

# LAMPIRAN

## **LEMBAR KUESIONER PENELITIAN**

**Hal: Permohonan Pengisian Kuesioner**

**Kepada Yth.**

**Bapak/Ibu/Sdr/i Responden Konsumen Brem Rumah Joglo**

**Di tempat**

Dengan Hormat,

Sehubungan dengan penyelesaian tugas akhir sebagai mahasiswa Program Strata Satu (S1) Universitas Muhammadiyah Ponorogo, saya:

Nama : Fitri Handayani

NIM : 14413585

Fak/Jur : Ekonomi/Manajemen

Bermaksud melakukan penelitian ilmiah untuk penyusunan skripsi dengan judul **“Pengaruh Harga, Kualitas Produk dan Saluran Distribusi terhadap Keputusan Pembelian dengan Menggunakan Citra Merek sebagai Variabel Moderasi ( Studi Kasus pada konsumen di Toko Brem Rumah Joglo Jl. Terate Kecamatan Mejayan Kabupaten Madiun”**.

Untuk itu, saya sangat mengharapkan kesediaan Bapak/Ibu/Sdr/i untuk menjadi responden dengan mengisi lembar kuesioner ini secara lengkap dan sebelumnya saya mohon maaf telah mengganggu waktunya. Data yang diperoleh hanya akan digunakan untuk kepentingan penelitian.

- Dimohon untuk membaca setiap pernyataan secara hati-hati dan menjawab dengan lengkap semua pernyataan, karena *apabila terdapat salah satu nomor yang tidak diisi maka kuesioner dianggap tidak berlaku*.
- Tidak ada jawaban yang salah atau benar dalam pilihan anda, yang penting memilih jawaban yang sesuai dengan pendapat anda.

Atas kesediaan Bapak/Ibu/Sdr/i meluangkan waktu untuk mengisi dan menjawab semua pernyataan dalam eksperimen ini, saya sampaikan terima kasih.

Hormat saya,

(Fitri Handayani)

NIM. 14413585

### **A. Identitas Responden**

Untuk keperluan keabsahan data penelitian ini, saya mengharapkan kepada bapak/Ibu/Sdr/i untuk mengisi dengan menulis dan menceklis (✓) data-data berikut ini:

#### **Profil responden**

Nama : .....

Pekerjaan :  Siswa/Mahasiswa

Pegawai Negri

Pegawai Swasta

Lainnya

Usia berkisar antara :  15 – 25 Th

26 – 35 Th

36 – 45 Th

46 – 55 Th

>56 Th

Jenis kelamin :  Pria

Wanita

Pendapatan :  < Rp 500.000

Rp. 500.000 – Rp. 1.500.000

Rp. 1.500.000 – Rp 2.500.000

>Rp 2.500.000

## B. Cara Pengisian Kuesioner

Pernyataan-pernyataan di bawah ini bertujuan untuk mengetahui pendapat anda tentang Pengaruh Harga, Kualitas Produk, dan Saluran Distribusi Terhadap Keputusan Pembelian dengan menggunakan Citra Merek sebagai variabel moderasi. Pilihlah jawaban yang paling sesuai dengan kondisi anda mengenai beberapa pernyataan berikut, dengan memberikan tanda ceklis (✓) pada kolom yang telah disediakan. Berikut merupakan bobot pilihan jawaban:

- (SS) Sangat setuju = 5
- (S) Setuju = 4
- (R) Ragu-ragu = 3
- (TS) Tidak setuju = 2
- (STS) Sangat tidak setuju = 1

No	Pertanyaan	SS	S	R	TS	STS
<b>Harga</b>						
1	Harga brem merek Brem Rumah Joglo terjangkau					
2	Harga brem merek Brem Rumah Joglo bervariasi sesuai kemasan brem					
3	Harga brem merek Brem Rumah Joglo sesuai dengan produknya					
4	Harga brem merek Brem Rumah Joglo bersaing dengan produk brem merek lain					
5	Harga brem merek Brem Rumah Joglo lebih ekonomis					

6	Harga brem merek Brem Rumah Joglo sesuai dengan manfaatnya					
<b>Kualitas Produk</b>						
1	Produk brem merek Brem Rumah Joglo bebas dari cacat produk					
2	Produk brem merek Brem Rumah Joglo menyediakan berbagai macam rasa produk yang bervariasi					
3	Produk brem merek Brem Rumah Joglo selalu memperhatikan standart kualitas					
4	Produk brem merek Brem Rumah Joglo memiliki kualitas yang tahan lama					
5	Produk brem merek Brem Rumah Joglo memberikan pelayanan yang cepat terhadap keluhan konsumen					
6	Tampilan kemasan produk brem merek Brem Rumah Joglo memiliki desain yang menarik					
<b>Saluran Distribusi</b>						
1	Pengiriman Brem dilakukan langsung oleh perusahaan kekonsumen					
2	Perusahaan menggunakan system transportasi yang aman dalam melakukan pengiriman kekonsumen					
3	Brem Rumah Joglo mudah didapatkan					
4	Brem Rumah Joglo selalu tersedia di toko					

5	Saya bisa membeli langsung brem di toko Brem Rumah Joglo					
6	Saya bisa memesan brem terlebih dahulu sebelum membelinya					
<b>Citra Merek</b>						
1	Produk brem merek Brem Rumah Joglo mudah diingat					
2	Produk brem merek Brem Rumah Joglo mudah diucapkan					
3	Produk brem merek Brem Rumah Joglo memiliki kemasan yang menarik					
4	Produk brem merek Brem Rumah Joglo memiliki harga yang terjangkau					
5	Produk brem merek Brem Rumah Joglo adalah produk yang terkenal					
6	Produk brem merek Brem Rumah Joglo adalah produk yang dikenal masyarakat					
<b>Keputusan Pembelian</b>						
1	Produk brem merek Brem Rumah Joglo cocok untuk oleh-oleh					
2	Saya mencari informasi tentang brem dan suasana yang disuguhkan di toko Brem Rumah Joglo					
3	Saya membeli brem di toko Brem Rumah Joglo telah melalui perbandingan toko lain					
4	Saya memilih untuk melakukan pembelian di toko Brem rumah Joglo					

5	Saya puas setelah melakukan pembelian di toko Brem rumah Joglo					
6	Saya memutuskan untuk melakukan pembelian ulang di toko Brem Rumah Joglo					

Responden	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3	M.1	M.2	M.3	M.4	M.5	M.6	M	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y	
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80	3	3	4	3	4	5	22	5	4	4	5	4	4	26	3	4	3	4	3	4	21	5	5	2	5	5	4	26	4	4	3	4	3	5	23
81	5	5	4	4	4	5	27	4	4	4	5	5	5	27	5	5	5	4	5	5	29	5	5	2	5	5	4	26	5	5	5	5	5	30	
82	4	4	4	4	5	4	25	3	3	4	5	4	5	24	4	4	4	3	4	3	22	4	4	4	4	5	4	25	4	5	4	4	3	5	25
83	5	4	4	4	4	5	26	4	4	3	3	3	4	21	3	3	4	4	4	4	22	4	4	2	4	4	5	23	4	4	4	4	4	5	25
84	4	4	5	4	5	4	26	3	3	4	4	3	4	21	4	4	4	4	5	5	26	4	2	4	4	4	22	4	4	4	4	5	5	26	
85	5	4	5	4	4	5	27	4	5	4	4	5	4	26	4	5	5	5	4	5	28	4	4	3	4	4	5	24	5	5	5	5	5	30	
86	4	4	4	4	5	4	25	3	3	4	4	4	5	23	4	4	4	4	4	4	24	5	5	3	5	5	5	28	4	4	4	4	3	5	24

### Lampiran 3

#### OUTPUT SPSS UJI VALIDITAS HARGA

		Correlations						
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	HARGA
X1.1	Pearson Correlation	1	.425**	.433**	.418**	.366**	.077	.672**
	Sig. (2-tailed)		.000	.000	.000	.001	.481	.000
X1.2	N	86	86	86	86	86	86	86
	Pearson Correlation	.425**	1	.337**	.386**	.489**	.196	.713**
X1.3	Sig. (2-tailed)	.000		.002	.000	.000	.070	.000
	N	86	86	86	86	86	86	86
X1.4	Pearson Correlation	.433**	.337**	1	.394**	.447**	.183	.688**
	Sig. (2-tailed)	.000	.002		.000	.000	.091	.000
X1.5	N	86	86	86	86	86	86	86
	Pearson Correlation	.418**	.386**	.394**	1	.501**	.167	.730**
X1.6	Sig. (2-tailed)	.000	.000	.000		.000	.123	.000
	N	86	86	86	86	86	86	86
HARGA	Pearson Correlation	.366**	.489**	.447**	.501**	1	.156	.748**
	Sig. (2-tailed)	.001	.000	.000	.000		.152	.000
	N	86	86	86	86	86	86	86
	Pearson Correlation	.077	.196	.183	.167	.156	1	.441**
	Sig. (2-tailed)	.481	.070	.091	.123	.152		.000
	N	86	86	86	86	86	86	86
	Pearson Correlation	.672**	.713**	.688**	.730**	.748**	.441**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	86	86	86	86	86	86	86

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

## OUTPUT SPSS UJI VALIDITAS KUALITAS PRODUK

		Correlations						
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	K.PRODUK
X2.1	Pearson Correlation	1	.380**	.469**	.515**	.341**	.041	.696**
	Sig. (2-tailed)		.000	.000	.000	.001	.710	.000
	N	86	86	86	86	86	86	86
X2.2	Pearson Correlation	.380**	1	.165	.333**	.658**	.275*	.727**
	Sig. (2-tailed)	.000		.129	.002	.000	.010	.000
	N	86	86	86	86	86	86	86
X2.3	Pearson Correlation	.469**	.165	1	.431**	.209	.114	.596**
	Sig. (2-tailed)	.000	.129		.000	.053	.296	.000
	N	86	86	86	86	86	86	86
X2.4	Pearson Correlation	.515**	.333**	.431**	1	.335**	.165	.700**
	Sig. (2-tailed)	.000	.002	.000		.002	.129	.000
	N	86	86	86	86	86	86	86
X2.5	Pearson Correlation	.341**	.658**	.209	.335**	1	.282**	.725**
	Sig. (2-tailed)	.001	.000	.053	.002		.009	.000
	N	86	86	86	86	86	86	86
X2.6	Pearson Correlation	.041	.275*	.114	.165	.282**	1	.484**
	Sig. (2-tailed)	.710	.010	.296	.129	.009		.000
	N	86	86	86	86	86	86	86
K.PRODUK	Pearson Correlation	.696**	.727**	.596**	.700**	.725**	.484**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	86	86	86	86	86	86	86

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

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

## OUTPUT SPSS UJI VALIDITAS SALURAN DISTRIBUSI

		Correlations						
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	S.DISRTIBU SI
X3.1	Pearson Correlation	1	.405**	.505**	.603**	.563**	.494**	.775**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	86	86	86	86	86	86	86
X3.2	Pearson Correlation	.405**	1	.447**	.645**	.543**	.435**	.769**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	86	86	86	86	86	86	86
X3.3	Pearson Correlation	.505**	.447**	1	.481**	.421**	.403**	.717**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	86	86	86	86	86	86	86
X3.4	Pearson Correlation	.603**	.645**	.481**	1	.461**	.518**	.819**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	86	86	86	86	86	86	86
X3.5	Pearson Correlation	.563**	.543**	.421**	.461**	1	.430**	.754**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	86	86	86	86	86	86	86
X3.6	Pearson Correlation	.494**	.435**	.403**	.518**	.430**	1	.717**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	86	86	86	86	86	86	86
S.DISRTIBU SI	Pearson Correlation	.775**	.769**	.717**	.819**	.754**	.717**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	86	86	86	86	86	86	86

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

## OUTPUT SPSS UJI VALIDITAS CITRA MEREK

		Correlations						
		M.1	M.2	M.3	M.4	M.5	M.6	C.MEREK
	Pearson Correlation	1	.265*	.049	.360**	.435**	.358**	.666**
M.1	Sig. (2-tailed)		.014	.651	.001	.000	.001	.000
	N	86	86	86	86	86	86	86
	Pearson Correlation	.265*	1	.231*	.492**	.377**	.237*	.643**
M.2	Sig. (2-tailed)	.014		.033	.000	.000	.028	.000
	N	86	86	86	86	86	86	86
	Pearson Correlation	.049	.231*	1	.227*	.131	.160	.490**
M.3	Sig. (2-tailed)	.651	.033		.036	.230	.142	.000
	N	86	86	86	86	86	86	86
	Pearson Correlation	.360**	.492**	.227*	1	.556**	.541**	.770**
M.4	Sig. (2-tailed)	.001	.000	.036		.000	.000	.000
	N	86	86	86	86	86	86	86
	Pearson Correlation	.435**	.377**	.131	.556**	1	.479**	.734**
M.5	Sig. (2-tailed)	.000	.000	.230	.000		.000	.000
	N	86	86	86	86	86	86	86
	Pearson Correlation	.358**	.237*	.160	.541**	.479**	1	.652**
M.6	Sig. (2-tailed)	.001	.028	.142	.000	.000		.000
	N	86	86	86	86	86	86	86
	Pearson Correlation	.666**	.643**	.490**	.770**	.734**	.652**	1
C.MEREK	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	86	86	86	86	86	86	86

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

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



## OUTPUT SPSS UJI VALIDITAS KEPUTUSAN PEMBELIAN

		Correlations						
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	K.PEMBELI AN
Y.1	Pearson Correlation	1	.505**	.533**	.409**	.183	.057	.635**
	Sig. (2-tailed)		.000	.000	.000	.092	.599	.000
	N	86	86	86	86	86	86	86
Y.2	Pearson Correlation	.505**	1	.409**	.255*	.291**	.374**	.713**
	Sig. (2-tailed)	.000		.000	.018	.007	.000	.000
	N	86	86	86	86	86	86	86
Y.3	Pearson Correlation	.533**	.409**	1	.623**	.334**	.076	.695**
	Sig. (2-tailed)	.000	.000		.000	.002	.488	.000
	N	86	86	86	86	86	86	86
Y.4	Pearson Correlation	.409**	.255*	.623**	1	.349**	.157	.657**
	Sig. (2-tailed)	.000	.018	.000		.001	.150	.000
	N	86	86	86	86	86	86	86
Y.5	Pearson Correlation	.183	.291**	.334**	.349**	1	.579**	.704**
	Sig. (2-tailed)	.092	.007	.002	.001		.000	.000
	N	86	86	86	86	86	86	86
Y.6	Pearson Correlation	.057	.374**	.076	.157	.579**	1	.616**
	Sig. (2-tailed)	.599	.000	.488	.150	.000		.000
	N	86	86	86	86	86	86	86
K.PEMBELI AN	Pearson Correlation	.635**	.713**	.695**	.657**	.704**	.616**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	86	86	86	86	86	86	86

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

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

## OUTPUT SPSS RELIABILITAS HARGA

**Case Processing Summary**

	N	%
Valid	86	100.0
Cases Excluded <sup>a</sup>	0	.0
Total	86	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.750	6

**Item Statistics**

	Mean	Std. Deviation	N
X1.1	4.4302	.60470	86
X1.2	4.3721	.65163	86
X1.3	4.3721	.59501	86
X1.4	4.3837	.68888	86
X1.5	4.5000	.66421	86
X1.6	4.6628	.62517	86

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	22.2907	4.820	.507	.709
X1.2	22.3488	4.583	.547	.697
X1.3	22.3488	4.795	.531	.703
X1.4	22.3372	4.438	.558	.693
X1.5	22.2209	4.433	.593	.683
X1.6	22.0581	5.514	.214	.783

## OUTPUT SPSS RELIABILITAS KUALITAS PRODUK

**Case Processing Summary**

		N	%
Cases	Valid	86	100.0
	Excluded <sup>a</sup>	0	.0
	Total	86	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.733	6

**Item Statistics**

	Mean	Std. Deviation	N
X2.1	4.3953	.63763	86
X2.2	4.3605	.66709	86
X2.3	4.4302	.60470	86
X2.4	4.5000	.60876	86
X2.5	4.3023	.63375	86
X2.6	4.5465	.64456	86

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	22.1395	4.380	.522	.680
X2.2	22.1744	4.216	.555	.669
X2.3	22.1047	4.754	.403	.714
X2.4	22.0349	4.434	.537	.677
X2.5	22.2326	4.298	.564	.667
X2.6	21.9884	5.047	.248	.757

## OUTPUT SPSS RELIABILITAS SALURAN DISTRIBUSI

**Case Processing Summary**

	N	%
Valid	86	100.0
Cases Excluded <sup>a</sup>	0	.0
Total	86	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.852	6

**Item Statistics**

	Mean	Std. Deviation	N
X3.1	4.0930	.62550	86
X3.2	4.1047	.70342	86
X3.3	4.1163	.70991	86
X3.4	4.1279	.74828	86
X3.5	4.1512	.72789	86
X3.6	4.1512	.67767	86

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	20.6512	7.430	.675	.821
X3.2	20.6395	7.174	.651	.824
X3.3	20.6279	7.389	.577	.838
X3.4	20.6163	6.780	.714	.811
X3.5	20.5930	7.162	.624	.830
X3.6	20.5930	7.491	.585	.836

## OUTPUT SPSS RELIABILITAS CITRA MEREK

**Case Processing Summary**

		N	%
Cases	Valid	86	100.0
	Excluded <sup>a</sup>	0	.0
	Total	86	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.712	6

**Item Statistics**

	Mean	Std. Deviation	N
M.1	3.9186	.82910	86
M.2	4.2791	.58714	86
M.3	4.0930	.76124	86
M.4	4.3372	.56590	86
M.5	4.2326	.60730	86
M.6	4.2674	.47090	86

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
M.1	21.2093	4.144	.408	.696
M.2	20.8488	4.671	.469	.667
M.3	21.0349	4.928	.207	.757
M.4	20.7907	4.356	.648	.618
M.5	20.8953	4.354	.586	.632
M.6	20.8605	4.898	.522	.663

## OUTPUT SPSS RELIABILITAS KEPUTUSAN PEMBELIAN

**Case Processing Summary**

		N	%
Cases	Valid	86	100.0
	Excluded <sup>a</sup>	0	.0
	Total	86	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.747	6

**Item Statistics**

	Mean	Std. Deviation	N
Y.1	4.2791	.64445	86
Y.2	4.1977	.73276	86
Y.3	4.3953	.59959	86
Y.4	4.4186	.62243	86
Y.5	3.9884	.72751	86
Y.6	4.1395	.84244	86

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	21.1395	5.910	.463	.716
Y.2	21.2209	5.398	.541	.694
Y.3	21.0233	5.811	.555	.695
Y.4	21.0000	5.882	.499	.708
Y.5	21.4302	5.448	.530	.697
Y.6	21.2791	5.592	.370	.752

## ANALISIS REGRESI LINIER BERGANDA

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	S.DISRTIBUSI, K.PRODUK, HARGA <sup>b</sup>	.	Enter

a. Dependent Variable: K.PEMBELIAN

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.536 <sup>a</sup>	.288	.262	2.39626

a. Predictors: (Constant), S.DISRTIBUSI, K.PRODUK, HARGA

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	190.082	3	63.361	11.034	.000 <sup>b</sup>
	Residual	470.848	82	5.742		
	Total	660.930	85			

a. Dependent Variable: K.PEMBELIAN

b. Predictors: (Constant), S.DISRTIBUSI, K.PRODUK, HARGA

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

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	7.010	3.546		1.977	.051
	HARGA	.331	.137	.303	2.408	.018
	K.PRODUK	.309	.141	.275	2.189	.031
	S.DISRTIBUSI	.055	.082	.063	.678	.500

a. Dependent Variable: K.PEMBELIAN

## ANALISIS MODERASI REGRESI

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	X3*M, HARGA, C.MEREK, K.PRODUK, S.DISRTIBUSI, X2*M, X1*M <sup>b</sup>	.	Enter

a. Dependent Variable: K.PEMBELIAN

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.614 <sup>a</sup>	.377	.321	2.29829

a. Predictors: (Constant), X3\*M, HARGA, C.MEREK, K.PRODUK, S.DISRTIBUSI, X2\*M, X1\*M

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	248.924	7	35.561	6.732
	Residual	412.006	78	5.282	.000 <sup>b</sup>
	Total	660.930	85		

a. Dependent Variable: K.PEMBELIAN

b. Predictors: (Constant), X3\*M, HARGA, C.MEREK, K.PRODUK, S.DISRTIBUSI, X2\*M, X1\*M

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1	(Constant)	140.835	45.168	3.118	.003
	HARGA	.024	1.591	.022	.988
	K.PRODUK	-3.429	1.553	-3.058	-2.208
	S.DISRTIBUSI	-.955	.979	-1.089	.332
	C.MEREK	-5.159	1.738	-4.609	-2.968
	X1*M	.009	.063	.284	.892
	X2*M	.147	.062	4.844	2.375
	X3*M	.040	.038	1.477	.1037

a. Dependent Variable: K.PEMBELIAN



Tabel r untuk df = 1      50

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
Tingkat signifikansi untuk uji dua arah					
0.1	0.05	0.02	0.01	0.001	
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790

28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.2681	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.4280
55	0.2201	0.2609	0.3074	0.3385	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.4210
57	0.2162	0.2564	0.3022	0.3328	0.4176
58	0.2144	0.2542	0.2997	0.3301	0.4143
59	0.2126	0.2521	0.2972	0.3274	0.4110
60	0.2108	0.2500	0.2948	0.3248	0.4079

61	0.2091	0.2480	0.2925	0.3223	0.4048
62	0.2075	0.2461	0.2902	0.3198	0.4018
63	0.2058	0.2441	0.2880	0.3173	0.3988
64	0.2042	0.2423	0.2858	0.3150	0.3959
65	0.2027	0.2404	0.2837	0.3126	0.3931
66	0.2012	0.2387	0.2816	0.3104	0.3903
67	0.1997	0.2369	0.2796	0.3081	0.3876
68	0.1982	0.2352	0.2776	0.3060	0.3850
69	0.1968	0.2335	0.2756	0.3038	0.3823
70	0.1954	0.2319	0.2737	0.3017	0.3798
71	0.1940	0.2303	0.2718	0.2997	0.3773
72	0.1927	0.2287	0.2700	0.2977	0.3748
73	0.1914	0.2272	0.2682	0.2957	0.3724
74	0.1901	0.2257	0.2664	0.2938	0.3701
75	0.1888	0.2242	0.2647	0.2919	0.3678
76	0.1876	0.2227	0.2630	0.2900	0.3655
77	0.1864	0.2213	0.2613	0.2882	0.3633
78	0.1852	0.2199	0.2597	0.2864	0.3611
79	0.1841	0.2185	0.2581	0.2847	0.3589
80	0.1829	0.2172	0.2565	0.2830	0.3568
81	0.1818	0.2159	0.2550	0.2813	0.3547
82	0.1807	0.2146	0.2535	0.2796	0.3527
83	0.1796	0.2133	0.2520	0.2780	0.3507
84	0.1786	0.2120	0.2505	0.2764	0.3487
85	0.1775	0.2108	0.2491	0.2748	0.3468
86	0.1765	0.2096	0.2477	0.2732	0.3449
87	0.1755	0.2084	0.2463	0.2717	0.3430
88	0.1745	0.2072	0.2449	0.2702	0.3412
89	0.1735	0.2061	0.2435	0.2687	0.3393
90	0.1726	0.2050	0.2422	0.2673	0.3375
91	0.1716	0.2039	0.2409	0.2659	0.3358
92	0.1707	0.2028	0.2396	0.2645	0.3341
93	0.1698	0.2017	0.2384	0.2631	0.3323

94	0.1689	0.2006	0.2371	0.2617	0.3307
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274
97	0.1663	0.1975	0.2335	0.2578	0.3258
98	0.1654	0.1966	0.2324	0.2565	0.3242
99	0.1646	0.1956	0.2312	0.2552	0.3226
100	0.1638	0.1946	0.2301	0.2540	0.3211
101	0.1630	0.1937	0.2290	0.2528	0.3196
102	0.1622	0.1927	0.2279	0.2515	0.3181
103	0.1614	0.1918	0.2268	0.2504	0.3166
104	0.1606	0.1909	0.2257	0.2492	0.3152
105	0.1599	0.1900	0.2247	0.2480	0.3137
106	0.1591	0.1891	0.2236	0.2469	0.3123
107	0.1584	0.1882	0.2226	0.2458	0.3109
108	0.1576	0.1874	0.2216	0.2446	0.3095
109	0.1569	0.1865	0.2206	0.2436	0.3082
110	0.1562	0.1857	0.2196	0.2425	0.3068
111	0.1555	0.1848	0.2186	0.2414	0.3055
112	0.1548	0.1840	0.2177	0.2403	0.3042
113	0.1541	0.1832	0.2167	0.2393	0.3029
114	0.1535	0.1824	0.2158	0.2383	0.3016
115	0.1528	0.1816	0.2149	0.2373	0.3004
116	0.1522	0.1809	0.2139	0.2363	0.2991
117	0.1515	0.1801	0.2131	0.2353	0.2979
118	0.1509	0.1793	0.2122	0.2343	0.2967
119	0.1502	0.1786	0.2113	0.2333	0.2955
120	0.1496	0.1779	0.2104	0.2324	0.2943
121	0.1490	0.1771	0.2096	0.2315	0.2931
122	0.1484	0.1764	0.2087	0.2305	0.2920
123	0.1478	0.1757	0.2079	0.2296	0.2908
124	0.1472	0.1750	0.2071	0.2287	0.2897
125	0.1466	0.1743	0.2062	0.2278	0.2886
126	0.1460	0.1736	0.2054	0.2269	0.2875

Titik Presentase Distribusi T (df = 1 – 40)

df	Pr 0.50	0.25	0.10	0.05	0.025	0.01	0.005	0.001 0.002
1	1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884	
2	0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712	
3	0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453	
4	0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318	
5	0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343	
6	0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763	
7	0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529	
8	0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079	
9	0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681	
10	0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370	
11	0.69745	1.36343	1.79588	2.20099	2.71808	3.10581	4.02470	
12	0.69548	1.35622	1.78229	2.17881	2.68100	3.05454	3.92963	
13	0.69383	1.35017	1.77093	2.16037	2.65031	3.01228	3.85198	
14	0.69242	1.34503	1.76131	2.14479	2.62449	2.97684	3.78739	
15	0.69120	1.34061	1.75305	2.13145	2.60248	2.94671	3.73283	
16	0.69013	1.33676	1.74588	2.11991	2.58349	2.92078	3.68615	
17	0.68920	1.33338	1.73961	2.10982	2.56693	2.89823	3.64577	
18	0.68836	1.33039	1.73406	2.10092	2.55238	2.87844	3.61048	
19	0.68762	1.32773	1.72913	2.09302	2.53948	2.86093	3.57940	
20	0.68695	1.32534	1.72472	2.08596	2.52798	2.84534	3.55181	
21	0.68635	1.32319	1.72074	2.07961	2.51765	2.83136	3.52715	
22	0.68581	1.32124	1.71714	2.07387	2.50832	2.81876	3.50499	
23	0.68531	1.31946	1.71387	2.06866	2.49987	2.80734	3.48496	
24	0.68485	1.31784	1.71088	2.06390	2.49216	2.79694	3.46678	
25	0.68443	1.31635	1.70814	2.05954	2.48511	2.78744	3.45019	
26	0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500	
27	0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103	
28	0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816	
29	0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624	
30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518	
31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490	
32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531	
33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634	
34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793	
35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005	
36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262	
37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563	
38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903	
39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279	
40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688	
41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127	
42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595	

43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291
48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789
52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434

90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598

