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LAMPIRAN

Lampiran 1: Biodata**BIODATA****Identitas Diri**

Nama : Trianingsih Taruk Allo
 Tempat, Tanggal Lahir : Rantepao, 05 Oktober 1998
 Alamat Rumah : Perumahan NTI Jl. Flamboyan TA 02
 No hp : 081340190350
 Alamat *E-mail* : tarukallotrianingsih@gmail.com

Riwayat Pendidikan

Pendidikan Formal

- Tahun 2003-2004 : TK Kristen Rantepao
- Tahun 2004-2010 : SD Kristen Malango' Tagari
- Tahun 2010-2012 : SMP Negeri 1 Rantepao
- Tahun 2012-2016 : SMA Negeri 2 Rantepao
- Tahun 2016-2020 : S1 Manajemen Universitas Hasanuddin

Pendidikan Non Formal

- Tahun 2016 : Pelatihan *Basic Character Study Skill* Universitas Hasanuddin
- Tahun 2018 : LDK PMKO FEB-UH

Riwayat Prestasi

- Prestasi Akademik : Penerima Beasiswa Peningkatan Prestasi Akademik 2019

Pengalaman

A. Organisasi

- Anggota Persekutuan Mahasiswa Kristen Fakultas Ekonomi dan Bisnis (PMKO-FEB) Universitas Hasanuddin

B. Kerja

- *Internship* Bidang Akuntansi & Penganggaran – Badan Pengelola Keuangan dan Aset Daerah Toraja Utara
- Kuliah Kerja Nyata Program Pemberdayaan Masyarakat *Pemetaan Spasial* Potensi Ekonomi Pendapatan Asli Daerah Kota Parepare – Kantor Badan Pengelola Keuangan dan Aset Daerah Kota Parepare

Demikian biodata ini dibuat dengan sebenarnya.

Makassar, 20 Oktober 2020

Trianingsih Taruk Allo

Lampiran 2 : Kuesioner

KUESIONER PENELITIAN

Responden yang terhormat,

Perkenalkan nama saya Trianingsih Taruk Allo, mahasiswa S1 Departemen Manajemen Fakultas Ekonomi dan Bisnis Universitas Hasanuddin angkatan 2016. Saat ini saya sedang melakukan penelitian untuk memenuhi tugas akhir (Skripsi). Adapun Kriteria responden sebagai berikut :

1. Responden merupakan mahasiswa/i Fakultas Ekonomi dan Bisnis Universitas Hasanuddin angkatan 2016-2019
2. Responden merupakan pengguna *smartphone* OPPO.
3. Responden merupakan pengguna *smartphone* OPPO minimal 3 bulan terakhir.

Pengisian kuesioner ini bertujuan untuk pengembangan ilmu pengetahuan dan hanya digunakan untuk kepentingan penelitian skripsi ini saja. Peneliti menjamin kerahasiaan identitas pribadi dan jawaban yang diberikan oleh Saudara/i. Untuk itu, Saya berharap seluruh pertanyaan dijawab dengan sejujur-jujurnya.

Saya sebagai peneliti mengucapkan terima kasih atas kesediaan dan kerjasama responden yang telah berkenan untuk meluangkan waktu guna mengisi kuesioner ini. Tuhan Memberkati.

A. Identitas Responden

1. Nama :
2. Departemen :
 - a. Ilmu Ekonomi
 - b. Manajemen
 - c. Akuntansi
3. Jenis kelamin : Laki-laki / Perempuan
4. Angkatan :
 - a. 2016
 - b. 2017
 - c. 2018
 - d. 2019

5. Saya sedang menggunakan *smartphone* OPPO minimal 3 bulan terakhir (Jika anda bukan pengguna, dimohon untuk tidak melanjutkan pengisian kuesioner ini)
- a. Ya
- b. Tidak
6. Tipe *smartphone* OPPO yang sedang digunakan :

B. Petunjuk Pengisian

Pilihlah pernyataan yang sesuai dengan pendapat Saudara/i setelah menggunakan *smartphone* OPPO dengan memberikan tanda centang (✓) pada kolom yang tersedia dengan keterangan sebagai berikut:

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

1. Brand Image (X1)

| No | Pernyataan | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| 1 | <i>Smartphone</i> OPPO merupakan <i>smartphone</i> yang berkualitas, bervariasi dan memiliki daya tahan yang tinggi. | | | | | |
| 2 | <i>Smartphone</i> OPPO merupakan <i>smartphone</i> yang mudah digunakan, memiliki beragam fitur yang unik, performa <i>software</i> yang prima dan desain yang menarik. | | | | | |
| 3 | <i>Smartphone</i> OPPO memiliki popularitas yang baik dan memiliki kredibilitas sebagai produsen <i>smartphone</i> . | | | | | |
| 4 | <i>Smartphone</i> OPPO merupakan <i>smartphone</i> yang memiliki kualitas produk dan kekuatan merek sebagai <i>smartphone</i> yang berkelas. | | | | | |
| 5 | <i>Smartphone</i> OPPO senantiasa melakukan inovasi dalam menciptakan desain produk dengan mengikuti perkembangan <i>trend</i> . | | | | | |
| 6 | <i>Smartphone</i> OPPO selalu memberikan informasi yang bermanfaat mengenai produknya melalui pelayanan oleh penjual dan promosi yang ditawarkan. | | | | | |

2. Customer Value (X2)

| No | Pernyataan | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| 1 | <i>Smartphone</i> OPPO mampu memberikan saya kepuasan dan kenyamanan dalam menggunakannya. | | | | | |
| 2 | Dengan menggunakan <i>smartphone</i> OPPO saya merasa percaya diri. | | | | | |
| 3 | <i>Smartphone</i> OPPO memberikan jaminan garansi yang sangat bermanfaat. | | | | | |
| 4 | <i>Smartphone</i> OPPO menyediakan layanan <i>service center</i> yang memiliki karyawan cepat, tanggap dan memuaskan yang bisa diakses oleh seluruh pengguna <i>smartphone</i> OPPO dimanapun berada. | | | | | |
| 5 | Harga yang ditawarkan <i>smartphone</i> OPPO sebanding dengan manfaat yang diperoleh dari produk. | | | | | |
| 6 | Harga yang ditawarkan <i>smartphone</i> OPPO relatif terjangkau untuk kalangan mahasiswa. | | | | | |

3. Keputusan Pembelian (Y)

| No | Pernyataan | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| 1 | Saya membeli <i>smartphone</i> OPPO karena sesuai dengan kebutuhan saya saat ini. | | | | | |
| 2 | Saya tertarik membeli <i>smartphone</i> OPPO karena mereknya unggul dan baik di pasaran. | | | | | |
| 3 | Saya membeli <i>smartphone</i> OPPO karena produknya berkualitas dan bervariasi. | | | | | |
| 4 | Saya membeli <i>smartphone</i> OPPO karena menawarkan promosi yang menarik. | | | | | |
| 5 | Saya membeli <i>smartphone</i> OPPO karena banyak mendapatkan rekomendasi dari orang yang telah menggunakan merek tersebut. | | | | | |
| 6 | Saya akan melakukan pembelian ulang <i>smartphone</i> OPPO dan merekomendasikannya kepada orang lain. | | | | | |

Lampiran 3: Tabulasi Data Kuesioner

| No Responden | BRAND IMAGE (X1) | | | | | | TOTAL X1 |
|--------------|------------------|------|------|------|------|------|----------|
| | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | |
| 1 | 4 | 4 | 3 | 3 | 3 | 2 | 19 |
| 2 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 3 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 6 | 5 | 5 | 3 | 4 | 3 | 4 | 24 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 8 | 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| 9 | 4 | 4 | 3 | 4 | 5 | 3 | 23 |
| 10 | 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| 11 | 3 | 4 | 3 | 4 | 5 | 4 | 23 |
| 12 | 4 | 4 | 3 | 3 | 4 | 3 | 21 |
| 13 | 4 | 4 | 4 | 5 | 5 | 3 | 25 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 15 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 16 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 17 | 3 | 4 | 3 | 4 | 3 | 4 | 21 |
| 18 | 4 | 3 | 4 | 4 | 3 | 2 | 20 |
| 19 | 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| 20 | 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 22 | 3 | 3 | 3 | 2 | 3 | 3 | 17 |
| 23 | 4 | 2 | 2 | 2 | 4 | 4 | 18 |
| 24 | 4 | 2 | 2 | 2 | 4 | 4 | 18 |
| 25 | 3 | 4 | 3 | 4 | 5 | 5 | 24 |
| 26 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 27 | 5 | 3 | 5 | 5 | 5 | 5 | 28 |
| 28 | 4 | 4 | 4 | 3 | 5 | 4 | 24 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 30 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 31 | 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| 32 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 33 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 36 | 4 | 3 | 3 | 4 | 5 | 5 | 24 |
| 37 | 4 | 5 | 1 | 2 | 5 | 3 | 20 |
| 38 | 4 | 5 | 4 | 5 | 5 | 3 | 26 |
| 39 | 4 | 5 | 3 | 5 | 5 | 3 | 25 |
| 40 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 41 | 3 | 4 | 4 | 4 | 5 | 3 | 23 |
| 42 | 2 | 2 | 3 | 2 | 4 | 2 | 15 |
| 43 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 44 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 45 | 5 | 5 | 3 | 5 | 5 | 5 | 28 |
| 46 | 5 | 5 | 3 | 4 | 5 | 4 | 26 |
| 47 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 48 | 3 | 3 | 2 | 3 | 4 | 4 | 19 |
| 49 | 5 | 5 | 3 | 4 | 5 | 5 | 27 |
| 50 | 4 | 5 | 4 | 4 | 4 | 2 | 23 |

| | | | | | | | |
|-----|---|---|---|---|---|---|----|
| 51 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 52 | 5 | 4 | 4 | 5 | 4 | 4 | 26 |
| 53 | 4 | 3 | 4 | 5 | 5 | 3 | 24 |
| 54 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 55 | 4 | 5 | 3 | 5 | 5 | 5 | 27 |
| 56 | 4 | 4 | 4 | 3 | 5 | 4 | 24 |
| 57 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 58 | 4 | 4 | 2 | 3 | 3 | 2 | 18 |
| 59 | 4 | 5 | 4 | 5 | 5 | 5 | 28 |
| 60 | 4 | 5 | 2 | 2 | 5 | 4 | 22 |
| 61 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 62 | 2 | 2 | 1 | 2 | 3 | 1 | 11 |
| 63 | 5 | 5 | 4 | 3 | 4 | 4 | 25 |
| 64 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 65 | 4 | 5 | 3 | 4 | 5 | 5 | 26 |
| 66 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 67 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 69 | 5 | 3 | 4 | 5 | 3 | 5 | 25 |
| 70 | 5 | 5 | 4 | 5 | 3 | 3 | 25 |
| 71 | 5 | 4 | 4 | 5 | 4 | 5 | 27 |
| 72 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 73 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 74 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 75 | 4 | 5 | 4 | 5 | 4 | 3 | 25 |
| 76 | 3 | 3 | 2 | 3 | 2 | 2 | 15 |
| 77 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 78 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 79 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 80 | 5 | 4 | 4 | 5 | 4 | 5 | 27 |
| 81 | 4 | 5 | 5 | 4 | 4 | 5 | 27 |
| 82 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 83 | 4 | 5 | 5 | 4 | 4 | 5 | 27 |
| 84 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 85 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 86 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 87 | 4 | 5 | 5 | 4 | 5 | 4 | 27 |
| 88 | 3 | 3 | 2 | 3 | 4 | 4 | 19 |
| 89 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 90 | 4 | 4 | 4 | 3 | 5 | 5 | 25 |
| 91 | 4 | 4 | 5 | 4 | 5 | 3 | 25 |
| 92 | 5 | 4 | 3 | 4 | 5 | 5 | 26 |
| 93 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 94 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 95 | 5 | 4 | 3 | 3 | 4 | 4 | 23 |
| 96 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 97 | 4 | 5 | 3 | 4 | 4 | 3 | 23 |
| 98 | 3 | 4 | 3 | 3 | 4 | 3 | 20 |
| 99 | 5 | 4 | 3 | 4 | 4 | 4 | 24 |
| 100 | 4 | 3 | 4 | 4 | 5 | 5 | 25 |

| No Responden | CUSTOMER VALUE X2 | | | | | | TOTAL X2 |
|-----------------|-------------------|------|------|------|------|------|-------------|
| | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | |
| 1 | 4 | 2 | 4 | 4 | 5 | 4 | 23 |
| 2 | 3 | 3 | 3 | 3 | 2 | 3 | 17 |
| 3 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 6 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 8 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 9 | 3 | 3 | 4 | 3 | 4 | 3 | 20 |
| 10 | 4 | 4 | 5 | 3 | 4 | 3 | 23 |
| 11 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 12 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 13 | 4 | 3 | 4 | 4 | 4 | 5 | 24 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 15 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 16 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 17 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 18 | 4 | 3 | 2 | 2 | 4 | 4 | 19 |
| 19 | 4 | 3 | 3 | 3 | 4 | 5 | 22 |
| 20 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 22 | 3 | 2 | 3 | 3 | 3 | 3 | 17 |
| 23 | 3 | 2 | 4 | 5 | 5 | 4 | 23 |
| 24 | 3 | 2 | 4 | 5 | 5 | 4 | 23 |
| 25 | 4 | 3 | 4 | 4 | 5 | 5 | 25 |
| 26 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 27 | 5 | 5 | 5 | 3 | 4 | 5 | 27 |
| 28 | 4 | 4 | 3 | 3 | 4 | 3 | 21 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 30 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| 31 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 32 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 33 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 34 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 35 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 36 | 4 | 3 | 4 | 5 | 4 | 5 | 25 |
| 37 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 38 | 4 | 3 | 4 | 5 | 5 | 4 | 25 |
| 39 | 5 | 4 | 4 | 3 | 4 | 4 | 24 |
| 40 | 4 | 5 | 5 | 3 | 4 | 4 | 25 |
| 41 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 42 | 2 | 2 | 3 | 3 | 2 | 3 | 15 |
| 43 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 44 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 45 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 46 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 47 | 4 | 5 | 4 | 3 | 4 | 4 | 24 |
| 48 | 3 | 3 | 4 | 3 | 3 | 4 | 20 |
| 49 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 50 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 51 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 52 | 5 | 3 | 4 | 4 | 4 | 5 | 25 |

| | | | | | | | |
|-----|---|---|---|---|---|---|----|
| 53 | 4 | 4 | 3 | 4 | 4 | 5 | 24 |
| 54 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 55 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 56 | 4 | 5 | 4 | 4 | 3 | 4 | 24 |
| 57 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 58 | 3 | 3 | 3 | 3 | 2 | 3 | 17 |
| 59 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 60 | 4 | 3 | 3 | 4 | 3 | 4 | 21 |
| 61 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 62 | 3 | 2 | 3 | 3 | 3 | 3 | 17 |
| 63 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 64 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 65 | 4 | 5 | 4 | 3 | 4 | 4 | 24 |
| 66 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 67 | 4 | 5 | 4 | 5 | 3 | 3 | 24 |
| 68 | 4 | 3 | 4 | 4 | 4 | 5 | 24 |
| 69 | 4 | 3 | 5 | 4 | 5 | 4 | 25 |
| 70 | 3 | 3 | 5 | 5 | 5 | 5 | 26 |
| 71 | 4 | 5 | 3 | 5 | 4 | 4 | 25 |
| 72 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 73 | 4 | 5 | 5 | 4 | 4 | 5 | 27 |
| 74 | 5 | 4 | 4 | 5 | 4 | 5 | 27 |
| 75 | 4 | 4 | 3 | 5 | 5 | 4 | 25 |
| 76 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 77 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 78 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 79 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 80 | 4 | 4 | 4 | 5 | 3 | 4 | 24 |
| 81 | 5 | 4 | 5 | 5 | 4 | 4 | 27 |
| 82 | 4 | 5 | 5 | 4 | 5 | 4 | 27 |
| 83 | 4 | 5 | 4 | 5 | 3 | 3 | 24 |
| 84 | 4 | 5 | 5 | 4 | 5 | 4 | 27 |
| 85 | 4 | 4 | 5 | 3 | 5 | 4 | 25 |
| 86 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 87 | 5 | 5 | 4 | 5 | 4 | 5 | 28 |
| 88 | 3 | 3 | 4 | 3 | 3 | 4 | 20 |
| 89 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 90 | 4 | 4 | 3 | 5 | 4 | 4 | 24 |
| 91 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 92 | 4 | 5 | 4 | 5 | 5 | 2 | 25 |
| 93 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 94 | 5 | 5 | 4 | 5 | 4 | 3 | 26 |
| 95 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 96 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 97 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 98 | 4 | 3 | 4 | 4 | 3 | 3 | 21 |
| 99 | 5 | 4 | 5 | 4 | 4 | 3 | 25 |
| 100 | 3 | 3 | 4 | 5 | 3 | 3 | 21 |

| No Responden | KEPUTUSAN PEMBELIAN (Y) | | | | | | TOTAL Y |
|--------------|-------------------------|-----|-----|-----|-----|-----|---------|
| | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | |
| 1 | | 3 | 3 | 4 | 2 | 3 | 15 |
| 2 | 3 | 4 | 3 | 4 | 3 | 2 | 19 |
| 3 | 4 | 3 | 4 | 3 | 1 | 3 | 18 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 6 | 3 | 4 | 4 | 4 | 3 | 4 | 22 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 8 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 9 | 4 | 4 | 4 | 3 | 5 | 5 | 25 |
| 10 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 12 | 4 | 3 | 3 | 3 | 4 | 3 | 20 |
| 13 | 5 | 4 | 3 | 4 | 3 | 5 | 24 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 15 | 4 | 4 | 5 | 4 | 1 | 3 | 21 |
| 16 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 17 | 4 | 3 | 3 | 3 | 3 | 2 | 18 |
| 18 | 2 | 3 | 3 | 3 | 2 | 2 | 15 |
| 19 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 20 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 22 | 5 | 2 | 2 | 2 | 2 | 2 | 15 |
| 23 | 4 | 2 | 2 | 5 | 2 | 2 | 17 |
| 24 | 4 | 2 | 2 | 5 | 2 | 2 | 17 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 28 | 4 | 4 | 3 | 4 | 2 | 3 | 20 |
| 29 | 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| 30 | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 31 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 32 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 33 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 34 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 36 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 37 | 5 | 4 | 4 | 4 | 5 | 3 | 25 |
| 38 | 5 | 5 | 4 | 4 | 4 | 3 | 25 |
| 39 | 4 | 5 | 5 | 5 | 4 | 3 | 26 |
| 40 | 4 | 5 | 5 | 5 | 3 | 2 | 24 |
| 41 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 42 | 3 | 2 | 2 | 3 | 3 | 1 | 14 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 44 | 4 | 5 | 5 | 4 | 4 | 5 | 27 |
| 45 | 5 | 4 | 4 | 4 | 4 | 3 | 24 |
| 46 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 47 | 5 | 4 | 5 | 5 | 4 | 4 | 27 |
| 48 | 4 | 3 | 3 | 4 | 2 | 3 | 19 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 50 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 51 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 52 | 5 | 4 | 4 | 3 | 3 | 3 | 22 |

| | | | | | | | |
|-----|---|---|---|---|---|---|----|
| 53 | 4 | 4 | 4 | 5 | 3 | 3 | 23 |
| 54 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 55 | 4 | 5 | 4 | 5 | 5 | 5 | 28 |
| 56 | 4 | 5 | 5 | 5 | 3 | 3 | 25 |
| 57 | 4 | 5 | 4 | 4 | 3 | 3 | 23 |
| 58 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 59 | 4 | 5 | 5 | 4 | 4 | 5 | 27 |
| 60 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 61 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 62 | 3 | 2 | 2 | 2 | 2 | 2 | 13 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 64 | 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| 65 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 66 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 67 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 68 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 69 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 70 | 4 | 3 | 3 | 3 | 2 | 2 | 17 |
| 71 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 72 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 73 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 74 | 4 | 4 | 4 | 3 | 5 | 3 | 23 |
| 75 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 76 | 4 | 3 | 2 | 4 | 3 | 3 | 19 |
| 77 | 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| 78 | 3 | 4 | 5 | 5 | 4 | 4 | 25 |
| 79 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 80 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 81 | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 82 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 83 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 84 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 85 | 4 | 4 | 5 | 5 | 4 | 5 | 27 |
| 86 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 87 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 88 | 4 | 3 | 3 | 4 | 2 | 3 | 19 |
| 89 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 90 | 4 | 4 | 5 | 5 | 3 | 4 | 25 |
| 91 | 4 | 4 | 5 | 4 | 2 | 4 | 23 |
| 92 | 5 | 5 | 5 | 5 | 2 | 2 | 24 |
| 93 | 4 | 5 | 5 | 5 | 4 | 3 | 26 |
| 94 | 5 | 5 | 5 | 4 | 2 | 2 | 23 |
| 95 | 4 | 5 | 5 | 5 | 2 | 2 | 23 |
| 96 | 3 | 5 | 4 | 4 | 3 | 3 | 22 |
| 97 | 2 | 4 | 4 | 4 | 4 | 3 | 21 |
| 98 | 3 | 4 | 4 | 4 | 2 | 4 | 21 |
| 99 | 4 | 4 | 4 | 3 | 2 | 3 | 20 |
| 100 | 3 | 4 | 4 | 4 | 2 | 3 | 20 |

Lampiran 4 : Uji Validitas dan Reliabilitas

1. Uji Validitas

Brand Image (X1)

Correlations

| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | Total_X1 |
|----------|---------------------|--------|--------|--------|--------|--------|--------|----------|
| X1.1 | Pearson Correlation | 1 | .437** | .393** | .444** | .274** | .493** | .692** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .006 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | .437** | 1 | .382** | .505** | .425** | .351** | .714** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | .393** | .382** | 1 | .628** | .329** | .398** | .740** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .001 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.4 | Pearson Correlation | .444** | .505** | .628** | 1 | .331** | .398** | .777** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .001 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.5 | Pearson Correlation | .274** | .425** | .329** | .331** | 1 | .473** | .642** |
| | Sig. (2-tailed) | .006 | .000 | .001 | .001 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.6 | Pearson Correlation | .493** | .351** | .398** | .398** | .473** | 1 | .734** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Total_X1 | Pearson Correlation | .692** | .714** | .740** | .777** | .642** | .734** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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

Customer Value (X2)

Correlations

| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | Total_X2 |
|----------|---------------------|--------|--------|--------|--------|--------|--------|----------|
| X2.1 | Pearson Correlation | 1 | .545** | .463** | .305** | .330** | .286** | .709** |
| | Sig. (2-tailed) | | .000 | .000 | .002 | .001 | .004 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | .545** | 1 | .458** | .302** | .221* | .134 | .689** |
| | Sig. (2-tailed) | .000 | | .000 | .002 | .027 | .182 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .463** | .458** | 1 | .392** | .403** | .209* | .721** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .037 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.4 | Pearson Correlation | .305** | .302** | .392** | 1 | .409** | .240* | .669** |
| | Sig. (2-tailed) | .002 | .002 | .000 | | .000 | .016 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.5 | Pearson Correlation | .330** | .221* | .403** | .409** | 1 | .461** | .691** |
| | Sig. (2-tailed) | .001 | .027 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.6 | Pearson Correlation | .286** | .134 | .209* | .240* | .461** | 1 | .555** |
| | Sig. (2-tailed) | .004 | .182 | .037 | .016 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Total_X2 | Pearson Correlation | .709** | .689** | .721** | .669** | .691** | .555** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 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).

Keputusan Pembelian (Y)

Correlations

| | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Total_Y |
|---------|---------------------|--------|--------|--------|--------|--------|--------|---------|
| Y.1 | Pearson Correlation | 1 | .385** | .331** | .279** | .386** | .367** | .580** |
| | Sig. (2-tailed) | | .000 | .001 | .005 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.2 | Pearson Correlation | .385** | 1 | .740** | .545** | .522** | .525** | .823** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.3 | Pearson Correlation | .331** | .740** | 1 | .565** | .415** | .551** | .797** |
| | Sig. (2-tailed) | .001 | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.4 | Pearson Correlation | .279** | .545** | .565** | 1 | .322** | .397** | .668** |
| | Sig. (2-tailed) | .005 | .000 | .000 | | .001 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.5 | Pearson Correlation | .386** | .522** | .415** | .322** | 1 | .676** | .779** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .001 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.6 | Pearson Correlation | .367** | .525** | .551** | .397** | .676** | 1 | .813** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Total_Y | Pearson Correlation | .580** | .823** | .797** | .668** | .779** | .813** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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

2. Uji Reliabilitas

Brand Image (X1)

Case Processing Summary

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

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .810 | 6 |

Customer Value (X2)

Case Processing Summary

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

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

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .752 | 6 |

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

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

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

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .839 | 6 |

Lampiran 5: Hasil Analisis Regresi Linier Berganda

1. Regresi Linier Berganda dan Uji T

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|---------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .299 | 2.209 | | .135 | .893 |
| | Brand Image (X1) | .516 | .118 | .456 | 4.366 | .000 |
| | Customer Value (X2) | .447 | .139 | .337 | 3.227 | .002 |

a. Dependent Variable: Keputusan Pembelian (Y)

2. Koefisien Determinasi

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .745 ^a | .555 | .546 | 2.670 |

a. Predictors: (Constant), Customer Value (X2), Brand Image (X1)

DISTRIBUSI NILAI r_{tabel} SIGNIFIKANSI 5% dan 1%

| N | The Level of Significance | | N | The Level of Significance | |
|----|---------------------------|-------|------|---------------------------|-------|
| | 5% | 1% | | 5% | 1% |
| 3 | 0.997 | 0.999 | 38 | 0.320 | 0.413 |
| 4 | 0.950 | 0.990 | 39 | 0.316 | 0.408 |
| 5 | 0.878 | 0.959 | 40 | 0.312 | 0.403 |
| 6 | 0.811 | 0.917 | 41 | 0.308 | 0.398 |
| 7 | 0.754 | 0.874 | 42 | 0.304 | 0.393 |
| 8 | 0.707 | 0.834 | 43 | 0.301 | 0.389 |
| 9 | 0.666 | 0.798 | 44 | 0.297 | 0.384 |
| 10 | 0.632 | 0.765 | 45 | 0.294 | 0.380 |
| 11 | 0.602 | 0.735 | 46 | 0.291 | 0.376 |
| 12 | 0.576 | 0.708 | 47 | 0.288 | 0.372 |
| 13 | 0.553 | 0.684 | 48 | 0.284 | 0.368 |
| 14 | 0.532 | 0.661 | 49 | 0.281 | 0.364 |
| 15 | 0.514 | 0.641 | 50 | 0.279 | 0.361 |
| 16 | 0.497 | 0.623 | 55 | 0.266 | 0.345 |
| 17 | 0.482 | 0.606 | 60 | 0.254 | 0.330 |
| 18 | 0.468 | 0.590 | 65 | 0.244 | 0.317 |
| 19 | 0.456 | 0.575 | 70 | 0.235 | 0.306 |
| 20 | 0.444 | 0.561 | 75 | 0.227 | 0.296 |
| 21 | 0.433 | 0.549 | 80 | 0.220 | 0.286 |
| 22 | 0.432 | 0.537 | 85 | 0.213 | 0.278 |
| 23 | 0.413 | 0.526 | 90 | 0.207 | 0.267 |
| 24 | 0.404 | 0.515 | 95 | 0.202 | 0.263 |
| 25 | 0.396 | 0.505 | 100 | 0.195 | 0.256 |
| 26 | 0.388 | 0.496 | 125 | 0.176 | 0.230 |
| 27 | 0.381 | 0.487 | 150 | 0.159 | 0.210 |
| 28 | 0.374 | 0.478 | 175 | 0.148 | 0.194 |
| 29 | 0.367 | 0.470 | 200 | 0.138 | 0.181 |
| 30 | 0.361 | 0.463 | 300 | 0.113 | 0.148 |
| 31 | 0.355 | 0.456 | 400 | 0.098 | 0.128 |
| 32 | 0.349 | 0.449 | 500 | 0.088 | 0.115 |
| 33 | 0.344 | 0.442 | 600 | 0.080 | 0.105 |
| 34 | 0.339 | 0.436 | 700 | 0.074 | 0.097 |
| 35 | 0.334 | 0.430 | 800 | 0.070 | 0.091 |
| 36 | 0.329 | 0.424 | 900 | 0.065 | 0.086 |
| 37 | 0.325 | 0.418 | 1000 | 0.062 | 0.081 |

DISTRIBUSI NILAI t_{tabel}

| d.f | $t_{0.10}$ | $t_{0.05}$ | $t_{0.025}$ | $t_{0.01}$ | $t_{0.005}$ | d.f | $t_{0.10}$ | $t_{0.05}$ | $t_{0.025}$ | $t_{0.01}$ | $t_{0.005}$ |
|-----|------------|------------|-------------|------------|-------------|-----|------------|------------|-------------|------------|-------------|
| 1 | 3.078 | 6.314 | 12.71 | 31.82 | 63.66 | 61 | 1.296 | 1.671 | 2.000 | 2.390 | 2.659 |
| 2 | 1.886 | 2.920 | 4.303 | 6.965 | 9.925 | 62 | 1.296 | 1.671 | 1.999 | 2.389 | 2.659 |
| 3 | 1.638 | 2.353 | 3.182 | 4.541 | 5.841 | 63 | 1.296 | 1.670 | 1.999 | 2.389 | 2.658 |
| 4 | 1.533 | 2.132 | 2.776 | 3.747 | 4.604 | 64 | 1.296 | 1.670 | 1.999 | 2.388 | 2.657 |
| 5 | 1.476 | 2.015 | 2.571 | 3.365 | 4.032 | 65 | 1.296 | 1.670 | 1.998 | 2.388 | 2.657 |
| 6 | 1.440 | 1.943 | 2.447 | 3.143 | 3.707 | 66 | 1.295 | 1.670 | 1.998 | 2.387 | 2.656 |
| 7 | 1.415 | 1.895 | 2.365 | 2.998 | 3.499 | 67 | 1.295 | 1.670 | 1.998 | 2.387 | 2.655 |
| 8 | 1.397 | 1.860 | 2.306 | 2.896 | 3.355 | 68 | 1.295 | 1.670 | 1.997 | 2.386 | 2.655 |
| 9 | 1.383 | 1.833 | 2.262 | 2.821 | 3.250 | 69 | 1.295 | 1.669 | 1.997 | 2.386 | 2.654 |
| 10 | 1.372 | 1.812 | 2.228 | 2.764 | 3.169 | 70 | 1.295 | 1.669 | 1.997 | 2.385 | 2.653 |
| 11 | 1.363 | 1.796 | 2.201 | 2.718 | 3.106 | 71 | 1.295 | 1.669 | 1.996 | 2.385 | 2.653 |
| 12 | 1.356 | 1.782 | 2.179 | 2.681 | 3.055 | 72 | 1.295 | 1.669 | 1.996 | 2.384 | 2.652 |
| 13 | 1.350 | 1.771 | 2.160 | 2.650 | 3.012 | 73 | 1.295 | 1.669 | 1.996 | 2.384 | 2.651 |
| 14 | 1.345 | 1.761 | 2.145 | 2.624 | 2.977 | 74 | 1.295 | 1.668 | 1.995 | 2.383 | 2.651 |
| 15 | 1.341 | 1.753 | 2.131 | 2.602 | 2.947 | 75 | 1.295 | 1.668 | 1.995 | 2.383 | 2.650 |
| 16 | 1.337 | 1.746 | 2.120 | 2.583 | 2.921 | 76 | 1.294 | 1.668 | 1.995 | 2.382 | 2.649 |
| 17 | 1.333 | 1.740 | 2.110 | 2.567 | 2.898 | 77 | 1.294 | 1.668 | 1.994 | 2.382 | 2.649 |
| 18 | 1.330 | 1.734 | 2.101 | 2.552 | 2.878 | 78 | 1.294 | 1.668 | 1.994 | 2.381 | 2.648 |
| 19 | 1.328 | 1.729 | 2.093 | 2.539 | 2.861 | 79 | 1.294 | 1.668 | 1.994 | 2.381 | 2.647 |
| 20 | 1.325 | 1.725 | 2.086 | 2.528 | 2.845 | 80 | 1.294 | 1.667 | 1.993 | 2.380 | 2.647 |
| 21 | 1.323 | 1.721 | 2.080 | 2.518 | 2.831 | 81 | 1.294 | 1.667 | 1.993 | 2.380 | 2.646 |
| 22 | 1.321 | 1.717 | 2.074 | 2.508 | 2.819 | 82 | 1.294 | 1.667 | 1.993 | 2.379 | 2.645 |
| 23 | 1.319 | 1.714 | 2.069 | 2.500 | 2.807 | 83 | 1.294 | 1.667 | 1.992 | 2.379 | 2.645 |
| 24 | 1.318 | 1.711 | 2.064 | 2.492 | 2.797 | 84 | 1.294 | 1.667 | 1.992 | 2.378 | 2.644 |
| 25 | 1.316 | 1.708 | 2.060 | 2.485 | 2.787 | 85 | 1.294 | 1.666 | 1.992 | 2.378 | 2.643 |
| 26 | 1.315 | 1.706 | 2.056 | 2.479 | 2.779 | 86 | 1.293 | 1.666 | 1.991 | 2.377 | 2.643 |
| 27 | 1.314 | 1.703 | 2.052 | 2.473 | 2.771 | 87 | 1.293 | 1.666 | 1.991 | 2.377 | 2.642 |
| 28 | 1.313 | 1.701 | 2.048 | 2.467 | 2.763 | 88 | 1.293 | 1.666 | 1.991 | 2.376 | 2.641 |
| 29 | 1.311 | 1.699 | 2.045 | 2.462 | 2.756 | 89 | 1.293 | 1.666 | 1.990 | 2.376 | 2.641 |
| 30 | 1.310 | 1.697 | 2.042 | 2.457 | 2.750 | 90 | 1.293 | 1.666 | 1.990 | 2.375 | 2.640 |
| 31 | 1.309 | 1.696 | 2.040 | 2.453 | 2.744 | 91 | 1.293 | 1.665 | 1.990 | 2.374 | 2.639 |
| 32 | 1.309 | 1.694 | 2.037 | 2.449 | 2.738 | 92 | 1.293 | 1.665 | 1.989 | 2.374 | 2.639 |
| 33 | 1.308 | 1.692 | 2.035 | 2.445 | 2.733 | 93 | 1.293 | 1.665 | 1.989 | 2.373 | 2.638 |
| 34 | 1.307 | 1.691 | 2.032 | 2.441 | 2.728 | 94 | 1.293 | 1.665 | 1.989 | 2.373 | 2.637 |
| 35 | 1.306 | 1.690 | 2.030 | 2.438 | 2.724 | 95 | 1.293 | 1.665 | 1.988 | 2.372 | 2.637 |
| 36 | 1.306 | 1.688 | 2.028 | 2.434 | 2.719 | 96 | 1.292 | 1.664 | 1.988 | 2.372 | 2.636 |
| 37 | 1.305 | 1.687 | 2.026 | 2.431 | 2.715 | 97 | 1.292 | 1.664 | 1.988 | 2.371 | 2.635 |
| 38 | 1.304 | 1.686 | 2.024 | 2.429 | 2.712 | 98 | 1.292 | 1.664 | 1.987 | 2.371 | 2.635 |
| 39 | 1.304 | 1.685 | 2.023 | 2.426 | 2.708 | 99 | 1.292 | 1.664 | 1.987 | 2.370 | 2.634 |
| 40 | 1.303 | 1.684 | 2.021 | 2.423 | 2.704 | 100 | 1.292 | 1.664 | 1.987 | 2.370 | 2.633 |
| 41 | 1.303 | 1.683 | 2.020 | 2.421 | 2.701 | 101 | 1.292 | 1.663 | 1.986 | 2.369 | 2.633 |
| 42 | 1.302 | 1.682 | 2.018 | 2.418 | 2.698 | 102 | 1.292 | 1.663 | 1.986 | 2.369 | 2.632 |
| 43 | 1.302 | 1.681 | 2.017 | 2.416 | 2.695 | 103 | 1.292 | 1.663 | 1.986 | 2.368 | 2.631 |
| 44 | 1.301 | 1.680 | 2.015 | 2.414 | 2.692 | 104 | 1.292 | 1.663 | 1.985 | 2.368 | 2.631 |
| 45 | 1.301 | 1.679 | 2.014 | 2.412 | 2.690 | 105 | 1.292 | 1.663 | 1.985 | 2.367 | 2.630 |
| 46 | 1.300 | 1.679 | 2.013 | 2.410 | 2.687 | 106 | 1.291 | 1.663 | 1.985 | 2.367 | 2.629 |
| 47 | 1.300 | 1.678 | 2.012 | 2.408 | 2.685 | 107 | 1.291 | 1.662 | 1.984 | 2.366 | 2.629 |
| 48 | 1.299 | 1.677 | 2.011 | 2.407 | 2.682 | 108 | 1.291 | 1.662 | 1.984 | 2.366 | 2.628 |
| 49 | 1.299 | 1.677 | 2.010 | 2.405 | 2.680 | 109 | 1.291 | 1.662 | 1.984 | 2.365 | 2.627 |
| 50 | 1.299 | 1.676 | 2.009 | 2.403 | 2.678 | 110 | 1.291 | 1.662 | 1.983 | 2.365 | 2.627 |
| 51 | 1.298 | 1.675 | 2.008 | 2.402 | 2.676 | 111 | 1.291 | 1.662 | 1.983 | 2.364 | 2.626 |
| 52 | 1.298 | 1.675 | 2.007 | 2.400 | 2.674 | 112 | 1.291 | 1.661 | 1.983 | 2.364 | 2.625 |
| 53 | 1.298 | 1.674 | 2.006 | 2.399 | 2.672 | 113 | 1.291 | 1.661 | 1.982 | 2.363 | 2.625 |
| 54 | 1.297 | 1.674 | 2.005 | 2.397 | 2.670 | 114 | 1.291 | 1.661 | 1.982 | 2.363 | 2.624 |
| 55 | 1.297 | 1.673 | 2.004 | 2.396 | 2.668 | 115 | 1.291 | 1.661 | 1.982 | 2.362 | 2.623 |
| 56 | 1.297 | 1.673 | 2.003 | 2.395 | 2.667 | 116 | 1.290 | 1.661 | 1.981 | 2.362 | 2.623 |
| 57 | 1.297 | 1.672 | 2.002 | 2.394 | 2.665 | 117 | 1.290 | 1.661 | 1.981 | 2.361 | 2.622 |
| 58 | 1.296 | 1.672 | 2.002 | 2.392 | 2.663 | 118 | 1.290 | 1.660 | 1.981 | 2.361 | 2.621 |
| 59 | 1.296 | 1.671 | 2.001 | 2.391 | 2.662 | 119 | 1.290 | 1.660 | 1.980 | 2.360 | 2.621 |
| 60 | 1.296 | 1.671 | 2.000 | 2.390 | 2.660 | 120 | 1.290 | 1.660 | 1.980 | 2.360 | 2.620 |

Dari "Table of Percentage Points of the t -Distribution," Biometrika, Vol. 32, (1941), p. 300. Reproduced by permission of the Biometrika Trustees.