118	4	4	4	12	4	4	4	12
Resp_119	5	4	5	14	5	5	4	14
Resp_120	5	4	5	14	4	5	4	13

Preferensional				Ekploratif			
Y1.3-1	Y1.3-2	Y1.3-3	Total	Y1.4-1	Y1.4-2	Y1.4-3	Total
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4	4	4	12	4	4	4	12
5	4	5	14	4	5	4	13
5	5	4	14	5	4	5	14
5	4	4	13	4	4	4	12
4	5	4	13	4	4	5	13
3	3	4	10	3	4	3	10
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4	4	5	13	5	4	4	13
4	4	4	12	4	4	4	12
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5	5	5	15	4	4	4	12
4	4	5	13	4	4	5	13
4	5	5	14	4	4	4	12
4	4	5	13	5	5	5	15
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3	3	3	9	4	3	4	11
4	4	4	12	5	4	5	14
5	4	5	14	4	5	4	13
4	5	4	13	5	4	4	13
5	4	4	13	5	4	4	13
5	4	5	14	4	4	5	13
3	4	3	10	4	3	4	11

4	4	4	12	4	4	4	12
5	4	5	14	5	5	5	15
4	4	4	12	3	4	3	10
3	4	3	10	4	3	4	11
5	5	5	15	5	4	4	13
5	4	4	13	4	5	5	14
4	5	4	13	5	4	4	13
3	3	4	10	4	4	4	12
4	3	3	10	4	4	3	11
4	3	3	10	3	4	4	11
4	5	4	13	5	4	5	14
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4	5	4	13	5	4	5	14
5	5	5	15	5	5	4	14
5	5	5	15	5	4	4	13
3	4	4	11	4	3	3	10
4	5	4	13	5	4	4	13
3	3	3	9	4	4	3	11
3	4	3	10	3	4	3	10
4	4	4	12	4	4	5	13
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4	5	4	13	4	4	4	12
5	5	4	14	4	5	4	13
4	5	4	13	5	4	4	13
5	4	4	13	4	4	5	13
5	4	5	14	4	4	4	12
4	4	4	12	5	5	4	14
4	3	4	11	3	4	3	10
5	4	5	14	5	5	4	14
5	5	5	15	5	5	4	14
5	5	5	15	5	5	5	15
4	4	4	12	4	4	4	12
4	4	4	12	4	4	4	12

4	3	3	10	3	3	3	9
4	4	4	12	3	4	3	10
4	4	5	13	5	5	5	15
5	4	4	13	4	4	4	12
4	5	5	14	5	4	4	13
5	5	5	15	5	5	5	15
3	4	3	10	3	4	4	11
5	5	5	15	5	4	4	13
4	4	5	13	4	5	4	13
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3	4	3	10	3	3	3	9
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4	4	5	13	5	5	5	15
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3	3	3	9	4	3	4	11
4	3	3	10	3	3	3	9
5	4	4	13	4	4	5	13
5	4	4	13	5	4	4	13
4	5	5	14	4	5	4	13
4	5	5	14	5	5	5	15
5	4	4	13	5	4	4	13
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3	4	3	10	3	4	3	10
4	4	5	13	4	5	4	13
5	5	5	15	4	4	4	12
4	5	5	14	5	5	5	15
5	5	5	15	5	4	5	14
4	4	4	12	3	4	3	10

4	3	4	11	3	4	3	10
5	5	4	14	4	4	4	12
4	4	5	13	5	5	5	15
5	4	4	13	4	4	4	12
4	4	4	12	4	4	4	12
4	3	4	11	3	4	3	10
5	5	4	14	4	5	5	14
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4	4	4	12	4	4	5	13
4	5	4	13	5	4	5	14
5	4	5	14	4	5	4	13
5	4	5	14	4	5	4	13
5	4	5	14	4	5	5	14

Responden	Tujuan Membeli Produk				Kemangtapan Produk			
	Y2.1-1	**Y2.1-2**	Y2.1-3	Total	Y2.2-1	Y2.2-2	Y2.2-3	Total
Resp_1	5	5	5	15	5	4	4	13
Resp_2	5	5	5	15	5	5	5	15
Resp_3	5	4	4	13	5	4	4	13
Resp_4	4	5	4	13	4	5	5	14
Resp_5	4	4	4	12	4	4	4	12
Resp_6	5	4	4	13	5	5	4	14
Resp_7	5	4	4	13	5	4	4	13
Resp_8	4	4	3	11	4	5	5	14
Resp_9	3	3	3	9	3	3	4	10
Resp_10	5	4	4	13	5	4	5	14
Resp_11	5	4	5	14	4	3	4	11
Resp_12	4	4	4	12	4	5	4	13
Resp_13	3	4	4	11	4	3	4	11
Resp_14	5	4	4	13	5	4	4	13
Resp_15	5	5	4	14	4	4	5	13
Resp_16	5	4	4	13	4	5	4	13
Resp_17	4	5	5	14	4	5	5	14
Resp_18	5	4	3	12	5	5	5	15
Resp_19	5	4	5	14	5	4	5	14
Resp_20	4	5	4	13	5	4	4	13
Resp_21	4	4	5	13	4	5	4	13
Resp_22	4	5	4	13	5	4	5	14
Resp_23	5	4	5	14	4	5	4	13
Resp_24	5	4	5	14	4	5	5	14
Resp_25	4	4	5	13	5	4	4	13
Resp_26	4	4	4	12	4	3	3	10
Resp_27	5	4	4	13	4	4	4	12
Resp_28	5	5	5	15	5	5	4	14
Resp_29	5	4	4	13	4	5	5	14
Resp_30	4	4	4	12	4	5	5	14
Resp_31	5	4	5	14	4	4	4	12
Resp_32	4	4	4	12	5	5	5	15
Resp_33	5	5	5	15	5	5	5	15

Resp_34	5	5	4	14	5	4	5	14
Resp_35	3	3	3	9	3	3	4	10
Resp_36	4	4	4	12	4	4	3	11
Resp_37	4	5	4	13	5	4	4	13
Resp_38	5	4	5	14	4	5	5	14
Resp_39	4	4	5	13	5	4	5	14
Resp_40	4	5	5	14	5	4	4	13
Resp_41	4	5	4	13	4	4	4	12
Resp_42	4	5	4	13	4	5	5	14
Resp_43	4	5	4	13	4	4	4	12
Resp_44	5	5	4	14	5	4	5	14
Resp_45	4	4	4	12	5	5	4	14
Resp_46	4	5	4	13	5	4	4	13
Resp_47	5	4	5	14	5	4	4	13
Resp_48	4	5	4	13	4	5	5	14
Resp_49	3	4	4	11	4	3	4	11
Resp_50	3	4	3	10	3	3	4	10
Resp_51	5	4	4	13	3	4	5	12
Resp_52	4	5	4	13	4	4	5	13
Resp_53	5	5	5	15	5	5	4	14
Resp_54	4	5	4	13	5	4	5	14
Resp_55	4	4	5	13	5	5	5	15
Resp_56	5	4	5	14	4	5	4	13
Resp_57	4	3	3	10	3	3	3	9
Resp_58	4	5	5	14	5	4	4	13
Resp_59	5	5	5	15	5	4	4	13
Resp_60	3	4	4	11	4	4	4	12
Resp_61	5	5	5	15	5	5	5	15
Resp_62	5	4	5	14	4	4	5	13
Resp_63	5	5	4	14	4	4	4	12
Resp_64	5	4	5	14	4	5	4	13
Resp_65	4	4	4	12	4	5	5	14
Resp_66	4	3	4	11	3	4	3	10
Resp_67	5	4	5	14	5	4	5	14
Resp_68	5	5	5	15	5	5	4	14

Resp_69	5	5	5	15	4	5	4	13
Resp_70	4	5	4	13	5	4	5	14
Resp_71	4	4	4	12	4	4	4	12
Resp_72	5	4	5	14	4	5	4	13
Resp_73	5	5	5	15	5	5	5	15
Resp_74	4	4	4	12	4	5	4	13
Resp_75	5	5	5	15	5	4	5	14
Resp_76	5	5	5	15	4	4	4	12
Resp_77	4	5	4	13	5	5	5	15
Resp_78	5	5	5	15	4	5	4	13
Resp_79	4	4	5	13	5	4	5	14
Resp_80	4	5	5	14	4	4	4	12
Resp_81	4	4	5	13	4	4	4	12
Resp_82	4	4	4	12	4	5	4	13
Resp_83	5	4	5	14	5	5	5	15
Resp_84	4	5	4	13	5	3	4	12
Resp_85	5	4	5	14	5	5	5	15
Resp_86	4	5	5	14	4	5	4	13
Resp_87	4	4	4	12	5	5	5	15
Resp_88	5	4	5	14	4	4	4	12
Resp_89	4	4	4	12	5	4	5	14
Resp_90	5	4	5	14	4	5	4	13
Resp_91	4	5	4	13	5	4	5	14
Resp_92	5	4	4	13	5	4	5	14
Resp_93	5	4	4	13	4	4	4	12
Resp_94	4	4	4	12	4	5	4	13
Resp_95	4	5	4	13	5	4	5	14
Resp_96	3	4	3	10	4	3	4	11
Resp_97	4	4	4	12	3	3	3	9
Resp_98	3	3	3	9	3	3	3	9
Resp_99	4	4	4	12	4	5	5	14
Resp_100	4	5	4	13	4	4	4	12
Resp_101	4	5	5	14	5	5	5	15
Resp_102	4	4	4	12	4	4	4	12
Resp_103	4	5	5	14	4	4	4	12

Resp_104	4	4	4	12	4	5	4	13
Resp_105	4	5	4	13	5	4	5	14
Resp_106	3	3	3	9	3	3	3	9
Resp_107	4	5	4	13	5	4	4	13
Resp_108	4	4	4	12	4	4	4	12
Resp_109	5	5	4	14	5	5	4	14
Resp_110	4	5	5	14	5	5	5	15
Resp_111	5	5	5	15	5	5	5	15
Resp_112	5	4	4	13	4	4	4	12
Resp_113	4	4	4	12	4	4	4	12
Resp_114	4	5	5	14	5	4	4	13
Resp_115	4	5	4	13	5	5	5	15
Resp_116	5	5	5	15	5	4	5	14
Resp_117	5	5	5	15	5	5	5	15
Resp_118	5	4	5	14	5	5	5	15
Resp_119	3	4	4	11	4	4	4	12
Resp_120	5	4	5	14	4	4	4	12

Rekomendasi Orang lain				**Pembelian Ulang**			
Y2.3-1	Y2.3-2	Y2.3-3	Total	Y2.4-1	Y2.4-2	Y2.4-3	Total
5	5	5	15	4	4	4	12
5	5	5	15	5	5	5	15
5	4	5	14	5	4	4	13
4	5	4	13	4	4	5	13
4	4	4	12	4	4	4	12
5	4	4	13	5	4	5	14
4	5	5	14	5	4	4	13
4	4	4	12	4	4	4	12
4	4	3	11	3	3	3	9
4	5	4	13	5	4	4	13
4	5	4	13	5	4	3	12
4	4	5	13	4	4	4	12
3	3	4	10	4	4	3	11
4	4	5	13	4	4	4	12

4	4	4	12	4	5	4	13
4	4	4	12	5	4	5	14
4	4	4	12	5	5	4	14
4	5	4	13	5	4	5	14
4	5	4	13	5	4	4	13
4	5	5	14	5	5	4	14
5	4	4	13	4	4	5	13
4	5	4	13	5	5	4	14
5	4	5	14	4	4	5	13
5	5	4	14	5	4	5	14
5	5	3	13	4	4	4	12
3	4	3	10	4	4	3	11
5	4	5	14	4	4	4	12
5	4	5	14	5	5	5	15
5	5	4	14	5	4	5	14
5	5	5	15	5	4	5	14
5	5	5	15	5	4	4	13
4	4	4	12	4	4	5	13
5	5	5	15	4	5	5	14
5	4	5	14	4	5	4	13
4	4	3	11	3	3	3	9
4	4	4	12	3	4	4	11
5	5	5	15	4	5	4	13
5	4	5	14	4	4	5	13
4	4	5	13	5	4	4	13
4	5	4	13	5	5	4	14
4	4	5	13	4	5	4	13
4	5	5	14	5	5	5	15
4	5	5	14	4	5	4	13
5	4	4	13	5	5	4	14
5	4	5	14	4	4	5	13
5	4	4	13	4	5	4	13
5	4	4	13	4	4	4	12
5	4	4	13	4	5	5	14
3	4	4	11	4	4	3	11

4	4	4	12	4	4	3	11
4	4	4	12	4	4	4	12
5	5	5	15	4	5	4	13
5	4	5	14	5	5	5	15
4	5	4	13	5	5	4	14
5	5	5	15	4	4	5	13
5	5	5	15	4	4	5	13
3	4	4	11	4	3	3	10
4	5	5	14	5	5	4	14
4	4	4	12	4	5	4	13
4	4	4	12	4	4	4	12
4	5	4	13	5	5	5	15
5	5	5	15	5	4	4	13
4	4	4	12	5	5	4	14
5	4	5	14	4	4	5	13
4	5	4	13	5	4	5	14
3	4	4	11	4	3	4	11
5	5	4	14	4	4	4	12
5	4	5	14	4	5	5	14
5	4	5	14	5	5	5	15
4	5	4	13	4	5	4	13
4	4	4	12	4	4	4	12
5	4	5	14	4	4	5	13
5	4	4	13	4	5	5	14
5	4	5	14	4	4	5	13
4	4	4	12	5	5	4	14
5	4	5	14	4	5	4	13
5	5	4	14	5	5	5	15
5	4	5	14	5	5	5	15
4	5	4	13	5	4	4	13
4	4	4	12	5	5	4	14
4	4	4	12	5	4	4	13
5	4	4	13	5	4	5	14
5	5	4	14	5	4	5	14
4	4	5	13	4	5	3	12
4	4	5	13	5	4	5	14

5	4	5	14	4	5	5	14
5	4	5	14	5	4	5	14
4	4	5	13	4	4	4	12
4	5	5	14	5	4	4	13
5	4	4	13	4	4	5	13
5	4	4	13	5	5	4	14
4	5	5	14	4	4	4	12
4	5	5	14	5	4	4	13
5	4	4	13	5	4	5	14
4	5	5	14	5	5	4	14
3	4	3	10	4	4	3	11
3	4	3	10	3	4	3	10
3	3	3	9	3	3	3	9
5	5	5	15	4	4	5	13
4	4	5	13	4	5	4	13
5	5	5	15	4	5	5	14
4	4	4	12	4	4	4	12
4	5	4	13	4	5	4	13
5	4	4	13	4	4	5	13
5	5	5	15	5	5	4	14
3	3	3	9	3	3	3	9
4	4	4	12	4	5	4	13
4	4	4	12	4	4	4	12
5	5	5	15	5	5	5	15
5	5	5	15	4	5	5	14
4	5	4	13	4	5	5	14
4	4	5	13	5	4	4	13
4	4	4	12	5	4	4	13
4	4	5	13	5	5	4	14
5	5	5	15	5	5	5	15
5	5	4	14	4	5	4	13
5	5	5	15	5	5	5	15
5	4	4	13	5	4	5	14
5	5	5	15	5	4	4	13
5	4	4	13	4	4	4	12

Lampiran 7 : Frekuensi Jawaban Responden

1. Karakteristik Responden

a. Karakteristik Berdasarkan Jenis Kelamin

Jenis Kelamin Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	71	59.2	59.2	59.2
	Perempuan	49	40.8	40.8	100.0
	Total	120	100.0	100.0	

b. Karakteristik Berdasarkan Usia

Usia Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 25 tahun	24	20.0	20.0	20.0
	25 s/d 35 Tahun	46	38.3	38.3	58.3
	36 s/d 45 Tahun	33	27.5	27.5	85.8
	> 45 Tahun	17	14.2	14.2	100.0
	Total	40	100.0	100.0	

2. Frekuensi Jawaban Responden

a. Variabel Kualitas Produk

X_1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	13	10.8	10.8	10.8
	4.00	57	47.5	47.5	58.3
	5.00	50	41.7	41.7	100.0
	Total	120	100.0	100.0	

X_1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	10	8.3	8.3	8.3
	4.00	55	45.8	45.8	54.2
	5.00	55	45.8	45.8	100.0
	Total	120	100.0	100.0	

X_1_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	13	10.8	10.8	10.8
	4.00	61	50.8	50.8	61.7
	5.00	46	38.3	38.3	100.0
	Total	120	100.0	100.0	

X_2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	13	10.8	10.8	10.8
	4.00	62	51.7	51.7	62.5
	5.00	45	37.5	37.5	100.0
	Total	120	100.0	100.0	

X_2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	14	11.7	11.7	11.7
	4.00	63	52.5	52.5	64.2
	5.00	43	35.8	35.8	100.0
	Total	120	100.0	100.0	

X_2_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	10	8.3	8.3	8.3
	4.00	77	64.2	64.2	72.5
	5.00	33	27.5	27.5	100.0
	Total	120	100.0	100.0	

X_3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	12	10.0	10.0	10.0
	4.00	61	50.8	50.8	60.8
	5.00	47	39.2	39.2	100.0
	Total	120	100.0	100.0	

X_3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	9	7.5	7.5	7.5
	4.00	71	59.2	59.2	66.7
	5.00	40	33.3	33.3	100.0
	Total	120	100.0	100.0	

X_3_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	14	11.7	11.7	11.7
	4.00	63	52.5	52.5	64.2
	5.00	43	35.8	35.8	100.0
	Total	120	100.0	100.0	

X_4_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	9	7.5	7.5	7.5
	4.00	69	57.5	57.5	65.0
	5.00	42	35.0	35.0	100.0
	Total	120	100.0	100.0	

X_4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	7	5.8	5.8	5.8
	4.00	69	57.5	57.5	63.3
	5.00	44	36.7	36.7	100.0
	Total	120	100.0	100.0	

X_4_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	4	3.3	3.3	3.3
	4.00	71	59.2	59.2	62.5
	5.00	45	37.5	37.5	100.0
	Total	120	100.0	100.0	

a. Variabel Minat Beli

Y1_1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	14	11.7	11.7	11.7
	4.00	57	47.5	47.5	59.2
	5.00	49	40.8	40.8	100.0
	Total	120	100.0	100.0	

Y1_1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	10	8.3	8.3	8.3
	4.00	76	63.3	63.3	71.7
	5.00	34	28.3	28.3	100.0
	Total	120	100.0	100.0	

Y1_1_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	11	9.2	9.2	9.2
	4.00	62	51.7	51.7	60.8
	5.00	47	39.2	39.2	100.0
	Total	120	100.0	100.0	

Y1_2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	11	9.2	9.2	9.2
	4.00	61	50.8	50.8	60.0
	5.00	48	40.0	40.0	100.0
	Total	120	100.0	100.0	

Y1_2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	11	9.2	9.2	9.2
	4.00	65	54.2	54.2	63.3
	5.00	44	36.7	36.7	100.0
	Total	120	100.0	100.0	

Y1_2_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	12	10.0	10.0	10.0
	4.00	71	59.2	59.2	69.2
	5.00	37	30.8	30.8	100.0
	Total	120	100.0	100.0	

Y1_3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	14	11.7	11.7	11.7
	4.00	56	46.7	46.7	58.3
	5.00	50	41.7	41.7	100.0
	Total	120	100.0	100.0	

Y1_3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	13	10.8	10.8	10.8
	4.00	69	57.5	57.5	68.3
	5.00	38	31.7	31.7	100.0
	Total	120	100.0	100.0	

Y1_3_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	14	11.7	11.7	11.7
	4.00	58	48.3	48.3	60.0
	5.00	48	40.0	40.0	100.0
	Total	120	100.0	100.0	

Y1_4_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	15	12.5	12.5	12.5
	4.00	58	48.3	48.3	60.8
	5.00	47	39.2	39.2	100.0
	Total	120	100.0	100.0	

Y1_4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	8	6.7	6.7	6.7
	4.00	71	59.2	59.2	65.8
	5.00	41	34.2	34.2	100.0
	Total	120	100.0	100.0	

Y1_4_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	16	13.3	13.3	13.3
	4.00	62	51.7	51.7	65.0
	5.00	42	35.0	35.0	100.0
	Total	120	100.0	100.0	

a. Variabel Keputusan Pembelian

Y2_1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	10	8.3	8.3	8.3
	4.00	58	48.3	48.3	56.7
	5.00	52	43.3	43.3	100.0
	Total	120	100.0	100.0	

Y2_1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	6	5.0	5.0	5.0
	4.00	64	53.3	53.3	58.3
	5.00	50	41.7	41.7	100.0
	Total	120	100.0	100.0	

Y2_1_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	9	7.5	7.5	7.5
	4.00	62	51.7	51.7	59.2
	5.00	49	40.8	40.8	100.0
	Total	120	100.0	100.0	

Y2_2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	9	7.5	7.5	7.5
	4.00	56	46.7	46.7	54.2
	5.00	55	45.8	45.8	100.0
	Total	120	100.0	100.0	

Y2_2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	13	10.8	10.8	10.8
	4.00	58	48.3	48.3	59.2
	5.00	49	40.8	40.8	100.0
	Total	120	100.0	100.0	

Y2_2_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	7	5.8	5.8	5.8
	4.00	64	53.3	53.3	59.2
	5.00	49	40.8	40.8	100.0
	Total	120	100.0	100.0	

Y2_3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	9	7.5	7.5	7.5
	4.00	55	45.8	45.8	53.3
	5.00	56	46.7	46.7	100.0
	Total	120	100.0	100.0	

Y2_3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	3	2.5	2.5	2.5
	4.00	69	57.5	57.5	60.0
	5.00	48	40.0	40.0	100.0
	Total	120	100.0	100.0	

Y2_3_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	8	6.7	6.7	6.7
	4.00	58	48.3	48.3	55.0
	5.00	54	45.0	45.0	100.0
	Total	120	100.0	100.0	

Y2_4_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	6	5.0	5.0	5.0
	4.00	61	50.8	50.8	55.8
	5.00	53	44.2	44.2	100.0
	Total	120	100.0	100.0	

Y2_4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	6	5.0	5.0	5.0
	4.00	66	55.0	55.0	60.0
	5.00	48	40.0	40.0	100.0
	Total	120	100.0	100.0	

Y2_4_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	13	10.8	10.8	10.8
	4.00	61	50.8	50.8	61.7
	5.00	46	38.3	38.3	100.0
	Total	120	100.0	100.0	

Lampiran 8 : Uji Kualitas Data

1) Uji Validitas

a. Variabel Kualitas Produk

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X_1_1	47.0667	20.248	.657	.547	.875
X_1_2	47.0000	20.252	.684	.589	.874
X_1_3	47.1000	20.444	.633	.560	.877
X_2_1	47.1083	20.585	.611	.511	.878
X_2_2	47.1333	20.469	.628	.538	.877
X_2_3	47.1833	21.227	.576	.452	.880
X_3_1	47.0833	20.632	.607	.521	.878
X_3_2	47.1167	21.280	.544	.445	.882
X_3_3	47.1333	20.587	.606	.483	.878
X_4_1	47.1000	21.116	.569	.440	.880
X_4_2	47.0667	21.575	.497	.371	.884
X_4_3	47.0333	21.881	.473	.346	.885

b. Variabel Minat Beli

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1_1_1	46.8417	22.672	.600	.437	.888
Y1_1_2	46.9333	23.794	.500	.365	.892
Y1_1_3	46.8333	22.796	.620	.497	.887
Y1_2_1	46.8250	22.499	.671	.544	.884
Y1_2_2	46.8583	22.913	.609	.567	.887
Y1_2_3	46.9250	22.927	.625	.496	.886
Y1_3_1	46.8333	22.510	.625	.477	.886
Y1_3_2	46.9250	23.146	.568	.442	.889
Y1_3_3	46.8500	22.229	.680	.607	.883
Y1_4_1	46.8667	22.469	.630	.551	.886
Y1_4_2	46.8583	23.585	.534	.519	.891
Y1_4_3	46.9167	22.514	.631	.569	.886

c. Variabel Keputusan Pembelian

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y2_1_1	47.9000	19.385	.524	.398	.872
Y2_1_2	47.8833	19.398	.581	.954	.869
Y2_1_3	47.9167	19.354	.550	.410	.870
Y2_2_1	47.8667	18.906	.626	.485	.866
Y2_2_2	47.9500	18.535	.660	.947	.863
Y2_2_3	47.9000	19.469	.553	.476	.870
Y2_3_1	47.8583	18.896	.626	.530	.866
Y2_3_2	47.8750	20.211	.456	.376	.875
Y2_3_3	47.8667	19.495	.524	.330	.872
Y2_4_1	47.8583	19.786	.494	.336	.873
Y2_4_2	47.9000	19.452	.574	.954	.869
Y2_4_3	47.9750	18.462	.685	.950	.862

2) Uji Reliabilitas

a. Variabel Kualitas Produk

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Std Items	N of Items
.888	.887	12

Item Statistics

	Mean	Std. Deviation	N
X_1_1	4.3083	.65844	120
X_1_2	4.3750	.63593	120
X_1_3	4.2750	.64772	120
X_2_1	4.2667	.64474	120
X_2_2	4.2417	.64815	120
X_2_3	4.1917	.56947	120
X_3_1	4.2917	.64032	120
X_3_2	4.2583	.58691	120
X_3_3	4.2417	.64815	120
X_4_1	4.2750	.59356	120
X_4_2	4.3083	.57680	120
X_4_3	4.3417	.54226	120

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
51.3750	24.572	4.95706	12

b. Variabel Minat Beli

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.896	.895	12

Item Statistics

	Mean	Std. Deviation	N
Y1_1_1	4.2917	.66605	120
Y1_1_2	4.2000	.57394	120
Y1_1_3	4.3000	.62979	120
Y1_2_1	4.3083	.63240	120
Y1_2_2	4.2750	.62123	120
Y1_2_3	4.2083	.60663	120
Y1_3_1	4.3000	.66862	120
Y1_3_2	4.2083	.62033	120
Y1_3_3	4.2833	.66337	120
Y1_4_1	4.2667	.67030	120
Y1_4_2	4.2750	.57923	120
Y1_4_3	4.2167	.66337	120

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
51.1333	26.923	5.18876	12

c. Variabel Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.879	.878	12

Item Statistics

	Mean	Std. Deviation	N
Y2_1_1	4.3500	.63046	120
Y2_1_2	4.3667	.57880	120
Y2_1_3	4.3333	.61266	120
Y2_2_1	4.3833	.62421	120
Y2_2_2	4.3000	.65594	120
Y2_2_3	4.3500	.58912	120
Y2_3_1	4.3917	.62572	120
Y2_3_2	4.3750	.53550	120
Y2_3_3	4.3833	.61060	120
Y2_4_1	4.3917	.58404	120
Y2_4_2	4.3500	.57468	120
Y2_4_3	4.2750	.64772	120

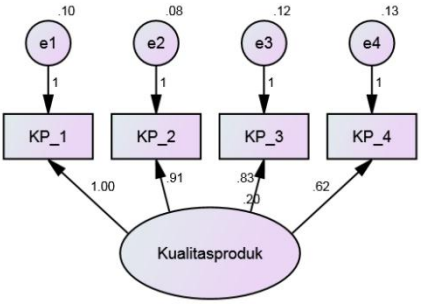
Scale Statistics

Mean	Variance	Std. Deviation	N of Items
52.2500	22.693	4.76375	12

Lampiran 9 : Hasil Uji Analisis Faktor Konfirmatori

1) Analisis faktor konfirmatori

a. Variabel kualitas Produk



ChiSqauare=3.066
Probability=.216
GFI=.987
AGFI=.936
TLI=.983
RMSE=.067
CMIN2=3.0662
CFI=.994
DF=2

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
KP_1	<---	Kualitasproduk	1.000				
KP_2	<---	Kualitasproduk	.911	.102	8.932	***	
KP_3	<---	Kualitasproduk	.828	.102	8.146	***	
KP_4	<---	Kualitasproduk	.619	.093	6.639	***	

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	8	3.066	2	.216	1.533
Saturated model	10	.000	0		
Independence model	4	190.499	6	.000	31.750

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.006	.987	.936	.197
Saturated model	.000	1.000		
Independence model	.113	.509	.182	.306

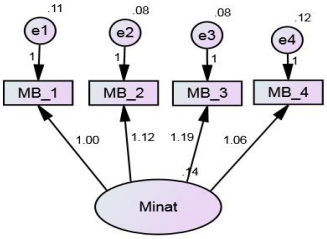
Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.984	.952	.994	.983	.994
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.067	.000	.206	.311
Independence model	.508	.448	.572	.000

b. Variabel Minat Beli



ChiSqauare=.109
Probability=.947
GFI=1.000
AGFI=.998
TLI=1.025
RMSE=.000
CMIN2=.1092
CFI=1.000
DF=2

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
MB_1	<---	Minat	1.000				
MB_2	<---	Minat	1.122	.131	8.568	***	
MB_3	<---	Minat	1.195	.138	8.661	***	
MB_4	<---	Minat	1.056	.134	7.865	***	

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	8	.109	2	.947	.055
Saturated model	10	.000	0		
Independence model	4	228.750	6	.000	38.125

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.001	1.000	.998	.200
Saturated model	.000	1.000		
Independence model	.127	.460	.100	.276

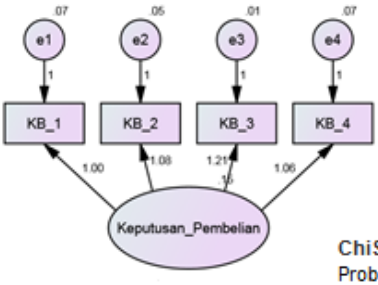
Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	1.000	.999	1.008	1.025	1.000
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.000	.000	.023	.960
Independence model	.559	.498	.622	.000

c. Variabel Keputusan Pembelian



ChiSquare=0.798
Probability=.080
GFI=.912
TLI=.937
AGFI=.959
CMIN2=0.399
CFI=.879
DF=2

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
KB_1	<---	Keputusan_Pembelian	1.000				
KB_2	<---	Keputusan_Pembelian	1.082	.086	12.534	***	
KB_3	<---	Keputusan_Pembelian	1.209	.082	14.808	***	
KB_4	<---	Keputusan_Pembelian	1.059	.091	11.613	***	

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	8	0.798	2	.080	0.399
Saturated model	10	.000	0		
Independence model	4	492.082	6	.000	82.014

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.013	.912	.959	.162
Saturated model	.000	1.000		
Independence model	.141	.353	-.079	.212

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.876	.629	.880	.637	.879
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.497	.394	.608	.000
Independence model	.825	.764	.888	.000

2) Uji Normalitas

Variable	min	max	skew	c.r.	kurtosis	c.r.
KB_4	3.000	5.000	-.795	-3.556	.375	.840
KB_3	3.000	5.000	-.942	-4.213	.975	2.180
KB_2	3.000	5.000	-.853	-3.816	.785	1.755
KB_1	3.000	5.000	-.807	-3.608	.700	1.566

Variable	min	max	skew	c.r.	kurtosis	c.r.
MB_4	3.000	5.000	-.460	-2.057	-.302	-.675
MB_3	3.000	5.000	-.676	-3.023	-.313	-.699
MB_2	3.000	5.000	-.334	-1.495	-.331	-.740
MB_1	3.000	5.000	-.595	-2.663	-.214	-.478
KP_4	3.000	5.000	-.246	-1.101	-.199	-.445
KP_3	3.000	5.000	-.497	-2.221	-.232	-.518
KP_2	3.000	5.000	-.401	-1.791	-.195	-.435
KP_1	3.000	5.000	-.499	-2.231	-.515	-1.152
Multivariate					-5.202	-1.554

3. Evaluasi Outlier

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
106	20.838	.053	.989
56	20.008	.067	.989
84	19.619	.075	.981
52	19.500	.077	.959
72	19.257	.083	.937
15	19.177	.084	.888
32	18.991	.089	.845
34	18.928	.090	.765
55	18.177	.110	.865
48	17.663	.126	.904
93	17.621	.128	.853
9	17.366	.136	.849
13	17.207	.142	.822
44	17.149	.144	.761
62	16.722	.160	.823
98	16.692	.162	.759
66	16.647	.163	.691
87	16.549	.167	.642
70	16.344	.176	.642
59	16.169	.184	.633
96	16.088	.187	.580
65	15.848	.198	.608
8	15.786	.201	.550
86	15.715	.205	.496

Observation number	Mahalanobis d-squared	p1	p2
100	15.601	.210	.467
51	15.454	.218	.457
29	15.372	.222	.415
53	15.346	.223	.346
35	15.179	.232	.352
63	14.977	.243	.378
112	14.926	.245	.327
69	14.795	.253	.320
75	14.414	.275	.454
60	14.268	.284	.459
97	14.222	.287	.408
38	13.917	.306	.513
33	13.796	.314	.508
118	13.571	.329	.571
95	13.429	.339	.583
58	13.283	.349	.599
49	12.954	.372	.725
64	12.948	.373	.662
67	12.918	.375	.609
54	12.842	.381	.584
50	12.796	.384	.541
94	12.702	.391	.530
43	12.660	.394	.483
80	12.652	.395	.415
91	12.629	.397	.359
14	12.624	.397	.295
23	12.589	.400	.253
18	12.589	.400	.198
76	12.384	.415	.248
45	12.356	.418	.207
107	12.221	.428	.223
113	12.136	.435	.213
40	12.074	.440	.192
39	12.042	.442	.159
30	11.952	.450	.154
37	11.952	.450	.115
99	11.876	.456	.106
74	11.809	.461	.095

Observation number	Mahalanobis d-squared	p1	p2
82	11.758	.465	.080
88	11.531	.484	.121
22	11.334	.501	.160
73	11.118	.519	.220
114	10.918	.536	.281
46	10.875	.540	.247
47	10.772	.549	.251
7	10.724	.553	.222
16	10.633	.561	.219
105	10.610	.563	.179
21	10.579	.565	.148
11	10.394	.581	.191
92	10.348	.585	.166
77	10.289	.591	.148
41	10.256	.594	.121
90	10.116	.606	.139
25	10.082	.609	.113
28	10.005	.616	.106
61	9.908	.624	.105
26	9.853	.629	.091
102	9.569	.654	.166
110	9.376	.671	.218
108	9.339	.674	.183
83	9.132	.692	.246
12	9.109	.694	.200
101	8.996	.703	.207
78	8.987	.704	.158
109	8.958	.707	.125
104	8.914	.710	.102
116	8.884	.713	.078
10	8.618	.735	.137
103	8.477	.747	.152
68	8.345	.758	.165
27	8.260	.765	.153
4	8.089	.778	.184
71	7.981	.787	.181
6	7.906	.792	.161

3) ***Uji Multicollinearitity***

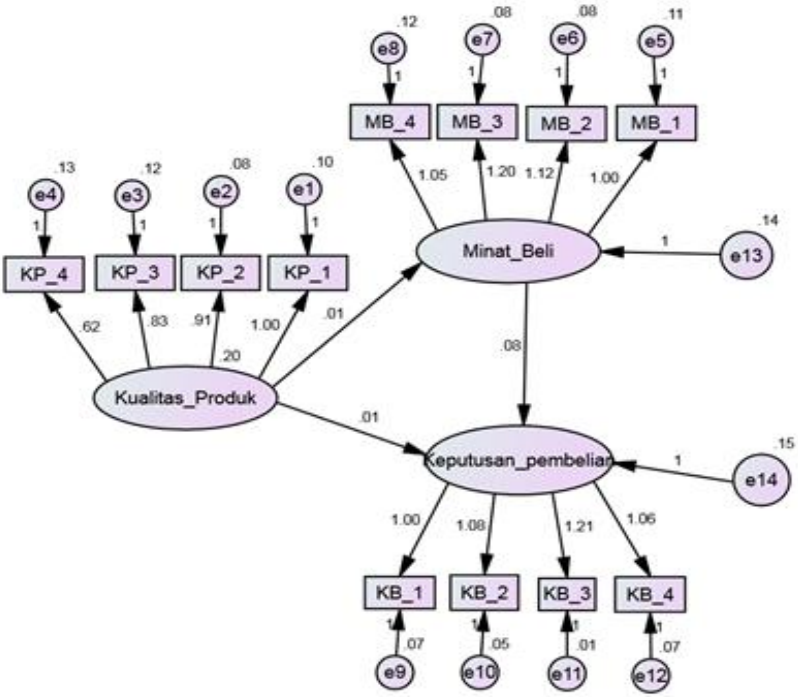
	KB_4	KB_3	KB_2	KB_1	MB_4	MB_3	MB_2	MB_1	KP_4	KP_3	KP_2	KP_1
KB_4	.243											
KB_3	.201	.234										
KB_2	.169	.198	.232									
KB_1	.133	.184	.194	.221								
MB_4	-.027	-.005	.012	.030	.268							
MB_3	-.040	-.028	-.009	-.013	.173	.277						
MB_2	-.032	-.018	.001	-.006	.163	.182	.251					
MB_1	-.045	-.013	.024	.024	.142	.164	.154	.250				
KP_4	-.022	-.018	-.001	.008	.023	.025	.006	.021	.205			
KP_3	-.008	-.003	-.007	-.004	-.022	.036	.000	-.011	.119	.255		
KP_2	-.011	-.003	.000	.015	-.017	.007	-.007	-.022	.107	.152	.249	
KP_1	-.011	.005	.015	.030	-.009	.013	.010	-.020	.124	.163	.190	.303

Sample Covariances (Group number 1)

Condition number = 45.760
Eigenvalues
.809 .732 .696 .148 .137 .121 .090 .080 .071 .057 .028 .018
Determinant of sample covariance matrix = .304

Lampiran 10 : Hasil Uji SEM

4) Uji Struktural Equation Modeling



Chi-Square=129.839
Probability=.000
GFI=.845
AGFI=.763
TLI=.888
RMSEA=.114
CMIN51 =129.83951
CFI=.914
DF=51

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
KB_4	3.000	5.000	-.795	-3.556	.375	.840
KB_3	3.000	5.000	-.942	-4.213	.975	2.180
KB_2	3.000	5.000	-.853	-3.816	.785	1.755
KB_1	3.000	5.000	-.807	-3.608	.700	1.566
MB_4	3.000	5.000	-.460	-2.057	-.302	-.675
MB_3	3.000	5.000	-.676	-3.023	-.313	-.699
MB_2	3.000	5.000	-.334	-1.495	-.331	-.740
MB_1	3.000	5.000	-.595	-2.663	-.214	-.478
KP_4	3.000	5.000	-.246	-1.101	-.199	-.445
KP_3	3.000	5.000	-.497	-2.221	-.232	-.518
KP_2	3.000	5.000	-.401	-1.791	-.195	-.435
KP_1	3.000	5.000	-.499	-2.231	-.515	-1.152
Multivariate					-5.202	-1.554

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Minat_Beli	<---	Kualitas_Produk	.010	.487	3.092	.027	par_1
Keputusan_pembelian	<---	Minat_Beli	.080	.306	2.800	.024	par_2
Keputusan_pembelian	<---	Kualitas_Produk	.009	.387	2.786	.032	par_12
KP_1	<---	Kualitas_Produk	1.000				
KP_2	<---	Kualitas_Produk	.911	.099	9.198	***	par_3
KP_3	<---	Kualitas_Produk	.829	.104	7.978	***	par_4
KP_4	<---	Kualitas_Produk	.619	.094	6.583	***	par_5
MB_1	<---	Minat_Beli	1.000				
MB_2	<---	Minat_Beli	1.122	.131	8.578	***	par_6

			Estimate	S.E.	C.R.	P	Label
MB_3	<---	Minat_Beli	1.197	.138	8.664	***	par_7
KB_1	<---	Keputusan_pembelian	1.000				
KB_2	<---	Keputusan_pembelian	1.081	.086	12.542	***	par_8
KB_3	<---	Keputusan_pembelian	1.214	.090	13.429	***	par_9
KB_4	<---	Keputusan_pembelian	1.063	.097	10.969	***	par_10
MB_4	<---	Minat_Beli	1.055	.135	7.826	***	par_11

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
Minat_Beli	<---	Kualitas_Produk	.010
Keputusan_pembelian	<---	Minat_Beli	.080
Keputusan_pembelian	<---	Kualitas_Produk	.009
KP_1	<---	Kualitas_Produk	.820
KP_2	<---	Kualitas_Produk	.824
KP_3	<---	Kualitas_Produk	.739
KP_4	<---	Kualitas_Produk	.616
MB_1	<---	Minat_Beli	.740
MB_2	<---	Minat_Beli	.828
MB_3	<---	Minat_Beli	.841
KB_1	<---	Keputusan_pembelian	.832
KB_2	<---	Keputusan_pembelian	.878
KB_3	<---	Keputusan_pembelian	.981
KB_4	<---	Keputusan_pembelian	.843
MB_4	<---	Minat_Beli	.754

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
e12	<-->	e13	4.671	-.022
e11	<-->	e12	10.588	.014
e10	<-->	e13	4.275	.018
e10	<-->	e11	4.271	-.007
e9	<-->	e12	23.868	-.033
e9	<-->	e10	32.549	.034
e8	<-->	e9	5.870	.022
e5	<-->	e12	6.757	-.024
e5	<-->	e10	8.556	.024
e5	<-->	e9	6.538	.023
e3	<-->	e7	7.555	.032

Regression Weights: (Group number 1 - Default model)

			M.I.	Par Change
KB_4	<---	Minat_Beli	4.715	-.158
KB_4	<---	KB_1	6.914	-.141
KB_4	<---	MB_4	4.122	-.099
KB_4	<---	MB_1	9.719	-.157
KB_2	<---	Minat_Beli	4.295	.133
KB_2	<---	KB_1	9.449	.145
KB_2	<---	MB_1	10.569	.144
KB_1	<---	KB_4	6.470	-.128
KB_1	<---	KB_2	6.776	.134
KB_1	<---	MB_4	7.024	.127
KB_1	<---	MB_1	7.608	.136
MB_4	<---	KB_1	4.229	.149
MB_3	<---	KP_3	8.012	.175

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	27	129.839	51	.000	2.546
Saturated model	78	.000	0		

Model	NPAR	CMIN	DF	P	CMIN/DF
Independence model	12	977.853	66	.000	14.816

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.015	.845	.763	.553
Saturated model	.000	1.000		
Independence model	.080	.422	.317	.357

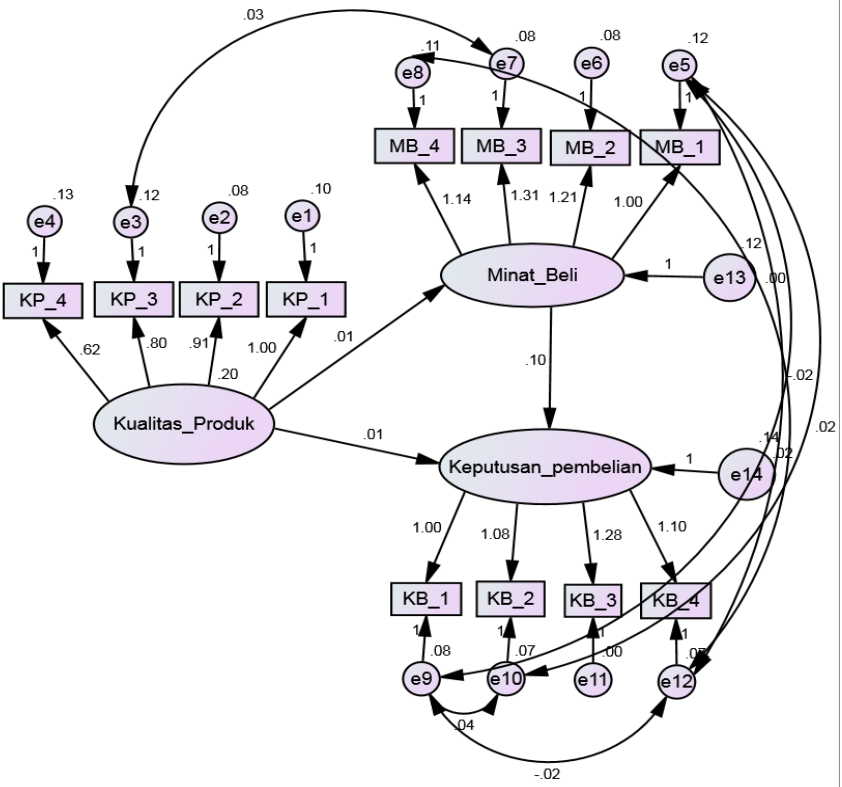
Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.867	.828	.915	.888	.914
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.114	.090	.138	.000
Independence model	.341	.322	.360	.000

5) Uji Struktural Equation Modeling Modifikasi



Chi-Square=47.202
Probability=.343
GFI=.942
AGFI=.897
TLI=.995
RMSEA=.025
CMIN44 =47.20244
CFI=.996
DF=44

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Minat_Beli	<---	Kualitas_Produk	.009	.487	3.192	.024	par_1
Keputusan_pembelian	<---	Minat_Beli	.091	.306	2.810	.022	par_2
Keputusan_pembelian	<---	Kualitas_Produk	.014	.387	2.886	.030	par_12
KP_1	<---	Kualitas_Produk	1.000				
KP_2	<---	Kualitas_Produk	.909	.099	9.191	***	par_3
KP_3	<---	Kualitas_Produk	.799	.101	7.899	***	par_4
KP_4	<---	Kualitas_Produk	.619	.094	6.587	***	par_5
MB_1	<---	Minat_Beli	1.000				
MB_2	<---	Minat_Beli	1.206	.144	8.367	***	par_6
MB_3	<---	Minat_Beli	1.307	.153	8.543	***	par_7
KB_1	<---	Keputusan_pembelian	1.000				
KB_2	<---	Keputusan_pembelian	1.075	.063	16.940	***	par_8
KB_3	<---	Keputusan_pembelian	1.285	.095	13.533	***	par_9
KB_4	<---	Keputusan_pembelian	1.095	.108	10.156	***	par_10
MB_4	<---	Minat_Beli	1.143	.150	7.622	***	par_11

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
Minat_Beli	<---	Kualitas_Produk	.009
Keputusan_pembelian	<---	Minat_Beli	.091
Keputusan_pembelian	<---	Kualitas_Produk	.014
KP_1	<---	Kualitas_Produk	.821
KP_2	<---	Kualitas_Produk	.822
KP_3	<---	Kualitas_Produk	.725
KP_4	<---	Kualitas_Produk	.617

			Estimate
MB_1	<---	Minat_Beli	.707
MB_2	<---	Minat_Beli	.823
MB_3	<---	Minat_Beli	.847
KB_1	<---	Keputusan_pembelian	.806
KB_2	<---	Keputusan_pembelian	.847
KB_3	<---	Keputusan_pembelian	1.005
KB_4	<---	Keputusan_pembelian	.839
MB_4	<---	Minat_Beli	.757

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
e9	<-->	e12	-.023	.006	-3.616	***	par_13
e8	<-->	e12	-.001	.009	-.063	.950	par_14
e9	<-->	e10	.040	.010	3.816	***	par_15
e5	<-->	e10	.024	.009	2.750	.006	par_16
e5	<-->	e9	.024	.010	2.482	.013	par_17
e3	<-->	e7	.031	.012	2.596	.009	par_18
e5	<-->	e12	-.021	.009	-2.234	.025	par_19

Correlations: (Group number 1 - Default model)

			Estimate
e9	<-->	e12	-.314
e8	<-->	e12	-.006
e9	<-->	e10	.557
e5	<-->	e10	.276
e5	<-->	e9	.249
e3	<-->	e7	.327
e5	<-->	e12	-.226

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Kualitas_Produk	.204	.040	5.056	***	par_20
e13	.117	.027	4.335	***	par_21
e14	.142	.027	5.327	***	par_22
e1	.099	.020	4.864	***	par_23
e2	.081	.017	4.847	***	par_24
e3	.117	.019	6.031	***	par_25
e4	.127	.019	6.834	***	par_26

	Estimate	S.E.	C.R.	P	Label
e5	.117	.018	6.479	***	par_27
e6	.081	.015	5.258	***	par_28
e7	.079	.017	4.767	***	par_29
e8	.114	.018	6.222	***	par_30
e9	.077	.012	6.329	***	par_31
e10	.065	.010	6.335	***	par_32
e11	-.003	.009	-.297	.766	par_33
e12	.072	.011	6.343	***	par_34

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
Minat_Beli	.000
Keputusan_pembelian	.008
KB_4	.705
KB_3	1.011
KB_2	.717
KB_1	.650
MB_4	.572
MB_3	.717
MB_2	.678
MB_1	.500
KP_4	.381
KP_3	.526
KP_2	.676
KP_1	.673

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
e9	<-->	e12	.023	.006	3.616	***	par_13
e8	<-->	e12	.001	.009	.063	.950	par_14
e9	<-->	e10	.040	.010	3.816	***	par_15
e5	<-->	e10	.024	.009	2.750	.006	par_16
e5	<-->	e9	.024	.010	2.482	.013	par_17
e3	<-->	e7	.031	.012	2.596	.009	par_18
e5	<-->	e12	.021	.009	2.234	.025	par_19

Correlations: (Group number 1 - Default model)

			Estimate
e9	<-->	e12	.314
e8	<-->	e12	.006
e9	<-->	e10	.557
e5	<-->	e10	.276
e5	<-->	e9	.249
e3	<-->	e7	.327
e5	<-->	e12	.226

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	34	47.202	44	.343	1.073
Saturated model	78	.000	0		
Independence model	12	977.853	66	.000	14.816

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.013	.942	.897	.531
Saturated model	.000	1.000		
Independence model	.080	.422	.317	.357

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.952	.928	.997	.995	.996
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.025	.000	.068	.793
Independence model	.341	.322	.360	.000