

# LAMPIRAN

## Lampiran 1. Kuesioner Penelitian

### KUESIONER PENELITIAN

#### ANALISIS PENGARUH CITRA MEREK, PERSEPSI HARGA, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PADA PRODUK IPHONE.

(STUDI PADA MAHASISWA DI DAERAH ISTIMEWA YOGYAKARTA)

#### I. Keterangan Lingkari Jawaban anda

1. Jika jawaban anda adalah “YA” maka melanjutkan ke pertanyaan berikutnya.
2. Jika jawaban anda adalah “TIDAK” maka tidak perlu melanjutkan.

Pertanyaan

Apakah anda pernah melakukan pembelian dan menggunakan produk Iphone selama 1 tahun terakhir ?

- YA      ● TIDAK

Sudah berapa lama anda membeli dan menggunakan iphone? .....(bulan)

#### Data Responden

Nama : .....

Usia : ..... (tahun)

Jenis Kelamin :

- a. Laki-laki
- b. Perempuan

Asal Universitas : .....

## II. Petunjuk Pengisian

1. Pilihlah jawaban yang paling tepat menurut Anda
2. Berikan tanda (√) pada pilihan anda

### Keterangan :

Pilihan Jawaban	Skor
Sangat Tidak Setuju (STS)	1
Tidak Setuju (TS)	2
Netral (N)	3
Setuju (S)	4
Sangat Setuju (SS)	5

### Kuisisioner

#### 1. Citra Merek (X1)

No	Pertanyaan	Skor				
		STS	TS	N	S	SS
1	Perusahaan Apple memiliki citra yang terpercaya.					
2	Timbul kebanggaan ketika menggunakan Iphone					
3	Iphone memiliki citra yang terpercaya.					

#### 2. Persepsi Harga (X2)

No	Pertanyaan	Skor				
		STS	TS	N	S	SS
1	Harga smartphone merek iphone terjangkau					
2	Harga smartphone merek iphone sesuai dengan kualitas yang diberikan					
3	Merek smartphone merek iphone memiliki harga yang kompetitif					

**3. Kualitas Produk (X3)**

No	Pertanyaan	Skor				
		STS	TS	N	S	SS
1	Iphone memiliki bentuk yang menarik					
2	Iphone memiliki fitur yang menarik					
3	Iphone memiliki memiliki sistem kinerja yang baik					
4	Iphone memilikin kemudahan digunakan sesuai dengan harapan					
5	Iphone memiliki daya tahan yang baik					
6	Iphone miliki komponen yang sesuai dengan fungsinya					
7	Iphone mudah dalam melakukan perbaikan					
8	Iphone memiliki gaya yang sesuai dengan trend					
9	Iphone memiliki desain yang menarik					

**4. Keputusan Pembelian (Y)**

No	Pertanyaan	Skor				
		STS	TS	N	S	SS
1	Tidak ada smartphone lain selain Apple yang menarik perhatian saya					
2	Iphone adalah pilihan ketika memutuskan membeli smartphone					

Lampiran 2. Data Kuesioner

No Responden	CITRA MEREK (X1)			TOTAL X1	KUALITAS PRODUK (X2)			TOTAL X2	PERSEPSI HARGA (X3)									TOTAL X3	KEPUTUSAN PEMBELIAN (Y1)		TOTAL Y1		
	X1.1	X1.2	X1.3		X2.1	X2.2	X2.3		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9		X3	Y1.1		Y1.2	Y
1	4	3	4	11	5	5	4	14	3	3	3	3	3	3	3	3	3	3	3	27	4	3	7
2	5	4	5	14	5	5	5	15	4	4	4	5	4	4	4	4	5	38	5	5	10		
3	3	2	2	7	2	2	2	6	2	2	2	2	3	3	3	2	2	21	2	2	4		
4	4	5	4	13	5	4	4	13	5	5	5	5	5	5	5	5	5	45	5	5	10		
5	4	4	5	13	4	4	4	12	5	5	5	5	5	5	5	5	5	45	5	5	10		
6	5	5	4	14	5	5	4	14	5	5	5	5	5	4	4	5	5	43	5	5	10		
7	5	5	5	15	5	4	5	14	4	4	4	4	5	5	5	4	4	39	5	5	10		
8	4	4	4	12	4	5	4	13	5	5	5	5	4	4	4	5	5	42	4	4	8		
9	5	4	4	13	5	5	4	14	4	4	4	4	4	4	4	4	4	36	4	4	8		
10	3	4	4	11	4	5	5	14	4	5	5	5	5	5	5	5	5	44	5	5	10		
11	5	5	5	15	4	5	5	14	5	5	5	5	5	5	5	5	5	45	5	4	9		
12	5	4	4	13	4	4	4	12	4	4	4	4	4	4	4	4	4	36	5	5	10		
13	3	4	4	11	5	4	4	13	5	4	4	4	4	4	4	4	4	37	5	5	10		
14	4	4	4	12	4	5	4	13	4	5	5	5	5	5	5	5	5	44	4	4	8		
15	4	3	3	10	4	3	3	10	3	4	3	3	3	3	3	3	3	28	4	4	8		
16	4	4	4	12	5	5	4	14	4	3	3	4	3	3	3	3	4	30	3	4	7		
17	3	3	3	9	4	3	3	10	4	4	3	4	3	4	4	3	4	33	4	4	8		
18	4	5	4	13	5	5	4	14	5	4	4	4	4	4	5	4	4	38	5	5	10		
19	4	4	4	12	4	4	5	13	5	5	5	5	5	5	5	5	5	45	4	4	8		
20	5	5	5	15	5	4	4	13	4	4	4	4	4	5	4	4	4	37	5	5	10		
21	4	4	4	12	3	4	3	10	3	4	4	4	4	3	3	4	4	33	4	4	8		
22	5	5	5	15	4	3	3	10	4	5	4	4	4	4	4	4	4	37	5	5	10		
23	4	4	4	12	3	3	2	8	4	3	3	3	3	4	3	3	3	29	3	3	6		
24	5	5	5	15	3	4	4	11	5	5	5	4	4	5	5	5	4	42	4	4	8		
25	2	3	3	8	2	3	3	8	2	3	3	3	2	3	3	3	3	25	3	3	6		
26	4	4	4	12	5	4	4	13	3	4	3	3	3	3	4	3	3	29	4	4	8		
27	5	4	4	13	4	3	4	11	5	4	5	4	4	4	4	5	4	39	5	5	10		
28	3	3	3	9	3	2	2	7	3	2	3	3	3	3	3	3	3	26	3	3	6		
29	5	5	5	15	4	4	3	11	3	3	4	4	4	4	3	4	4	33	4	4	8		

No Responden	CITRA MEREK (X1)			TOTAL X1	KUALITAS PRODUK (X2)			TOTAL X2	PERSEPSI HARGA (X3)									TOTAL X3	KEPUTUSAN PEMBELIAN (Y1)		TOTAL Y1
	X1.1	X1.2	X1.3	X1	X2.1	X2.2	X2.3	X2	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3	Y1.1	Y1.2	Y
30	3	3	3	9	5	4	5	14	3	3	3	3	4	3	4	3	3	29	3	3	6
31	4	4	4	12	5	4	4	13	3	3	3	4	3	4	3	3	4	30	3	3	6
32	5	5	5	15	5	5	5	15	5	5	5	5	5	5	5	5	5	45	5	5	10
33	5	5	5	15	5	5	5	15	5	5	5	5	5	5	5	5	5	45	5	5	10
34	5	5	5	15	5	5	5	15	5	5	5	5	5	5	5	5	5	45	4	4	8
35	4	4	4	12	5	5	5	15	5	5	5	5	5	5	5	5	5	45	5	5	10
36	4	4	4	12	4	4	4	12	4	3	3	3	3	4	4	3	3	30	4	4	8
37	5	5	5	15	5	4	5	14	5	5	4	5	4	5	5	4	5	42	5	5	10
38	5	5	5	15	5	5	5	15	4	5	4	4	5	4	5	4	4	39	5	5	10
39	4	4	4	12	5	5	5	15	5	5	5	5	4	5	4	5	5	43	5	4	9
40	5	4	4	13	4	5	3	12	5	5	4	4	5	4	5	4	4	40	4	4	8
41	5	4	4	13	5	4	4	13	4	4	4	4	4	5	4	4	4	37	4	4	8
42	3	3	4	10	5	5	3	13	4	5	5	4	4	4	4	5	4	39	4	4	8
43	3	4	3	10	4	3	4	11	4	3	4	4	4	4	4	4	4	35	3	3	6
44	5	5	5	15	5	5	4	14	5	4	4	4	5	4	4	4	4	38	5	5	10
45	4	4	4	12	5	5	4	14	4	5	4	4	4	4	5	4	4	38	5	5	10
46	3	2	2	7	2	3	2	7	3	2	2	2	2	3	2	2	2	20	3	2	5
47	5	5	5	15	4	5	5	14	3	3	3	3	3	3	3	3	3	27	5	5	10
48	4	5	5	14	3	3	3	9	4	4	4	4	4	4	4	4	4	36	5	5	10
49	5	4	5	14	4	4	3	11	4	4	4	5	4	4	4	4	5	38	4	5	9
50	5	5	4	14	4	4	4	12	5	5	5	5	5	5	5	5	5	45	5	5	10
51	3	4	3	10	5	5	4	14	4	4	4	4	5	4	4	4	4	37	4	5	9
52	4	3	4	11	4	4	4	12	4	4	4	4	4	4	4	4	4	36	4	4	8
53	5	4	4	13	5	5	5	15	5	5	5	4	5	5	4	5	4	42	5	5	10
54	3	3	3	9	5	4	4	13	4	4	4	4	5	4	5	4	4	38	5	4	9
55	4	4	5	13	4	5	4	13	4	3	4	3	3	3	3	4	3	30	4	5	9
56	5	4	4	13	3	4	3	10	5	5	4	4	5	4	5	4	4	40	4	5	9
57	4	4	4	12	5	4	5	14	4	4	4	4	4	4	4	4	4	36	4	4	8
58	5	5	5	15	4	3	3	10	5	5	5	5	5	5	5	5	5	45	5	5	10
59	4	3	3	10	4	3	3	10	3	3	3	3	3	3	3	3	3	27	3	3	6

No Responden	CITRA MEREK (X1)			TOTAL X1	KUALITAS PRODUK (X2)			TOTAL X2	PERSEPSI HARGA (X3)									TOTAL X3	KEPUTUSAN PEMBELIAN (Y1)		TOTAL Y1		
	X1.1	X1.2	X1.3		X2.1	X2.2	X2.3		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9		X3	Y1.1		Y1.2	Y
60	3	4	3	10	4	4	4	12	4	4	4	4	4	4	4	4	4	4	4	36	4	3	7
61	5	4	5	14	5	5	4	14	4	4	4	5	4	4	4	4	5	38	4	4	8		
62	5	5	4	14	5	4	4	13	4	4	5	4	5	5	5	5	4	41	5	5	10		
63	4	4	4	12	4	4	5	13	4	4	4	4	4	4	4	4	4	36	4	4	8		
64	5	4	4	13	5	4	4	13	5	4	5	5	4	5	5	5	5	43	4	5	9		
65	4	5	5	14	4	4	4	12	4	4	4	4	4	5	5	4	4	38	4	4	8		
66	4	3	4	11	4	3	3	10	3	3	3	3	3	3	3	3	3	27	3	3	6		
67	5	4	5	14	5	5	4	14	5	4	4	5	4	4	4	4	5	39	4	4	8		
68	3	2	3	8	3	2	3	8	3	2	3	3	2	3	2	3	3	24	2	3	5		
69	3	3	3	9	3	4	3	10	3	3	3	3	3	3	3	3	3	27	3	3	6		
70	3	2	2	7	3	3	3	9	2	3	2	3	3	3	3	2	3	24	3	2	5		
71	5	5	5	15	4	4	4	12	5	5	5	4	4	5	5	5	4	42	5	5	10		
72	5	4	4	13	5	4	4	13	4	4	4	5	5	4	5	4	5	40	5	4	9		
73	3	4	4	11	4	4	4	12	4	3	4	3	4	3	3	4	3	31	4	4	8		
74	5	4	4	13	4	4	4	12	3	3	4	4	3	4	4	4	4	33	5	5	10		
75	3	3	2	8	2	3	2	7	2	3	2	3	2	2	2	2	3	21	3	2	5		
76	4	5	4	13	2	3	3	8	5	5	5	4	5	5	4	5	4	42	4	4	8		
77	4	4	5	13	3	3	3	9	5	4	5	5	5	4	5	5	5	43	4	5	9		
78	4	5	5	14	4	4	4	12	4	4	5	5	4	5	4	5	5	41	4	5	9		
79	4	4	4	12	3	4	3	10	5	5	5	5	4	4	5	5	5	43	4	4	8		
80	2	3	2	7	2	3	2	7	2	2	2	2	2	3	2	2	2	19	2	2	4		
81	3	2	3	8	2	2	3	7	2	3	2	2	2	2	2	2	2	19	2	2	4		
82	5	5	5	15	4	4	4	12	4	4	4	4	3	4	4	4	4	35	5	5	10		
83	4	4	4	12	3	4	3	10	4	4	3	3	3	3	3	3	3	29	4	4	8		
84	5	5	5	15	5	5	5	15	5	4	4	4	4	4	4	4	4	37	5	5	10		
85	4	4	4	12	3	3	4	10	4	4	4	4	4	4	4	4	4	36	4	4	8		
86	4	5	4	13	4	4	5	13	5	4	4	5	4	4	5	5	5	41	4	5	9		
87	5	4	5	14	5	5	4	14	4	5	4	5	4	4	5	4	5	40	5	4	9		
88	5	4	5	14	5	4	5	14	5	4	5	5	5	5	5	5	5	44	4	4	8		
89	5	4	5	14	5	5	4	14	5	5	5	5	5	5	3	5	5	43	4	4	8		

No Responden	CITRA MEREK (X1)			TOTAL X1	KUALITAS PRODUK (X2)			TOTAL X2	PERSEPSI HARGA (X3)									TOTAL X3	KEPU TUSA N PEM BELI AN (Y1)		TOTAL Y1
	X1.1	X1.2	X1.3	X1	X2.1	X2.2	X2.3	X2	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3	Y1.1	Y1.2	Y
90	4	4	4	12	4	5	4	13	5	5	4	5	4	4	5	4	5	41	4	4	8
91	5	5	4	14	5	5	4	14	4	4	5	4	5	5	4	4	5	40	5	5	10
92	4	5	5	14	4	4	4	12	5	5	5	5	4	4	5	4	5	42	4	3	7
93	5	4	4	13	4	4	4	12	4	5	3	4	5	4	4	4	5	38	4	4	8
94	5	5	5	15	5	5	5	15	5	5	5	5	5	5	5	5	5	45	5	5	10
95	5	5	5	15	4	4	4	12	5	5	5	4	5	4	5	4	4	41	4	3	7
96	5	4	4	13	4	4	4	12	4	4	4	4	4	4	4	4	4	36	5	5	10
97	5	4	4	13	4	4	5	13	4	4	4	5	4	4	5	4	4	38	4	4	8
98	5	4	4	13	3	4	4	11	4	5	4	4	4	5	5	5	5	41	4	4	8
99	5	4	4	13	3	4	4	11	4	4	4	4	4	4	5	5	5	39	4	3	7
100	5	4	4	13	4	4	5	13	4	4	4	5	5	4	4	4	4	38	4	4	8



**Jenis Kelamin**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	laki-laki	50	50,0	50,0	50,0
	perempuan	50	50,0	50,0	100,0
	Total	100	100,0	100,0	

**Usia Responden**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19	1	1,0	1,0	1,0
	20	10	10,0	10,0	11,0
	21	27	27,0	27,0	38,0
	22	48	48,0	48,0	86,0
	23	10	10,0	10,0	96,0
	24	2	2,0	2,0	98,0
	25	2	2,0	2,0	100,0
	Total	100	100,0	100,0	

**Perguruan Tinggi**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UMY	29	29,0	29,0	29,0
	UGM	12	12,0	12,0	41,0
	UNY	6	6,0	6,0	47,0
	UPN	5	5,0	5,0	52,0
	STIPRAM	6	6,0	6,0	58,0
	Amikom	2	2,0	2,0	60,0
	Unjani	1	1,0	1,0	61,0
	UIN	1	1,0	1,0	62,0
	UKDW	1	1,0	1,0	63,0
	UII	26	26,0	26,0	89,0
	UAD	2	2,0	2,0	91,0
	Sanata Dharma	1	1,0	1,0	92,0
	YKPN	2	2,0	2,0	94,0
	Atma Jaya	1	1,0	1,0	95,0
	Unisa	1	1,0	1,0	96,0
	Janabadra	1	1,0	1,0	97,0
	Widya Mataram	1	1,0	1,0	98,0
	UTY	1	1,0	1,0	99,0
	Univ. Gunung Kidul	1	1,0	1,0	100,0
	Total	100	100,0	100,0	

**Lama Penggunaan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 24 bulan	46	46,0	46,0	46,0
	24 - 36 bulan	44	44,0	44,0	90,0
	> 36 bulan	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

### Lampiran 3. Output Uji Kualitas Instrumen

#### Uji Validitas

##### A. Citra Merek

		Correlations			
		X1.1	X1.2	X1.3	X1
X1.1	Pearson Correlation	1	.647**	.725**	.879**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.647**	1	.777**	.897**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X1.3	Pearson Correlation	.725**	.777**	1	.926**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
X1	Pearson Correlation	.879**	.897**	.926**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

##### B. Persepsi Harga

		Correlations			
		X2.1	X2.2	X2.3	X2
X2.1	Pearson Correlation	1	.691**	.676**	.901**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.691**	1	.640**	.875**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.676**	.640**	1	.871**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
X2	Pearson Correlation	.901**	.875**	.871**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

### C. Kualitas Produk

Correlations											
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3
X3.1	Pearson Correlation	1	.764**	.821**	.754**	.736**	.726**	.734**	.812**	.742**	.882**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
X3.2	Pearson Correlation	.764**	1	.771**	.746**	.753**	.701**	.767**	.775**	.763**	.876**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
X3.3	Pearson Correlation	.821**	.771**	1	.805**	.792**	.810**	.730**	.952**	.795**	.929**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
X3.4	Pearson Correlation	.754**	.746**	.805**	1	.731**	.731**	.744**	.810**	.956**	.903**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
X3.5	Pearson Correlation	.736**	.753**	.792**	.731**	1	.744**	.766**	.784**	.735**	.876**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
X3.6	Pearson Correlation	.726**	.701**	.810**	.731**	.744**	1	.746**	.815**	.752**	.870**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
X3.7	Pearson Correlation	.734**	.767**	.730**	.744**	.766**	.746**	1	.748**	.746**	.869**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
X3.8	Pearson Correlation	.812**	.775**	.952**	.810**	.784**	.815**	.748**	1	.828**	.935**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100
X3.9	Pearson Correlation	.742**	.763**	.795**	.956**	.735**	.752**	.746**	.828**	1	.908**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100
X3	Pearson Correlation	.882**	.876**	.929**	.903**	.876**	.870**	.869**	.935**	.908**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100

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

#### D. Keputusan Pembelian

Correlations				
		Y1.1	Y1.2	Y
Y1.1	Pearson Correlation	1	.841**	.955**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Y1.2	Pearson Correlation	.841**	1	.963**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Y	Pearson Correlation	.955**	.963**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

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

## Uji Reliabilitas

### A. Citra Merek

Reliability Statistics	
Cronbach's Alpha	N of Items
.883	3

### B. Perspsi Harga

Reliability Statistics	
Cronbach's Alpha	N of Items
.858	3

### C. Kualitas Produk

Reliability Statistics	
Cronbach's Alpha	N of Items
.968	9

### D. Keputusan Pembelian

Reliability Statistics	
Cronbach's Alpha	N of Items
.911	2

## Lampiran 4. Uji Regresi Berganda

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807 <sup>a</sup>	.652	.641	.969

a. Predictors: (Constant), kualitas produk, persepsi harga, citra merek

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	168.542	3	56.181	59.894	.000 <sup>b</sup>
	Residual	90.048	96	.938		
	Total	258.590	99			

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), kualitas produk, persepsi harga, citra merek

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	.127		
	citra merek	.304	.065	.413	4.656	.000
	persepsi harga	.157	.057	.219	2.772	.007
	kualitas produk	.068	.022	.288	3.158	.002

a. Dependent Variable: keputusan pembelian



**PERPUSTAKAAN**  
**UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**  
**Terakreditasi "A" (Perpustakaan Nasional RI No: 29/1/ee/XII.2014)**

---

Perpustakaan Universitas Muhammadiyah Yogyakarta menyatakan bahwa Skripsi atas:

Nama : Aditya Bagas  
NIK : 20150410346  
Prodi : Manajemen  
Judul : **Analisis Pengaruh Citra Merek, Persepsi Harga, Dan Kualitas Produk Pada Keputusan Pembelian (Studi Pada Mahasiswa Di Daerah Istimewa Yogyakarta).**  
Dosen Pembimbing : Dra. Hasnah Rimiati, M.Si.

**Telah dilakukan tes Turnitin filter 1 %, dengan indeks similaritasnya sebesar 15%.  
Semoga surat keterangan ini dapat digunakan sebagaimana mestinya.**

Mengetahui  
Ka. Ur. Pengelolaan

Laela Niswatin, S.I.Pust

Yogyakarta, 23-09-2019  
yang melaksanakan pengecekan

Ikram Al- Zein, S.Kom.I