

LAMPIRAN

Lampiran 1: Kuisisioner Penelitian

Yogyakarta.....2018

Yth

Pelanggan/ Konsumen Smartphone Xiaomi

Di Tempat

Dengan Hormat.

Dalam rangka memenuhi syarat untuk memperoleh gelar Sarjana Ekonomi Universitas Muhammadiyah Yogyakarta, maka saya:

Nama : La Ode Muh Mirzan

NIM : 20130410210

Prodi : Manajemen

: PENGARUH CITRA MEREK, PERSEPSI HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE XIAOMI DI YOGYAKARTA

Bermaksud melakukan penelitian dengan menggali informasi dari pelanggan Smartphone Xiaomi. Saya mohon dengan hormat kepada Bapak/ibu/saudara/I untuk meluangkan waktu sejenak mengisi kuisisioner yang terlampir berikut ini. Kuisisioner ini semata-mata untuk kepentingan studi.

Atas kesediaan dalam meluangkan waktu untuk mengisi kuisisioner ini saya mengucapkan terimah kasih.

Peneliti,

La Ode Muh Mirzan

NIM: 20130410210

KUISIONER PENERLITIAN**I. INFORMASI DEMOGRAFI:**

Mohon semua jawaban dibawah ini diisi dengan memberikan tanda centang silang (x) pada jawaban yang menurut anda paling sesuai dengan keadaan Saudara/ i sesungguhnya.

1. Nomor Responden : *(diisi oleh peneiliti)

2. Nama :

3. Jenis Kelamin :

a. Laki-laki b. Perempuan

4. Usia : a. 17-20 tahun b. 20-25 tahun c. 25-30 tahun d. >30

5. Lama menggunakan Smartphone Xiaomi

a. <1 Tahun b. 1-1,6 Tahun c. 2-2,6 Tahun d. >3 Tahun

6. Tipe Smartphone Xiaomi series yang pernah dibeli:

II. PETUNJUK Pengerjaan

Jawablah pertanyaan-pertanyaan dibawah ini terkait Pengaruh Citra Merek, Persepsi Harga, dan Promosi Terhadap Keputusan Pembelian (Survei Pada masyarakat Kota Yogyakarta yang Menggunakan smartphone Xiaomi) dengan memberikan check (√) dikolom yang telah disediakan.

Keterangan:

SS : Sangat Setuju (5)

S : Setuju (4)

N : Netral (3)

TS : Tidak Setuju (2)

STS : Sangat tidak setuju (1).

No	Atribut	Skala liker				
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
1.	Keputusan Pembelian					
	Smartphone Xiaomi memiliki janis prodak yang unik sehinga membuat saya tertarik untuk membeli.					
	Smartphone Xiaomi memiliki bentuk prodak yang menarik sehingga membuat saya tertarik untuk membeli					
	Merek Smartphone Xiaomi memiliki banyak yang mengunakanya sehingga saya tertarik untuk membeli.					
	d. Saya membeli smartphone Xiaomi karena terdapat service center resmi di DIY.					

No	Atribut	Skala liker				
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
1.	Citra Merek					
	Merek <i>Smartphone</i> Xiaomi sudah dikenal banyak orang					
	Merek <i>Smartphone</i> Xiami mudah dingat					
	Merek <i>smartphone</i> Xiaomi memberikan kesan positif kepada konsumen					
	Merek <i>Smartphone</i> Xiaomi memberikan rasa percaya diri sehingga membuat saya setia.menggunakanya.					
2.	Persepsi Harga	(STS)	(TS)	(N)	(S)	(SS)
	a. Menurut saya harga <i>smartphone</i> Xiaomi terjangkau					
	b. Menurut saya harga yang ditawarkan <i>smartphone</i> Xiaomi sesuai dengan kualitas produk.					
	Menurut saya dengan harganya yang murah Xiaomi mampu bersaing dengan <i>smartphone</i> kelas atas yang harganya jauh lebih mahal.					
	Menurut saya harga yang ditawarkan <i>smartphone</i> Xiaomi sudah sesuai dengan manfaat dari masing-masing jenis/tipe <i>smartphone</i>					
3.	Promosi	(STS)	(TS)	(N)	(S)	(SS)
	Promosi dilakukan secara langsung pada konsumen sehingga konsumen benar benar mengetahui prodak <i>smartphone</i> Xiaomi					
	Periklanan <i>smartphone</i> Xiaomi di browsur sangat menarik					
	Promosi penjualan <i>smartphone</i> Xiaomi melalui spanduk muda dilihat					
	Produk <i>Smartphone</i> Xiaomi melakukan penjualan secara langsung pada konsumen berdasarkan pesanan/ order.					

Jumlah responden berdasarkan jenis kelamin

Jenis kelamin	Jumlah	Persentase(%)
Laki-laki	67	67%
Perempuan	33	33%
Total	100	100%

Jumlah responden berdasarkan usia

Usia	jumlah	Persentase (%)
17-20 Tahun	33	33%
20-25 Tahun	52	52%
25-30 Tahun	10	10%
>30 Tahun	5	5%
Total	100	100%

Jumlah Responden Berdasarkan Lama Menggunakan

Lama menggunakan	Jumlah	Persentasi (%)
1< Tahun	32	32%
1-1,6 Tahun	35	35%
2-2,6 Tahun	27	27%
>3 Tahun	6	6%
Total	100%	100%

Jumlah Responden Berdasarkan tipe smartphone

Tipe Smartphone	Jumlah	Persentase (%)
Mi 5	4	4%
Redmi 3 Pro	10	10%
Redmi 4 s	8	8%
Redmi 3 s	9	9%
Redmi 4 A	16	16%
Redmi A 5	18	18%
Redmi 1 s	21	21%
Mi 4 1	2	2%
Mi 4 s	12	12%
Total	100	100%

A. Variabel Citra Merek

no	X1				total
	1a	1b	1c	1d	
1	5	3	3	3	14
2	3	2	3	3	11
3	4	4	3	3	14
4	3	2	3	3	11
5	4	4	4	3	15
6	5	3	3	3	14
7	4	3	3	3	13
8	2	1	1	5	9
9	4	4	2	1	11
10	4	3	3	3	13
11	4	4	3	3	14
12	3	3	3	3	12
13	5	1	2	2	10
14	4	4	2	3	13
15	5	5	3	3	16
16	5	4	3	5	17
17	4	2	4	4	14
18	4	4	5	3	16
19	4	4	5	4	17
20	5	5	5	4	19
21	5	4	4	3	16
22	4	3	3	2	12
23	5	5	3	4	17
24	5	5	4	4	18
25	5	4	4	4	17
26	5	5	4	3	17
27	2	3	3	3	11
28	3	2	4	3	12
29	4	4	4	3	15
30	5	5	4	3	17
31	3	2	3	4	12
32	4	4	3	3	14
33	5	5	4	3	17

34	5	4	5	5	19
35	4	3	3	3	13
36	4	4	4	2	14
37	4	3	2	2	11
38	5	4	3	3	15
39	2	2	2	2	8
40	4	4	3	4	15
41	5	5	5	5	20
42	5	5	5	5	20
43	4	3	3	3	13
44	5	4	4	3	16
45	4	4	3	3	14
46	5	4	4	4	17
47	4	4	4	4	16
48	4	5	4	3	16
49	4	4	4	3	15
50	4	4	3	3	14
51	4	4	4	2	14
52	4	4	3	3	14
53	4	4	3	3	14
54	4	4	4	2	14
55	5	4	5	4	18
56	5	4	4	3	16
57	2	3	3	3	11
58	4	4	5	4	17
59	3	4	4	3	14
60	5	4	4	4	17
61	4	4	5	4	17
62	4	4	4	3	15
63	5	5	3	4	17
64	3	4	4	4	15
65	3	2	2	2	9
66	4	3	3	2	12
67	4	3	4	3	14
68	4	3	3	3	13
69	4	4	4	3	15
70	4	4	4	4	16
71	5	5	4	4	18
72	3	2	3	3	11

73	5	4	1	2	12
74	4	5	2	1	12
75	3	3	4	3	13
76	3	3	4	2	12
77	3	4	3	3	13
78	3	3	3	3	12
79	3	3	3	3	12
80	4	4	3	3	14
81	3	3	3	3	12
82	5	4	3	3	15
83	4	4	4	5	17
84	4	4	4	4	16
85	4	4	3	2	13
86	4	5	5	3	17
87	4	5	4	4	17
88	4	4	4	4	16
89	4	5	5	5	19
90	4	4	3	5	16
91	4	2	2	3	11
92	4	3	3	3	13
93	3	3	2	1	9
94	2	3	3	3	11
95	2	2	3	3	10
96	2	2	3	2	9
97	3	3	4	4	14
98	2	2	2	2	8
99	2	2	3	4	11
100	3	3	2	2	10

B. Variabel Persepsi Harga

no	X2				total
	1b	2b	3b	4b	
1	5	4	3	3	15
2	2	3	3	4	12
3	4	4	3	4	15
4	3	4	2	3	12
5	3	4	4	3	14
6	3	3	5	3	14
7	3	3	3	4	13

8	5	2	1	1	9
9	2	2	4	4	12
10	3	3	4	3	13
11	3	3	4	4	14
12	3	4	3	3	13
13	1	5	2	3	11
14	4	3	4	2	13
15	3	4	5	5	17
16	4	5	3	5	17
17	2	4	4	4	14
18	4	4	3	5	16
19	4	5	4	4	17
20	5	5	4	5	19
21	4	3	5	4	16
22	4	3	2	3	12
23	4	3	5	5	17
24	5	5	4	4	18
25	5	4	4	4	17
26	5	3	5	4	17
27	3	2	3	3	11
28	3	3	2	4	12
29	3	4	4	4	15
30	5	5	5	3	18
31	3	4	2	3	12
32	5	4	5	3	17
33	4	4	3	4	15
34	5	5	5	2	17
35	4	5	3	3	15
36	4	4	4	4	16
37	4	4	2	2	12
38	3	4	5	3	15
39	2	5	3	2	12
40	5	4	3	4	16
41	4	4	4	4	16
42	5	4	3	4	16
43	3	5	3	3	14
44	4	5	5	3	17
45	3	4	4	4	15
46	3	4	4	4	15

47	5	4	4	3	16
48	5	5	3	4	17
49	4	5	3	4	16
50	5	5	4	3	17
51	4	4	4	4	16
52	3	4	4	3	14
53	4	4	4	3	15
54	4	4	4	4	16
55	5	5	4	3	17
56	5	5	4	4	18
57	3	3	3	3	12
58	4	4	2	5	15
59	4	4	4	4	16
60	3	3	2	3	11
61	4	3	5	3	15
62	5	4	2	3	14
63	4	5	4	3	16
64	4	4	3	4	15
65	3	3	2	2	10
66	4	4	4	3	15
67	4	4	3	2	13
68	4	4	4	2	14
69	5	2	2	2	11
70	3	3	3	1	10
71	4	4	4	2	14
72	3	4	2	2	11
73	1	4	2	4	11
74	3	3	2	2	10
75	4	1	2	3	10
76	4	4	3	3	14
77	3	3	3	3	12
78	3	3	4	4	14
79	3	3	3	3	12
80	3	3	3	3	12
81	3	1	3	3	10
82	1	1	3	3	8
83	3	3	2	2	10
84	1	1	2	2	6
85	2	3	1	3	9

86	1	3	3	1	8
87	3	3	1	3	10
88	1	1	3	3	8
89	3	3	1	1	8
90	2	2	2	1	7
91	2	2	3	2	9
92	3	2	2	2	9
93	1	2	1	2	6
94	3	2	2	3	10
95	1	1	2	2	6
96	3	3	2	2	10
97	1	2	2	2	7
98	2	2	2	3	9
99	1	2	2	3	8
100	3	1	2	1	7

C. Varibael Promosi

no	X3				total
	1b	2b	3b	4b	
1	5	3	3	4	15
2	2	3	3	3	11
3	3	3	4	3	13
4	3	3	3	3	12
5	3	4	4	4	15
6	3	5	3	3	14
7	4	3	4	3	14
8	2	1	5	1	9
9	4	4	2	2	12
10	4	3	3	3	13
11	4	4	3	3	14
12	3	3	3	3	12
13	5	2	2	1	10
14	4	3	2	4	13
15	3	3	5	5	16
16	3	5	4	5	17
17	4	2	4	4	14
18	3	5	4	4	16
19	4	4	4	5	17
20	4	5	5	4	18

21	4	3	4	5	16
22	3	2	3	4	12
23	5	4	3	5	17
24	4	5	5	4	18
25	4	4	4	5	17
26	4	5	5	3	17
27	3	3	3	2	11
28	3	3	3	4	13
29	4	3	4	4	15
30	4	5	5	4	18
31	3	3	4	2	12
32	4	3	3	4	14
33	3	3	4	3	13
34	3	4	4	4	15
35	5	3	2	4	14
36	4	5	4	5	18
37	4	4	4	4	16
38	3	3	3	3	12
39	4	3	4	2	13
40	5	5	5	5	20
41	5	4	3	4	16
42	4	3	3	4	14
43	3	3	5	5	16
44	5	3	4	4	16
45	5	4	4	5	18
46	3	5	3	5	16
47	5	4	4	5	18
48	3	3	4	5	15
49	4	3	5	3	15
50	3	3	3	3	12
51	2	5	3	3	13
52	4	3	2	4	13
53	4	3	5	5	17
54	3	4	4	3	14
55	3	3	3	3	12
56	3	4	5	4	16
57	5	3	5	3	16
58	4	3	3	4	14
59	4	4	4	4	16

60	4	4	4	5	17
61	4	4	4	4	16
62	3	5	3	5	16
63	3	4	5	4	16
64	3	4	3	4	14
65	3	2	3	2	10
66	3	2	3	3	11
67	3	4	4	3	14
68	4	4	5	4	17
69	3	2	4	4	13
70	4	4	4	4	16
71	2	3	3	2	10
72	3	3	4	3	13
73	3	2	3	2	10
74	5	2	4	4	15
75	2	4	2	4	12
76	4	3	3	4	14
77	2	2	4	3	11
78	2	3	2	3	10
79	2	4	3	4	13
80	2	3	3	5	13
81	2	2	3	4	11
82	3	3	3	3	12
83	3	3	3	3	12
84	2	2	3	5	12
85	3	3	3	5	14
86	2	2	2	3	9
87	3	2	3	3	11
88	3	2	3	2	10
89	2	3	3	3	11
90	2	2	3	3	10
91	2	3	3	3	11
92	3	3	2	3	11
93	3	3	3	3	12
94	3	3	2	3	11
95	3	2	2	3	10
96	3	2	3	3	11
97	3	2	3	2	10
98	2	2	3	3	10

99	2	2	3	2	9
100	2	2	2	2	8

D. Variabel Keputusan pembelian

no	Y				total
	1d	2d	3d	4d	
1	5	5	3	3	16
2	2	3	3	3	11
3	4	3	3	4	14
4	3	3	3	2	11
5	4	3	4	4	15
6	5	4	3	3	15
7	3	3	3	4	13
8	5	2	1	1	9
9	2	4	4	1	11
10	4	3	3	3	13
11	4	3	4	3	14
12	3	3	4	3	13
13	2	1	4	2	9
14	4	2	4	3	13
15	5	3	5	3	16
16	5	3	5	4	17
17	4	4	4	2	14
18	5	3	4	4	16
19	4	4	4	5	17
20	4	5	5	4	18
21	5	4	3	4	16
22	4	4	3	3	14
23	3	4	5	5	17
24	4	5	4	5	18
25	4	4	4	5	17
26	4	5	5	3	17
27	3	3	3	2	11
28	3	3	4	5	15
29	3	4	4	4	15
30	3	4	5	5	17
31	3	3	4	3	13
32	3	3	2	3	11
33	3	3	3	3	12

34	5	5	4	4	18
35	4	4	3	3	14
36	3	4	2	4	13
37	3	3	3	2	11
38	5	5	5	5	20
39	3	3	2	2	10
40	4	4	3	3	14
41	5	4	3	5	17
42	5	4	4	4	17
43	3	3	3	3	12
44	4	4	5	4	17
45	4	4	3	3	14
46	4	4	5	4	17
47	4	5	5	3	17
48	4	4	4	4	16
49	4	4	3	1	12
50	3	3	3	4	13
51	3	4	4	2	13
52	5	5	4	3	17
53	4	3	4	3	14
54	3	4	4	1	12
55	4	3	4	5	16
56	3	3	4	3	13
57	3	3	2	2	10
58	4	4	4	4	16
59	4	3	4	4	15
60	4	4	4	4	16
61	4	5	5	5	19
62	4	3	4	3	14
63	4	3	4	4	15
64	3	4	3	4	14
65	3	3	3	3	12
66	2	3	2	3	10
67	3	4	5	3	15
68	3	3	4	3	13
69	3	4	4	3	14
70	4	4	4	4	16
71	4	4	4	4	16
72	4	4	4	5	17

73	1	2	1	2	6
74	2	1	1	5	9
75	3	2	4	4	13
76	4	2	2	3	11
77	1	1	1	3	6
78	3	3	3	3	12
79	3	3	3	3	12
80	3	3	3	2	11
81	3	3	3	2	11
82	1	2	2	2	7
83	2	2	2	1	7
84	2	2	2	3	9
85	1	2	2	1	6
86	1	1	1	1	4
87	4	2	3	3	12
88	3	1	1	2	7
89	4	4	3	2	13
90	3	2	1	1	7
91	1	5	5	5	16
92	5	5	3	3	16
93	4	4	3	3	14
94	3	3	4	4	14
95	4	3	4	3	14
96	2	4	2	4	12
97	5	3	2	4	14
98	4	3	1	5	13
99	3	2	4	3	12
100	4	5	3	2	14

Lampiran 2 : Validitas dan Reliabilitas

Correlations																		
	a1	a2	a3	a4	b1	b2	b3	b4	c1	c2	c3	c4	d1	d2	d3	d4	total	
a1	Pearson Correlation	1	.638**	.340**	.238*	.336**	.438**	.495**	.323**	.318**	.407**	.226*	.373**	.193	.283**	.353**	.205*	.640**
	Sig. (2-tailed)		.000	.001	.017	.001	.000	.000	.001	.001	.000	.024	.000	.054	.008	.000	.040	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
a2	Pearson Correlation	.638**	1	.511**	.258**	.371**	.259**	.401**	.296**	.187	.397**	.240*	.446**	.135	.144	.169	.178	.582**
	Sig. (2-tailed)	.000		.000	.010	.000	.009	.000	.003	.063	.000	.016	.000	.181	.153	.093	.076	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
a3	Pearson Correlation	.340**	.511**	1	.499**	.354**	.285**	.277**	.282**	.081	.378**	.167	.375**	.274*	.263**	.322**	.297**	.588**
	Sig. (2-tailed)	.001	.000		.000	.000	.008	.005	.008	.425	.000	.098	.000	.006	.008	.001	.003	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
a4	Pearson Correlation	.238*	.258**	.499**	1	.226*	.090	.078	.025	-.037	.127	.176	.160	.371**	.109	.192	.171	.375**
	Sig. (2-tailed)	.017	.010	.000		.024	.374	.482	.802	.715	.209	.079	.113	.000	.281	.058	.089	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
b1	Pearson Correlation	.336**	.371**	.354**	.226*	1	.534**	.401**	.276**	.305**	.481**	.431**	.405**	.420**	.437**	.376**	.321**	.715**
	Sig. (2-tailed)	.001	.000	.000	.024		.000	.000	.005	.002	.000	.000	.000	.000	.000	.000	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
b2	Pearson Correlation	.438**	.259**	.285**	.090	.534**	1	.425**	.390**	.422**	.426**	.462**	.290**	.230*	.252*	.336**	.247*	.646**
	Sig. (2-tailed)	.000	.009	.008	.374	.000		.000	.000	.000	.000	.000	.003	.021	.011	.001	.013	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
b3	Pearson Correlation	.495**	.401**	.277**	.078	.401**	.425**	1	.423**	.352**	.491**	.286**	.307**	.245*	.385**	.436**	.304**	.671**
	Sig. (2-tailed)	.000	.000	.005	.482	.000	.000		.000	.000	.000	.004	.002	.014	.000	.000	.002	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
b4	Pearson Correlation	.323**	.296**	.282**	.025	.276**	.390**	.423**	1	.306**	.460**	.239*	.369**	.154	.179	.350**	.265**	.581**
	Sig. (2-tailed)	.001	.003	.008	.802	.005	.000	.000		.002	.000	.017	.000	.125	.075	.000	.008	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
c1	Pearson Correlation	.318**	.187	.081	-.037	.305**	.422**	.352**	.306**	1	.295**	.278**	.313**	.249*	.281**	.218*	.205*	.497**
	Sig. (2-tailed)	.001	.063	.425	.715	.002	.000	.000	.002		.003	.005	.002	.012	.009	.029	.041	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pearson Correlation	.407**	.397**	.378**	.127	.481**	.426**	.491**	.460**	.295**	1	.336**	.486**	.267**	.447**	.542**	.298**	.720**
c2	Sig. (2-tailed)	.000	.000	.000	.209	.000	.000	.000	.000	.003		.001	.000	.007	.000	.000	.003	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
c3	Pearson Correlation	.226*	.240*	.167	.176	.431**	.462**	.286**	.239*	.278**	.336**	1	.305**	.176	.169	.186	.148	.501**
	Sig. (2-tailed)	.024	.016	.086	.079	.000	.000	.004	.017	.005	.001		.002	.079	.092	.084	.142	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
c4	Pearson Correlation	.373**	.445**	.375**	.160	.405**	.290**	.307**	.369**	.313**	.466**	.305**	1	.221*	.257**	.300**	.346**	.622**
	Sig. (2-tailed)	.000	.000	.000	.113	.000	.003	.002	.000	.002	.000	.002		.027	.010	.002	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
d1	Pearson Correlation	.193	.135	.274**	.371**	.420**	.230*	.245*	.154	.249*	.267**	.176	.221*	1	.495**	.372**	.320**	.546**
	Sig. (2-tailed)	.054	.181	.006	.000	.000	.021	.014	.125	.012	.007	.079	.027		.000	.000	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
d2	Pearson Correlation	.263**	.144	.263**	.109	.437**	.252*	.385**	.179	.261**	.447**	.169	.257**	.495**	1	.569**	.346**	.598**
	Sig. (2-tailed)	.008	.153	.008	.281	.000	.011	.000	.075	.009	.000	.092	.010	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
d3	Pearson Correlation	.353**	.169	.322**	.192	.376**	.336**	.436**	.350**	.218*	.542**	.186	.300**	.372**	.569**	1	.417**	.658**
	Sig. (2-tailed)	.000	.093	.001	.056	.000	.001	.000	.000	.029	.000	.064	.002	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
d4	Pearson Correlation	.205*	.178	.297**	.171	.321**	.247*	.304**	.265**	.205*	.298**	.148	.349**	.320**	.349**	.417**	1	.548**
	Sig. (2-tailed)	.040	.076	.003	.089	.001	.013	.002	.008	.041	.003	.142	.000	.001	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
total	Pearson Correlation	.640**	.582**	.588**	.375**	.715**	.646**	.671**	.581**	.497**	.720**	.501**	.622**	.546**	.598**	.658**	.548**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	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).

A. Citra merek

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.740	.739	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
a1	10.19	4.701	.526	.685
a2	10.49	4.131	.620	.627
a3	10.68	4.482	.589	.649
a4	10.91	5.113	.404	.750

B. Persepsi Harga

Reliability Statistics

Cronbach's Alpha	N of Items
.735	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
b1	9.70	6.192	.525	.677
b2	9.62	6.056	.596	.632
b3	9.92	6.478	.534	.670
b4	9.97	7.262	.453	.714

C. Variabel Promosi

Reliability Statistics

Cronbach's Alpha	N of Items
.744	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
c1	9.95	5.644	.541	.684
c2	9.90	5.848	.585	.660
c3	9.66	6.651	.436	.737
c4	9.73	5.472	.594	.651

D. Variabel Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
.741	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
d1	9.93	6.571	.495	.704
d2	10.04	6.140	.617	.638
d3	10.04	5.877	.587	.651
d4	10.16	6.439	.450	.732

Lampiran 4: Regresi Linear dan Uji Hipotesis

Koefisien Determinasi R²**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.611 ^a	.374	.354	1.95532	.374	19.094	3	96	.000

a. Predictors: (Constant), Promosi, Persepsi Harga, Citra Merek

a. Dependent Variable: Keputusan Pembelian

Regresi liner berganda**Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	2.565	1.568		1.635	.105
Citra Merek	.196	.085	.220	2.298	.024
Persepsi Harga	.274	.099	.250	2.772	.007
Promosi	.355	.097	.329	3.667	.000

Dependent Variable: Keputusan Pembelian

**Uji f
(Simultan)**

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	219.005	3	73.002	19.094	.000 ^b
	Residual	367.035	96	3.823		
	Total	586.040	99			

a. Dependent Variable: Keputusan Pembelian

Predictors: (Constant), Promosi, Persepsi Harga, Citra Merek

Uji t (Parsial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.565	1.568		1.635	.105
	Citra Merek	.196	.085	.220	2.298	.024
	Persepsi Harga	.274	.099	.250	2.772	.007
	Promosi	.355	.097	.329	3.667	.000

a. Dependent Variable: Keputusan Pembelian

Ringkasan hasil Uji Hipotesis

Kode	Hipotesis	Hasil
H1	Citra Merek, Persepsi Harga dan Promosi secara simultan berpengaruh terhadap keputusan pembelian	Diterima
H2	Citra Merek berpengaruh signifikan terhadap keputusan pembelian	Diterima
H3	Persepsi Harga berpengaruh signifikan terhadap keputusan pembelian	Diterima
H4	Promosi berpengaruh signifikan terhadap keputusan pembelian	Diterima