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# DAFTAR LAMPIRAN

## LAMPIRAN 1

### KUESIONER PENELITIAN

#### KUESIONER

Kepada:  
Konsumen Starbucks Coffee Makassar  
Di  
Tempat

Dengan Hormat,

Sehubungan dengan penelitian yang dilakukan untuk penyelesaian tugas akhir sebagai syarat kelulusan untuk memperoleh gelar Sarjana di Fakultas Ekonomi Universitas Hasanuddin, maka penulis melakukan penelitian mengenai **Analisis Pengaruh Strategi *Positioning* Terhadap Keputusan Pembelian Pada Konsumen Starbucks Coffee di Makassar.**

Atas kesediaan Bapak/Ibu/, Sdr/Sdri meluangkan waktunya untuk mengisi kuesioner ini, penulis mengucapkan terimakasih.

Penulis

Hasma Laely Mustain

#### A. Identitas Responden

Berilah tanda silang (X) pada jawaban yang anda pilih.

|                       |  |  |
|-----------------------|--|--|
| Jenis Kelamin         | a. Perempuan   | b. Laki-laki   |
| Usia                  | a. < 20 tahun<br>b. 20-25 tahun<br>c. 26-30 tahun                    | d. 31-40 tahun<br>e. >40 tahun   |
| Pendidikan terakhir   | a. SD<br>b. SMP<br>c. SMA  | d. Diploma<br>e. Sarjana<br>f. ≥Pascasarjana                                 |
| Pekerjaan             | a. Pelajar<br>b. Mahasiswa<br>c. Pegawai Negeri<br>d. Pegawai Swasta | e. Ibu Rumah Tangga<br>f. Wiraswasta<br>g. TNI/Polri<br>h. Lainnya,<br>..... |
| Pengeluaran per bulan | a. < Rp 1 juta<br>b. Rp 1juta – 2 juta<br>c. Rp 2 juta – 4 juta      | d. Rp 4-6 juta<br>e. > Rp 6 juta   |

#### B. Pertanyaan

Pilihlah jawaban yang sesuai dengan pilihan Anda dengan cara memberikan tanda (√) pada kolom yang tersedia. Penilaian dapat Anda lakukan berdasarkan skala berikut:

|               |          |                           |     |
|---------------|----------|---------------------------|-----|
| Sangat Setuju | (SS) : 5 | Tidak Setuju (TS)         | : 2 |
| Setuju        | (S) : 4  | Sangat Tidak Setuju (STS) | : 1 |
| Kurang Setuju | (KS) : 3 |                           |     |

| No.                        | Pertanyaan  | Skala    |          |          |          |          |
|----------------------------|---|----------|----------|----------|----------|----------|
| <b>Atribut Produk</b>      |   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 1.                         | Membeli kopi di starbucks menjadi hal yang penting dalam keseharian saya.   |          |          |          |          |          |
| 2.                         | Terdapat keunikan pada produk Starbucks yang tidak ada pada produk merek lain yang sejenis.   |          |          |          |          |          |
| 3.                         | Saya dapat mengenal logo starbucks dengan cepat.  |          |          |          |          |          |
| <b>Manfaat Produk</b>      |   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 4.                         | Membeli produk starbucks merupakan kebutuhan bagi saya.   |          |          |          |          |          |
| 5.                         | Membeli produk starbucks merupakan keinginan saya.  |          |          |          |          |          |
| 6.                         | Starbuck menghasilkan produk yang sesuai dengan selera saya   |          |          |          |          |          |
| <b>Pemakai Produk</b>      |   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 7.                         | Starbucks terkenal sebagai <i>coffee shops</i> bagi segmen pasar kelas menengah keatas.   |          |          |          |          |          |
| 8.                         | Berada di kedai starbucks dan mengkonsumsi produknya mempengaruhi status sosial saya.   |          |          |          |          |          |
| 9.                         | Starbucks membuat saya memiliki perasaan yang istimewa (bangga, senang, dsb).   |          |          |          |          |          |
| <b>Pesaing Produk</b>      |   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 10.                        | Kualitas kopi dan produk lain milik Starbucks lebih baik dibandingkan dengan merek lain sejenis.                                      |          |          |          |          |          |
| 11.                        | Pelayanan barista Starbucks lebih baik dibandingkan dengan merek lain sejenis.  |          |          |          |          |          |
| 12.                        | Desain Interior gerai Starbucks lebih baik dibandingkan dengan merek lain sejenis.  |          |          |          |          |          |
| <b>Kategori Produk</b>     |   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 13.                        | Starbucks adalah merek yang muncul dalam ingatan saya jika mengatakan kedai kopi.   |          |          |          |          |          |
| 14.                        | Varian rasa kopi Starbucks banyak dan dapat disesuaikan dengan selera.  |          |          |          |          |          |
| 15.                        | Terdapat bermacam-macam bentuk gelas kopi Starbucks yang dapat disesuaikan dengan kebutuhan.  |          |          |          |          |          |
| <b>Harga</b>               |   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 16.                        | Harga yang ditawarkan oleh Starbucks relatif terjangkau.  |          |          |          |          |          |
| 17.                        | Starbucks sering memberikan diskon kepada pelanggan.  |          |          |          |          |          |
| 18.                        | Starbucks sering memberikan produk gratis bagi pelanggan yang beruntung.  |          |          |          |          |          |
| <b>Keputusan Pembelian</b> |   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 19.                        | Aternatif-alternatif merek kedai kopi lainnya kurang menjadi pertimbangan bagi saya ketika memutuskan untuk membeli produk Starbucks. |          |          |          |          |          |
| 20.                        | Saya akan merekomendasikan Starbucks kepada orang lain.   |          |          |          |          |          |
| 21.                        | Mengunjungi gerai Starbucks menjadi kebiasaan bagi saya.  |          |          |          |          |          |
| 22.                        | Saya akan berkunjung ke Starbucks lagi.   |          |          |          |          |          |

## LAMPIRAN 2

TABEL INPUT DATA RESPONDEN

| NO | Atribut Produk |   |   | Total | Manfaat Produk |   |   | Total | Pemakai Produk |   |   | Total | Pesaing Produk |    |    | Total | Kategori Produk |    |    | Total | Harga |    |    | Total | Keputusan Pembelian |    |    |    | Total |
|----|----------------|---|---|-------|----------------|---|---|-------|----------------|---|---|-------|----------------|----|----|-------|-----------------|----|----|-------|-------|----|----|-------|---------------------|----|----|----|-------|
|    | 1              | 2 | 3 |       | 4              | 5 | 6 |       | 7              | 8 | 9 |       | 10             | 11 | 12 |       | 13              | 14 | 15 |       | 16    | 17 | 18 |       | 19                  | 20 | 21 | 22 |       |
| 1  | 2              | 4 | 4 | 10    | 1              | 3 | 4 | 8     | 5              | 1 | 3 | 9     | 1              | 5  | 3  | 9     | 3               | 4  | 5  | 12    | 1     | 3  | 4  | 8     | 3                   | 4  | 2  | 4  | 13    |
| 2  | 2              | 4 | 5 | 11    | 1              | 2 | 3 | 6     | 4              | 4 | 3 | 11    | 1              | 4  | 3  | 8     | 4               | 4  | 3  | 11    | 2     | 2  | 2  | 6     | 3                   | 4  | 3  | 4  | 14    |
| 3  | 3              | 4 | 4 | 11    | 2              | 4 | 4 | 10    | 4              | 3 | 3 | 10    | 2              | 4  | 4  | 10    | 4               | 4  | 4  | 12    | 3     | 3  | 3  | 9     | 3                   | 4  | 2  | 4  | 13    |
| 4  | 3              | 4 | 4 | 11    | 2              | 4 | 4 | 10    | 5              | 5 | 4 | 14    | 2              | 4  | 4  | 10    | 4               | 4  | 4  | 12    | 3     | 4  | 4  | 11    | 3                   | 3  | 2  | 4  | 12    |
| 5  | 1              | 3 | 5 | 9     | 2              | 4 | 2 | 8     | 5              | 4 | 4 | 13    | 2              | 3  | 3  | 8     | 2               | 3  | 3  | 8     | 1     | 3  | 3  | 7     | 1                   | 3  | 1  | 4  | 9     |
| 6  | 3              | 1 | 1 | 5     | 3              | 3 | 2 | 8     | 1              | 1 | 1 | 3     | 2              | 2  | 1  | 5     | 2               | 1  | 1  | 4     | 3     | 4  | 4  | 11    | 5                   | 4  | 5  | 2  | 16    |
| 7  | 3              | 2 | 1 | 6     | 4              | 4 | 2 | 10    | 2              | 4 | 3 | 9     | 3              | 2  | 2  | 7     | 2               | 2  | 2  | 6     | 4     | 3  | 4  | 11    | 4                   | 3  | 4  | 2  | 13    |
| 8  | 5              | 3 | 5 | 13    | 2              | 4 | 4 | 10    | 5              | 5 | 3 | 13    | 3              | 5  | 3  | 11    | 2               | 4  | 4  | 10    | 3     | 3  | 3  | 9     | 3                   | 2  | 1  | 4  | 10    |
| 9  | 1              | 4 | 5 | 10    | 1              | 4 | 3 | 8     | 5              | 3 | 1 | 9     | 3              | 3  | 4  | 10    | 3               | 4  | 3  | 10    | 4     | 1  | 2  | 7     | 3                   | 2  | 1  | 4  | 10    |
| 10 | 1              | 5 | 3 | 9     | 1              | 4 | 3 | 8     | 5              | 4 | 3 | 12    | 3              | 5  | 4  | 12    | 3               | 4  | 4  | 11    | 3     | 3  | 3  | 9     | 2                   | 2  | 1  | 2  | 7     |
| 11 | 2              | 3 | 4 | 9     | 2              | 3 | 3 | 8     | 4              | 2 | 2 | 8     | 3              | 3  | 4  | 10    | 3               | 3  | 3  | 9     | 2     | 3  | 2  | 7     | 2                   | 2  | 2  | 3  | 9     |
| 12 | 2              | 4 | 1 | 7     | 3              | 4 | 4 | 11    | 4              | 3 | 4 | 11    | 3              | 4  | 4  | 11    | 3               | 4  | 4  | 11    | 3     | 4  | 4  | 11    | 4                   | 4  | 4  | 4  | 16    |
| 13 | 1              | 4 | 5 | 10    | 1              | 2 | 2 | 5     | 5              | 1 | 1 | 7     | 3              | 2  | 5  | 10    | 3               | 2  | 4  | 9     | 1     | 5  | 4  | 10    | 2                   | 2  | 1  | 2  | 7     |
| 14 | 3              | 2 | 2 | 7     | 3              | 3 | 2 | 8     | 2              | 3 | 3 | 8     | 3              | 2  | 2  | 7     | 3               | 2  | 2  | 7     | 3     | 3  | 2  | 8     | 2                   | 2  | 3  | 3  | 10    |
| 15 | 1              | 4 | 3 | 8     | 1              | 4 | 3 | 8     | 5              | 4 | 3 | 12    | 3              | 4  | 3  | 10    | 4               | 4  | 4  | 12    | 3     | 4  | 3  | 10    | 3                   | 4  | 2  | 5  | 14    |
| 16 | 3              | 3 | 4 | 10    | 2              | 3 | 3 | 8     | 4              | 4 | 3 | 11    | 3              | 3  | 4  | 10    | 4               | 4  | 4  | 12    | 3     | 4  | 3  | 10    | 2                   | 4  | 2  | 4  | 12    |
| 17 | 3              | 2 | 4 | 9     | 1              | 4 | 3 | 8     | 5              | 3 | 3 | 11    | 3              | 2  | 3  | 8     | 3               | 2  | 2  | 7     | 3     | 2  | 3  | 8     | 2                   | 2  | 4  | 1  | 9     |
| 18 | 3              | 4 | 4 | 11    | 3              | 3 | 3 | 9     | 4              | 3 | 3 | 10    | 3              | 4  | 4  | 11    | 4               | 4  | 4  | 12    | 4     | 3  | 4  | 11    | 3                   | 4  | 3  | 5  | 15    |
| 19 | 3              | 2 | 1 | 6     | 3              | 2 | 2 | 7     | 1              | 1 | 1 | 3     | 3              | 2  | 1  | 6     | 1               | 2  | 2  | 5     | 4     | 3  | 3  | 10    | 3                   | 2  | 4  | 2  | 11    |
| 20 | 3              | 3 | 1 | 7     | 3              | 3 | 2 | 8     | 1              | 2 | 4 | 7     | 3              | 1  | 2  | 6     | 3               | 2  | 2  | 7     | 3     | 3  | 3  | 9     | 2                   | 2  | 3  | 2  | 9     |
| 21 | 2              | 2 | 4 | 8     | 2              | 4 | 3 | 9     | 3              | 2 | 2 | 7     | 3              | 3  | 4  | 10    | 2               | 4  | 3  | 9     | 4     | 3  | 2  | 9     | 1                   | 4  | 3  | 5  | 13    |
| 22 | 2              | 4 | 4 | 10    | 1              | 2 | 3 | 6     | 3              | 3 | 2 | 8     | 3              | 5  | 4  | 12    | 4               | 4  | 4  | 12    | 4     | 4  | 4  | 12    | 4                   | 3  | 2  | 5  | 14    |
| 23 | 3              | 5 | 5 | 13    | 1              | 4 | 4 | 9     | 5              | 3 | 3 | 11    | 3              | 3  | 2  | 8     | 4               | 5  | 4  | 13    | 1     | 3  | 3  | 7     | 3                   | 3  | 2  | 4  | 12    |
| 24 | 3              | 2 | 2 | 7     | 3              | 3 | 2 | 8     | 1              | 3 | 3 | 7     | 3              | 2  | 2  | 7     | 3               | 2  | 2  | 7     | 5     | 3  | 4  | 12    | 3                   | 2  | 3  | 2  | 10    |
| 25 | 4              | 4 | 5 | 13    | 3              | 4 | 4 | 11    | 5              | 3 | 4 | 12    | 3              | 3  | 5  | 11    | 3               | 5  | 5  | 13    | 4     | 3  | 4  | 11    | 3                   | 4  | 5  | 4  | 16    |
| 26 | 3              | 4 | 4 | 11    | 4              | 4 | 5 | 13    | 5              | 4 | 5 | 14    | 3              | 4  | 5  | 12    | 4               | 5  | 5  | 14    | 4     | 4  | 3  | 11    | 3                   | 4  | 3  | 4  | 14    |
| 27 | 4              | 4 | 5 | 13    | 3              | 5 | 5 | 13    | 5              | 3 | 3 | 11    | 3              | 3  | 5  | 11    | 4               | 3  | 5  | 12    | 4     | 4  | 5  | 13    | 4                   | 3  | 4  | 4  | 15    |
| 28 | 3              | 5 | 5 | 13    | 3              | 5 | 5 | 13    | 5              | 3 | 4 | 12    | 3              | 3  | 5  | 11    | 3               | 5  | 5  | 13    | 4     | 4  | 3  | 11    | 4                   | 4  | 4  | 4  | 16    |
| 29 | 3              | 5 | 4 | 12    | 3              | 4 | 5 | 12    | 5              | 3 | 3 | 11    | 3              | 4  | 4  | 11    | 4               | 4  | 5  | 13    | 4     | 5  | 5  | 14    | 3                   | 4  | 5  | 4  | 16    |
| 30 | 3              | 4 | 4 | 11    | 4              | 5 | 4 | 13    | 5              | 3 | 4 | 12    | 3              | 4  | 4  | 11    | 4               | 4  | 5  | 13    | 4     | 4  | 3  | 11    | 4                   | 3  | 3  | 4  | 14    |

|    |   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |   |    |
|----|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|---|----|
| 31 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 14 | 5 | 4 | 5 | 14 | 3 | 5 | 5 | 13 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 |
| 32 | 4 | 4 | 4 | 12 | 3 | 5 | 5 | 13 | 5 | 4 | 5 | 14 | 3 | 4 | 5 | 12 | 4 | 5 | 5 | 14 | 4 | 4 | 4 | 12 | 3 | 4 | 4 | 5 | 16 |
| 33 | 4 | 5 | 5 | 14 | 3 | 4 | 5 | 12 | 5 | 4 | 4 | 13 | 3 | 4 | 4 | 11 | 4 | 5 | 5 | 14 | 4 | 5 | 5 | 14 | 4 | 4 | 4 | 4 | 16 |
| 34 | 3 | 4 | 4 | 11 | 4 | 3 | 4 | 11 | 4 | 4 | 3 | 11 | 3 | 4 | 4 | 11 | 4 | 4 | 5 | 13 | 3 | 4 | 5 | 12 | 3 | 3 | 5 | 4 | 15 |
| 35 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 3 | 4 | 5 | 12 | 4 | 5 | 5 | 14 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 5 | 17 |
| 36 | 3 | 4 | 5 | 12 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 3 | 5 | 5 | 13 | 3 | 5 | 5 | 13 | 4 | 5 | 5 | 14 | 4 | 4 | 4 | 5 | 17 |
| 37 | 3 | 5 | 5 | 13 | 3 | 4 | 5 | 12 | 5 | 4 | 4 | 13 | 3 | 4 | 5 | 12 | 4 | 5 | 5 | 14 | 4 | 5 | 5 | 14 | 3 | 3 | 5 | 5 | 16 |
| 38 | 4 | 5 | 5 | 14 | 4 | 4 | 5 | 13 | 5 | 3 | 4 | 12 | 3 | 5 | 4 | 12 | 4 | 5 | 4 | 13 | 3 | 5 | 4 | 12 | 4 | 4 | 4 | 5 | 17 |
| 39 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 | 5 | 3 | 4 | 12 | 3 | 4 | 5 | 12 | 5 | 4 | 5 | 13 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 16 |
| 40 | 3 | 5 | 4 | 12 | 4 | 5 | 4 | 13 | 5 | 4 | 4 | 13 | 3 | 4 | 4 | 11 | 4 | 5 | 4 | 13 | 3 | 5 | 4 | 12 | 4 | 4 | 3 | 5 | 16 |
| 41 | 4 | 4 | 4 | 12 | 3 | 4 | 5 | 12 | 5 | 3 | 4 | 12 | 3 | 5 | 4 | 12 | 5 | 4 | 5 | 14 | 3 | 4 | 4 | 11 | 4 | 3 | 3 | 4 | 14 |
| 42 | 4 | 4 | 4 | 12 | 3 | 5 | 4 | 12 | 4 | 4 | 4 | 12 | 3 | 5 | 5 | 13 | 5 | 4 | 4 | 13 | 4 | 4 | 3 | 11 | 3 | 4 | 4 | 5 | 16 |
| 43 | 4 | 5 | 4 | 13 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 13 | 3 | 5 | 5 | 13 | 4 | 5 | 4 | 13 | 4 | 5 | 4 | 13 | 3 | 4 | 4 | 4 | 15 |
| 44 | 3 | 4 | 4 | 11 | 4 | 5 | 4 | 13 | 5 | 3 | 4 | 12 | 3 | 4 | 4 | 11 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 5 | 15 |
| 45 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 4 | 5 | 14 | 3 | 5 | 5 | 13 | 4 | 5 | 5 | 14 | 4 | 5 | 4 | 13 | 3 | 4 | 4 | 4 | 15 |
| 46 | 3 | 4 | 4 | 11 | 4 | 5 | 4 | 13 | 5 | 4 | 5 | 14 | 3 | 4 | 4 | 11 | 5 | 5 | 5 | 15 | 4 | 4 | 3 | 11 | 4 | 3 | 4 | 4 | 15 |
| 47 | 4 | 5 | 4 | 13 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 3 | 4 | 5 | 12 | 4 | 4 | 5 | 13 | 3 | 5 | 4 | 12 | 3 | 3 | 4 | 4 | 14 |
| 48 | 3 | 5 | 3 | 11 | 3 | 4 | 5 | 12 | 4 | 3 | 4 | 11 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 13 | 4 | 5 | 4 | 13 | 3 | 3 | 4 | 4 | 14 |
| 49 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 3 | 4 | 5 | 12 | 3 | 4 | 3 | 10 | 3 | 4 | 4 | 4 | 15 |
| 50 | 4 | 4 | 4 | 12 | 3 | 4 | 4 | 11 | 4 | 3 | 5 | 12 | 4 | 3 | 4 | 11 | 4 | 5 | 5 | 14 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 16 |
| 51 | 3 | 4 | 4 | 11 | 3 | 4 | 5 | 12 | 4 | 4 | 5 | 13 | 4 | 5 | 5 | 14 | 4 | 5 | 4 | 13 | 3 | 4 | 4 | 11 | 3 | 4 | 4 | 5 | 16 |
| 52 | 3 | 3 | 5 | 11 | 4 | 3 | 4 | 11 | 5 | 4 | 4 | 13 | 4 | 5 | 4 | 13 | 5 | 4 | 4 | 13 | 3 | 4 | 4 | 11 | 3 | 4 | 4 | 4 | 15 |
| 53 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 13 | 4 | 3 | 4 | 11 | 4 | 4 | 5 | 13 | 4 | 5 | 5 | 14 | 3 | 4 | 4 | 11 | 4 | 3 | 5 | 5 | 17 |
| 54 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 13 | 5 | 3 | 5 | 13 | 4 | 5 | 4 | 13 | 4 | 4 | 5 | 13 | 4 | 5 | 3 | 12 | 4 | 4 | 5 | 4 | 17 |
| 55 | 4 | 5 | 3 | 12 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 14 | 4 | 5 | 3 | 12 | 4 | 4 | 5 | 4 | 17 |
| 56 | 3 | 5 | 5 | 13 | 4 | 4 | 4 | 12 | 5 | 4 | 5 | 14 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 14 | 4 | 4 | 4 | 12 | 3 | 4 | 4 | 5 | 16 |
| 57 | 4 | 4 | 5 | 13 | 4 | 5 | 4 | 13 | 5 | 4 | 5 | 14 | 4 | 4 | 5 | 13 | 3 | 5 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 5 | 17 |
| 58 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 13 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 5 | 17 |
| 59 | 3 | 5 | 4 | 12 | 4 | 5 | 5 | 14 | 5 | 3 | 4 | 12 | 4 | 5 | 4 | 13 | 4 | 5 | 4 | 13 | 4 | 4 | 5 | 13 | 3 | 3 | 4 | 4 | 14 |
| 60 | 3 | 3 | 5 | 11 | 3 | 3 | 5 | 11 | 3 | 5 | 5 | 13 | 4 | 5 | 3 | 12 | 3 | 4 | 5 | 12 | 3 | 4 | 5 | 12 | 3 | 4 | 4 | 4 | 15 |
| 61 | 3 | 4 | 4 | 11 | 3 | 4 | 5 | 12 | 4 | 3 | 4 | 11 | 4 | 5 | 4 | 13 | 4 | 5 | 5 | 14 | 4 | 5 | 3 | 12 | 4 | 4 | 4 | 5 | 17 |
| 62 | 3 | 3 | 5 | 11 | 3 | 5 | 5 | 13 | 5 | 5 | 3 | 13 | 4 | 4 | 5 | 13 | 3 | 4 | 5 | 12 | 3 | 3 | 3 | 9  | 3 | 4 | 2 | 4 | 13 |
| 63 | 2 | 4 | 5 | 11 | 3 | 4 | 4 | 11 | 5 | 3 | 4 | 12 | 4 | 4 | 4 | 12 | 2 | 4 | 4 | 10 | 2 | 3 | 3 | 8  | 3 | 4 | 2 | 4 | 13 |
| 64 | 3 | 4 | 4 | 11 | 2 | 4 | 4 | 10 | 5 | 3 | 4 | 12 | 4 | 4 | 5 | 13 | 3 | 4 | 4 | 11 | 3 | 3 | 3 | 9  | 3 | 3 | 3 | 4 | 13 |
| 65 | 3 | 4 | 5 | 12 | 3 | 4 | 4 | 11 | 5 | 3 | 3 | 11 | 4 | 4 | 5 | 13 | 3 | 4 | 4 | 11 | 3 | 3 | 4 | 10 | 3 | 4 | 3 | 4 | 14 |
| 66 | 4 | 4 | 4 | 12 | 3 | 5 | 5 | 13 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 13 | 5 | 4 | 5 | 14 | 5 | 4 | 3 | 12 | 3 | 4 | 4 | 4 | 15 |
| 67 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 14 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 5 | 17 |
| 68 | 4 | 5 | 5 | 14 | 4 | 5 | 4 | 13 | 5 | 3 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 14 | 3 | 4 | 4 | 4 | 15 |

|       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 69    | 3  | 3  | 4  | 10 | 4  | 4  | 5  | 13 | 5  | 4  | 4  | 13 | 4  | 5  | 5  | 14 | 4  | 5  | 5  | 14 | 4  | 4  | 4  | 12 | 3  | 4  | 4  | 5  | 16 |
| 70    | 3  | 4  | 4  | 11 | 4  | 4  | 5  | 13 | 5  | 4  | 4  | 13 | 4  | 4  | 4  | 12 | 4  | 5  | 5  | 14 | 4  | 4  | 4  | 12 | 4  | 4  | 4  | 4  | 16 |
| 71    | 3  | 4  | 4  | 11 | 4  | 4  | 4  | 12 | 4  | 3  | 4  | 11 | 4  | 4  | 4  | 12 | 4  | 4  | 4  | 12 | 4  | 4  | 4  | 12 | 4  | 4  | 4  | 4  | 16 |
| 72    | 3  | 4  | 4  | 11 | 3  | 4  | 4  | 11 | 5  | 3  | 3  | 11 | 4  | 5  | 4  | 13 | 5  | 5  | 5  | 15 | 3  | 4  | 3  | 10 | 3  | 4  | 3  | 4  | 14 |
| 73    | 3  | 5  | 4  | 12 | 3  | 5  | 5  | 13 | 5  | 3  | 4  | 12 | 4  | 4  | 5  | 13 | 4  | 4  | 4  | 12 | 4  | 5  | 4  | 13 | 3  | 4  | 3  | 4  | 14 |
| 74    | 4  | 5  | 5  | 14 | 4  | 4  | 4  | 12 | 5  | 4  | 4  | 13 | 4  | 4  | 4  | 12 | 4  | 5  | 4  | 13 | 4  | 4  | 4  | 12 | 3  | 4  | 3  | 3  | 13 |
| 75    | 4  | 5  | 4  | 13 | 3  | 5  | 5  | 13 | 4  | 3  | 3  | 10 | 4  | 5  | 5  | 14 | 3  | 5  | 4  | 12 | 4  | 5  | 4  | 13 | 4  | 3  | 4  | 4  | 15 |
| 76    | 3  | 4  | 5  | 12 | 4  | 5  | 5  | 14 | 5  | 4  | 4  | 13 | 4  | 4  | 4  | 12 | 4  | 5  | 5  | 14 | 3  | 4  | 5  | 12 | 3  | 4  | 3  | 4  | 14 |
| 77    | 3  | 5  | 4  | 12 | 4  | 5  | 5  | 14 | 4  | 3  | 3  | 10 | 4  | 5  | 4  | 13 | 5  | 4  | 4  | 13 | 4  | 4  | 4  | 12 | 4  | 4  | 4  | 4  | 16 |
| 78    | 3  | 4  | 4  | 11 | 3  | 4  | 4  | 11 | 5  | 3  | 4  | 12 | 4  | 5  | 4  | 13 | 5  | 4  | 5  | 14 | 3  | 4  | 4  | 11 | 3  | 4  | 3  | 5  | 15 |
| 79    | 4  | 4  | 4  | 12 | 4  | 5  | 5  | 14 | 4  | 4  | 4  | 12 | 4  | 4  | 5  | 13 | 4  | 4  | 5  | 13 | 4  | 5  | 4  | 13 | 4  | 5  | 4  | 4  | 17 |
| 80    | 3  | 4  | 5  | 12 | 3  | 4  | 4  | 11 | 5  | 4  | 4  | 13 | 4  | 5  | 4  | 13 | 3  | 5  | 4  | 12 | 3  | 4  | 5  | 12 | 4  | 4  | 4  | 5  | 17 |
| 81    | 3  | 4  | 4  | 11 | 3  | 5  | 4  | 12 | 4  | 3  | 4  | 11 | 4  | 4  | 5  | 13 | 4  | 4  | 5  | 13 | 4  | 5  | 4  | 13 | 4  | 4  | 4  | 4  | 16 |
| 82    | 3  | 4  | 5  | 12 | 3  | 4  | 4  | 11 | 4  | 3  | 3  | 10 | 4  | 4  | 4  | 12 | 4  | 5  | 4  | 13 | 3  | 3  | 5  | 11 | 3  | 4  | 4  | 5  | 16 |
| 83    | 3  | 5  | 4  | 12 | 3  | 5  | 4  | 12 | 5  | 4  | 4  | 13 | 4  | 5  | 5  | 14 | 5  | 4  | 5  | 14 | 4  | 4  | 5  | 13 | 3  | 4  | 4  | 4  | 15 |
| 84    | 3  | 4  | 4  | 11 | 4  | 4  | 4  | 12 | 5  | 3  | 3  | 11 | 4  | 4  | 5  | 13 | 4  | 4  | 5  | 13 | 4  | 3  | 4  | 11 | 3  | 4  | 3  | 5  | 15 |
| 85    | 4  | 5  | 4  | 13 | 3  | 4  | 4  | 11 | 5  | 3  | 4  | 12 | 4  | 5  | 5  | 14 | 5  | 4  | 4  | 13 | 4  | 4  | 4  | 12 | 4  | 5  | 4  | 5  | 18 |
| 86    | 3  | 4  | 5  | 12 | 4  | 4  | 4  | 12 | 5  | 3  | 4  | 12 | 4  | 5  | 4  | 13 | 5  | 5  | 5  | 15 | 4  | 5  | 4  | 13 | 3  | 4  | 3  | 4  | 14 |
| 87    | 4  | 4  | 5  | 13 | 3  | 4  | 5  | 12 | 4  | 3  | 3  | 10 | 4  | 4  | 4  | 12 | 3  | 5  | 5  | 13 | 4  | 4  | 3  | 11 | 4  | 4  | 4  | 4  | 16 |
| 88    | 3  | 4  | 4  | 11 | 4  | 5  | 4  | 13 | 5  | 4  | 5  | 14 | 4  | 5  | 5  | 14 | 4  | 5  | 5  | 14 | 3  | 3  | 4  | 10 | 3  | 4  | 4  | 4  | 15 |
| 89    | 3  | 4  | 5  | 12 | 3  | 4  | 5  | 12 | 5  | 3  | 3  | 11 | 4  | 4  | 5  | 13 | 3  | 4  | 4  | 11 | 4  | 4  | 4  | 12 | 4  | 4  | 4  | 5  | 17 |
| 90    | 3  | 4  | 4  | 11 | 4  | 5  | 4  | 13 | 5  | 3  | 5  | 13 | 4  | 4  | 5  | 13 | 5  | 5  | 5  | 15 | 5  | 4  | 5  | 14 | 4  | 4  | 3  | 4  | 15 |
| 91    | 3  | 3  | 5  | 11 | 4  | 5  | 5  | 14 | 4  | 3  | 3  | 10 | 4  | 5  | 5  | 14 | 4  | 4  | 4  | 12 | 4  | 5  | 4  | 13 | 4  | 3  | 4  | 4  | 15 |
| 92    | 3  | 5  | 5  | 13 | 4  | 4  | 4  | 12 | 5  | 4  | 4  | 13 | 4  | 4  | 4  | 12 | 4  | 5  | 4  | 13 | 4  | 4  | 4  | 12 | 3  | 4  | 3  | 4  | 14 |
| 93    | 4  | 5  | 4  | 13 | 3  | 5  | 5  | 13 | 5  | 3  | 4  | 12 | 4  | 5  | 5  | 14 | 5  | 4  | 4  | 13 | 4  | 5  | 4  | 13 | 4  | 3  | 4  | 4  | 15 |
| 94    | 4  | 4  | 5  | 13 | 4  | 4  | 4  | 12 | 4  | 3  | 4  | 11 | 4  | 4  | 4  | 12 | 4  | 5  | 5  | 14 | 4  | 4  | 4  | 12 | 3  | 5  | 3  | 5  | 16 |
| 95    | 4  | 4  | 4  | 12 | 3  | 5  | 4  | 12 | 5  | 3  | 3  | 11 | 4  | 4  | 5  | 13 | 3  | 4  | 4  | 11 | 4  | 5  | 4  | 13 | 4  | 4  | 4  | 4  | 16 |
| 96    | 4  | 5  | 4  | 13 | 3  | 5  | 4  | 12 | 4  | 4  | 3  | 11 | 4  | 5  | 4  | 13 | 4  | 5  | 4  | 13 | 3  | 4  | 5  | 12 | 3  | 5  | 3  | 5  | 16 |
| 97    | 3  | 4  | 4  | 11 | 4  | 4  | 4  | 12 | 5  | 3  | 3  | 11 | 4  | 4  | 4  | 12 | 5  | 4  | 4  | 13 | 4  | 4  | 4  | 12 | 4  | 4  | 4  | 4  | 16 |
| 98    | 4  | 5  | 5  | 14 | 3  | 5  | 4  | 12 | 5  | 4  | 3  | 12 | 4  | 4  | 4  | 12 | 4  | 5  | 5  | 14 | 3  | 4  | 3  | 10 | 4  | 4  | 4  | 4  | 16 |
| 99    | 3  | 4  | 4  | 11 | 3  | 4  | 5  | 12 | 5  | 4  | 3  | 12 | 5  | 4  | 5  | 14 | 4  | 5  | 4  | 13 | 4  | 4  | 4  | 12 | 4  | 4  | 4  | 4  | 16 |
| 100   | 3  | 5  | 4  | 12 | 4  | 5  | 4  | 13 | 4  | 3  | 4  | 11 | 5  | 5  | 4  | 14 | 3  | 5  | 5  | 13 | 4  | 4  | 5  | 13 | 4  | 5  | 4  | 4  | 17 |
| Total | 31 | 40 | 41 |    | 31 | 41 | 40 |    | 44 | 33 | 36 |    | 34 | 40 | 41 |    | 37 | 42 | 42 |    | 35 | 39 | 37 |    | 33 | 36 | 34 | 40 |    |
|       | 6  | 3  | 2  |    | 6  | 1  | 7  |    | 3  | 8  | 5  |    | 7  | 5  | 8  |    | 8  | 5  | 8  |    | 4  | 5  | 8  |    | 3  | 5  | 9  | 8  |    |



### LAMPIRAN 3

#### UJI VALIDITAS

- VARIABEL ATRIBUT PRODUK ( $X_1$ )

**Correlations**

|          |                     | X11    | X12    | X13    | total_X1 |
|----------|---------------------|--------|--------|--------|----------|
| X11      | Pearson Correlation | 1      | .224*  | .151   | .601**   |
|          | Sig. (2-tailed)     |        | .025   | .134   | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| X12      | Pearson Correlation | .224*  | 1      | .407** | .763**   |
|          | Sig. (2-tailed)     | .025   |        | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| X13      | Pearson Correlation | .151   | .407** | 1      | .768**   |
|          | Sig. (2-tailed)     | .134   | .000   |        | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| total_X1 | Pearson Correlation | .601** | .763** | .768** | 1        |
|          | Sig. (2-tailed)     | .000   | .000   | .000   |          |
|          | N                   | 100    | 100    | 100    | 100      |

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

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

- VARIABEL MANFAAT PRODUK ( $X_2$ )

**Correlations**

|          |                     | X21    | X22    | X23    | total_X2 |
|----------|---------------------|--------|--------|--------|----------|
| X21      | Pearson Correlation | 1      | .414** | .404** | .781**   |
|          | Sig. (2-tailed)     |        | .000   | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| X22      | Pearson Correlation | .414** | 1      | .546** | .794**   |
|          | Sig. (2-tailed)     | .000   |        | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| X23      | Pearson Correlation | .404** | .546** | 1      | .816**   |
|          | Sig. (2-tailed)     | .000   | .000   |        | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| total_X2 | Pearson Correlation | .781** | .794** | .816** | 1        |
|          | Sig. (2-tailed)     | .000   | .000   | .000   |          |
|          | N                   | 100    | 100    | 100    | 100      |

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

- VARIABEL PEMAKAI PRODUK (X<sub>3</sub>)

**Correlations**

|          |                     | X31    | X32    | X33    | total_X3 |
|----------|---------------------|--------|--------|--------|----------|
| X31      | Pearson Correlation | 1      | .344** | .351** | .753**   |
|          | Sig. (2-tailed)     |        | .000   | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| X32      | Pearson Correlation | .344** | 1      | .515** | .771**   |
|          | Sig. (2-tailed)     | .000   |        | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| X33      | Pearson Correlation | .351** | .515** | 1      | .802**   |
|          | Sig. (2-tailed)     | .000   | .000   |        | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| total_X3 | Pearson Correlation | .753** | .771** | .802** | 1        |
|          | Sig. (2-tailed)     | .000   | .000   | .000   |          |
|          | N                   | 100    | 100    | 100    | 100      |

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

- VARIABEL PESAING PRODUK (X<sub>4</sub>)

**Correlations**

|          |                     | X41    | X42    | X43    | total_X4 |
|----------|---------------------|--------|--------|--------|----------|
| X41      | Pearson Correlation | 1      | .317** | .401** | .689**   |
|          | Sig. (2-tailed)     |        | .001   | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| X42      | Pearson Correlation | .317** | 1      | .497** | .800**   |
|          | Sig. (2-tailed)     | .001   |        | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| X43      | Pearson Correlation | .401** | .497** | 1      | .836**   |
|          | Sig. (2-tailed)     | .000   | .000   |        | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| total_X4 | Pearson Correlation | .689** | .800** | .836** | 1        |
|          | Sig. (2-tailed)     | .000   | .000   | .000   |          |
|          | N                   | 100    | 100    | 100    | 100      |

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

- VARIABEL KATEGORI PRODUK ( $X_5$ )

|          |                     | X51    | X52    | X53    | total_X5 |
|----------|---------------------|--------|--------|--------|----------|
| X51      | Pearson Correlation | 1      | .448** | .525** | .774**   |
|          | Sig. (2-tailed)     |        | .000   | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| X52      | Pearson Correlation | .448** | 1      | .714** | .861**   |
|          | Sig. (2-tailed)     | .000   |        | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| X53      | Pearson Correlation | .525** | .714** | 1      | .890**   |
|          | Sig. (2-tailed)     | .000   | .000   |        | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| total_X5 | Pearson Correlation | .774** | .861** | .890** | 1        |
|          | Sig. (2-tailed)     | .000   | .000   | .000   |          |
|          | N                   | 100    | 100    | 100    | 100      |

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

- VARIABEL HARGA PRODUK ( $X_6$ )

|          |                     | X61    | X62    | X63    | total_X6 |
|----------|---------------------|--------|--------|--------|----------|
| X61      | Pearson Correlation | 1      | .330** | .232*  | .703**   |
|          | Sig. (2-tailed)     |        | .001   | .020   | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| X62      | Pearson Correlation | .330** | 1      | .449** | .797**   |
|          | Sig. (2-tailed)     | .001   |        | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| X63      | Pearson Correlation | .232*  | .449** | 1      | .741**   |
|          | Sig. (2-tailed)     | .020   | .000   |        | .000     |
|          | N                   | 100    | 100    | 100    | 100      |
| total_X6 | Pearson Correlation | .703** | .797** | .741** | 1        |
|          | Sig. (2-tailed)     | .000   | .000   | .000   |          |
|          | N                   | 100    | 100    | 100    | 100      |

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

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

- VARIABEL KEPUTUSAN PEMBELIAN (Y)

Correlations

|         |                     | Y1     | Y2     | Y3     | Y4     | total_Y |
|---------|---------------------|--------|--------|--------|--------|---------|
| Y1      | Pearson Correlation | 1      | .341** | .516** | .247*  | .714**  |
|         | Sig. (2-tailed)     |        | .001   | .000   | .013   | .000    |
|         | N                   | 100    | 100    | 100    | 100    | 100     |
| Y2      | Pearson Correlation | .341** | 1      | .349** | .567** | .764**  |
|         | Sig. (2-tailed)     | .001   |        | .000   | .000   | .000    |
|         | N                   | 100    | 100    | 100    | 100    | 100     |
| Y3      | Pearson Correlation | .516** | .349** | 1      | .154   | .735**  |
|         | Sig. (2-tailed)     | .000   | .000   |        | .125   | .000    |
|         | N                   | 100    | 100    | 100    | 100    | 100     |
| Y4      | Pearson Correlation | .247*  | .567** | .154   | 1      | .672**  |
|         | Sig. (2-tailed)     | .013   | .000   | .125   |        | .000    |
|         | N                   | 100    | 100    | 100    | 100    | 100     |
| total_Y | Pearson Correlation | .714** | .764** | .735** | .672** | 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).

## LAMPIRAN 4

### UJI RELIABILITAS

#### ○ *Reliability Atribut Produk (X<sub>1</sub>)*

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 100 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .518             | 3          |

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X11 | 8.1500                     | 2.290                          | .221                             | .576                             |
| X12 | 7.2800                     | 1.739                          | .427                             | .257                             |
| X13 | 7.1900                     | 1.610                          | .364                             | .364                             |

#### ○ *Reliability Manfaat Produk (X<sub>2</sub>)*

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 91.7  |
|       | Excluded <sup>a</sup> | 9   | 8.3   |
|       | Total                 | 109 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .707             | 3          |

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X21 | 8.1800                     | 2.028                          | .465                             | .702                             |
| X22 | 7.2300                     | 2.239                          | .571                             | .575                             |
| X23 | 7.2700                     | 1.977                          | .556                             | .577                             |

○ **Reliability Pemakai Produk (X<sub>3</sub>)**

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 91.7  |
|       | Excluded <sup>a</sup> | 9   | 8.3   |
|       | Total                 | 109 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .662             | 3          |

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X31 | 7.0300                     | 2.171                          | .399                             | .676                             |
| X32 | 8.0800                     | 2.337                          | .519                             | .520                             |
| X33 | 7.8100                     | 2.054                          | .518                             | .505                             |

○ **Reliability Pesaing Produk (X<sub>4</sub>)**

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 91.7  |
|       | Excluded <sup>a</sup> | 9   | 8.3   |
|       | Total                 | 109 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .672             | 3          |

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X41 | 8.2300                     | 2.442                          | .416                             | .664                             |
| X42 | 7.6500                     | 1.846                          | .498                             | .559                             |
| X43 | 7.5200                     | 1.686                          | .558                             | .471                             |

○ **Reliability Kategori Produk (X<sub>5</sub>)**

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 91.7  |
|       | Excluded <sup>a</sup> | 9   | 8.3   |
|       | Total                 | 109 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .795             | 3          |

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X51 | 8.5300                     | 2.716                          | .525                             | .833                             |
| X52 | 8.0600                     | 2.299                          | .668                             | .688                             |
| X53 | 8.0300                     | 2.191                          | .731                             | .618                             |

○ **Reliability Harga Produk (X<sub>6</sub>)**

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 91.7  |
|       | Excluded <sup>a</sup> | 9   | 8.3   |
|       | Total                 | 109 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .603             | 3          |

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X61 | 7.7300                     | 1.755                          | .331                             | .619                             |
| X62 | 7.3200                     | 1.493                          | .494                             | .376                             |
| X63 | 7.4900                     | 1.687                          | .417                             | .496                             |

○ **Reliability Keputusan Pembelian (Y)****Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 91.7  |
|       | Excluded <sup>a</sup> | 9   | 8.3   |
|       | Total                 | 109 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .682             | 4          |

**Item-Total Statistics**

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Y1 | 11.2200                    | 3.547                          | .503                             | .598                             |
| Y2 | 10.9000                    | 3.343                          | .571                             | .555                             |
| Y3 | 11.0600                    | 3.047                          | .429                             | .654                             |
| Y4 | 10.4700                    | 3.504                          | .394                             | .662                             |



## LAMPIRAN 6

### ANALISIS REGRESI LINEAR BERGANDA

Variables Entered/Removed<sup>b</sup>

| Model | Variables Entered  | Variables Removed | Method |
|-------|--|-------------------|--------|
| 1     | HARGA, PEMAKAI, ATRIBUT, PESAING, MANFAAT, KATEGORI <sup>a</sup> |                   | Enter  |

a. All requested variables entered.

b. Dependent Variable: KEP.PEMBELIAN

Coefficients<sup>a</sup>

| Model        | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Correlations |         |       | Collinearity Statistics |       |
|--------------|-----------------------------|------------|---------------------------|--------|------|--------------|---------|-------|-------------------------|-------|
|              | B                           | Std. Error | Beta                      |        |      | Zero-order   | Partial | Part  | Tolerance               | VIF   |
| 1 (Constant) | 3.314                       | 1.231      |                           | 2.693  | .008 |              |         |       |                         |       |
| ATRIBUT      | .050                        | .135       | .040                      | .371   | .711 | .518         | .038    | .025  | .387                    | 2.582 |
| MANFAAT      | .436                        | .135       | .379                      | 3.237  | .002 | .687         | .318    | .217  | .327                    | 3.058 |
| PEMAKAI      | -.255                       | .121       | -.225                     | -2.111 | .037 | .378         | -.214   | -.141 | .394                    | 2.539 |
| PESAING      | .068                        | .133       | .058                      | .514   | .609 | .582         | .053    | .034  | .357                    | 2.804 |
| KATEGORI     | .334                        | .138       | .319                      | 2.428  | .017 | .610         | .244    | .162  | .260                    | 3.844 |
| HARGA        | .332                        | .123       | .251                      | 2.689  | .008 | .638         | .269    | .180  | .515                    | 1.941 |

a. Dependent Variable:  
KEP.PEMBELIAN

Collinearity Diagnostics<sup>a</sup>

| Model | Dimens ion | Eigenvalue | Condition Index | Variance Proportions |          |          |          |          |           |       |
|-------|------------|------------|-----------------|----------------------|----------|----------|----------|----------|-----------|-------|
|       |            |            |                 | (Constant)           | ATRI BUT | MAN FAAT | PEM AKAI | PESA ING | KATE GORI | HARGA |
| 1     | 1          | 6.930      | 1.000           | .00                  | .00      | .00      | .00      | .00      | .00       | .00   |
|       | 2          | .023       | 17.248          | .15                  | .02      | .00      | .12      | .00      | .04       | .19   |
|       | 3          | .016       | 20.664          | .49                  | .01      | .15      | .06      | .02      | .01       | .08   |
|       | 4          | .010       | 25.943          | .00                  | .31      | .17      | .43      | .05      | .06       | .00   |
|       | 5          | .008       | 28.847          | .04                  | .28      | .03      | .01      | .78      | .00       | .06   |
|       | 6          | .007       | 31.064          | .03                  | .22      | .38      | .07      | .03      | .33       | .34   |
|       | 7          | .005       | 36.793          | .28                  | .16      | .27      | .31      | .11      | .56       | .33   |

a. Dependent Variable:

KEP.PEMBELIAN

Residuals Statistics<sup>a</sup>

|                                   | Minimum  | Maximum | Mean    | Std. Deviation | N   |
|-----------------------------------|----------|---------|---------|----------------|-----|
| Predicted Value                   | 9.4773   | 17.0956 | 14.5500 | 1.77533        | 100 |
| Std. Predicted Value              | -2.857   | 1.434   | .000    | 1.000          | 100 |
| Standard Error of Predicted Value | .195     | .791    | .390    | .125           | 100 |
| Adjusted Predicted Value          | 9.0568   | 17.2681 | 14.5476 | 1.80166        | 100 |
| Residual                          | -4.67129 | 4.38953 | .00000  | 1.49991        | 100 |
| Std. Residual                     | -3.019   | 2.836   | .000    | .969           | 100 |
| Stud. Residual                    | -3.199   | 3.300   | .001    | 1.028          | 100 |
| Deleted Residual                  | -5.24524 | 5.94066 | .00240  | 1.69346        | 100 |
| Stud. Deleted Residual            | -3.372   | 3.493   | .000    | 1.050          | 100 |
| Mahal. Distance                   | .586     | 24.859  | 5.940   | 4.847          | 100 |
| Cook's Distance                   | .000     | .550    | .020    | .069           | 100 |
| Centered Leverage Value           | .006     | .251    | .060    | .049           | 100 |

a. Dependent Variable: KEP.PEMBELIAN

## LAMPIRAN 7

### PENGUJIAN MODEL

- UJI KOEFISIEN DETERMINASI ( $R^2$ )

Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |               | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
|       |                   |          |                   |                            | R Square Change   | F Change | df1 | df2 | Sig. F Change |               |
| 1     | .764 <sup>a</sup> | .584     | .557              | 1.54754                    | .584              | 21.715   | 6   | 93  | .000          | 1.858         |

a. Predictors: (Constant), HARGA, PEMAKAI, ATRIBUT, PESAING, MANFAAT, KATEGORI

b. Dependent Variable: KEP.PEMBELIAN

- UJI SIMULTAN (UJI STATISTIK F)

ANOVA<sup>d</sup>

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 312.027        | 6  | 52.005      | 21.715 | .000 <sup>a</sup> |
|       | Residual   | 222.723        | 93 | 2.395       |        |                   |
|       | Total      | 534.750        | 99 |             |        |                   |

a. Predictors: (Constant), HARGA, PEMAKAI, ATRIBUT, PESAING, MANFAAT, KATEGORI

b. Dependent Variable: KEP.PEMBELIAN

- UJI T

Coefficients<sup>a</sup>

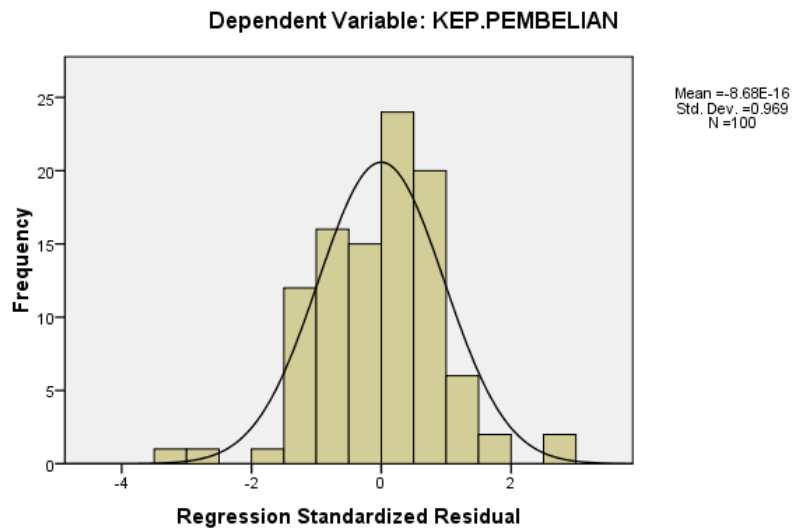
| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Correlations |         |       | Collinearity Statistics |       |  |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|--------------|---------|-------|-------------------------|-------|--|
|       |            | B                           | Std. Error | Beta                      |        |      | Zero-order   | Partial | Part  | Tolerance               | VIF   |  |
| 1     | (Constant) | 3.314                       | 1.231      |                           | 2.693  | .008 |              |         |       |                         |       |  |
|       | ATRIBUT    | .050                        | .135       | .040                      | .371   | .711 | .518         | .038    | .025  | .387                    | 2.582 |  |
|       | MANFAAT    | .436                        | .135       | .379                      | 3.237  | .002 | .687         | .318    | .217  | .327                    | 3.058 |  |
|       | PEMAKAI    | -.255                       | .121       | -.225                     | -2.111 | .037 | .378         | -.214   | -.141 | .394                    | 2.539 |  |
|       | PESAING    | .068                        | .133       | .058                      | .514   | .609 | .582         | .053    | .034  | .357                    | 2.804 |  |
|       | KATEGORI   | .334                        | .138       | .319                      | 2.428  | .017 | .610         | .244    | .162  | .260                    | 3.844 |  |
|       | HARGA      | .332                        | .123       | .251                      | 2.689  | .008 | .638         | .269    | .180  | .515                    | 1.941 |  |

a. Dependent Variable: KEP.PEMBELIAN

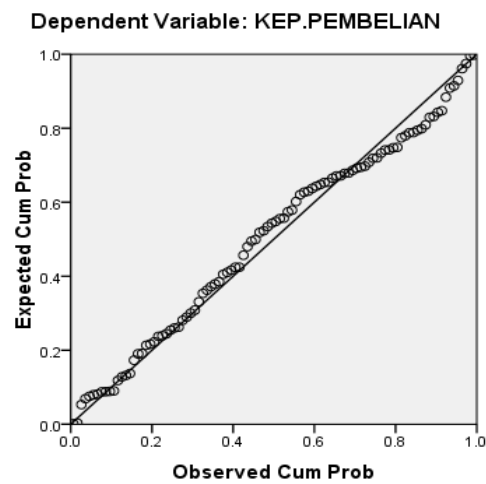
## LAMPIRAN 8

## CHARTS

Histogram



Normal P-P Plot of Regression Standardized Residual



Scatterplot

Dependent Variable: KEP.PEMBELIAN

