

Lampiran 1. Kuesioner

A. Variable Kualitas produk (X1)

No	Pernyataan	Alternatif Jawaban				
		STS	TS	N	S	SS
1	Anda merasa daya tahan sepeda motor Yamaha sangat maksimal					
2	Kemudahan penggunaan sepeda motor Yamaha					
3	Kehandalan produk yamaha					
4	Penampilan produk dari Yamaha lebih bergaya					
5	Tampilan produk yang lebih beragam					
6	Kemudahan dalam perawatan sepeda motor Yamaha					
7	Kemudahan dalam perbaikan sepeda motor Yamaha					
8	Ciri khas sepeda motor Yamaha yang berbeda dengan merek motor yang lainnya					
9	Inovasi produk Yamaha yang beragam					
10	Produk sepeda motor Yamaha mampu bertahan lama					

B. Variable Harga (X2)

No	Pernyataan	Alternatif Jawaban				
		STS	TS	N	S	SS
1	Harga sepeda motor yang ditawarkan bervariasi tergantung dari jenis sepeda motor					
2	Diskon yang ditawarkan menarik perhatian konsumen					

3	Pembayaran dapat dilakukan dengan cara mencicil					
4	Jangka waktu cicilan sesuai dengan kesepakatan antara penjual dan pembeli					
5	Memudahkan pembeli dalam proses transaksi pembayaran					
6	Semakin murah harga sepeda motor semakin banyak peminatnya karna sesuai dengan hokum pembelian					
7	Yamaha sering memberikan potongan harga atau cashback pada setiap pembelian produknya					
8	Anda merasa harga motor yang diberikan Yamaha sesuai dengan harga yang ditawarkan					
9	Anda merasa harga motor Yamaha sesuai dengan fasilitas yang diberikan					
10	Anda merasa produk Yamaha memberikan harga dan cicilan yang menarik					

C. Variabel Iklan (X3)

No	Pernyataan	Alternatif Jawaban				
		STS	TS	N	S	SS
1	Penawaran produk memiliki standarisasi tinggi					
2	Kesan positif					
3	Desain menarik					
4	Menerapkan etika komunikasi					
5	Memiliki banyak warna dan type					
6	Frekuensi iklan dari produk yamaha sering ditayangkan di televisi					
7	Memiliki banyak model					

8	Warna dari spanduk bervariasi					
9	Menggunakan bintang iklan yang terkenal					
10	Logo yang menarik					

D. Variabel Keputusan Pembelian (Y)

No	Pernyataan	Alternatif Jawaban				
		STS	TS	N	S	SS
1	Kebutuhan dan Keinginan membeli produk sepeda motor Yamaha					
2	Memperoleh informasi dari iklan atau media					
3	Manfaat yang didapat					
4	Gaya hidup					
5	Tingkat kepuasan					
6	Anda ingin membeli produk Yamaha karna ingin mencobanya					
7	Anda membeli Sepeda motor Yamaha karna pernah memiliki sebelumnya.					
8	Anda merasa Showroom motor Yamaha ada dimana-mana					
9	Promosi yang dilihat dan didengar menjadi alasan untuk anda membeli produk yamaha					
10	Sebelum melakukan pembelian anda sudah memiliki alasan mengapa membeli produk yamaha					

Lampiran 2. Data Hasil Penelitian

No.	KUALITAS PRODUK X1										Total	Harga X2										Total	IKLAN					Total	Reputasi pembelian										To							
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10		X11	X12	X13	X14	X15	X16	X17	X18	X19	X20		X21	X22	X23	X24	X25		X26	X27	X28	X29	X30	X31	Y1	Y2	Y3	Y4		Y5	Y6	Y7	Y8	Y9	Y10	
1	4	4	5	4	4	4	4	5	5	4	42	3	3	4	4	4	2	2	3	3	3	31	5	3	4	4	5	4	2	3	3	3	36	4	4	5	4	4	4	4	5	4	4	4		
2	4	4	5	5	5	4	4	5	5	5	46	4	4	5	5	5	2	2	3	3	3	36	4	4	4	5	5	5	1	3	3	3	37	4	4	5	5	4	4	4	5	5	4	4		
3	4	4	5	5	5	5	4	5	5	5	47	4	4	5	5	5	3	3	3	3	4	39	5	4	4	5	5	5	1	3	3	4	39	4	4	5	5	5	4	5	5	5	4	4		
4	4	4	5	5	5	5	4	5	5	4	46	4	5	5	5	5	2	3	3	4	5	41	5	4	4	5	5	4	1	3	4	5	40	4	5	5	5	5	5	4	5	5	4	4		
5	3	5	5	5	5	3	3	5	5	3	40	4	4	5	5	5	3	2	3	2	3	36	4	4	3	5	5	3	1	3	2	3	33	3	5	5	5	3	3	5	5	3	3	4		
6	5	5	5	5	4	5	5	5	5	5	49	5	5	5	5	5	2	2	5	5	5	44	5	5	5	5	5	5	2	5	5	5	47	5	5	5	5	4	5	5	5	5	4			
7	4	4	5	4	4	4	4	4	4	4	42	3	4	4	4	4	2	2	3	4	4	34	5	3	4	4	5	4	2	3	4	4	38	4	4	5	4	4	4	4	4	5	4	4		
8	4	4	3	4	4	4	4	3	4	4	38	4	4	4	4	4	4	4	4	4	4	40	4	4	4	4	3	4	4	4	4	4	39	4	4	3	4	4	4	4	3	4	4	3		
9	4	4	5	4	3	4	4	4	5	5	42	4	4	4	4	4	3	3	4	3	4	37	4	4	4	4	5	5	3	3	4	4	40	4	4	5	4	3	4	4	5	5	4	4		
10	2	5	5	5	5	2	5	5	5	4	40	3	3	5	5	5	2	2	5	5	3	38	3	3	2	5	5	4	2	5	5	3	37	2	5	5	5	5	2	5	5	4	2	4		
11	3	4	5	4	4	3	4	5	3	3	38	3	4	4	4	3	3	5	3	3	3	36	4	3	3	4	5	3	1	5	3	3	34	3	4	5	4	4	3	4	5	3	3	3		
12	3	4	5	4	4	3	4	5	3	3	38	3	4	4	4	4	3	2	5	3	3	35	4	3	3	4	5	3	1	5	3	3	34	3	4	5	4	4	3	4	5	3	3	3		
13	4	4	3	4	4	4	4	3	3	4	37	3	2	4	4	4	3	3	4	3	3	33	4	3	4	4	3	3	3	3	4	3	34	4	4	3	4	4	4	4	3	3	4	3		
14	4	4	5	4	2	4	4	5	5	4	41	4	5	4	4	4	3	3	3	4	4	38	4	4	4	4	5	5	3	3	3	4	40	4	4	5	4	2	4	4	5	5	4	4		
15	3	4	3	4	3	3	4	3	3	3	33	4	4	4	4	3	3	3	3	3	3	35	3	4	3	4	3	3	3	3	3	3	32	3	4	3	4	3	3	4	3	3	3	3		
16	4	4	3	4	3	4	4	3	4	4	37	4	4	4	4	3	3	4	3	3	3	36	5	4	4	4	3	4	3	4	3	3	37	4	4	3	4	3	4	4	3	4	4	4		
17	4	4	4	4	4	4	4	4	4	4	40	4	4	4	4	4	3	3	4	4	4	38	4	4	4	4	4	4	3	4	4	4	39	4	4	4	4	4	4	4	4	4	4	4		
18	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	5	3	3	3	4	5	43	5	5	5	5	5	5	3	3	4	5	45	5	5	5	5	5	5	5	5	5	5	5		
19	4	3	4	3	3	4	3	4	4	4	36	4	4	3	3	3	3	3	3	3	3	32	4	4	4	3	4	4	3	3	3	3	35	4	3	4	3	3	4	3	4	4	4	3		
20	4	4	5	4	4	4	4	5	4	4	42	4	2	4	4	4	4	4	5	4	4	39	4	4	4	4	5	4	5	4	5	4	42	4	4	5	4	4	4	4	4	5	4	4	4	
21	4	4	5	4	4	4	4	4	5	5	43	4	4	4	4	4	3	3	4	4	4	38	5	4	4	4	5	5	3	4	4	4	42	4	4	5	4	4	4	4	4	5	5	4	4	
22	3	4	4	4	4	3	4	4	4	3	37	4	4	4	4	4	2	2	3	3	3	33	4	4	3	4	4	4	2	3	3	3	34	3	4	4	4	4	3	4	4	4	3	3		
23	4	5	5	4	4	5	5	5	4	4	46	4	4	5	5	5	3	3	3	4	3	39	4	4	4	5	5	5	3	3	4	40	4	5	5	5	4	4	4	5	5	5	4	4		
24	3	4	4	4	3	3	4	4	3	3	35	3	4	4	4	4	4	4	3	3	3	36	4	3	3	4	4	3	4	3	3	3	34	3	4	4	3	3	3	4	4	3	3	3		
25	4	3	3	3	4	4	3	3	4	4	35	4	4	3	3	3	4	4	3	3	3	34	4	4	4	3	3	4	4	3	3	3	35	4	3	3	3	4	4	3	3	4	4	3		
26	4	4	4	3	4	4	4	4	4	4	39	4	2	4	4	4	2	2	3	3	3	31	4	4	4	4	4	4	2	3	3	3	35	4	4	4	4	3	4	4	4	4	4	3		
27	4	4	4	4	3	4	4	4	4	4	39	3	2	4	4	4	2	2	3	3	3	30	3	3	4	4	4	4	2	3	3	3	33	4	4	4	3	3	4	4	4	4	4	4	3	
28	4	5	4	5	3	4	4	5	4	4	42	4	3	5	5	5	4	4	4	3	3	40	5	4	4	5	4	4	4	4	3	3	40	4	5	4	5	3	4	5	4	4	4	4	4	
29	4	5	5	5	3	4	5	5	5	5	45	5	5	5	5	5	4	4	4	3	4	44	5	5	4	5	5	5	4	4	3	4	44	4	5	5	5	3	4	5	5	5	5	4	4	
30	3	3	5	3	3	3	3	5	5	3	36	4	3	3	3	3	2	2	3	3	4	40	4	4	3	5	5	5	2	3	3	4	36	3	3	5	3	3	3	3	5	5	5	3	3	
31	4	4	4	4	4	4	4	4	4	4	40	4	3	4	4	4	2	2	3	3	2	32	4	4	4	4	4	4	1	1	1	1	28	4	4	4	4	4	4	4	4	4	4	4	4	
32	4	4	3	4	4	4	4	3	4	4	38	3	2	4	4	4	5	5	4	3	4	38	4	3	4	4	3	4	5	4	3	4	38	4	4	3	4	4	4	4	3	4	4	3		
33	4	3	5	3	3	4	3	5	4	3	39	2	2	3	3	3	4	4	4	3	3	32	5	2	4	3	5	5	4	4	4	4	39	4	4	5	3	3	4	3	5	5	4	3		
34	4	4	3	4	3	4	3	4	3	4	36	4	3	4	4	4	2	2	3	3	3	32	3	4	4	3	3	3	2	3	3	3	32	4	4	3	4	3	4	4	4	3	4	3		
35	4	3	4	3	3	4	3	4	5	4	37	4	4	3	3	3	4	4	3	4	4	36	4	4	4	3	4	5	4	3	4	4	39	4	3	4	3	3	4	3	4	3	4	5	4	3
36	4	4	5	4	4	4	4	5	4	4	42	3	3	4	4	4	3	3	4	4	5	37	5	3	4	4	5	4	3	4	4	5	41	4	4	5	4	4	4	4	4	5	4	4	4	
37	5	5	5	5	4	5	5	5	4	5	48	5	3	5	5	5	3	3	4	4	5	42	5	5	5	5	5	4	3	4	4	5	45	5	5	5	5	4	5	5	5	4	5	4		
38	4	3	3	4	3	4	4	3	3	4	35	4	2	4	4	4	4	4	2	4	4	36	5	4	4	4	4	4	4	2	4	4	39	4	4	4	4	4	4	4	4	4	4	4	4	
39																																														

59	3	4	5	4	4	4	4	5	5	4	42	4	5	4	4	4	4	3	2	4	4	5	39	5	4	4	4	5	5	1	4	4	5	41	4	4	5	4	4	4	5	5	4	43
60	4	4	5	4	4	4	4	5	5	5	43	4	4	4	4	4	2	2	3	4	4	35	4	4	4	4	5	5	2	3	4	4	39	4	4	5	4	4	4	5	5	4	43	
61	4	4	5	5	5	4	4	5	5	5	46	4	5	5	5	5	2	2	4	5	4	41	5	4	4	5	5	2	4	5	4	43	4	5	5	5	4	4	5	5	5	4	46	
62	4	4	5	4	3	4	4	5	5	4	42	3	4	4	4	4	2	2	4	4	35	3	3	4	4	5	5	2	4	4	4	38	4	4	5	4	3	4	4	5	5	4	42	
63	5	4	3	4	3	5	3	4	5	5	41	4	4	4	4	4	4	4	5	4	41	4	4	5	4	4	4	5	4	5	4	43	5	4	4	4	5	5	4	5	5	4	45	
64	4	5	5	5	4	4	5	5	5	4	46	4	4	5	5	5	2	2	5	4	4	40	4	4	4	5	5	5	2	5	4	4	42	4	5	5	5	4	4	5	5	5	4	46
65	4	2	4	2	4	4	2	4	4	4	34	2	4	2	2	2	4	4	4	4	5	4	33	5	2	4	2	4	4	4	4	5	4	38	4	2	4	2	4	2	4	4	34	
66	5	5	5	5	2	5	5	5	5	5	47	4	3	5	5	5	5	5	5	4	5	5	46	5	4	5	5	5	5	4	5	5	48	5	5	5	5	2	5	5	5	5	5	47
67	4	4	4	4	3	4	4	4	4	3	38	3	3	4	4	4	3	3	4	4	36	4	3	4	4	4	3	3	4	4	4	37	4	4	4	4	3	4	4	3	4	4	38	
68	4	4	5	4	3	4	4	5	5	4	42	3	4	4	4	4	3	3	4	4	37	4	3	4	4	5	5	3	4	4	4	40	4	4	5	4	3	4	4	5	5	4	42	
69	2	4	3	4	3	4	3	4	4	4	35	4	3	4	4	4	3	3	4	4	37	4	4	4	4	4	4	3	4	4	39	4	4	4	4	3	4	4	4	4	4	39		
70	4	4	5	4	2	4	4	5	4	4	40	3	3	4	4	4	3	3	4	3	34	3	3	4	4	5	4	3	4	3	36	4	4	5	4	2	4	4	5	4	4	40		
71	4	5	4	5	2	4	5	4	4	4	41	3	5	5	5	5	4	4	5	4	44	4	3	4	5	4	4	4	5	4	4	41	4	5	4	5	2	4	5	4	4	41		
72	2	2	4	3	3	4	4	4	4	4	34	4	2	4	4	4	4	4	4	4	3	37	2	4	4	4	4	4	4	4	4	3	37	4	4	4	3	4	4	4	4	39		
73	4	4	4	4	2	4	4	4	4	4	38	4	4	4	4	4	3	3	4	4	38	4	4	4	4	4	4	3	4	4	4	39	4	4	4	2	4	4	4	4	4	38		
74	3	4	3	4	3	2	4	3	3	4	33	4	3	4	3	4	2	2	3	3	3	32	3	4	4	4	3	3	2	3	3	32	4	4	3	4	3	4	3	4	3	4	36	
75	4	3	4	3	3	4	3	4	5	4	37	4	4	3	3	3	4	4	3	4	36	4	4	4	3	4	5	4	3	4	39	4	3	4	3	3	4	3	4	3	4	37		
76	4	4	5	4	3	2	4	5	4	4	39	3	3	4	4	4	3	3	4	5	37	5	3	4	4	5	4	3	4	4	5	41	4	4	5	4	4	4	5	4	4	42		
77	5	5	5	5	4	5	5	5	5	5	48	5	3	5	5	5	3	3	4	4	5	42	5	5	5	5	5	4	3	4	4	5	45	5	5	5	5	4	5	5	5	4	5	48
78	5	3	4	5	4	5	5	5	4	4	43	4	5	5	5	3	4	5	4	4	43	3	5	5	4	5	5	5	4	5	4	44	4	5	4	5	2	4	5	4	4	41		
79	4	3	4	3	4	4	2	4	3	3	34	4	4	4	4	3	4	4	4	4	39	4	4	4	4	4	4	4	4	4	3	39	4	4	4	3	4	4	4	4	4	39		
80	2	4	3	3	2	4	3	4	2	4	31	4	4	4	4	2	4	4	4	4	38	4	4	4	4	4	4	4	4	4	4	40	4	4	4	2	4	4	4	4	4	38		
81	4	4	4	4	3	3	4	3	3	3	35	4	4	4	4	3	4	4	3	3	37	4	4	4	4	4	4	4	3	4	3	38	4	4	3	4	3	4	3	4	3	4	36	
82	3	4	2	3	4	5	3	3	4	4	35	4	3	3	3	3	3	4	5	4	36	4	3	3	4	3	4	3	4	3	3	35	4	3	4	3	3	4	3	4	5	4	37	
83	5	4	5	5	5	5	5	5	4	4	46	4	5	5	5	4	4	5	5	5	46	4	5	5	4	5	5	5	5	5	5	46	4	5	5	5	4	4	5	5	5	4	46	
84	2	2	4	2	2	4	2	4	5	4	31	4	2	2	2	4	2	4	2	4	32	2	2	2	4	2	4	2	4	2	2	28	4	2	4	2	4	2	4	4	4	34		
85	5	4	5	5	5	5	5	5	4	5	48	5	5	5	5	2	5	5	5	5	5	47	4	5	5	5	5	5	5	5	5	49	5	5	5	5	2	5	5	5	5	5	47	
86	4	3	4	2	3	3	4	4	4	4	35	4	4	4	4	3	4	4	3	4	38	3	4	4	4	4	4	4	4	4	4	39	4	4	4	3	4	4	4	3	4	38		
87	4	3	4	4	5	5	4	3	4	3	39	4	4	4	4	3	4	4	5	5	4	41	3	4	4	4	4	4	4	5	4	40	4	4	5	4	3	4	4	5	5	4	42	
88	4	4	3	4	4	2	4	2	4	4	35	4	4	4	4	3	4	4	4	4	39	4	4	4	4	4	4	4	4	4	4	40	4	4	4	3	4	4	4	4	4	39		
89	5	5	5	5	5	4	5	3	4	5	46	5	5	5	5	4	5	5	5	4	5	48	5	5	5	5	5	5	5	5	5	50	5	5	5	5	4	5	5	5	5	4	5	48
90	5	3	4	5	4	4	5	5	4	4	43	4	5	4	4	2	4	5	4	3	4	39	3	5	5	4	5	4	5	4	5	44	4	5	4	5	2	4	5	4	4	4	41	
91	4	2	4	3	4	2	3	3	3	4	32	4	4	4	4	3	4	4	4	4	38	4	4	4	4	4	4	4	4	3	39	4	4	4	3	4	4	4	4	4	4	39		
92	4	3	4	4	2	4	3	3	2	4	33	4	4	4	4	2	4	4	4	4	38	4	4	4	4	4	4	4	4	4	4	40	4	4	4	2	4	4	4	4	4	38		
93	4	3	2	4	3	3	2	3	3	3	30	4	4	3	3	3	4	4	3	3	35	4	4	4	4	4	4	4	3	4	3	38	4	4	3	4	3	4	4	3	3	4	36	
94	3	4	4	3	4	5	3	3	4	4	37	4	3	4	4	3	4	3	4	5	4	38	4	3	3	4	3	4	3	4	3	35	4	3	4	3	3	4	3	4	5	4	37	
95	5	4	4	5	5	5	5	5	4	4	46	4	5	5	4	4	5	5	5	4	45	4	5	5	4	5	4	5	5	5	46	4	5	5	5	4	4	5	5	5	5	4	46	
96	2	2	4	2	4	4	2	4	5	4	33	4	3	4	4	4	2	4	4	4	37	2	2	2	4	2	4	2	4	2	2	28	4	2	4	2	4	2	4	4	4	34		

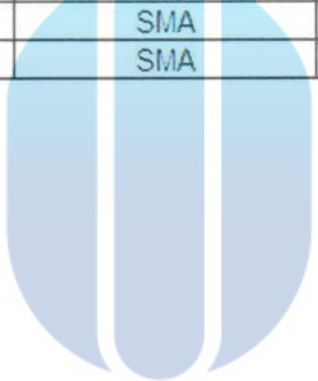
UNIVERSITAS
MERCU BUANA

Lampiran 3. Data Karakteristik Responden

NO	JENIS KELAMIN	USIA	PENDIDIKAN	PEKERJAAN
1	WANITA	25	SMA	IBU RUMAH TANGGA
2	WANITA	21	SARJANA S1	PEGAWAI SWASTA
3	LAKI-LAKI	32	SARJANA S1	PEGAWAI SWASTA
4	WANITA	22	SARJANA S1	PEGAWAI SWASTA
5	LAKI-LAKI	31	SMA	PEGAWAI SWASTA
6	WANITA	41	SARJANA S1	IBU RUMAH TANGGA
7	WANITA	25	SARJANA S1	WIRASWASTA
8	WANITA	26	SMA	PEGAWAI SWASTA
9	LAKI-LAKI	27	SMA	WIRASWASTA
10	WANITA	29	SMA	WIRASWASTA
11	WANITA	23	DIPLOMA	PEGAWAI SWASTA
12	WANITA	23	DIPLOMA	PEGAWAI SWASTA
13	WANITA	24	DIPLOMA	PEGAWAI SWASTA
14	WANITA	25	SARJANA S1	WIRASWASTA
15	LAKI-LAKI	26	SARJANA S1	PEGAWAI SWASTA
16	LAKI-LAKI	27	SARJANA S1	PEGAWAI SWASTA
17	LAKI-LAKI	28	SARJANA S1	PEGAWAI SWASTA
18	LAKI-LAKI	30	DIPLOMA	IBU RUMAH TANGGA
19	LAKI-LAKI	32	SARJANA S1	PEGAWAI SWASTA
20	WANITA	26	SARJANA S1	PEGAWAI SWASTA
21	LAKI-LAKI	28	SARJANA S1	PEGAWAI SWASTA
22	WANITA	30	SARJANA S1	PEGAWAI SWASTA
23	LAKI-LAKI	22	SARJANA S1	WIRASWASTA
24	LAKI-LAKI	23	SARJANA S1	PEGAWAI SWASTA
25	LAKI-LAKI	26	SARJANA S1	PEGAWAI SWASTA
26	LAKI-LAKI	27	SARJANA S1	WIRASWASTA
27	LAKI-LAKI	27	SARJANA S1	PEGAWAI SWASTA
28	LAKI-LAKI	30	SARJANA S1	PEGAWAI SWASTA
29	LAKI-LAKI	33	SARJANA S1	WIRASWASTA
30	LAKI-LAKI	35	SARJANA S1	PEGAWAI SWASTA
31	LAKI-LAKI	24	DIPLOMA	PEGAWAI SWASTA
32	LAKI-LAKI	24	SARJANA S1	PEGAWAI SWASTA
33	LAKI-LAKI	25	SARJANA S1	WIRASWASTA
34	LAKI-LAKI	25	SARJANA S1	PEGAWAI SWASTA
35	LAKI-LAKI	27	SARJANA S1	WIRASWASTA
36	LAKI-LAKI	30	SARJANA S1	WIRASWASTA
37	LAKI-LAKI	34	SARJANA S1	WIRASWASTA
38	LAKI-LAKI	22	SARJANA S1	PEGAWAI SWASTA

39	WANITA	25	SARJANA S1	PEGAWAI SWASTA
40	LAKI-LAKI	25	SARJANA S1	PEGAWAI SWASTA
41	LAKI-LAKI	27	SARJANA S1	PEGAWAI SWASTA
42	WANITA	30	DIPLOMA	IBU RUMAH TANGGA
43	WANITA	32	SARJANA S1	IBU RUMAH TANGGA
44	WANITA	22	DIPLOMA	IBU RUMAH TANGGA
45	WANITA	28	SARJANA S1	IBU RUMAH TANGGA
46	LAKI-LAKI	29	SMA	PEGAWAI SWASTA
47	WANITA	29	SARJANA S1	IBU RUMAH TANGGA
48	WANITA	31	SARJANA S1	IBU RUMAH TANGGA
49	WANITA	34	SARJANA S1	IBU RUMAH TANGGA
50	LAKI-LAKI	20	SARJANA S1	PEGAWAI SWASTA
51	WANITA	40	SARJANA S1	PEGAWAI SWASTA
52	LAKI-LAKI	39	SARJANA S1	PEGAWAI SWASTA
53	LAKI-LAKI	25	SARJANA S1	PEGAWAI SWASTA
54	LAKI-LAKI	20	SMA	PEGAWAI SWASTA
55	LAKI-LAKI	24	SARJANA S1	WIRASWASTA
56	LAKI-LAKI	28	SARJANA S1	PEGAWAI SWASTA
57	LAKI-LAKI	35	SARJANA S1	PEGAWAI SWASTA
58	WANITA	23	SARJANA S1	PEGAWAI SWASTA
59	LAKI-LAKI	24	SARJANA S1	PEGAWAI SWASTA
60	WANITA	24	SMA	WIRASWASTA
61	LAKI-LAKI	30	SMA	PEGAWAI SWASTA
62	WANITA	26	SMA	PEGAWAI SWASTA
63	WANITA	30	SMA	PEGAWAI SWASTA
64	WANITA	24	SMA	WIRASWASTA
65	WANITA	24	SMA	PEGAWAI SWASTA
66	WANITA	26	SMA	PEGAWAI SWASTA
67	LAKI-LAKI	25	SMA	PEGAWAI SWASTA
68	WANITA	38	SMA	WIRASWASTA
69	WANITA	34	SARJANA S1	WIRASWASTA
70	WANITA	25	SARJANA S1	PEGAWAI SWASTA
71	WANITA	31	SARJANA S1	IBU RUMAH TANGGA
72	LAKI-LAKI	33	SMA	PEGAWAI SWASTA
73	LAKI-LAKI	28	SMA	PEGAWAI SWASTA
74	LAKI-LAKI	38	SARJANA S1	WIRASWASTA
75	LAKI-LAKI	39	SARJANA S1	WIRASWASTA
76	LAKI-LAKI	46	SARJANA S1	WIRASWASTA
77	LAKI-LAKI	32	SMA	WIRASWASTA
78	LAKI-LAKI	40	SMA	PEGAWAI SWASTA

79	LAKI-LAKI	23	SMA	PEGAWAI SWASTA
80	LAKI-LAKI	30	SMA	PEGAWAI SWASTA
81	LAKI-LAKI	24	SARJANA S1	PEGAWAI SWASTA
82	WANITA	28	SARJANA S1	WIRASWASTA
83	WANITA	35	SARJANA S1	PEGAWAI SWASTA
84	WANITA	23	SARJANA S1	PEGAWAI SWASTA
85	LAKI-LAKI	35	SARJANA S1	WIRASWASTA
86	WANITA	24	SMA	IBU RUMAH TANGGA
87	LAKI-LAKI	30	SMA	WIRASWASTA
88	WANITA	26	SMA	WIRASWASTA
89	LAKI-LAKI	30	SMA	WIRASWASTA
90	LAKI-LAKI	24	SMA	WIRASWASTA
91	WANITA	24	SMA	IBU RUMAH TANGGA
92	LAKI-LAKI	38	SARJANA S1	PEGAWAI SWASTA
93	LAKI-LAKI	39	SARJANA S1	PEGAWAI SWASTA
94	LAKI-LAKI	46	SARJANA S1	PEGAWAI SWASTA
95	LAKI-LAKI	32	SMA	PEGAWAI SWASTA
96	WANITA	40	SMA	IBU RUMAH TANGGA



UNIVERSITAS
MERCU BUANA

Lampiran 4. Hasil Statistik Deskriptif

1. Statistik Deskriptif Kualitas Produk^{a)}

Tabel 4.5 Statistik Deskriptif Kualitas Produk^{a)}

Descriptive Statistics ^{a)}					
	N ^{a)}	Minimum ^{a)}	Maximum ^{a)}	Mean ^{a)}	Std. Deviation ^{a)}
X1.1 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	3.86 ^{a)}	.734 ^{a)}
X1.2 ^{a)}	95 ^{a)}	2 ^{a)}	5 ^{a)}	3.93 ^{a)}	.841 ^{a)}
X1.3 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	4.23 ^{a)}	.801 ^{a)}
X1.4 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	4.02 ^{a)}	.821 ^{a)}
X1.5 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	3.44 ^{a)}	.880 ^{a)}
X1.6 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	3.86 ^{a)}	.720 ^{a)}
X1.7 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	3.96 ^{a)}	.870 ^{a)}
X1.8 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	4.23 ^{a)}	.814 ^{a)}
X1.9 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	4.09 ^{a)}	.769 ^{a)}
X1.10 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	3.92 ^{a)}	.556 ^{a)}
Kualitas Produk ^{a)}	96 ^{a)}	30 ^{a)}	50 ^{a)}	39.55 ^{a)}	4.843 ^{a)}
Valid N (listwise) ^{a)}	95 ^{a)}				

Sumber : Hasil olah data SPSS 22^{a)}

UNIVERSITAS
MERCU BUANA

2. Statistik Deskriptif Harga^{a)}

Tabel 4.6^{a)}
Statistik Deskriptif Harga^{a)}

Descriptive Statistics ^{a)}					
	N ^{a)}	Minimum ^{a)}	Maximum ^{a)}	Mean ^{a)}	Std. Deviation ^{a)}
X2.1 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	3.76 ^{a)}	.677 ^{a)}
X2.2 ^{a)}	96 ^{a)}	1 ^{a)}	5 ^{a)}	3.61 ^{a)}	.988 ^{a)}
X2.3 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	4.13 ^{a)}	.715 ^{a)}
X2.4 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	4.11 ^{a)}	.709 ^{a)}
X2.5 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	3.93 ^{a)}	.824 ^{a)}
X2.6 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	3.36 ^{a)}	.896 ^{a)}
X2.7 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	3.33 ^{a)}	.970 ^{a)}
X2.8 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	3.86 ^{a)}	.734 ^{a)}
X2.9 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	3.81 ^{a)}	.758 ^{a)}
X2.10 ^{a)}	96 ^{a)}	3 ^{a)}	5 ^{a)}	3.85 ^{a)}	.649 ^{a)}
Harga ^{a)}	96 ^{a)}	29 ^{a)}	49 ^{a)}	37.77 ^{a)}	4.259 ^{a)}
Valid N (listwise) ^{a)}	96 ^{a)}				

Sumber : Hasil olah data SPSS 22^{a)}

UNIVERSITAS
MERCU BUANA

3. Statistik Deskriptif Iklan^{a)}

Tabel 4.7^{a)}
Statistik Deskriptif iklan^{a)}

Descriptive Statistics ^{a)}					
^{a)}	N ^{a)}	Minimum ^{a)}	Maximum ^{a)}	Mean ^{a)}	Std. Deviation ^{a)}
X3.1 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	4.08 ^{a)}	.763 ^{a)}
X3.2 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	3.74 ^{a)}	.771 ^{a)}
X3.3 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	3.97 ^{a)}	.623 ^{a)}
X3.4 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	4.14 ^{a)}	.643 ^{a)}
X3.5 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	4.32 ^{a)}	.775 ^{a)}
X3.6 ^{a)}	96 ^{a)}	2 ^{a)}	5 ^{a)}	4.18 ^{a)}	.649 ^{a)}
X3.7 ^{a)}	96 ^{a)}	1 ^{a)}	5 ^{a)}	3.21 ^{a)}	1.142 ^{a)}
X3.8 ^{a)}	96 ^{a)}	1 ^{a)}	5 ^{a)}	3.84 ^{a)}	.786 ^{a)}
X3.9 ^{a)}	96 ^{a)}	1 ^{a)}	5 ^{a)}	3.78 ^{a)}	.823 ^{a)}
X3.10 ^{a)}	96 ^{a)}	1 ^{a)}	5 ^{a)}	3.79 ^{a)}	.724 ^{a)}
Iklan ^{a)}	96 ^{a)}	28 ^{a)}	50 ^{a)}	39.05 ^{a)}	4.487 ^{a)}
Valid N (listwise) ^{a)}	96 ^{a)}				

Sumber : Hasil olah data SPSS 22^{a)}

UNIVERSITAS
MERCU BUANA

4. Statistik Deskriptif Keputusan Pembelian⁴⁾

Tabel 4.8⁴⁾
Statistik Deskriptif Keputusan Pembelian⁴⁾

Descriptive Statistics ⁴⁾					
	N ⁴⁾	Minimum ⁴⁾	Maximum ⁴⁾	Mean ⁴⁾	Std. Deviation ⁴⁾
Y1 ⁴⁾	96 ⁴⁾	2 ⁴⁾	5 ⁴⁾	3.99 ⁴⁾	.492 ⁴⁾
Y2 ⁴⁾	96 ⁴⁾	2 ⁴⁾	5 ⁴⁾	4.11 ⁴⁾	.752 ⁴⁾
Y3 ⁴⁾	96 ⁴⁾	3 ⁴⁾	5 ⁴⁾	4.35 ⁴⁾	.696 ⁴⁾
Y4 ⁴⁾	96 ⁴⁾	2 ⁴⁾	5 ⁴⁾	4.11 ⁴⁾	.752 ⁴⁾
Y5 ⁴⁾	96 ⁴⁾	2 ⁴⁾	5 ⁴⁾	3.33 ⁴⁾	.842 ⁴⁾
Y6 ⁴⁾	96 ⁴⁾	2 ⁴⁾	5 ⁴⁾	3.99 ⁴⁾	.492 ⁴⁾
Y7 ⁴⁾	96 ⁴⁾	2 ⁴⁾	5 ⁴⁾	4.11 ⁴⁾	.752 ⁴⁾
Y8 ⁴⁾	96 ⁴⁾	3 ⁴⁾	5 ⁴⁾	4.35 ⁴⁾	.696 ⁴⁾
Y9 ⁴⁾	96 ⁴⁾	2 ⁴⁾	5 ⁴⁾	4.19 ⁴⁾	.701 ⁴⁾
Y10 ⁴⁾	96 ⁴⁾	2 ⁴⁾	5 ⁴⁾	3.99 ⁴⁾	.492 ⁴⁾
Keputusan pembelian ⁴⁾	96 ⁴⁾	33 ⁴⁾	50 ⁴⁾	40.54 ⁴⁾	4.170 ⁴⁾
Valid N (listwise) ⁴⁾	96 ⁴⁾				

Sumber : Hasil olah data SPSS 22⁴⁾

UNIVERSITAS
MERCU BUANA

Lampiran 5. Hasil Uji Validitas

A. Kualitas Harga

Correlations												
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	Kualitas Produk
X1.1	Pearson Correlation	1	.258	.232	.476	.174	.463	.420	.158	.209	.565	.816
	Sig. (2-tailed)		.012	.023	.000	.090	.000	.000	.124	.041	.000	.000
	N	96	95	95	95	95	95	95	95	95	95	95
X1.2	Pearson Correlation	.258	1	.324	.805	.101	.228	.709	.319	.175	.281	.699
	Sig. (2-tailed)	.012		.001	.000	.330	.026	.000	.002	.091	.005	.000
	N	95	95	95	95	95	95	95	95	95	95	95
X1.3	Pearson Correlation	.232	.324	1	.361	.080	.109	.407	.790	.409	.114	.635
	Sig. (2-tailed)	.023	.001		.000	.437	.290	.000	.000	.000	.267	.000
	N	95	95	95	95	95	95	95	95	95	95	95
X1.4	Pearson Correlation	.476	.805	.361	1	.191	.272	.842	.355	.130	.235	.776
	Sig. (2-tailed)	.000	.000	.000		.062	.007	.000	.000	.206	.021	.000
	N	95	95	95	95	95	95	95	95	95	95	95
X1.5	Pearson Correlation	.174	.101	.080	.191	1	.144	.272	.079	.141	-.011	.380
	Sig. (2-tailed)	.090	.330	.437	.062		.161	.007	.445	.171	.917	.000
	N	95	95	95	95	95	95	95	95	95	95	95
X1.7	Pearson Correlation	.420	.709	.407	.842	.272	.260	1	.430	.179	.254	.795
	Sig. (2-tailed)	.000	.000	.000	.000	.007	.011		.000	.081	.012	.000
	N	95	95	95	95	95	95	95	95	95	95	95
X1.8	Pearson Correlation	.158	.319	.790	.355	.079	.215	.430	1	.386	.112	.638
	Sig. (2-tailed)	.124	.002	.000	.000	.445	.035	.000		.000	.275	.000
	N	95	95	95	95	95	95	95	95	95	95	95
X1.9	Pearson Correlation	.209	.175	.409	.130	.141	.346	.179	.386	1	.368	.529
	Sig. (2-tailed)	.041	.091	.000	.206	.171	.001	.081	.000		.000	.000
	N	95	95	95	95	95	95	95	95	95	95	95
X1.10	Pearson Correlation	.565	.281	.114	.235	-.011	.656	.254	.112	.388	1	.530
	Sig. (2-tailed)	.000	.005	.267	.021	.917	.000	.012	.275	.000		.000
	N	95	95	95	95	95	95	95	95	95	95	95
Kualitas Produk	Pearson Correlation	.816	.699	.635	.776	.380	.562	.795	.638	.529	.530	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 0.05 level (2-tailed).

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

B. Harga

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	Harga
X2.1	Pearson Correlation Sig. (2- tailed) N	1	.128 .214 96	.389 ^{**} .000 96	.387 ^{**} .000 96	.175 .088 96	.163 .113 96	.155 .131 96	-.002 .981 96	.035 .738 96	.351 .000 96	.481 .000 96
X2.2	Pearson Correlation Sig. (2- tailed) N	.128 .214 96	1	.203 .047 96	.184 .073 96	-.087 .401 96	.018 .864 96	.125 .227 96	.203 .047 96	.226 .027 96	.338 .001 96	.459 .000 96
X2.3	Pearson Correlation Sig. (2- tailed) N	.389 ^{**} .000 96	.203 .047 96	1	.990 ^{**} .000 96	.695 ^{**} .000 96	-.072 .486 96	.061 .556 96	.273 ^{**} .007 96	.093 .541 96	.199 .052 96	.663 ^{**} .000 96
X2.4	Pearson Correlation Sig. (2- tailed) N	.387 ^{**} .000 96	.184 .073 96	.990 ^{**} .000 96	1	.699 ^{**} .000 96	-.083 .421 96	.036 .730 96	.253 ^{**} .013 96	.040 .696 96	.197 .054 96	.643 ^{**} .000 96
X2.5	Pearson Correlation Sig. (2- tailed) N	.175 .088 96	-.087 .401 96	.695 ^{**} .000 96	.699 ^{**} .000 96	1	-.292 ^{**} .004 96	-.285 ^{**} .005 96	.088 .395 96	-.056 .589 96	.039 .709 96	.319 ^{**} .002 96
X2.6	Pearson Correlation Sig. (2- tailed) N	.163 .113 96	.018 .864 96	-.072 .486 96	-.083 .421 96	-.292 ^{**} .004 96	1	.889 ^{**} .000 96	.300 .003 96	.319 .002 96	.328 .001 96	.519 ^{**} .000 96
X2.7	Pearson Correlation Sig. (2- tailed) N	.155 .131 96	.125 .227 96	.061 .556 96	.036 .730 96	-.285 ^{**} .005 96	.889 ^{**} .000 96	1	.271 ^{**} .008 96	.286 ^{**} .005 96	.312 ^{**} .002 96	.574 ^{**} .000 96
X2.8	Pearson Correlation Sig. (2- tailed) N	-.002 .981 96	.203 .047 96	.273 ^{**} .007 96	.253 ^{**} .013 96	.088 .395 96	.300 .003 96	.271 ^{**} .008 96	1	.502 .000 96	.312 .002 96	.568 ^{**} .000 96
X2.9	Pearson Correlation Sig. (2- tailed) N	.035 .738 96	.226 .027 96	.063 .541 96	.040 .696 96	-.056 .589 96	.319 ^{**} .002 96	.286 ^{**} .005 96	.502 .000 96	1	.543 .000 96	.544 ^{**} .000 96
X2.10	Pearson Correlation Sig. (2- tailed) N	.351 .000 96	.338 .001 96	.199 .052 96	.197 .054 96	.039 .706 96	.328 .001 96	.312 .002 96	.312 .002 96	.543 .000 96	1	.651 ^{**} .000 96
Harga	Pearson Correlation Sig. (2- tailed) N	.481 .000 96	.459 .000 96	.663 ^{**} .000 96	.643 ^{**} .000 96	.319 ^{**} .002 96	.519 ^{**} .000 96	.574 ^{**} .000 96	.568 ^{**} .000 96	.544 ^{**} .000 96	.651 ^{**} .000 96	1

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

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

C. Iklan

Correlations												
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	Iklan
X3.1	Pearson Correlation Sig. (2- tailed) N	1 96	.109 96	.360 96	.170 96	.435 96	.269 96	.015 96	-.013 96	.281 96	.336 96	.487 96
X3.2	Pearson Correlation Sig. (2- tailed) N	.109 291 96	1 96	.595 96	.391 96	.230 96	.240 96	.266 96	.019 96	.257 96	.241 96	.551 96
X3.3	Pearson Correlation Sig. (2- tailed) N	.360 000 96	.595 000 96	1 96	.247 96	.414 96	.300 96	.409 96	.140 96	.479 96	.359 96	.727 96
X3.4	Pearson Correlation Sig. (2- tailed) N	.170 098 96	.391 000 96	.247 015 96	1 96	.355 96	.169 96	-.111 96	.230 96	.057 96	.220 96	.417 96
X3.5	Pearson Correlation Sig. (2- tailed) N	.435 000 96	.230 024 96	.414 000 96	.355 000 96	1 96	.367 96	-.101 96	.136 96	.375 96	.215 96	.549 96
X3.6	Pearson Correlation Sig. (2- tailed) N	.269 004 96	.240 018 96	.300 003 96	.169 100 96	.357 000 96	1 96	.134 96	.158 96	.406 96	.438 96	.572 96
X3.7	Pearson Correlation Sig. (2- tailed) N	.015 875 96	.266 009 96	.409 000 96	-.111 263 96	-.101 329 96	.134 192 96	1 96	.307 96	.519 96	.282 96	.540 96
X3.8	Pearson Correlation Sig. (2- tailed) N	-.013 899 96	.019 .854 96	.140 173 96	.230 024 96	.136 198 96	.158 124 96	.307 002 96	1 96	.500 96	.423 96	.513 96
X3.9	Pearson Correlation Sig. (2- tailed) N	.281 005 96	.257 .011 96	.479 000 96	.057 .564 96	.375 000 96	.408 000 96	.519 000 96	.500 000 96	1 96	.558 96	.784 96
X3.10	Pearson Correlation Sig. (2- tailed) N	.336 001 96	.241 018 96	.359 000 96	.220 032 96	.215 035 96	.438 000 96	.282 005 96	.423 000 96	.558 000 96	1 96	.690 96
Iklan	Pearson Correlation Sig. (2- tailed) N	.487 000 96	.551 000 96	.727 000 96	.417 000 96	.549 000 96	.572 000 96	.540 000 96	.513 000 96	.784 000 96	.690 000 96	1 96

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

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

D. Keputusan Pembelian

Correlations												
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Keputusan pembelian
Y1	Pearson Correlation Sig. (2-tailed) N	1 .259 .011 96	.259 .011 96	.134 .193 96	.259 .011 96	-.017 .870 96	1.000 0.000 96	.259 .011 96	.134 .193 96	.311 .002 96	1.000 0.000 96	.588 0.000 96
Y2	Pearson Correlation Sig. (2-tailed) N	.259 .011 96	1 0.000 96	.384 .000 96	1.000 0.000 96	.022 .830 96	.259 .011 96	1.000 0.000 96	.384 .000 96	.119 .250 96	.259 .011 96	.785 0.000 96
Y3	Pearson Correlation Sig. (2-tailed) N	.134 .193 96	.384 .000 96	1 .000 96	.384 .000 96	.102 .323 96	.134 .193 96	.384 0.000 96	1.000 0.000 96	.446 .000 96	.134 .193 96	.684 0.000 96
Y4	Pearson Correlation Sig. (2-tailed) N	.259 .011 96	1.000 0.000 96	.384 .000 96	1 .830 96	.022 .011 96	.259 .011 96	1.000 0.000 96	.384 .000 96	.119 .250 96	.259 .011 96	.785 0.000 96
Y5	Pearson Correlation Sig. (2-tailed) N	-.017 .870 96	.022 .830 96	.102 .323 96	.022 .830 96	1 1 96	-.017 .870 96	.022 .830 96	.102 .323 96	.107 .299 96	-.017 .870 96	.260 .011 96
Y6	Pearson Correlation Sig. (2-tailed) N	1.000 0.000 96	.259 .011 96	.134 .193 96	.259 .011 96	-.017 .870 96	1 0.000 96	.259 .011 96	.134 .193 96	.311 .002 96	1.000 0.000 96	.588 0.000 96
Y7	Pearson Correlation Sig. (2-tailed) N	.259 .011 96	1.000 0.000 96	.384 .000 96	1.000 0.000 96	.022 .830 96	.259 .011 96	1 0.000 96	.384 .000 96	.119 .250 96	.259 .011 96	.785 0.000 96
Y8	Pearson Correlation Sig. (2-tailed) N	.134 .193 96	.384 .000 96	1.000 0.000 96	.384 .000 96	.102 .323 96	.134 .193 96	.384 0.000 96	1 .000 96	.446 .000 96	.134 .193 96	.684 0.000 96
Y9	Pearson Correlation Sig. (2-tailed) N	.311 .002 96	.119 .250 96	.446 .000 96	.119 .250 96	.107 .299 96	.311 .002 96	.119 .250 96	.446 .000 96	1 .000 96	.311 .002 96	.513 0.000 96
Y10	Pearson Correlation Sig. (2-tailed) N	1.000 0.000 96	.259 .011 96	.134 .193 96	.259 .011 96	-.017 .870 96	1.000 0.000 96	.259 .011 96	.134 .193 96	.311 .002 96	1 0.000 96	.588 0.000 96
Keputusan pembelian	Pearson Correlation Sig. (2-tailed) N	.588 0.000 96	.785 0.000 96	.684 .000 96	.785 0.000 96	.260 .011 96	.588 0.000 96	.785 0.000 96	.684 .000 96	.513 .000 96	.588 0.000 96	1 0.000 96

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

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

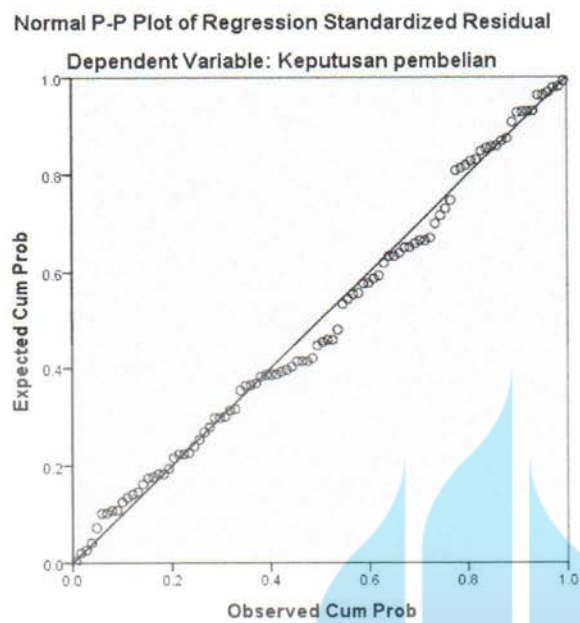
Lampiran 6. Hasil Uji Reabilitas**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.816	.818	10



UNIVERSITAS
MERCU BUANA

Lampiran 7. Hasil Uji Normalitas



UNIVERSITAS
MERCU BUANA

Lampiran 8. Hasil Uji Multikolonieritas

Model		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Beta	Tolerance
1	(Constant)	5.797	1.417		4.092	0.000		
	Kualitas produk	0.665	0.041	0.772	16.102	0	0.538	1.858
	Harga	0.037	0.064	0.038	0.581	0	0.288	3.473
	Iklan	0.180	0.066	0.194	2.715	0	0.244	4.104

a. Dependent Variable: Keputusan Pembelian

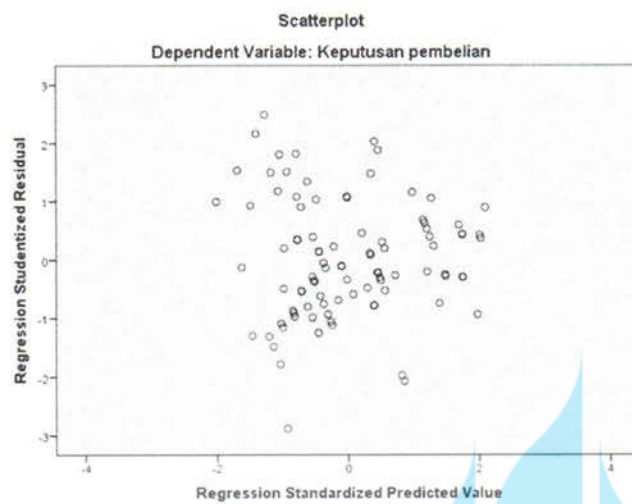
Sumber : Hasil olah data SPSS 22



UNIVERSITAS
MERCU BUANA

Lampiran 9. Hasil Uji Heteroskedastisitas

Gambar 4.2⁴¹



⁴¹ Sumber : Hasil olah data SPSS 22⁴²

UNIVERSITAS
MERCU BUANA

Lampiran 10. Hasil Analisis Regresi Linear Berganda

Tabel 4.16^a
Uji Signifikansi regresi linear berganda^a
Coefficients^a

Model ^a		Unstandardized Coefficients ^a		Standardized Coefficients ^a	t ^a	Sig. ^a
		B ^a	Std. Error ^a	Beta ^a		
1 ^a	(Constant) ^a	5.797 ^a	1.417 ^a		4.092 ^a	0.000 ^a
	Kualitas Produk ^a	0.665 ^a	0.041 ^a	0.772 ^a	16.102 ^a	0.000 ^a
	Harga ^a	0.037 ^a	0.064 ^a	0.036 ^a	0.581 ^a	0.563 ^a
	Iklan ^a	0.180 ^a	0.066 ^a	0.194 ^a	2.715 ^a	0.008 ^a

a. Dependent Variable: Keputusan Pembelian^a

Sumber : Hasil olah data SPSS 22^a



UNIVERSITAS
MERCU BUANA

Lampiran 11. Analisis Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.941 ^a	.886	.882	1.430	2.076

a. Predictors: (Constant), Kualitas Produk, Harga, Iklan

b. Dependent Variable: Keputusan pembelian



UNIVERSITAS
MERCU BUANA

Lampiran 12. Uji Anova (Uji F)

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1463.593	3	487.864	238.438	.000 ^b
Residual	188.240	92	2.046		
Total	1651.833	95			

a. Dependent Variable: Keputusan pembelian

b. Predictors: (Constant), Kualitas Produk, Harga, Iklan



UNIVERSITAS
MERCU BUANA

Lampiran 13. Uji Signifikansi Parameter Individual (Uji Statistik t)

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	5.797	1.417		4.092	.000		
Kualitas Produk	.665	.041	.772	16.102	.000	.538	1.858
Harga	.037	.064	.038	.581	.563	.288	3.473
Iklan	.180	.066	.194	2.715	.008	.244	4.104

a. Dependent Variable: Keputusan pembelian



UNIVERSITAS
MERCU BUANA