



LAMPIRAN

1. KUISIONER

Kuisisioner

1. Kata Pengantar

Kepada Yth:
Pelanggan Surya Juanda Selaku Pengguna Produk Nestle
Di Tempat

Dengan Hormat
Dengan ini saya,

Nama : Anis Triwidianingsih
NIM : 14413363

Mahasiswi tingkat akhir program studi Manajemen Fakultas Ekonomi Universitas Muhammadiyah Ponorogo sedang menyusun skripsi dengan Judul : ***“Pengaruh Kualitas Produk, Harga dan Promosi serta Citra Merek Sebagai variabel Intervening terhadap Keputusan Pembelian produk Nestle di Surya Juanda Ponorogo”***. Dalam penyusunan skripsi ini saya mohon bantuan bapak/ibu, saudara/saudari untuk memberikan tanggapan dengan keadaan yang sebenarnya mengenai pernyataan – pernyataan yang telah tersusun dalam kuisisioner ini, guna memperoleh data yang saya butuhkan untuk penyusunan skripsi dan akan saya jaga kerahasiaanya.

Saya ucapkan terima kasih atas kesediaan dan bantuannya yang telah meluangkan waktunya untuk mengisi kuisisioner ini.

Hormat saya

Anis Triwidianingsih

2. PETUNJUK PENGISIAN

1. Kuisisioner ini semata – mata untuk keperluan akademis, mohon dijawab dengan jujur
2. Bacalah dan jawablah semua pertanyaan dan pernyataan dengan teliti tanpa ada yang terlewatkan
3. Berilah tanda centang (√) pada jawaban yang menurut anda paling tepat dan sesuai dengan pengetahuan dan pengalaman anda

3. DATA RESPONDEN

1. Jenis kelamin : Laki – laki Perempuan
2. Usia :
 - a. 15 – 25 Tahun
 - b. 26 - 36 Tahun
 - c. 37 keatas
3. Penghasilan :
 - a. Kurang dari Rp. 1.000.000
 - b. Rp.1.000.001 – Rp. 2.000.000
 - c. Rp.2.000.001 – Rp. 3.000.000
 - d. Rp.3.000.001 – Rp. 4.000.000
 - e. Diatas dari Rp. 4.000.000
4. Tanggapan Responden :

SS	: Sangat Setuju
S	: Setuju
N	: Netral
TS	: Tidak setuju
STS	: Sangat Tidak Setuju

Pertanyaan/Pernyataan untuk Variabel Kualitas Produk (X_1) :

No.	Pertanyaan/Pernyataan	SS	S	N	TS	STS
1.	Produk Nestle memiliki Varian yang lengkap dan menarik					
2.	Produk Nestle tidak memiliki dampak negatif terhadap kesehatan saat mengkonsumsinya					
3.	Produk Nestle tidak mudah rusak dan memiliki masa kadaluarsa yang panjang					
4.	Produk Nestle memiliki desain kemasan yang baik dan menarik					

Pernyataan/pertanyaan untuk variabel Harga (X_2)

No.	Dimensi Tangibility	SS	S	N	TS	STS
1.	Harga Produk Nestle sangat terjangkau					
2.	Harga yang ditetapkan untuk produk Nestle sudah sesuai dengan kualitas produk Nestle yang dirasakan					
3.	Harga produk Nestle lebih rendah dibandingkan produk sejenis lainnya					
4.	Harga dari produk Nestle sudah sesuai dengan manfaat produk yang diperoleh ketika mengkonsumsinya					

Pernyataan/pertanyaan untuk variabel Promosi (X_3):

No.	Pertanyaan/ Pernyataan	SS	S	N	TS	STS
1.	Promosi mengenai produk Nestle sudah menjangkau wilayah pelosok desa					
2.	Saudara/Saudari banyak melihat iklan dari produk Nestle yang dipublikasikan di berbagai media cetak dan elektronik					
3.	Pesan penyampaian dalam publikasi iklan produk Nestle sudah baik					

Pernyataan/pertanyaan untuk variabel Citra(Y1):

No.	Pertanyaan/pernyataan	SS	S	N	TS	STS
1.	Saudara/Saudari memiliki persepsi yang baik mengenai pengenalan produk Nestle selama ini					
2.	Saudara/Saudari memiliki persepsi yang baik mengenai lokasi penjualan produk Nestle					
3.	Saudara/Saudari memiliki Persepsi yang baik mengenai kemasan produk Nestle					

Pernyataan / Pertanyaan untuk variabel Keputusan Pembelian (Y2):

No.	Pertanyaan/pernyataan	SS	S	N	TS	STS
1.	Saudara/Saudari memiliki keinginan untuk menggunakan produk Nestle					
2.	Saudara/Saudari memiliki keinginan untuk membeli produk Nestle					
3.	Saudara/Saudari selalu memprioritaskan untuk membeli produk Nestle					
4.	Saudara/Saudari bersedia mengorbankan wktu, biaya dan tenaga untuk mendapatkan produk Nestle					

Komentar dan Saran:

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LAMPIRAN 2. REKAPAN DATA

No	Keputusan Pembelian					Citra				Kualitas Produk				
	1	2	3	4	Total	1	2	3	Total	1	2	3	4	Total
1	4	4	4	4	16	4	3	3	10	4	4	5	3	16
2	2	2	3	3	10	4	5	4	13	4	4	4	4	16
3	5	4	4	4	17	4	4	4	12	5	4	5	3	17
4	4	4	4	4	16	4	4	4	12	4	4	4	3	15
5	4	4	4	4	16	4	2	5	11	4	4	5	5	18
6	5	4	3	4	16	5	4	3	12	4	4	5	4	17
7	4	4	4	4	16	4	5	4	13	2	2	3	2	9
8	4	4	4	4	16	5	5	5	15	5	4	2	3	14
9	3	4	3	4	14	4	3	3	10	2	4	2	2	10
10	4	4	4	4	16	4	3	4	11	5	3	3	4	15
11	5	5	5	5	20	5	2	4	11	2	2	3	3	10
12	5	5	5	4	19	4	3	5	12	5	4	4	4	17
13	5	5	4	4	18	5	5	2	12	1	2	4	3	10
14	4	4	4	3	15	4	4	4	12	5	5	4	3	17
15	4	4	4	4	16	4	5	4	13	3	3	4	5	15
16	4	5	4	5	18	5	4	4	13	4	4	5	4	17
17	2	2	2	2	8	5	4	4	13	4	5	3	5	17
18	4	4	4	4	16	4	4	2	10	5	4	4	4	17
19	4	4	4	2	14	5	5	5	15	4	3	3	4	14
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21	5	5	5	5	20	4	5	5	14	4	3	3	3	13
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23	5	5	4	2	16	4	4	5	13	5	4	2	2	13
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25	4	5	4	3	16	4	4	4	12	5	3	2	4	14
26	4	4	4	4	16	5	4	4	13	3	3	4	5	15
27	4	4	4	2	14	4	4	5	13	4	4	4	5	17
28	4	2	2	2	10	4	5	5	14	4	4	2	3	13
29	4	4	2	4	14	4	3	5	12	4	4	3	3	14

30	4	4	3	4	15	5	5	5	15	5	5	3	3	16
31	4	4	4	2	14	4	5	5	14	5	3	5	4	17
32	4	4	4	4	16	4	5	5	14	4	3	5	3	15
33	2	4	2	3	11	4	5	5	14	5	3	5	3	16
34	2	4	2	4	12	5	4	4	13	5	4	4	4	17
35	4	4	4	2	14	4	4	4	12	3	5	5	3	16
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37	4	3	2	2	11	3	4	5	12	3	3	4	2	12
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50	3	2	3	4	12	3	2	3	8	4	4	4	2	14
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52	3	4	4	3	14	3	4	4	11	4	4	4	4	16
53	3	4	3	3	13	3	4	3	10	3	4	3	2	12
54	4	4	5	2	15	4	4	5	13	4	5	4	2	15
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56	2	3	1	4	10	2	3	1	6	3	4	1	1	9
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58	1	1	5	4	11	1	1	5	7	2	3	3	3	11
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63	3	4	4	5	16	3	4	4	11	3	5	3	3	14
64	4	1	3	1	9	4	1	3	8	4	4	4	4	16
65	1	3	2	3	9	1	3	2	6	5	5	3	3	16
66	4	4	3	4	15	4	4	3	11	3	5	4	4	16
67	3	4	5	4	16	3	4	5	12	3	4	2	4	13
68	3	5	5	5	18	3	5	5	13	5	4	3	4	16

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70	2	3	3	3	11	2	3	3	8	3	2	4	2	11
71	3	2	3	1	9	3	2	3	8	4	5	4	4	17
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99	4	2	3	3	12	4	2	3	9	5	3	4	4	16
100	4	5	5	5	19	4	5	5	14	3	3	3	2	11

Harga					Promosi			
1	2	3	4	Total	1	2	3	Total
4	4	5	2	15	5	5	4	14
3	3	4	4	14	5	5	5	15
4	4	1	3	12	4	5	4	13
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4	4	4	3	15	4	5	5	14
3	3	4	5	15	5	4	3	12
5	3	5	5	18	4	5	4	13
5	5	4	5	19	5	5	5	15
2	2	3	3	10	4	5	5	14
3	3	2	3	11	4	3	4	11
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4	3	3	3	13	4	5	4	13
2	3	3	5	13	5	4	4	13
3	4	3	4	14	5	4	4	13
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2	3	3	3	11	5	5	5	15
4	3	2	3	12	4	4	4	12
3	2	1	3	9	5	5	4	14
1	4	4	5	14	4	4	5	13

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Lampiran 3 Uji Validitas dan Reliabilitas

Correlations

Notes

Output Created		21-AUG-2018 02:02:26
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		<p>CORRELATIONS</p> <p>/VARIABLES=Y2.1 Y2.2 Y2.3 Y2.4 Kep.Pembelian</p> <p>/PRINT=TWOTAIL NOSIG</p> <p>/MISSING=PAIRWISE.</p>
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.06

[DataSet1]

Correlations

		Y2.1	Y2.2	Y2.3	Y2.4	Kep.Pembelian
Y2.1	Pearson Correlation	1	.511**	.359**	.072	.672**
	Sig. (2-tailed)		.000	.000	.479	.000
	N	100	100	100	100	100
Y2.2	Pearson Correlation	.511**	1	.379**	.338**	.771**
	Sig. (2-tailed)	.000		.000	.001	.000
	N	100	100	100	100	100
Y2.3	Pearson Correlation	.359**	.379**	1	.386**	.748**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y2.4	Pearson Correlation	.072	.338**	.386**	1	.653**
	Sig. (2-tailed)	.479	.001	.000		.000
	N	100	100	100	100	100
Kep.Pembelian	Pearson Correlation	.672**	.771**	.748**	.653**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Reliability

Notes

Output Created	21-AUG-2018 02:02:51
Comments	
Input	
Active Dataset	DataSet1
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Weight	<none>
Split File	<none>
N of Rows in Working Data File	100
Matrix Input	

Missing Value Handling	Definition of Missing Cases Used	User-defined missing values are treated as missing. Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=Y2.1 Y2.2 Y2.3 Y2.4 Kep.Pembelian /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

[DataSet1]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.781	5

Correlations

otes

Output Created	21-AUG-2018 02:03:14		
Comments			
Input	Active Dataset	DataSet1	
	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File	100	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.	
Syntax	CORRELATIONS /VARIABLES=Y1.1 Y1.2 Y1.3 Citra /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.		
Resources	Processor Time	00:00:00.05	
	Elapsed Time	00:00:00.17	

Correlations

	Y1.1	Y1.2	Y1.3	Citra
Y1.1 Pearson Correlation	1	.439**	.311**	.760**
Y1.1 Sig. (2-tailed)		.000	.002	.000
Y1.1 N	100	100	100	100
Y1.2 Pearson Correlation	.439**	1	.333**	.775**
Y1.2 Sig. (2-tailed)	.000		.001	.000
Y1.2 N	100	100	100	100
Y1.3 Pearson Correlation	.311**	.333**	1	.737**
Y1.3 Sig. (2-tailed)	.002	.001		.000
Y1.3 N	100	100	100	100

	Pearson Correlation	.760**	.775**	.737**	1
Citra	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

RELIABILITY

```

/VARIABLES=Y1.1 Y1.2 Y1.3 Citra
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

Notes

Output Created		21-AUG-2018 02:03:42
Comments		
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
Input	Split File	<none>
	N of Rows in Working Data	100
	File	
	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling		Statistics are based on all cases with valid data for all variables in the procedure.
	Cases Used	RELIABILITY /VARIABLES=Y1.1 Y1.2 Y1.3 Citra /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Syntax		
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01

[DataSet1]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.806	4

Correlations

Notes

Output Created		21-AUG-2018 02:04:14
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
Missing Value Handling	N of Rows in Working Data File	100
	Definition of Missing Cases Used	User-defined missing values are treated as missing. Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=X1.1 X1.2 X1.3 X1.4 Kualitas /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.03

[DataSet1]

Correlations

		X1.1	X1.2	X1.3	X1.4	Kualitas
X1.1	Pearson Correlation	1	.180	.067	.188	.574**
	Sig. (2-tailed)		.073	.509	.060	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.180	1	.247*	-.031	.549**
	Sig. (2-tailed)	.073		.013	.758	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.067	.247*	1	.178	.656**
	Sig. (2-tailed)	.509	.013		.077	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.188	-.031	.178	1	.594**
	Sig. (2-tailed)	.060	.758	.077		.000
	N	100	100	100	100	100
Kualitas	Pearson Correlation	.574**	.549**	.656**	.594**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

Reliability

Notes

Output Created		21-AUG-2018 02:04:39
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.

Handling	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=X1.1 X1.2 X1.3 X1.4 Kualitas /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.06

[DataSet1]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.716	5

CORRELATIONS

/VARIABLES=X2.1 X2.2 X2.3 X2.4 Harga
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

Correlations

Notes

Output Created	21-AUG-2018 02:04:57	
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax	CORRELATIONS /VARIABLES=X2.1 X2.2 X2.3 X2.4 Harga /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.	
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.03

[DataSet1]

Correlations

		X2.1	X2.2	X2.3	X2.4	Harga
X2.1	Pearson Correlation	1	.341**	.241*	.113	.602**
	Sig. (2-tailed)		.001	.016	.264	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.341**	1	.504**	.277**	.755**
	Sig. (2-tailed)	.001		.000	.005	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.241*	.504**	1	.446**	.790**
	Sig. (2-tailed)	.016	.000		.000	.000

	N	100	100	100	100	100
	Pearson Correlation	.113	.277**	.446**	1	.654**
X2.4	Sig. (2-tailed)	.264	.005	.000		.000
	N	100	100	100	100	100
	Pearson Correlation	.602**	.755**	.790**	.654**	1
Harga	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

RELIABILITY

/VARIABLES=X2.1 X2.2 X2.3 X2.4 Harga

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Reliability

Notes	
Output Created	21-AUG-2018 02:05:14
Comments	
Input	Active Dataset DataSet1 Filter <none> Weight <none> Split File <none> N of Rows in Working Data 100 File Matrix Input
Missing Value Handling	Definition of Missing User-defined missing values are treated as missing. Cases Used Statistics are based on all cases with valid data for all variables in the procedure.
Syntax	RELIABILITY /VARIABLES=X2.1 X2.2 X2.3 X2.4 Harga /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time 00:00:00.02 Elapsed Time 00:00:00.11

[DataSet1]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.779	5

CORRELATIONS

/VARIABLES=X3.1 X3.2 X3.3 Promosi
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

Correlations

Notes

Output Created	21-AUG-2018 02:05:30
Comments	
Input	Active Dataset DataSet1 Filter <none> Weight <none> Split File <none> N of Rows in Working Data 100 File
Missing Value Handling	Definition of Missing User-defined missing values are treated as missing. Statistics for each pair of variables are based on all the cases with valid data for that pair. Cases Used

Syntax		CORRELATIONS /VARIABLES=X3.1 X3.2 X3.3 Promosi /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.13

[DataSet1]

Correlations

		X3.1	X3.2	X3.3	Promosi
X3.1	Pearson Correlation	1	.585**	.373**	.794**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X3.2	Pearson Correlation	.585**	1	.571**	.882**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X3.3	Pearson Correlation	.373**	.571**	1	.785**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Promosi	Pearson Correlation	.794**	.882**	.785**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

RELIABILITY

/VARIABLES=X3.1 X3.2 X3.3 Promosi
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

Reliability

Notes

Output Created		21-AUG-2018 02:05:45
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data File	100
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=X3.1 X3.2 X3.3 Promosi /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.08

[DataSet1]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.835	4

CORRELATIONS

/VARIABLES=K.Pembelian Citra KualitasProduk Harga Promosi

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

		Notes
Output Created		21-AUG-2018 01:52:19
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=K.Pembelian Citra KualitasProduk Harga Promosi /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.13

[DataSet0]

Correlations

		K.Pembelian	Citra	KualitasProduk	Harga	Promosi
K.Pembelian	Pearson Correlation	1	.635**	.553**	.553**	.618**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Citra	Pearson Correlation	.635**	1	.340**	.340**	.605**

	Sig. (2-tailed)	.000		.001	.001	.000
	N	100	100	100	100	100
KualitasProduk	Pearson					
	Correlation	.553**	.340**	1	1.000**	.467**
	Sig. (2-tailed)	.000	.001		.000	.000
	N	100	100	100	100	100
Harga	Pearson					
	Correlation	.553**	.340**	1.000**	1	.467**
	Sig. (2-tailed)	.000	.001	.000		.000
	N	100	100	100	100	100
Promosi	Pearson					
	Correlation	.618**	.605**	.467**	.467**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

RELIABILITY

/VARIABLES=K.Pembelian Citra KualitasProduk Harga Promosi
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

Reliability

Notes

Output Created	21-AUG-2018 01:53:27
Comments	
Active Dataset	DataSet0
Filter	<none>
Weight	<none>
Input	<none>
Split File	<none>
N of Rows in Working Data	100
File	
Matrix Input	
Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling	Statistics are based on all cases with valid data for all variables in the procedure.
Cases Used	

Syntax		RELIABILITY /VARIABLES=K.Pembelian Citra KualitasProduk Harga Promosi /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.864	5

LAMPIRAN 4. HASIL OLAHAN DATA

REGRESSION

/DEPENDENT Kep.Pembelian

/METHOD=ENTER Kualitas Harga Promosi CitraMerek.

Regression

Notes

Output Created		11-SEP-2018 05:33:53
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
Missing Value Handling	N of Rows in Working Data File	100
	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION
		/MISSING LISTWISE
		/STATISTICS COEFF OUTS R ANOVA
		/CRITERIA=PIN(.05) POUT(.10)
		/NOORIGIN
		/DEPENDENT Kep.Pembelian
Resources		/METHOD=ENTER Kualitas Harga Promosi CitraMerek.
	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.09
	Memory Required	2292 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1]

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	CitraMerek, Kualitas, Harga, Promosi ^b	.	Enter

a. Dependent Variable: Kep.Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740 ^a	.548	.529	1.93992

a. Predictors: (Constant), CitraMerek, Kualitas, Harga, Promosi

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	433.878	4	108.469	28.823	.000 ^b
	Residual	357.512	95	3.763		
	Total	791.390	99			

a. Dependent Variable: Kep.Pembelian

b. Predictors: (Constant), CitraMerek, Kualitas, Harga, Promosi

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.276	2.517		2.493	.014
1 Kualitas	.477	1.139	.383	4.514	.000
Harga	-.296	.073	-.310	-4.692	.000
Promosi	.272	.102	.242	2.676	.009
CitraMerek	.614	.096	.494	6.407	.000

a. Dependent Variable: Kep.Pembelian

REGRESSION
 /MISSING LISTWISE
 /STATISTICS COEFF OUTS R ANOVA
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT CitraMerek
 /METHOD=ENTER Kualitas Harga Promosi.

Regression

Notes

Output Created		11-SEP-2018 05:34:37
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CitraMerek /METHOD=ENTER Kualitas Harga Promosi.
Resources	Processor Time 00:00:00.03 Elapsed Time 00:00:00.05 Memory Required 1972 bytes Additional Memory Required for Residual Plots 0 bytes

[DataSet1]

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Promosi, Kualitas, Harga ^b	.	Enter

a. Dependent Variable: CitraMerek

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.445 ^a	.198	.173	2.06709

a. Predictors: (Constant), Promosi, Kualitas, Harga

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101.566	3	33.855	7.923	.000 ^b
	Residual	410.194	96	4.273		
	Total	511.760	99			

a. Dependent Variable: CitraMerek

b. Predictors: (Constant), Promosi, Kualitas, Harga

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.292	2.422		4.662	.000
	Kualitas	.106	.094	.206	2.654	.015
	Harga	-.194	.074	-.252	-2.609	.011
	Promosi	.253	.087	.285	2.904	.005

a. Dependent Variable: CitraMerek