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LAMPIRAN

Lampiran 1 : Kuesioner Penelitian

Assalamu'alaikum Warahmatullahi Wabarakatuh.

Yth. Responden Kuesioner Penelitian.

Dengan hormat,

Perkenalkan nama saya **Muhammad Rizqi Fauzi**, Mahasiswa tingkat akhir Fakultas Ekonomi dan Bisnis, Program Studi Manajemen Universitas Nasional. Saat ini saya sedang melakukan penelitian dalam penyusunan Tugas Akhir guna menyelesaikan salah satu syarat untuk lulus, yang berjudul:

"PENGARUH KUALITAS PRODUK, PERSEPSI HARGA DAN CITRA MEREK TERHADAP KEPUASAN PELANGGAN IPHONE 11"

Oleh karena itu diperlukan dukungan dan partisipasi dari teman-teman, bapak/ibu, saudara/i untuk meluangkan waktu sekitar **10-15 menit** mengisi kuesioner ini dengan memberikan jawaban secara lengkap sesuai ketentuan.

Kriteria Responden:

- Pengguna aktif iPhone 11 minimal 3 bulan
- Berusia minimal 17 tahun
- Berdomisili di Indonesia

Besar harapan saya kepada teman-teman/Bapak/Ibu sekalian yang memenuhi kriteria tersebut dapat berpartisipasi menjadi responden di dalam penelitian ini secara lengkap dan objektif. Semua informasi atau data di dalam penelitian ini akan dijaga kerahasiaannya dan digunakan hanya untuk kepentingan penelitian akademik.

Atas waktu dan kesediaannya untuk mengisi kuesioner ini, saya ucapkan terima kasih.

Kontak Peneliti: [Email/WhatsApp peneliti]

Hormat saya,

Muhammad Rizqi Fauzi

Mahasiswa Manajemen - Universitas Nasional

BAGIAN I: SCREENING RESPONDEN**1. Apakah Anda pengguna aktif iPhone 11?**

- ☐ Ya (lanjutkan ke pertanyaan berikutnya)
- ☐ Tidak (terima kasih, kuesioner selesai)

2. Sudah berapa lama Anda menggunakan iPhone 11?

- ☐ 3-6 bulan
- ☐ 6-12 bulan
- ☐ 1-2 tahun
- ☐ Lebih dari 2 tahun

BAGIAN II: IDENTITAS RESPONDEN

Petunjuk Pengisian: Isi berdasarkan data diri Anda

1. Nama Lengkap (opsional): _____**2. Jenis Kelamin**

- ☐ Laki-laki
- ☐ Perempuan

3. Usia

- ☐ 17-20 Tahun
- ☐ 21-25 Tahun
- ☐ 26-30 Tahun
- ☐ 31-35 Tahun
- ☐ 36-40 Tahun
- ☐ > 40 Tahun

4. Pendidikan Terakhir

- ☐ SMA/Sederajat
- ☐ Diploma
- ☐ Sarjana (S1)
- ☐ Pascasarjana (S2/S3)

5. Pekerjaan

- ☐ Pelajar/Mahasiswa
- ☐ Pegawai Negeri
- ☐ Pegawai Swasta
- ☐ Wiraswasta/Pengusaha
- ☐ Freelancer
- ☐ Lainnya: _____

6. Pendapatan Bulanan

- ☐ < Rp 3.000.000
- ☐ Rp 3.000.000 - Rp 5.000.000
- ☐ Rp 5.000.001 - Rp 8.000.000
- ☐ Rp 8.000.001 - Rp 12.000.000
- ☐ > Rp 12.000.000

7. Domisili

- ☐ Jakarta
- ☐ Bogor/Depok/Tangerang/Bekasi
- ☐ Jawa Barat
- ☐ Jawa Tengah
- ☐ Jawa Timur
- ☐ Lainnya: _____

8. Sumber Pembelian iPhone 11

- ☐ iBox/Apple Store Resmi
- ☐ Toko Online (Tokopedia/Shopee/dll)
- ☐ Toko Elektronik
- ☐ Hadiah/Pemberian
- ☐ Lainnya: _____

BAGIAN III: PERNYATAAN KUESIONER

Petunjuk Pengisian: Anda cukup memberi tanda (✓) pada pilihan jawaban yang sesuai dengan pendapat Anda. Gunakan opsi terdekat jika Anda tidak yakin dengan jawaban yang tepat.

Keterangan Skala:

- 1 = Sangat Tidak Setuju (STS)
- 2 = Tidak Setuju (TS)
- 3 = Netral/Ragu-ragu (N)
- 4 = Setuju (S)
- 5 = Sangat Setuju (SS)

A. KUALITAS PRODUK (X1)

No	Pernyataan	STS	TS	N	S	SS
KINERJA (Performance)						
1	iPhone 11 memiliki performa yang stabil meskipun digunakan untuk aplikasi berat	☐	☐	☐	☐	☐
2	iPhone 11 responsif saat membuka berbagai aplikasi	☐	☐	☐	☐	☐
3	iPhone 11 tidak mengalami lag saat melakukan multitasking	☐	☐	☐	☐	☐
FITUR (Features)						
4	iPhone 11 memiliki fitur yang memudahkan aktivitas sehari-hari	☐	☐	☐	☐	☐
5	Kamera iPhone 11 menghasilkan foto dan video berkualitas tinggi	☐	☐	☐	☐	☐
6	Face ID iPhone 11 bekerja dengan akurat dan cepat	☐	☐	☐	☐	☐

No	Pernyataan	STS	TS	N	S	SS
KEANDALAN (Reliability)						
7	iPhone 11 dapat diandalkan untuk pekerjaan maupun hiburan	☐	☐	☐	☐	☐
8	iPhone 11 jarang mengalami hang atau error	☐	☐	☐	☐	☐
9	Sistem operasi iPhone 11 stabil dan jarang crash	☐	☐	☐	☐	☐
DAYATAHAN (Durability)						
10	iPhone 11 awet digunakan dalam jangka waktu lama	☐	☐	☐	☐	☐
11	Baterai iPhone 11 tahan lama untuk penggunaan sehari-hari	☐	☐	☐	☐	☐
12	Material iPhone 11 tahan terhadap benturan dan goresan ringan	☐	☐	☐	☐	☐
ESTETIKA (Aesthetics)						
13	Desain iPhone 11 menarik dan elegan	☐	☐	☐	☐	☐
14	Tampilan interface iPhone 11 menarik dan user-friendly	☐	☐	☐	☐	☐
15	Pilihan warna dan finishing iPhone 11 terlihat premium	☐	☐	☐	☐	☐

B. PERSEPSI HARGA (X2)

No	Pernyataan	STS	TS	N	S	SS
KETERJANGKAUAN HARGA						

No	Pernyataan	STS	TS	N	S	SS
1	Harga iPhone 11 masih dalam jangkauan daya beli saya	☐	☐	☐	☐	☐
2	iPhone 11 memiliki harga yang wajar untuk fitur yang ditawarkan	☐	☐	☐	☐	☐
KESESUAIAN HARGA DENGAN KUALITAS						
3	Harga iPhone 11 sepadan dengan kualitas produk yang diberikan	☐	☐	☐	☐	☐
4	Kualitas iPhone 11 sebanding dengan harga yang saya bayarkan	☐	☐	☐	☐	☐
KESESUAIAN HARGA DENGAN MANFAAT						
5	Harga iPhone 11 sebanding dengan manfaat yang saya dapatkan	☐	☐	☐	☐	☐
6	iPhone 11 memberikan value for money yang baik	☐	☐	☐	☐	☐
DAYA SAING HARGA						
7	Harga iPhone 11 kompetitif dibandingkan merek smartphone premium lain	☐	☐	☐	☐	☐
8	iPhone 11 memiliki nilai jual kembali (resale value) yang baik	☐	☐	☐	☐	☐

C. CITRA MEREK (X3)

No	Pernyataan	STS	TS	N	S	SS
PENGENALAN MEREK (Recognition)						
1	Saya mudah mengenali produk Apple di antara merek smartphone lain	☐	☐	☐	☐	☐
2	Logo dan desain Apple memiliki ciri khas yang unik dan mudah diingat	☐	☐	☐	☐	☐
REPUTASI MEREK (Reputation)						
3	Apple memiliki reputasi baik di pasar global	☐	☐	☐	☐	☐
4	Apple dikenal sebagai brand teknologi yang terpercaya	☐	☐	☐	☐	☐
5	Apple memiliki inovasi yang selalu terdepan dalam industri smartphone	☐	☐	☐	☐	☐
AFINITAS MEREK (Affinity)						
6	Saya memiliki keterikatan emosional dengan produk Apple	☐	☐	☐	☐	☐
7	Saya bangga dan merasa bergengsi menggunakan iPhone	☐	☐	☐	☐	☐
ASOSIASI MEREK (Brand Association)						
8	Apple identik dengan kualitas premium dan teknologi canggih	☐	☐	☐	☐	☐

No	Pernyataan	STS	TS	N	S	SS
9	Menggunakan iPhone melambangkan status sosial yang baik	☐	☐	☐	☐	☐
LOYALITAS MEREK (Brand Loyalty)						
10	Saya akan merekomendasikan iPhone kepada keluarga dan teman	☐	☐	☐	☐	☐
11	Saya berniat membeli produk Apple lagi di masa depan	☐	☐	☐	☐	☐

D. KEPUASAN PELANGGAN (Y)

No	Pernyataan	STS	TS	N	S	SS
KEPUASAN KESELURUHAN						
1	Secara keseluruhan, saya puas dengan kinerja iPhone 11	☐	☐	☐	☐	☐
2	iPhone 11 memenuhi ekspektasi saya sepenuhnya	☐	☐	☐	☐	☐
KEPUASAN PENGGUNAAN						
3	iPhone 11 nyaman digunakan untuk aktivitas sehari-hari	☐	☐	☐	☐	☐
4	Saya puas dengan performa dan kecepatan iPhone 11	☐	☐	☐	☐	☐
KEPUASAN FITUR						
5	iPhone 11 mendukung kebutuhan pekerjaan atau studi saya dengan baik	☐	☐	☐	☐	☐

No	Pernyataan	STS	TS	N	S	SS
6	Fitur-fitur iPhone 11 sangat membantu dan memuaskan	☐	☐	☐	☐	☐
KONFIRMASI EKSPEKTASI						
7	iPhone 11 sesuai dengan harapan saya sebelum membeli	☐	☐	☐	☐	☐
8	Pengalaman menggunakan iPhone 11 lebih baik dari yang saya bayangkan	☐	☐	☐	☐	☐
NIAT PEMBELIAN ULANG						
9	Saya akan membeli iPhone series terbaru di masa depan	☐	☐	☐	☐	☐
10	Saya tidak akan beralih ke brand smartphone lain	☐	☐	☐	☐	☐
WORD-OF-MOUTH						
11	Saya memberikan review dan feedback positif tentang iPhone 11	☐	☐	☐	☐	☐

Lampiran 2 : Data Tabulasi

- Tabulasi Kualitas Produk (X1)

N o	X1 .1	X1 .2	X1 .3	X1 .4	X1 .5	X1 .6	X1 .7	X1 .8	X1 .9	X1. 10	X1. 11	X1. 12	X1. 13	X1. 14	X1. 15	TOT X1
1	1	5	4	2	5	4	5	5	3	2	1	4	3	4	5	53
2	1	4	1	2	1	1	2	1	1	2	1	1	3	1	1	23
3	1	1	2	1	1	1	1	4	1	1	2	1	1	1	1	20
4	2	2	4	1	1	4	1	1	2	1	3	2	1	4	1	30
5	1	1	1	1	1	1	1	2	1	1	2	1	1	1	1	17
6	5	3	5	5	3	4	5	2	4	2	2	3	2	4	1	50
7	4	5	4	4	5	3	5	5	4	5	3	5	5	5	5	67
8	1	1	1	5	1	3	3	1	1	2	4	3	4	5	2	37
9	3	2	1	1	5	4	4	1	1	4	2	3	3	2	1	37
10	3	1	4	5	1	5	1	5	5	3	2	4	2	1	4	46
11	5	5	5	5	4	4	5	4	2	4	5	2	4	5	4	63
12	1	3	3	3	2	4	4	4	2	5	4	3	1	3	4	46
13	1	1	1	1	3	1	4	2	1	3	1	1	2	1	3	26
14	5	2	1	4	4	5	2	4	5	4	5	1	3	5	5	55
15	2	1	5	1	3	1	4	2	1	1	1	1	1	1	1	26
16	4	5	5	5	2	5	5	5	5	3	5	5	5	5	4	68
17	5	3	2	2	3	3	1	5	1	1	2	5	3	3	1	40
18	4	2	5	4	5	4	3	4	5	4	5	5	3	4	3	60
19	3	1	2	1	1	1	1	1	1	1	4	1	1	2	1	22
20	5	5	5	5	5	5	5	5	5	4	5	5	5	4	3	71
21	5	1	1	3	1	4	3	4	1	2	3	4	2	3	2	39
22	5	5	5	4	5	5	5	5	5	5	5	5	4	5	5	73
23	4	3	5	2	5	4	4	5	5	4	3	4	5	5	4	62

N o	X1 .1	X1 .2	X1 .3	X1 .4	X1 .5	X1 .6	X1 .7	X1 .8	X1 .9	X1. 10	X1. 11	X1. 12	X1. 13	X1. 14	X1. 15	TOT X1
2 4	5	5	5	5	5	5	5	4	5	5	4	4	5	5	5	72
2 5	2	1	3	1	1	2	4	3	1	1	1	1	4	1	1	27
2 6	4	1	1	1	4	1	2	1	1	1	1	3	3	3	2	29
2 7	1	1	1	2	5	1	2	2	2	1	5	5	1	1	1	31
2 8	4	2	2	3	1	3	2	1	2	2	1	5	4	4	5	41
2 9	5	5	5	4	4	5	5	5	5	3	5	4	5	5	5	70
3 0	1	1	5	2	2	3	1	4	5	4	2	1	4	5	3	43
3 1	1	4	1	3	1	1	2	3	1	5	3	2	3	2	4	36
3 2	1	1	4	1	1	5	1	2	1	4	3	1	1	1	2	29
3 3	2	2	2	3	1	1	3	5	2	2	4	3	2	2	4	38
3 4	4	1	2	1	1	1	4	3	5	5	1	2	4	2	3	39
3 5	5	2	1	5	3	4	2	3	2	3	3	2	2	4	2	43
3 6	3	3	1	4	4	2	5	5	5	2	4	1	2	1	4	46
3 7	3	1	2	1	3	1	1	2	3	1	1	1	1	1	1	23
3 8	4	5	5	5	4	5	4	4	5	5	5	5	5	4	5	70
3 9	1	5	1	5	5	4	4	4	4	3	4	1	5	5	3	54
4 0	5	5	4	5	5	5	5	5	5	5	5	1	4	5	5	69
4 1	4	5	3	1	3	1	5	3	2	4	4	3	3	3	3	47
4 2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	75
4 3	1	5	4	3	2	5	5	4	4	5	5	5	4	4	4	60

N o	X1 .1	X1 .2	X1 .3	X1 .4	X1 .5	X1 .6	X1 .7	X1 .8	X1 .9	X1. 10	X1. 11	X1. 12	X1. 13	X1. 14	X1. 15	TOT X1
4 4	3	5	1	4	4	3	3	4	2	5	1	2	4	5	4	50
4 5	1	1	3	4	4	5	3	3	2	5	4	2	2	2	4	45
4 6	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	16
4 7	2	3	1	2	2	1	3	1	2	1	1	1	1	3	4	28
4 8	1	1	1	1	5	1	1	1	1	2	2	1	2	2	1	23
4 9	1	2	1	1	1	1	4	4	2	1	4	3	4	2	3	34
5 0	4	4	5	3	5	5	5	4	3	5	5	5	5	5	5	68
5 1	2	2	5	1	1	2	1	1	2	1	2	2	3	1	1	27
5 2	4	2	4	1	1	2	2	1	3	1	5	2	2	3	5	38
5 3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	15
5 4	4	3	1	4	5	5	3	1	3	4	5	1	2	1	4	46
5 5	1	3	5	1	5	2	1	5	4	1	3	2	3	3	4	43
5 6	4	4	5	5	4	5	4	5	3	1	2	5	4	5	4	60
5 7	2	1	2	3	1	3	2	1	5	1	3	4	2	2	4	36
5 8	3	4	5	5	5	5	5	5	5	5	5	3	5	5	4	69
5 9	2	4	3	1	2	4	4	5	2	1	5	5	1	5	3	47
6 0	2	3	4	5	5	5	3	4	4	4	5	4	5	5	4	62
6 1	4	1	1	1	1	2	2	1	2	1	1	1	3	3	1	25
6 2	3	5	2	3	1	5	1	5	3	4	1	2	3	4	4	46
6 3	1	3	1	5	4	2	3	1	2	2	1	1	1	1	3	31

N o	X1 .1	X1 .2	X1 .3	X1 .4	X1 .5	X1 .6	X1 .7	X1 .8	X1 .9	X1. 10	X1. 11	X1. 12	X1. 13	X1. 14	X1. 15	TOT X1
64	5	5	5	5	5	5	3	3	4	4	5	5	5	3	3	65
65	2	5	1	4	1	2	2	4	3	5	2	4	5	2	5	47
66	2	2	2	1	2	5	1	5	1	2	3	2	2	1	1	32
67	4	1	2	3	4	2	1	5	3	3	5	3	1	5	5	47
68	5	2	5	5	4	5	5	5	2	2	4	5	3	4	5	61
69	4	2	1	4	5	5	5	5	4	5	3	3	5	5	4	60
70	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	74
71	3	4	5	5	3	4	4	5	5	3	5	5	3	4	2	60
72	1	5	1	2	1	2	4	3	4	5	2	1	2	5	2	40
73	1	4	3	5	1	5	4	4	2	1	3	4	3	2	3	45
74	4	1	1	3	1	1	1	1	1	1	1	1	1	2	3	23
75	4	2	1	2	1	1	3	1	3	4	1	2	4	1	3	33
76	1	1	1	1	3	1	1	1	1	1	1	1	1	1	2	18
77	4	4	2	2	2	3	1	1	5	2	3	1	5	2	2	39
78	2	3	5	2	2	1	1	2	2	4	3	4	5	2	2	40
79	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	17
80	5	5	5	5	5	5	5	2	3	5	3	2	3	2	2	57
81	4	5	5	5	5	5	4	5	5	5	5	5	5	2	5	70
82	1	1	1	1	1	2	1	3	1	1	1	3	1	1	4	23
83	3	5	5	5	5	4	5	5	5	5	5	4	4	3	4	67

N o	X1 .1	X1 .2	X1 .3	X1 .4	X1 .5	X1 .6	X1 .7	X1 .8	X1 .9	X1. 10	X1. 11	X1. 12	X1. 13	X1. 14	X1. 15	TOT X1
8 4	4	5	4	4	5	3	5	1	5	2	2	3	4	4	2	53
8 5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	15
8 6	1	4	4	5	5	1	4	5	1	4	5	4	5	1	4	53
8 7	1	1	1	3	2	4	3	1	1	4	1	2	1	1	1	27
8 8	1	1	1	2	1	2	1	1	2	4	1	1	1	1	2	22
8 9	5	5	5	5	5	5	4	5	3	5	2	4	5	5	4	67
9 0	5	4	5	2	5	5	5	4	1	4	5	5	5	5	5	65
9 1	2	2	1	2	3	2	2	2	2	2	1	1	3	1	3	29
9 2	5	2	5	4	4	1	3	1	5	2	5	1	2	4	3	47
9 3	3	4	1	3	4	2	4	2	2	5	2	3	4	2	2	43
9 4	3	5	5	2	5	3	4	5	5	5	5	5	2	5	4	63
9 5	5	5	4	1	5	1	4	1	3	2	5	1	3	3	3	46
9 6	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	75
9 7	1	2	3	2	2	5	2	2	4	1	5	3	1	2	2	37
9 8	4	3	2	5	5	5	1	5	4	3	5	5	3	3	5	58
9 9	2	2	5	3	5	2	5	4	4	5	5	3	4	5	4	58
1 0 0	1	4	3	4	2	4	4	5	4	2	5	2	4	4	3	51

- **Tabulasi Persepsi Harga (X2)**

X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TOTX2
3	1	2	5	4	1	2	1	19

X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TOTX2
1	1	1	1	1	1	2	2	10
4	1	1	3	1	1	1	1	13
3	2	4	1	3	2	1	1	17
2	1	1	1	5	5	1	1	17
3	3	5	3	5	5	1	2	27
1	2	1	4	3	1	5	1	18
3	3	5	5	4	5	5	1	31
3	5	4	4	5	5	2	5	33
2	4	3	2	4	1	1	4	21
5	3	5	4	5	5	5	5	37
5	5	5	5	5	5	5	4	39
3	1	2	4	2	1	3	2	18
4	2	2	2	4	2	3	3	22
1	5	5	4	5	5	4	5	34
2	2	2	3	3	3	3	4	22
1	1	1	1	2	2	1	1	10
1	1	1	2	1	3	1	2	12
3	4	1	5	2	4	3	4	26
2	1	2	2	1	1	1	5	15
1	5	5	4	5	5	5	5	35
5	5	5	3	5	5	5	5	38
2	5	4	5	4	3	4	4	31
3	1	2	2	5	3	2	5	23
5	2	5	5	5	4	5	5	36
1	2	3	4	3	3	3	1	20
1	4	1	4	1	2	2	4	19
4	5	5	3	4	4	5	5	35
5	3	4	1	4	5	5	2	29
5	1	3	3	3	1	1	1	18
2	5	5	3	4	5	5	5	34
5	3	4	5	4	3	3	5	32
2	4	4	1	1	3	4	3	22
2	3	4	4	2	2	1	3	21
5	5	2	1	4	3	2	5	27
1	5	3	5	5	4	4	5	32
5	5	4	4	5	4	5	5	37
2	1	4	1	1	2	2	2	15
5	4	1	3	4	3	1	2	23
5	2	2	5	4	2	5	5	30
1	1	1	1	1	3	1	3	12
3	3	4	5	4	5	1	3	28
4	3	4	5	5	2	4	2	29

X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TOTX2
2	2	2	1	1	3	2	1	14
5	4	5	5	2	5	5	4	35
1	2	3	1	2	1	1	1	12
1	1	1	1	1	1	1	1	8
1	1	1	1	1	1	1	1	8
5	4	4	4	5	3	5	4	34
5	5	2	5	4	4	5	5	35
1	5	3	3	5	2	1	2	22
5	2	5	5	5	2	1	5	30
1	1	2	1	3	2	5	3	18
1	1	1	1	1	1	1	2	9
1	1	1	1	2	1	1	1	9
4	1	1	2	2	4	2	3	19
1	3	3	5	3	2	1	2	20
5	5	3	3	4	4	4	5	33
5	4	5	1	1	4	4	4	28
1	1	1	1	1	1	1	1	8
2	4	1	3	1	2	1	1	15
2	1	2	2	1	3	2	1	14
4	4	4	5	1	4	1	4	27
5	4	5	2	5	2	4	2	29
2	2	4	2	1	3	1	2	17
2	1	1	4	4	3	1	1	17
1	1	1	1	1	1	1	3	10
2	2	1	3	1	2	4	1	16
3	5	3	3	2	5	5	5	31
1	1	1	1	1	1	1	1	8
4	4	4	3	2	4	2	1	24
1	3	1	1	1	5	1	2	15
5	4	4	3	5	3	4	5	33
5	5	5	5	5	4	5	5	39
1	1	1	1	3	2	5	1	15
2	2	5	1	5	4	1	1	21
5	5	2	5	5	5	5	5	37
5	5	4	1	1	5	5	1	27
1	2	5	4	2	1	3	2	20
2	1	1	2	2	2	4	1	15
2	4	3	1	2	2	4	5	23
1	2	1	1	1	4	2	1	13
1	1	1	4	2	5	1	1	16
2	1	3	1	1	1	2	2	13
4	1	1	2	2	1	4	3	18

X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TOTX2
5	4	5	5	4	5	4	5	37
5	3	2	5	4	3	2	5	29
2	1	1	1	1	1	1	1	9
1	1	1	1	2	1	1	2	10
5	5	5	5	5	1	4	5	35
1	1	1	2	1	1	1	1	9
3	2	2	3	1	1	1	1	14
4	3	5	2	1	1	2	2	20
4	1	1	2	2	5	3	3	21
1	1	1	1	1	1	1	1	8
5	5	4	5	2	5	1	5	32
2	3	3	3	1	2	1	4	19
1	1	2	5	1	2	3	1	16
1	1	1	2	1	2	3	2	13
2	4	4	1	3	3	2	5	24

- **Tabulasi Citra Merek (X3)**

X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	X3.11	TOTX3
3	2	2	1	1	3	3	3	4	1	4	27
3	5	1	1	3	2	1	2	1	1	4	24
4	1	1	1	3	1	1	1	1	4	1	19
5	1	4	5	5	5	1	3	3	3	2	37
5	5	3	5	5	4	5	5	5	5	5	52
5	2	5	3	5	4	5	1	3	4	5	42
5	5	5	5	3	4	5	5	5	4	5	51
4	2	2	1	5	5	4	4	4	5	5	41
3	5	3	5	5	5	5	4	5	2	5	47
5	2	5	2	1	4	4	5	2	3	4	37
1	1	1	1	1	3	1	1	4	1	1	16
5	3	4	5	3	2	4	3	2	4	1	36
5	5	5	4	5	5	5	5	5	5	5	54
1	1	3	1	1	4	1	1	1	2	1	17
5	5	5	3	5	5	4	3	5	5	5	50
1	5	5	5	5	5	5	4	5	5	4	49
5	5	4	2	4	2	5	5	4	3	5	44
5	5	5	1	3	3	2	5	5	4	5	43
1	1	1	1	2	1	3	1	3	3	1	18
3	1	5	4	5	4	5	2	1	4	2	36

X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	X3.11	TOTX3
5	4	3	5	4	2	5	3	5	2	5	43
2	4	4	2	2	4	1	3	1	4	5	32
1	2	1	1	2	4	1	2	1	1	1	17
5	1	3	5	2	4	3	4	5	3	1	36
5	2	2	1	2	2	4	1	1	5	1	26
2	5	2	1	3	1	3	4	1	1	3	26
5	5	5	5	2	4	5	5	5	4	5	50
3	1	1	2	3	3	1	3	4	2	2	25
3	5	5	4	5	5	2	5	1	2	2	39
2	2	5	3	2	3	5	5	1	2	1	31
4	1	3	1	2	1	4	3	4	3	3	29
5	3	4	3	4	1	2	5	5	4	3	39
3	5	1	3	1	1	5	3	2	2	1	27
4	5	5	4	5	5	5	5	3	5	5	51
5	4	5	5	5	2	5	5	5	5	5	51
1	1	2	1	1	1	1	1	3	1	1	14
3	5	2	3	5	5	1	4	5	3	3	39
3	5	2	2	1	1	2	1	1	3	2	23
5	5	1	1	4	3	4	1	3	3	2	32
4	2	2	2	2	4	5	3	2	4	1	31
4	3	4	4	4	3	4	3	3	2	1	35
4	1	2	4	1	5	3	2	5	3	4	34
5	5	5	4	5	2	3	5	5	3	5	47
5	4	5	5	5	5	5	5	4	5	5	53
1	4	5	5	5	4	2	5	5	3	2	41
2	1	1	1	3	4	5	1	3	1	2	24
4	2	4	5	2	4	3	3	5	4	1	37
1	2	1	3	2	2	5	2	5	4	4	31
3	1	2	3	2	2	3	1	1	4	4	26
4	3	1	5	2	1	4	3	4	3	1	31
5	2	4	1	4	4	2	2	2	3	1	30
5	4	4	1	2	3	2	1	1	4	3	30
1	1	1	1	1	1	1	1	1	1	2	12
3	4	5	2	2	5	3	2	5	2	2	35
2	4	1	5	1	3	1	1	1	2	1	22
1	1	4	1	1	1	1	4	1	1	1	17

X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	X3.11	TOTX3
5	4	5	4	2	3	5	5	5	5	5	48
3	4	4	4	4	3	1	4	4	1	5	37
1	4	4	1	4	4	2	2	1	2	2	27
2	1	1	1	1	3	1	1	1	4	1	17
5	3	2	4	3	3	2	5	4	3	4	38
1	3	1	2	3	2	1	5	1	1	2	22
4	1	2	3	2	1	1	3	1	4	1	23
4	5	4	4	4	5	3	5	5	5	5	49
5	5	5	2	2	5	3	5	5	5	5	47
5	3	3	4	1	5	5	1	4	1	4	36
4	3	5	5	4	3	4	4	5	5	3	45
1	1	1	1	1	1	1	1	2	1	3	14
5	5	3	5	5	5	5	5	5	5	5	53
1	2	1	1	1	1	1	1	2	1	1	13
1	1	1	1	1	1	1	1	1	2	2	13
1	3	2	5	3	1	1	2	5	4	1	28
4	1	2	5	2	5	5	5	5	2	3	39
1	1	4	3	2	2	4	1	1	2	1	22
4	4	5	3	3	3	2	3	2	4	1	34
1	1	2	5	1	4	1	1	2	2	3	23
3	2	5	5	1	5	3	5	2	4	1	36
2	2	1	4	2	3	1	1	2	3	1	22
1	1	1	1	2	1	1	2	1	2	1	14
4	3	4	3	4	4	2	5	2	3	3	37
5	1	4	5	5	2	5	4	5	2	4	42
2	1	5	4	4	4	5	1	5	3	3	37
2	3	5	1	2	1	4	3	5	4	2	32
2	5	4	2	3	5	5	4	2	5	2	39
1	1	1	1	1	1	1	1	1	1	1	11
2	1	1	3	4	5	1	1	1	1	1	21
1	1	2	2	1	1	1	4	1	5	2	21
5	5	5	5	5	5	5	5	5	5	5	55
4	4	2	1	5	3	5	3	5	5	5	42
5	5	5	5	5	5	5	3	5	5	5	53
4	3	5	1	2	5	1	2	4	4	4	35
3	1	5	5	5	1	3	4	5	5	4	41

X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	X3.11	TOTX3
3	5	4	3	5	5	4	4	5	5	4	47
2	4	3	4	2	4	3	2	1	5	3	33
2	3	1	1	1	1	5	3	4	3	2	26
4	5	5	5	2	4	3	5	5	5	5	48
4	1	4	5	5	5	4	5	2	2	3	40
1	5	2	5	1	2	5	4	5	5	4	39
2	3	4	3	2	1	5	3	4	5	1	33
2	2	1	2	2	3	1	1	1	1	1	17

- **Tabulasi Kepuasan Pelanggan (Y)**

Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	TOTY1
1	1	1	1	2	1	2	1	1	1	2	14
1	1	1	1	1	1	2	1	2	1	1	13
1	4	1	4	1	1	1	1	4	2	1	21
3	1	4	4	1	4	3	4	5	4	2	35
1	5	1	2	2	1	2	2	1	3	2	22
5	4	5	4	3	1	5	5	4	4	1	41
5	5	1	5	5	5	5	5	5	5	5	51
1	1	1	5	1	4	2	3	3	2	4	27
5	5	4	4	3	4	5	5	5	5	5	50
4	1	3	2	1	1	4	2	1	2	1	22
2	1	4	5	3	4	3	2	4	3	5	36
5	5	4	4	5	3	5	5	2	5	2	45
2	5	2	5	5	4	2	2	5	4	4	40
4	2	4	1	1	4	1	2	3	4	2	28
2	2	4	5	5	4	5	4	5	5	5	46
1	4	3	4	5	5	5	3	4	4	4	42
2	3	2	3	5	1	4	2	5	5	5	37
3	4	4	1	2	5	1	4	1	5	2	32
1	3	1	1	2	2	1	2	2	3	3	21
1	3	3	2	1	3	1	2	3	4	3	26
3	5	5	3	1	4	5	3	3	5	4	41
5	5	3	5	5	5	4	5	5	5	5	52
2	2	1	4	2	4	4	3	1	2	1	26

Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	TOTY1
5	4	5	5	5	5	5	5	5	5	5	54
1	1	1	2	1	1	1	4	2	2	2	18
2	1	1	1	1	2	1	2	2	1	1	15
2	5	3	2	5	3	5	2	3	4	4	38
4	4	3	5	4	5	2	5	2	2	5	41
5	3	5	4	5	5	5	5	5	5	5	52
4	4	5	5	3	2	2	2	4	3	1	35
2	4	4	2	1	4	1	3	1	1	4	27
1	5	1	2	5	1	1	4	1	2	1	24
4	4	1	4	2	4	3	4	3	1	4	34
1	4	1	5	3	3	2	1	4	3	4	31
3	5	3	4	2	5	4	5	4	5	1	41
2	3	4	2	1	1	4	1	1	4	2	25
4	4	2	1	4	1	4	2	2	1	1	26
4	1	2	4	2	4	2	2	1	3	2	27
2	3	4	5	5	1	3	4	1	1	5	34
4	3	3	4	4	4	5	5	1	5	3	41
1	2	1	2	1	2	1	1	2	2	1	16
4	5	5	5	5	5	5	5	5	5	5	54
5	4	2	5	4	5	5	2	4	5	5	46
1	1	4	4	4	5	4	2	5	4	3	37
5	3	5	1	4	3	1	5	5	5	5	42
2	2	1	1	1	1	1	2	4	1	2	18
2	1	1	1	1	1	1	1	1	1	1	12
1	1	4	1	3	1	1	1	1	1	1	16
1	1	2	1	2	1	2	2	1	1	1	15
2	3	5	5	5	4	5	4	4	5	5	47
2	4	2	3	5	1	2	5	2	5	1	32
5	3	5	5	5	4	4	5	5	4	5	50
3	5	2	1	1	1	3	2	1	1	2	22
1	3	2	1	1	1	2	1	3	1	2	18
1	1	1	3	2	2	4	1	2	1	3	21
1	1	2	1	3	3	2	1	5	2	5	26

Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	TOTY1
1	3	5	4	2	4	1	2	3	1	5	31
5	4	5	3	5	4	2	5	2	5	5	45
2	5	5	2	3	4	1	2	4	2	3	33
1	1	1	1	1	1	1	1	1	1	1	11
2	1	4	2	4	3	4	1	5	1	2	29
3	5	5	5	4	3	5	5	4	5	3	47
2	2	1	2	3	2	4	1	1	3	1	22
5	5	5	3	5	5	5	5	5	5	4	52
3	2	2	3	3	2	2	5	5	2	3	32
1	2	1	3	3	5	1	1	2	2	1	22
4	4	4	3	4	2	5	5	2	1	4	38
5	1	3	2	1	2	3	1	5	2	2	27
5	5	3	5	3	4	5	5	4	5	5	49
4	4	4	1	3	2	2	2	2	3	1	28
1	2	3	1	2	1	3	1	4	2	5	25
3	1	1	2	2	2	5	2	1	1	5	25
4	5	3	5	4	4	5	5	5	5	4	49
1	4	4	2	2	4	5	3	2	4	4	35
3	5	4	4	1	5	5	3	5	1	3	39
2	1	1	1	1	1	1	1	1	2	1	13
5	5	4	5	4	1	4	3	5	5	3	44
3	5	1	3	1	5	4	5	5	5	4	41
1	3	1	5	2	2	1	1	4	1	1	22
2	1	1	1	2	1	4	3	2	1	4	22
4	5	4	4	5	4	1	4	3	4	5	43
1	4	1	1	1	1	1	1	1	1	3	16
1	5	4	1	4	1	1	1	4	1	1	24
1	1	1	1	4	2	3	3	1	1	2	20
1	1	1	1	1	1	1	1	1	4	1	14
5	1	4	5	4	3	1	5	5	4	3	40
1	4	4	5	2	2	3	4	1	4	1	31
5	4	5	4	5	2	4	5	3	4	5	46
5	5	5	4	5	5	5	4	2	1	5	46

Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	TOTY1
5	3	4	4	5	5	5	3	4	4	5	47
1	1	1	1	1	1	1	1	1	1	1	11
5	3	5	4	3	5	2	4	4	3	1	39
1	1	1	3	1	2	1	2	3	1	1	17
2	5	5	2	5	5	5	2	5	5	5	46
1	1	4	1	4	4	4	2	2	2	1	26
5	5	4	5	3	3	5	5	5	3	5	48
3	1	2	2	1	1	1	1	1	1	1	15
5	5	4	3	5	4	5	5	5	2	4	47
3	5	2	1	1	4	1	3	2	1	4	27
5	5	4	5	3	5	2	5	3	5	5	47



Lampiran 3 : Output SPSS

1. Uji Validitas

a. Kualitas Produk

		Correlations															
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14	X1.15	X1
X1.1	Pearson Correlation	1	.371**	.402**	.421**	.442**	.395**	.379**	.247*	.433**	.296**	.335**	.370**	.430**	.488**	.368**	.594**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	.013	<.001	.003	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.371**	1	.489**	.542**	.491**	.463**	.631**	.505**	.505**	.543**	.440**	.458**	.641**	.544**	.508**	.759**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.402**	.489**	1	.392**	.461**	.493**	.458**	.464**	.542**	.341**	.533**	.528**	.476**	.500**	.387**	.706**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.421**	.542**	.392**	1	.479**	.631**	.508**	.491**	.540**	.501**	.490**	.470**	.519**	.496**	.537**	.747**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.442**	.491**	.461**	.479**	1	.406**	.546**	.404**	.450**	.465**	.488**	.387**	.464**	.466**	.431**	.693**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.395**	.463**	.493**	.458**	.406**	1	.419**	.544**	.483**	.463**	.488**	.528**	.425**	.536**	.454**	.724**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.7	Pearson Correlation	.379**	.631**	.458**	.508**	.419**	.419**	1	.452**	.439**	.505**	.444**	.437**	.551**	.524**	.453**	.726**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.8	Pearson Correlation	.247*	.505**	.464**	.491**	.404**	.544**	.452**	1	.472**	.435**	.499**	.578**	.478**	.537**	.800**	.721**
	Sig. (2-tailed)	.013	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.9	Pearson Correlation	.433**	.505**	.542**	.540**	.450**	.483**	.439**	.472**	1	.455**	.519**	.377**	.510**	.546**	.530**	.738**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.10	Pearson Correlation	.296**	.543**	.341**	.501**	.465**	.463**	.505**	.435**	.455**	1	.376**	.337**	.567**	.434**	.525**	.675**
X1.11	Pearson Correlation	.335**	.440**	.533**	.490**	.489**	.498**	.444**	.499**	.519**	.376**	1	.496**	.373**	.499**	.494**	.700**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.12	Pearson Correlation	.370**	.458**	.528**	.470**	.387**	.526**	.437**	.578**	.377**	.337**	.496**	1	.510**	.477**	.497**	.696**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.13	Pearson Correlation	.430**	.641**	.476**	.519**	.464**	.425**	.551**	.478**	.513**	.567**	.373**	.510**	1	.549**	.505**	.744**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.14	Pearson Correlation	.488**	.544**	.509**	.495**	.469**	.530**	.524**	.537**	.546**	.494**	.499**	.477**	.549**	1	.550**	.760**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.15	Pearson Correlation	.366**	.509**	.387**	.537**	.431**	.454**	.463**	.600**	.533**	.525**	.494**	.497**	.505**	.550**	1	.727**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1	Pearson Correlation	.594**	.759**	.706**	.747**	.693**	.724**	.726**	.721**	.728**	.675**	.700**	.696**	.744**	.760**	.727**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

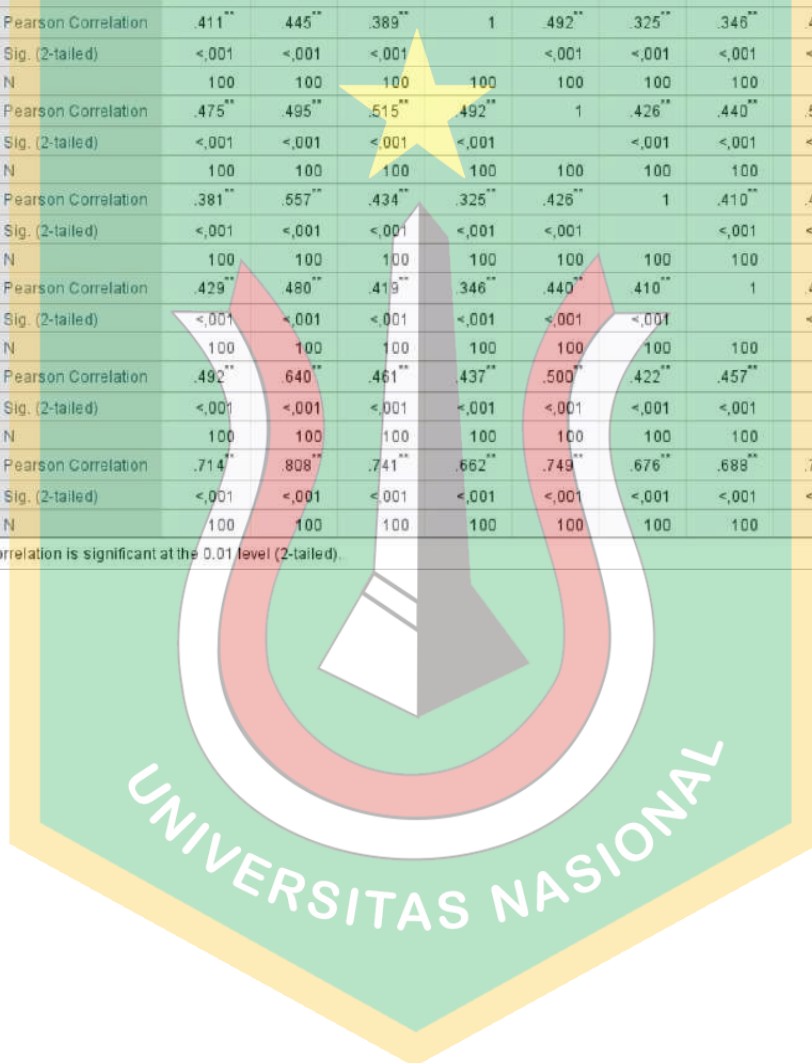
** Correlation is significant at the 0.01 level (2-tailed).

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

b. Persepsi Harga

		Correlations								
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2
X2.1	Pearson Correlation	1	.467**	.479**	.411**	.475**	.381**	.429**	.492**	.714**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100
X2.2	Pearson Correlation	.467**	1	.611**	.445**	.495**	.557**	.480**	.640**	.808**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100
X2.3	Pearson Correlation	.479**	.611**	1	.389**	.515**	.434**	.419**	.461**	.741**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100
X2.4	Pearson Correlation	.411**	.445**	.389**	1	.492**	.325**	.346**	.437**	.662**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100
X2.5	Pearson Correlation	.475**	.495**	.515**	.492**	1	.426**	.440**	.500**	.749**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100
X2.6	Pearson Correlation	.381**	.557**	.434**	.325**	.426**	1	.410**	.422**	.676**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100
X2.7	Pearson Correlation	.429**	.480**	.419**	.346**	.440**	.410**	1	.457**	.688**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	100	100	100	100	100	100	100	100	100
X2.8	Pearson Correlation	.492**	.640**	.461**	.437**	.500**	.422**	.457**	1	.764**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	100	100	100	100	100	100	100	100	100
X2	Pearson Correlation	.714**	.808**	.741**	.662**	.749**	.676**	.688**	.764**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	100	100	100	100

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



[illegible]

d. Kepuasan Pelanggan

		Correlations											
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	Y.11	Y
Y.1	Pearson Correlation	1	.416**	.513**	.444**	.418**	.421**	.446**	.662**	.387**	.468**	.395**	.719**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100
Y.2	Pearson Correlation	.416**	1	.386**	.375**	.412**	.369**	.343**	.499**	.304**	.447**	.372**	.637**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	.002	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100
Y.3	Pearson Correlation	.513**	.386**	1	.359**	.481**	.446**	.391**	.472**	.407**	.464**	.388**	.683**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100
Y.4	Pearson Correlation	.444**	.375**	.359**	1	.461**	.527**	.436**	.560**	.498**	.493**	.452**	.723**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100
Y.5	Pearson Correlation	.418**	.412**	.481**	.461**	1	.379**	.489**	.518**	.400**	.481**	.494**	.714**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100
Y.6	Pearson Correlation	.421**	.369**	.446**	.527**	.379**	1	.391**	.488**	.461**	.500**	.537**	.712**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100
Y.7	Pearson Correlation	.446**	.343**	.391**	.436**	.489**	.391**	1	.448**	.365**	.448**	.459**	.676**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100
Y.8	Pearson Correlation	.662**	.499**	.472**	.560**	.518**	.488**	.448**	1	.349**	.564**	.469**	.778**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100
Y.9	Pearson Correlation	.387**	.304**	.407**	.498**	.400**	.461**	.365**	.349**	1	.458**	.476**	.659**
	Sig. (2-tailed)	<.001	.002	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100
Y.10	Pearson Correlation	.468**	.447**	.464**	.493**	.481**	.500**	.448**	.564**	.458**	1	.399**	.740**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100
Y.11	Pearson Correlation	.395**	.372**	.398**	.452**	.494**	.537**	.459**	.469**	.476**	.399**	1	.704**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100
Y	Pearson Correlation	.719**	.637**	.683**	.723**	.714**	.712**	.676**	.778**	.659**	.740**	.704**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	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 0.01 level (2-tailed).

2. Uji Reabilitas

a. Kualitas Produk

Reliability Statistics	
Cronbach's Alpha	N of Items
.931	15

b. Persepsi Harga

Reliability Statistics	
Cronbach's Alpha	N of Items
.871	8

c. Citra Merek

Reliability Statistics	
Cronbach's Alpha	N of Items
.882	11

d. Kepuasan Pelanggan

Reliability Statistics	
Cronbach's Alpha	N of Items
.898	11

3. Uji Asumsi Klasik

a. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	8.46933947
Most Extreme Differences	Absolute	.048
	Positive	.046
	Negative	-.048
Test Statistic		.048
Asymp. Sig. (2-tailed) ^c		.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	.824
	99% Confidence Interval	
	Lower Bound	.814
	Upper Bound	.833

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

b. Uji Multikolinearitas

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			
1	(Constant)	-5.059	3.808		-1.329	.187	
	TOTX1	.283	.051	.395	5.509	.000	.978
	TOTX2	.527	.095	.396	5.549	.000	.987
	TOTX3	.386	.074	.371	5.207	.000	.991

a. Dependent Variable: TOTY1

c. Uji Heteroskedastisitas

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			
1	(Constant)	9.421	2.249		4.189	.000	
	TOTX1	-.029	.030	-.098	-.964	.338	.978
	TOTX2	-.078	.056	-.140	-1.387	.169	.987
	TOTX3	.011	.044	.025	.246	.806	.991

a. Dependent Variable: ABS_RES

d. Uji Autokorelasi

Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Durbin Watson
1	.720 ^a	.518	.503	8.601	.518	2.062

a. Predictors: (Constant), TOTX3, TOTX2, TOTX1

b. Dependent Variable: TOTY1

1. Analisis Regresi Linear Berganda

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-5.059	3.808		-1.329	.187
	TOTX1	.283	.051	.395	5.509	.000
	TOTX2	.527	.095	.396	5.549	.000
	TOTX3	.386	.074	.371	5.207	.000

a. Dependent Variable: TOTY1

2. Uji F

		ANOVA ^a				
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7623.199	3	2541.066	34.352	.000 ^b
	Residual	7101.241	96	73.971		
	Total	14724.440	99			

a. Dependent Variable: TOTY1

b. Predictors: (Constant), TOTX3, TOTX2, TOTX1

3. Uji Koefisien Determinasi

		Model Summary ^b			
		R	R Square	Adjusted R Square	Std. Error of the Estimate
1		.720 ^a	.518	.503	8.601

a. Predictors: (Constant), TOTX3, TOTX2, TOTX1

b. Dependent Variable: TOTY1

4. Uji Hipotesis (Uji t)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-5.059	3.808		-1.329	.187
	TOTX1	.283	.051	.395	5.509	.000
	TOTX2	.527	.095	.396	5.549	.000
	TOTX3	.386	.074	.371	5.207	.000

a. Dependent Variable: TOTY

PAPER NAME

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Dan Citra Merek Terhadap Kepuasan P
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