

## Lampiran

### Tabulasi Hasil Data Penelitian

No	Promosi									Citra merek						
1	5	4	4	4	5	4	4	5	35	5	4	4	5	5	3	26
2	4	4	5	4	5	4	4	4	34	4	5	5	4	4	5	27
3	5	5	4	5	4	5	4	4	36	4	5	4	5	5	5	28
4	4	3	5	5	5	4	5	4	35	5	5	5	5	5	4	29
5	3	4	4	4	5	5	4	4	33	4	4	4	5	5	4	26
6	4	5	4	5	3	4	4	4	33	4	5	4	4	4	4	25
7	3	4	4	5	4	3	4	3	30	3	4	4	5	5	5	26
8	4	5	5	4	4	4	4	4	34	4	5	4	5	5	5	28
9	3	4	5	4	4	5	4	4	33	3	4	4	4	4	5	24
10	4	4	5	5	4	5	4	4	35	4	4	3	3	3	5	22
11	5	5	5	4	4	4	4	4	35	4	4	4	5	5	5	27
12	4	4	5	5	5	3	5	4	35	4	5	5	5	5	3	27
13	4	5	5	3	4	5	5	3	34	3	4	4	4	4	5	24
14	4	4	4	5	4	4	4	4	33	4	4	4	5	5	5	27
15	5	4	5	5	5	4	4	4	36	4	4	3	5	5	4	25
16	4	5	5	5	5	3	5	5	37	5	4	3	4	4	4	24
17	5	5	5	5	4	4	4	4	36	4	5	5	5	5	4	28
18	4	4	3	4	4	4	5	4	32	4	4	5	5	5	4	27
19	3	5	5	5	5	4	4	3	34	3	4	4	5	5	4	25
20	4	3	5	4	5	4	5	4	34	4	3	3	5	5	4	24
21	4	3	5	5	5	4	5	4	35	4	5	5	5	5	5	29
22	4	5	5	5	4	5	4	4	36	4	5	5	4	4	4	26
23	5	5	5	5	5	4	3	5	37	5	4	5	5	5	5	29
24	4	4	4	4	4	3	4	4	31	4	5	5	4	4	4	26
25	4	5	5	4	4	4	4	4	34	4	5	5	5	5	4	28
26	3	5	4	4	4	4	3	4	31	4	5	5	5	5	5	29
27	4	3	4	5	5	4	4	4	33	4	5	5	4	4	4	26
28	5	4	5	5	4	4	4	5	36	5	4	4	5	5	5	28
29	4	4	4	4	5	4	5	5	35	5	4	5	4	5	5	28
30	4	4	5	4	4	4	5	4	34	4	5	4	5	4	4	26
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34	3	4	3	5	5	4	5	4	33	4	5	5	3	4	4	25
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39	4	3	5	5	4	4	4	3	32	3	4	4	3	5	5	24
40	4	3	5	3	5	4	5	4	33	4	4	5	5	5	5	28
41	4	4	5	5	5	4	5	4	36	4	4	4	5	5	5	27
42	3	2	4	4	5	4	4	4	30	4	4	4	5	5	5	27
43	4	4	5	4	5	4	5	5	36	5	4	4	4	4	4	25

44	3	5	4	3	4	4	3	5	31	5	4	4	5	5	5	28
45	5	5	4	5	4	4	4	4	35	4	4	4	4	4	4	24
46	4	3	5	5	4	4	4	4	33	4	4	4	5	5	5	27
47	4	3	4	5	5	4	4	3	32	3	4	4	4	5	5	25
48	4	3	4	4	4	3	4	4	30	4	3	3	5	4	4	23
49	3	3	4	4	4	2	4	4	28	4	4	4	5	3	3	23
50	3	3	4	4	5	5	5	5	34	5	4	4	5	5	5	28
51	5	5	5	4	5	5	5	4	38	4	4	4	5	5	5	27
52	4	4	4	4	5	4	5	5	35	5	4	4	3	4	4	24
53	3	4	4	4	4	3	3	5	30	5	5	5	4	5	5	29
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55	4	4	4	3	5	2	4	4	30	4	4	4	4	4	4	24
56	4	4	3	5	5	4	5	4	34	4	4	4	4	5	5	26
57	4	4	3	4	4	4	4	4	31	4	3	3	3	5	5	23
58	4	4	5	4	4	3	4	4	32	4	4	4	5	5	5	27
59	3	3	4	4	4	2	4	4	28	4	4	4	5	5	5	27
60	3	3	4	4	5	5	5	5	34	5	4	4	5	5	5	28

No	Kualitas Pelayanan										Keputusan Pembelian									
1	4	4	5	5	5	3	4	4	4	5	43	5	5	4	5	4	4	4	3	34
2	4	5	4	5	4	5	4	5	4	4	44	4	5	5	4	5	5	5	5	38
3	5	4	4	5	5	5	5	4	4	4	45	4	4	4	4	5	5	4	5	35
4	5	4	3	3	5	4	5	4	5	3	41	4	5	5	5	5	4	4	4	36
5	5	4	4	4	5	4	5	4	4	4	43	4	4	4	5	4	4	5	5	35
6	4	5	3	3	4	4	4	5	4	4	40	4	5	5	5	5	3	4	3	34
7	5	4	5	5	5	5	5	4	4	4	46	4	4	5	5	4	5	4	4	35
8	4	4	4	4	5	5	4	4	4	5	43	5	5	5	4	5	4	4	4	36
9	4	4	3	4	4	5	4	4	4	5	41	5	5	5	4	5	3	4	4	35
10	5	4	4	4	3	5	5	4	5	4	43	4	4	5	4	4	4	5	4	34
11	4	4	4	4	5	5	4	4	4	3	41	3	4	4	5	4	5	5	5	35
12	4	5	3	3	5	3	4	5	5	5	42	5	4	4	5	4	4	5	5	36
13	5	5	5	5	4	5	5	5	4	4	47	4	3	3	4	4	4	4	4	30
14	5	4	5	5	5	5	5	4	4	3	45	4	5	5	4	5	4	4	4	35
15	5	5	4	4	5	4	5	5	5	5	47	5	5	5	4	5	4	5	4	37
16	5	4	5	5	4	4	5	4	4	4	44	4	4	4	5	5	4	4	4	34
17	4	4	5	5	5	4	4	4	4	4	43	4	4	4	5	4	4	3	3	31
18	4	4	5	5	5	4	4	4	4	3	42	5	3	4	5	4	4	5	3	33
19	5	5	5	4	5	4	5	5	3	3	44	4	5	5	4	5	5	5	5	38
20	4	4	5	5	5	4	4	4	4	4	43	4	5	5	4	5	3	4	4	34
21	5	5	3	3	5	5	5	5	4	3	43	3	5	5	4	5	4	4	4	34
22	5	4	5	5	4	4	5	4	5	4	45	4	5	5	4	5	4	4	4	35
23	4	5	4	4	5	5	4	5	4	5	45	5	4	4	5	4	5	4	4	35
24	5	4	5	5	4	4	5	4	4	4	44	4	4	5	5	4	4	4	4	34
25	4	3	3	3	5	4	4	3	4	5	38	5	5	5	5	5	3	4	4	36
26	4	5	5	5	5	4	4	4	4	5	45	5	5	5	4	5	4	4	4	36
27	4	4	5	5	4	4	4	4	5	3	42	3	4	4	5	4	5	5	5	35
28	5	5	4	4	5	5	4	5	5	5	47	5	4	4	4	4	4	5	4	34

29	5	4	5	5	4	4	4	5	3	3	42	3	5	5	4	5	4	5	5	36
30	5	4	4	4	5	4	4	5	4	5	44	5	5	5	4	5	5	4	4	37
31	5	5	5	5	5	4	4	5	4	4	46	4	5	5	3	5	5	5	5	37
32	5	4	4	4	5	4	4	5	5	5	45	5	5	5	5	5	4	4	4	37
33	3	4	5	5	5	4	5	5	4	5	45	5	5	4	4	5	4	3	5	35
34	5	5	4	4	3	4	4	4	4	3	40	3	5	5	5	5	4	4	5	36
35	5	5	5	4	4	5	5	4	4	4	45	4	3	3	5	3	5	5	5	33
36	4	5	4	5	4	5	5	4	4	5	45	5	5	3	5	4	4	4	4	34
37	4	5	5	5	4	5	5	4	4	5	46	5	5	5	4	5	4	4	4	36
38	4	4	5	4	4	5	4	5	4	5	44	5	4	4	3	4	4	4	4	32
39	4	4	4	5	4	4	4	3	4	5	41	5	5	5	4	5	4	4	4	36
40	4	5	5	4	5	4	4	4	4	4	43	4	5	5	4	5	3	3	4	33
41	4	4	3	3	4	5	5	4	4	4	40	4	4	4	4	4	4	3	5	32
42	5	5	4	4	4	4	4	4	4	3	41	3	4	4	3	4	4	3	4	29
43	4	5	4	4	4	5	5	5	5	4	45	4	4	4	3	4	4	3	3	29
44	5	4	5	5	4	4	4	5	3	3	42	3	4	4	4	4	3	4	4	30
45	4	5	3	3	4	4	4	4	4	3	38	3	4	4	4	4	3	2	4	28
46	4	4	4	4	4	4	4	4	4	4	40	4	3	3	4	3	4	4	4	29
47	5	4	3	3	4	4	4	4	4	4	39	4	3	3	4	3	4	3	2	26
48	5	4	4	4	4	3	3	4	4	4	39	4	5	5	5	5	4	4	3	35
49	5	5	3	3	4	5	5	4	4	4	42	4	4	4	4	4	4	4	4	32
50	5	4	5	5	4	4	4	4	4	4	43	4	4	4	5	4	4	5	4	34
51	3	4	3	3	4	5	5	5	5	5	42	5	5	5	5	5	4	4	4	37
52	5	5	4	4	5	5	5	5	5	5	48	5	5	5	5	5	5	1	1	32
53	5	5	4	4	3	4	4	2	4	4	39	4	3	3	3	3	5	4	4	29
54	4	5	4	4	4	5	5	4	4	4	43	4	4	4	5	4	4	4	3	32
55	4	5	4	4	4	4	4	4	4	5	42	5	5	5	4	5	4	3	3	34
56	4	4	3	3	4	5	5	4	4	5	41	5	4	4	4	4	5	3	4	33
57	4	4	4	4	4	4	4	4	3	5	40	5	5	5	4	5	4	4	4	36
58	4	5	4	4	4	4	4	4	5	5	43	5	3	3	3	3	3	3	3	26
59	4	4	3	3	4	5	5	4	4	4	40	4	4	4	4	4	4	4	4	32
60	5	5	5	5	4	4	4	4	4	4	44	4	4	4	5	4	4	5	4	34

## Deskriptif

### Promosi

#### X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	16	26.7	26.7	26.7
S	33	55.0	55.0	81.7
SS	11	18.3	18.3	100.0
Total	60	100.0	100.0	

#### X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	1.7	1.7	1.7
KS	14	23.3	23.3	25.0
S	28	46.7	46.7	71.7
SS	17	28.3	28.3	100.0
Total	60	100.0	100.0	

#### X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	6	10.0	10.0	10.0
S	26	43.3	43.3	53.3
SS	28	46.7	46.7	100.0
Total	60	100.0	100.0	

#### X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	6	10.0	10.0	10.0
S	29	48.3	48.3	58.3
SS	25	41.7	41.7	100.0
Total	60	100.0	100.0	

#### X1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	1	1.7	1.7	1.7
S	29	48.3	48.3	50.0
SS	30	50.0	50.0	100.0
Total	60	100.0	100.0	

**X1.6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	3	5.0	5.0	5.0
KS	7	11.7	11.7	16.7
S	39	65.0	65.0	81.7
SS	11	18.3	18.3	100.0
Total	60	100.0	100.0	

**X1.7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	5	8.3	8.3	8.3
S	34	56.7	56.7	65.0
SS	21	35.0	35.0	100.0
Total	60	100.0	100.0	

**X1.8**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	5	8.3	8.3	8.3
S	40	66.7	66.7	75.0
SS	15	25.0	25.0	100.0
Total	60	100.0	100.0	

Citra Merek

**X2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	6	10.0	10.0	10.0
S	38	63.3	63.3	73.3
SS	16	26.7	26.7	100.0
Total	60	100.0	100.0	

**X2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	4	6.7	6.7	6.7
S	37	61.7	61.7	68.3
SS	19	31.7	31.7	100.0
Total	60	100.0	100.0	

**X2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	7	11.7	11.7	11.7
S	36	60.0	60.0	71.7
SS	17	28.3	28.3	100.0
Total	60	100.0	100.0	

**X2.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	5	8.3	8.3	8.3
S	20	33.3	33.3	41.7
SS	35	58.3	58.3	100.0
Total	60	100.0	100.0	

**X2.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	3	5.0	5.0	5.0
S	16	26.7	26.7	31.7
SS	41	68.3	68.3	100.0
Total	60	100.0	100.0	

**X2.6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	4	6.7	6.7	6.7
S	21	35.0	35.0	41.7
SS	35	58.3	58.3	100.0
Total	60	100.0	100.0	

## Kualitas Pelayanan

**X3.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	2	3.3	3.3	3.3
S	29	48.3	48.3	51.7
SS	29	48.3	48.3	100.0
Total	60	100.0	100.0	

**X3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KS	1	1.7	1.7	1.7
	S	33	55.0	55.0	56.7
	SS	26	43.3	43.3	100.0
	Total	60	100.0	100.0	

**X3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KS	13	21.7	21.7	21.7
	S	24	40.0	40.0	61.7
	SS	23	38.3	38.3	100.0
	Total	60	100.0	100.0	

**X3.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KS	12	20.0	20.0	20.0
	S	25	41.7	41.7	61.7
	SS	23	38.3	38.3	100.0
	Total	60	100.0	100.0	

**X3.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KS	3	5.0	5.0	5.0
	S	32	53.3	53.3	58.3
	SS	25	41.7	41.7	100.0
	Total	60	100.0	100.0	

**X3.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KS	3	5.0	5.0	5.0
	S	33	55.0	55.0	60.0
	SS	24	40.0	40.0	100.0
	Total	60	100.0	100.0	

**X3.7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KS	1	1.7	1.7	1.7
	S	34	56.7	56.7	58.3
	SS	25	41.7	41.7	100.0
	Total	60	100.0	100.0	

**X3.8**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	1.7	1.7	1.7
KS	2	3.3	3.3	5.0
S	38	63.3	63.3	68.3
SS	19	31.7	31.7	100.0
Total	60	100.0	100.0	

**X3.9**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	4	6.7	6.7	6.7
S	44	73.3	73.3	80.0
SS	12	20.0	20.0	100.0
Total	60	100.0	100.0	

**X3.10**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	12	20.0	20.0	20.0
S	26	43.3	43.3	63.3
SS	22	36.7	36.7	100.0
Total	60	100.0	100.0	

## Keputusan Pembelian

**Y1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	8	13.3	13.3	13.3
S	29	48.3	48.3	61.7
SS	23	38.3	38.3	100.0
Total	60	100.0	100.0	

**Y1.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	7	11.7	11.7	11.7
S	24	40.0	40.0	51.7
SS	29	48.3	48.3	100.0
Total	60	100.0	100.0	



**Y1.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	7	11.7	11.7	11.7
S	24	40.0	40.0	51.7
SS	29	48.3	48.3	100.0
Total	60	100.0	100.0	

**Y1.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	6	10.0	10.0	10.0
S	30	50.0	50.0	60.0
SS	24	40.0	40.0	100.0
Total	60	100.0	100.0	

**Y1.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	5	8.3	8.3	8.3
S	26	43.3	43.3	51.7
SS	29	48.3	48.3	100.0
Total	60	100.0	100.0	

**Y1.6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KS	8	13.3	13.3	13.3
S	39	65.0	65.0	78.3
SS	13	21.7	21.7	100.0
Total	60	100.0	100.0	

**Y1.7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	1.7	1.7	1.7
TS	1	1.7	1.7	3.3
KS	10	16.7	16.7	20.0
S	33	55.0	55.0	75.0
SS	15	25.0	25.0	100.0
Total	60	100.0	100.0	

Y1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.7	1.7	1.7
	TS	1	1.7	1.7	3.3
	KS	9	15.0	15.0	18.3
	S	36	60.0	60.0	78.3
	SS	13	21.7	21.7	100.0
	Total	60	100.0	100.0	

## Regression

Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Kualitas Pelayanan (X3, Citra Merek (X2), Promosi (X1) <sup>b</sup>		Enter

a. Dependent Variable: Keputusan Pembelian (Y)

b. All requested variables entered.

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.404 <sup>a</sup>	.163	.118	2.06379	2.009

a. Predictors: (Constant), Kualitas Pelayanan (X3, Citra Merek (X2), Promosi (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.483	3	15.494	3.638	.018 <sup>b</sup>
	Residual	238.517	56	4.259		
	Total	285.000	59			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Kualitas Pelayanan (X3, Citra Merek (X2), Promosi (X1)

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.994	6.345		2.048	.045
	Promosi (X1)	.141	.100	.179	1.413	.163
	Citra Merek (X2)	.188	.147	.157	1.279	.206
	Kualitas Pelayanan (X3)	.252	.118	.271	2.141	.037

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

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Promosi (X1)	.931	1.074
	Citra Merek (X2)	.996	1.004
	Kualitas Pelayanan (X3)	.930	1.076

a. Dependent Variable: Keputusan Pembelian (Y)

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimensi on	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Promosi (X1)	Citra Merek (X2)
1	1	3.990	1.000	.00	.00	.00
	2	.006	26.774	.00	.63	.36
	3	.003	35.304	.03	.35	.40
	4	.001	56.732	.96	.02	.24

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Variance Proportions	
			Kualitas Pelayanan (X3)
1	1		.00
	2		.00
	3		.43
	4		.57

a. Dependent Variable: Keputusan Pembelian (Y)

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	31.0369	35.0122	33.5000	.88761	60
Std. Predicted Value	-2.775	1.704	.000	1.000	60
Standard Error of Predicted Value	.270	.845	.512	.148	60
Adjusted Predicted Value	30.3373	35.1685	33.4909	.91519	60
Residual	-4.66949	4.11954	.00000	2.01064	60
Std. Residual	-2.263	1.996	.000	.974	60
Stud. Residual	-2.319	2.083	.002	1.009	60
Deleted Residual	-4.90426	4.66274	.00914	2.15969	60
Stud. Deleted Residual	-2.417	2.149	-.001	1.028	60
Mahal. Distance	.026	8.909	2.950	2.325	60
Cook's Distance	.000	.191	.019	.032	60
Centered Leverage Value	.000	.151	.050	.039	60

a. Dependent Variable: Keputusan Pembelian (Y)

## Charts



