

## DAFTAR PUSTAKA

- Adiyanti, A. I. (2015). Pengaruh Pendapatan, Manfaat, Kemudahan Penggunaan, Daya Tarik Promosi, dan Kepercayaan terhadap Minat Menggunakan Layanan E-Money (Studi Kasus: Mahasiswa Universitas Brawijaya). *Jurnal Ilmiah Mahasiswa FEB*, 3(1), 1–13.
- Aida Fitri, Fani Sartika, Nara Pristiwa. 2023. “Pengaruh Daya Tarik Produk Dan Daya Tarik Promosi Terhadap Keputusan Pembelian Roti Boy Di Kota Banda Aceh.” *Jurnal Humaniora* 7(1):95–105.
- Baum, Feigen. 2012. *Manajemen Pemasaran Modern. Liberty*. Yogyakarta.
- Buchari Alma. (2018). *Manajemen Pemasaran dan Pemasaran Jasa*, Bandung: Alfabeta.
- Chintya, M., & Rismawati. (2023). Pengaruh Brand Ambassador, Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Produk Scarlett Whitening. *Jurnal Ilmu Dan Riset Manajemen*, 12(7), 1–21.
- Dewi, A. S., & Elwisam, E. (2021). Pengaruh Citra Merek, Kualitas Produk Dan Promosi terhadap Keputusan Pembelian Produk Proyektor Epson Di Jakarta. *Oikonomia: Jurnal Manajemen*, 17(1), 39.
- Dewi, Ary Susana. 2021. “Pengaruh Citra Merek, Kualitas Produk Dan Promosi Terhadap Keputusan Pembelian Produk Proyektor Epson Di Jakarta.” *Oikonomia: Jurnal Manajemen* 17(1):39–51.
- Dwi Indah Utami, & Hidayah, N. (2022). Pengaruh Citra Merek, Kualiatas Produk, Dan Brand Ambassador Terhadap Keputusan Pembelian Produk Scarlett. *Jurnal Ilmiah Multidisiplin*, 1(04), 102–111.
- Hakim, Lukmanul, and Rinjani Saragih. (2019) “Pengaruh Citra Merek, Persepsi Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen NPK Mutiara Di UD. Barelang Tani Jaya Batam.” *ecobisma (jurnal ekonomi, bisnis dan manajemen)* 6, no. 2 (September 16)
- Hartono, N. W., & Sulistyowati, M. (2021). Pengaruh Citra Merek, Kualitas Produk, dan Harga Terhadap Keputusan Pembelian Kartu Telkomsel di Surakarta. *Jurnal Bisnis Dan Manajemen*, 8(1), 1–9.
- Hasanah, N. (2023). Pengaruh Produk Dan Harga Terhadap Keputusan Pembelian Produk Body Lotion Scarlet Whitening Di Kecamatan Ilir Barat I Kota Palembang. In *Universitas Muhammadiyah Palembang*.
- Insanniat, U., & Soebiantoro, U. (2022). Pengaruh Word Of Mouth, Kualitas Produk, dan Brand Image Terhadap Keputusan Pembelian Ulang Hand & Body Lotion Mariana di Surabaya. *Jurnal E-Bis*, 6(2), 416–425.

- Intan Lina Katrin, H.p Diyah Setyorini, M. (2016). Pengaruh Promosi Terhadap Keputusan Pembelian Di Restoran Javana Bistro Bandung. *The Journal Gastronomy Tourism*, 3(2), 75–83.
- Karuniawan, M. (2023). *Pengaruh Daya Tarik Promosi Dan Kualitas Produk Terhadap Kesediaan Membeli Ulang Konsumen Body Lotion Scarlett Whitening*. Institut Bisnis dan Informatika Kwik Kian Gie.
- Kotler, Philip and Gary Armstrong. (2016). Prinsip-prinsip Pemasaran. Edisi 13. Jilid 1. Jakarta: Erlangga.
- Laksana, M. F. (2019). Praktis Memahami Manajemen Pemasaran. Sukabumi: CVAI Fath Zumar.
- Lubis Khairiyah, A. (2019). *Pengaruh Kualitas Produk, Harga dan Promosi terhadap Keputusan Pembelian Pada Produk Hand and body Lotion Citra (Studi kasus pada Mahasiswa Fakultas Sosial Sains Prodi Manajemen Angkatan Tahun 2016 Universitas Pembangunan Panca Budi Medan)*. Universitas Pembangunan Panca Budi Medan.
- Matheos, Marsah Ivana. 2021. “Pengaruh Kualitas Produk, Harga Dan Celebrity Endorser Terhadap Keputusan Pembelian Produk Kosmetik Wardah Pada Mahasiswi Fakultas Ekonomi Dan Bisnis Universitas Sam Ratulangi Manado.” *Jurnal EMBA* 10(1):973–83.
- Pradana, Dedhy. 2017. “Pengaruh Harga Kualitas Produk Dan Citra Merek Brand Image Terhadap Keputusan Pembelian Motor.” *KINERJA* 14(1):16–23.
- Pakpahan, M. 2016. Manajemen Pemasaran. Cipta Rancana Media Pakpahan. Medan.
- Prasetya, Viky Esa. 2022. “Analisis Daya Tarik Promosi, Persepsi Harga Dan Brand Image Terhadap Keputusan Pembelian Produk Tissue The Univenus Pada Cv Indoprime Di Pontianak.” *Bisma* 6(11).
- Pratiwi, Yunita. 2023. “Pengaruh Kualitas Produk, Citra Merek Dan Social Media Influencer Terhadap Keputusan Pembelian Produk Scarlett Whitening Pada Social Media Instagram Di DKI Jakarta.” *Management Studies and Entrepreneurship Journal* 4(6):8809–17.
- Putri, C. S. P., Handayani, J., & Agustinus, T. M. (2021). Pengaruh Daya Tarik Promosi, Kemudahan Penggunaan, Dan Keamanan Terhadap Minat Penggunaan *E-Money* Pada Mahasiswa Politeknik Negeri Semarang. *Keunis*,
- Rangkuti, Freddy. 2009. Strategi Promosi yang Kreatif dan Analisis. Kasus. *Integrated Marketing Communication*. Jakarta : PT. Gramedia Pustaka Utama
- Rahayu, D. D. (2012). Pengaruh iklan dengan epic model pada media televisi

terhadap sikap penonton. *Jurnal Sosial Ekonomi Pembangunan*, II(6), 290–320.

Rahayu Lestari, Elwisam, Molina. 2020. “Determinant Citra Merek Dan Dampaknya Pada Keputusan Pembelian Sabun Mandi.” *LPMP Imperium* 3(2):149–60.

Ritonga, Z. (2015). Pengaruh Daya Tarik Brand Ambassador Dan Daya Tarik Iklan Televisi Terhadap Keputusan Pembelian Shampo Merek Pantene Pada Masyarakat Labuhanbatu Utara. *Ecobisma*, 2(1), 73–90.

Sangadji, E. M., dan Sopiah. 2016. *Salesmanship*. Jakarta: PT Bumi Aksara.

Sari, Sheila Realita. 2017. “Pengaruh Kualitas, Citra Merek, Iklan, Dan Harga Terhadap Loyalitas Konsumen Hand & Body Lotion Citra.” *Sekolah Tinggi Ilmu Ekonomi Widya Wiwaha*.

Safitri R. (2023). Pengaruh Kualitas Produk, Citra Merek, Dan Harga Terhadap Keputusan Pembelian Hand and Body Lotion Marina Di Kota Surakarta Skripsi. In *Universitas Islam Negeri Raden Mas Said Surakarta*.

Sugiyono. (2015). *Metode Penelitian Kombinasi (Mixed Methods)*. ALFABETA.

Syauki, W. R., & Amalia Avina, D. A. (2020). Persepsi dan preferensi penggunaan skincare pada perempuan milenial dalam perspektif komunikasi pemasaran. *Jurnal Manajemen Komunikasi*, 4(2), 42.

Tjiptono Fandy, Anastasia Diana (2020) Pemasaran : Penerbit Andi Yogyakarta.

Yolanda, Rilla And Soesanto, Harry. 2017. “Pengaruh Persepsi Kualitas Produk, Daya Tarik Promosi, Dan Brand Ambassador Terhadap Keputusan Pembelian Dengan Brand Image Sebagai Variabel Intervening (Studi Pembelian Produk Kosmetik Wardah Pada Mahasiswi FEB Universitas Diponegoro Semarang).” *Undergraduate Thesis, Fakultas Ekonomika Dan Bisnis*.

**LAMPIRAN 1**  
**LEMBAR KUESIONER PENELITIAN**

Assalamu'alaikum Wr.Wb.

Perkenalkan nama saya Ike Adilah Bila Bagi mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Nasional bidang konsentrasi Manajemen Pemasaran. Dalam hal ini saya sedang melakukan kegiatan penelitian untuk memperoleh data guna memenuhi Tugas Akhir Skripsi yang berjudul "Pengaruh Daya Tarik Promosi, Citra Merek dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen Pada Produk Body Lotion Marina di Kota Depok, demi tercapainya tujuan penelitian ini, maka peneliti memohon kesediaan dari Bapak/Ibu/Teman-teman untuk mengisi kuesioner yang telah disediakan. Dengan kriteria responden sebagai berikut :

1. Berdomisili di Depok dan pernah membeli produk Body Lotion Marina
2. Pernah menggunakan frekuensi pemakaian minimal 1 (satu) tahun pada produk Body Lotion Marina.

Atas kesediaan Bapak/Ibu/Teman-teman saya mengucapkan terimakasih atas Partisipasinya yang telah meluangkan waktunya untuk mengisi kuesioner penelitian ini. Data yang didapatkan tidak dipublikasikan dan hanya digunakan untuk kepentingan penelitian ini.

Hormat Saya,

Ike Adilah Bila Bagi

203402516031

## A. Petunjuk Pengisian

### Bagian I : Identitas Responden

1. Nama Responden
2. Jenis Kelamin
  - a. Laki-laki
  - b. Perempuan
3. Kecamatan
  - a. Pancoran Mas

- b. Sawangan
- c. Bojongsari
- d. Cinere
- e. Beji

4. Usia
  - a. < 20 Tahun
  - b. 21 – 27 Tahun
  - c. 28 – 34 Tahun
  - d. > 35 Tahun
5. Frekuensi Pemakaian
  - a. 1 Tahun
  - b. > 1 Tahun

### B. Bagian II : Petunjuk Pengisian Kuesioner

Bapak/Ibu/Teman-teman untuk memberikan tanggapan atau jawaban yang tertera dibawah ini. Berikan jawaban dengan menandai salah satu jawaban yang telah disediakan dimasing-masing pertanyaan.

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

### 1. Daya Tarik Promosi (X1)

| No | Pernyataan                                                                                                                                                               | STS | TS | N | S | SS |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|---|---|----|
| 1. | Promosi yang disampaikan dalam iklan body lotion Marina mampu mempengaruhi keputusan saya dalam menentukan body lotion yang saya gunakan.                                |     |    |   |   |    |
| 2. | Body lotion Marina sering menampilkan tentang produk yang mendapatkan potongan harga saat pembelian dan penjualan secara langsung maupun e-commerce.                     |     |    |   |   |    |
| 3. | Promosi yang disampaikan dari mulut ke mulut (dari setiap orang yang berbelanja) tentang body lotion Marina membuat saya tertarik untuk berbelanja pada produk tersebut. |     |    |   |   |    |

### 2. Citra Merek (X2)

| No | Pernyataan                                                                                                                                       | STS | TS | N | S | SS |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|---|---|----|
| 1. | Merek Body Lotion Marina mudah diingat                                                                                                           |     |    |   |   |    |
| 2. | Body lotion marina dibuat oleh perusahaan dengan reputasi baik serta penampilan pada produk body lotion Marina sangat menarik perhatian konsumen |     |    |   |   |    |

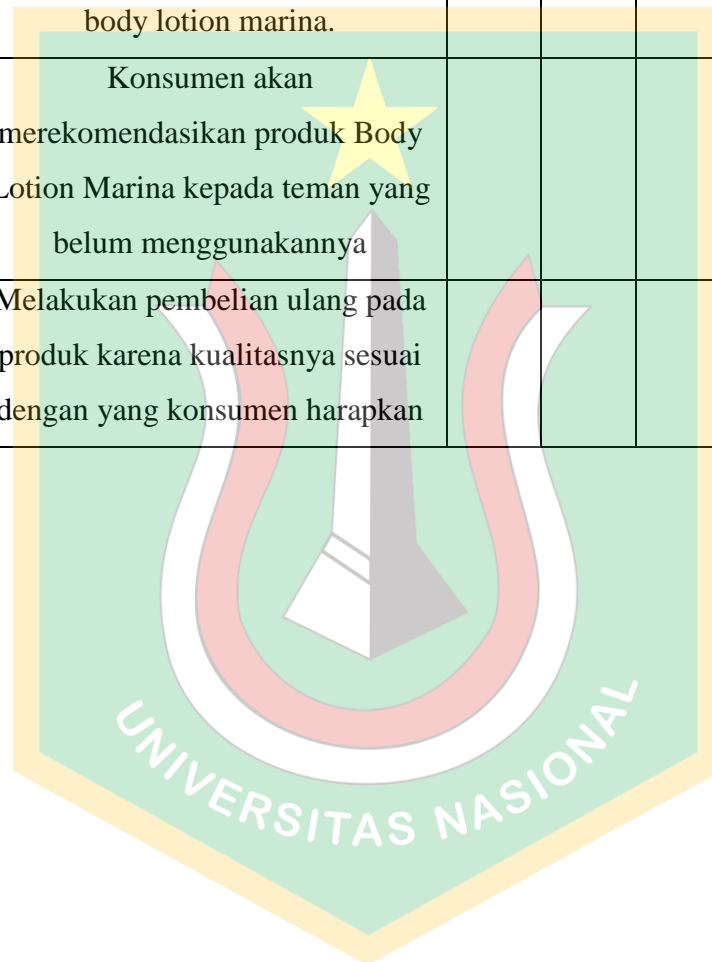
|    |                                                                                                                 |  |  |  |  |  |
|----|-----------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 3. | Dengan harga yang terjangkau dapat membuat konsumen merasa puas                                                 |  |  |  |  |  |
| 4. | Dari situlah yang membuat kami setia menggunakan produk body lotion Marina yang sudah teruji secara dermatology |  |  |  |  |  |

### 3. Kualitas Produk (X3)

| No | Pernyataan                                                                                                                                  | STS | TS | N | S | SS |
|----|---------------------------------------------------------------------------------------------------------------------------------------------|-----|----|---|---|----|
| 1. | Konsumen mudah mengenali tampilan produk yang di jual karena dapat digunakan untuk menjaga kelembapan kulit                                 |     |    |   |   |    |
| 2. | Produk body lotion Marina dikemas dengan baik sehingga menjaga ketahanan produk dan memiliki tanggal kadaluarsa yang lama                   |     |    |   |   |    |
| 3. | Produk body lotion Marina dapat melindungi kulit dari sinar matahari dan konsumen mengandalkan produk Marina untuk beraktivitas sehari-hari |     |    |   |   |    |
| 4. | Konsumen merasa produk body lotion Marina memiliki variasi berbagai macam produk dan kemasan yang menarik                                   |     |    |   |   |    |

#### 4. Keputusan Pembelian (Y)

| No | Pernyataan                                                                                                 | STS | TS | N | S | SS |
|----|------------------------------------------------------------------------------------------------------------|-----|----|---|---|----|
| 1. | Konsumen menggunakan produk body lotion Marina karena sesuai dengan harga dan kualitas yang saya harapkan. |     |    |   |   |    |
| 2. | Selalu mencari informasi sebelum memutuskan pembelian produk body lotion marina.                           |     |    |   |   |    |
| 3. | Konsumen akan merekomendasikan produk Body Lotion Marina kepada teman yang belum menggunakannya            |     |    |   |   |    |
| 4. | Melakukan pembelian ulang pada produk karena kualitasnya sesuai dengan yang konsumen harapkan              |     |    |   |   |    |





**LAMPIRAN 2**  
**TABULASI JAWABAN RESPONDEN**

**1. Jawaban Kuesioner Daya Tarik Promosi (X1)**

| No  | X1.1 | X1.2 | X1.3 | Total X1 |
|-----|------|------|------|----------|
| 1.  | 4    | 5    | 4    | 13       |
| 2.  | 4    | 5    | 5    | 14       |
| 3.  | 4    | 3    | 4    | 11       |
| 4.  | 3    | 4    | 5    | 12       |
| 5.  | 4    | 5    | 5    | 14       |
| 6.  | 5    | 4    | 5    | 14       |
| 7.  | 4    | 4    | 4    | 12       |
| 8.  | 4    | 4    | 4    | 12       |
| 9.  | 4    | 4    | 4    | 12       |
| 10. | 4    | 4    | 5    | 13       |
| 11. | 5    | 4    | 4    | 13       |
| 12. | 4    | 4    | 4    | 12       |
| 13. | 3    | 4    | 4    | 11       |
| 14. | 4    | 5    | 4    | 13       |
| 15. | 4    | 4    | 4    | 14       |
| 16. | 4    | 5    | 4    | 13       |
| 17. | 4    | 4    | 4    | 12       |
| 18. | 5    | 4    | 5    | 14       |
| 19. | 5    | 5    | 5    | 15       |
| 20. | 4    | 4    | 4    | 12       |
| 21. | 3    | 4    | 4    | 11       |
| 22. | 4    | 3    | 4    | 11       |
| 23. | 4    | 4    | 5    | 13       |
| 24. | 4    | 2    | 4    | 10       |
| 25. | 4    | 3    | 4    | 11       |
| 26. | 4    | 4    | 5    | 13       |

|     |   |   |   |    |
|-----|---|---|---|----|
| 27. | 4 | 4 | 4 | 12 |
| 28. | 5 | 3 | 5 | 13 |
| 29. | 4 | 4 | 4 | 12 |
| 30. | 4 | 5 | 3 | 12 |
| 31. | 4 | 5 | 4 | 13 |
| 32. | 4 | 4 | 4 | 12 |
| 33. | 4 | 4 | 5 | 13 |
| 34. | 5 | 5 | 5 | 15 |
| 35. | 5 | 4 | 5 | 14 |
| 36. | 4 | 4 | 4 | 12 |
| 37. | 4 | 3 | 4 | 11 |
| 38. | 3 | 3 | 5 | 11 |
| 39. | 4 | 4 | 4 | 12 |
| 40. | 4 | 3 | 3 | 10 |
| 41. | 4 | 5 | 5 | 14 |
| 42. | 5 | 5 | 5 | 15 |
| 43. | 5 | 5 | 4 | 14 |
| 44. | 3 | 3 | 4 | 10 |
| 45. | 5 | 4 | 4 | 13 |
| 46. | 4 | 5 | 4 | 13 |
| 47. | 4 | 5 | 4 | 13 |
| 48. | 4 | 5 | 4 | 13 |
| 49. | 4 | 4 | 5 | 13 |
| 50. | 4 | 4 | 5 | 13 |
| 51. | 4 | 4 | 5 | 13 |
| 52. | 4 | 4 | 5 | 13 |
| 53. | 5 | 4 | 4 | 13 |
| 54. | 3 | 4 | 4 | 11 |
| 55. | 5 | 4 | 4 | 13 |
| 56. | 4 | 4 | 3 | 11 |
| 57. | 5 | 4 | 4 | 13 |

|     |   |   |   |    |
|-----|---|---|---|----|
| 58. | 5 | 4 | 4 | 13 |
| 59. | 4 | 5 | 4 | 13 |
| 60. | 5 | 4 | 5 | 14 |
| 61. | 4 | 4 | 5 | 13 |
| 62. | 5 | 4 | 4 | 13 |
| 63. | 5 | 4 | 5 | 14 |
| 64. | 4 | 4 | 5 | 13 |
| 65. | 4 | 3 | 4 | 11 |
| 66. | 3 | 4 | 4 | 11 |
| 67. | 5 | 4 | 4 | 13 |
| 68. | 4 | 5 | 4 | 13 |
| 69. | 4 | 3 | 4 | 11 |
| 70. | 5 | 4 | 4 | 13 |
| 71. | 4 | 4 | 4 | 12 |
| 72. | 5 | 4 | 4 | 13 |
| 73. | 5 | 4 | 4 | 13 |
| 74. | 4 | 4 | 4 | 12 |
| 75. | 4 | 3 | 3 | 10 |
| 76. | 4 | 3 | 3 | 10 |
| 77. | 3 | 4 | 4 | 11 |
| 78. | 4 | 4 | 4 | 12 |
| 79. | 4 | 3 | 4 | 11 |
| 80. | 4 | 4 | 4 | 12 |
| 81. | 5 | 5 | 4 | 14 |
| 82. | 5 | 4 | 4 | 13 |
| 83. | 4 | 5 | 4 | 13 |
| 84. | 5 | 5 | 4 | 14 |
| 85. | 4 | 3 | 3 | 10 |
| 86. | 4 | 3 | 3 | 10 |
| 87. | 4 | 3 | 4 | 11 |
| 88. | 5 | 4 | 5 | 14 |

|      |   |   |   |    |
|------|---|---|---|----|
| 89.  | 5 | 5 | 4 | 14 |
| 90.  | 5 | 4 | 4 | 13 |
| 91.  | 5 | 4 | 5 | 14 |
| 92.  | 5 | 4 | 5 | 14 |
| 93.  | 5 | 4 | 4 | 13 |
| 94.  | 5 | 5 | 4 | 14 |
| 95.  | 4 | 4 | 3 | 11 |
| 96.  | 4 | 4 | 4 | 12 |
| 97.  | 4 | 3 | 4 | 11 |
| 98.  | 4 | 3 | 3 | 10 |
| 99.  | 5 | 4 | 4 | 13 |
| 100. | 5 | 5 | 4 | 14 |

## 2. Jawaban Kuesioner Citra Merek (X2)

| No  | X2.1 | X2.2 | X2.3 | X2.4 | Total X2 |
|-----|------|------|------|------|----------|
| 1.  | 4    | 4    | 4    | 4    | 16       |
| 2.  | 4    | 4    | 5    | 5    | 18       |
| 3.  | 4    | 3    | 4    | 4    | 15       |
| 4.  | 3    | 4    | 5    | 5    | 17       |
| 5.  | 5    | 3    | 3    | 3    | 14       |
| 6.  | 4    | 5    | 4    | 4    | 17       |
| 7.  | 3    | 4    | 3    | 3    | 13       |
| 8.  | 4    | 4    | 4    | 4    | 16       |
| 9.  | 5    | 4    | 4    | 4    | 17       |
| 10. | 4    | 4    | 3    | 3    | 14       |
| 11. | 5    | 5    | 4    | 4    | 18       |
| 12. | 3    | 3    | 4    | 4    | 14       |
| 13. | 3    | 4    | 3    | 3    | 13       |
| 14. | 5    | 5    | 4    | 4    | 18       |
| 15. | 4    | 5    | 4    | 4    | 17       |

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| 16. | 4 | 3 | 3 | 3 | 13 |
| 17. | 4 | 4 | 4 | 4 | 16 |
| 18. | 5 | 4 | 4 | 4 | 17 |
| 19. | 5 | 5 | 3 | 3 | 16 |
| 20. | 3 | 4 | 3 | 3 | 13 |
| 21. | 4 | 3 | 3 | 3 | 13 |
| 22. | 5 | 3 | 5 | 5 | 18 |
| 23. | 5 | 5 | 4 | 4 | 18 |
| 24. | 4 | 4 | 3 | 3 | 14 |
| 25. | 4 | 3 | 4 | 4 | 15 |
| 26. | 4 | 5 | 3 | 3 | 15 |
| 27. | 5 | 5 | 4 | 4 | 18 |
| 28. | 3 | 4 | 3 | 3 | 13 |
| 29. | 4 | 4 | 3 | 3 | 14 |
| 30. | 4 | 3 | 5 | 5 | 17 |
| 31. | 4 | 4 | 4 | 4 | 16 |
| 32. | 4 | 4 | 3 | 3 | 14 |
| 33. | 4 | 4 | 3 | 3 | 14 |
| 34. | 4 | 4 | 4 | 4 | 16 |
| 35. | 4 | 4 | 3 | 3 | 14 |
| 36. | 3 | 4 | 3 | 3 | 13 |
| 37. | 5 | 3 | 4 | 4 | 16 |
| 38. | 4 | 4 | 3 | 3 | 14 |
| 39. | 4 | 4 | 4 | 4 | 16 |
| 40. | 4 | 4 | 3 | 3 | 14 |
| 41. | 5 | 5 | 4 | 4 | 18 |
| 42. | 5 | 5 | 5 | 5 | 20 |
| 43. | 5 | 4 | 5 | 5 | 19 |
| 44. | 4 | 3 | 4 | 4 | 15 |
| 45. | 4 | 5 | 4 | 4 | 17 |
| 46. | 4 | 4 | 4 | 4 | 16 |

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| 47. | 5 | 5 | 4 | 4 | 18 |
| 48. | 5 | 5 | 5 | 5 | 20 |
| 49. | 4 | 5 | 4 | 4 | 17 |
| 50. | 5 | 4 | 5 | 5 | 19 |
| 51. | 5 | 4 | 4 | 4 | 17 |
| 52. | 5 | 4 | 4 | 4 | 17 |
| 53. | 5 | 4 | 5 | 5 | 19 |
| 54. | 3 | 4 | 3 | 3 | 13 |
| 55. | 3 | 3 | 4 | 4 | 14 |
| 56. | 4 | 4 | 3 | 3 | 14 |
| 57. | 5 | 4 | 4 | 4 | 17 |
| 58. | 5 | 5 | 5 | 5 | 20 |
| 59. | 5 | 4 | 4 | 4 | 17 |
| 60. | 5 | 4 | 5 | 5 | 19 |
| 61. | 5 | 4 | 4 | 4 | 17 |
| 62. | 5 | 4 | 4 | 4 | 17 |
| 63. | 4 | 4 | 5 | 5 | 18 |
| 64. | 5 | 4 | 5 | 5 | 19 |
| 65. | 3 | 3 | 4 | 4 | 14 |
| 66. | 3 | 4 | 3 | 3 | 13 |
| 67. | 4 | 4 | 5 | 5 | 18 |
| 68. | 5 | 4 | 4 | 4 | 17 |
| 69. | 5 | 4 | 4 | 4 | 17 |
| 70. | 4 | 5 | 5 | 5 | 19 |
| 71. | 5 | 4 | 5 | 5 | 19 |
| 72. | 5 | 4 | 4 | 4 | 17 |
| 73. | 5 | 4 | 4 | 4 | 17 |
| 74. | 4 | 4 | 4 | 4 | 16 |
| 75. | 3 | 3 | 4 | 4 | 14 |
| 76. | 3 | 3 | 4 | 4 | 14 |
| 77. | 3 | 4 | 4 | 4 | 15 |

|      |   |   |   |   |    |
|------|---|---|---|---|----|
| 78.  | 3 | 4 | 3 | 3 | 13 |
| 79.  | 3 | 4 | 3 | 3 | 13 |
| 80.  | 5 | 4 | 4 | 4 | 17 |
| 81.  | 4 | 4 | 5 | 5 | 18 |
| 82.  | 5 | 4 | 4 | 4 | 17 |
| 83.  | 4 | 5 | 4 | 4 | 17 |
| 84.  | 5 | 4 | 5 | 5 | 19 |
| 85.  | 4 | 3 | 4 | 4 | 15 |
| 86.  | 5 | 5 | 5 | 5 | 20 |
| 87.  | 4 | 3 | 4 | 4 | 15 |
| 88.  | 4 | 4 | 4 | 4 | 16 |
| 89.  | 5 | 5 | 4 | 4 | 18 |
| 90.  | 5 | 5 | 4 | 4 | 18 |
| 91.  | 5 | 5 | 5 | 5 | 20 |
| 92.  | 5 | 5 | 4 | 4 | 18 |
| 93.  | 5 | 5 | 4 | 4 | 18 |
| 94.  | 4 | 4 | 5 | 5 | 18 |
| 95.  | 4 | 3 | 3 | 5 | 15 |
| 96.  | 4 | 4 | 3 | 5 | 16 |
| 97.  | 4 | 4 | 3 | 5 | 16 |
| 98.  | 4 | 3 | 3 | 3 | 13 |
| 99.  | 4 | 5 | 4 | 4 | 17 |
| 100. | 4 | 4 | 5 | 5 | 18 |

### 3. Jawaban Kuesioner Kualitas Produk (X3)

| No  | X3.1 | X3.2 | X3.3 | X3.4 | Total X3 |
|-----|------|------|------|------|----------|
| 1.  | 3    | 5    | 3    | 4    | 15       |
| 2.  | 5    | 3    | 3    | 5    | 16       |
| 3.  | 4    | 4    | 4    | 3    | 15       |
| 4.  | 3    | 3    | 5    | 5    | 16       |
| 5.  | 5    | 5    | 4    | 4    | 18       |
| 6.  | 4    | 4    | 4    | 4    | 16       |
| 7.  | 4    | 4    | 5    | 5    | 18       |
| 8.  | 3    | 3    | 5    | 5    | 16       |
| 9.  | 4    | 3    | 4    | 4    | 15       |
| 10. | 3    | 4    | 3    | 3    | 13       |
| 11. | 5    | 4    | 4    | 4    | 17       |
| 12. | 4    | 5    | 5    | 5    | 19       |
| 13. | 4    | 4    | 3    | 3    | 14       |
| 14. | 3    | 3    | 4    | 4    | 14       |
| 15. | 4    | 4    | 4    | 4    | 16       |
| 16. | 4    | 4    | 4    | 4    | 16       |
| 17. | 3    | 3    | 3    | 3    | 12       |
| 18. | 3    | 4    | 3    | 3    | 13       |
| 19. | 3    | 3    | 5    | 5    | 16       |
| 20. | 5    | 5    | 4    | 4    | 18       |
| 21. | 4    | 3    | 4    | 4    | 15       |
| 22. | 4    | 4    | 4    | 4    | 16       |
| 23. | 3    | 3    | 3    | 3    | 12       |
| 24. | 4    | 4    | 5    | 5    | 18       |
| 25. | 3    | 3    | 4    | 4    | 14       |
| 26. | 3    | 4    | 3    | 3    | 13       |
| 27. | 3    | 3    | 3    | 3    | 12       |
| 28. | 4    | 4    | 4    | 4    | 16       |
| 29. | 4    | 3    | 3    | 3    | 13       |



|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| 30. | 5 | 5 | 5 | 5 | 20 |
| 31. | 4 | 4 | 4 | 4 | 16 |
| 32. | 3 | 3 | 3 | 3 | 12 |
| 33. | 5 | 5 | 4 | 4 | 18 |
| 34. | 5 | 5 | 4 | 4 | 18 |
| 35. | 4 | 4 | 4 | 4 | 16 |
| 36. | 5 | 5 | 5 | 5 | 20 |
| 37. | 5 | 5 | 4 | 4 | 18 |
| 38. | 4 | 4 | 5 | 5 | 18 |
| 39. | 3 | 3 | 5 | 5 | 16 |
| 40. | 4 | 4 | 4 | 4 | 16 |
| 41. | 3 | 3 | 4 | 4 | 14 |
| 42. | 3 | 3 | 5 | 5 | 16 |
| 43. | 4 | 4 | 4 | 4 | 16 |
| 44. | 4 | 4 | 4 | 4 | 16 |
| 45. | 4 | 4 | 5 | 5 | 18 |
| 46. | 3 | 3 | 3 | 3 | 12 |
| 47. | 4 | 4 | 3 | 3 | 14 |
| 48. | 4 | 4 | 3 | 3 | 14 |
| 49. | 5 | 5 | 5 | 5 | 20 |
| 50. | 5 | 5 | 5 | 5 | 20 |
| 51. | 5 | 5 | 4 | 4 | 18 |
| 52. | 4 | 4 | 4 | 4 | 16 |
| 53. | 4 | 4 | 4 | 4 | 16 |
| 54. | 4 | 4 | 3 | 3 | 14 |
| 55. | 5 | 5 | 3 | 3 | 16 |
| 56. | 3 | 3 | 4 | 4 | 14 |
| 57. | 5 | 5 | 4 | 4 | 18 |
| 58. | 5 | 5 | 4 | 4 | 18 |
| 59. | 4 | 4 | 4 | 4 | 16 |
| 60. | 5 | 5 | 5 | 5 | 20 |

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| 61. | 5 | 5 | 4 | 4 | 18 |
| 62. | 5 | 5 | 4 | 4 | 18 |
| 63. | 5 | 5 | 5 | 5 | 20 |
| 64. | 5 | 5 | 5 | 5 | 20 |
| 65. | 3 | 3 | 3 | 3 | 12 |
| 66. | 4 | 4 | 3 | 3 | 14 |
| 67. | 4 | 4 | 4 | 4 | 16 |
| 68. | 4 | 4 | 4 | 4 | 16 |
| 69. | 5 | 5 | 5 | 5 | 20 |
| 70. | 4 | 4 | 4 | 4 | 16 |
| 71. | 5 | 5 | 4 | 4 | 18 |
| 72. | 5 | 5 | 5 | 5 | 20 |
| 73. | 4 | 4 | 5 | 5 | 18 |
| 74. | 4 | 4 | 4 | 4 | 16 |
| 75. | 4 | 4 | 4 | 4 | 16 |
| 76. | 4 | 4 | 3 | 3 | 14 |
| 77. | 5 | 5 | 4 | 4 | 18 |
| 78. | 4 | 4 | 3 | 3 | 14 |
| 79. | 4 | 4 | 3 | 3 | 14 |
| 80. | 5 | 5 | 4 | 4 | 18 |
| 81. | 5 | 5 | 4 | 4 | 18 |
| 82. | 5 | 5 | 4 | 4 | 18 |
| 83. | 4 | 4 | 5 | 5 | 18 |
| 84. | 4 | 4 | 5 | 5 | 18 |
| 85. | 4 | 4 | 3 | 3 | 14 |
| 86. | 4 | 4 | 3 | 5 | 16 |
| 87. | 4 | 4 | 3 | 3 | 14 |
| 88. | 5 | 5 | 4 | 4 | 18 |
| 89. | 5 | 5 | 4 | 4 | 18 |
| 90. | 4 | 4 | 4 | 4 | 16 |
| 91. | 5 | 5 | 4 | 5 | 19 |

|      |   |   |   |   |    |
|------|---|---|---|---|----|
| 92.  | 5 | 5 | 4 | 5 | 19 |
| 93.  | 5 | 5 | 5 | 5 | 20 |
| 94.  | 5 | 5 | 4 | 4 | 18 |
| 95.  | 4 | 4 | 3 | 5 | 16 |
| 96.  | 4 | 4 | 3 | 5 | 16 |
| 97.  | 4 | 4 | 3 | 5 | 16 |
| 98.  | 4 | 5 | 3 | 5 | 17 |
| 99.  | 5 | 5 | 4 | 5 | 19 |
| 100. | 5 | 4 | 5 | 4 | 18 |

#### 4. Jawaban Kuesioner Keputusan Pembelian (Y)

| No  | Y1 | Y2 | Y3 | Y4 | Total Y |
|-----|----|----|----|----|---------|
| 1.  | 4  | 5  | 5  | 3  | 17      |
| 2.  | 5  | 5  | 4  | 4  | 18      |
| 3.  | 4  | 4  | 5  | 4  | 17      |
| 4.  | 3  | 4  | 4  | 5  | 16      |
| 5.  | 4  | 5  | 4  | 4  | 17      |
| 6.  | 5  | 5  | 4  | 4  | 18      |
| 7.  | 4  | 4  | 3  | 4  | 15      |
| 8.  | 4  | 4  | 4  | 4  | 16      |
| 9.  | 4  | 4  | 4  | 5  | 17      |
| 10. | 4  | 4  | 4  | 4  | 16      |
| 11. | 5  | 5  | 3  | 5  | 18      |
| 12. | 4  | 3  | 5  | 3  | 15      |
| 13. | 4  | 4  | 4  | 4  | 16      |
| 14. | 4  | 5  | 5  | 4  | 18      |
| 15. | 4  | 5  | 4  | 5  | 18      |
| 16. | 5  | 4  | 4  | 4  | 17      |
| 17. | 4  | 4  | 4  | 4  | 16      |
| 18. | 4  | 4  | 4  | 4  | 16      |

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| 19. | 5 | 5 | 5 | 5 | 20 |
| 20. | 4 | 4 | 4 | 4 | 16 |
| 21. | 5 | 4 | 3 | 3 | 15 |
| 22. | 4 | 4 | 4 | 4 | 16 |
| 23. | 5 | 4 | 4 | 4 | 17 |
| 24. | 3 | 3 | 5 | 4 | 15 |
| 25. | 3 | 3 | 4 | 5 | 15 |
| 26. | 5 | 3 | 5 | 5 | 18 |
| 27. | 4 | 4 | 4 | 4 | 16 |
| 28. | 4 | 4 | 5 | 5 | 18 |
| 29. | 4 | 4 | 4 | 4 | 16 |
| 30. | 4 | 5 | 5 | 5 | 19 |
| 31. | 4 | 4 | 4 | 4 | 16 |
| 32. | 5 | 4 | 4 | 4 | 17 |
| 33. | 4 | 4 | 4 | 4 | 16 |
| 34. | 3 | 4 | 5 | 5 | 17 |
| 35. | 4 | 3 | 4 | 4 | 15 |
| 36. | 4 | 4 | 4 | 4 | 16 |
| 37. | 5 | 4 | 3 | 3 | 15 |
| 38. | 4 | 5 | 2 | 2 | 13 |
| 39. | 5 | 4 | 4 | 4 | 17 |
| 40. | 5 | 4 | 3 | 3 | 15 |
| 41. | 2 | 5 | 5 | 5 | 17 |
| 42. | 5 | 3 | 5 | 5 | 18 |
| 43. | 5 | 3 | 5 | 5 | 18 |
| 44. | 5 | 5 | 4 | 4 | 18 |
| 45. | 4 | 5 | 5 | 5 | 19 |
| 46. | 4 | 5 | 4 | 4 | 17 |
| 47. | 4 | 5 | 4 | 4 | 17 |
| 48. | 5 | 5 | 4 | 4 | 18 |
| 49. | 5 | 4 | 4 | 4 | 17 |

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| 50. | 5 | 4 | 5 | 5 | 19 |
| 51. | 5 | 4 | 5 | 5 | 19 |
| 52. | 5 | 4 | 5 | 5 | 19 |
| 53. | 4 | 5 | 4 | 4 | 17 |
| 54. | 3 | 4 | 3 | 3 | 13 |
| 55. | 4 | 4 | 3 | 3 | 14 |
| 56. | 4 | 3 | 4 | 4 | 15 |
| 57. | 5 | 4 | 5 | 5 | 19 |
| 58. | 5 | 5 | 5 | 5 | 20 |
| 59. | 5 | 4 | 5 | 5 | 19 |
| 60. | 5 | 4 | 4 | 4 | 17 |
| 61. | 4 | 4 | 5 | 5 | 18 |
| 62. | 5 | 4 | 5 | 5 | 19 |
| 63. | 4 | 5 | 4 | 4 | 17 |
| 64. | 5 | 4 | 4 | 4 | 17 |
| 65. | 3 | 4 | 3 | 3 | 13 |
| 66. | 3 | 4 | 4 | 3 | 14 |
| 67. | 4 | 5 | 3 | 4 | 16 |
| 68. | 4 | 4 | 5 | 5 | 18 |
| 69. | 5 | 4 | 4 | 4 | 17 |
| 70. | 4 | 5 | 5 | 5 | 19 |
| 71. | 5 | 4 | 4 | 4 | 17 |
| 72. | 4 | 4 | 5 | 5 | 18 |
| 73. | 5 | 4 | 5 | 5 | 19 |
| 74. | 4 | 4 | 4 | 4 | 16 |
| 75. | 3 | 4 | 3 | 3 | 13 |
| 76. | 3 | 4 | 4 | 4 | 15 |
| 77. | 3 | 4 | 4 | 4 | 15 |
| 78. | 4 | 3 | 3 | 3 | 13 |
| 79. | 4 | 3 | 4 | 4 | 15 |
| 80. | 5 | 4 | 4 | 4 | 17 |

|      |   |   |   |   |    |
|------|---|---|---|---|----|
| 81.  | 4 | 5 | 4 | 4 | 17 |
| 82.  | 5 | 4 | 4 | 4 | 17 |
| 83.  | 4 | 5 | 4 | 4 | 17 |
| 84.  | 4 | 5 | 5 | 5 | 19 |
| 85.  | 4 | 4 | 3 | 3 | 14 |
| 86.  | 4 | 3 | 4 | 4 | 15 |
| 87.  | 4 | 4 | 3 | 3 | 14 |
| 88.  | 5 | 4 | 5 | 5 | 19 |
| 89.  | 5 | 5 | 4 | 4 | 18 |
| 90.  | 5 | 4 | 5 | 5 | 19 |
| 91.  | 5 | 5 | 5 | 5 | 20 |
| 92.  | 5 | 5 | 4 | 4 | 18 |
| 93.  | 4 | 5 | 4 | 4 | 17 |
| 94.  | 5 | 5 | 4 | 4 | 18 |
| 95.  | 4 | 3 | 3 | 4 | 14 |
| 96.  | 4 | 4 | 4 | 4 | 16 |
| 97.  | 4 | 4 | 4 | 4 | 16 |
| 98.  | 4 | 4 | 4 | 5 | 17 |
| 99.  | 5 | 4 | 5 | 5 | 19 |
| 100. | 5 | 5 | 4 | 5 | 19 |



**LAMPIRAN 3**  
**HASIL PENGUJIAN PENELITIAN**

**1. Karakteristik Jenis Kelamin**

**JenisKelamin**

|       |           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Laki-Laki | 18        | 18.0    | 18.0          | 18.0               |
|       | Perempuan | 82        | 82.0    | 82.0          | 100.0              |
|       | Total     | 100       | 100.0   | 100.0         |                    |

**2. Karakteristik Kecamatan**

**Kecamatan**

|       |              | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------|-----------|---------|---------------|--------------------|
| Valid | Beji         | 17        | 17.0    | 17.0          | 17.0               |
|       | Bojongsari   | 3         | 3.0     | 3.0           | 20.0               |
|       | Cinere       | 12        | 12.0    | 12.0          | 32.0               |
|       | Pancoran Mas | 48        | 48.0    | 48.0          | 80.0               |
|       | Sawangan     | 20        | 20.0    | 20.0          | 100.0              |
|       | Total        | 100       | 100.0   | 100.0         |                    |

**3. Karakteristik Usia**

**Usia**

|       |               | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | < 20 Tahun    | 15        | 15.0    | 15.0          | 15.0               |
|       | > 35 Tahun    | 8         | 8.0     | 8.0           | 23.0               |
|       | 21 - 27 Tahun | 63        | 63.0    | 63.0          | 86.0               |
|       | 28 - 34 Tahun | 14        | 14.0    | 14.0          | 100.0              |
|       | Total         | 100       | 100.0   | 100.0         |                    |

**4. Frekuensi Pemakaian**

**FrekuensiPemakaian**

|       |           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | > 1 Tahun | 56        | 56.0    | 56.0          | 56.0               |
|       | 1 Tahun   | 44        | 44.0    | 44.0          | 100.0              |
|       | Total     | 100       | 100.0   | 100.0         |                    |

## A. Uji Validitas

### 1. Daya Tarik Promosi

#### Inter-Item Correlation Matrix

|                         | DTP1  | DTP2  | DTP3  | Daya Tarik Promosi (X1) |
|-------------------------|-------|-------|-------|-------------------------|
| DTP1                    | 1.000 | .234  | .163  | .655                    |
| DTP2                    | .234  | 1.000 | .221  | .736                    |
| DTP3                    | .163  | .221  | 1.000 | .638                    |
| Daya Tarik Promosi (X1) | .655  | .736  | .638  | 1.000                   |

### 2. Citra Merek

#### Inter-Item Correlation Matrix

|                  | CM1   | CM2   | CM3   | CM4   | Citra Merek (X2) |
|------------------|-------|-------|-------|-------|------------------|
| CM1              | 1.000 | .362  | .408  | .378  | .736             |
| CM2              | .362  | 1.000 | .162  | .109  | .538             |
| CM3              | .408  | .162  | 1.000 | .881  | .843             |
| CM4              | .378  | .109  | .881  | 1.000 | .815             |
| Citra Merek (X2) | .736  | .538  | .843  | .815  | 1.000            |

### 3. Kualitas Produk

#### Inter-Item Correlation Matrix

|                      | KP1   | KP2   | KP3   | KP4   | Kualitas Produk (X3) |
|----------------------|-------|-------|-------|-------|----------------------|
| KP1                  | 1.000 | .096  | .316  | .314  | .671                 |
| KP2                  | .096  | 1.000 | -.074 | -.147 | .325                 |
| KP3                  | .316  | -.074 | 1.000 | .804  | .801                 |
| KP4                  | .314  | -.147 | .804  | 1.000 | .774                 |
| Kualitas Produk (X3) | .671  | .325  | .801  | .774  | 1.000                |

### 4. Keputusan Pembelian

#### Inter-Item Correlation Matrix

|                         | KTP1  | KTP2  | KTP3  | KTP4  | Keputusan Pembelian (Y) |
|-------------------------|-------|-------|-------|-------|-------------------------|
| KTP1                    | 1.000 | .098  | .194  | .198  | .554                    |
| KTP2                    | .098  | 1.000 | .101  | .088  | .451                    |
| KTP3                    | .194  | .101  | 1.000 | .969  | .849                    |
| KTP4                    | .198  | .088  | .969  | 1.000 | .846                    |
| Keputusan Pembelian (Y) | .554  | .451  | .849  | .846  | 1.000                   |



## B. Uji Reabilitas

### 1. Daya Tarik Promosi (X1)

#### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|----------------------------------------------|------------|
| .760             | .760                                         | 4          |

#### Item-Total Statistics

|                         | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|-------------------------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| DTP1                    | 20.69                      | 4.782                          | .497                             | .896                         | .744                             |
| DTP2                    | 20.91                      | 4.345                          | .577                             | .920                         | .703                             |
| DTP3                    | 20.76                      | 4.871                          | .480                             | .891                         | .752                             |
| Daya Tarik Promosi (X1) | 12.46                      | 1.604                          | .988                             | .975                         | .438                             |

### 2. Citra Merek (X2)

#### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|----------------------------------------------|------------|
| .793             | .846                                         | 5          |

#### Item-Total Statistics

|                  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|------------------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| CM1              | 28.28                      | 12.850                         | .638                             | .                            | .756                             |
| CM2              | 28.46                      | 14.190                         | .410                             | .                            | .803                             |
| CM3              | 28.57                      | 12.288                         | .780                             | .                            | .728                             |
| CM4              | 28.51                      | 12.434                         | .743                             | .                            | .736                             |
| Citra Merek (X2) | 16.26                      | 4.154                          | 1.000                            | .                            | .719                             |

### 3. Kualitas Produk (X3)

#### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|----------------------------------------------|------------|
| .750             | .760                                         | 5          |

#### Item-Total Statistics

|                      | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|----------------------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| KP1                  | 28.60                      | 10.727                         | .541                             | .                            | .712                             |
| KP2                  | 28.62                      | 12.602                         | .144                             | .                            | .801                             |
| KP3                  | 28.78                      | 10.012                         | .712                             | .                            | .669                             |
| KP4                  | 28.66                      | 10.126                         | .674                             | .                            | .678                             |
| Kualitas Produk (X3) | 16.38                      | 3.450                          | 1.000                            | .                            | .535                             |

### 4. Keputusan Pembelian (Y)

#### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|----------------------------------------------|------------|
| .769             | .794                                         | 5          |

#### Item-Total Statistics

|                         | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|-------------------------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| KTP1                    | 29.29                      | 11.016                         | .404                             | .                            | .769                             |
| KTP2                    | 29.38                      | 11.632                         | .299                             | .                            | .791                             |
| KTP3                    | 29.41                      | 9.517                          | .781                             | .                            | .682                             |
| KTP4                    | 29.38                      | 9.531                          | .777                             | .                            | .683                             |
| Keputusan Pembelian (Y) | 16.78                      | 3.325                          | 1.000                            | .                            | .612                             |

### C. Uji Normalitas

#### One-Sample Kolmogorov-Smirnov Test

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 100                     |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                |
|                                  | Std. Deviation | 1.22445935              |
| Most Extreme Differences         | Absolute       | .071                    |
|                                  | Positive       | .071                    |
|                                  | Negative       | -.055                   |
| Test Statistic                   |                | .071                    |
| Asymp. Sig. (2-tailed)           |                | .200 <sup>c,d</sup>     |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

### D. Uji Multikolinieritas

| Model |                         | Coefficients <sup>a</sup>     |            |      |       |      | Collinearity Statistics |       |
|-------|-------------------------|-------------------------------|------------|------|-------|------|-------------------------|-------|
|       |                         | Unstandardized Coefficients B | Std. Error | Beta | t     | Sig. | Tolerance               | VIF   |
| 1     | (Constant)              | 2.065                         | 1.421      |      | 1.453 | .149 |                         |       |
|       | Daya Tarik Promosi (X1) | .535                          | .118       | .374 | 4.530 | .000 | .688                    | 1.453 |
|       | Citra Merek (X2)        | .337                          | .074       | .377 | 4.575 | .000 | .693                    | 1.443 |
|       | Kualitas Produk (X3)    | .156                          | .076       | .159 | 2.047 | .043 | .778                    | 1.285 |

a. Dependent Variable: Keputusan Pembelian (Y)

## E. Uji Heteroskedastisitas

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

| Model |                         | Unstandardized Coefficients |            | Standardized         | t      | Sig. |
|-------|-------------------------|-----------------------------|------------|----------------------|--------|------|
|       |                         | B                           | Std. Error | Coefficients<br>Beta |        |      |
| 1     | (Constant)              | 1.684                       | .804       |                      | 2.095  | .039 |
|       | Daya Tarik Promosi (X1) | .002                        | .067       | .003                 | .023   | .981 |
|       | Citra Merek (X2)        | -.065                       | .042       | -.189                | -1.562 | .121 |
|       | Kualitas Produk (X3)    | .022                        | .043       | .057                 | .499   | .619 |

a. Dependent Variable: Abs\_RES

## F.

## G. Uji Autokorelasi

### Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .741 <sup>a</sup> | .549     | .535              | 1.243                      | 1.804         |

a. Predictors: (Constant), Kualitas Produk (X3), Citra Merek (X2), Daya Tarik Promosi (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

## H. Analisis Regresi Linier Berganda

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

| Model |                         | Unstandardized Coefficients |            | Standardized         | t     | Sig. |
|-------|-------------------------|-----------------------------|------------|----------------------|-------|------|
|       |                         | B                           | Std. Error | Coefficients<br>Beta |       |      |
| 1     | (Constant)              | 2.065                       | 1.421      |                      | 1.453 | .149 |
|       | Daya Tarik Promosi (X1) | .535                        | .118       | .374                 | 4.530 | .000 |
|       | Citra Merek (X2)        | .337                        | .074       | .377                 | 4.575 | .000 |
|       | Kualitas Produk (X3)    | .156                        | .076       | .159                 | 2.047 | .043 |

a. Dependent Variable: Keputusan Pembelian (Y)

## I. Uji F

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

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 180.729        | 3  | 60.243      | 38.963 | .000 <sup>b</sup> |
|       | Residual   | 148.431        | 96 | 1.546       |        |                   |
|       | Total      | 329.160        | 99 |             |        |                   |

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Kualitas Produk (X3), Citra Merek (X2), Daya Tarik Promosi (X1)

## J. Uji Koefisien Determinasi (R<sup>2</sup>)

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .741 <sup>a</sup> | .549     | .535              | 1.243                      |

a. Predictors: (Constant), Kualitas Produk (X3), Citra Merek (X2), Daya Tarik Promosi (X1)

## K. Pengujian Hipotesis (Uji T)

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

| Model |                         | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|-------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                         | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)              | 2.065                       | 1.421      |                           | 1.453 | .149 |
|       | Daya Tarik Promosi (X1) | .535                        | .118       | .374                      | 4.530 | .000 |
|       | Citra Merek (X2)        | .337                        | .074       | .377                      | 4.575 | .000 |
|       | Kualitas Produk (X3)    | .156                        | .076       | .159                      | 2.047 | .043 |

a. Dependent Variable: Keputusan Pembelian (Y)



Similarity Report ID: oid:3618:52490281

PAPER NAME

**IKE ADILAH BILA BAGI - TA**

AUTHOR

**IKE ADILAH BILA BAGI**

WORD COUNT

**18900 Words**

CHARACTER COUNT

**112887 Characters**

PAGE COUNT

**103 Pages**

FILE SIZE

**1.6MB**

SUBMISSION DATE

**Feb 19, 2024 3:45 PM GMT+7**

REPORT DATE

**Feb 19, 2024 3:47 PM GMT+7**

● **19% Overall Similarity**

The combined total of all matches, including overlapping sources, for each database.

- 13% Internet database
- 7% Publications database
- Crossref database
- Crossref Posted Content database
- 17% Submitted Works database

● **Excluded from Similarity Report**

- Bibliographic material
- Quoted material
- Small Matches (Less than 8 words)

