



## D. KUESIONER

### 1. Persepsi Kualitas Produk

No.	Pernyataan	STS	TS	N	S	SS
1.	Saya memilih Honda Scoopy karena kinerjanya sesuai dengan harapan dan kebutuhan saya.					
2.	Saya merasa Honda Scoopy memiliki ketahanan yang baik dibanding sepeda motor matic merk lain.					
3.	Spesifikasi yang ada pada Honda Scoopy sesuai dengan harapan saya.					
4.	Fitur-fitur yang ada pada Honda Scoopy sangat modern dan mutakhir.					
5.	Saya merasa Honda Scoopy merupakan sepeda motor matic yang handal saat dikendarai.					
6.	Saya tertarik pada Honda Scoopy karena desain dan fitur yang diberikan.					
7.	Saya merasa Honda Scoopy memiliki kualitas yang baik dibanding sepeda motor matic yang lain.					
8.	Saya merasa Honda Scoopy memiliki kemudahan dalam perawatan maupun perbaikan.					

### 2. Persepsi Harga

No.	Pernyataan	STS	TS	N	S	SS
1.	Harga yang ditawarkan pada produk Honda Scoopy masih terjangkau.					
2.	Produk Honda Scoopy memiliki harga yang sesuai dengan kualitas yang diberikan.					
3.	Harga yang ditawarkan pada produk Honda Scoopy bersaing dengan produk <i>matic</i> lainnya.					

### 3. Daya Tarik Iklan

No.	Pernyataan	STS	TS	N	S	SS
1.	Iklan Honda Scoopy menampilkan keunggulan yang terdapat didalam produk					
2.	Iklan Honda Scoopy menampilkan keunggulan-keunggulan yang dapat dipercaya					
3.	Iklan Honda Scoopy ditelevisi lebih menarik dari iklan sepeda motor maric lainnya					

### 4. Keputusan Pembelian

No.	Pernyataan	STS	TS	N	S	SS
1.	Saya menggunakan Honda Scoopy karena mampu memenuhi kebutuhan saya dalam bertransportasi.					
2.	Saya membeli Honda Scoopy karena yakin akan produk tersebut.					
3.	Saya membeli Honda Scoopy karena dirasa akan ada banyak manfaat saat menggunakan Honda Scoopy dalam kegiatan sehari-hari.					
4.	Saya membeli Honda Scoopy karena produk tersebut mudah didapatkan.					
5.	Saya berniat membeli kembali produk Honda Scoopy.					

**LAMPIRAN 2**  
**DATA MENTAH KUISIONER**

NO	USIA	KODE	JENIS KELAMIN	KODE	KUALITAS PRODUK								TOTAL	PERSEPSI HARGA			TOTAL	DAYA TARIK IKLAN			TOTAL	KEPUTUSAN PEMBELIAN					TOTAL
					1	2	3	4	5	6	7	8		1	2	3		1	2	3		1	2	3	4	5	
1	26	1	PRIA	1	4	4	5	5	4	5	5	4	36	4	5	4	13	5	5	4	14	5	4	4	5	5	23
2	43	3	PRIA	1	3	3	4	3	3	4	3	3	26	4	5	4	13	5	4	4	13	4	4	4	4	4	20
3	27	1	PRIA	1	3	4	3	3	4	3	3	4	27	3	3	3	9	3	4	4	11	3	3	3	3	3	15
4	24	1	PRIA	1	3	3	4	4	3	4	4	3	28	5	5	4	14	4	5	4	13	4	5	4	4	4	21
5	31	2	WANITA	2	4	4	4	4	4	4	4	4	32	4	4	3	11	5	4	5	14	5	4	4	4	4	21
6	45	3	PRIA	1	5	5	5	5	5	5	5	5	40	4	4	4	12	5	4	4	13	5	5	5	5	5	25
7	32	2	PRIA	1	2	3	3	2	3	3	2	3	21	4	4	4	12	4	4	4	12	5	5	5	5	5	25
8	42	3	PRIA	1	5	5	5	5	5	5	5	5	40	4	5	5	14	4	5	5	14	5	4	5	4	5	23
9	46	3	PRIA	1	3	2	2	2	2	2	2	2	17	4	4	3	11	4	4	4	12	4	4	3	3	3	17
10	44	3	PRIA	1	5	5	5	5	5	5	5	5	40	5	5	5	15	3	3	4	10	5	5	5	5	5	25
11	32	2	WANITA	2	5	4	4	4	4	4	4	4	33	5	4	4	13	5	5	5	15	5	4	4	5	5	23
12	34	2	PRIA	1	2	2	1	1	2	1	1	2	12	2	2	2	6	2	3	3	8	2	2	3	3	2	12
13	47	3	PRIA	1	4	5	5	4	5	5	4	5	37	5	5	5	15	4	5	4	13	5	5	5	4	4	23
14	32	2	PRIA	1	2	2	2	2	2	2	2	2	16	4	4	4	12	4	4	4	12	4	4	4	4	4	20
15	44	3	PRIA	1	2	2	2	2	2	2	2	2	16	4	3	4	11	3	3	3	9	4	4	3	3	4	18
16	34	2	WANITA	2	2	3	3	3	3	3	3	3	23	4	4	3	11	4	5	4	13	4	4	4	4	4	20
17	32	2	PRIA	1	3	2	3	3	2	3	3	2	21	4	4	4	12	4	4	4	12	4	4	4	4	4	20
18	52	3	WANITA	2	4	3	4	4	3	4	4	3	29	3	3	4	10	3	4	4	11	4	4	4	4	4	20
19	48	3	PRIA	1	1	2	1	1	2	1	1	2	11	4	5	4	13	5	5	4	14	4	4	4	4	4	20
20	33	2	PRIA	1	2	2	2	2	2	2	2	2	16	4	4	4	12	5	4	4	13	4	4	4	4	4	20
21	44	3	PRIA	1	5	5	5	5	5	5	5	5	40	5	4	4	13	4	5	4	13	5	5	5	5	5	25
22	35	2	PRIA	1	3	4	3	3	4	3	3	4	27	4	4	5	13	5	4	5	14	5	5	4	5	4	23
23	39	2	WANITA	2	2	2	2	2	2	2	2	2	16	4	4	4	12	4	3	3	10	4	4	4	4	4	20
24	43	3	PRIA	1	4	5	5	4	5	5	4	5	37	4	5	5	14	4	5	5	14	5	5	5	4	4	23
25	33	2	WANITA	2	3	2	3	2	2	3	2	2	19	4	4	3	11	4	3	4	11	4	4	4	3	3	18
26	45	3	WANITA	2	2	3	2	3	3	2	3	3	21	3	4	4	11	5	5	5	15	4	3	3	4	4	18
27	28	1	PRIA	1	3	2	2	3	2	2	3	2	19	3	2	2	7	2	3	3	8	3	3	2	2	2	12
28	41	3	PRIA	1	2	2	2	2	2	2	2	2	16	4	3	4	11	3	4	3	10	4	4	4	4	4	20
29	27	1	WANITA	2	2	3	3	3	3	3	3	3	23	4	4	4	12	4	4	4	12	4	4	4	4	4	20
30	36	2	PRIA	1	1	1	2	2	1	2	2	1	12	4	4	3	11	4	4	4	12	4	4	4	4	4	20
31	45	3	PRIA	1	3	4	3	3	4	3	3	4	27	3	3	4	10	3	3	4	10	3	3	4	3	4	17
32	26	1	PRIA	1	5	5	5	5	5	5	5	5	40	4	5	4	13	5	5	4	14	5	5	5	5	5	25
33	42	3	WANITA	2	3	2	3	3	2	3	2	2	21	4	4	3	11	4	4	4	12	4	5	3	4	4	20
34	42	3	PRIA	1	2	2	2	2	2	2	2	2	16	4	4	4	12	4	5	5	14	5	4	4	4	4	21
35	24	1	PRIA	1	3	4	3	3	4	3	3	4	27	4	5	5	14	4	5	4	13	5	4	5	5	4	23
36	31	2	PRIA	1	3	2	3	2	2	3	2	2	19	4	4	4	12	4	4	4	12	5	5	5	5	5	25
37	44	3	WANITA	2	2	3	3	3	3	3	3	3	23	3	4	3	10	4	3	3	10	4	4	3	4	4	19
38	32	2	PRIA	1	2	2	2	2	2	2	2	2	16	2	2	3	7	2	3	3	8	2	2	3	3	3	13
39	42	3	PRIA	1	4	3	3	4	3	3	4	3	27	3	4	4	11	3	4	4	11	4	3	4	4	4	19
40	46	3	PRIA	1	4	4	4	4	4	4	4	4	32	4	4	3	11	5	4	5	14	4	4	4	4	5	21
41	23	1	WANITA	2	3	2	3	2	2	3	2	2	19	4	4	5	13	3	4	3	10	4	4	4	3	3	18
42	44	3	WANITA	2	3	3	3	3	3	3	3	3	24	3	3	3	9	4	4	4	12	4	4	4	4	4	20
43	34	2	WANITA	2	2	2	3	3	2	3	3	2	20	4	4	5	13	3	4	3	10	4	4	4	4	3	19
44	47	3	PRIA	1	2	3	2	2	3	2	2	3	19	4	4	4	12	5	4	4	13	5	5	5	5	5	25
45	32	2	WANITA	2	2	2	3	2	2	3	2	2	18	4	4	4	12	5	4	4	13	4	4	4	3	3	18
46	47	3	PRIA	1	3	2	2	2	2	2	2	2	17	4	4	4	12	5	4	4	13	4	4	3	4	4	19
47	34	2	PRIA	1	3	3	3	4	3	3	4	3	26	4	4	4	12	4	4	4	12	5	5	5	5	5	25
48	28	1	WANITA	2	3	4	3	3	4	3	3	4	27	3	3	3	9	3	4	4	11	4	3	3	3	4	17
49	43	3	PRIA	1	3	2	3	2	2	3	2	2	19	4	4	4	12	4	4	3	11	4	4	4	3	4	19
50	24	1	PRIA	1	3	2	3	3	2	3	3	2	21	4	4	3	11	4	3	4	11	4	4	3	4	4	19

51	45	3	WANITA	2	5	4	5	5	4	5	5	4	37	5	4	4	13	5	5	5	15	4	4	5	5	4	22
52	41	3	PRIA	1	3	3	4	3	3	4	3	3	26	4	4	4	12	4	4	4	12	4	4	4	4	4	20
53	35	2	PRIA	1	3	4	3	3	4	3	3	4	27	4	4	3	11	3	3	3	9	3	3	3	3	3	15
54	39	2	WANITA	2	4	3	4	4	3	4	4	3	29	5	4	5	14	4	4	4	12	5	4	4	4	5	22
55	42	3	PRIA	1	4	4	4	4	4	4	4	4	32	3	4	4	11	4	5	5	14	4	4	4	5	4	21
56	33	2	PRIA	1	5	5	5	5	5	5	5	5	40	4	4	5	13	4	5	5	14	5	5	5	5	5	25
57	45	3	WANITA	2	2	3	3	2	3	3	2	3	21	4	4	4	12	4	4	4	12	5	5	5	5	5	25
58	48	3	PRIA	1	5	5	5	5	5	5	5	5	40	5	5	5	15	5	5	5	15	4	5	4	5	4	22
59	20	1	PRIA	1	2	2	2	2	2	2	2	2	16	3	4	4	11	3	4	4	11	4	3	3	4	4	18
60	49	3	WANITA	2	5	5	5	5	5	5	5	5	40	5	5	5	15	4	4	4	12	5	5	5	5	5	25
61	36	2	PRIA	1	4	4	4	4	4	4	4	4	32	5	5	5	15	4	5	4	13	4	4	5	5	4	22
62	45	3	PRIA	1	1	2	1	1	2	1	1	2	11	3	3	2	8	2	2	2	6	2	3	3	2	2	12
63	22	1	PRIA	1	4	5	5	4	5	5	4	5	37	5	5	3	13	5	5	5	15	5	5	4	5	5	24
64	34	2	WANITA	2	2	2	2	2	2	2	2	2	16	4	4	4	12	4	4	4	12	4	4	4	4	4	20
65	47	3	PRIA	1	2	2	2	2	2	2	2	2	16	3	4	4	11	3	3	3	9	4	3	3	4	4	18
66	32	2	PRIA	1	3	3	3	3	3	3	3	3	24	3	3	3	9	4	4	4	12	4	4	4	4	4	20
67	48	3	WANITA	2	3	2	3	3	2	3	3	2	21	4	4	4	12	4	4	4	12	4	4	4	4	4	20
68	34	2	PRIA	1	4	3	4	4	3	4	4	3	29	4	3	3	10	3	3	3	9	4	4	4	4	4	20
69	41	3	PRIA	1	1	2	1	1	2	1	1	2	11	4	4	4	12	5	5	5	15	4	4	4	4	4	20
70	44	3	WANITA	2	2	2	2	2	2	2	2	2	16	5	4	4	13	4	4	4	12	4	4	4	4	4	20
71	46	3	PRIA	1	5	5	5	5	5	5	5	5	40	4	5	5	14	5	4	5	14	5	5	5	5	5	25
72	42	3	PRIA	1	3	4	3	3	4	3	3	4	27	4	4	5	13	5	5	5	15	5	4	5	5	5	24
73	44	3	WANITA	2	2	2	2	2	2	2	2	2	16	4	4	4	12	3	4	4	11	4	4	4	4	4	20
74	35	2	PRIA	1	4	5	5	4	5	5	4	5	37	5	5	4	14	5	4	4	13	5	5	4	5	5	24
75	39	2	PRIA	1	2	2	3	2	2	3	2	2	18	3	3	4	10	4	4	4	12	4	4	3	4	4	19
76	41	3	WANITA	2	3	3	2	3	3	2	3	3	22	4	4	4	12	4	4	4	12	3	3	4	4	3	17
77	33	2	PRIA	1	3	2	2	3	2	2	3	2	19	3	3	3	9	3	2	2	7	3	2	2	3	3	13
78	45	3	WANITA	2	2	2	2	2	2	2	2	2	16	4	4	4	12	3	4	4	11	4	4	4	4	4	20
79	41	3	PRIA	1	3	3	3	3	3	3	3	3	24	3	4	4	11	4	4	4	12	4	4	4	4	4	20
80	48	3	PRIA	1	2	1	2	2	1	2	2	1	13	3	4	4	11	4	4	4	12	4	4	4	4	4	20
81	42	3	WANITA	2	3	4	3	3	4	3	3	4	27	4	3	3	10	4	4	3	11	3	4	3	3	3	16
82	36	2	PRIA	1	5	5	5	5	5	5	5	5	40	4	4	4	12	5	5	5	15	5	5	5	5	5	25
83	45	3	PRIA	1	3	2	3	3	2	3	3	2	21	3	3	4	10	4	4	4	12	5	3	4	4	5	21
84	42	3	WANITA	2	2	2	2	2	2	2	2	2	16	4	4	4	12	5	5	5	15	4	4	4	5	4	21
85	41	3	PRIA	1	3	4	3	3	4	3	3	4	27	4	5	5	14	4	4	5	13	4	5	5	5	4	23
86	44	3	PRIA	1	2	2	3	2	2	3	2	2	18	4	4	4	12	4	4	4	12	5	5	5	5	5	25
87	46	3	PRIA	1	3	3	3	3	3	3	3	3	24	4	3	4	11	4	3	4	11	4	3	4	4	4	19
88	31	2	WANITA	2	2	2	2	2	2	2	2	2	16	3	3	2	8	3	3	2	8	2	3	3	2	2	12
89	42	3	PRIA	1	4	3	3	4	3	3	4	3	27	3	3	3	9	4	3	4	11	3	4	4	4	3	18
90	32	2	PRIA	1	4	4	4	4	4	4	4	4	32	3	4	4	11	5	5	5	15	4	4	4	4	4	20
91	42	3	PRIA	1	2	2	3	2	2	3	2	2	18	4	4	4	12	4	4	4	12	4	4	3	4	4	19
92	46	3	WANITA	2	3	3	3	3	3	3	3	3	24	3	4	3	10	4	3	3	10	4	4	4	4	4	20
93	42	3	PRIA	1	3	2	3	3	2	3	3	2	21	4	4	4	12	4	4	4	12	4	4	4	4	4	20
94	41	3	PRIA	1	2	3	2	2	3	2	2	3	19	4	5	4	13	5	5	5	15	5	5	5	5	5	25
95	34	2	WANITA	2	2	2	3	2	2	3	2	2	18	4	4	4	12	4	5	4	13	4	4	3	4	4	19
96	47	3	PRIA	1	2	2	2	2	2	2	2	2	16	4	4	4	12	4	5	4	13	4	3	4	4	4	19
97	32	2	PRIA	1	4	3	3	4	3	3	4	3	27	4	5	4	13	4	5	4	13	5	5	5	5	5	25
98	48	3	WANITA	2	3	4	3	3	4	3	3	4	27	4	4	3	11	3	3	3	9	3	3	3	4	3	16
99	34	2	PRIA	1	2	2	3	2	2	3	2	2	18	4	4	4	12	4	4	4	12	4	4	3	4	4	19
100	45	3	PRIA	1	3	2	3	3	2	3	3	2	21	3	4	4	11	4	4	4	12	4	3	4	4	4	19
101	44	3	WANITA	2	2	2	2	2	2	2	2	2	16	4	4	4	12	3	3	3	9	3	3	4	3	3	16
102	41	3	PRIA	1	3	3	3	3	3	3	3	3	24	3	3	3	9	4	4	4	12	4	4	4	4	4	20
103	47	3	WANITA	2	2	3	3	2	2	3	3	2	20	4	4	4	12	4	4	4	12	4	4	4	4	4	20
104	42	3	PRIA	1	3	4	4	3	3	4	4	3	28	3	3	3	9	3	3	3	9	4	4	4	4	4	20
105	35	2	PRIA	1	2	1	1	2	2	1	1	2	12	4	4	4	12	5	5	5	15	4	4	4	4	4	20
106	39	2	PRIA	1	2	2	2	2	2	2	2	2	16	4	4	4	12	4	4	4	12	4	4	4	4	4	20
107	41	3	WANITA	2	5	5	5	5	5	5	5	5	40	5	5	5	15	4	5	4	13	5	5	5	5	5	25
108	33	2	PRIA	1	4	3	3	4	4	3	3	4	28	4	5	4	13	5	5	5	15	4	5	5	4	5	23
109	45	3	PRIA	1	2	2	2	2	2	2	2	2	16	4	4	4	12	4	3	4	11	4	4	4	4	4	20
110	44	3	WANITA	2	5	5	4	5	5	5	4	5	38	5	4	5	14	4	5	4	13	5	4	5	5	4	23
111	48	3	PRIA	1	2	3	2	2	2	3	2	2	18	3	4	3	10	4	4	4	12	4	3	4	4	3	18
112	41	3	PRIA	1	3	2	3	3	3	2	3	3	22	4	4	4	12	4	4	4	12	3	4	4	3	4	18
113	33	2	WANITA	2	2	2	3	2	2	2	3	2	18	3	3	3	9	2	3	2	7	2	2	3	2	2	11
114	39	2	PRIA	1	2	2	2	2	2	2	2	2	16	4	4	4	12	4	3	4	11	4	4	4	4	4	20

**LAMPIRAN 3**  
**UJI KUALITAS INSTRUMEN**

**A. Uji Validitas**

**1. Persepsi Kualitas Produk**

		<b>Correlations</b>								
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1
X1.1	Pearson Correlation	1	.799**	.863**	.935**	.820**	.865**	.912**	.820**	.930**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	114	114	114	114	114	114	114	114	114
X1.2	Pearson Correlation	.799**	1	.822**	.819**	.979**	.839**	.826**	.979**	.939**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	114	114	114	114	114	114	114	114	114
X1.3	Pearson Correlation	.863**	.822**	1	.883**	.813**	.985**	.905**	.813**	.940**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	114	114	114	114	114	114	114	114	114
X1.4	Pearson Correlation	.935**	.819**	.883**	1	.840**	.885**	.977**	.840**	.952**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	114	114	114	114	114	114	114	114	114
X1.5	Pearson Correlation	.820**	.979**	.813**	.840**	1	.816**	.817**	1.000**	.942**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	0.000	.000
	N	114	114	114	114	114	114	114	114	114
X1.6	Pearson Correlation	.865**	.839**	.985**	.885**	.816**	1	.891**	.816**	.942**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	114	114	114	114	114	114	114	114	114
X1.7	Pearson Correlation	.912**	.826**	.905**	.977**	.817**	.891**	1	.817**	.947**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	114	114	114	114	114	114	114	114	114
X1.8	Pearson Correlation	.820**	.979**	.813**	.840**	1.000**	.816**	.817**	1	.942**
	Sig. (2-tailed)	.000	.000	.000	.000	0.000	.000	.000		.000
	N	114	114	114	114	114	114	114	114	114
X1	Pearson Correlation	.930**	.939**	.940**	.952**	.942**	.942**	.947**	.942**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	114	114	114	114	114	114	114	114	114

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

## 2. Persepsi Harga

### Correlations

		X2.1	X2.2	X2.3	X2
X2.1	Pearson Correlation	1	.658**	.541**	.846**
	Sig. (2-tailed)		.000	.000	.000
	N	114	114	114	114
X2.2	Pearson Correlation	.658*	1	.621**	.884**
	Sig. (2-tailed)	.000		.000	.000
	N	114	114	114	114
X2.3	Pearson Correlation	.541*	.621**	1	.847**
	Sig. (2-tailed)	.000	.000		.000
	N	114	114	114	114
X2	Pearson Correlation	.846*	.884**	.847**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	114	114	114	114

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

## 3. Daya Tarik Iklan

### Correlations

		X3.1	X3.2	X3.3	X3
X3.1	Pearson Correlation	1	.616**	.722**	.881**
	Sig. (2-tailed)		.000	.000	.000
	N	114	114	114	114
X3.2	Pearson Correlation	.616**	1	.722**	.875**
	Sig. (2-tailed)	.000		.000	.000
	N	114	114	114	114
X3.3	Pearson Correlation	.722**	.722**	1	.912**
	Sig. (2-tailed)	.000	.000		.000
	N	114	114	114	114
X3	Pearson Correlation	.881**	.875**	.912**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	114	114	114	114

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

#### 4. Keputusan Pembelian

		Correlations					
		Y.1	Y.2	Y.3	Y.4	Y.5	Y
Y. 1	Pearson Correlation	1	.742**	.684**	.792**	.852**	.919**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	114	114	114	114	114	114
Y. 2	Pearson Correlation	.742*	1	.684**	.690**	.694**	.860**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	114	114	114	114	114	114
Y. 3	Pearson Correlation	.684*	.684**	1	.714**	.667**	.844**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	114	114	114	114	114	114
Y. 4	Pearson Correlation	.792*	.690**	.714**	1	.801**	.903**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	114	114	114	114	114	114
Y. 5	Pearson Correlation	.852*	.694**	.667**	.801**	1	.906**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	114	114	114	114	114	114
Y	Pearson Correlation	.919*	.860**	.844**	.903**	.906**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	114	114	114	114	114	114

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

#### B. Uji Reliabilitas

##### 1. Persepsi Kualitas Produk

###### Reliability Statistics

Cronbach's Alpha	N of Items
.982	8



## 2. Persepsi Harga

### Reliability Statistics

Cronbach's Alpha	N of Items
.821	3

## 3. Daya Tarik Iklan

### Reliability Statistics

Cronbach's Alpha	N of Items
.866	3

## 4. Keputusan Pembelian

### Reliability Statistics

Cronbach's Alpha	N of Items
.932	5

## LAMPIRAN 4

### Analisis Regresi linear Berganda dan Uji Hipotesis

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.823 <sup>a</sup>	.678	.669	1.877

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

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	816.771	3	272.257	77.242	.000 <sup>b</sup>
	Residual	387.720	110	3.525		
	Total	1204.491	113			

a. Dependent Variable: Keputusan Pembelian

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

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.998	1.268		1.576	.118
	Persepsi Kualitas Produk	.086	.024	.217	3.518	.001
	Persepsi Harga	.771	.132	.416	5.817	.000
	Daya Tarik Iklan	.595	.114	.361	5.235	.000

a. Dependent Variable: Keputusan Pembelian

## LAMPIRAN 5

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