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BERITA ACARA BIMBINGAN REVISI SKRIPSI



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

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Nama : Yusuf Dwi Anggoro
NIM/Program Studi : 171500147 / Manajemen
Judul Skripsi : Pengaruh Citra Merek, Desain Produk dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Futsal Merek Specs (Survei Terhadap Konsumen Sepatu Futsal Specs di Kecamatan Gubeng)
Tanggal Ujian Skripsi : 28 Mei 2021
Penguji : 1. I Made Babus Dwiarta, SE, M.M
2. Widhayani Puri Setioningtyas, S.Sos., SE, MSM

No	Tanggal	Materi Konsultasi	Paraf Penguji
1	11 Juni 2021	Bab I, Bab II dan Bab III	
2			
3			
4			
5			
6			
7			
8			

Penguji I,

I Made Babus Dwiarta, SE, M.M

Surabaya, 11 Juni 2021

Penguji II,

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




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FAKULTAS EKONOMI dan BISNIS

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

BERITA ACARA
BIMBINGAN REVISI SKRIPSI

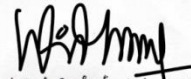
Nama : Susuf Dwi Anggoro
NIM/Program Studi : 171500147 / Manajemen
Judul Skripsi : Pengaruh Citra Merek, Desain Produk dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Futsal Merk Specs (Survei Terhadap Konsumen Sepatu Futsal Specs di Kecamatan Gubeng)
Tanggal Ujian Skripsi : 28 Mei 2021
Penguji : 1. I Made Bagus Dwiartha, SE., M.M
2. Widhayani Puri Setioningtyas, S.Sos., S.E., M.M

No	Tanggal	Materi Konsultasi	Paraf Penguji
1	10 Juni 2021	BAB I dan Bab II	
2			
3			
4			
5			
6			
7			
8			

Penguji I,


I Made Bagus Dwiartha, SE., M.M

Surabaya, 11 Juni 2021
Penguji II,


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

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KARTU BIMBINGAN SKRIPSI

Nama	Yusuf Dwi Anggoro
Prodi/NIM	Manajemen/171500147
Judul Skripsi	PENGARUH CITRA MEREK, DESAIN PRODUK DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN SEPATU FUTSAL MEREK SPECS (SURVEI TERHADAP KONSUMEN SEPATU FUTSAL SPECS DI KECAMATAN GUBENG)
Dosen Pembimbing	Drs. Sugjanto, M.Ak
Periode Kepembimbingan	20 Oktober 2020 s/d 21 April 2021

URAIAN KEGIATAN KEPEMBIMBINGAN

NO	TANGGAL	MATERI BIMBINGAN	KET.	TANDA TANGAN
1	23-Okt-2020	Pengajuan judul skripsi	Acc	
2	9-Nov-2020	Pengajuan bab 1	Revisi	
3	13-Nov-2020	Revisi bab 1	Revisi	
4	24-Nov-2020	Revisi bab 1	Acc	
5	5-Jan-2021	Pengajuan bab 2	Revisi	
6	8-Jan-2021	Revisi bab 2	Revisi	
7	11-Jan-2021	Revisi bab 2	Acc	
8	15-Jan-2021	Pengajuan bab 3	Revisi	
9	17-Jan-2021	Revisi bab 3	Acc	
10	22-Mar-2021	Pengajuan bab 4&5	revisi	
11	25-Mar-2021	Revisi bab 4&5	Acc	
12	12-Apr-2021	Artikel	Revisi	
13	21-Apr-2021	Artikel	Acc	

LAMPIRAN SURAT IJIN PENELITIAN



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

Nomor : 210240/01/FEB/III/2021
Lampiran : -
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:
Bapak/Ibu Pimpinan
Lapangan SMPM 9 Futsal
Jl. Jojoran I No. 50, Mojo, Kec. Gubeng
di-
Surabaya

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 : Yusuf Dwi Anggoro
NIM : 171500147
Prodi : Manajemen
Judul Skripsi : Pengaruh Citra Merek, Desain Produk dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Futsal Merek Specs (Survey Terhadap Konsumen Sepatu Futsal Specs Kecamatan Gubeng)

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

Surabaya, 22 Maret 2021

Drs. H. Teguh Purwanto, M.M.
NIP. 19601222 199003 1001

LAMPIRAN SURAT BALASAN DARI PENJAGA LAPANGAN FUTSAL



LAPANGAN FUTSAL SMPM 9 SURABAYA
Jl. Jojoran I No. 50, Mojo, Kec Gubeng

Kepada

Yth. Dekan Fakultas Ekonomi
Universitas PGRI Adi Buana Surabaya
Di Tempat

Dengan Hormat,

Schubungan dengan surat pengajuan yang diterima oleh lapangan futsal SMPM 9 perihal permohonan izin melaksanakan penelitian dalam rangka penyusunan skripsi, dengan ini kami memberitahukan bahwa pengajuan penelitian atas nama dibawah ini :

Nama : Yusuf Dwi Anggoro
NIM : 171500147
Program Studi : Manajemen
Kegiatan : Melaksanakan penelitian untuk penyusunan skripsi dengan judul
“Pengaruh Citra Merek, Desain Produk Dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Futsal Merek Specs (Survei Terhadap Konsumen Sepatu Futsal Specs Kecamatan Gubeng)”

pada dasarnya kami telah memberi izin kepada mahasiswa yang bersangkutan untuk melakukan penelitian di lapangan futsal SMPM 9 Surabaya.

Demikian surat balasan dari kami, atas perhatian Bapak/Ibu kami ucapkan terima kasih.

Hormat kami,

Pengelola Futsal SMPM 9 Surabaya

Ilham Akbar

HASIL JAWABAN RESPONDEN

CITRA MEREK (X1)

RESPONDEN	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.TOTAL
Resp_1	4	4	3	5	3	4	4	3	3	33
Resp_2	4	3	3	4	3	3	3	4	3	30
Resp_3	5	3	1	3	4	3	4	3	3	29
Resp_4	5	5	5	5	5	4	5	5	5	44
Resp_5	5	5	5	5	5	5	5	5	5	45
Resp_6	5	4	4	4	4	4	4	4	4	37
Resp_7	3	3	3	4	3	4	4	3	4	31
Resp_8	4	4	4	4	4	4	4	4	4	36
Resp_9	3	4	3	5	3	4	4	3	3	32
Resp_10	3	3	2	4	2	3	3	4	3	27
Resp_11	2	2	2	4	3	3	3	3	2	24
Resp_12	3	2	2	2	3	3	3	3	2	23
Resp_13	3	4	3	2	3	4	4	4	3	30
Resp_14	5	5	2	4	3	5	4	5	3	36

Resp_15	3	4	3	4	4	4	4	4	4	34
Resp_16	5	5	3	5	3	4	4	4	5	38
Resp_17	3	4	3	2	3	3	4	3	2	27
Resp_18	3	2	2	3	3	2	3	3	2	23
Resp_19	4	5	3	4	4	5	5	5	4	39
Resp_20	2	1	2	2	3	2	3	2	1	18
Resp_21	3	4	3	4	3	3	4	4	4	32
Resp_22	5	4	4	3	4	5	4	4	2	35
Resp_23	5	4	3	3	4	3	4	4	4	34
Resp_24	5	3	3	3	5	4	4	4	3	34
Resp_25	5	3	3	3	3	3	4	3	5	32
Resp_26	5	3	5	5	5	4	5	5	3	40
Resp_27	4	2	3	4	4	4	4	3	3	31
Resp_28	4	2	2	2	4	4	3	4	2	27
Resp_29	5	2	4	2	2	5	4	4	4	32
Resp_30	5	4	4	4	5	5	4	5	5	41
Resp_31	5	4	4	4	5	5	4	5	5	41
Resp_32	4	3	3	1	4	3	4	4	1	27
Resp_33	5	2	2	3	5	4	3	5	4	33

Resp_34	5	2	2	2	5	4	2	3	2	27
Resp_35	5	3	4	4	5	5	4	4	4	38
Resp_36	4	1	1	1	5	2	3	3	1	21
Resp_37	5	5	5	5	5	4	5	5	5	44
Resp_38	4	3	5	5	4	4	5	4	3	37
Resp_39	4	3	3	3	4	4	3	3	4	31
Resp_40	5	4	4	5	4	4	4	4	5	39
Resp_41	5	4	3	5	5	5	4	5	4	40
Resp_42	4	5	4	5	3	5	5	4	4	39
Resp_43	5	3	3	3	5	3	3	3	3	31
Resp_44	5	2	3	4	5	4	5	5	5	38
Resp_45	3	3	3	2	4	3	3	3	3	27
Resp_46	4	3	3	3	3	3	3	4	3	29
Resp_47	3	4	3	3	4	3	4	3	3	30
Resp_48	5	4	4	4	3	4	4	4	4	36
Resp_49	5	4	4	5	4	4	4	5	4	39
Resp_50	4	1	2	3	5	3	2	4	1	25
Resp_51	5	1	3	3	5	5	4	3	1	30
Resp_52	4	3	2	2	4	4	3	3	2	27

Resp_53	3	3	2	2	3	3	3	3	3	25
Resp_54	5	5	5	4	4	4	4	4	4	39
Resp_55	5	4	4	4	4	4	4	4	2	35
Resp_56	4	2	2	2	4	3	2	4	2	25
Resp_57	5	4	4	5	5	5	4	5	5	42
Resp_58	4	4	3	2	3	4	4	4	4	32
Resp_59	5	5	4	3	4	3	3	4	4	35
Resp_60	5	5	4	3	4	4	4	4	4	37
Resp_61	4	2	4	3	4	4	3	4	3	31
Resp_62	4	4	4	4	4	4	4	4	4	36
Resp_63	4	3	4	3	5	4	3	4	4	34
Resp_64	4	5	4	5	5	4	4	5	4	40
Resp_65	4	3	3	4	4	4	3	3	3	31
Resp_66	4	2	3	3	4	4	3	3	1	27
Resp_67	4	4	4	3	4	4	4	5	5	37
Resp_68	5	4	4	3	5	5	5	5	5	41
Resp_69	5	3	4	2	4	4	4	4	4	34
Resp_70	4	4	4	4	4	4	4	4	4	36
Resp_71	5	2	4	4	5	3	3	4	4	34

Resp_72	5	2	2	4	5	4	2	5	2	31
Resp_73	5	1	5	1	5	5	2	5	5	34
Resp_74	5	3	4	3	5	5	4	5	5	39
Resp_75	3	4	3	4	2	4	4	3	5	32
Resp_76	5	4	4	3	3	4	4	4	4	35
Resp_77	5	5	5	4	5	5	4	5	5	43
Resp_78	4	4	4	4	5	5	3	5	5	39
Resp_79	5	1	2	5	5	5	5	5	5	38
Resp_80	5	5	5	3	5	5	5	5	5	43
Resp_81	4	3	3	4	4	4	4	3	2	31
Resp_82	5	1	2	1	2	1	1	1	1	15
Resp_83	5	3	3	3	4	4	4	4	4	34
Resp_84	3	5	5	5	3	3	5	3	3	35
Resp_85	5	2	2	2	4	4	1	2	1	23
Resp_86	5	5	5	5	5	5	5	5	5	45
Resp_87	5	2	4	2	4	4	4	4	1	30
Resp_88	4	3	2	1	4	4	3	2	1	24
Resp_89	5	4	3	2	3	3	4	4	4	32
Resp_90	5	3	3	3	5	4	4	4	4	35

Resp_91	5	5	3	2	3	3	3	3	3	30
Resp_92	5	5	4	4	4	4	4	4	4	38
Resp_93	3	2	3	2	3	3	2	3	2	23
Resp_94	4	2	2	3	4	4	5	4	4	32
Resp_95	5	4	4	4	5	4	4	4	5	39
Resp_96	5	2	4	4	5	4	5	5	5	39
Resp_97	5	3	3	2	4	4	4	4	2	31
Resp_98	5	2	3	2	3	3	3	2	2	25
Resp_99	5	5	4	4	4	4	4	4	4	38
Resp_100	5	2	4	5	5	5	5	5	4	40
Resp_101	4	3	2	1	4	4	3	2	1	24
Resp_102	5	4	3	2	3	3	4	4	4	32

HASIL JAWABAN RESPONDEN
DESAIN PRODUK (X2)

RESPONDEN	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.TOTAL
Resp_1	4	4	5	5	4	4	3	3	32
Resp_2	4	4	3	5	5	3	5	3	32
Resp_3	3	4	2	4	3	5	3	3	27
Resp_4	5	5	5	5	4	4	4	4	36
Resp_5	4	4	3	4	3	3	3	4	28
Resp_6	3	3	4	2	2	3	3	3	23
Resp_7	5	5	5	5	5	3	5	4	37
Resp_8	3	4	3	1	2	2	3	2	20
Resp_9	4	5	4	3	4	4	4	3	31
Resp_10	2	3	2	2	3	4	4	4	24
Resp_11	3	3	3	3	4	3	2	4	25
Resp_12	3	3	5	2	2	3	2	3	23
Resp_13	2	1	1	3	3	2	3	3	18
Resp_14	5	5	5	3	3	3	4	5	33
Resp_15	5	5	3	2	3	2	4	3	27

Resp_16	5	4	3	2	2	2	4	2	24
Resp_17	4	3	3	1	2	1	4	4	22
Resp_18	5	5	5	5	5	3	4	3	35
Resp_19	5	5	5	5	5	3	4	3	35
Resp_20	3	5	3	1	1	1	1	3	18
Resp_21	5	5	3	2	2	1	2	5	25
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Resp_23	4	5	5	2	2	3	4	4	29
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Resp_25	5	5	4	2	4	2	5	5	32
Resp_26	4	4	4	5	5	4	4	4	34
Resp_27	4	4	4	3	3	3	3	4	28
Resp_28	5	5	5	4	4	4	5	5	37
Resp_29	5	4	5	5	4	4	5	5	37
Resp_30	4	4	4	5	5	5	3	5	35
Resp_31	5	5	5	2	1	3	3	5	29
Resp_32	3	4	4	3	3	5	1	2	25
Resp_33	3	3	3	4	3	3	3	2	24
Resp_34	3	5	5	4	4	3	5	4	33

Resp_35	4	4	3	4	4	3	4	4	30
Resp_36	2	3	2	1	3	3	3	3	20
Resp_37	4	5	4	4	4	4	4	4	33
Resp_38	5	5	4	3	3	2	3	2	27
Resp_39	5	5	5	1	2	1	3	3	25
Resp_40	2	2	5	2	2	2	1	2	18
Resp_41	4	4	3	3	3	3	2	2	24
Resp_42	5	5	5	5	5	5	5	5	40
Resp_43	2	2	2	4	4	4	2	4	24
Resp_44	4	4	4	2	2	2	2	3	23
Resp_45	5	5	5	5	4	4	2	3	33
Resp_46	3	4	4	5	4	4	4	3	31
Resp_47	5	5	2	2	3	1	3	5	26
Resp_48	5	5	5	5	5	4	4	4	37
Resp_49	4	4	2	2	2	3	3	4	24
Resp_50	3	3	4	5	5	5	4	4	33
Resp_51	4	3	2	1	1	1	1	3	16
Resp_52	4	3	3	2	2	3	2	2	21

Resp_53	4	3	3	4	2	3	2	3	24
Resp_54	4	3	2	3	3	3	3	3	24
Resp_55	2	3	3	3	3	4	2	2	22
Resp_56	5	3	4	3	4	4	4	2	29
Resp_57	5	3	3	3	3	3	3	2	25
Resp_58	4	3	3	3	2	3	3	2	23
Resp_59	5	4	2	3	3	3	2	2	24
Resp_60	5	4	3	3	3	3	4	2	27
Resp_61	3	1	5	1	1	1	5	5	22
Resp_62	3	4	3	4	4	3	5	4	30
Resp_63	2	3	2	4	5	5	5	4	30
Resp_64	4	4	4	4	5	3	4	3	31
Resp_65	4	5	4	5	5	4	5	3	35
Resp_66	5	5	3	5	4	4	5	5	36
Resp_67	4	5	4	4	3	1	1	1	23
Resp_68	5	5	5	5	4	5	5	5	39
Resp_69	4	5	5	2	3	3	4	3	29
Resp_70	2	2	3	1	1	1	1	3	14

Resp_71	4	4	5	1	3	2	1	3	23
Resp_72	5	4	5	4	5	5	5	5	38
Resp_73	5	5	2	2	4	2	4	2	26
Resp_74	2	5	5	2	2	2	5	5	28
Resp_75	4	4	1	1	1	1	3	4	19
Resp_76	4	5	4	3	3	2	3	4	28
Resp_77	4	3	1	4	3	3	4	3	25
Resp_78	4	4	4	3	3	2	2	3	25
Resp_79	4	4	2	5	5	5	3	3	31
Resp_80	5	5	4	5	5	5	4	4	37
Resp_81	4	4	3	1	2	1	2	2	19
Resp_82	5	5	4	4	3	3	4	4	32
Resp_83	4	4	3	5	4	5	4	4	33
Resp_84	4	5	3	3	3	3	2	4	27
Resp_85	4	4	3	3	3	3	4	3	27
Resp_86	4	3	2	3	3	2	2	4	23
Resp_87	5	5	4	5	5	5	4	4	37
Resp_88	4	4	3	3	4	5	4	5	32
Resp_89	4	4	4	5	5	3	3	3	31

Resp_90	5	4	3	5	2	1	1	4	25
Resp_91	4	4	1	1	1	1	4	4	20
Resp_92	5	5	4	3	3	3	4	4	31
Resp_93	4	4	4	3	3	3	1	3	25
Resp_94	5	5	5	4	4	4	5	3	35
Resp_95	5	5	4	5	3	3	5	4	34
Resp_96	5	5	5	5	5	4	4	4	37
Resp_97	4	4	2	3	2	3	4	4	26
Resp_98	4	5	3	4	5	4	4	4	33
Resp_99	4	3	4	4	4	3	4	5	31
Resp_100	4	3	4	2	4	3	4	3	27
Resp_101	4	4	3	3	4	5	4	5	32
Resp_102	4	4	4	5	5	3	3	3	31

HASIL JAWABAN RESPONDEN
KUALITAS PRODUK (X3)

RESPO NDEN	X3 .1	X3 .2	X3 .3	X3 .4	X3 .5	X3 .6	X3 .7	X3 .8	X3 .9	X3. 10	X3. 11	X3. 12	X3. 13	X3. 14	X3. 15	X3. 16	X3.T OTAL
Resp_1	3	4	2	3	3	2	4	2	4	2	4	4	3	4	4	3	51
Resp_2	3	4	5	3	3	4	4	4	5	4	5	4	5	4	3	4	64
Resp_3	4	2	3	4	3	3	5	4	2	4	4	3	2	4	4	3	54
Resp_4	3	3	4	5	4	4	3	4	3	4	3	3	3	3	5	5	59
Resp_5	4	4	5	4	5	3	4	5	5	4	5	5	5	4	5	5	72
Resp_6	2	4	2	3	3	4	3	4	3	2	2	3	3	4	4	4	50
Resp_7	3	4	4	3	4	4	4	4	3	3	3	3	3	4	4	3	56
Resp_8	4	4	4	4	4	4	3	4	4	3	3	2	3	3	4	4	57
Resp_9	5	4	4	2	4	3	4	4	3	2	1	1	2	2	4	3	48
Resp_10	6	4	4	2	3	4	4	4	4	2	2	2	4	4	3	4	56
Resp_11	7	4	3	3	3	3	3	4	4	3	2	1	2	2	3	3	50
Resp_12	8	2	3	2	3	2	2	3	3	3	2	2	2	3	3	3	46
Resp_13	9	3	2	2	3	3	2	3	2	2	1	2	3	3	4	4	48
Resp_14	10	3	3	2	3	2	2	3	2	2	1	2	2	2	4	5	48

Resp_15	11	4	4	4	4	4	2	4	2	3	1	3	4	4	4	4	62
Resp_16	12	4	4	3	4	4	4	4	4	3	2	4	4	4	4	4	68
Resp_17	13	4	4	2	3	4	3	3	2	3	1	2	2	3	4	3	56
Resp_18	14	3	3	3	3	4	4	3	3	3	2	2	3	4	3	3	60
Resp_19	15	3	3	3	4	4	4	4	4	4	3	3	3	4	5	5	71
Resp_20	4	3	3	3	3	3	4	4	3	2	1	2	2	4	3	2	46
Resp_21	2	3	2	3	2	2	3	3	3	2	2	2	3	2	4	4	42
Resp_22	3	2	2	3	3	2	3	2	2	1	2	3	3	2	4	4	41
Resp_23	3	3	2	3	2	2	3	2	2	1	2	2	2	2	4	4	39
Resp_24	4	4	4	4	4	2	4	2	3	1	3	4	4	4	4	4	55
Resp_25	4	4	3	4	4	4	4	4	3	2	4	4	4	4	4	3	59
Resp_26	4	4	2	3	4	3	3	2	3	1	1	2	3	1	5	5	46
Resp_27	3	3	3	3	4	4	3	3	3	2	2	3	4	4	4	3	51
Resp_28	3	3	3	4	4	4	4	4	4	3	3	3	4	4	3	4	57
Resp_29	4	5	3	4	4	5	5	5	4	3	2	3	2	3	4	4	60
Resp_30	2	1	2	2	3	2	3	2	1	3	3	3	3	3	4	5	42
Resp_31	3	4	3	4	3	3	4	4	4	3	3	4	4	3	4	5	58
Resp_32	5	4	4	3	4	5	4	4	2	1	2	1	3	3	4	4	53
Resp_33	5	4	3	3	4	3	4	4	4	2	3	2	4	4	3	5	57

Resp_34	5	3	3	3	5	4	4	4	3	2	2	3	3	3	2	3	52
Resp_35	5	3	3	3	3	3	4	3	5	4	3	4	4	4	4	4	59
Resp_36	5	3	5	5	5	4	5	5	3	3	2	2	4	4	3	3	61
Resp_37	4	2	3	4	4	4	4	3	3	2	2	2	2	2	5	5	51
Resp_38	4	2	2	2	4	4	3	4	2	2	1	3	4	3	5	4	49
Resp_39	5	2	4	2	2	5	4	4	4	2	2	4	4	4	3	3	54
Resp_40	5	4	4	4	5	5	4	5	5	4	2	2	2	3	4	4	62
Resp_41	5	4	4	4	5	5	4	5	5	3	4	4	4	4	4	5	69
Resp_42	4	3	3	1	4	3	4	4	1	1	2	2	3	1	5	4	45
Resp_43	5	2	2	3	5	4	3	5	4	3	4	3	2	3	3	3	54
Resp_44	5	2	2	2	5	4	2	3	2	4	5	5	3	2	5	5	56
Resp_45	5	3	4	4	5	5	4	4	4	4	5	5	3	4	3	3	65
Resp_46	4	1	1	1	5	2	3	3	1	4	5	4	4	4	3	4	49
Resp_47	5	5	5	5	5	4	5	5	5	5	4	5	4	4	4	3	73
Resp_48	4	3	5	5	4	4	5	4	3	4	4	4	4	4	4	4	65
Resp_49	4	3	3	3	4	4	3	3	4	4	3	5	4	3	4	5	59
Resp_50	5	4	4	5	4	4	4	4	5	5	4	5	5	5	2	4	69
Resp_51	5	4	3	5	5	5	4	5	4	4	4	4	3	4	4	3	66
Resp_52	4	5	4	5	3	5	5	4	4	5	5	5	5	5	3	3	70

Resp_53	5	3	3	3	5	3	3	3	3	4	5	4	4	4	3	3	58
Resp_54	5	2	3	4	5	4	5	5	5	5	4	5	4	5	4	4	69
Resp_55	3	3	3	2	4	3	3	3	3	5	4	4	4	3	4	4	55
Resp_56	4	3	3	3	3	3	3	4	3	5	5	4	4	3	2	4	56
Resp_57	3	4	3	3	4	3	4	3	3	3	4	4	3	3	4	5	56
Resp_58	5	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	64
Resp_59	5	4	4	5	4	4	4	5	4	4	3	4	5	4	3	4	66
Resp_60	4	1	2	3	5	3	2	4	1	3	3	3	2	3	4	4	47
Resp_61	5	1	3	3	5	5	4	3	1	4	4	4	4	4	3	4	57
Resp_62	4	3	2	2	4	4	3	3	2	4	4	5	5	4	4	4	57
Resp_63	3	3	2	2	3	3	3	3	3	5	4	4	4	5	3	4	54
Resp_64	5	5	5	4	4	4	4	4	4	5	4	5	4	3	4	5	69
Resp_65	5	4	4	4	4	4	4	4	2	4	4	5	5	4	3	3	63
Resp_66	4	2	2	2	4	3	2	4	2	3	5	4	4	5	3	3	52
Resp_67	5	4	4	5	5	5	4	5	5	5	5	4	5	5	4	5	75
Resp_68	4	4	3	2	3	4	4	4	4	4	3	2	5	3	5	5	59
Resp_69	5	5	4	3	4	3	3	4	4	5	4	3	4	4	4	4	63
Resp_70	5	5	4	3	4	4	4	4	4	4	4	3	4	3	4	4	63
Resp_71	4	2	4	3	4	4	3	4	3	4	4	4	3	4	3	4	57

Resp_72	4	4	4	4	4	4	4	4	4	4	5	4	4	2	2	5	62
Resp_73	4	3	4	3	5	4	3	4	4	3	4	5	4	5	2	5	62
Resp_74	4	5	4	5	5	4	4	5	4	5	5	4	4	4	4	5	71
Resp_75	4	3	3	4	4	4	3	3	3	4	5	4	4	5	4	3	60
Resp_76	4	2	3	3	4	4	3	3	1	5	5	5	5	3	4	4	58
Resp_77	4	4	4	3	4	4	4	5	5	4	4	3	3	4	4	5	64
Resp_78	5	4	4	3	5	5	5	5	5	5	4	4	5	4	3	5	71
Resp_79	5	3	4	2	4	4	4	4	4	4	3	4	4	5	5	5	64
Resp_80	4	4	4	4	4	4	4	4	4	4	3	3	3	3	5	5	62
Resp_81	5	2	4	4	5	3	3	4	4	4	4	3	4	3	4	3	59
Resp_82	5	2	2	4	5	4	2	5	2	4	4	4	5	4	1	1	54
Resp_83	5	1	5	1	5	5	2	5	5	4	5	5	4	4	4	4	64
Resp_84	5	3	4	3	5	5	4	5	5	4	5	4	5	4	5	3	69
Resp_85	3	4	3	4	2	4	4	3	5	4	4	4	3	4	1	2	54
Resp_86	5	4	4	3	3	4	4	4	4	5	5	5	4	5	5	5	69
Resp_87	5	5	5	4	5	5	4	5	5	4	3	4	5	4	4	4	71
Resp_88	4	4	4	4	5	5	3	5	5	4	4	4	4	3	3	2	63
Resp_89	5	1	2	5	5	5	5	5	5	4	4	4	4	4	4	4	66
Resp_90	5	5	5	3	5	5	5	5	5	5	4	5	4	3	4	4	72

HASIL JAWABAN RESPONDEN
KEPUTUSAN PEMBELIAN (Y)

RESPONDEN	Y1. 1	Y1. 2	Y1. 3	Y1. 4	Y1. 5	Y1. 6	Y1. 7	Y1. 8	Y1. 9	Y1.1 0	Y1.TOTA L
Resp_1	5	3	4	4	3	3	2	3	5	4	36
Resp_2	4	3	3	3	4	3	3	4	4	4	35
Resp_3	3	4	3	4	3	3	2	2	4	3	31
Resp_4	5	5	4	5	5	5	5	5	5	5	49
Resp_5	5	5	5	5	5	5	5	5	5	5	50
Resp_6	4	4	4	4	4	4	3	4	4	4	39
Resp_7	4	3	4	4	3	4	3	3	3	3	34
Resp_8	4	4	4	4	4	4	4	3	4	4	39
Resp_9	5	3	4	4	3	3	4	3	3	4	36
Resp_10	4	2	3	3	4	3	4	3	4	3	33
Resp_11	4	3	3	3	3	2	3	3	5	5	34
Resp_12	2	3	3	3	3	2	3	3	4	3	29

Resp_13	2	3	4	4	4	3	3	3	3	4	33
Resp_14	4	3	5	4	5	3	3	3	4	4	38
Resp_15	4	4	4	4	4	4	3	3	4	5	39
Resp_16	5	3	4	4	4	5	3	4	4	5	41
Resp_17	2	3	3	4	3	2	3	3	4	4	31
Resp_18	3	3	2	3	3	2	3	3	3	5	30
Resp_19	4	4	5	5	5	4	3	3	2	3	38
Resp_20	2	3	2	3	2	1	3	4	4	4	28
Resp_21	4	3	3	4	4	4	3	3	3	3	34
Resp_22	3	4	5	4	4	2	4	3	5	5	39
Resp_23	3	4	3	4	4	4	4	3	5	4	38
Resp_24	3	5	4	4	4	3	4	4	3	3	37
Resp_25	3	3	3	4	3	5	4	4	4	4	37
Resp_26	5	5	4	5	5	3	5	5	4	5	46
Resp_27	4	4	4	4	3	3	3	5	5	4	39
Resp_28	2	4	4	3	4	2	5	3	3	3	33
Resp_29	2	2	5	4	4	4	5	4	5	5	40

Resp_30	4	5	5	4	5	5	4	3	3	3	41
Resp_31	4	5	5	4	5	5	3	3	3	4	41
Resp_32	1	4	3	4	4	1	4	3	4	3	31
Resp_33	3	5	4	3	5	4	3	4	4	4	39
Resp_34	2	5	4	2	3	2	4	4	4	5	35
Resp_35	4	5	5	4	4	4	5	3	2	4	40
Resp_36	1	5	2	3	3	1	5	5	4	3	32
Resp_37	5	5	4	5	5	5	4	4	3	3	43
Resp_38	5	4	4	5	4	3	3	3	3	3	37
Resp_39	3	4	4	3	3	4	4	4	4	4	37
Resp_40	5	4	4	4	4	5	4	4	4	4	42
Resp_41	5	5	5	4	5	4	4	3	2	4	41
Resp_42	5	3	5	5	4	4	5	5	4	5	45
Resp_43	3	5	3	3	3	3	3	3	5	5	36
Resp_44	4	5	4	5	5	5	5	3	2	2	40
Resp_45	2	4	3	3	3	3	3	3	2	2	28
Resp_46	3	3	3	3	4	3	5	4	4	5	37

Resp_47	3	4	3	4	3	3	3	4	4	3	34
Resp_48	4	3	4	4	4	4	5	4	4	4	40
Resp_49	5	4	4	4	5	4	5	5	5	4	45
Resp_50	3	5	3	2	4	1	5	5	5	5	38
Resp_51	3	5	5	4	3	1	3	3	3	3	33
Resp_52	2	4	4	3	3	2	4	3	4	5	34
Resp_53	2	3	3	3	3	3	2	2	3	3	27
Resp_54	4	4	4	4	4	4	3	2	3	3	35
Resp_55	4	4	4	4	4	2	3	4	3	4	36
Resp_56	2	4	3	2	4	2	4	4	4	4	33
Resp_57	5	5	5	4	5	5	5	2	4	4	44
Resp_58	2	3	4	4	4	4	3	5	3	2	34
Resp_59	3	4	3	3	4	4	3	2	5	4	35
Resp_60	3	4	4	4	4	4	2	3	4	3	35
Resp_61	3	4	4	3	4	3	2	3	3	3	32
Resp_62	4	4	4	4	4	4	4	3	4	4	39
Resp_63	3	5	4	3	4	4	4	4	4	4	39

Resp_64	5	5	4	4	5	4	2	3	3	2	37
Resp_65	4	4	4	3	3	3	5	5	5	4	40
Resp_66	3	4	4	3	3	1	2	4	4	4	32
Resp_67	3	4	4	4	5	5	3	3	3	3	37
Resp_68	3	5	5	5	5	5	3	3	4	4	42
Resp_69	2	4	4	4	4	4	3	3	4	3	35
Resp_70	4	4	4	4	4	4	4	4	4	4	40
Resp_71	4	5	3	3	4	4	3	5	4	3	38
Resp_72	4	5	4	2	5	2	5	5	4	4	40
Resp_73	1	5	5	2	5	5	4	4	4	3	38
Resp_74	3	5	5	4	5	5	4	4	4	3	42
Resp_75	4	2	4	4	3	5	4	4	4	4	38
Resp_76	3	3	4	4	4	4	4	5	5	5	41
Resp_77	4	5	5	4	5	5	5	4	4	4	45
Resp_78	4	5	5	3	5	5	5	4	4	4	44
Resp_79	5	5	5	5	5	5	4	4	1	2	41
Resp_80	3	5	5	5	5	5	4	4	5	4	45

Resp_81	4	4	4	4	3	2	4	4	3	1	33
Resp_82	1	2	5	4	5	4	5	3	3	1	33
Resp_83	3	4	4	4	4	4	4	4	3	2	36
Resp_84	5	3	3	5	3	4	4	4	5	4	40
Resp_85	2	4	4	1	2	4	3	4	2	1	27
Resp_86	5	5	5	5	5	4	5	5	5	2	46
Resp_87	2	4	4	4	4	4	3	5	4	2	36
Resp_88	1	4	4	3	2	5	3	5	4	3	34
Resp_89	2	3	3	4	4	5	4	5	3	1	34
Resp_90	3	5	4	4	4	5	4	5	3	2	39
Resp_91	2	3	3	3	3	5	4	3	3	2	31
Resp_92	4	4	4	4	4	4	2	4	4	4	38
Resp_93	2	3	3	2	3	5	4	2	2	2	28
Resp_94	3	4	4	5	4	5	3	4	4	4	40
Resp_95	4	5	4	4	4	5	3	4	4	4	41
Resp_96	4	5	4	5	5	5	4	2	4	4	42
Resp_97	2	4	4	4	4	5	4	4	3	1	35

Resp_98	2	3	3	3	2	2	2	2	4	4	27
Resp_99	4	4	4	4	4	4	4	4	4	4	40
Resp_100	5	5	5	5	5	4	4	4	4	5	46
Resp_101	1	4	4	3	2	5	3	5	4	3	34
Resp_102	2	3	3	4	4	5	4	5	3	1	34

LAMPIRAN HASIL SPSS

LAMPIRAN UJI VALIDITAS DAN REABILITAS CITRA MEREK (X1)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.TOTAL
X1.1	Pearson Correlation	1	.143	.351**	.113	.476**	.408**	.186	.426**	.338**	.513**
	Sig. (2-tailed)		.152	.000	.260	.000	.000	.061	.000	.001	.000
	N	102	102	102	102	102	102	102	102	102	102
X1.2	Pearson Correlation	.143	1	.529**	.451**	-.046	.301**	.505**	.349**	.515**	.641**
	Sig. (2-tailed)	.152		.000	.000	.649	.002	.000	.000	.000	.000
	N	102	102	102	102	102	102	102	102	102	102
X1.3	Pearson Correlation	.351**	.529**	1	.470**	.299**	.480**	.521**	.528**	.578**	.769**

	Sig. (2-tailed)	.000	.000		.000	.002	.000	.000	.000	.000	.000
	N	102	102	102	102	102	102	102	102	102	102
X1.4	Pearson Correlation	.113	.451**	.470**	1	.221*	.416**	.561**	.493**	.536**	.712**
	Sig. (2-tailed)	.260	.000	.000		.026	.000	.000	.000	.000	.000
	N	102	102	102	102	102	102	102	102	102	102
X1.5	Pearson Correlation	.476**	-.046	.299**	.221*	1	.470**	.181	.530**	.256**	.499**
	Sig. (2-tailed)	.000	.649	.002	.026		.000	.068	.000	.009	.000
	N	102	102	102	102	102	102	102	102	102	102
X1.6	Pearson Correlation	.408**	.301**	.480**	.416**	.470**	1	.473**	.616**	.484**	.719**
	Sig. (2-tailed)	.000	.002	.000	.000	.000		.000	.000	.000	.000
	N	102	102	102	102	102	102	102	102	102	102
X1.7	Pearson Correlation	.186	.505**	.521**	.561**	.181	.473**	1	.520**	.556**	.729**
	Sig. (2-tailed)	.061	.000	.000	.000	.068	.000		.000	.000	.000

	N	102	102	102	102	102	102	102	102	102	102
X1.8	Pearson Correlation	.426**	.349**	.528**	.493**	.530**	.616**	.520**	1	.667**	.810**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	102	102	102	102	102	102	102	102	102	102
X1.9	Pearson Correlation	.338**	.515**	.578**	.536**	.256**	.484**	.556**	.667**	1	.817**
	Sig. (2-tailed)	.001	.000	.000	.000	.009	.000	.000	.000		.000
	N	102	102	102	102	102	102	102	102	102	102
X1.TOTAL	Pearson Correlation	.513**	.641**	.769**	.712**	.499**	.719**	.729**	.810**	.817**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	102	102	102	102	102	102	102	102	102	102

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.860	9

LAMPIRAN UJI VALIDITAS DAN REABILITAS DESAIN PRODUK (X2)

Correlations

	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.TOTAL
X2.1									
Pearson Correlation	1	.632**	.289**	.283**	.229*	.044	.269**	.183	.525**
Sig. (2-tailed)		.000	.003	.004	.021	.657	.006	.066	.000
N	102	102	102	102	102	102	102	102	102
X2.2									
Pearson Correlation	.632**	1	.391**	.277**	.286**	.130	.297**	.240*	.591**
Sig. (2-tailed)	.000		.000	.005	.004	.194	.002	.015	.000
N	102	102	102	102	102	102	102	102	102
X2.3									
Pearson Correlation	.289**	.391**	1	.261**	.260**	.189	.223*	.163	.530**
Sig. (2-tailed)	.003	.000		.008	.008	.057	.024	.101	.000

X2.8	Pearson Correlation	.183	.240*	.163	.192	.190	.221*	.459**	1	.497**
	Sig. (2-tailed)	.066	.015	.101	.053	.056	.026	.000		.000
	N	102	102	102	102	102	102	102	102	102
X2.TOTAL	Pearson Correlation	.525**	.591**	.530**	.785**	.802**	.692**	.681**	.497**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	102	102	102	102	102	102	102	102	102

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.799	8

LAMPIRAN UJI VALIDITAS DAN REABILITAS KUALITAS PRODUK (X3)

Correlations

	X3. 1	X3. 2	X3. 3	X3. 4	X3. 5	X3. 6	X3. 7	X3. 8	X3. 9	X3. 10	X3. 11	X3. 12	X3. 13	X3. 14	X3. 15	X3. 16	X3.TO TAL
X3.1 Pearson Correlation	1	.02 2	.10 9	- .08 3	- .01 3	.07 5	- .07 1	.10 9	- .01 5	.01 0	- .27 3**	- .17 4	- .15 9	.04 6	.01 1	- .03 8	.193
Sig. (2- tailed)		.82 6	.27 6	.40 8	.89 3	.45 2	.47 5	.27 7	.88 4	.92 4	.00 6	.08 2	.11 0	.64 4	.91 1	.70 6	.051
N	10 2	10 2	10 2	10 2	10 2	10 2	10 2	10 2	10 2	102	102	101	102	102	102	102	102
X3.2 Pearson Correlation	.02 2	1	.56 5**	.39 1**	- .03 4	.22 9*	.41 5**	.26 0**	.47 9**	.11 4	- .03 3	.00 5	.18 1	.06 2	.08 7	.10 6	.467**

	Sig. (2-tailed)	.826		.000	.000	.734	.020	.000	.000	.000	.254	.739	.958	.069	.535	.383	.288	.000
	N	102	102	102	102	102	102	102	102	102	102	102	101	102	102	102	102	102
X3.3	Pearson Correlation	.109	.565**	1	.433**	.229*	.427**	.462**	.502**	.517**	.310**	.181	.190	.284**	.202*	.089	.120	.681**
	Sig. (2-tailed)	.276	.000		.000	.021	.000	.000	.000	.000	.002	.069	.057	.004	.041	.372	.228	.000
	N	102	102	102	102	102	102	102	102	102	102	102	101	102	102	102	102	102
X3.4	Pearson Correlation	-.083	.391**	.433**	1	.287**	.372**	.537**	.476**	.479**	.297**	.252*	.184	.219*	.221*	-.040	-.007	.598**

	Sig. (2-tailed)	.408	.000	.000		.003	.000	.000	.000	.000	.002	.011	.065	.027	.026	.686	.944	.000
	N	102	102	102	102	102	102	102	102	102	102	102	101	102	102	102	102	102
X3.5	Pearson Correlation	-.013	-.034	.229*	.287**	.511**	.153	.530**	.245*	.304**	.315**	.291**	.219*	.164	.029	.021	.021	.492**
	Sig. (2-tailed)	.893	.734	.021	.003	.000	.124	.000	.013	.002	.001	.003	.027	.099	.771	.832		.000
	N	102	102	102	102	102	102	102	102	102	102	102	101	102	102	102	102	102
X3.6	Pearson Correlation	.075	.229*	.427**	.372**	.511**	.407**	.612**	.464**	.334**	.169	.277**	.267**	.309**	-.039	-.060		.635**

	Sig. (2-tailed)	.452	.020	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.700	.550	.000
	N	102	102	101	102	102	102	102	102	102	102	102	102	102	102	102	102	102	102	102
X3.7	Pearson Correlation	-.071	.415**	.462**	.537**	.153	.407**	1	.461**	.496**	.137	.089	.065	.152	.248*	.057	.071			.541**
	Sig. (2-tailed)	.475	.000	.000	.000	.124	.000		.000	.000	.169	.374	.521	.127	.012	.570	.481			.000
	N	102	102	101	102	102	102	102	102	102	102	102	101	102	102	102	102	102	102	102
X3.8	Pearson Correlation	.109	.260**	.502**	.476**	.530**	.612**	.461**	1	.586**	.366**	.225*	.100	.186	.279**	-.086	-.045			.678**

	Sig. (2-tailed)	.277	.008	.000	.000	.000	.000	.000	.000	.000	.000	.023	.318	.062	.004	.393	.653	.000
	N	102	102	102	102	102	102	102	102	102	102	101	102	102	102	102	102	102
X3.9	Pearson Correlation	-.015	.479**	.517**	.479**	.245*	.464**	.496**	.586**	1	.390**	.258**	.236*	.294**	.303**	-.024	.115	.711**
	Sig. (2-tailed)	.884	.000	.000	.000	.013	.000	.000	.000	.000	.000	.009	.007	.003	.002	.814	.248	.000
	N	102	102	102	102	102	102	102	102	102	102	102	101	102	102	102	102	102
X3.10	Pearson Correlation	.010	.114	.310**	.297**	.304**	.334**	.137	.366**	.390**	1	.705**	.632**	.484**	.429**	-.079	.102	.681**

	Sig. (2-tailed)	.924	.254	.002	.002	.002	.001	.169	.000	.000		.000	.000	.000	.000	.431	.307	.000
	N	102	102	102	102	102	102	102	102	102	102	101	102	102	102	102	102	102
X3.11	Pearson Correlation	-.273**	-.033	.181	.252*	.315**	.169	.089	.225*	.258**	.705**	1	.710**	.516**	.399**	-.131	.060	.518**
	Sig. (2-tailed)	.006	.739	.069	.011	.001	.089	.374	.023	.009	.000		.000	.000	.000	.188	.548	.000
	N	102	102	102	102	102	102	102	102	102	102	102	101	102	102	102	102	102
X3.12	Pearson Correlation	-.174	.005	.190	.184	.291**	.277**	.065	.100	.236*	.632**	.710**	1	.613**	.497**	-.061	.087	.539**

	Sig. (2-tailed)	.082	.958	.057	.065	.003	.005	.521	.318	.017	.000	.000	.000	.000	.547	.384	.000	
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	
X3.13	Pearson Correlation	-.159	.181	.284**	.219*	.219*	.267**	.152	.186	.294**	.484**	.516**	.613**	1	.489**	-.081	.101	.551**
	Sig. (2-tailed)	.110	.069	.004	.027	.027	.007	.127	.062	.003	.000	.000	.000	.000	.000	.416	.311	.000
	N	102	102	102	102	102	102	102	102	102	102	101	102	102	102	102	102	102
X3.14	Pearson Correlation	.046	.062	.202*	.221*	.164	.309**	.248*	.279**	.303**	.429**	.399**	.497**	.489**	1	.211*	.123	.523**

	Sig. (2-tailed)	.644	.535	.041	.026	.099	.002	.012	.004	.002	.000	.000	.000	.000	.000	.033	.219	.000
	N	102	102	102	102	102	102	102	102	102	102	102	102	102	102	102	102	102
X3.15	Pearson Correlation	.011	.087	.089	-.040	.029	-.039	.057	-.086	-.024	-.079	-.131	-.061	.081	.211	1	.520**	.098
	Sig. (2-tailed)	.911	.383	.372	.686	.771	.700	.570	.393	.814	.431	.188	.547	.416	.033		.000	.326
	N	102	102	102	102	102	102	102	102	102	102	102	102	102	102	102	102	102
X3.16	Pearson Correlation	-.038	.106	.120	-.007	.021	-.060	.071	-.045	.115	.102	.060	.087	.101	-.123	.520**	1	.223*

	Sig. (2-tailed)	.706	.288	.228	.944	.832	.550	.481	.653	.248	.307	.548	.384	.311	.219	.000		.024	
	N	102	102	102	102	102	102	102	102	102	102	102	101	102	102	102	102	102	
X3.TO	Pearson																		
TAL	n	.193	.467**	.681**	.598**	.492**	.635**	.541**	.678**	.711**	.681**	.518**	.539**	.551**	.523**	.098	.223*		1
	Correlation																		
	Sig. (2-tailed)	.051	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.326	.024		
	N	102	102	102	102	102	102	102	102	102	102	102	101	102	102	102	102	102	102

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.779	16

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

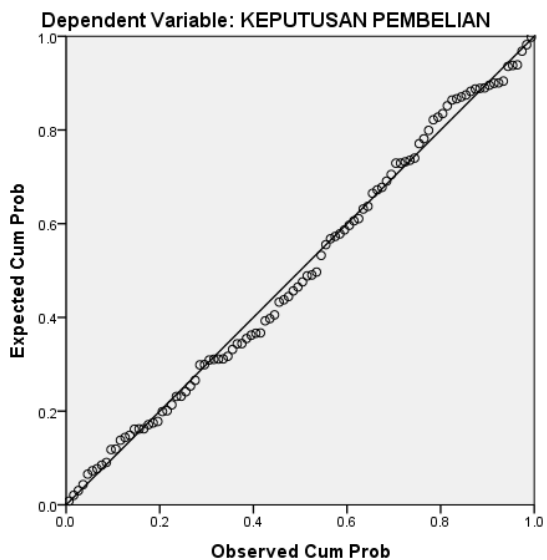
**. Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.692	10

LAMPIRAN UJI ASUMSI KLASIK

Normal P-P Plot of Regression Standardized Residual



One-Sample Kolmogorov-Smirnov Test

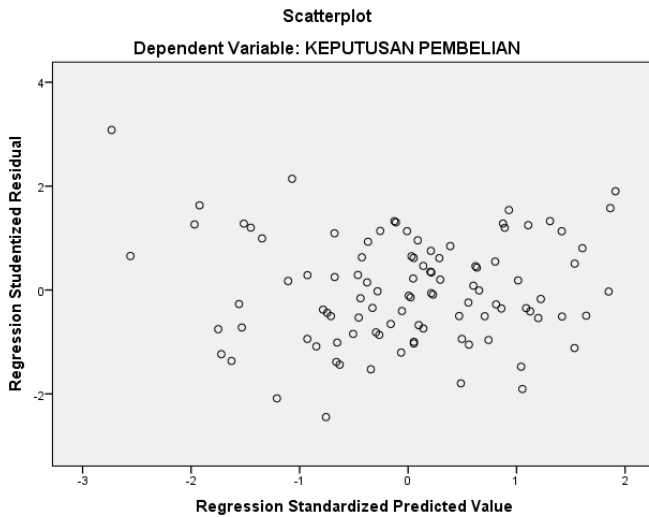
		Unstandardized Residual
N		102
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.47407400
Most Extreme Differences	Absolute	.055
	Positive	.055
	Negative	-.048
Test Statistic		.055

Asymp. Sig. (2-tailed)

.200^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

UJI HETEROSKEDASITAS



Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.849 ^a	.721	.712	2.614	.721	84.357	3	98	.000	1.946

a. Predictors: (Constant), Kualitas Produk, Desain Produk, Citra Merek

b. Dependent Variable: Keputusan Pembelian

LAMPIRAN ANALISIS REGRESI LINIER BERGANDA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1729.662	3	576.554	84.357	.000 ^b
	Residual	669.798	98	6.835		
	Total	2399.461	101			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Produk, Desain Produk, Citra Merek

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	10.988	2.398		4.582	.000		
	Citra Merek	.647	.043	.817	14.992	.000	.960	1.042
	Desain Produk	.104	.045	.124	2.315	.001	.990	1.010
	Kualitas Produk	.031	.031	.055	1.005	.032	.969	1.032

a. Dependent Variable: Keputusan Pembelian