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Lampiran 2 Surat Bebas Plagiasi



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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 : Cindy Rinesa
NIM : 171500067
Prodi : Manajemen

telah melakukan uji plagiasi dengan judul artikel PENGARUH WORD OF MOUTH, VARIASI PRODUK, DAN PHYSICAL EVIDENCE TERHADAP KEPUTUSAN PEMBELIAN PADA KEDAI MIELIHO & MIEKIRO, DRIYOREJO, dengan hasil Similarity Index 21% sehingga layak untuk mengikuti sidang skripsi.

Demikian surat pernyataan ini kami buat untuk dipergunakan sebagaimana mestinya.

Surabaya, 12 Januari 2022
Ketua Program Studi Manajemen,

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

Lampiran 3 Catatan Ujian Proposal Skripsi



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CATATAN UJIAN PROPOSAL SKRIPSI

| | | | |
|----|----------------|---|--|
| 1. | Nama | : | Cindy Rinesa |
| 2. | NIM | : | 171500067 |
| 3. | Program Studi | : | Manajemen |
| 4. | Judul Proposal | : | Pengaruh <i>Word of Mouth</i> , Variasi Produk, dan <i>Physical Evidence</i> Terhadap Keputusan Pembelian Pada Kedai Mieliho & Miekiro Dryorejo Gresik |

| Bab/ Halaman | Perbaikan/Koreksi |
|-----------------|--|
| BAB II | Sama kan jumlah indicator |
| BAB III | Penambahan definisi operasional variabel |

Surabaya, 07 Agustus 2021
Penguji,

Dr. Teguh Purwanto, M.M.
NIP : 19601222 199003 1001

La mpiran 4 Berita Acara Ujian Proposal Skripsi


**UNIVERSITAS PGRI ADI BUANA SURABAYA
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 Website : <http://www.pgri.unipasby.ac.id>
BERITA ACARA UJIAN PROPOSAL SKRIPSI

Pada hari ini Sabtu tanggal 7 bulan 8 tahun 2021 bertempat di Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya telah dilaksanakan Ujian Proposal Skripsi Semester Ganjil / Genap *) Tahun Akademik 20 /20

| | |
|----------------|---|
| Nama Mahasiswa | : Cindy Rinesa |
| NIM | : 171500067 |
| Program Studi | : Manajemen |
| Judul Proposal | : Pengaruh word of mouth, Variasi Produk, dan Physical Evidence Terhadap Keputusan Pembelian Pada Fedat Miletto & Miletto Vijorejo Gresik |

Dihadiri oleh :

| No | NIM | Nama Mahasiswa | Tanda Tangan |
|----|-----------|-------------------------|--------------|
| 1 | 171500142 | Mega Pwri Oen LS | |
| 2 | 171500091 | Suci Ira Ramawan | |
| 3 | 171500120 | Arum Anndya Rachman | |
| 4 | 171500113 | Fitra Pwri Prayogo | |
| 5 | 171500005 | Akumad Yoga Pratama | |
| 6 | 171500066 | Atrianie Chumairoch | |
| 7 | 171500179 | Rico Setiawan | |
| 8 | 171500123 | Muhammad Andiyanto | |
| 9 | 171500071 | Aura Manik Nur Jannah | |
| 10 | 171500131 | Ayu Firiyani | |
| 11 | 171500137 | Ludiantoro | |
| 12 | 171500121 | Amilia Pea Sabrina Wasi | |
| 13 | 171500087 | Vri Nurma'imah | |
| 14 | 171500024 | Ikhwan Kusdwanto | |
| 15 | 171500164 | Faisal Maulana S.P | |

Surabaya, ..07 Agustus 2021

 Penguji : Dr. Teguh Purwanto, M.M

 Pembimbing : Widhiyanti Puri Setiawaningsih
 S.Sos. S.E., M.M

Lampiran 5 Lembar Persetujuan Ujian Proposal

Perihal : Ujian Proposal.

Kepada Yth :
Ketua Program Studi Manajemen
Fakultas Ekonomi dan Bisnis
Universitas PGRI Adi Buana Surabaya

Sehubungan telah selesainya kepembimbingan proposal penelitian (skripsi) semester Ganjil/ Genap *) 2020 / 2021, mohon mahasiswa tersebut dibawah ini :

Nama : Cindy Rinesa
NIM : 171500067
Program Studi : Manajemen
Judul Penelitian : Pengaruh *Word Of Mouth*, Variasi Produk, dan *Physical Evidence* Terhadap Keputusan Pembelian Pada Kedai Mielih & Miekiro, Driyorejo Gresik

Untuk dapat mengikuti Ujian proposal pada :

Hari / Tanggal : /
Waktu :
Dosen Pembimbing : Widhayani Puri Setioningtyas, S.Sos.,S.E.,MSM

Surabaya,
Dosen Pembimbing,



Widhayani Puri Setioningtyas, S.Sos.,S.E.,MSM

Catatan :

Apabila ada 2 (dua) pembimbing
Cukup ditandatangani Pembimbing I

Lampiran 6 Kartu Bimbingan Skripsi



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KARTU BIMBINGAN SKRIPSI

| | |
|------------------------|---|
| Nama | : Cindy Rina |
| Prodi / NIM | : Manajemen / 17150067 |
| Judul Skripsi | : Pengaruh Word of Mouth, Variasi Produk, Physical Evidence Terhadap Reputasi Pembelian Pada Benda Masaluh & Intelektro. Pringreja - Gresik |
| Dosen Pembimbing | : Widayanti Puri S. S.Sor., M.SiM |
| Periode Kepembimbingan | : 20 Oktober 2020 s/d 25 Maret 2021 |

URAIAN KEGIATAN KEPEMBIMBINGAN :

| NO | TANGGAL | MATERI BIMBINGAN | KET. | TANDA TANGAN |
|------|-------------|------------------|--------|--------------|
| 1.) | 27 Oktober | Pengajuan Judul | ACC | |
| 2.) | 17 November | Pengajuan BAB I | Keriti | |
| 3.) | 16 November | Pengajuan BAB I | Keriti | |
| 4.) | 2 Desember | Pengajuan BAB I | Keriti | |
| 5.) | 14 Desember | Pengajuan BAB I | Keriti | |
| 6.) | 18 Desember | Pengajuan BAB I | Keriti | |
| 7.) | 2 Januari | Pengajuan BAB I | Keriti | |
| 8.) | 20 Januari | Pengajuan BAB I | Keriti | |
| 9.) | 12 Februari | Pengajuan BAB I | Keriti | |
| 10.) | 22 Februari | Pengajuan BAB I | Keriti | |
| 11.) | 3 Maret | Pengajuan BAB I | ACC | |
| 12.) | 11 Maret | Pengajuan BAB II | Keriti | |

Bimbingan selesai pada tanggal :

Dosen Pembimbing,

 Widayanti Puri S., S.Sor., M.SiM

Mahasiswa,

 Cindy Rina

Lampiran 6 Kartu Bimbingan Skripsi


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 Website : <http://www.uniprivy.ac.id>
KARTU PERPANJANGAN BIMBINGAN SKRIPSI

| | |
|------------------------|---|
| Nama | : Cindy Rinera |
| Prodi / NIM | : Manajemen / 191600067 |
| Judul Skripsi | : Pengaruh word of mouth, Variasi Produk, Physical Evidence Terhadap Keputusan Pembelian Pada Kedai Mie110 & Mie110, Poryorejo - Gresik |
| Dosen Pembimbing | : Widyaningrum Fani S. S.Sos. MPM |
| Periode Kepembimbingan | : 26 Maret s.d 27 Juni 2021 |

URAIAN KEGIATAN KEPEMBIMBINGAN :

| NO | TANGGAL | MATERI BIMBINGAN | KET. | TANDA LANGGAN |
|----|--------------|------------------------|--------|------------------|
| 1. | 23 Maret | BAB 1 | Kesuri | |
| 2. | 27 April | Pengajaran BAB 2 | Kesuri | |
| 3. | 29 Juni | Pengajaran BAB 3 dan 4 | Kesuri | |
| 4. | 6 Juli | Pengajaran BAB 3 dan 4 | Kesuri | |
| 5. | 16 Juli | BAB 3 | ACC | |
| 6. | 13 Juli | BAB 3 | ACC | |
| 7. | 21 September | Pengajaran BAB 4 dan 5 | Kesuri | |
| 8. | 30 September | BAB 4 dan 5 | ACC | |
| | | | | |

 Bimbingan selesai pada tanggal :
 Dosen Pembimbing



Mahasiswa

Lampiran 7 Surat Izin Penelitian



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


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

Kepada Yth:
 Bapak/Ibu Pimpinan Kedai Mielihlo & Miekiro
 Jl. Raya Legundi RT 01 RW 01
 di-
 Gresik

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 : Cindy Rinesa
 NIM : 171500067
 Prodi : Manajemen
 Judul Skripsi : Pengaruh *Word of Mouth*, Variasi Produk, dan *Physical Evidence* Terhadap Keputusan Pembelian Pada Kedai Mielihlo & Miekiro Driyorejo Gresik

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

Surabaya, 22 Juni 2021
 Dekan

 Dr. H. Teguh Purwanto M.M.
 NIP. 19601222.199003.1001

Lampiran 8 Kuisisioner

KUISISIONER

Kepada :

Yth, Bapak / Ibu / Sdr

Dalam rangka memenuhi tugas akhir (skripsi) saya mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana melakukan penelitian dengan judul : **“Pengaruh Diferensiasi Produk, Diferensiasi Citra , dan Saluran Distribusi terhadap Kinerja Pemasaran CV. Akar Selang di Surabaya”**. Saya mohon kesediaan untuk mengisi kuisisioner di bawah ini. Data atau informasi yang terkumpul hanya akan kami gunakan untuk keperluan skripsi ini dan tidak untuk di publikasikan. Saya mengucapkan banyak terima kasih atas bantuan, partisipasi dan kerjasama yang bapak/ibu berikan.

I. Identitas Responden

1.No Kuesioner :

2.Jenis Kelamin : A. Pria B. Wanita

3.Usia : A. 17 Tahun - 22 Tahun

B. 23 Tahun - 28 Tahun

C. 29 Tahun - 35 Tahun

D. >35 Tahun

4.Pendidikan : A. Pelajar/Mahasiswa

B. Pegawai Swasta

C. Pegawai Negeri

D. Wirausaha

5. Pernah Melakukan pembelian sebanyak :

- A. 1 kali
- B. 2 kali
- C. 3 kali

II. Petunjuk Pengisian

Berilah tanda checklist (\checkmark) pada jawaban yang Anda pilih.

Kriteria Penilaian :

| STS (Sangat Tidak Setuju) | TS (Tidak Setuju) | RR (Ragu- ragu) | S (Setuju) | SS (Sangat Setuju) |
|------------------------------------|-------------------------|-----------------------|---------------|--------------------------|
| 1 | 2 | 3 | 4 | 5 |

III. Variabel Penelitian

Word o Mouth (X_1)

| No | Pernyataan | STS | TS | RR | S | SS |
|-----------------|--|-----|----|----|---|----|
| <i>Credible</i> | | | | | | |
| 1 | Saya tertarik melakukan pembelian di kedai mieliho & miekiro karena saran dari teman saya | | | | | |
| 2 | Saya tertarik melakukan pembelian di kedai mieliho & miekiro karena rekomendasi dari orang sekitar | | | | | |
| <i>Personal</i> | | | | | | |
| 3 | Saya tertarik melakukan pembelian di kedai mieliho & miekiro karena sesuai dengan | | | | | |

| | | | | | | |
|---------------|--|--|--|--|--|--|
| | keinginan saya | | | | | |
| 4 | Saya tertarik melakukan pembelian di kedai mieliho & miekiro karena berbeda dari kedai lain yang sejenis | | | | | |
| <i>Timely</i> | | | | | | |
| 5 | Saya tertarik melakukan pembelian di kedai mieliho & miekiro karena cocok untuk mengisi waktu | | | | | |
| 6 | Saya tertarik melakukan pembelian di kedai mieliho & miekiro karena cocok digunakan untuk berdiskusi dan mengerjakan tugas | | | | | |

Variasi Produk (X₂)

| No | Pernyataan | STS | TS | RR | S | SS |
|-----------------|--|-----|----|----|---|----|
| Ukuran | | | | | | |
| 1 | menurut saya besar ukuran produk di kedai mieliho & miekiro sesuai dengan keinginan konsumen | | | | | |
| 2 | menurut saya porsi ukuran makanan di kedai mieliho & miekiro sangat pas | | | | | |
| Tampilan | | | | | | |
| 3 | menurut saya model kemasan yang diberikan kedai mieliho & miekiro sangat menarik | | | | | |
| 4 | menurut saya tampilan produk di kedai mieliho & miekiro sangat menarik | | | | | |
| Rasa | | | | | | |
| 5 | produk yang dijual di kedai mieliho & miekiro mempunyai | | | | | |

| | | | | | | |
|----------------------------|---|--|--|--|--|--|
| | rasa yang khas dibandingkan kedai lain yang sejenis | | | | | |
| 6 | saya senang membeli makanan di kedai mieliho & miekiro karena rasanya yang enak | | | | | |
| Harga | | | | | | |
| 7 | harga makanan di kedai mieliho & miekiro lebih terjangkau dibandingkan kedai lain yang sejenis | | | | | |
| 8 | harga makanan di kedai mieliho & miekiro sesuai dengan kualitas | | | | | |
| Ketersediaan Produk | | | | | | |
| 9 | saya sering membeli produk di kedai mieliho & miekiro karena di kedai tersebut menyediakan produk pelengkap dari produk utama yang ditawarkan | | | | | |
| 10 | saya merasa senang membeli makanan di kedai mieliho & miekiro karena menyediakan menu yang lengkap | | | | | |

Physical Evidence (X₃)

| No | Pernyataan | STS | TS | RR | S | SS |
|------------------------------------|--|-----|----|----|---|----|
| Bangunan Fisik yang Menarik | | | | | | |
| 1 | saya senang membeli makanan di kedai mieliho & miekiro karena tempatnya yang luas | | | | | |
| 2 | saya senang membeli makanan di kedai mieliho & miekiro karena tempatnya yang bersih dan rapi | | | | | |
| Peralatan yang Menunjang | | | | | | |
| 3 | saya senang membeli makanan di kedai mieliho & miekiro | | | | | |

| | | | | | | |
|-------------------------------|--|--|--|--|--|--|
| | karena kedai tersebut menggunakan print nota | | | | | |
| 4 | saya senang membeli makanan di kedai mieliho & miekiro karena kedai tersebut menyediakan wi-fi | | | | | |
| Fasilitas Fisik yang Dimiliki | | | | | | |
| 5 | saya senang membeli makanan di kedai mieliho & miekiro karena kedai tersebut menyediakan meja dan kursi yang banyak | | | | | |
| 6 | saya senang membeli makanan di kedai mieliho & miekiro karena kedai tersebut menyediakan fasilitas pendingin ruangan | | | | | |
| Interior yang Menarik | | | | | | |
| 7 | saya senang membeli makanan di kedai mieliho & miekiro karena kedai tersebut memberikan spot foto yang menarik | | | | | |
| 8 | saya senang membeli makanan di kedai mieliho & miekiro karena kedai tersebut banyak memamerkan lukisan tangan | | | | | |
| Ruang Tunggu yang Nyaman | | | | | | |
| 9 | saya senang membeli makanan di kedai mieliho & miekiro karena kedai tersebut selalu memutar musik yang enak | | | | | |
| 10 | saya senang membeli makanan di kedai mieliho & miekiro karena kedai tersebut menyediakan toilet yang bersih | | | | | |

Keputusan Pembelian (Y)

| No | Pernyataan | STS | TS | RR | S | SS |
|----------------------------------|--|-----|----|----|---|----|
| Pemilihan Produk | | | | | | |
| 1 | saya senang membeli produk di kedai mieliho & miekiro karena kedai tersebut menyediakan jenis makanan dan minuman favorit saya | | | | | |
| 2 | saya senang membeli makanan di kedai mieliho & miekiro karena kedai tersebut menjual makanan dan minuman yang berkualitas | | | | | |
| Pemilihan Merk | | | | | | |
| 3 | saya senang membeli makanan di kedai mieliho & miekiro karena kedai tersebut memiliki citra merek yang baik | | | | | |
| 4 | kedai mieliho & miekiro mudah dikenal oleh masyarakat | | | | | |
| Pilihan Penyalur | | | | | | |
| 5 | saya senang membeli makanan di kedai mieliho & miekiro karena tempatnya yang strategis | | | | | |
| 6 | saya senang membeli makanan di kedai mieliho & miekiro karena kedai tersebut menyediakan menu yang lengkap | | | | | |
| Penentuan Waktu Pembelian | | | | | | |
| 7 | saya senang berada di kedai mieliho & miekiro karena kedai tersebut buka dari pagi hingga malam hari | | | | | |

| | | | | | | |
|-------------------|--|--|--|--|--|--|
| 8 | saya melakukan pembelian di kedai mieliho & miekiro dalam waktu satu minggu 3 kali | | | | | |
| Jumlah Pembelian | | | | | | |
| 9 | saya melakukan pembelian di kedai mieliho & miekiro dengan pembelian lebih dari 3 kali | | | | | |
| 10 | saya melakukan pembelian di kedai mieliho & miekiro lebih dari 3 menu | | | | | |
| Metode Pembayaran | | | | | | |
| 11 | kedai mieliho & miekiro menyediakan pembayaran tunai dan non tunai | | | | | |
| 12 | kedai mieliho & miekiro menyediakan pembayaran secara COD (<i>Cash on Delivery</i>) | | | | | |

Lampiran 9 : Tabulasi Data Responden

TABULASI DATA RESPONDEN

| Responden | Variabel <i>Word of Mouth</i> (X1) | | | | | | Total X1 |
|-----------|------------------------------------|--------|--------|--------|--------|--------|----------|
| | X1.1 | | X1.2 | | X1.3 | | |
| | X1.1_1 | X1.1_2 | X1.2_1 | X1.2_2 | X1.3_1 | X1.3_2 | |
| Resp1 | 5 | 4 | 3 | 4 | 4 | 5 | 25 |
| Resp2 | 2 | 2 | 3 | 2 | 2 | 4 | 13 |
| Resp3 | 4 | 5 | 5 | 4 | 5 | 5 | 24 |
| Resp4 | 2 | 2 | 2 | 2 | 2 | 1 | 9 |
| Resp5 | 2 | 3 | 3 | 2 | 2 | 3 | 13 |
| Resp6 | 4 | 3 | 5 | 4 | 4 | 4 | 20 |
| Resp7 | 4 | 5 | 3 | 5 | 5 | 4 | 22 |
| Resp8 | 5 | 4 | 5 | 5 | 5 | 4 | 23 |
| Resp9 | 2 | 4 | 4 | 2 | 2 | 4 | 16 |
| Resp10 | 4 | 5 | 3 | 5 | 5 | 5 | 23 |
| Resp11 | 2 | 2 | 2 | 2 | 2 | 5 | 13 |
| Resp12 | 3 | 3 | 4 | 3 | 4 | 3 | 17 |
| Resp13 | 5 | 4 | 5 | 5 | 5 | 5 | 24 |
| Resp14 | 5 | 5 | 4 | 5 | 4 | 4 | 22 |
| Resp15 | 4 | 4 | 4 | 4 | 2 | 4 | 18 |
| Resp16 | 5 | 4 | 4 | 5 | 4 | 5 | 22 |
| Resp17 | 4 | 5 | 5 | 5 | 5 | 5 | 25 |
| Resp18 | 5 | 4 | 4 | 5 | 4 | 5 | 22 |
| Resp19 | 4 | 4 | 5 | 3 | 5 | 5 | 22 |
| Resp20 | 2 | 2 | 2 | 3 | 2 | 2 | 11 |
| Resp21 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp22 | 3 | 3 | 4 | 4 | 4 | 2 | 17 |
| Resp23 | 2 | 4 | 4 | 2 | 4 | 2 | 16 |
| Resp24 | 2 | 4 | 2 | 4 | 4 | 4 | 18 |
| Resp25 | 4 | 2 | 2 | 4 | 2 | 4 | 14 |
| Resp26 | 4 | 2 | 2 | 4 | 3 | 4 | 15 |
| Resp27 | 4 | 2 | 4 | 4 | 4 | 2 | 16 |
| Resp28 | 2 | 2 | 1 | 2 | 1 | 1 | 7 |
| Resp29 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| Resp30 | 4 | 4 | 4 | 4 | 2 | 4 | 18 |
| Resp31 | 2 | 4 | 2 | 4 | 4 | 4 | 18 |

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|--------|---|---|---|---|---|---|----|
| Resp32 | 4 | 4 | 4 | 4 | 4 | 2 | 18 |
| Resp33 | 2 | 2 | 4 | 2 | 2 | 4 | 14 |
| Resp34 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp35 | 5 | 4 | 5 | 5 | 5 | 5 | 24 |
| Resp36 | 2 | 2 | 2 | 4 | 2 | 1 | 11 |
| Resp37 | 5 | 5 | 5 | 4 | 5 | 4 | 23 |
| Resp38 | 1 | 2 | 2 | 3 | 1 | 2 | 10 |
| Resp39 | 5 | 5 | 4 | 4 | 5 | 5 | 23 |
| Resp40 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| Resp41 | 5 | 4 | 4 | 4 | 4 | 5 | 21 |
| Resp42 | 5 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp43 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| Resp44 | 5 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp45 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp46 | 4 | 5 | 5 | 4 | 5 | 5 | 24 |
| Resp47 | 2 | 2 | 2 | 4 | 2 | 4 | 14 |
| Resp48 | 2 | 4 | 2 | 3 | 4 | 3 | 16 |
| Resp49 | 5 | 4 | 4 | 5 | 5 | 4 | 22 |
| Resp50 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp51 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp52 | 4 | 5 | 5 | 5 | 5 | 5 | 25 |
| Resp53 | 4 | 4 | 4 | 5 | 4 | 4 | 21 |
| Resp54 | 4 | 4 | 4 | 4 | 5 | 4 | 21 |
| Resp55 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| Resp56 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| Resp57 | 2 | 3 | 3 | 2 | 3 | 2 | 13 |
| Resp58 | 2 | 2 | 2 | 4 | 2 | 4 | 14 |
| Resp59 | 4 | 4 | 4 | 5 | 4 | 4 | 21 |
| Resp60 | 4 | 2 | 4 | 4 | 4 | 2 | 16 |
| Resp61 | 5 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp62 | 4 | 4 | 2 | 2 | 3 | 4 | 15 |
| Resp63 | 4 | 5 | 5 | 4 | 4 | 5 | 23 |
| Resp64 | 4 | 5 | 5 | 5 | 5 | 5 | 25 |
| Resp65 | 4 | 3 | 4 | 4 | 4 | 5 | 20 |
| Resp66 | 2 | 4 | 2 | 2 | 4 | 4 | 16 |
| Resp67 | 5 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp68 | 4 | 5 | 5 | 5 | 5 | 5 | 25 |
| Resp69 | 3 | 1 | 5 | 5 | 5 | 5 | 21 |
| Resp70 | 4 | 2 | 4 | 4 | 4 | 4 | 18 |

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|---------|---|---|---|---|---|---|----|
| Resp71 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp72 | 4 | 5 | 5 | 4 | 5 | 5 | 24 |
| Resp73 | 3 | 3 | 2 | 2 | 3 | 3 | 13 |
| Resp74 | 5 | 5 | 4 | 5 | 4 | 4 | 22 |
| Resp75 | 3 | 3 | 3 | 4 | 3 | 4 | 17 |
| Resp76 | 3 | 3 | 3 | 4 | 4 | 3 | 17 |
| Resp77 | 2 | 2 | 2 | 2 | 3 | 2 | 11 |
| Resp78 | 5 | 4 | 4 | 5 | 5 | 4 | 22 |
| Resp79 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| Resp80 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| Resp81 | 4 | 5 | 5 | 5 | 5 | 5 | 25 |
| Resp82 | 5 | 4 | 4 | 5 | 4 | 4 | 21 |
| Resp83 | 3 | 4 | 3 | 2 | 3 | 2 | 14 |
| Resp84 | 4 | 5 | 5 | 5 | 5 | 5 | 25 |
| Resp85 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| Resp86 | 4 | 2 | 4 | 2 | 2 | 4 | 14 |
| Resp87 | 5 | 4 | 5 | 5 | 5 | 5 | 24 |
| Resp88 | 2 | 3 | 1 | 2 | 1 | 2 | 9 |
| Resp89 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| Resp90 | 3 | 4 | 3 | 3 | 4 | 3 | 17 |
| Resp91 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp92 | 4 | 4 | 4 | 2 | 2 | 2 | 14 |
| Resp93 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp94 | 3 | 4 | 3 | 4 | 4 | 4 | 19 |
| Resp95 | 5 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp96 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| Resp97 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| Resp98 | 4 | 2 | 1 | 2 | 2 | 2 | 9 |
| Resp99 | 2 | 4 | 4 | 4 | 4 | 2 | 18 |
| Resp100 | 2 | 2 | 2 | 2 | 2 | 2 | 10 |
| Resp101 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp102 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp103 | 4 | 3 | 4 | 5 | 5 | 5 | 22 |
| Resp104 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp105 | 4 | 2 | 2 | 4 | 2 | 4 | 14 |
| Resp106 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp107 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp108 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp109 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |

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|---------|---|---|---|---|---|---|----|
| Resp110 | 4 | 5 | 5 | 5 | 5 | 4 | 24 |
| Resp111 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp112 | 4 | 2 | 2 | 2 | 4 | 2 | 12 |
| Resp113 | 4 | 4 | 3 | 5 | 4 | 4 | 20 |
| Resp114 | 5 | 5 | 4 | 4 | 4 | 4 | 21 |
| Resp115 | 5 | 5 | 4 | 5 | 5 | 5 | 24 |
| Resp116 | 5 | 5 | 4 | 4 | 4 | 4 | 21 |
| Resp117 | 5 | 5 | 4 | 5 | 5 | 5 | 24 |
| Resp118 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp119 | 4 | 4 | 5 | 5 | 4 | 5 | 23 |
| Resp120 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp121 | 4 | 4 | 2 | 4 | 4 | 4 | 18 |
| Resp122 | 5 | 5 | 2 | 4 | 5 | 4 | 20 |
| Resp123 | 4 | 4 | 5 | 4 | 4 | 5 | 22 |
| Resp124 | 5 | 5 | 2 | 3 | 5 | 4 | 19 |
| Resp125 | 5 | 5 | 2 | 4 | 5 | 4 | 20 |
| Resp126 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| Resp127 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| Resp128 | 3 | 3 | 2 | 2 | 5 | 5 | 20 |
| Resp129 | 4 | 4 | 3 | 3 | 2 | 2 | 18 |
| Resp130 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| Resp131 | 4 | 4 | 3 | 4 | 2 | 2 | 19 |
| Resp132 | 4 | 4 | 4 | 4 | 2 | 4 | 22 |
| Resp133 | 1 | 1 | 1 | 4 | 5 | 5 | 17 |

| Respon den | Variabel Variasi Produk (X2) | | | | | | | | | | Tot al X2 |
|---------------|------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| | X2.1 | | X2.2 | | X2.3 | | X2.4 | | X2.5 | | |
| | X2. 1_ 1 | X2. 1_ 2 | X2. 2_ 1 | X2. 2_ 2 | X2. 3_ 1 | X2. 3_ 2 | X2. 4_ 1 | X2. 4_ 2 | X2. 5_ 1 | X2. 5_ 2 | |
| Resp1 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| Resp2 | 3 | 2 | 2 | 4 | 3 | 2 | 2 | 2 | 2 | 2 | 24 |
| Resp3 | 5 | 3 | 5 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 39 |
| Resp4 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 16 |
| Resp5 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 32 |
| Resp6 | 4 | 4 | 4 | 2 | 4 | 5 | 5 | 4 | 2 | 3 | 37 |
| Resp7 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 3 | 4 | 37 |
| Resp8 | 4 | 4 | 5 | 2 | 4 | 4 | 4 | 5 | 4 | 4 | 40 |
| Resp9 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 5 | 4 | 37 |

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|--------|---|---|---|---|---|---|---|---|---|---|----|
| Resp10 | 4 | 4 | 4 | 2 | 5 | 4 | 4 | 5 | 4 | 4 | 40 |
| Resp11 | 2 | 4 | 2 | 2 | 2 | 4 | 3 | 2 | 2 | 4 | 27 |
| Resp12 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 40 |
| Resp13 | 5 | 4 | 3 | 2 | 5 | 4 | 5 | 5 | 5 | 4 | 42 |
| Resp14 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 45 |
| Resp15 | 4 | 5 | 2 | 4 | 2 | 4 | 2 | 2 | 4 | 5 | 34 |
| Resp16 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| Resp17 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 2 | 4 | 43 |
| Resp18 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| Resp19 | 3 | 2 | 4 | 4 | 3 | 5 | 3 | 5 | 2 | 2 | 33 |
| Resp20 | 3 | 2 | 4 | 3 | 5 | 5 | 2 | 5 | 2 | 2 | 33 |
| Resp21 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 43 |
| Resp22 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |
| Resp23 | 4 | 4 | 2 | 5 | 2 | 4 | 4 | 2 | 4 | 5 | 36 |
| Resp24 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 36 |
| Resp25 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 44 |
| Resp26 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| Resp27 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| Resp28 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 12 |
| Resp29 | 2 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 32 |
| Resp30 | 4 | 3 | 5 | 3 | 5 | 5 | 4 | 5 | 3 | 4 | 41 |
| Resp31 | 4 | 4 | 2 | 4 | 2 | 2 | 2 | 2 | 4 | 4 | 30 |
| Resp32 | 5 | 4 | 4 | 2 | 5 | 5 | 5 | 5 | 4 | 4 | 43 |
| Resp33 | 5 | 4 | 2 | 5 | 2 | 2 | 4 | 4 | 5 | 4 | 37 |
| Resp34 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 46 |
| Resp35 | 5 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 37 |
| Resp36 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 |
| Resp37 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 35 |
| Resp38 | 4 | 2 | 4 | 3 | 2 | 2 | 3 | 2 | 3 | 4 | 29 |
| Resp39 | 5 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 40 |
| Resp40 | 5 | 2 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 43 |
| Resp41 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 43 |
| Resp42 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| Resp43 | 2 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 30 |
| Resp44 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 42 |
| Resp45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 36 |
| Resp46 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 47 |
| Resp47 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |
| Resp48 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 41 |

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|--------|---|---|---|---|---|---|---|---|---|---|----|
| Resp49 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 46 |
| Resp50 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 40 |
| Resp51 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 42 |
| Resp52 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| Resp53 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 29 |
| Resp54 | 2 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| Resp55 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| Resp56 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 35 |
| Resp57 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 2 | 40 |
| Resp58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| Resp59 | 4 | 4 | 3 | 2 | 5 | 3 | 5 | 5 | 4 | 4 | 39 |
| Resp60 | 3 | 2 | 4 | 2 | 4 | 4 | 5 | 5 | 3 | 3 | 35 |
| Resp61 | 2 | 5 | 4 | 4 | 5 | 5 | 5 | 1 | 2 | 2 | 35 |
| Resp62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| Resp63 | 3 | 4 | 4 | 5 | 4 | 3 | 3 | 2 | 4 | 4 | 36 |
| Resp64 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| Resp65 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 44 |
| Resp66 | 3 | 4 | 4 | 2 | 4 | 5 | 4 | 5 | 2 | 4 | 37 |
| Resp67 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| Resp68 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 4 | 37 |
| Resp69 | 4 | 4 | 4 | 5 | 2 | 4 | 4 | 4 | 4 | 4 | 39 |
| Resp70 | 5 | 5 | 2 | 4 | 2 | 4 | 4 | 5 | 5 | 5 | 41 |
| Resp71 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 42 |
| Resp72 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 43 |
| Resp73 | 2 | 4 | 2 | 4 | 2 | 2 | 4 | 4 | 5 | 5 | 34 |
| Resp74 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| Resp75 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 39 |
| Resp76 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 44 |
| Resp77 | 5 | 2 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 2 | 33 |
| Resp78 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 2 | 43 |
| Resp79 | 4 | 4 | 3 | 4 | 5 | 3 | 5 | 3 | 4 | 3 | 38 |
| Resp80 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| Resp81 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 39 |
| Resp82 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| Resp83 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 43 |
| Resp84 | 4 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 44 |
| Resp85 | 3 | 3 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 39 |
| Resp86 | 4 | 5 | 4 | 5 | 2 | 2 | 4 | 2 | 5 | 5 | 38 |
| Resp87 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 43 |

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|---------|---|---|---|---|---|---|---|---|---|---|----|
| Resp88 | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 16 |
| Resp89 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |
| Resp90 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 38 |
| Resp91 | 2 | 2 | 4 | 2 | 3 | 3 | 3 | 4 | 2 | 4 | 29 |
| Resp92 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 36 |
| Resp93 | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 3 | 5 | 43 |
| Resp94 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 39 |
| Resp95 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 43 |
| Resp96 | 5 | 2 | 5 | 4 | 5 | 5 | 5 | 5 | 2 | 4 | 42 |
| Resp97 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 45 |
| Resp98 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 44 |
| Resp99 | 4 | 5 | 2 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| Resp100 | 5 | 4 | 2 | 4 | 2 | 4 | 2 | 4 | 4 | 3 | 34 |
| Resp101 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 42 |
| Resp102 | 4 | 5 | 4 | 5 | 3 | 2 | 4 | 2 | 4 | 4 | 37 |
| Resp103 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 40 |
| Resp104 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| Resp105 | 4 | 4 | 2 | 4 | 2 | 3 | 2 | 4 | 4 | 2 | 31 |
| Resp106 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 37 |
| Resp107 | 4 | 2 | 4 | 2 | 5 | 4 | 4 | 3 | 4 | 4 | 36 |
| Resp108 | 4 | 4 | 3 | 4 | 5 | 2 | 2 | 4 | 4 | 4 | 36 |
| Resp109 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| Resp110 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| Resp111 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| Resp112 | 4 | 4 | 2 | 4 | 2 | 2 | 2 | 4 | 2 | 4 | 30 |
| Resp113 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 42 |
| Resp114 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 44 |
| Resp115 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 45 |
| Resp116 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| Resp117 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 45 |
| Resp118 | 3 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| Resp119 | 5 | 4 | 2 | 4 | 2 | 4 | 2 | 4 | 4 | 5 | 36 |
| Resp120 | 4 | 2 | 2 | 4 | 2 | 4 | 4 | 2 | 4 | 4 | 32 |
| Resp121 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 40 |
| Resp122 | 4 | 3 | 4 | 3 | 4 | 2 | 5 | 2 | 5 | 5 | 37 |
| Resp123 | 4 | 5 | 2 | 4 | 3 | 4 | 2 | 2 | 5 | 4 | 35 |
| Resp124 | 2 | 4 | 4 | 3 | 4 | 4 | 5 | 2 | 5 | 5 | 38 |
| Resp125 | 4 | 4 | 4 | 3 | 4 | 2 | 5 | 2 | 5 | 5 | 38 |
| Resp126 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 2 | 4 | 4 | 34 |

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| Resp127 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 40 |
| Resp128 | 4 | 4 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 2 | 30 |
| Resp129 | 4 | 4 | 2 | 4 | 2 | 4 | 1 | 2 | 2 | 1 | 26 |
| Resp130 | 5 | 4 | 5 | 5 | 5 | 5 | 2 | 2 | 2 | 3 | 38 |
| Resp131 | 4 | 2 | 4 | 4 | 2 | 4 | 4 | 4 | 3 | 3 | 34 |
| Resp132 | 4 | 2 | 2 | 2 | 2 | 4 | 1 | 2 | 2 | 2 | 23 |
| Resp133 | 4 | 4 | 2 | 2 | 1 | 2 | 4 | 4 | 4 | 4 | 31 |

| Respon den | Variabel <i>Physical Evidence</i> (X3) | | | | | | | | | | Tot al X3 |
|---------------|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| | X3.1 | | X3.2 | | X3.3 | | X3.4 | | X3.5 | | |
| | X3. 1_ 1 | X3. 1_ 2 | X3. 2_ 1 | X3. 2_ 2 | X3. 3_ 1 | X3. 3_ 2 | X3. 4_ 1 | X3. 4_ 2 | X3. 5_ 1 | X3. 5_ 2 | |
| Resp1 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 39 |
| Resp2 | 2 | 2 | 2 | 2 | 4 | 2 | 4 | 2 | 2 | 4 | 26 |
| Resp3 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 40 |
| Resp4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 |
| Resp5 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 2 | 4 | 2 | 30 |
| Resp6 | 2 | 4 | 2 | 4 | 2 | 4 | 4 | 2 | 2 | 4 | 30 |
| Resp7 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 45 |
| Resp8 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 2 | 42 |
| Resp9 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 44 |
| Resp1 0 | 2 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 2 | 2 | 30 |
| Resp1 1 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 2 | 4 | 2 | 30 |
| Resp1 2 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 41 |
| Resp1 3 | 5 | 4 | 2 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 36 |
| Resp1 4 | 4 | 4 | 4 | 4 | 2 | 5 | 5 | 5 | 4 | 4 | 41 |
| Resp1 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 44 |
| Resp1 6 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 45 |
| Resp1 7 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 34 |
| Resp1 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 46 |

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| 8 | | | | | | | | | | | |
| Resp1 9 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| Resp2 0 | 4 | 2 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 2 | 32 |
| Resp2 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| Resp2 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 42 |
| Resp2 3 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| Resp2 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| Resp2 5 | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 44 |
| Resp2 6 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 47 |
| Resp2 7 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 46 |
| Resp2 8 | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 2 | 1 | 2 | 16 |
| Resp2 9 | 2 | 2 | 4 | 2 | 2 | 4 | 4 | 2 | 1 | 3 | 26 |
| Resp3 0 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 44 |
| Resp3 1 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 45 |
| Resp3 2 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| Resp3 3 | 2 | 4 | 2 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 40 |
| Resp3 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 44 |
| Resp3 5 | 2 | 4 | 2 | 2 | 4 | 4 | 2 | 4 | 4 | 2 | 30 |
| Resp3 6 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 21 |
| Resp3 7 | 2 | 1 | 2 | 2 | 4 | 2 | 2 | 4 | 4 | 2 | 25 |
| Resp3 | 2 | 4 | 2 | 4 | 4 | 2 | 4 | 2 | 2 | 4 | 30 |

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|------------|---|---|---|---|---|---|---|---|---|---|----|
| 8 | | | | | | | | | | | |
| Resp3 9 | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 38 |
| Resp4 0 | 4 | 5 | 4 | 5 | 2 | 4 | 4 | 5 | 2 | 2 | 37 |
| Resp4 1 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 46 |
| Resp4 2 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 35 |
| Resp4 3 | 5 | 5 | 4 | 5 | 2 | 2 | 2 | 4 | 4 | 4 | 37 |
| Resp4 4 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 43 |
| Resp4 5 | 2 | 2 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 39 |
| Resp4 6 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 3 | 2 | 5 | 41 |
| Resp4 7 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| Resp4 8 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| Resp4 9 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 44 |
| Resp5 0 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 38 |
| Resp5 1 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 39 |
| Resp5 2 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 45 |
| Resp5 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 36 |
| Resp5 4 | 2 | 4 | 2 | 2 | 4 | 1 | 3 | 4 | 2 | 4 | 28 |
| Resp5 5 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 43 |
| Resp5 6 | 4 | 4 | 2 | 1 | 3 | 4 | 3 | 4 | 4 | 2 | 31 |
| Resp5 7 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 36 |
| Resp5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |

| | | | | | | | | | | | |
|------------|---|---|---|---|---|---|---|---|---|---|----|
| 8 | | | | | | | | | | | |
| Resp5 9 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 39 |
| Resp6 0 | 5 | 4 | 5 | 2 | 4 | 2 | 2 | 2 | 3 | 2 | 31 |
| Resp6 1 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 40 |
| Resp6 2 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 2 | 34 |
| Resp6 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 42 |
| Resp6 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 5 | 4 | 39 |
| Resp6 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| Resp6 6 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 36 |
| Resp6 7 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 46 |
| Resp6 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| Resp6 9 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 43 |
| Resp7 0 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 43 |
| Resp7 1 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| Resp7 2 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 45 |
| Resp7 3 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 47 |
| Resp7 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 38 |
| Resp7 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| Resp7 6 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 43 |
| Resp7 7 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 4 | 24 |
| Resp7 | 4 | 4 | 4 | 4 | 5 | 2 | 5 | 2 | 5 | 2 | 37 |

| | | | | | | | | | | | |
|------------|---|---|---|---|---|---|---|---|---|---|----|
| 8 | | | | | | | | | | | |
| Resp7 9 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 4 | 36 |
| Resp8 0 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 49 |
| Resp8 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| Resp8 2 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 39 |
| Resp8 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 42 |
| Resp8 4 | 4 | 2 | 2 | 4 | 4 | 5 | 2 | 2 | 4 | 4 | 33 |
| Resp8 5 | 3 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 43 |
| Resp8 6 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| Resp8 7 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| Resp8 8 | 1 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 2 | 2 | 16 |
| Resp8 9 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 45 |
| Resp9 0 | 4 | 2 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 2 | 33 |
| Resp9 1 | 2 | 4 | 4 | 2 | 2 | 2 | 3 | 2 | 2 | 4 | 27 |
| Resp9 2 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 44 |
| Resp9 3 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 44 |
| Resp9 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| Resp9 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| Resp9 6 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 45 |
| Resp9 7 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 41 |
| Resp9 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 43 |

| | | | | | | | | | | | | |
|-------------|---|---|---|---|---|---|---|---|---|---|---|----|
| 8 | | | | | | | | | | | | |
| Resp9 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 43 |
| Resp1 00 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 43 |
| Resp1 01 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| Resp1 02 | 3 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 39 |
| Resp1 03 | 3 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| Resp1 04 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| Resp1 05 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| Resp1 06 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 4 | 2 | 4 | 4 | 28 |
| Resp1 07 | 2 | 4 | 2 | 4 | 4 | 4 | 2 | 2 | 3 | 2 | 2 | 29 |
| Resp1 08 | 2 | 2 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 2 | 30 |
| Resp1 09 | 1 | 3 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 38 |
| Resp1 10 | 3 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 44 |
| Resp1 11 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| Resp1 12 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| Resp1 13 | 3 | 5 | 3 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 40 |
| Resp1 14 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 45 |
| Resp1 15 | 4 | 5 | 4 | 3 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 41 |
| Resp1 16 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 45 |
| Resp1 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 41 |
| Resp1 | 2 | 4 | 2 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 32 |

| | | | | | | | | | | | |
|-------------|---|---|---|---|---|---|---|---|---|---|----|
| 18 | | | | | | | | | | | |
| Resp1 19 | 3 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 40 |
| Resp1 20 | 4 | 2 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 31 |
| Resp1 21 | 4 | 2 | 2 | 4 | 2 | 2 | 2 | 1 | 1 | 4 | 24 |
| Resp1 22 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 35 |
| Resp1 23 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 2 | 4 | 4 | 34 |
| Resp1 24 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 2 | 36 |
| Resp1 25 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 2 | 36 |
| Resp1 26 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 48 |
| Resp1 27 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| Resp1 28 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 39 |
| Resp1 29 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 46 |
| Resp1 30 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 39 |
| Resp1 31 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 2 | 2 | 4 | 32 |
| Resp1 32 | 2 | 4 | 2 | 2 | 4 | 2 | 2 | 4 | 2 | 2 | 26 |
| Resp1 33 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 48 |

| Responden | Variabel Keputusan Pembelian (V) | | | | | | | | | | | | | | | | | | Total Y |
|-----------|----------------------------------|--------|---|--------|--------|---|--------|--------|---|--------|--------|---|--------|--------|---|--------|--------|----|---------|
| | Y1.1 | | | Y1.2 | | | Y1.3 | | | Y1.4 | | | Y1.5 | | | Y1.6 | | | |
| | Y1.1_1 | Y1.1_2 | | Y1.2_1 | Y1.2_2 | | Y1.3_1 | Y1.3_2 | | Y1.4_1 | Y1.4_2 | | Y1.5_1 | Y1.5_2 | | Y1.6_1 | Y1.6_2 | | |
| | | | | | | | | | | | | | | | | | | | |
| Resp1 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 51 | |
| Resp2 | 4 | 4 | 2 | 4 | 4 | 4 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 43 | |
| Resp3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 51 | |
| Resp4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 | |
| Resp5 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 | |
| Resp6 | 5 | 4 | 5 | 5 | 5 | 4 | 2 | 2 | 2 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 48 | |
| Resp7 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 48 | |
| Resp8 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 51 | |
| Resp9 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 48 | |
| Resp10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 | |
| Resp11 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 5 | 4 | 4 | 5 | 45 | |
| Resp12 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 47 | |
| Resp13 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 51 | |
| Resp14 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 51 | |
| Resp15 | 4 | 5 | 4 | 2 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 48 | |
| Resp16 | 4 | 5 | 5 | 3 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 50 | |
| Resp17 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 50 | |
| Resp18 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 49 | |
| Resp19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 | |
| Resp20 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 43 | |
| Resp21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 49 | |

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|--------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Resp22 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 51 |
| Resp23 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 48 |
| Resp24 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 46 |
| Resp25 | 3 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 48 |
| Resp26 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 47 |
| Resp27 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 51 |
| Resp28 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| Resp29 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 47 |
| Resp30 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 48 |
| Resp31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Resp32 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 49 |
| Resp33 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 45 |
| Resp34 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 54 |
| Resp35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Resp36 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| Resp37 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 47 |
| Resp38 | 2 | 3 | 3 | 4 | 2 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 38 |
| Resp39 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 50 |
| Resp40 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 53 |
| Resp41 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 53 |
| Resp42 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 49 |
| Resp43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Resp44 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| Resp45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |

| | | | | | | | | | | | | | | | | | | |
|--------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Resp46 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 51 |
| Resp47 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 44 |
| Resp48 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Resp49 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 54 |
| Resp50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 45 |
| Resp51 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 49 |
| Resp52 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 51 |
| Resp53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |
| Resp54 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 46 |
| Resp55 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 51 |
| Resp56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Resp57 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 47 |
| Resp58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 49 |
| Resp59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 45 |
| Resp60 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 46 |
| Resp61 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 48 |
| Resp62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 44 |
| Resp63 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| Resp64 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 57 |
| Resp65 | 5 | 4 | 5 | 5 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 52 |
| Resp66 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| Resp67 | 5 | 4 | 4 | 5 | 5 | 2 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 50 |
| Resp68 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 49 |
| Resp69 | 5 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 46 |

| | | | | | | | | | | | | | | | | | |
|---------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|----|
| Resp118 | 5 | 4 | 4 | 5 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 44 |
| Resp119 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 50 | |
| Resp120 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 46 | |
| Resp121 | 2 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 5 | 41 | |
| Resp122 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 | |
| Resp123 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 | |
| Resp124 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 | |
| Resp125 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 | |
| Resp126 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 53 | |
| Resp127 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 53 | |
| Resp128 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 49 | |
| Resp129 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 | |
| Resp130 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 53 | |
| Resp131 | 4 | 2 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 | |
| Resp132 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 46 | |
| Resp133 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 50 | |

Lampiran 10 : Lampiran Output SPSS

Output Spss

Hasil Deskriptif Karakteristik Responden

Usia

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | 17th-22th | 39 | 29.3 | 29.3 | 29.3 |
| | 23th-27th | 53 | 39.8 | 39.8 | 69.2 |
| | 28th-35th | 31 | 23.3 | 23.3 | 92.5 |
| | >35th | 10 | 7.5 | 7.5 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

Pekerjaan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Pelajar/Mahasiswa | 33 | 24.8 | 24.8 | 24.8 |
| | Pegawai Swasta | 55 | 41.4 | 41.4 | 66.2 |
| | Pegawai Negeri | 32 | 24.1 | 24.1 | 90.2 |
| | Wirasaha | 13 | 9.8 | 9.8 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

Pembelian Sebanyak

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 kali | 42 | 31.6 | 31.6 | 31.6 |
| | 2 kali | 59 | 44.4 | 44.4 | 75.9 |
| | 3 kali | 32 | 24.1 | 24.1 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

Hasil Uji Frekuensi Jawaban Responden Variabel *Word Of Mouth* (X₁)

X1.1_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 1.5 | 1.5 | 1.5 |
| | Tidak Setuju | 21 | 15.8 | 15.8 | 17.3 |
| | Ragu-ragu | 10 | 7.5 | 7.5 | 24.8 |
| | Setuju | 60 | 45.1 | 45.1 | 69.9 |
| | Sangat Setuju | 40 | 30.1 | 30.1 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X1.1_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 1.5 | 1.5 | 1.5 |
| | Tidak Setuju | 21 | 15.8 | 15.8 | 17.3 |
| | Ragu-ragu | 12 | 9.0 | 9.0 | 26.3 |
| | Setuju | 62 | 46.6 | 46.6 | 72.9 |
| | Sangat Setuju | 36 | 27.1 | 27.1 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X1.2_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 4 | 3.0 | 3.0 | 3.0 |
| | Tidak Setuju | 24 | 18.0 | 18.0 | 21.1 |
| | Ragu-ragu | 14 | 10.5 | 10.5 | 31.6 |
| | Setuju | 58 | 43.6 | 43.6 | 75.2 |
| | Sangat Setuju | 33 | 24.8 | 24.8 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X1.2_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 21 | 15.8 | 15.8 | 15.8 |
| | Ragu-ragu | 8 | 6.0 | 6.0 | 21.8 |
| | Setuju | 64 | 48.1 | 48.1 | 69.9 |
| | Sangat Setuju | 40 | 30.1 | 30.1 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X1.3_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 3 | 2.3 | 2.3 | 2.3 |
| | Tidak Setuju | 21 | 15.8 | 15.8 | 18.0 |
| | Ragu-ragu | 7 | 5.3 | 5.3 | 23.3 |
| | Setuju | 59 | 44.4 | 44.4 | 67.7 |
| | Sangat Setuju | 43 | 32.3 | 32.3 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X1.3_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 3 | 2.3 | 2.3 | 2.3 |
| | Tidak Setuju | 18 | 13.5 | 13.5 | 15.8 |
| | Ragu-ragu | 6 | 4.5 | 4.5 | 20.3 |
| | Setuju | 63 | 47.4 | 47.4 | 67.7 |
| | Sangat Setuju | 43 | 32.3 | 32.3 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

Hasil Uji Frekuensi Jawaban Responden Variabel Variasi Produk (X₂)

X2.1_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | .8 | .8 | .8 |
| | Tidak Setuju | 10 | 7.5 | 7.5 | 8.3 |
| | Ragu-ragu | 14 | 10.5 | 10.5 | 18.8 |
| | Setuju | 75 | 56.4 | 56.4 | 75.2 |
| | Sangat Setuju | 33 | 24.8 | 24.8 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X2.1_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 1.5 | 1.5 | 1.5 |
| | Tidak Setuju | 23 | 17.3 | 17.3 | 18.8 |
| | Ragu-ragu | 5 | 3.8 | 3.8 | 22.6 |
| | Setuju | 80 | 60.2 | 60.2 | 82.7 |
| | Sangat Setuju | 23 | 17.3 | 17.3 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X2.2_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 1.5 | 1.5 | 1.5 |
| | Tidak Setuju | 25 | 18.8 | 18.8 | 20.3 |
| | Ragu-ragu | 11 | 8.3 | 8.3 | 28.6 |
| | Setuju | 68 | 51.1 | 51.1 | 79.7 |
| | Sangat Setuju | 27 | 20.3 | 20.3 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X2.2_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 22 | 16.5 | 16.5 | 16.5 |
| | Ragu-ragu | 12 | 9.0 | 9.0 | 25.6 |
| | Setuju | 71 | 53.4 | 53.4 | 78.9 |
| | Sangat Setuju | 28 | 21.1 | 21.1 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X2.3_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 4 | 3.0 | 3.0 | 3.0 |
| | Tidak Setuju | 26 | 19.5 | 19.5 | 22.6 |
| | Ragu-ragu | 16 | 12.0 | 12.0 | 34.6 |
| | Setuju | 53 | 39.8 | 39.8 | 74.4 |
| | Sangat Setuju | 34 | 25.6 | 25.6 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X2.3_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | .8 | .8 | .8 |
| | Tidak Setuju | 19 | 14.3 | 14.3 | 15.0 |
| | Ragu-ragu | 13 | 9.8 | 9.8 | 24.8 |
| | Setuju | 75 | 56.4 | 56.4 | 81.2 |
| | Sangat Setuju | 25 | 18.8 | 18.8 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X2.4_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 5 | 3.8 | 3.8 | 3.8 |
| | Tidak Setuju | 12 | 9.0 | 9.0 | 12.8 |
| | Ragu-ragu | 9 | 6.8 | 6.8 | 19.5 |
| | Setuju | 73 | 54.9 | 54.9 | 74.4 |
| | Sangat Setuju | 34 | 25.6 | 25.6 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X2.4_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 4 | 3.0 | 3.0 | 3.0 |
| | Tidak Setuju | 20 | 15.0 | 15.0 | 18.0 |
| | Ragu-ragu | 7 | 5.3 | 5.3 | 23.3 |
| | Setuju | 71 | 53.4 | 53.4 | 76.7 |
| | Sangat Setuju | 31 | 23.3 | 23.3 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X2.5_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | .8 | .8 | .8 |
| | Tidak Setuju | 23 | 17.3 | 17.3 | 18.0 |
| | Ragu-ragu | 8 | 6.0 | 6.0 | 24.1 |
| | Setuju | 72 | 54.1 | 54.1 | 78.2 |
| | Sangat Setuju | 29 | 21.8 | 21.8 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X2.5_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 1.5 | 1.5 | 1.5 |
| | Tidak Setuju | 20 | 15.0 | 15.0 | 16.5 |
| | Ragu-ragu | 10 | 7.5 | 7.5 | 24.1 |
| | Setuju | 71 | 53.4 | 53.4 | 77.4 |
| | Sangat Setuju | 30 | 22.6 | 22.6 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

Hasil Uji Frekuensi Jawaban Responden Variabel *Physical Evidence*(X₃)

X3.1_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 1.5 | 1.5 | 1.5 |
| | Tidak Setuju | 20 | 15.0 | 15.0 | 16.5 |
| | Ragu-ragu | 16 | 12.0 | 12.0 | 28.6 |
| | Setuju | 62 | 46.6 | 46.6 | 75.2 |
| | Sangat Setuju | 33 | 24.8 | 24.8 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X3.1_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 1.5 | 1.5 | 1.5 |
| | Tidak Setuju | 15 | 11.3 | 11.3 | 12.8 |
| | Ragu-ragu | 5 | 3.8 | 3.8 | 16.5 |
| | Setuju | 70 | 52.6 | 52.6 | 69.2 |
| | Sangat Setuju | 41 | 30.8 | 30.8 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X3.2_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | .8 | .8 | .8 |
| | Tidak Setuju | 24 | 18.0 | 18.0 | 18.8 |
| | Ragu-ragu | 14 | 10.5 | 10.5 | 29.3 |
| | Setuju | 66 | 49.6 | 49.6 | 78.9 |
| | Sangat Setuju | 28 | 21.1 | 21.1 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X3.2_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | .8 | .8 | .8 |
| | Tidak Setuju | 16 | 12.0 | 12.0 | 12.8 |
| | Ragu-ragu | 8 | 6.0 | 6.0 | 18.8 |
| | Setuju | 77 | 57.9 | 57.9 | 76.7 |
| | Sangat Setuju | 31 | 23.3 | 23.3 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X3.3_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 1.5 | 1.5 | 1.5 |
| | Tidak Setuju | 17 | 12.8 | 12.8 | 14.3 |
| | Ragu-ragu | 6 | 4.5 | 4.5 | 18.8 |
| | Setuju | 77 | 57.9 | 57.9 | 76.7 |
| | Sangat Setuju | 31 | 23.3 | 23.3 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X3.3_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 3 | 2.3 | 2.3 | 2.3 |
| | Tidak Setuju | 20 | 15.0 | 15.0 | 17.3 |
| | Ragu-ragu | 9 | 6.8 | 6.8 | 24.1 |
| | Setuju | 70 | 52.6 | 52.6 | 76.7 |
| | Sangat Setuju | 31 | 23.3 | 23.3 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X3.4_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 18 | 13.5 | 13.5 | 13.5 |
| | Ragu-ragu | 11 | 8.3 | 8.3 | 21.8 |
| | Setuju | 75 | 56.4 | 56.4 | 78.2 |
| | Sangat Setuju | 29 | 21.8 | 21.8 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X3.4_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 1.5 | 1.5 | 1.5 |
| | Tidak Setuju | 19 | 14.3 | 14.3 | 15.8 |
| | Ragu-ragu | 6 | 4.5 | 4.5 | 20.3 |
| | Setuju | 81 | 60.9 | 60.9 | 81.2 |
| | Sangat Setuju | 25 | 18.8 | 18.8 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X3.5_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 3 | 2.3 | 2.3 | 2.3 |
| | Tidak Setuju | 18 | 13.5 | 13.5 | 15.8 |
| | Ragu-ragu | 5 | 3.8 | 3.8 | 19.5 |
| | Setuju | 85 | 63.9 | 63.9 | 83.5 |
| | Sangat Setuju | 22 | 16.5 | 16.5 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

X3.5_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 27 | 20.3 | 20.3 | 20.3 |
| | Ragu-ragu | 2 | 1.5 | 1.5 | 21.8 |
| | Setuju | 79 | 59.4 | 59.4 | 81.2 |
| | Sangat Setuju | 25 | 18.8 | 18.8 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

Hasil Uji Frekuensi Jawaban Responden Variabel Keputusan Pembelian (Y)

Y1.1_1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 4 | 3.0 | 3.0 | 3.0 |
| Ragu-ragu | 9 | 6.8 | 6.8 | 9.8 |
| Setuju | 81 | 60.9 | 60.9 | 70.7 |
| Sangat Setuju | 39 | 29.3 | 29.3 | 100.0 |
| Total | 133 | 100.0 | 100.0 | |

Y1.1_2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 4 | 3.0 | 3.0 | 3.0 |
| Ragu-ragu | 6 | 4.5 | 4.5 | 7.5 |
| Setuju | 93 | 69.9 | 69.9 | 77.4 |
| Sangat Setuju | 30 | 22.6 | 22.6 | 100.0 |
| Total | 133 | 100.0 | 100.0 | |

Y1.2_1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 4 | 3.0 | 3.0 | 3.0 |
| Ragu-ragu | 8 | 6.0 | 6.0 | 9.0 |
| Setuju | 90 | 67.7 | 67.7 | 76.7 |
| Sangat Setuju | 31 | 23.3 | 23.3 | 100.0 |
| Total | 133 | 100.0 | 100.0 | |

Y1.2_2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 6 | 4.5 | 4.5 | 4.5 |
| Ragu-ragu | 11 | 8.3 | 8.3 | 12.8 |
| Setuju | 92 | 69.2 | 69.2 | 82.0 |
| Sangat Setuju | 24 | 18.0 | 18.0 | 100.0 |
| Total | 133 | 100.0 | 100.0 | |

Y1.3_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 6 | 4.5 | 4.5 | 4.5 |
| | Ragu-ragu | 8 | 6.0 | 6.0 | 10.5 |
| | Setuju | 97 | 72.9 | 72.9 | 83.5 |
| | Sangat Setuju | 22 | 16.5 | 16.5 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

Y1.3_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 11 | 8.3 | 8.3 | 8.3 |
| | Ragu-ragu | 12 | 9.0 | 9.0 | 17.3 |
| | Setuju | 86 | 64.7 | 64.7 | 82.0 |
| | Sangat Setuju | 24 | 18.0 | 18.0 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

Y1.4_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 10 | 7.5 | 7.5 | 7.5 |
| | Ragu-ragu | 10 | 7.5 | 7.5 | 15.0 |
| | Setuju | 84 | 63.2 | 63.2 | 78.2 |
| | Sangat Setuju | 29 | 21.8 | 21.8 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

Y1.4_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 1 | .8 | .8 | .8 |
| | Ragu-ragu | 12 | 9.0 | 9.0 | 9.8 |
| | Setuju | 81 | 60.9 | 60.9 | 70.7 |
| | Sangat Setuju | 39 | 29.3 | 29.3 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

Y1.5_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 4 | 3.0 | 3.0 | 3.0 |
| | Ragu-ragu | 25 | 18.8 | 18.8 | 21.8 |
| | Setuju | 79 | 59.4 | 59.4 | 81.2 |
| | Sangat Setuju | 25 | 18.8 | 18.8 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

Y1.5_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Ragu-ragu | 21 | 15.8 | 15.8 | 15.8 |
| | Setuju | 85 | 63.9 | 63.9 | 79.7 |
| | Sangat Setuju | 27 | 20.3 | 20.3 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

Y1.6_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 3 | 2.3 | 2.3 | 2.3 |
| | Ragu-ragu | 34 | 25.6 | 25.6 | 27.8 |
| | Setuju | 70 | 52.6 | 52.6 | 80.5 |
| | Sangat Setuju | 26 | 19.5 | 19.5 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

Y1.6_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 3 | 2.3 | 2.3 | 2.3 |
| | Ragu-ragu | 22 | 16.5 | 16.5 | 18.8 |
| | Setuju | 83 | 62.4 | 62.4 | 81.2 |
| | Sangat Setuju | 25 | 18.8 | 18.8 | 100.0 |
| | Total | 133 | 100.0 | 100.0 | |

Hasil Uji Validitas Variabel (X₁)

Correlations

| | X1.1_1 | X1.1_2 | X1.2_1 | X1.2_2 | X1.3_1 | X1.3_2 | Word Of Mouth (X1) |
|---------------------|--------|--------|--------|--------|--------|--------|--------------------|
| X1.1_1 | 1 | .635** | .592** | .633** | .583** | .531** | .732** |
| Pearson Correlation | | .635** | .592** | .633** | .583** | .531** | .732** |
| Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X1.1_2 | .635** | 1 | .582** | .529** | .632** | .502** | .784** |
| Pearson Correlation | | .635** | .582** | .529** | .632** | .502** | .784** |
| Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X1.2_1 | .592** | .582** | 1 | .609** | .592** | .546** | .791** |
| Pearson Correlation | | .582** | 1 | .609** | .592** | .546** | .791** |
| Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X1.2_2 | .633** | .529** | .609** | 1 | .656** | .607** | .804** |
| Pearson Correlation | | .529** | .609** | 1 | .656** | .607** | .804** |
| Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X1.3_1 | .583** | .632** | .592** | .656** | 1 | .627** | .824** |
| Pearson Correlation | | .632** | .592** | .656** | 1 | .627** | .824** |
| Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X1.3_2 | .531** | .502** | .546** | .607** | .627** | 1 | .792** |
| Pearson Correlation | | .502** | .546** | .607** | .627** | 1 | .792** |
| Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| Word Of Mouth (X1) | .732** | .784** | .791** | .804** | .824** | .792** | 1 |
| Pearson Correlation | | .784** | .791** | .804** | .824** | .792** | 1 |
| Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 |

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

Hasil Uji Validitas Variabel (X₂)

Correlations

| | X2.1_1 | X2.1_2 | X2.2_1 | X2.2_2 | X2.3_1 | X2.3_2 | X2.4_1 | X2.4_2 | X2.5_1 | X2.5_2 | Variasi Produk |
|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------------|
| X2.1_1 | 1 | .377** | .237** | .454** | .214 | .190 | .225** | .329** | .339** | .294** | .565** |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | | .000 | .006 | .000 | .013 | .028 | .009 | .000 | .000 | .001 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X2.1_2 | .377** | 1 | .160 | .476** | .195* | .159 | .306** | .172* | .511** | .453** | .600** |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | .000 | | .067 | .000 | .025 | .067 | .000 | .047 | .000 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X2.2_1 | .237** | .160 | 1 | .246** | .671** | .488** | .581** | .449** | .185* | .283** | .701** |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | .006 | .067 | | .004 | .000 | .000 | .000 | .000 | .033 | .001 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X2.2_2 | .454** | .476** | .246** | 1 | .139 | .200 | .188** | .112 | .355** | .357** | .549** |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | .000 | .000 | .004 | | .110 | .021 | .031 | .198 | .000 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X2.3_1 | .214 | .195* | .671** | .139 | 1 | .463** | .524** | .425** | .160 | .191 | .657** |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | .013 | .025 | .000 | .110 | | .000 | .000 | .000 | .065 | .028 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X2.3_2 | .190 | .159 | .488** | .200 | .463** | 1 | .383** | .456** | .015 | .131 | .559** |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | .028 | .067 | .000 | .021 | .000 | | .000 | .000 | .862 | .132 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X2.4_1 | .225** | .306** | .581** | .188** | .524** | .383** | 1 | .468** | .458** | .436** | .740** |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | .009 | .000 | .000 | .031 | .000 | .000 | | .000 | .000 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X2.4_2 | .329** | .172* | .449** | .112 | .425** | .456** | .468** | 1 | .237** | .218* | .627** |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | .000 | .047 | .000 | .198 | .000 | .000 | .000 | | .006 | .012 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X2.5_1 | .339** | .511** | .185* | .355** | .160 | .015 | .458** | .237** | 1 | .600** | .613** |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | .000 | .000 | .033 | .000 | .862 | .000 | .006 | .006 | | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X2.5_2 | .294** | .453** | .283** | .357** | .191* | .131 | .436** | .218* | .600** | 1 | .630** |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | .000 | .001 | .000 | .028 | .132 | .000 | .000 | .012 | .000 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| Variasi Produk | .565** | .600** | .701** | .549** | .657** | .559** | .740** | .627** | .613** | .630** | 1 |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |

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

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

Hasil Uji Validitas Variabel (X₃)

Correlations

| | X3.1_1 | X3.1_2 | X3.2_1 | X3.2_2 | X3.3_1 | X3.3_2 | X3.4_1 | X3.4_2 | X3.5_1 | X3.5_2 | Physical Evidence |
|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------------------|
| X3.1_1 | 1 | .545** | .591** | .451** | .365** | .405** | .307** | .304** | .453** | .330** | .686** |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X3.1_2 | .545** | 1 | .476** | .384** | .391** | .460** | .463** | .393** | .402** | .381** | .701** |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X3.2_1 | .591** | .476** | 1 | .493** | .302** | .413** | .498** | .390** | .446** | .283** | .703** |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X3.2_2 | .451** | .384** | .493** | 1 | .376** | .523** | .457** | .396** | .533** | .380** | .710** |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X3.3_1 | .365** | .391** | .302** | .376** | 1 | .549** | .459** | .465** | .521** | .357** | .682** |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X3.3_2 | .405** | .460** | .413** | .523** | .549** | 1 | .597** | .459** | .509** | .481** | .773** |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X3.4_1 | .307** | .463** | .498** | .457** | .459** | .597** | 1 | .476** | .420** | .480** | .732** |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X3.4_2 | .304** | .393** | .390** | .386** | .465** | .459** | .476** | 1 | .505** | .324** | .670** |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X3.5_1 | .453** | .402** | .446** | .533** | .521** | .509** | .420** | .505** | 1 | .294** | .724** |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| X3.5_2 | .330** | .381** | .283** | .380** | .357** | .481** | .480** | .324** | .294** | 1 | .616** |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | | .000 | .001 | .000 | .000 | .000 | .000 | .000 | .001 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| Physical Evidence | .686** | .701** | .703** | .710** | .682** | .773** | .732** | .670** | .724** | .616** | 1 |
| Pearson Correlation | | | | | | | | | | | |
| Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |

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

Hasil Uji Validitas Variabel (Y)

Correlations

| | Y1.1_1 | Y1.1_2 | Y1.2_1 | Y1.2_2 | Y1.3_1 | Y1.3_2 | Y1.4_1 | Y1.4_2 | Y1.5_1 | Y1.5_2 | Y1.6_1 | Y1.6_2 | Keputusan Pembelian |
|---------------------|---------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------|
| Y1.1_1 | 1 | .334** Sig. (2-tailed) N | .344** Sig. (2-tailed) N | .265** Sig. (2-tailed) N | .222** Sig. (2-tailed) N | .270** Sig. (2-tailed) N | .263** Sig. (2-tailed) N | .270** Sig. (2-tailed) N | .132** Sig. (2-tailed) N | .019** Sig. (2-tailed) N | .066** Sig. (2-tailed) N | -.025** Sig. (2-tailed) N | 546** |
| Y1.1_2 | .334** | 1 | .313** Sig. (2-tailed) N | .219** Sig. (2-tailed) N | .284** Sig. (2-tailed) N | .184** Sig. (2-tailed) N | .304** Sig. (2-tailed) N | .299** Sig. (2-tailed) N | .017** Sig. (2-tailed) N | .006** Sig. (2-tailed) N | .079** Sig. (2-tailed) N | .043** Sig. (2-tailed) N | 522** |
| Y1.2_1 | .344** | .313** | 1 | .176** Sig. (2-tailed) N | .164** Sig. (2-tailed) N | .156** Sig. (2-tailed) N | .295** Sig. (2-tailed) N | .177** Sig. (2-tailed) N | .015** Sig. (2-tailed) N | .125** Sig. (2-tailed) N | .009** Sig. (2-tailed) N | -.012** Sig. (2-tailed) N | 467** |
| Y1.2_2 | .265** | .219** | .176** | 1 | .088** Sig. (2-tailed) N | .147** Sig. (2-tailed) N | .117** Sig. (2-tailed) N | .162** Sig. (2-tailed) N | .081** Sig. (2-tailed) N | .150** Sig. (2-tailed) N | .234** Sig. (2-tailed) N | .170** Sig. (2-tailed) N | 483** |
| Y1.3_1 | .222** | .284** | .164** | .088** | 1 | .201** Sig. (2-tailed) N | .398** Sig. (2-tailed) N | .146** Sig. (2-tailed) N | -.048** Sig. (2-tailed) N | .156** Sig. (2-tailed) N | -.013** Sig. (2-tailed) N | .019** Sig. (2-tailed) N | 446** |
| Y1.3_2 | .270** | .194** | .156** | .147** | .201** | 1 | .252** Sig. (2-tailed) N | .236** Sig. (2-tailed) N | .075** Sig. (2-tailed) N | .024** Sig. (2-tailed) N | .013** Sig. (2-tailed) N | -.003** Sig. (2-tailed) N | 465** |
| Y1.4_1 | .263** | .304** | .295** | .117** | .398** | .252** | 1 | .352** Sig. (2-tailed) N | -.098** Sig. (2-tailed) N | .050** Sig. (2-tailed) N | .025** Sig. (2-tailed) N | .073** Sig. (2-tailed) N | 537** |
| Y1.4_2 | .270** | .299** | .177** | .162** | .146** | .236** | .352** | 1 | .148** Sig. (2-tailed) N | .161** Sig. (2-tailed) N | .111** Sig. (2-tailed) N | .121** Sig. (2-tailed) N | 541** |
| Y1.5_1 | .132** | .017** | .015** | .081** | -.048** | .075** | -.098** | .148** | 1 | .471** Sig. (2-tailed) N | .238** Sig. (2-tailed) N | .238** Sig. (2-tailed) N | 391** |
| Y1.5_2 | .019** | .006** | .125** | .150** | .156** | .024** | .050** | .161** | .148** | 1 | .373** Sig. (2-tailed) N | .436** Sig. (2-tailed) N | 499** |
| Y1.6_1 | .066** | .079** | .009** | .234** | -.013** | .013** | .025** | .111** | .238** | .373** | 1 | .491** Sig. (2-tailed) N | 460** |
| Y1.6_2 | -.025** | .043** | -.012** | .170** | .019** | -.003** | .073** | .121** | .238** | .436** | .491** | 1 | 438** |
| Keputusan Pembelian | .546** | .522** | .467** | .483** | .446** | .465** | .537** | .541** | .391** | .499** | .460** | .438** | 1 |
| | .133 | .133 | .133 | .133 | .133 | .133 | .133 | .133 | .133 | .133 | .133 | .133 | .133 |

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

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

Hasil Uji Reabilitas

Variabel X1

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .896 | 6 |

Variabel X2

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .827 | 10 |

Variabel X3

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .884 | 10 |

Variabel Y

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .697 | 12 |

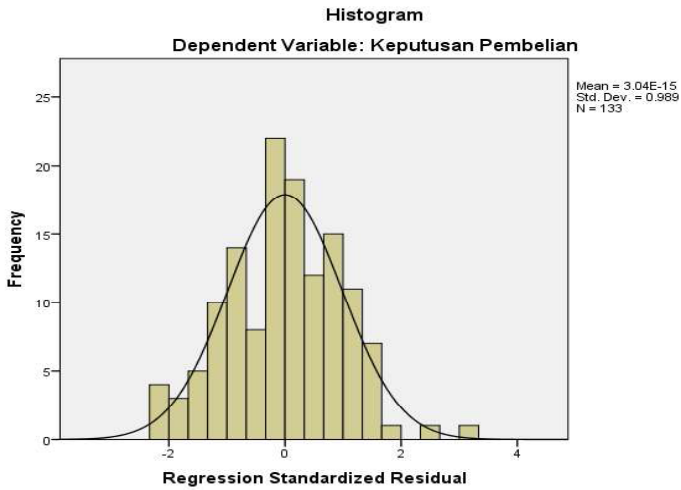
Hasil Uji Asumsi Klasik
Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

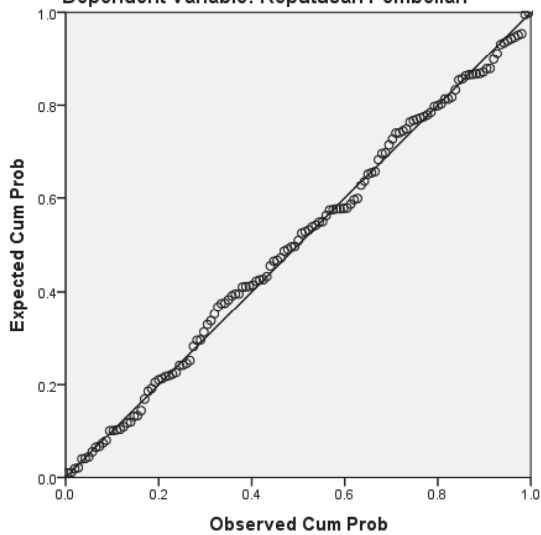
| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 133 |
| Normal Parameters ^{a,b} | Mean | 0E-7 |
| | Std. Deviation | 1.82484175 |
| Most Extreme Differences | Absolute | .043 |
| | Positive | .036 |
| | Negative | -.043 |
| Kolmogorov-Smirnov Z | | .492 |
| Asymp. Sig. (2-tailed) | | .969 |

a. Test distribution is Normal.

b. Calculated from data.



Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Keputusan Pembelian

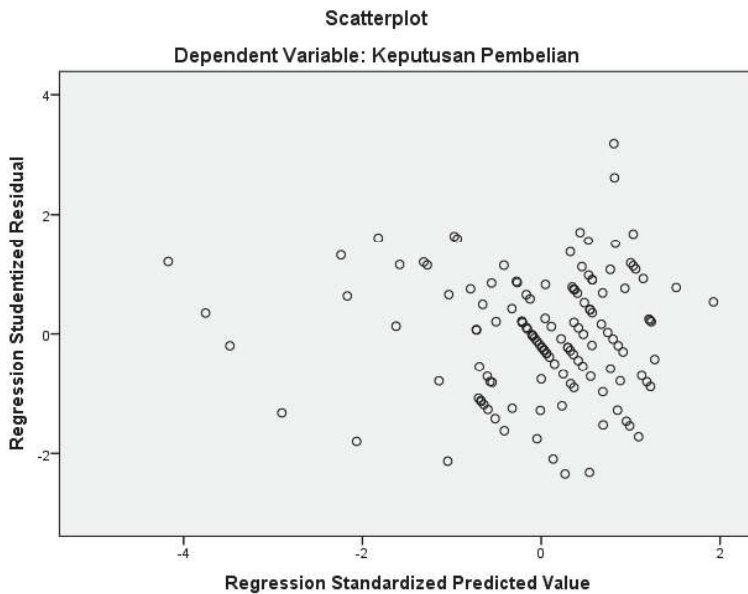


Uji Multikolinearitas

| Coefficients ^a | | | |
|---------------------------|--------------------|-------------------------|-------|
| Model | | Collinearity Statistics | |
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | Word Of Mouth (X1) | ,760 | 1,315 |
| | Variasi Produk | ,487 | 2,054 |
| | Physical Evidence | ,595 | 1,681 |

a. Dependent Variable: Keputusan Pembelian

Uji heteroskedastisitas



Uji Heterokedastisitas Glejser

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.516 | .662 | | 2.289 | .024 |
| | Word Of Mouth (X1) | -.033 | .025 | -.130 | -1.298 | .197 |
| | Variasi Produk (X2) | .010 | .022 | .056 | .446 | .657 |
| | Physical Evidence (X3) | .005 | .019 | .029 | .259 | .796 |

a. Dependent Variable: Abs_res

Uji Autokorelasi dan Koefisien Determinasi

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .884 ^a | .782 | .777 | 1.846 | 2.028 |

a. Predictors: (Constant), Physical Evidence, Word Of Mouth (X1), Variasi Produk

b. Dependent Variable: Keputusan Pembelian

Uji-t

| Coefficients^a | | | | | | |
|---------------------------------|--------------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 25,474 | 1,093 | | 23,306 | ,000 |
| | Word Of Mouth (X1) | ,389 | ,041 | ,443 | 9,398 | ,000 |
| | Variasi Produk | ,166 | ,037 | ,266 | 4,518 | ,000 |
| | Physical Evidence | ,236 | ,031 | ,411 | 7,708 | ,000 |

Uji F

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 1577.877 | 3 | 525.959 | 154.354 | .000 ^b |
| | Residual | 439.566 | 129 | 3.407 | | |
| | Total | 2017.444 | 132 | | | |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Physical Evidence, Word Of Mouth (X1), Variasi Produk