**LAMPIRAN 1**

**KUESIONER PENELITIAN**

|  |  |
| --- | --- |
| **C:\Documents and Settings\pit\My Documents\LOGO\UBH2.JPG** | **JURUSAN MANAJEMEN FAKULTAS EKONOMI**  **UNIVERSITAS BUNG HATTA** |

Padang, November 2014

Kepada Yth,

Bapak/ Ibu/ Saudara/i

Di

Tempat

Hal : ***Permohonan Pengisian Data Kuisioner Penelitian***

Assalammualaikum Wr.Wb

Dengan hormat,

Saya yang bertanda tangan dibawah ini :

Nama : **Riski Islami Syaiful**

NPM : **1010011211116**

Dengan hormat,

Sehubungan dengan penyusunan tugas akhir ( Skripsi ) pada fakultas Ekonomi Universitas Bung Hatta, maka saya memerlukan beberapa informasi untuk mendukung dan menyusun skripsi yang berjudul **”Pengaruh Citra Merek, Produk dan Distribusi Terhadap Keputusan Pembelian Sandal Eiger di Kota Padang”**.

Partisipasi bapak/ Ibu/Sdr/I sangat saya harapkan mengingat dalam hal ini untuk menyelesaikan penelitian ini nantinya. Atas segala dukungan dan kerja samanya saya ucapkan terima kasih.

Hormat Saya,

**Riski Islami Syaiful**

Mengetahui

|  |  |
| --- | --- |
| **Sefnedi, SE, MM, PhD**  Pembimbing I | **Lindawati, SE, M.Si**  Pembimbing II |

**KUESIONER PENELITIAN**

**PENGARUH CITRA MEREK, PRODUK DAN DISTRIBUSI TERHADAP KEPUTUSAN PEMBELIAN SANDAL EIGER DI KOTA PADANG**

Saudara/saudari yang saya hormati mohon maaf sekiranya mengganggu saudara/sausari sekalian. Kami mohon kesediaannya untuk dapat mengisi kuesioner yang berguna bagi penulis dalam melakukan penelitian mengenai “**Pengaruh Citra Merek, Produk dan Distribusi Terhadap Keputusan Pembelian Sandal Eiger di Kota Padang”.** Oleh sebab itu kami mengharapkan bantuan dan kerja samanya, atas segala dukungan kami ucapkan terima kasih.

**KARAKTERISTIK RESPONDEN**

Petunjuk : berilah tanda ( X ) yang dianggap sesuai

1. Umur : < 20 th 31 - 35 th

20 - 25 th > 35 th

26 - 30 th

2. Jenis Kelamin : Pria Wanita

3. Pekerjaan : Pegawai Negeri Pegawai Swasta

Wiraswasta Pegawai BUMN / BUMD

TNI / POLRI Mahasiswa / Pelajar

dan lain-lain

4. Berapa kali membeli sandal Eiger : 1 kali 2 kali

3 kali lebih 3 kali

5. Pilih salah satu toko dibawah ini tempat anda membeli sandai Eiger :

Toko Eiger Ulak Karang Toko REI Ulak Karang

Toko Boogie Lapai Tempat lain

**DAFTAR PERNYATAAN**

**Petunjuk Pengisian :**

Berikan tanda silang ( X ) pada kolaom yang telah di sediakan

**Keterangan :**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
| Sangat Tidak Setuju (STS) | Tidak Setuju (TS) | Netral  (N) | Setuju  (S) | Sangat Setuju (SS) |

***Citra Merek (X1)***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ***No*** | ***Keuntungan dari asosiasi merek*** | ***STS*** | ***TS*** | ***N*** | ***S*** | ***SS*** |
| *1* | Produk sandal eiger menyediakan berbagai jenis kebutuhan kosumen |  |  |  |  |  |
| *2* | Produk sandal eiger menyediakan berbagai jenis keinginan kosumen |  |  |  |  |  |
| *3* | Produk sandal eiger menawarkan harga yang bersaing di pasaran |  |  |  |  |  |
| *4* | Produk sandal eiger relatif terjangkau oleh konsumen |  |  |  |  |  |
| *5* | Calon konsumen dapat dengan mudah untuk mendapatkan produk sandal eiger |  |  |  |  |  |
| *6* | Sandal eiger senantiasa melakukan proses pembelian dengan cepat |  |  |  |  |  |
| **No.** | **Kekuatan dari asosiasi merek** |  |  |  |  |  |
| *7* | Produk sandal eiger menggunakan teknologi yang canggih |  |  |  |  |  |
| *8* | Inovasi yang ditawarkan oleh sandal eiger sellu menarik perhatian konsumen |  |  |  |  |  |
| *9* | Kualitas sandal eiger selalu stabil |  |  |  |  |  |
| *10* | Sandal eiger bisa digumakan untuk segala medan |  |  |  |  |  |
| *11* | Sandal eiger berupaya untuk melakukan promosi dalam rangka lebih mengenalkan merek sandal eiger |  |  |  |  |  |
| *12* | sandal eiger memiliki nama produk yang kuat dikalangan konsumen pengguna |  |  |  |  |  |
| **No.** | **Keunikan dari asosiasi merek** |  |  |  |  |  |
| *13* | sandal eiger memiliki model-model yang unik |  |  |  |  |  |
| *14* | Konsumen dapat dengan mudah membeli sandal eiger |  |  |  |  |  |

*Sumber :* Aries dan Najid (2011:149)

**Produk *(X2)***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ***No*** | ***PERNYATAAN*** | ***STS*** | ***TS*** | ***N*** | ***S*** | ***SS*** |
| *1* | Banyak pilihan tampilan model sandal eiger |  |  |  |  |  |
| *2* | Banyak variasi warna yang terdapat pada produk sandal eiger |  |  |  |  |  |
| *3* | Desain yang ditampilkan menarik |  |  |  |  |  |
| *4* | Banyaknya jenis Produk yang ditawarkan oleh sandal eiger |  |  |  |  |  |
| *5.* | Sandal eiger memiliki banyak kegunaan |  |  |  |  |  |

*Sumber :* Tarmanto (2013)

***Distribusi (X3)***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ***No*** | ***PERNYATAAN*** | ***STS*** | ***TS*** | ***N*** | ***S*** | ***SS*** |
| *1* | Lokasi toko Sandal Eiger mudah dijangkau sarana transportasi umum |  |  |  |  |  |
| *2* | Lokasi toko Sandal Eiger dapat dilihat dengan jelas dari jarak pandang normal |  |  |  |  |  |
| *3* | Lalu lintas disekitar toko Sandal Eiger ramai |  |  |  |  |  |
| *4* | Tempat parkir toko Sandal Eiger sempit namun nyaman dan aman |  |  |  |  |  |
| *5* | Tersedia tempat yang cukup luas untuk perlusasan toko-toko Sandal Eiger dikemudian hari |  |  |  |  |  |
| *6* | Lingkungan mendukung keberadaan toko Sandal Eiger |  |  |  |  |  |
| *7* | Sandal Eiger mampu bersaing dengan sandal gunung lainnya yang sejenis |  |  |  |  |  |

*Sumber : Tjiptono & Chandra (2005:135)*

***Keputusan Pembelian***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ***No*** | ***PERNYATAAN*** | ***STS*** | ***TS*** | ***N*** | ***S*** | ***SS*** |
| 1 | Mengenal produk sandal eiger sebelum membeli sandal eiger |  |  |  |  |  |
| 2 | Mencari informasi tentang sandal eiger |  |  |  |  |  |
| 3 | Membandingkan sandal eiger dengan sandal produk sandal lainnya |  |  |  |  |  |
| 4 | Anda memutuskan pilihan anda setelah melakukan perbandingan dengan sandal produk lain |  |  |  |  |  |
| 5 | Anda merasa puas setelah membeli sandal eiger |  |  |  |  |  |

Sumber : sefnedi (2013)

**LAMPIRAN 2**

**TABULASI DATA SEBELUM UJI VALIDITAS**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| No | **Profil Responden** | | | | |
| Umur | Jenis Kelamin | Pekerjaan | Frekuensi | Nama Toko |
| 1 | 2 | 1 | 6 | 1 | 4 |
| 2 | 3 | 1 | 7 | 1 | 4 |
| 3 | 2 | 1 | 7 | 2 | 1 |
| 4 | 2 | 1 | 6 | 1 | 3 |
| 5 | 2 | 1 | 3 | 1 | 3 |
| 6 | 2 | 1 | 6 | 1 | 4 |
| 7 | 2 | 1 | 6 | 1 | 1 |
| 8 | 2 | 1 | 3 | 1 | 1 |
| 9 | 2 | 1 | 6 | 1 | 1 |
| 10 | 3 | 1 | 3 | 1 | 4 |
| 11 | 1 | 2 | 6 | 1 | 4 |
| 12 | 2 | 1 | 7 | 1 | 1 |
| 13 | 3 | 1 | 3 | 2 | 1 |
| 14 | 2 | 1 | 6 | 1 | 4 |
| 15 | 2 | 1 | 6 | 1 | 1 |
| 16 | 3 | 1 | 3 | 2 | 1 |
| 17 | 2 | 1 | 2 | 1 | 4 |
| 18 | 2 | 1 | 2 | 1 | 1 |
| 19 | 2 | 1 | 6 | 1 | 4 |
| 20 | 2 | 2 | 6 | 1 | 1 |
| 21 | 2 | 1 | 6 | 1 | 1 |
| 22 | 2 | 1 | 6 | 2 | 1 |
| 23 | 1 | 1 | 6 | 1 | 4 |
| 24 | 2 | 1 | 6 | 1 | 1 |
| 25 | 1 | 1 | 6 | 1 | 1 |
| 26 | 3 | 1 | 2 | 1 | 4 |
| 27 | 3 | 1 | 3 | 1 | 4 |
| 28 | 1 | 2 | 6 | 2 | 1 |
| 29 | 3 | 1 | 3 | 1 | 2 |
| 30 | 1 | 2 | 6 | 1 | 4 |
| 31 | 1 | 1 | 2 | 1 | 1 |
| 32 | 1 | 1 | 3 | 1 | 1 |
| 33 | 1 | 1 | 6 | 1 | 1 |
| 34 | 1 | 1 | 6 | 1 | 1 |
| 35 | 2 | 1 | 6 | 1 | 4 |
| 36 | 2 | 1 | 6 | 2 | 4 |
| 37 | 1 | 1 | 6 | 1 | 1 |
| 38 | 2 | 1 | 6 | 1 | 1 |
| 39 | 1 | 1 | 6 | 1 | 2 |
| 40 | 4 | 1 | 1 | 1 | 4 |
| 41 | 2 | 1 | 6 | 1 | 1 |
| 42 | 2 | 1 | 6 | 2 | 1 |
| 43 | 2 | 1 | 5 | 1 | 1 |
| 44 | 2 | 1 | 6 | 1 | 1 |
| 45 | 1 | 2 | 6 | 1 | 3 |
| 46 | 2 | 1 | 2 | 1 | 1 |
| 47 | 3 | 1 | 3 | 1 | 1 |
| 48 | 1 | 1 | 6 | 1 | 1 |
| 49 | 2 | 1 | 3 | 1 | 4 |
| 50 | 2 | 1 | 6 | 1 | 1 |
| 51 | 3 | 1 | 2 | 1 | 4 |
| 52 | 2 | 1 | 6 | 1 | 1 |
| 53 | 2 | 1 | 6 | 1 | 3 |
| 54 | 1 | 2 | 6 | 1 | 3 |
| 55 | 2 | 1 | 3 | 2 | 3 |
| 56 | 3 | 1 | 2 | 1 | 3 |
| 57 | 2 | 1 | 6 | 1 | 1 |
| 58 | 4 | 1 | 5 | 1 | 3 |
| 59 | 2 | 1 | 6 | 2 | 4 |
| 60 | 2 | 1 | 6 | 1 | 2 |
| 61 | 2 | 1 | 3 | 1 | 3 |
| 62 | 2 | 1 | 6 | 2 | 4 |
| 63 | 3 | 1 | 7 | 2 | 4 |
| 64 | 1 | 1 | 6 | 2 | 3 |
| 65 | 3 | 1 | 5 | 2 | 4 |
| 66 | 4 | 1 | 5 | 2 | 3 |
| 67 | 2 | 1 | 6 | 3 | 4 |
| 68 | 2 | 2 | 6 | 2 | 1 |
| 69 | 1 | 2 | 6 | 3 | 1 |
| 70 | 3 | 2 | 2 | 2 | 1 |
| 71 | 2 | 1 | 3 | 3 | 4 |
| 72 | 2 | 1 | 6 | 2 | 2 |
| 73 | 1 | 1 | 6 | 2 | 4 |
| 74 | 3 | 1 | 2 | 2 | 1 |
| 75 | 2 | 1 | 6 | 1 | 1 |
| 76 | 5 | 1 | 4 | 4 | 1 |
| 77 | 1 | 1 | 6 | 1 | 1 |
| 78 | 3 | 1 | 3 | 2 | 1 |
| 79 | 3 | 1 | 5 | 1 | 1 |
| 80 | 2 | 1 | 3 | 2 | 4 |
| 81 | 1 | 2 | 6 | 1 | 4 |
| 82 | 3 | 1 | 2 | 3 | 3 |
| 83 | 2 | 1 | 6 | 2 | 3 |
| 84 | 3 | 1 | 5 | 3 | 4 |
| 85 | 4 | 1 | 1 | 2 | 4 |
| 86 | 3 | 1 | 2 | 2 | 1 |
| 87 | 2 | 1 | 6 | 2 | 4 |
| 88 | 1 | 1 | 6 | 1 | 3 |
| 89 | 2 | 1 | 6 | 3 | 4 |
| 90 | 2 | 1 | 6 | 2 | 4 |
| 91 | 2 | 1 | 3 | 2 | 3 |
| 92 | 3 | 1 | 2 | 3 | 4 |
| 93 | 3 | 1 | 3 | 3 | 3 |
| 94 | 2 | 1 | 3 | 2 | 2 |
| 95 | 2 | 1 | 6 | 2 | 3 |
| 96 | 3 | 1 | 3 | 2 | 1 |
| 97 | 1 | 1 | 6 | 2 | 4 |
| 98 | 2 | 1 | 6 | 2 | 1 |
| 99 | 1 | 1 | 6 | 2 | 4 |
| 100 | 2 | 1 | 3 | 2 | 4 |
| 101 | 1 | 1 | 6 | 2 | 1 |
| 102 | 3 | 1 | 3 | 3 | 4 |
| 103 | 4 | 1 | 3 | 3 | 3 |
| 104 | 2 | 1 | 6 | 2 | 4 |
| 105 | 2 | 1 | 6 | 2 | 4 |
| 106 | 2 | 1 | 6 | 1 | 4 |
| 107 | 4 | 1 | 3 | 1 | 4 |
| 108 | 2 | 1 | 6 | 2 | 1 |
| 109 | 3 | 1 | 3 | 2 | 4 |
| 110 | 1 | 1 | 6 | 1 | 4 |
| 111 | 2 | 1 | 6 | 2 | 3 |
| 112 | 2 | 1 | 6 | 1 | 4 |
| 113 | 3 | 1 | 5 | 1 | 4 |
| 114 | 4 | 1 | 6 | 1 | 1 |
| 115 | 2 | 1 | 6 | 2 | 4 |
| 116 | 3 | 1 | 3 | 2 | 4 |
| 117 | 1 | 2 | 6 | 2 | 4 |
| 118 | 3 | 1 | 3 | 3 | 4 |
| 119 | 2 | 1 | 6 | 2 | 4 |
| 120 | 4 | 1 | 2 | 2 | 2 |
| 121 | 1 | 2 | 6 | 1 | 1 |
| 122 | 2 | 1 | 3 | 2 | 1 |
| 123 | 2 | 1 | 6 | 1 | 1 |
| 124 | 2 | 1 | 6 | 1 | 4 |
| 125 | 4 | 1 | 2 | 2 | 4 |
| 126 | 2 | 1 | 6 | 1 | 1 |
| 127 | 2 | 1 | 7 | 1 | 4 |
| 128 | 1 | 1 | 6 | 1 | 3 |
| 129 | 2 | 1 | 6 | 1 | 4 |
| 130 | 2 | 1 | 6 | 1 | 4 |
| 131 | 2 | 1 | 6 | 1 | 1 |
| 132 | 2 | 1 | 6 | 1 | 1 |
| 133 | 2 | 1 | 6 | 1 | 1 |
| 134 | 2 | 1 | 3 | 2 | 1 |
| 135 | 2 | 1 | 3 | 2 | 3 |
| 136 | 1 | 1 | 6 | 1 | 4 |
| 137 | 1 | 1 | 6 | 2 | 4 |
| 138 | 2 | 1 | 6 | 2 | 4 |
| 139 | 1 | 1 | 6 | 2 | 4 |
| 140 | 2 | 1 | 2 | 2 | 4 |
| 141 | 1 | 1 | 3 | 1 | 4 |
| 142 | 2 | 1 | 6 | 2 | 1 |
| 143 | 2 | 1 | 6 | 3 | 2 |
| 144 | 3 | 1 | 5 | 3 | 1 |
| 145 | 3 | 1 | 3 | 2 | 2 |
| 146 | 2 | 1 | 6 | 1 | 3 |
| 147 | 2 | 1 | 6 | 2 | 3 |
| 148 | 1 | 1 | 7 | 2 | 4 |
| 149 | 2 | 1 | 2 | 3 | 1 |
| 150 | 2 | 1 | 7 | 3 | 2 |
| 151 | 3 | 1 | 6 | 2 | 4 |
| 152 | 2 | 1 | 6 | 2 | 3 |
| 153 | 2 | 1 | 6 | 1 | 2 |
| 154 | 2 | 1 | 2 | 1 | 4 |
| 155 | 2 | 1 | 6 | 3 | 4 |
| 156 | 1 | 1 | 6 | 2 | 1 |
| 157 | 1 | 1 | 6 | 3 | 3 |
| 158 | 2 | 1 | 6 | 2 | 4 |
| 159 | 2 | 2 | 6 | 2 | 4 |
| 160 | 2 | 1 | 6 | 2 | 4 |
| 161 | 3 | 1 | 3 | 2 | 4 |
| 162 | 1 | 1 | 6 | 2 | 4 |
| 163 | 2 | 1 | 6 | 1 | 3 |
| 164 | 4 | 2 | 3 | 2 | 1 |
| 165 | 3 | 1 | 1 | 2 | 4 |
| 166 | 1 | 1 | 6 | 1 | 1 |
| 167 | 1 | 1 | 6 | 1 | 1 |
| 168 | 2 | 1 | 6 | 2 | 1 |
| 169 | 2 | 1 | 6 | 1 | 1 |
| 170 | 2 | 1 | 6 | 1 | 1 |
| 171 | 2 | 1 | 6 | 1 | 1 |
| 172 | 2 | 1 | 6 | 1 | 1 |
| 173 | 2 | 1 | 6 | 2 | 4 |
| 174 | 3 | 1 | 3 | 1 | 1 |
| 175 | 1 | 2 | 6 | 1 | 4 |
| 176 | 2 | 2 | 7 | 2 | 3 |
| 177 | 2 | 1 | 6 | 2 | 4 |
| 178 | 4 | 1 | 3 | 1 | 3 |
| 179 | 2 | 1 | 6 | 1 | 1 |
| 180 | 2 | 1 | 7 | 1 | 1 |
| 181 | 1 | 1 | 6 | 1 | 1 |
| 182 | 2 | 1 | 6 | 1 | 4 |
| 183 | 4 | 2 | 2 | 4 | 1 |
| 184 | 2 | 1 | 6 | 1 | 1 |
| 185 | 3 | 1 | 3 | 2 | 4 |
| 186 | 2 | 2 | 6 | 2 | 3 |
| 187 | 1 | 1 | 6 | 1 | 1 |
| 188 | 1 | 1 | 6 | 2 | 1 |
| 189 | 1 | 1 | 6 | 2 | 4 |
| 190 | 2 | 1 | 2 | 2 | 3 |
| 191 | 2 | 1 | 6 | 2 | 1 |
| 192 | 3 | 1 | 2 | 2 | 1 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | **Citra Merek (X1)** | | | | | | | | | | | | | |
| cm1 | cm2 | cm3 | cm4 | cm5 | cm6 | cm7 | cm8 | cm9 | cm10 | cm11 | cm12 | cm13 | cm14 |
| 1 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 5 | 3 | 3 |
| 2 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 |
| 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 4 | 3 | 4 |
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| 5 | 4 | 3 | 5 | 4 | 3 | 5 | 3 | 4 | 3 | 5 | 3 | 4 | 4 | 4 |
| 6 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 7 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 |
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| 11 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 3 |
| 12 | 4 | 2 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 5 | 4 |
| 13 | 4 | 2 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 3 |
| 14 | 4 | 3 | 3 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 4 |
| 15 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 |
| 16 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 5 | 4 |
| 17 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 5 | 4 |
| 18 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 |
| 19 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 5 | 3 | 4 |
| 20 | 3 | 2 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 |
| 21 | 5 | 4 | 3 | 2 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 3 | 5 |
| 22 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 5 | 4 |
| 23 | 3 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 3 | 3 | 2 | 3 | 4 | 3 |
| 24 | 4 | 3 | 3 | 4 | 2 | 5 | 2 | 4 | 4 | 4 | 3 | 4 | 5 | 4 |
| 25 | 3 | 3 | 5 | 3 | 5 | 5 | 5 | 3 | 3 | 5 | 3 | 3 | 4 | 5 |
| 26 | 5 | 4 | 3 | 2 | 3 | 2 | 3 | 4 | 2 | 3 | 3 | 3 | 4 | 3 |
| 27 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 3 | 4 | 3 | 5 |
| 28 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 3 | 4 | 3 | 5 |
| 29 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 |
| 30 | 5 | 4 | 2 | 3 | 2 | 3 | 2 | 5 | 5 | 5 | 2 | 2 | 5 | 4 |
| 31 | 4 | 3 | 2 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 4 |
| 32 | 3 | 4 | 3 | 2 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 2 | 3 | 4 |
| 33 | 4 | 4 | 4 | 3 | 3 | 2 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 5 |
| 34 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 4 | 3 | 4 | 3 |
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| 36 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 4 |
| 37 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| 38 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 39 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 5 | 4 | 4 | 5 | 3 | 4 | 3 |
| 40 | 4 | 2 | 4 | 5 | 3 | 4 | 3 | 3 | 3 | 5 | 4 | 5 | 4 | 4 |
| 41 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 |
| 42 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 |
| 43 | 4 | 3 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 44 | 5 | 3 | 2 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 |
| 45 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 46 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 |
| 47 | 5 | 2 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 48 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 |
| 49 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 53 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 5 | 3 |
| 54 | 5 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 5 | 3 | 4 | 3 |
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| 56 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 4 |
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| 58 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 5 |
| 59 | 5 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |
| 60 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 |
| 61 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 5 |
| 62 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 4 |
| 63 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 |
| 64 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 |
| 66 | 4 | 4 | 2 | 3 | 4 | 3 | 4 | 3 | 3 | 5 | 2 | 2 | 5 | 5 |
| 67 | 5 | 4 | 3 | 5 | 3 | 3 | 3 | 4 | 4 | 2 | 4 | 2 | 5 | 2 |
| 68 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 2 | 4 | 2 | 5 | 3 |
| 69 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 5 |
| 70 | 5 | 5 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
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| **Jumlah** | **748** | **708** | **719** | **705** | **718** | **739** | **713** | **751** | **748** | **775** | **730** | **719** | **741** | **774** |
| **Rata-Rata** | **3,90** | **3,69** | **3,74** | **3,67** | **3,74** | **3,85** | **3,71** | **3,91** | **3,90** | **4,04** | **3,80** | **3,74** | **3,86** | **4,03** |
| **TCR** | **77,92** | **73,75** | **74,90** | **73,44** | **74,79** | **76,98** | **74,27** | **78,23** | **77,92** | **80,73** | **76,04** | **74,90** | **77,19** | **80,63** |

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| 19 | 5 | 5 | 3 | 3 | 3 |
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| 27 | 3 | 5 | 4 | 4 | 4 |
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| **Jumlah** | **726** | **764** | **732** | **722** | **735** |
| **Rata-Rata** | **3,78** | **3,98** | **3,81** | **3,76** | **3,83** |
| **TCR** | **75,63** | **79,58** | **76,25** | **75,21** | **76,56** |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No | **Distribusi (X3)** | | | | | | |
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| 48 | 3 | 3 | 3 | 3 | 4 | 3 | 3 |
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| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 61 | 4 | 4 | 3 | 4 | 5 | 4 | 4 |
| 62 | 5 | 4 | 4 | 4 | 5 | 4 | 4 |
| 63 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
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| 66 | 4 | 4 | 4 | 3 | 5 | 4 | 4 |
| 67 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 68 | 4 | 5 | 4 | 4 | 5 | 3 | 3 |
| 69 | 4 | 5 | 4 | 4 | 4 | 3 | 3 |
| 70 | 5 | 5 | 3 | 5 | 4 | 4 | 4 |
| 71 | 5 | 5 | 4 | 5 | 3 | 5 | 5 |
| 72 | 5 | 5 | 2 | 5 | 4 | 5 | 5 |
| 73 | 3 | 3 | 5 | 3 | 4 | 4 | 4 |
| 74 | 3 | 3 | 4 | 3 | 5 | 4 | 4 |
| 75 | 3 | 3 | 4 | 3 | 5 | 4 | 4 |
| 76 | 3 | 3 | 4 | 3 | 4 | 3 | 3 |
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| 78 | 5 | 5 | 4 | 5 | 5 | 4 | 4 |
| 79 | 5 | 5 | 4 | 5 | 4 | 4 | 4 |
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| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 97 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
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| 101 | 4 | 3 | 3 | 4 | 5 | 4 | 4 |
| 102 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 103 | 5 | 5 | 4 | 5 | 3 | 4 | 4 |
| 104 | 5 | 5 | 4 | 5 | 4 | 5 | 5 |
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| 106 | 5 | 5 | 4 | 5 | 4 | 5 | 5 |
| 107 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
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| 109 | 4 | 3 | 3 | 4 | 3 | 3 | 3 |
| 110 | 4 | 3 | 3 | 4 | 5 | 3 | 3 |
| 111 | 4 | 4 | 3 | 4 | 4 | 3 | 3 |
| 112 | 4 | 4 | 5 | 4 | 3 | 4 | 4 |
| 113 | 4 | 4 | 3 | 4 | 4 | 3 | 3 |
| 114 | 5 | 5 | 4 | 5 | 3 | 3 | 3 |
| 115 | 4 | 4 | 3 | 4 | 3 | 4 | 4 |
| 116 | 4 | 4 | 3 | 4 | 3 | 3 | 3 |
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| 118 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 119 | 4 | 4 | 3 | 4 | 3 | 3 | 3 |
| 120 | 4 | 4 | 3 | 4 | 4 | 3 | 3 |
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| 122 | 5 | 5 | 5 | 5 | 3 | 5 | 5 |
| 123 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 124 | 3 | 3 | 4 | 3 | 2 | 4 | 4 |
| 125 | 2 | 2 | 2 | 2 | 4 | 3 | 3 |
| 126 | 5 | 5 | 4 | 5 | 4 | 5 | 5 |
| 127 | 2 | 2 | 2 | 2 | 3 | 2 | 2 |
| 128 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 129 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 130 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 131 | 3 | 3 | 3 | 3 | 5 | 4 | 4 |
| 132 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 133 | 5 | 5 | 5 | 5 | 3 | 3 | 3 |
| 134 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 135 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 136 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 137 | 5 | 5 | 4 | 5 | 5 | 3 | 3 |
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| 143 | 3 | 3 | 3 | 3 | 4 | 3 | 3 |
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| 146 | 4 | 4 | 3 | 4 | 4 | 5 | 5 |
| 147 | 4 | 4 | 3 | 4 | 4 | 5 | 5 |
| 148 | 5 | 5 | 3 | 5 | 4 | 3 | 3 |
| 149 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 150 | 4 | 4 | 5 | 4 | 3 | 4 | 4 |
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| 153 | 2 | 2 | 3 | 2 | 5 | 4 | 4 |
| 154 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
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| 156 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
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| 158 | 5 | 5 | 4 | 5 | 4 | 5 | 5 |
| 159 | 4 | 4 | 5 | 4 | 3 | 5 | 5 |
| 160 | 2 | 2 | 2 | 2 | 3 | 4 | 4 |
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| 162 | 5 | 5 | 5 | 5 | 5 | 3 | 3 |
| 163 | 3 | 3 | 3 | 3 | 5 | 3 | 3 |
| 164 | 3 | 3 | 3 | 3 | 5 | 3 | 3 |
| 165 | 3 | 3 | 3 | 3 | 5 | 3 | 3 |
| 166 | 5 | 5 | 4 | 5 | 4 | 3 | 3 |
| 167 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 168 | 5 | 5 | 4 | 5 | 3 | 4 | 4 |
| 169 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
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| 172 | 3 | 3 | 3 | 3 | 4 | 3 | 3 |
| 173 | 2 | 2 | 2 | 2 | 5 | 4 | 4 |
| 174 | 2 | 2 | 2 | 2 | 4 | 4 | 4 |
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| 176 | 4 | 4 | 3 | 4 | 3 | 5 | 5 |
| 177 | 3 | 5 | 4 | 4 | 3 | 5 | 5 |
| 178 | 4 | 3 | 4 | 3 | 4 | 4 | 4 |
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| 182 | 3 | 4 | 3 | 5 | 4 | 4 | 4 |
| 183 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 184 | 4 | 5 | 5 | 4 | 2 | 4 | 4 |
| 185 | 5 | 3 | 3 | 4 | 5 | 5 | 5 |
| 186 | 4 | 4 | 4 | 5 | 2 | 4 | 4 |
| 187 | 4 | 3 | 3 | 3 | 3 | 4 | 4 |
| 188 | 3 | 2 | 4 | 4 | 5 | 4 | 3 |
| 189 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 190 | 4 | 5 | 4 | 4 | 3 | 4 | 4 |
| 191 | 3 | 5 | 4 | 4 | 4 | 5 | 5 |
| 192 | 4 | 3 | 4 | 3 | 5 | 4 | 4 |
| **Jumlah** | **732** | **708** | **687** | **721** | **746** | **714** | **721** |
| **Rata-Rata** | **3,81** | **3,69** | **3,58** | **3,76** | **3,89** | **3,72** | **3,76** |
| **TCR** | **76,25** | **73,75** | **71,56** | **75,10** | **77,71** | **74,38** | **75,10** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| No | **Keputusan Pembelian (Y)** | | | | |
| kp1 | kp2 | kp3 | kp4 | kp5 |
| 1 | 4 | 4 | 4 | 3 | 4 |
| 2 | 5 | 5 | 5 | 5 | 5 |
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| 8 | 5 | 5 | 4 | 4 | 5 |
| 9 | 4 | 4 | 4 | 4 | 4 |
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| 13 | 2 | 2 | 2 | 4 | 2 |
| 14 | 2 | 2 | 2 | 4 | 2 |
| 15 | 5 | 4 | 3 | 5 | 3 |
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| 24 | 4 | 4 | 4 | 4 | 4 |
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| 26 | 4 | 5 | 4 | 5 | 4 |
| 27 | 4 | 4 | 4 | 4 | 4 |
| 28 | 5 | 5 | 5 | 4 | 5 |
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| 30 | 4 | 4 | 4 | 4 | 4 |
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| 34 | 5 | 5 | 4 | 4 | 4 |
| 35 | 5 | 5 | 4 | 5 | 4 |
| 36 | 5 | 3 | 4 | 4 | 4 |
| 37 | 5 | 5 | 4 | 5 | 4 |
| 38 | 4 | 4 | 4 | 4 | 4 |
| 39 | 3 | 3 | 4 | 3 | 4 |
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| 45 | 5 | 5 | 4 | 3 | 4 |
| 46 | 5 | 4 | 3 | 4 | 3 |
| 47 | 4 | 4 | 3 | 3 | 3 |
| 48 | 4 | 3 | 3 | 3 | 3 |
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| 54 | 3 | 4 | 4 | 4 | 4 |
| 55 | 4 | 4 | 3 | 4 | 3 |
| 56 | 4 | 5 | 5 | 5 | 5 |
| 57 | 5 | 5 | 4 | 5 | 4 |
| 58 | 5 | 4 | 5 | 5 | 5 |
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| 60 | 4 | 4 | 4 | 4 | 4 |
| 61 | 4 | 5 | 4 | 5 | 4 |
| 62 | 3 | 4 | 5 | 4 | 5 |
| 63 | 4 | 4 | 4 | 4 | 4 |
| 64 | 4 | 5 | 4 | 4 | 4 |
| 65 | 4 | 4 | 4 | 5 | 4 |
| 66 | 3 | 4 | 3 | 5 | 3 |
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| 68 | 4 | 4 | 4 | 4 | 4 |
| 69 | 5 | 4 | 4 | 4 | 4 |
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| 71 | 4 | 5 | 5 | 4 | 5 |
| 72 | 4 | 5 | 5 | 5 | 5 |
| 73 | 4 | 4 | 4 | 4 | 4 |
| 74 | 5 | 4 | 3 | 4 | 3 |
| 75 | 3 | 4 | 3 | 3 | 3 |
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| 77 | 3 | 4 | 4 | 3 | 4 |
| 78 | 3 | 4 | 3 | 3 | 3 |
| 79 | 5 | 4 | 3 | 5 | 3 |
| 80 | 4 | 4 | 3 | 4 | 3 |
| 81 | 4 | 4 | 4 | 4 | 4 |
| 82 | 5 | 5 | 5 | 5 | 5 |
| 83 | 4 | 5 | 5 | 3 | 5 |
| 84 | 4 | 4 | 4 | 4 | 4 |
| 85 | 3 | 4 | 3 | 3 | 3 |
| 86 | 3 | 4 | 3 | 5 | 5 |
| 87 | 4 | 4 | 3 | 4 | 5 |
| 88 | 4 | 4 | 4 | 4 | 4 |
| 89 | 5 | 5 | 5 | 4 | 4 |
| 90 | 4 | 5 | 5 | 5 | 4 |
| 91 | 4 | 4 | 4 | 4 | 4 |
| 92 | 4 | 5 | 4 | 2 | 4 |
| 93 | 5 | 5 | 5 | 5 | 5 |
| 94 | 5 | 5 | 5 | 4 | 5 |
| 95 | 3 | 5 | 4 | 5 | 5 |
| 96 | 5 | 4 | 5 | 5 | 3 |
| 97 | 5 | 5 | 5 | 4 | 5 |
| 98 | 5 | 5 | 4 | 4 | 5 |
| 99 | 4 | 3 | 4 | 4 | 4 |
| 100 | 4 | 5 | 5 | 4 | 5 |
| 101 | 4 | 4 | 4 | 3 | 4 |
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| 108 | 3 | 3 | 4 | 3 | 4 |
| 109 | 3 | 3 | 4 | 5 | 4 |
| 110 | 4 | 5 | 3 | 4 | 3 |
| 111 | 5 | 3 | 4 | 3 | 4 |
| 112 | 3 | 3 | 4 | 4 | 4 |
| 113 | 3 | 5 | 3 | 5 | 3 |
| 114 | 4 | 5 | 5 | 5 | 5 |
| 115 | 5 | 3 | 4 | 5 | 4 |
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| 117 | 4 | 3 | 5 | 5 | 4 |
| 118 | 4 | 5 | 5 | 5 | 4 |
| 119 | 5 | 4 | 5 | 5 | 4 |
| 120 | 3 | 4 | 5 | 4 | 4 |
| 121 | 4 | 4 | 3 | 4 | 5 |
| 122 | 5 | 4 | 3 | 4 | 4 |
| 123 | 4 | 4 | 4 | 5 | 4 |
| 124 | 4 | 4 | 4 | 3 | 4 |
| 125 | 4 | 4 | 4 | 4 | 4 |
| 126 | 4 | 5 | 5 | 5 | 5 |
| 127 | 3 | 2 | 3 | 2 | 4 |
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| 130 | 4 | 4 | 4 | 4 | 5 |
| 131 | 3 | 3 | 3 | 3 | 3 |
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| 136 | 3 | 4 | 4 | 3 | 4 |
| 137 | 4 | 3 | 3 | 4 | 4 |
| 138 | 4 | 3 | 3 | 3 | 4 |
| 139 | 4 | 4 | 4 | 3 | 4 |
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| 144 | 3 | 3 | 4 | 3 | 2 |
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| 146 | 4 | 3 | 3 | 3 | 4 |
| 147 | 4 | 3 | 3 | 4 | 4 |
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| 159 | 4 | 4 | 4 | 5 | 5 |
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| 162 | 4 | 4 | 3 | 3 | 4 |
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| 164 | 4 | 3 | 3 | 4 | 4 |
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| 167 | 4 | 3 | 3 | 3 | 4 |
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| 169 | 4 | 3 | 3 | 4 | 4 |
| 170 | 2 | 2 | 3 | 3 | 3 |
| 171 | 3 | 3 | 3 | 3 | 3 |
| 172 | 2 | 2 | 2 | 2 | 2 |
| 173 | 3 | 3 | 4 | 3 | 2 |
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| 182 | 4 | 4 | 4 | 4 | 5 |
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| 187 | 4 | 5 | 3 | 3 | 4 |
| 188 | 5 | 5 | 3 | 3 | 4 |
| 189 | 4 | 5 | 4 | 4 | 4 |
| 190 | 4 | 3 | 4 | 4 | 5 |
| 191 | 5 | 3 | 4 | 4 | 4 |
| 192 | 4 | 4 | 4 | 4 | 4 |
| **Jumlah** | **761** | **738** | **732** | **751** | **743** |
| **Rata-Rata** | **3,96** | **3,84** | **3,81** | **3,91** | **3,87** |
| **TCR** | **79,27** | **76,88** | **76,25** | **78,23** | **77,40** |

**TABULASI DATA SETELAH UJI VALIDITAS**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **CITRA MEREK (X1)** | | | | | | | | | **Rata-Rata** |
| cm3 | cm4 | cm5 | cm7 | cm8 | cm9 | cm10 | cm12 | cm14 |
| 1 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 5 | 3 |  |
| 2 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 |
| 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 |
| 5 | 5 | 4 | 3 | 3 | 4 | 3 | 5 | 4 | 4 |
| 6 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 8 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 10 | 5 | 2 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 11 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
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| 13 | 4 | 5 | 5 | 3 | 4 | 4 | 3 | 4 | 3 |
| 14 | 3 | 4 | 3 | 5 | 4 | 4 | 5 | 5 | 4 |
| 15 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 |
| 16 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 |
| 17 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 |
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| 19 | 5 | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 4 |
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| 21 | 3 | 2 | 5 | 4 | 4 | 4 | 5 | 5 | 5 |
| 22 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 |
| 23 | 3 | 4 | 5 | 5 | 5 | 3 | 3 | 3 | 3 |
| 24 | 3 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 4 |
| 25 | 5 | 3 | 5 | 5 | 3 | 3 | 5 | 3 | 5 |
| 26 | 3 | 2 | 3 | 3 | 4 | 2 | 3 | 3 | 3 |
| 27 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 4 | 5 |
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| 44 | 2 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 4 |
| 45 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 46 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 47 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 48 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
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| 68 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 2 | 3 |
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| 80 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 |
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| 82 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 |
| 83 | 3 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 5 |
| 84 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 85 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 87 | 5 | 4 | 3 | 3 | 4 | 4 | 5 | 5 | 5 |
| 88 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 89 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 90 | 5 | 4 | 4 | 4 | 3 | 3 | 5 | 3 | 5 |
| 91 | 5 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 5 |
| 92 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 |
| 93 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 94 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| 95 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 96 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| 97 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 5 |
| 98 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 99 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 100 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 102 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 |
| 103 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 |
| 104 | 3 | 2 | 5 | 5 | 4 | 4 | 3 | 4 | 5 |
| 105 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 |
| 106 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 107 | 3 | 4 | 2 | 2 | 3 | 4 | 4 | 4 | 4 |
| 108 | 3 | 3 | 5 | 5 | 3 | 3 | 5 | 3 | 5 |
| 109 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 110 | 4 | 4 | 5 | 5 | 3 | 3 | 5 | 4 | 3 |
| 111 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 112 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 113 | 2 | 3 | 2 | 2 | 5 | 5 | 5 | 2 | 5 |
| 114 | 2 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 115 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 116 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 5 |
| 117 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 |
| 118 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 119 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 120 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 121 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 122 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 |
| 123 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 |
| 124 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 125 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 126 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 |
| 127 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 |
| 128 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 129 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 130 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 131 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 132 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 133 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 134 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 135 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 |
| 136 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 137 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 |
| 138 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 139 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 |
| 140 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 141 | 3 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 |
| 142 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
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| 144 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 |
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| 147 | 3 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 4 |
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| 150 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 152 | 3 | 4 | 5 | 5 | 3 | 3 | 3 | 4 | 5 |
| 153 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 5 |
| 154 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 |
| 155 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 156 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 |
| 157 | 5 | 4 | 3 | 3 | 5 | 5 | 4 | 4 | 5 |
| 158 | 3 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 4 |
| 159 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 5 |
| 160 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 |
| 161 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 162 | 5 | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 4 |
| 163 | 3 | 3 | 5 | 5 | 5 | 3 | 4 | 3 | 5 |
| 164 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 |
| 165 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 |
| 166 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |
| 167 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 |
| 168 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 |
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| 170 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 5 |
| 171 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 172 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 |
| 173 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |
| 174 | 2 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 175 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 |
| 176 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 3 |
| 177 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 |
| 178 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 5 |
| 179 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 180 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 |
| 181 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 182 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 183 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 |
| 184 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 185 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 |
| 186 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 187 | 4 | 3 | 5 | 5 | 3 | 4 | 3 | 5 | 3 |
| 188 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 |
| 189 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 4 |
| 190 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 5 |
| 191 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 5 | 5 |
| 192 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 3 |
| **Jumlah** | **719** | **705** | **718** | **713** | **751** | **748** | **775** | **719** | **774** | **736** |
| **Rata-Rata** | **3,74** | **3,67** | **3,74** | **3,71** | **3,91** | **3,90** | **4,04** | **3,74** | **4,03** | **3,83** |
| **TCR** | **74,90** | **73,44** | **74,79** | **74,27** | **78,23** | **77,92** | **80,73** | **74,90** | **80,63** | **76,64** |

|  |  |  |  |  |  |  |
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| No | **Produk (X2)** | | | | | **Rata-Rata** |
| pr1 | pr2 | pr3 | pr4 | pr5 |
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| 3 | 4 | 4 | 3 | 4 | 4 |
| 4 | 5 | 5 | 5 | 5 | 5 |
| 5 | 3 | 3 | 3 | 3 | 4 |
| 6 | 3 | 3 | 3 | 3 | 4 |
| 7 | 3 | 3 | 3 | 3 | 3 |
| 8 | 5 | 5 | 3 | 4 | 4 |
| 9 | 3 | 3 | 3 | 3 | 3 |
| 10 | 5 | 5 | 4 | 4 | 4 |
| 11 | 4 | 4 | 4 | 4 | 4 |
| 12 | 3 | 3 | 3 | 3 | 3 |
| 13 | 3 | 3 | 3 | 3 | 3 |
| 14 | 3 | 3 | 3 | 3 | 3 |
| 15 | 2 | 2 | 4 | 2 | 2 |
| 16 | 2 | 2 | 4 | 2 | 2 |
| 17 | 4 | 5 | 5 | 3 | 3 |
| 18 | 5 | 4 | 5 | 3 | 3 |
| 19 | 5 | 5 | 3 | 3 | 3 |
| 20 | 4 | 4 | 4 | 4 | 4 |
| 21 | 5 | 4 | 4 | 5 | 5 |
| 22 | 5 | 5 | 4 | 4 | 4 |
| 23 | 5 | 5 | 5 | 4 | 4 |
| 24 | 3 | 3 | 4 | 3 | 3 |
| 25 | 3 | 4 | 4 | 4 | 4 |
| 26 | 4 | 4 | 4 | 4 | 4 |
| 27 | 3 | 5 | 4 | 4 | 4 |
| 28 | 4 | 4 | 5 | 4 | 4 |
| 29 | 4 | 4 | 4 | 4 | 4 |
| 30 | 5 | 5 | 4 | 5 | 5 |
| 31 | 4 | 4 | 4 | 4 | 4 |
| 32 | 4 | 4 | 4 | 4 | 4 |
| 33 | 3 | 4 | 3 | 4 | 4 |
| 34 | 3 | 4 | 4 | 3 | 3 |
| 35 | 4 | 4 | 3 | 4 | 4 |
| 36 | 5 | 5 | 4 | 4 | 4 |
| 37 | 5 | 5 | 5 | 4 | 4 |
| 38 | 3 | 5 | 4 | 4 | 4 |
| 39 | 5 | 5 | 3 | 4 | 4 |
| 40 | 4 | 4 | 4 | 4 | 4 |
| 41 | 3 | 3 | 3 | 4 | 4 |
| 42 | 3 | 4 | 3 | 4 | 4 |
| 43 | 4 | 4 | 3 | 4 | 4 |
| 44 | 4 | 4 | 3 | 4 | 4 |
| 45 | 4 | 5 | 4 | 4 | 4 |
| 46 | 4 | 4 | 3 | 3 | 3 |
| 47 | 5 | 5 | 3 | 4 | 4 |
| 48 | 4 | 5 | 4 | 3 | 3 |
| 49 | 4 | 4 | 3 | 3 | 3 |
| 50 | 3 | 4 | 3 | 3 | 3 |
| 51 | 3 | 3 | 3 | 3 | 3 |
| 52 | 4 | 4 | 3 | 3 | 3 |
| 53 | 4 | 4 | 3 | 3 | 3 |
| 54 | 5 | 5 | 4 | 5 | 5 |
| 55 | 4 | 4 | 4 | 3 | 3 |
| 56 | 4 | 3 | 4 | 4 | 4 |
| 57 | 4 | 4 | 4 | 3 | 3 |
| 58 | 5 | 4 | 5 | 5 | 5 |
| 59 | 4 | 3 | 5 | 4 | 4 |
| 60 | 4 | 5 | 5 | 5 | 5 |
| 61 | 4 | 3 | 4 | 3 | 3 |
| 62 | 4 | 4 | 4 | 4 | 4 |
| 63 | 5 | 4 | 5 | 4 | 4 |
| 64 | 4 | 3 | 4 | 5 | 5 |
| 65 | 4 | 4 | 4 | 4 | 4 |
| 66 | 5 | 4 | 4 | 4 | 4 |
| 67 | 4 | 4 | 5 | 4 | 4 |
| 68 | 4 | 3 | 5 | 3 | 3 |
| 69 | 4 | 4 | 4 | 3 | 3 |
| 70 | 4 | 4 | 4 | 4 | 4 |
| 71 | 4 | 5 | 4 | 4 | 4 |
| 72 | 5 | 5 | 5 | 5 | 5 |
| 73 | 5 | 4 | 4 | 5 | 5 |
| 74 | 5 | 4 | 5 | 5 | 5 |
| 75 | 4 | 4 | 4 | 4 | 4 |
| 76 | 4 | 5 | 4 | 3 | 3 |
| 77 | 4 | 3 | 3 | 3 | 3 |
| 78 | 3 | 4 | 4 | 4 | 4 |
| 79 | 4 | 3 | 3 | 4 | 4 |
| 80 | 4 | 3 | 3 | 3 | 3 |
| 81 | 4 | 3 | 5 | 3 | 3 |
| 82 | 4 | 4 | 4 | 3 | 3 |
| 83 | 4 | 4 | 4 | 4 | 4 |
| 84 | 5 | 5 | 4 | 5 | 5 |
| 85 | 5 | 4 | 3 | 5 | 5 |
| 86 | 4 | 4 | 4 | 4 | 4 |
| 87 | 5 | 4 | 2 | 4 | 4 |
| 88 | 5 | 5 | 5 | 5 | 5 |
| 89 | 5 | 5 | 5 | 5 | 5 |
| 90 | 5 | 3 | 5 | 4 | 4 |
| 91 | 4 | 5 | 5 | 5 | 5 |
| 92 | 5 | 5 | 4 | 5 | 5 |
| 93 | 5 | 5 | 4 | 4 | 4 |
| 94 | 3 | 4 | 4 | 4 | 4 |
| 95 | 5 | 4 | 3 | 3 | 3 |
| 96 | 4 | 4 | 3 | 4 | 4 |
| 97 | 4 | 5 | 5 | 5 | 5 |
| 98 | 4 | 4 | 4 | 4 | 4 |
| 99 | 5 | 4 | 4 | 4 | 4 |
| 100 | 3 | 4 | 4 | 4 | 4 |
| 101 | 3 | 4 | 4 | 4 | 4 |
| 102 | 3 | 4 | 4 | 4 | 4 |
| 103 | 3 | 4 | 3 | 4 | 4 |
| 104 | 5 | 4 | 5 | 4 | 4 |
| 105 | 5 | 4 | 4 | 3 | 3 |
| 106 | 4 | 5 | 3 | 4 | 4 |
| 107 | 5 | 4 | 4 | 4 | 4 |
| 108 | 5 | 3 | 3 | 3 | 3 |
| 109 | 5 | 4 | 5 | 5 | 5 |
| 110 | 3 | 5 | 5 | 4 | 4 |
| 111 | 4 | 4 | 4 | 4 | 4 |
| 112 | 3 | 4 | 5 | 5 | 5 |
| 113 | 5 | 4 | 5 | 5 | 5 |
| 114 | 4 | 3 | 5 | 5 | 5 |
| 115 | 4 | 5 | 4 | 5 | 5 |
| 116 | 4 | 4 | 5 | 3 | 3 |
| 117 | 4 | 5 | 5 | 3 | 3 |
| 118 | 4 | 4 | 5 | 4 | 4 |
| 119 | 4 | 4 | 3 | 4 | 4 |
| 120 | 4 | 4 | 4 | 4 | 4 |
| 121 | 5 | 4 | 4 | 5 | 5 |
| 122 | 2 | 3 | 2 | 3 | 3 |
| 123 | 3 | 3 | 3 | 3 | 3 |
| 124 | 4 | 5 | 5 | 5 | 5 |
| 125 | 4 | 4 | 4 | 4 | 4 |
| 126 | 3 | 3 | 3 | 3 | 3 |
| 127 | 4 | 4 | 4 | 4 | 4 |
| 128 | 4 | 4 | 3 | 3 | 3 |
| 129 | 3 | 4 | 3 | 3 | 3 |
| 130 | 3 | 4 | 4 | 3 | 3 |
| 131 | 4 | 4 | 3 | 4 | 4 |
| 132 | 3 | 4 | 4 | 3 | 3 |
| 133 | 3 | 4 | 3 | 3 | 3 |
| 134 | 4 | 4 | 3 | 4 | 4 |
| 135 | 4 | 4 | 4 | 4 | 4 |
| 136 | 2 | 2 | 3 | 3 | 3 |
| 137 | 3 | 3 | 3 | 3 | 3 |
| 138 | 2 | 2 | 2 | 2 | 2 |
| 139 | 3 | 3 | 3 | 4 | 4 |
| 140 | 2 | 3 | 4 | 4 | 4 |
| 141 | 3 | 4 | 3 | 3 | 3 |
| 142 | 3 | 4 | 4 | 3 | 3 |
| 143 | 3 | 5 | 5 | 5 | 5 |
| 144 | 3 | 4 | 3 | 3 | 3 |
| 145 | 4 | 5 | 4 | 4 | 4 |
| 146 | 3 | 5 | 4 | 4 | 4 |
| 147 | 4 | 4 | 3 | 4 | 4 |
| 148 | 4 | 5 | 4 | 5 | 5 |
| 149 | 3 | 4 | 4 | 3 | 3 |
| 150 | 3 | 4 | 3 | 3 | 3 |
| 151 | 5 | 4 | 5 | 3 | 3 |
| 152 | 3 | 5 | 3 | 3 | 3 |
| 153 | 4 | 4 | 4 | 5 | 5 |
| 154 | 4 | 4 | 5 | 4 | 4 |
| 155 | 3 | 3 | 3 | 3 | 3 |
| 156 | 4 | 5 | 5 | 5 | 5 |
| 157 | 3 | 3 | 4 | 3 | 3 |
| 158 | 4 | 4 | 5 | 5 | 5 |
| 159 | 3 | 3 | 5 | 5 | 5 |
| 160 | 5 | 4 | 5 | 4 | 4 |
| 161 | 3 | 4 | 4 | 3 | 3 |
| 162 | 3 | 4 | 3 | 3 | 3 |
| 163 | 4 | 4 | 3 | 4 | 4 |
| 164 | 4 | 4 | 4 | 4 | 4 |
| 165 | 2 | 2 | 3 | 3 | 3 |
| 166 | 3 | 3 | 3 | 3 | 3 |
| 167 | 2 | 2 | 2 | 2 | 2 |
| 168 | 3 | 3 | 3 | 4 | 4 |
| 169 | 2 | 3 | 4 | 4 | 4 |
| 170 | 3 | 4 | 3 | 3 | 3 |
| 171 | 3 | 4 | 4 | 3 | 3 |
| 172 | 3 | 5 | 5 | 5 | 5 |
| 173 | 3 | 4 | 3 | 3 | 3 |
| 174 | 4 | 5 | 4 | 4 | 4 |
| 175 | 3 | 5 | 4 | 4 | 4 |
| 176 | 4 | 4 | 3 | 4 | 4 |
| 177 | 4 | 5 | 5 | 5 | 4 |
| 178 | 4 | 4 | 4 | 4 | 5 |
| 179 | 3 | 3 | 3 | 3 | 5 |
| 180 | 3 | 4 | 3 | 3 | 5 |
| 181 | 3 | 4 | 3 | 3 | 3 |
| 182 | 3 | 4 | 3 | 3 | 4 |
| 183 | 5 | 4 | 4 | 4 | 3 |
| 184 | 3 | 4 | 3 | 3 | 5 |
| 185 | 4 | 5 | 3 | 3 | 4 |
| 186 | 3 | 4 | 4 | 4 | 4 |
| 187 | 3 | 4 | 3 | 3 | 4 |
| 188 | 3 | 4 | 3 | 3 | 4 |
| 189 | 3 | 3 | 3 | 3 | 4 |
| 190 | 3 | 4 | 3 | 3 | 4 |
| 191 | 4 | 5 | 5 | 5 | 4 |
| 192 | 4 | 4 | 4 | 4 | 5 |
| **Jumlah** | **726** | **764** | **732** | **722** | **735** | **736** |
| **Rata-Rata** | **3,78** | **3,98** | **3,81** | **3,76** | **3,83** | **3,83** |
| **TCR** | **75,63** | **79,58** | **76,25** | **75,21** | **76,56** | **76,65** |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No | **Distribusi (X3)** | | | | | | **Rata-Rata** |
| dt1 | dt2 | dt3 | dt4 | dt6 | dt7 |
| 1 | 4 | 4 | 3 | 3 | 4 | 4 |  |
| 2 | 4 | 5 | 5 | 4 | 5 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| 5 | 3 | 3 | 2 | 3 | 3 | 3 |
| 6 | 4 | 5 | 4 | 5 | 4 | 4 |
| 7 | 3 | 3 | 3 | 3 | 2 | 3 |
| 8 | 5 | 4 | 4 | 4 | 4 | 5 |
| 9 | 4 | 3 | 4 | 4 | 4 | 4 |
| 10 | 3 | 3 | 3 | 2 | 3 | 3 |
| 11 | 3 | 3 | 2 | 3 | 3 | 3 |
| 12 | 3 | 2 | 3 | 3 | 4 | 2 |
| 13 | 4 | 2 | 3 | 3 | 3 | 3 |
| 14 | 4 | 3 | 3 | 3 | 3 | 3 |
| 15 | 4 | 4 | 4 | 4 | 3 | 3 |
| 16 | 4 | 4 | 3 | 4 | 3 | 3 |
| 17 | 3 | 3 | 3 | 3 | 3 | 4 |
| 18 | 5 | 4 | 4 | 4 | 3 | 3 |
| 19 | 4 | 4 | 3 | 4 | 5 | 5 |
| 20 | 5 | 2 | 3 | 5 | 4 | 4 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 |
| 22 | 3 | 3 | 3 | 3 | 3 | 4 |
| 23 | 4 | 4 | 4 | 4 | 3 | 3 |
| 24 | 3 | 3 | 4 | 4 | 4 | 4 |
| 25 | 3 | 3 | 4 | 3 | 4 | 4 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 |
| 27 | 4 | 4 | 3 | 4 | 4 | 3 |
| 28 | 4 | 5 | 5 | 4 | 5 | 4 |
| 29 | 5 | 4 | 3 | 5 | 3 | 3 |
| 30 | 4 | 4 | 4 | 5 | 3 | 3 |
| 31 | 4 | 3 | 4 | 3 | 3 | 4 |
| 32 | 4 | 4 | 3 | 3 | 3 | 3 |
| 33 | 3 | 4 | 4 | 4 | 4 | 3 |
| 34 | 4 | 4 | 5 | 4 | 4 | 4 |
| 35 | 3 | 3 | 4 | 3 | 4 | 4 |
| 36 | 4 | 3 | 4 | 3 | 4 | 4 |
| 37 | 5 | 4 | 4 | 3 | 4 | 5 |
| 38 | 3 | 3 | 5 | 3 | 4 | 4 |
| 39 | 4 | 3 | 3 | 3 | 3 | 4 |
| 40 | 2 | 2 | 4 | 2 | 4 | 4 |
| 41 | 3 | 3 | 3 | 3 | 4 | 4 |
| 42 | 3 | 3 | 4 | 3 | 4 | 4 |
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| 44 | 4 | 3 | 3 | 4 | 3 | 3 |
| 45 | 3 | 3 | 3 | 3 | 4 | 4 |
| 46 | 4 | 4 | 3 | 3 | 4 | 4 |
| 47 | 5 | 2 | 4 | 3 | 3 | 3 |
| 48 | 3 | 3 | 3 | 3 | 3 | 3 |
| 49 | 3 | 4 | 3 | 4 | 3 | 3 |
| 50 | 4 | 4 | 3 | 4 | 5 | 5 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 |
| 52 | 3 | 3 | 3 | 3 | 3 | 3 |
| 53 | 5 | 5 | 4 | 5 | 5 | 5 |
| 54 | 3 | 3 | 4 | 3 | 4 | 4 |
| 55 | 4 | 4 | 4 | 4 | 5 | 5 |
| 56 | 5 | 5 | 3 | 5 | 5 | 5 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 |
| 59 | 3 | 3 | 4 | 3 | 4 | 5 |
| 60 | 4 | 4 | 4 | 4 | 4 | 5 |
| 61 | 4 | 4 | 3 | 4 | 4 | 4 |
| 62 | 5 | 4 | 4 | 4 | 4 | 4 |
| 63 | 4 | 4 | 4 | 4 | 5 | 4 |
| 64 | 4 | 4 | 4 | 4 | 4 | 5 |
| 65 | 4 | 4 | 3 | 4 | 4 | 4 |
| 66 | 4 | 4 | 4 | 3 | 4 | 4 |
| 67 | 4 | 4 | 3 | 4 | 4 | 4 |
| 68 | 4 | 5 | 4 | 4 | 3 | 3 |
| 69 | 4 | 5 | 4 | 4 | 3 | 3 |
| 70 | 5 | 5 | 3 | 5 | 4 | 4 |
| 71 | 5 | 5 | 4 | 5 | 5 | 5 |
| 72 | 5 | 5 | 2 | 5 | 5 | 5 |
| 73 | 3 | 3 | 5 | 3 | 4 | 4 |
| 74 | 3 | 3 | 4 | 3 | 4 | 4 |
| 75 | 3 | 3 | 4 | 3 | 4 | 4 |
| 76 | 3 | 3 | 4 | 3 | 3 | 3 |
| 77 | 3 | 3 | 3 | 3 | 4 | 4 |
| 78 | 5 | 5 | 4 | 5 | 4 | 4 |
| 79 | 5 | 5 | 4 | 5 | 4 | 4 |
| 80 | 4 | 4 | 4 | 4 | 4 | 4 |
| 81 | 4 | 2 | 4 | 4 | 2 | 5 |
| 82 | 3 | 3 | 2 | 3 | 2 | 5 |
| 83 | 4 | 2 | 2 | 4 | 3 | 3 |
| 84 | 4 | 4 | 4 | 4 | 3 | 3 |
| 85 | 4 | 4 | 3 | 4 | 3 | 3 |
| 86 | 4 | 4 | 3 | 4 | 2 | 2 |
| 87 | 4 | 4 | 4 | 4 | 3 | 3 |
| 88 | 4 | 4 | 4 | 4 | 3 | 3 |
| 89 | 4 | 4 | 4 | 4 | 3 | 3 |
| 90 | 3 | 3 | 4 | 3 | 3 | 3 |
| 91 | 3 | 3 | 3 | 3 | 4 | 4 |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 |
| 94 | 5 | 5 | 4 | 5 | 4 | 4 |
| 95 | 4 | 4 | 4 | 4 | 5 | 5 |
| 96 | 4 | 4 | 4 | 4 | 4 | 4 |
| 97 | 5 | 5 | 5 | 5 | 4 | 4 |
| 98 | 4 | 4 | 4 | 4 | 4 | 4 |
| 99 | 4 | 4 | 4 | 4 | 4 | 4 |
| 100 | 4 | 3 | 4 | 4 | 3 | 3 |
| 101 | 4 | 3 | 3 | 4 | 4 | 4 |
| 102 | 4 | 4 | 4 | 4 | 3 | 3 |
| 103 | 5 | 5 | 4 | 5 | 4 | 4 |
| 104 | 5 | 5 | 4 | 5 | 5 | 5 |
| 105 | 5 | 5 | 4 | 5 | 4 | 4 |
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| 110 | 4 | 3 | 3 | 4 | 3 | 3 |
| 111 | 4 | 4 | 3 | 4 | 3 | 3 |
| 112 | 4 | 4 | 5 | 4 | 4 | 4 |
| 113 | 4 | 4 | 3 | 4 | 3 | 3 |
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| 116 | 4 | 4 | 3 | 4 | 3 | 3 |
| 117 | 4 | 3 | 3 | 4 | 3 | 3 |
| 118 | 3 | 3 | 3 | 3 | 3 | 3 |
| 119 | 4 | 4 | 3 | 4 | 3 | 3 |
| 120 | 4 | 4 | 3 | 4 | 3 | 3 |
| 121 | 5 | 5 | 5 | 5 | 4 | 4 |
| 122 | 5 | 5 | 5 | 5 | 5 | 5 |
| 123 | 4 | 4 | 4 | 4 | 4 | 4 |
| 124 | 3 | 3 | 4 | 3 | 4 | 4 |
| 125 | 2 | 2 | 2 | 2 | 3 | 3 |
| 126 | 5 | 5 | 4 | 5 | 5 | 5 |
| 127 | 2 | 2 | 2 | 2 | 2 | 2 |
| 128 | 3 | 3 | 3 | 3 | 3 | 3 |
| 129 | 5 | 5 | 5 | 5 | 5 | 5 |
| 130 | 4 | 4 | 4 | 4 | 4 | 4 |
| 131 | 3 | 3 | 3 | 3 | 4 | 4 |
| 132 | 4 | 4 | 4 | 4 | 3 | 3 |
| 133 | 5 | 5 | 5 | 5 | 3 | 3 |
| 134 | 3 | 3 | 3 | 3 | 3 | 3 |
| 135 | 3 | 3 | 3 | 3 | 3 | 3 |
| 136 | 3 | 3 | 3 | 3 | 3 | 3 |
| 137 | 5 | 5 | 4 | 5 | 3 | 3 |
| 138 | 3 | 3 | 3 | 3 | 3 | 3 |
| 139 | 5 | 5 | 4 | 5 | 4 | 4 |
| 140 | 4 | 4 | 4 | 4 | 4 | 4 |
| 141 | 3 | 3 | 3 | 3 | 3 | 3 |
| 142 | 3 | 3 | 3 | 3 | 3 | 3 |
| 143 | 3 | 3 | 3 | 3 | 3 | 3 |
| 144 | 2 | 2 | 2 | 2 | 4 | 4 |
| 145 | 2 | 2 | 2 | 2 | 4 | 4 |
| 146 | 4 | 4 | 3 | 4 | 5 | 5 |
| 147 | 4 | 4 | 3 | 4 | 5 | 5 |
| 148 | 5 | 5 | 3 | 5 | 3 | 3 |
| 149 | 4 | 4 | 4 | 4 | 4 | 4 |
| 150 | 4 | 4 | 5 | 4 | 4 | 4 |
| 151 | 5 | 5 | 4 | 5 | 4 | 4 |
| 152 | 5 | 5 | 4 | 5 | 5 | 5 |
| 153 | 2 | 2 | 3 | 2 | 4 | 4 |
| 154 | 5 | 5 | 5 | 5 | 4 | 4 |
| 155 | 2 | 2 | 3 | 2 | 3 | 3 |
| 156 | 4 | 4 | 4 | 4 | 5 | 5 |
| 157 | 4 | 4 | 4 | 4 | 5 | 5 |
| 158 | 5 | 5 | 4 | 5 | 5 | 5 |
| 159 | 4 | 4 | 5 | 4 | 5 | 5 |
| 160 | 2 | 2 | 2 | 2 | 4 | 4 |
| 161 | 4 | 4 | 4 | 4 | 3 | 3 |
| 162 | 5 | 5 | 5 | 5 | 3 | 3 |
| 163 | 3 | 3 | 3 | 3 | 3 | 3 |
| 164 | 3 | 3 | 3 | 3 | 3 | 3 |
| 165 | 3 | 3 | 3 | 3 | 3 | 3 |
| 166 | 5 | 5 | 4 | 5 | 3 | 3 |
| 167 | 3 | 3 | 3 | 3 | 3 | 3 |
| 168 | 5 | 5 | 4 | 5 | 4 | 4 |
| 169 | 4 | 4 | 4 | 4 | 4 | 4 |
| 170 | 3 | 3 | 3 | 3 | 3 | 3 |
| 171 | 3 | 3 | 3 | 3 | 3 | 3 |
| 172 | 3 | 3 | 3 | 3 | 3 | 3 |
| 173 | 2 | 2 | 2 | 2 | 4 | 4 |
| 174 | 2 | 2 | 2 | 2 | 4 | 4 |
| 175 | 4 | 4 | 3 | 4 | 5 | 5 |
| 176 | 4 | 4 | 3 | 4 | 5 | 5 |
| 177 | 3 | 5 | 4 | 4 | 5 | 5 |
| 178 | 4 | 3 | 4 | 3 | 4 | 4 |
| 179 | 5 | 3 | 3 | 4 | 3 | 3 |
| 180 | 4 | 4 | 5 | 5 | 4 | 3 |
| 181 | 3 | 3 | 3 | 3 | 4 | 3 |
| 182 | 3 | 4 | 3 | 5 | 4 | 4 |
| 183 | 4 | 4 | 4 | 4 | 4 | 4 |
| 184 | 4 | 5 | 5 | 4 | 4 | 4 |
| 185 | 5 | 3 | 3 | 4 | 5 | 5 |
| 186 | 4 | 4 | 4 | 5 | 4 | 4 |
| 187 | 4 | 3 | 3 | 3 | 4 | 4 |
| 188 | 3 | 2 | 4 | 4 | 4 | 3 |
| 189 | 4 | 4 | 4 | 4 | 3 | 3 |
| 190 | 4 | 5 | 4 | 4 | 4 | 4 |
| 191 | 3 | 5 | 4 | 4 | 5 | 5 |
| 192 | 4 | 3 | 4 | 3 | 4 | 4 |
| **Jumlah** | **732** | **708** | **687** | **721** | **714** | **721** | **714** |
| **Rata-Rata** | **3,81** | **3,69** | **3,58** | **3,76** | **3,72** | **3,76** | **3,72** |
| **TCR** | **76,25** | **73,75** | **71,56** | **75,10** | **74,38** | **75,10** | **74,36** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | **Keputusan Pembelian (Y)** | | | | | Rata-Rata |
| kp1 | kp2 | kp3 | kp4 | kp5 |
| 1 | 4 | 4 | 4 | 3 | 4 |  |
| 2 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 3 | 3 | 4 |
| 4 | 3 | 3 | 3 | 3 | 4 |
| 5 | 3 | 3 | 3 | 3 | 3 |
| 6 | 5 | 5 | 4 | 5 | 5 |
| 7 | 3 | 3 | 3 | 3 | 3 |
| 8 | 5 | 5 | 4 | 4 | 5 |
| 9 | 4 | 4 | 4 | 4 | 4 |
| 10 | 3 | 3 | 3 | 3 | 3 |
| 11 | 3 | 3 | 3 | 3 | 3 |
| 12 | 3 | 3 | 3 | 3 | 3 |
| 13 | 2 | 2 | 2 | 4 | 2 |
| 14 | 2 | 2 | 2 | 4 | 2 |
| 15 | 5 | 4 | 3 | 5 | 3 |
| 16 | 4 | 5 | 3 | 5 | 3 |
| 17 | 5 | 5 | 3 | 3 | 3 |
| 18 | 4 | 4 | 4 | 4 | 4 |
| 19 | 4 | 5 | 5 | 4 | 5 |
| 20 | 5 | 5 | 4 | 4 | 4 |
| 21 | 5 | 5 | 4 | 5 | 4 |
| 22 | 3 | 3 | 3 | 4 | 3 |
| 23 | 4 | 3 | 4 | 4 | 4 |
| 24 | 4 | 4 | 4 | 4 | 4 |
| 25 | 5 | 3 | 4 | 5 | 4 |
| 26 | 4 | 5 | 4 | 5 | 4 |
| 27 | 4 | 4 | 4 | 4 | 4 |
| 28 | 5 | 5 | 5 | 4 | 5 |
| 29 | 4 | 4 | 4 | 4 | 4 |
| 30 | 4 | 4 | 4 | 4 | 4 |
| 31 | 4 | 3 | 4 | 3 | 4 |
| 32 | 4 | 3 | 3 | 4 | 3 |
| 33 | 4 | 4 | 4 | 3 | 4 |
| 34 | 5 | 5 | 4 | 4 | 4 |
| 35 | 5 | 5 | 4 | 5 | 4 |
| 36 | 5 | 3 | 4 | 4 | 4 |
| 37 | 5 | 5 | 4 | 5 | 4 |
| 38 | 4 | 4 | 4 | 4 | 4 |
| 39 | 3 | 3 | 4 | 3 | 4 |
| 40 | 4 | 3 | 4 | 3 | 4 |
| 41 | 4 | 4 | 4 | 3 | 4 |
| 42 | 4 | 4 | 4 | 3 | 4 |
| 43 | 5 | 4 | 4 | 4 | 4 |
| 44 | 4 | 4 | 3 | 3 | 3 |
| 45 | 5 | 5 | 4 | 3 | 4 |
| 46 | 5 | 4 | 3 | 4 | 3 |
| 47 | 4 | 4 | 3 | 3 | 3 |
| 48 | 4 | 3 | 3 | 3 | 3 |
| 49 | 3 | 3 | 3 | 3 | 3 |
| 50 | 4 | 4 | 3 | 3 | 3 |
| 51 | 4 | 4 | 3 | 3 | 3 |
| 52 | 5 | 5 | 5 | 4 | 5 |
| 53 | 4 | 4 | 3 | 4 | 3 |
| 54 | 3 | 4 | 4 | 4 | 4 |
| 55 | 4 | 4 | 3 | 4 | 3 |
| 56 | 4 | 5 | 5 | 5 | 5 |
| 57 | 5 | 5 | 4 | 5 | 4 |
| 58 | 5 | 4 | 5 | 5 | 5 |
| 59 | 3 | 4 | 3 | 4 | 3 |
| 60 | 4 | 4 | 4 | 4 | 4 |
| 61 | 4 | 5 | 4 | 5 | 4 |
| 62 | 3 | 4 | 5 | 4 | 5 |
| 63 | 4 | 4 | 4 | 4 | 4 |
| 64 | 4 | 5 | 4 | 4 | 4 |
| 65 | 4 | 4 | 4 | 5 | 4 |
| 66 | 3 | 4 | 3 | 5 | 3 |
| 67 | 4 | 4 | 3 | 4 | 3 |
| 68 | 4 | 4 | 4 | 4 | 4 |
| 69 | 5 | 4 | 4 | 4 | 4 |
| 70 | 5 | 5 | 5 | 5 | 5 |
| 71 | 4 | 5 | 5 | 4 | 5 |
| 72 | 4 | 5 | 5 | 5 | 5 |
| 73 | 4 | 4 | 4 | 4 | 4 |
| 74 | 5 | 4 | 3 | 4 | 3 |
| 75 | 3 | 4 | 3 | 3 | 3 |
| 76 | 4 | 3 | 4 | 4 | 4 |
| 77 | 3 | 4 | 4 | 3 | 4 |
| 78 | 3 | 4 | 3 | 3 | 3 |
| 79 | 5 | 4 | 3 | 5 | 3 |
| 80 | 4 | 4 | 3 | 4 | 3 |
| 81 | 4 | 4 | 4 | 4 | 4 |
| 82 | 5 | 5 | 5 | 5 | 5 |
| 83 | 4 | 5 | 5 | 3 | 5 |
| 84 | 4 | 4 | 4 | 4 | 4 |
| 85 | 3 | 4 | 3 | 3 | 3 |
| 86 | 3 | 4 | 3 | 5 | 5 |
| 87 | 4 | 4 | 3 | 4 | 5 |
| 88 | 4 | 4 | 4 | 4 | 4 |
| 89 | 5 | 5 | 5 | 4 | 4 |
| 90 | 4 | 5 | 5 | 5 | 4 |
| 91 | 4 | 4 | 4 | 4 | 4 |
| 92 | 4 | 5 | 4 | 2 | 4 |
| 93 | 5 | 5 | 5 | 5 | 5 |
| 94 | 5 | 5 | 5 | 4 | 5 |
| 95 | 3 | 5 | 4 | 5 | 5 |
| 96 | 5 | 4 | 5 | 5 | 3 |
| 97 | 5 | 5 | 5 | 4 | 5 |
| 98 | 5 | 5 | 4 | 4 | 5 |
| 99 | 4 | 3 | 4 | 4 | 4 |
| 100 | 4 | 5 | 5 | 4 | 5 |
| 101 | 4 | 4 | 4 | 3 | 4 |
| 102 | 5 | 4 | 5 | 5 | 5 |
| 103 | 4 | 4 | 4 | 4 | 3 |
| 104 | 4 | 3 | 4 | 4 | 3 |
| 105 | 4 | 3 | 4 | 4 | 3 |
| 106 | 4 | 3 | 4 | 4 | 3 |
| 107 | 4 | 3 | 4 | 4 | 3 |
| 108 | 3 | 3 | 4 | 3 | 4 |
| 109 | 3 | 3 | 4 | 5 | 4 |
| 110 | 4 | 5 | 3 | 4 | 3 |
| 111 | 5 | 3 | 4 | 3 | 4 |
| 112 | 3 | 3 | 4 | 4 | 4 |
| 113 | 3 | 5 | 3 | 5 | 3 |
| 114 | 4 | 5 | 5 | 5 | 5 |
| 115 | 5 | 3 | 4 | 5 | 4 |
| 116 | 4 | 4 | 4 | 4 | 4 |
| 117 | 4 | 3 | 5 | 5 | 4 |
| 118 | 4 | 5 | 5 | 5 | 4 |
| 119 | 5 | 4 | 5 | 5 | 4 |
| 120 | 3 | 4 | 5 | 4 | 4 |
| 121 | 4 | 4 | 3 | 4 | 5 |
| 122 | 5 | 4 | 3 | 4 | 4 |
| 123 | 4 | 4 | 4 | 5 | 4 |
| 124 | 4 | 4 | 4 | 3 | 4 |
| 125 | 4 | 4 | 4 | 4 | 4 |
| 126 | 4 | 5 | 5 | 5 | 5 |
| 127 | 3 | 2 | 3 | 2 | 4 |
| 128 | 3 | 3 | 3 | 3 | 3 |
| 129 | 5 | 4 | 5 | 5 | 4 |
| 130 | 4 | 4 | 4 | 4 | 5 |
| 131 | 3 | 3 | 3 | 3 | 3 |
| 132 | 4 | 4 | 4 | 4 | 4 |
| 133 | 4 | 4 | 3 | 3 | 4 |
| 134 | 4 | 3 | 3 | 3 | 4 |
| 135 | 4 | 3 | 3 | 4 | 4 |
| 136 | 3 | 4 | 4 | 3 | 4 |
| 137 | 4 | 3 | 3 | 4 | 4 |
| 138 | 4 | 3 | 3 | 3 | 4 |
| 139 | 4 | 4 | 4 | 3 | 4 |
| 140 | 4 | 3 | 3 | 4 | 4 |
| 141 | 2 | 2 | 3 | 3 | 3 |
| 142 | 3 | 3 | 3 | 3 | 3 |
| 143 | 2 | 2 | 2 | 2 | 2 |
| 144 | 3 | 3 | 4 | 3 | 2 |
| 145 | 3 | 2 | 4 | 4 | 4 |
| 146 | 4 | 3 | 3 | 3 | 4 |
| 147 | 4 | 3 | 3 | 4 | 4 |
| 148 | 5 | 3 | 4 | 5 | 4 |
| 149 | 4 | 3 | 3 | 3 | 3 |
| 150 | 2 | 4 | 4 | 4 | 5 |
| 151 | 5 | 3 | 4 | 4 | 4 |
| 152 | 4 | 4 | 4 | 5 | 3 |
| 153 | 5 | 5 | 5 | 5 | 5 |
| 154 | 4 | 3 | 3 | 4 | 4 |
| 155 | 4 | 3 | 3 | 3 | 3 |
| 156 | 4 | 5 | 5 | 5 | 5 |
| 157 | 4 | 3 | 5 | 5 | 5 |
| 158 | 4 | 4 | 5 | 4 | 4 |
| 159 | 4 | 4 | 4 | 5 | 5 |
| 160 | 5 | 3 | 5 | 5 | 5 |
| 161 | 4 | 4 | 4 | 4 | 4 |
| 162 | 4 | 4 | 3 | 3 | 4 |
| 163 | 4 | 3 | 3 | 3 | 4 |
| 164 | 4 | 3 | 3 | 4 | 4 |
| 165 | 3 | 4 | 4 | 3 | 4 |
| 166 | 4 | 3 | 3 | 4 | 4 |
| 167 | 4 | 3 | 3 | 3 | 4 |
| 168 | 4 | 4 | 4 | 3 | 4 |
| 169 | 4 | 3 | 3 | 4 | 4 |
| 170 | 2 | 2 | 3 | 3 | 3 |
| 171 | 3 | 3 | 3 | 3 | 3 |
| 172 | 2 | 2 | 2 | 2 | 2 |
| 173 | 3 | 3 | 4 | 3 | 2 |
| 174 | 3 | 2 | 4 | 4 | 4 |
| 175 | 4 | 3 | 3 | 3 | 4 |
| 176 | 4 | 3 | 3 | 4 | 4 |
| 177 | 5 | 3 | 4 | 4 | 4 |
| 178 | 4 | 4 | 4 | 4 | 4 |
| 179 | 3 | 3 | 3 | 3 | 3 |
| 180 | 4 | 5 | 5 | 5 | 3 |
| 181 | 5 | 5 | 4 | 4 | 4 |
| 182 | 4 | 4 | 4 | 4 | 5 |
| 183 | 4 | 5 | 5 | 5 | 3 |
| 184 | 4 | 5 | 5 | 5 | 3 |
| 185 | 3 | 5 | 5 | 5 | 4 |
| 186 | 5 | 4 | 5 | 5 | 5 |
| 187 | 4 | 5 | 3 | 3 | 4 |
| 188 | 5 | 5 | 3 | 3 | 4 |
| 189 | 4 | 5 | 4 | 4 | 4 |
| 190 | 4 | 3 | 4 | 4 | 5 |
| 191 | 5 | 3 | 4 | 4 | 4 |
| 192 | 4 | 4 | 4 | 4 | 4 |
| Jumlah | 761 | 738 | 732 | 751 | 743 | 745 |
| Rata-Rata | 3,96 | 3,84 | 3,81 | 3,91 | 3,87 | 3,88 |
| TCR | 79,27 | 76,88 | 76,25 | 78,23 | 77,40 | 77,60 |

**LAMPIRAN 3**

**PROFIL RESPONDEN**

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**LAMPIRAN 4**

**UJI VALIDITAS DAN RELIABILITAS**

**KEPUTUSAN PEMBELIAN (Y)**

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**CITRA MEREK (X1)**

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Item 1, 2, 6, 11, dan 13 **tidak valid** karena Corrected Item-Total Correlation lebih kecil dari 0,30. Kelima item tersebut dikeluarkan dan kemudian dilakukan uji validitas kembali.

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**PRODUK (X2)**

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**DISTRIBUSI (X3)**

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Item nomor 5 **tidak valid** karena Corrected Item-Total Correlation lebih kecil dari 0,30. Item tersebut dikeluarkan dan kemudian dilakukan uji validitas kembali.

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**LAMPIRAN 5**

**DISTRIBUSI JAWABAN RESPONDEN DAN RATA-RATA**

**DISTRIBUSI JAWABAN RESPONDEN**

**KEPUTUSAN PEMBELIAN (Y)**

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**Rata-Rata**

| **Descriptive Statistics** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| kp1 | 192 | 2 | 5 | 3.96 | .761 |
| kp2 | 192 | 2 | 5 | 3.84 | .854 |
| kp3 | 192 | 2 | 5 | 3.81 | .763 |
| kp4 | 192 | 2 | 5 | 3.91 | .784 |
| kp5 | 192 | 2 | 5 | 3.87 | .744 |
| Keputusan\_Pembelian | 192 | 2.00 | 5.00 | 3.8802 | .59176 |
| Valid N (listwise) | 192 |  |  |  |  |

**CITRA MEREK (X1)**

(Item Nomor 1, 2, 6, 11, dan 13 tidak dimasukkan karena tidak valid)

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**Rata-Rata**

| **Descriptive Statistics** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| cm3 | 192 | 2 | 5 | 3.74 | .774 |
| cm4 | 192 | 2 | 5 | 3.67 | .710 |
| cm5 | 192 | 2 | 5 | 3.74 | .734 |
| cm7 | 192 | 2 | 5 | 3.71 | .714 |
| cm8 | 192 | 3 | 5 | 3.91 | .669 |
| cm9 | 192 | 2 | 5 | 3.90 | .663 |
| cm10 | 192 | 2 | 5 | 4.04 | .712 |
| cm12 | 192 | 2 | 5 | 3.74 | .733 |
| cm14 | 192 | 2 | 5 | 4.03 | .678 |
| Citra\_Merek | 192 | 2.89 | 4.89 | 3.8322 | .40327 |
| Valid N (listwise) | 192 |  |  |  |  |

**PRODUK (X2)**

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**Rata-Rata**

| **Descriptive Statistics** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| pr1 | 192 | 2 | 5 | 3.78 | .828 |
| pr2 | 192 | 2 | 5 | 3.98 | .745 |
| pr3 | 192 | 2 | 5 | 3.81 | .784 |
| pr4 | 192 | 2 | 5 | 3.76 | .755 |
| pr5 | 192 | 2 | 5 | 3.83 | .750 |
| Produk | 192 | 2.00 | 5.00 | 3.8323 | .59421 |
| Valid N (listwise) | 192 |  |  |  |  |

**DISTRIBUSI (X3)**

(Item Nomor 5 tidak dimasukkan karena tidak valid)

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**Rata-Rata**

| **Descriptive Statistics** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| dt1 | 192 | 2 | 5 | 3.81 | .810 |
| dt2 | 192 | 2 | 5 | 3.69 | .890 |
| dt3 | 192 | 2 | 5 | 3.58 | .741 |
| dt4 | 192 | 2 | 5 | 3.76 | .823 |
| dt6 | 192 | 2 | 5 | 3.72 | .741 |
| dt7 | 192 | 2 | 5 | 3.76 | .743 |
| Distribusi | 192 | 2.00 | 5.00 | 3.7179 | .59507 |
| Valid N (listwise) | 192 |  |  |  |  |

**LAMPIRAN 6**

**UJI ASUMSI KLASIK**

**UJI NORMALITAS**

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**UJI LINEARITAS**

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**UJI MULTIKOLINEARITAS**

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**UJI HETEROSKEDASTISITAS**

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**LAMPIRAN 7**

**REGRESI LINEAR BERGANDA**

| **Variables Entered/Removedb** | | | |
| --- | --- | --- | --- |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Distribusi, Produk, Citra\_Mereka | . | Enter |
| a. All requested variables entered. | | |  |
| b. Dependent Variable: Keputusan\_Pembelian | | | |

| **Model Summaryb** | | | | | |
| --- | --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .700a | .490 | .483 | .51646 | 1.518 |
| a. Predictors: (Constant), Distribusi, Produk, Citra\_Merek | | | | |  |
| b. Dependent Variable: Keputusan\_Pembelian | | | | |  |

| **ANOVAb** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 16.739 | 3 | 5.580 | 20.918 | .000a |
| Residual | 50.146 | 188 | .267 |  |  |
| Total | 66.885 | 191 |  |  |  |
| a. Predictors: (Constant), Distribusi, Produk, Citra\_Merek | | | | |  |  |
| b. Dependent Variable: Keputusan\_Pembelian | | | | |  |  |

| **Coefficientsa** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .959 | .458 |  | 2.092 | .038 |
| Citra\_Merek | .196 | .093 | .134 | 2.099 | .037 |
| Produk | .154 | .063 | .155 | 2.447 | .015 |
| Distribusi | .425 | .063 | .427 | 6.691 | .000 |
| a. Dependent Variable: Keputusan\_Pembelian | | | |  |  |  |