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LAMPIRAN 1
KUESIONER PENELITIAN

LAMPIRAN
KUESIONER PENELITIAN

**“Pengaruh Kualitas Produk Terhadap Membangun Identitas Citra Merek
Pada Budidaya Jamur Tiram Putih Pada Pengusaha Lokal Kabupaten
Sorong ”**

Kepada
Yth,...
Bapak/Ibu/Saudara/I
Di Tempat

Dengan Hormat,
Bersama dengan ini identitas mahasiswa bersangkutan, bahwa:
Nama : Ida Ayu Made Sri Mayuni
Nim : A021191121
Fakultas : Ekonomi dan Bisnis

Dalam rangka memenuhi dan menyelesaikan tugas akhir penelitian skripsi pada kampus Universitas Hasanuddin. Maka dengan hormat dan segala kerendahan hati peneliti memohon kesediaan Bapak/Ibu/Saudara/I untuk mengisi kuesioner ini. Atas kesediaan dan kerjasamanya saya ucapkan terima kasih yang sebesar-besarnya.

Hormat Saya,

Ida Ayu Made Sri Mayuni

PETUNJUK PENGISIAN KUESIONER

Berilah tanda cek (√) pada pilihan yang tersedia untuk jawaban anda, setiap pernyataan dari kuesioner tersebut memiliki lima jawaban dengan keterangan sebagai berikut :

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

Setelah mengisi kuesioner diharapkan untuk memberikan konfirmasi bukti bahwa telah menyelesaikan pengisian kuesioner dengan melakukan screenshot layar pada tampilan google form, hal tersebut dilakukan agar data tersebut dapat dilihat oleh peneliti.

DATA RESPONDEN

1. Nama :
2. Jenis Kelamin :
3. Usia :
4. Lama Menjadi Konsumen :

Berikut adalah pertanyaan dan pernyataan yang telah disediakan oleh peneliti pada setiap variabel yang ada dalam penelitian ini.

A. Kualitas Produk (X₁)

| NO | Pernyataan | SS | S | N | TS | STS |
|----|--|----|---|---|----|-----|
| 1. | Apakah kinerja yang diberikan oleh pengusaha Jamur Tiram Putih Kabupaten Sorong telah memenuhi standar sesuai dengan yang anda butuhkan? | | | | | |
| 2. | Apakah kinerja yang diberikan dapat meningkatkan minat anda dalam membeli produk Jamur Tiram Putih Kabupaten Sorong? | | | | | |
| 3. | Apakah kehandalan yang dimiliki mampu membuat anda puas membeli produk Jamur Tiram Putih Kabupaten Sorong? | | | | | |
| 4. | Apakah kehandalan dapat menembah minat beli saat membeli produk Jamur Tiram Putih Kabupaten Sorong? | | | | | |

| | | | | | | |
|-----|---|--|--|--|--|--|
| 5. | Memiliki keistimewaan kesan kualitas yang baik sehingga dapat meningkatkan minat beli anda pada produk Jamur Tiram Putih Kabupaten Sorong? | | | | | |
| 6. | Apakah dengan menggunakan high quality pada produk Jamur Tiram Putih Kabupaten Sorong menjadikan anda lebih tertarik membeli Jamur Tiram Putih tersebut? | | | | | |
| 7. | Memiliki kualitas pelayanan yang baik dapat menjadikan anda nyaman untuk membeli produk Jamur Tiram Putih Kabupaten Sorong | | | | | |
| 8. | Memiliki tata ruang yang nyaman dengan fasilitas yang lengkap dapat menambah nilai tambah, sehingga anda tertarik membeli produk Jamur Tiram Putih Kabupaten Sorong | | | | | |
| 9. | Menurut anda, produk Jamur Tiram Putih Kabupaten Sorong memiliki daya tahan produk yang baik? | | | | | |
| 10. | Apakah daya tahan produk Jamur Tiram Putih menjadi keunggulan dibandingkan produk Jamur Tiram lainnya? | | | | | |

B. Citra Merek (X₂)

| NO | Pernyataan | SS | S | N | TS | STS |
|----|---|----|---|---|----|-----|
| 1. | Apakah identitas merek berpengaruh terhadap minat beli anda didalam membeli Jamur Tiram Putih Kabupaten Sorong? | | | | | |
| 2. | Identitas merek produk Jamur Tiram Putih Kabupaten Sorong lebih unggul dibandingkan produk Jamur Tiram lainnya? | | | | | |
| 3. | Produk Jamur Tiram Putih Kabupaten Sorong memiliki ciri khas tersendiri untuk produk yang dipasarkan | | | | | |

| | | | | | | |
|-----|---|--|--|--|--|--|
| 4. | Brand merek yang dimiliki memberikan kesan tersendiri sehingga anda tertarik untuk memiliki produk Jamur Tiram Putih Kabupaten Sorong | | | | | |
| 5. | Kualitas merek menjadi pendorong minat beli anda didalam membeliproduk Jamur Tiram Putih Kabupaten Sorong | | | | | |
| 6. | Kualitas citra merek Jamur Tiram Putih Kabupaten Sorong memiliki keunggulan dibandingkan produk lain | | | | | |
| 7. | Produk Jamur Tiram Putih Kabupaten Sorong banyak diketahui oleh masyarakat sekitar | | | | | |
| 8. | Keyakinan yang anda miliki setelah mengkonsumsi produk Jamur Tiram Putih Kabupaten Sorong, semakin meningkat untuk melakukan pembelian berikutnya | | | | | |
| 9. | Manfaat dari merek produk Jamur Tiram Putih Kabupaten Sorong dominan dapat dimiliki oleh masyarakat sekitar | | | | | |
| 10. | Khasiat produk Jamur Tiram Putih Kabupaten Sorong dapat memiliki manfaat yang baik bagi tubuh andasaat dikonsumsi | | | | | |

C. Minat Beli (Y)

| NO | Pernyataan | SS | S | N | TS | STS |
|----|--|----|---|---|----|-----|
| 1. | Anda cenderung lebih memilih mengkonsumsi produk Jamur Tiram Putih Kabupaten Sorong daripada produk yang sama pada tempat lain | | | | | |
| 2. | Kualitas rasa yang diberikan memiliki khas tersendiri sehingga anda tidak berminat untuk mencoba produk yang lain | | | | | |
| 3. | Dengan memanfaatkan sosmed anda seringkali mengirimkan gambar kondisi Jamur Tiram Putih Kabupaten Sorong pada setiap teman dekat | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| 4. | Dengan varian menu dan <i>packaging</i> yang menarik membuat anda suka mengambil gambar produk tersebut. | | | | | |
| 5. | <i>Packaging</i> yang dimiliki begitu varian sehingga konsumen tidak merasa bosan selama membeli produk Jamur Tiram Putih Kabupaten Sorong | | | | | |
| 6. | Jika Anda berkunjung di outlet produk Jamur Tiram Putih Kabupaten Sorong Anda akan menyertakan dokumentasi posisi Anda pada sosmed | | | | | |
| 7. | Jamur Tiram Putih Kabupaten Sorong memiliki penawaran menu yang bervariasi sehingga anda dapat memilih dengan seksama yang anda akan konsumsi | | | | | |
| 8. | Jamur Tiram Putih Kabupaten Sorong memiliki varian yang sesuai dengan selera Anda. | | | | | |

LAMPIRAN 2

DATA MENTAH

HASIL PENELITIAN

| Kualitas Produk (X1) | | | | | | | | | | TX1 | Rata-rata |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----------|
| KP1 | KP2 | KP3 | KP4 | KP5 | KP6 | KP7 | KP8 | KP9 | KP10 | | |
| 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 48 | 4.8 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 | 3.9 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 44 | 4.4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 | 4.1 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 | 4.3 |
| 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 | 4.2 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4 |
| 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 47 | 4.7 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 | 4.1 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4 |
| 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 48 | 4.8 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 47 | 4.7 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 44 | 4.4 |
| 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 | 3.8 |
| 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 34 | 3.4 |
| 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 44 | 4.4 |
| 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 45 | 4.5 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 43 | 4.3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 42 | 4.2 |
| 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 47 | 4.7 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 | 4.8 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 38 | 3.8 |
| 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 44 | 4.4 |
| 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 42 | 4.2 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 | 4.8 |
| 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 43 | 4.3 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 48 | 4.8 |
| 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 46 | 4.6 |
| 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 46 | 4.6 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 46 | 4.6 |

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| 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 45 | 4.5 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 44 | 4.4 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 43 | 4.3 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 | 3.9 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 44 | 4.4 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 43 | 4.3 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 45 | 4.5 |
| 5 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 43 | 4.3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 47 | 4.7 |
| 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 45 | 4.5 |
| 5 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 44 | 4.4 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 41 | 4.1 |
| 5 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 46 | 4.6 |
| 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 44 | 4.4 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 44 | 4.4 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 45 | 4.5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 | 4.1 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 41 | 4.1 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 41 | 4.1 |
| 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 47 | 4.7 |
| 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 41 | 4.1 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 41 | 4.1 |
| 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 47 | 4.7 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 | 4.8 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 41 | 4.1 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 46 | 4.6 |
| 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 41 | 4.1 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 46 | 4.6 |
| 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 44 | 4.4 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 48 | 4.8 |
| 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 44 | 4.4 |
| 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 44 | 4.4 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 48 | 4.8 |

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| 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 45 | 4.5 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 44 | 4.4 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 42 | 4.2 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 47 | 4.7 |
| 3 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 43 | 4.3 |
| 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 45 | 4.5 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 47 | 4.7 |
| 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 44 | 4.4 |
| 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 47 | 4.7 |
| 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 46 | 4.6 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 49 | 4.9 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 46 | 4.6 |
| 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 45 | 4.5 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 46 | 4.6 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 47 | 4.7 |
| 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 47 | 4.7 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 41 | 4.1 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 43 | 4.3 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 46 | 4.6 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 | 4.1 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 45 | 4.5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 41 | 4.1 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 47 | 4.7 |
| 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 43 | 4.3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 43 | 4.3 |
| 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 45 | 4.5 |
| 3 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 44 | 4.4 |
| 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 47 | 4.7 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 47 | 4.7 |

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| 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 47 | 4.7 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 | 4.9 |
| 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 45 | 4.5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 | 5 |
| 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 46 | 4.6 |
| 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 46 | 4.6 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 | 4.9 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4 |
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| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 | 4.9 |
| 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 48 | 4.8 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 | 4.3 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 | 4.8 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 47 | 4.7 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 47 | 4.7 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 | 4.9 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 46 | 4.6 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 47 | 4.7 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 | 4.8 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 | 5 |
| 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 46 | 4.6 |
| 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 45 | 4.5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 | 4.9 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 | 5 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 | 4.6 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 3 | 5 | 43 | 4.3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 47 | 4.7 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 | 5 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 40 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 | 5 |
| 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 47 | 4.7 |

| Minat Beli (Y) | | | | | | | | TY | Rata-rata |
|----------------|-----|-----|-----|-----|-----|-----|-----|----|-----------|
| MB1 | MB2 | MB3 | MB4 | MB5 | MB6 | MB7 | MB8 | | |
| 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 36 | 4.5 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 35 | 4.375 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4 |
| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 35 | 4.375 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 35 | 4.375 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 34 | 4.25 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 | 4.875 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 | 3.875 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 | 4.875 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 | 4.625 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 | 4.625 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | 5 |
| 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 37 | 4.625 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 37 | 4.625 |
| 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 29 | 3.625 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | 5 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 38 | 4.75 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 | 4.875 |
| 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 37 | 4.625 |
| 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 37 | 4.625 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 34 | 4.25 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 34 | 4.25 |
| 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 35 | 4.375 |
| 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 37 | 4.625 |
| 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 37 | 4.625 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 | 4.875 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 | 4.875 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 | 4.125 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 | 4.875 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 | 4.875 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 | 4.875 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|----|-------|
| 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 35 | 4.375 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 38 | 4.75 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 | 4.875 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 36 | 4.5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 | 4.875 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 36 | 4.5 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 38 | 4.75 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 | 4.625 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 | 4.5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 | 4.625 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 | 4.875 |
| 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 37 | 4.625 |
| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 35 | 4.375 |
| 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 37 | 4.625 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 36 | 4.5 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 | 4.125 |
| 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 38 | 4.75 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | 4 |
| 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 36 | 4.5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 | 4.625 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 | 4.875 |

LAMPIRAN 3
HASIL UJI STATISTIK
DESKRIPTIF

Hasil Uji Statistik Deskriptif

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|----|---------|---------|---------|----------------|
| Kualitas Produk | 95 | 34.00 | 49.00 | 44.0000 | 2.86950 |
| Citra Merek | 95 | 30.00 | 50.00 | 45.8632 | 4.22911 |
| Minat Beli | 95 | 29.00 | 40.00 | 37.2842 | 2.35951 |
| Valid N (listwise) | 95 | | | | |

LAMPIRAN 4
HASIL UJI VALIDITAS
DAN RELIABILITAS

Hasil Uji Validitas Kualitas Produk (X1)

Correlations

| | | KP1 | KP2 | KP3 | KP4 | KP5 | KP6 | KP7 | KP8 | KP9 | KP10 | TX1 |
|------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| KP1 | Pearson Correlation | 1 | .504** | .307** | .341** | .258* | .012 | -.112 | .072 | -.034 | .128 | .505** |
| | Sig. (2-tailed) | | .000 | .003 | .001 | .012 | .905 | .282 | .486 | .743 | .215 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| KP2 | Pearson Correlation | .504** | 1 | .376** | .455** | .237* | .010 | -.018 | .184 | .126 | .124 | .579** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .021 | .926 | .863 | .074 | .225 | .233 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| KP3 | Pearson Correlation | .307** | .376** | 1 | .432** | .309** | .218* | .065 | -.086 | .099 | .139 | .530** |
| | Sig. (2-tailed) | .003 | .000 | | .000 | .002 | .034 | .532 | .407 | .337 | .179 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| KP4 | Pearson Correlation | .341** | .455** | .432** | 1 | .380** | .333** | .261* | .205* | .191 | .224* | .717** |
| | Sig. (2-tailed) | .001 | .000 | .000 | | .000 | .001 | .011 | .046 | .063 | .029 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| KP5 | Pearson Correlation | .258* | .237* | .309** | .380** | 1 | .451** | .255* | .012 | .090 | .204* | .590** |
| | Sig. (2-tailed) | .012 | .021 | .002 | .000 | | .000 | .013 | .911 | .383 | .047 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| KP6 | Pearson Correlation | .012 | .010 | .218* | .333** | .451** | 1 | .646** | .065 | .105 | .132 | .537** |
| | Sig. (2-tailed) | .905 | .926 | .034 | .001 | .000 | | .000 | .529 | .310 | .202 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| KP7 | Pearson Correlation | -.112 | -.018 | .065 | .261* | .255* | .646** | 1 | .078 | .136 | -.020 | .406** |
| | Sig. (2-tailed) | .282 | .863 | .532 | .011 | .013 | .000 | | .451 | .190 | .846 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| KP8 | Pearson Correlation | .072 | .184 | -.086 | .205* | .012 | .065 | .078 | 1 | .486** | .485** | .464** |
| | Sig. (2-tailed) | .486 | .074 | .407 | .046 | .911 | .529 | .451 | | .000 | .000 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| KP9 | Pearson Correlation | -.034 | .126 | .099 | .191 | .090 | .105 | .136 | .486** | 1 | .440** | .480** |
| | Sig. (2-tailed) | .743 | .225 | .337 | .063 | .383 | .310 | .190 | .000 | | .000 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| KP10 | Pearson Correlation | .128 | .124 | .139 | .224* | .204* | .132 | -.020 | .485** | .440** | 1 | .532** |
| | Sig. (2-tailed) | .215 | .233 | .179 | .029 | .047 | .202 | .846 | .000 | .000 | | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| TX1 | Pearson Correlation | .505** | .579** | .530** | .717** | .590** | .537** | .406** | .464** | .480** | .532** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |

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

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

Hasil Uji Validitas Citra Merek (X2)

Correlations

| | | CM1 | CM2 | CM3 | CM4 | CM5 | CM6 | CM7 | CM8 | CM9 | CM10 | TX2 |
|------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| CM1 | Pearson Correlation | 1 | .632** | .610** | .508** | .480** | .525** | .494** | .459** | .362** | .250* | .714** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .015 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| CM2 | Pearson Correlation | .632** | 1 | .601** | .638** | .631** | .653** | .644** | .534** | .463** | .301** | .819** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .003 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| CM3 | Pearson Correlation | .610** | .601** | 1 | .505** | .544** | .522** | .559** | .462** | .325** | .381** | .738** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .001 | .000 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| CM4 | Pearson Correlation | .508** | .638** | .505** | 1 | .649** | .981** | .630** | .499** | .459** | .308** | .822** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .002 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| CM5 | Pearson Correlation | .480** | .631** | .544** | .649** | 1 | .632** | .985** | .544** | .305** | .256* | .813** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .003 | .012 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| CM6 | Pearson Correlation | .525** | .653** | .522** | .981** | .632** | 1 | .647** | .486** | .477** | .329** | .832** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .001 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| CM7 | Pearson Correlation | .494** | .644** | .559** | .630** | .985** | .647** | 1 | .532** | .320** | .274** | .820** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .002 | .007 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| CM8 | Pearson Correlation | .459** | .534** | .462** | .499** | .544** | .486** | .532** | 1 | .475** | .405** | .732** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| CM9 | Pearson Correlation | .362** | .463** | .325** | .459** | .305** | .477** | .320** | .475** | 1 | .470** | .626** |
| | Sig. (2-tailed) | .000 | .000 | .001 | .000 | .003 | .000 | .002 | .000 | | .000 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| CM10 | Pearson Correlation | .250* | .301** | .381** | .308** | .256* | .329** | .274** | .405** | .470** | 1 | .533** |
| | Sig. (2-tailed) | .015 | .003 | .000 | .002 | .012 | .001 | .007 | .000 | .000 | | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| TX2 | Pearson Correlation | .714** | .819** | .738** | .822** | .813** | .832** | .820** | .732** | .626** | .533** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |

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

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

Hasil Uji Validitas Minat Beli (Y)

Correlations

| | | MB1 | MB2 | MB3 | MB4 | MB5 | MB6 | MB7 | MB8 | TY |
|-----|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| MB1 | Pearson Correlation | 1 | .415** | .229* | .292** | .166 | -.054 | .116 | .116 | .475** |
| | Sig. (2-tailed) | | .000 | .026 | .004 | .108 | .606 | .263 | .263 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| MB2 | Pearson Correlation | .415** | 1 | .576** | .563** | .375** | .045 | .168 | .168 | .657** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .662 | .103 | .103 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| MB3 | Pearson Correlation | .229* | .576** | 1 | .816** | .517** | .178 | .283** | .283** | .742** |
| | Sig. (2-tailed) | .026 | .000 | | .000 | .000 | .084 | .005 | .005 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| MB4 | Pearson Correlation | .292** | .563** | .816** | 1 | .577** | .085 | .297** | .297** | .744** |
| | Sig. (2-tailed) | .004 | .000 | .000 | | .000 | .415 | .003 | .003 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| MB5 | Pearson Correlation | .166 | .375** | .517** | .577** | 1 | .104 | .403** | .403** | .655** |
| | Sig. (2-tailed) | .108 | .000 | .000 | .000 | | .317 | .000 | .000 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| MB6 | Pearson Correlation | -.054 | .045 | .178 | .085 | .104 | 1 | .465** | .419** | .449** |
| | Sig. (2-tailed) | .606 | .662 | .084 | .415 | .317 | | .000 | .000 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| MB7 | Pearson Correlation | .116 | .168 | .283** | .297** | .403** | .465** | 1 | .950** | .713** |
| | Sig. (2-tailed) | .263 | .103 | .005 | .003 | .000 | .000 | | .000 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| MB8 | Pearson Correlation | .116 | .168 | .283** | .297** | .403** | .419** | .950** | 1 | .704** |
| | Sig. (2-tailed) | .263 | .103 | .005 | .003 | .000 | .000 | .000 | | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |
| TY | Pearson Correlation | .475** | .657** | .742** | .744** | .655** | .449** | .713** | .704** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 |

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

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

Hasil Uji Reliability Kualitas Produk (X1)

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 95 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 95 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .719 | 10 |

Hasil Uji Reliability Citra Merek (X2)

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 95 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 95 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .910 | 10 |

Hasil Uji Reliability Minat Beli (Y)

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 95 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 95 | 100.0 |

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

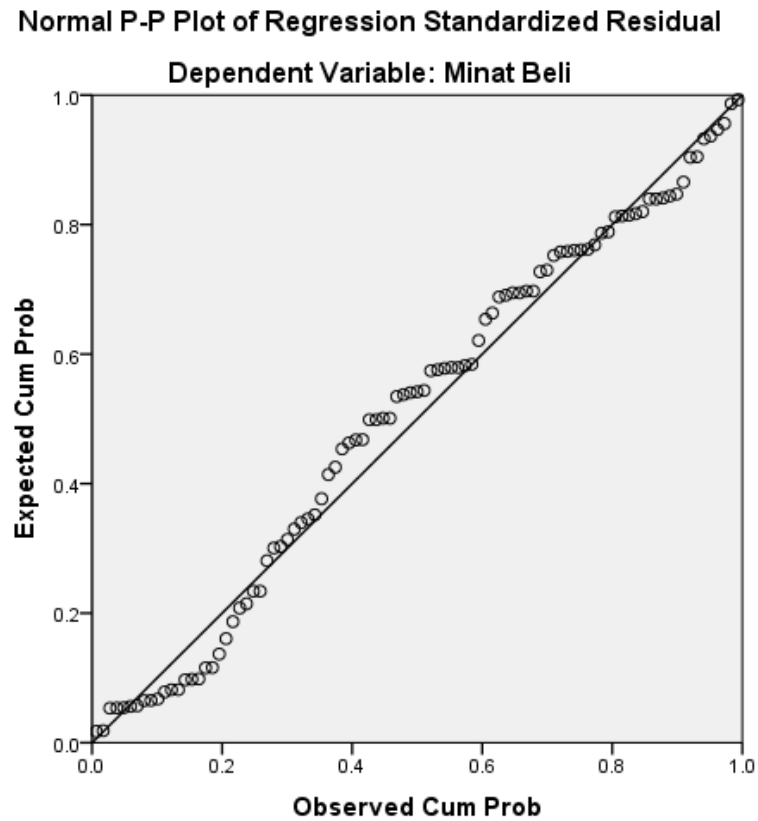
Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .784 | 8 |

LAMPIRAN 5
HASIL UJI
ASUMSI KLASIK

Hasil Uji Asumsi Klasik

❖ Uji Normalitas



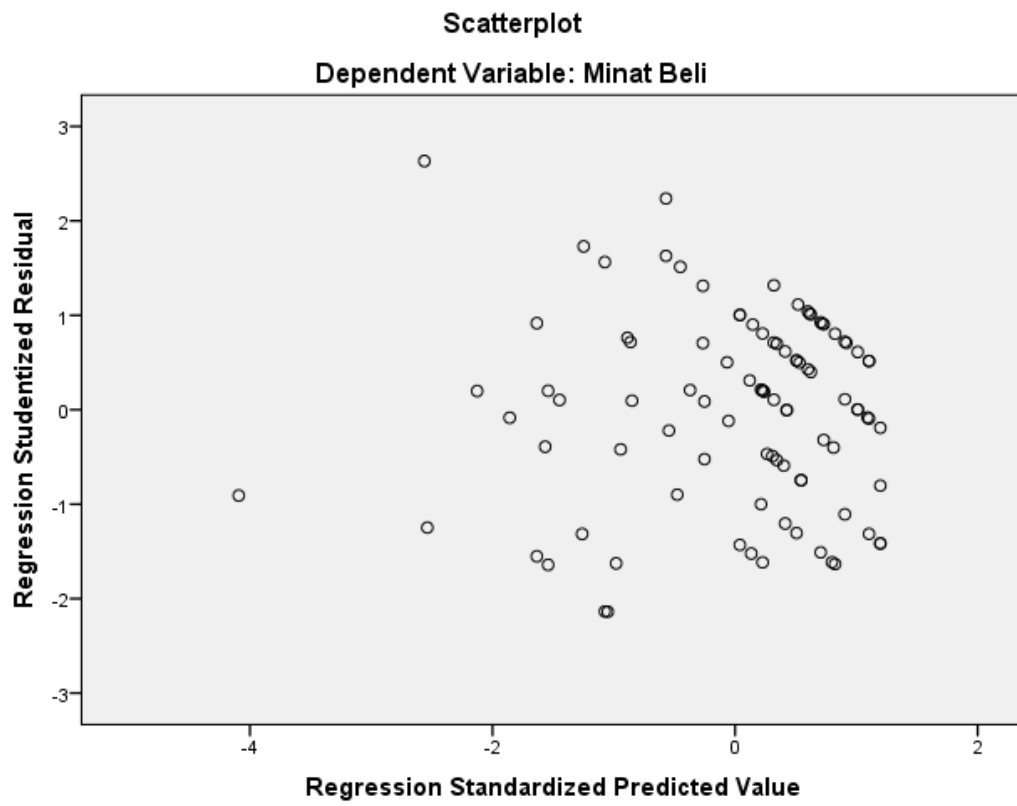
❖ Uji Multikolinieritas

Coefficients^a

| Model | Collinearity Statistics | |
|-----------------|-------------------------|-------|
| | Tolerance | VIF |
| 1 (Constant) | | |
| Kualitas Produk | .765 | 1.307 |
| Citra Merek | .765 | 1.307 |

a. Dependent Variable: Minat Beli

❖ Uji Heterokedastisitas



LAMPIRAN 6
HASIL UJI HIPOTESIS

Hasil Uji Hipotesis

❖ Uji R square

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .718 ^a | .515 | .505 | 1.66016 |

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

b. Dependent Variable: Minat Beli

❖ Uji Regresi Linier Berganda dan Uji t (Parsial)

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 14.851 | 2.715 | | 5.471 | .000 |
| | Kualitas Produk | .158 | .068 | .192 | 2.318 | .023 |
| | Citra Merek | .337 | .046 | .605 | 7.288 | .000 |

a. Dependent Variable: Minat Beli

❖ Uji F (Simultan)

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 269.762 | 2 | 134.881 | 48.938 | .000 ^b |
| | Residual | 253.565 | 92 | 2.756 | | |
| | Total | 523.326 | 94 | | | |

a. Dependent Variable: Minat Beli

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

LAMPIRAN BIODATA DIRI

BIODATA

Identitas Diri

Nama : Ida Ayu Made Sri Mayuni

Tempat,Tanggal Lahir : Sorong, 30 Oktober 2001

Jenis Kelamin : Perempuan

Agama : Hindu

Alamat : JL Cempedak Kelurahan Malagusa Kecamatan Aimas

Telepon : 082239706642

Alamat Email : idaayu19997@gmail.com



Riwayat Pendidikan

A. Pendidikan Formal

1. 2006-2007 : TK Santo Bernadus
2. 2007-2013 : SD Inpres 39 Kabupaten Sorong
3. 2013-2016 : SMP Negeri 1 Kabupaten Sorong
4. 2016-2019 : SMA Negeri 2 Kabupaten Sorong
5. 2019-2022 : S1 Manajemen Universitas Hasanuddin

B. Pendidikan Non Formal

1. Shorinji Kempo
2. 2019 : Pelatihan Basic Learning Skill, Character and Creativity (BALANCE) Universitas Hasanuddin