

Lampiran 1

ANGKET PENELITIAN

PENGARUH *BRAND IMAGE* DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN SEPEDA MOTOR HONDA PCX 150 DI KOTA BANDUNG

Assalamualaikum Wr.Wb

Saudara/i untuk memenuhi sebagian persyaratan dalam menyelesaikan skripsi pada program Studi Administrasi Bisnis Universitas Sangga Buana YPKP Bandung, maka dalam kesempatan ini saya :

Nama : Sri Rahayu

NPM : 3111161038

Jurusan : Administrasi Bisnis

Pada saat ini sedang melakukan penelitian skripsi yang berjudul “Pengaruh *Brand Image* dan Harga terhadap Keputusan Pembelian Sepeda Motor Honda PCX 150 di Kota Bandung”, untuk itu dengan segala kerendahan hati memohon saudara/i untuk mengisi angket ini sesuai dengan petunjuk pengisiannya.

Manfaat dari pengisian angket ini tidak hanya membantu saya pribadi dalam menyelesaikan penelitian, namun juga dapat menjadi masukan untuk pihak yang berkepentingan dan masyarakat umum yang terkait dengan judul skripsi saya. Demikian penjelasan saya, atas kesediaan dan waktu yang saudara/i berikan, saya ucapkan terima kasih.

Wassalamualaikum Wr,Wb

Hormat saya,

Sri Rahayu

A. Identitas Responden

Isilah berdasarkan diri saudara/i dengan memberi tanda (√) pada jawaban yang telah disediakan.

1. Jenis Kelamin :

- Laki-laki
 Perempuan

2. Usia saat ini :

- 18-28 tahun
 29-39 tahun
 >40 tahun

3. Pekerjaan saat ini :

- Pelajar / mahasiswa
 Pegawai Negeri
 Pegawai Swasta / BUMN
 Wiraswasta
 Lainnya

4. Pendapatan Perbulan :

- < Rp.1.500.000
 Rp 1.500.000 – Rp.3.000.000
 Rp 3.000.000 – Rp 4.500.000
 Rp 4.500.000 – Rp 6.000.000
 > Rp 6.000.000

5. Domisili :

- Bandung

B. Petunjuk Pengisian

Isilah pernyataan angket berikut ini sesuai dengan jawaban yang tersedia pada kolom yang telah disediakan. Anda dapat memilih salah satu jawaban yang menurut anda paling tepat dengan keterangan sebagai berikut :

| Keterangan | Skor Jawaban |
|---------------------------|--------------|
| Sangat Setuju (SS) | 5 |
| Setuju (S) | 4 |
| Kurang Setuju (KS) | 3 |
| Tidak Setuju (TS) | 2 |
| Sangat Tidak Setuju (STS) | 1 |

C. Pernyataan

| No | Variabel <i>Brand Image</i> | SS | S | KS | TS | STS |
|----|---|----|---|----|----|-----|
| | <i>Corporate Image (Citra Perusahaan)</i> | | | | | |
| 1 | PT Astra Honda Motor memiliki reputasi yang baik | | | | | |
| 2 | PT Astra Honda Motor memiliki nama baik sebagai produsen sepeda motor | | | | | |
| | <i>User Image (Citra Pengguna)</i> | | | | | |
| 3 | Sepeda motor Honda PCX 150 membuat saya tampil gaya | | | | | |
| 4 | Sepeda motor Honda PCX 150 membuat saya tampil menarik | | | | | |
| | <i>Product Image (Citra Produk)</i> | | | | | |
| 5 | Merek sepeda motor Honda PCX 150 mudah di kenal | | | | | |
| 6 | Merek sepeda motor Honda PCX 150 mudah diingat | | | | | |
| | Variabel Harga | | | | | |
| | Keterjangkauan Harga | | | | | |
| 7 | Saya rasa harga sepeda motor Honda PCX 150 lebih terjangkau | | | | | |
| 8 | Saya rasa harga sepeda motor Honda PCX 150 sesuai dengan pendapatan saya | | | | | |
| | Kesesuaian Harga dengan Kualitas Produk | | | | | |
| 9 | Saya rasa harga sepeda motor Honda PCX 150 sesuai dengan kualitas produk | | | | | |
| 10 | Saya rasa harga sepeda motor Honda PCX 150 sesuai dengan kualitas produk yang diinginkan | | | | | |
| | Kesesuaian Harga dengan Manfaat | | | | | |
| 11 | Saya rasa harga sepeda motor Honda PCX 150 sesuai dengan manfaat produk yang ditawarkan | | | | | |
| 12 | Saya rasa harga sepeda motor Honda PCX 150 sebanding dengan kegunaan produk tersebut bagi konsumen | | | | | |
| | Harga Sesuai Kemampuan atau Daya Saing Harga | | | | | |
| 13 | Saya rasa harga sepeda motor Honda PCX 150 mampu bersaing dengan harga sepeda motor <i>matic</i> lain | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| 14 | Saya rasa harga sepeda motor Honda PCX 150 tidak berbeda jauh dengan harga sepeda motor <i>matic</i> lain | | | | | |
| | Variabel Keputusan Pembelian | | | | | |
| | <i>Product Choice (Pilihan Produk)</i> | | | | | |
| 15 | Saya merasa sepeda motor <i>matic</i> Honda lebih baik dari sepeda motor <i>matic</i> lain | | | | | |
| | <i>Brand Choice (Pilihan Merek)</i> | | | | | |
| 16 | Saya memutuskan untuk membeli sepeda motor Honda PCX 150 karena sesuai dengan yang saya harapkan | | | | | |
| | <i>Dealer Choice (Pilihan Penyalur)</i> | | | | | |
| 17 | Saya membeli sepeda motor Honda PCx 150 di dealer terdekat | | | | | |
| | <i>Purchase Timing (Waktu Pembelian)</i> | | | | | |
| 18 | Saya membeli sepeda motor Honda PCX 150 setelah tersedia uang | | | | | |
| | <i>Purchase Amount (Jumlah Pembeli)</i> | | | | | |
| 19 | Saya membeli 1 sepeda motor Honda PCX 150 sesuai dengan kebutuhan dan akan membelinya lagi jika kebutuhan kendaraan untuk transportasi masih kurang | | | | | |
| | <i>Payment Timing (Metode Pembayaran)</i> | | | | | |
| 20 | Cara pembayaran mudah, bisa dilakukan secara cash atau kredit | | | | | |

Lampiran 2

Hasil Tabulasi Data

| No. Resp | Brand Image (X1) | | | | | | Harga (X2) | | | | | | | | Keputusan Pembelian (Y) | | | | | | Skor Total |
|-------------|------------------|------|------|------|------|------|------------|------|------|------|------|------|------|------|-------------------------|-----|-----|-----|-----|-----|---------------|
| | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | |
| 1 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 87 |
| 2 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 76 |
| 3 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 94 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 3 | 4 | 5 | 79 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 3 | 4 | 5 | 79 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 83 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 98 |
| 8 | 4 | 4 | 4 | 4 | 4 | 1 | 3 | 2 | 4 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 69 |
| 9 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 77 |
| 10 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 74 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 94 |
| 12 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 79 |
| 13 | 4 | 5 | 3 | 3 | 3 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 74 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 79 |
| 15 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 81 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 95 |
| 17 | 4 | 4 | 5 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 71 |
| 18 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 92 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 |
| 20 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 86 |
| 21 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 78 |
| 22 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 95 |
| 23 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 70 |

| No. Resp | Brand Image (X1) | | | | | | Harga (X2) | | | | | | | | Keputusan Pembelian (Y) | | | | | | Skor Total |
|-------------|------------------|------|------|------|------|------|------------|------|------|------|------|------|------|------|-------------------------|-----|-----|-----|-----|-----|---------------|
| | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | |
| 24 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 82 |
| 25 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 91 |
| 26 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 91 |
| 27 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 77 |
| 28 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 79 |
| 29 | 4 | 4 | 2 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 73 |
| 30 | 4 | 4 | 2 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 74 |
| 31 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 87 |
| 32 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 76 |
| 33 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 94 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 3 | 4 | 5 | 79 |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 3 | 4 | 5 | 79 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 83 |
| 37 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 98 |
| 38 | 4 | 4 | 4 | 4 | 4 | 1 | 3 | 2 | 4 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 69 |
| 39 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 77 |
| 40 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 74 |
| 41 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 94 |
| 42 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 79 |
| 43 | 4 | 5 | 3 | 3 | 3 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 74 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 79 |
| 45 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 81 |
| 46 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 95 |
| 47 | 4 | 4 | 5 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 71 |
| 48 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 92 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 |
| 50 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 86 |

| No. Resp | Brand Image (X1) | | | | | | Harga (X2) | | | | | | | | Keputusan Pembelian (Y) | | | | | | Skor Total |
|-------------|------------------|------|------|------|------|------|------------|------|------|------|------|------|------|------|-------------------------|-----|-----|-----|-----|-----|---------------|
| | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | |
| 51 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 78 |
| 52 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 95 |
| 53 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 70 |
| 54 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 82 |
| 55 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 91 |
| 56 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 91 |
| 57 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 77 |
| 58 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 79 |
| 59 | 4 | 4 | 2 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 73 |
| 60 | 4 | 4 | 2 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 74 |
| 61 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 87 |
| 62 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 76 |
| 63 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 94 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 3 | 4 | 5 | 79 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 3 | 4 | 5 | 79 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 83 |
| 67 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 98 |
| 68 | 4 | 4 | 4 | 4 | 4 | 1 | 3 | 2 | 4 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 69 |
| 69 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 77 |
| 70 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 74 |
| 71 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 94 |
| 72 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 79 |
| 73 | 4 | 5 | 3 | 3 | 3 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 74 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 79 |
| 75 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 81 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 95 |

| No. Resp | Brand Image (X1) | | | | | | Harga (X2) | | | | | | | | Keputusan Pembelian (Y) | | | | | | Skor Total |
|-------------|------------------|------|------|------|------|------|------------|------|------|------|------|------|------|------|-------------------------|-----|-----|-----|-----|-----|---------------|
| | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | |
| 77 | 4 | 4 | 5 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 71 |
| 78 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 92 |
| 79 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 |
| 80 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 86 |
| 81 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 78 |
| 82 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 95 |
| 83 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 70 |
| 84 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 82 |
| 85 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 91 |
| 86 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 91 |
| 87 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 77 |
| 88 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 79 |
| 89 | 4 | 4 | 2 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 73 |
| 90 | 4 | 4 | 2 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 74 |
| 91 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 87 |
| 92 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 76 |
| 93 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 94 |
| 94 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 3 | 4 | 5 | 79 |
| 95 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 3 | 4 | 5 | 79 |
| 96 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 83 |
| 97 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 98 |
| 98 | 4 | 4 | 4 | 4 | 4 | 1 | 3 | 2 | 4 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 69 |
| 99 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 77 |
| 100 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 74 |

Lampiran 3

Hasil Transformasi Data MSI

| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 2,643 | 2,598 | 2,903 | 2,362 | 3,852 | 4,45 | 2,392 | 2,096 | 1 | 1 | 1 | 2,446 | 2,413 | 3,277 | 4,252 | 4,326 | 3,647 | 3,523 | 2,598 | 2,596 |
| 1 | 2,598 | 2,903 | 2,362 | 2,429 | 3,056 | 1 | 2,096 | 1 | 2,683 | 2,676 | 1 | 1 | 2,111 | 2,724 | 2,78 | 2,318 | 1 | 2,598 | 1 |
| 1 | 2,598 | 4,233 | 3,72 | 3,852 | 4,45 | 2,392 | 3,131 | 2,686 | 4,376 | 4,238 | 3,888 | 2,413 | 3,277 | 4,252 | 4,326 | 3,647 | 2,301 | 2,598 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 2,111 | 4,252 | 2,78 | 1 | 1 | 1 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 2,111 | 4,252 | 2,78 | 1 | 1 | 1 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 4,326 | 2,318 | 2,301 | 2,598 | 2,596 |
| 2,643 | 2,598 | 4,233 | 3,72 | 3,852 | 4,45 | 3,739 | 4,346 | 2,686 | 4,376 | 4,238 | 3,888 | 3,825 | 4,583 | 4,252 | 4,326 | 2,318 | 2,301 | 2,598 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 1 | 1 | 1 | 1 | 1 | 2,676 | 2,446 | 1 | 1 | 2,724 | 2,78 | 2,318 | 1 | 1 | 1 |
| 1 | 1 | 1,837 | 1 | 2,429 | 3,056 | 1 | 2,096 | 1 | 1 | 2,676 | 1 | 1 | 3,277 | 4,252 | 4,326 | 2,318 | 2,301 | 2,598 | 2,596 |
| 1 | 1 | 1,837 | 1 | 1 | 1,871 | 2,392 | 2,096 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 1 | 1 | 1 |
| 2,643 | 2,598 | 4,233 | 3,72 | 3,852 | 4,45 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 3,825 | 4,583 | 4,252 | 4,326 | 3,647 | 3,523 | 2,598 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 1,871 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 2,301 | 1 | 1 |
| 1 | 2,598 | 1,837 | 1 | 1 | 3,056 | 1 | 1 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 1 | 1 | 1 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 1 | 2,096 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 4,252 | 2,78 | 2,318 | 1 | 2,598 | 1 |
| 2,643 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 2,301 | 1 | 1 |
| 2,643 | 2,598 | 4,233 | 3,72 | 3,852 | 4,45 | 2,392 | 3,131 | 2,686 | 4,376 | 4,238 | 3,888 | 3,825 | 4,583 | 4,252 | 4,326 | 1 | 2,301 | 2,598 | 2,596 |
| 1 | 1 | 4,233 | 1 | 1 | 1,871 | 1 | 2,096 | 1 | 2,683 | 1 | 1 | 2,413 | 2,111 | 1 | 2,78 | 2,318 | | 1 | 1 |
| 2,643 | 2,598 | 2,903 | 2,362 | 2,429 | 4,45 | 3,739 | 3,131 | 2,686 | 2,683 | 4,238 | 3,888 | 3,825 | 3,277 | 4,252 | 2,78 | 3,647 | 2,301 | 2,598 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 2,301 | 1 | 1 |
| 2,643 | 2,598 | 2,903 | 2,362 | 2,429 | 3,056 | 1 | 2,096 | 2,686 | 2,683 | 2,676 | 2,446 | 3,825 | 3,277 | 2,724 | 2,78 | 3,647 | 3,523 | 2,598 | 2,596 |
| 2,643 | 2,598 | 1,837 | 1 | 2,429 | 3,056 | 2,392 | 2,096 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 1 | 1 | 1 |
| 2,643 | 2,598 | 2,903 | 2,362 | 3,852 | 4,45 | 3,739 | 4,346 | 2,686 | 2,683 | 4,238 | 2,446 | 3,825 | 4,583 | 4,252 | 2,78 | 3,647 | 3,523 | 2,598 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 1,871 | 1 | 1 | 1 | 2,683 | 2,676 | 1 | 1 | 2,111 | 2,724 | 1 | 1 | 1 | 1 | 1 |
| 2,643 | 2,598 | 2,903 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 2,301 | 1 | 1 |

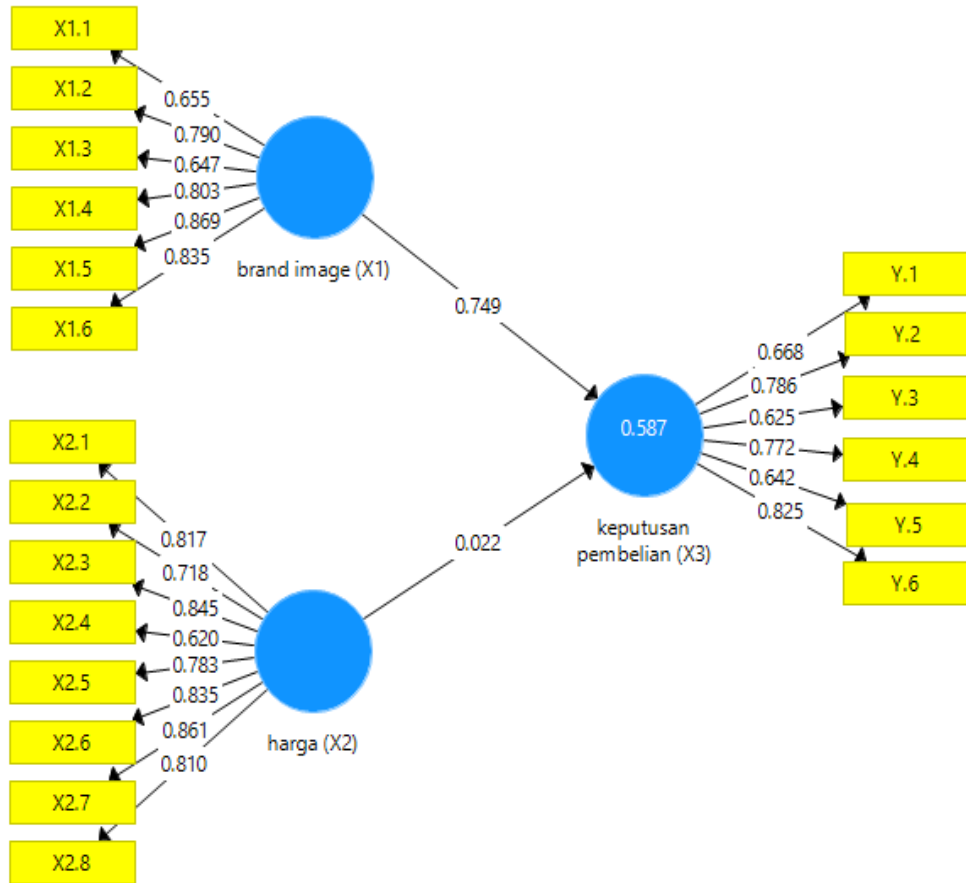
| | | | | | | | | | | | | | | | | | | | |
|-------|-------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 1 | 2,598 | 4,233 | 3,72 | 3,852 | 3,056 | 2,392 | 2,096 | 2,686 | 2,683 | 4,238 | 3,888 | 3,825 | 4,583 | 2,724 | 4,326 | 3,647 | 2,301 | 1 | 2,596 |
| 1 | 2,598 | 4,233 | 3,72 | 3,852 | 3,056 | 2,392 | 2,096 | 2,686 | 2,683 | 4,238 | 3,888 | 3,825 | 4,583 | 2,724 | 4,326 | 3,647 | 2,301 | 1 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 1 | 3,056 | 1 | 1 | 1 | 2,683 | 2,676 | 1 | 2,413 | 2,111 | 2,724 | 4,326 | 2,318 | 3,523 | 2,598 | 1 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 1 | 2,096 | 1 | 2,683 | 2,676 | 1 | 2,413 | 2,111 | 2,724 | 2,78 | 2,318 | 2,301 | 2,598 | 1 |
| 1 | 1 | 1 | 1 | 2,429 | 3,056 | 1 | 1 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 1 | 1 | 2,598 | 1 |
| 1 | 1 | 1 | 1 | 2,429 | 3,056 | 1 | 1 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 1 | 2,301 | 2,598 | 1 |
| 2,643 | 2,598 | 2,903 | 2,362 | 3,852 | 4,45 | 2,392 | 2,096 | 1 | 1 | 1 | 2,446 | 2,413 | 3,277 | 4,252 | 4,326 | 3,647 | 3,523 | 2,598 | 2,596 |
| 1 | 2,598 | 2,903 | 2,362 | 2,429 | 3,056 | 1 | 2,096 | 1 | 2,683 | 2,676 | 1 | 1 | 2,111 | 2,724 | 2,78 | 2,318 | 1 | 2,598 | 1 |
| 1 | 2,598 | 4,233 | 3,72 | 3,852 | 4,45 | 2,392 | 3,131 | 2,686 | 4,376 | 4,238 | 3,888 | 2,413 | 3,277 | 4,252 | 4,326 | 3,647 | 2,301 | 2,598 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 2,111 | 4,252 | 2,78 | 1 | 1 | 1 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 2,111 | 4,252 | 2,78 | 1 | 1 | 1 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 4,326 | 2,318 | 2,301 | 2,598 | 2,596 |
| 2,643 | 2,598 | 4,233 | 3,72 | 3,852 | 4,45 | 3,739 | 4,346 | 2,686 | 4,376 | 4,238 | 3,888 | 3,825 | 4,583 | 4,252 | 4,326 | 2,318 | 2,301 | 2,598 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 1 | 1 | 1 | 1 | 1 | 2,676 | 2,446 | 1 | 1 | 2,724 | 2,78 | 2,318 | 1 | 1 | 1 |
| 1 | 1 | 1,837 | 1 | 2,429 | 3,056 | 1 | 2,096 | 1 | 1 | 2,676 | 1 | 1 | 3,277 | 4,252 | 4,326 | 2,318 | 2,301 | 2,598 | 2,596 |
| 1 | 1 | 1,837 | 1 | 1 | 1,871 | 2,392 | 2,096 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 1 | 1 | 1 |
| 2,643 | 2,598 | 4,233 | 3,72 | 3,852 | 4,45 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 3,825 | 4,583 | 4,252 | 4,326 | 3,647 | 3,523 | 2,598 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 1,871 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 2,301 | 1 | 1 |
| 1 | 2,598 | 1,837 | 1 | 1 | 3,056 | 1 | 1 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 1 | 1 | 1 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 1 | 2,096 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 4,252 | 2,78 | 2,318 | 1 | 2,598 | 1 |
| 2,643 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 2,301 | 1 | 1 |
| 2,643 | 2,598 | 4,233 | 3,72 | 3,852 | 1,871 | 2,392 | 3,131 | 2,686 | 4,376 | 4,238 | 3,888 | 3,825 | 4,583 | 4,252 | 4,326 | 1 | 2,301 | 2,598 | 2,596 |
| 1 | 1 | 4,233 | 1 | 1 | 4,45 | 1 | 2,096 | 1 | 2,683 | 1 | 1 | 2,413 | 2,111 | 1 | 2,78 | 2,318 | 1 | 1 | 1 |
| 2,643 | 2,598 | 29,023 | 2,362 | 2,429 | 4,45 | 3,739 | 3,131 | 2,686 | 2,683 | 4,238 | 3,888 | 3,825 | 3,277 | 4,252 | 2,78 | 3,647 | 2,301 | 2,598 | 2,596 |
| 1 | 1 | 29,023 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 2,301 | 1 | 1 |
| 2,643 | 2,598 | 2,903 | 2,362 | 2,429 | 3,056 | 1 | 2,096 | 2,686 | 2,683 | 2,676 | 2,446 | 3,825 | 3,277 | 2,724 | 2,78 | 3,647 | 3,523 | 2,598 | 2,596 |

| | | | | | | | | | | | | | | | | | | | |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 2,643 | 2,598 | 1,837 | 1 | 2,429 | 3,056 | 2,392 | 2,096 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 1 | 1 | 1 |
| 2,643 | 2,598 | 2,903 | 2,362 | 3,852 | 4,45 | 3,739 | 4,346 | 2,686 | 2,683 | 4,238 | 2,446 | 3,825 | 4,583 | 4,252 | 2,78 | 3,647 | 3,523 | 2,598 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 1,871 | 1 | 1 | 1 | 2,683 | 2,676 | 1 | 1 | 2,111 | 2,724 | 1 | 1 | 1 | 1 | 1 |
| 2,643 | 2,598 | 2,903 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 2,301 | 1 | 1 |
| 1 | 2,598 | 4,233 | 3,72 | 3,852 | 3,056 | 2,392 | 2,096 | 2,686 | 2,683 | 4,238 | 3,888 | 3,825 | 4,583 | 2,724 | 4,326 | 3,647 | 2,301 | 1 | 2,596 |
| 1 | 2,598 | 4,233 | 3,73 | 3,852 | 3,056 | 2,392 | 2,096 | 2,686 | 2,683 | 4,238 | 3,888 | 3,825 | 4,583 | 2,724 | 4,326 | 3,647 | 2,301 | 1 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 1 | 3,056 | 1 | | 1 | 2,683 | 2,676 | 1 | 2,413 | 2,111 | 2,724 | 4,326 | 2,318 | 3,523 | 2,598 | 1 |
| 1 | 1 | 4,233 | 2,362 | 2,429 | 3,056 | 1 | 2,096 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 2,111 | 2,724 | 2,78 | 2,318 | 2,301 | 2,598 | 1 |
| 1 | 1 | 1 | 1 | 2,429 | 3,056 | 1 | 1 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 1 | 1 | 2,598 | 1 |
| 1 | 1 | 1 | 1 | 2,429 | 3,056 | 1 | 1 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 1 | 2,301 | 2,598 | 1 |
| 2,643 | 2,598 | 2,903 | 2,362 | 3,852 | 4,45 | 2,392 | 2,096 | 1 | 1 | 1 | 2,446 | 2,413 | 3,277 | 4,252 | 4,326 | 3,647 | 3,523 | 2,598 | 2,596 |
| 1 | 2,598 | 2,903 | 2,362 | 2,429 | 3,056 | 1 | 2,096 | 1 | 2,683 | 2,676 | 1 | 1 | 2,111 | 2,724 | 2,78 | 2,318 | 1 | 2,598 | 1 |
| 1 | 2,598 | 4,233 | 3,72 | 3,852 | 4,45 | 2,392 | 3,131 | 2,686 | 4,376 | 4,238 | 3,888 | 2,413 | 3,277 | 4,252 | 4,326 | 3,647 | 2,301 | 2,598 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 2,111 | 4,252 | 2,78 | 1 | 1 | 1 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 2,111 | 4,252 | 2,78 | 1 | 1 | 1 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 4,326 | 2,318 | 2,301 | 2,598 | 2,596 |
| 2,643 | 2,598 | 4,233 | 3,72 | 3,852 | 4,45 | 3,739 | 4,346 | 2,686 | 4,376 | 4,238 | 3,888 | 3,825 | 4,583 | 4,252 | 4,326 | 2,318 | 2,301 | 2,598 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 1 | 1 | 1 | 1 | 1 | 2,676 | 2,446 | 1 | 1 | 2,724 | 2,78 | 2,318 | 1 | 1 | 1 |
| 1 | 1 | 1,837 | 1 | 2,429 | 3,056 | 1 | 2,096 | 1 | 1 | 2,676 | 1 | 1 | 3,277 | 4,252 | 4,326 | 2,318 | 2,301 | 2,598 | 2,596 |
| 1 | 1 | 1,837 | 1 | 1 | 1,871 | 2,392 | 2,096 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 1 | 1 | 1 |
| 2,643 | 2,598 | 4,233 | 3,72 | 3,852 | 4,45 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 3,825 | 4,583 | 4,252 | 4,326 | 3,647 | 3,523 | 2,598 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 1,871 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 2,301 | 1 | 1 |
| 1 | 2,598 | 1,837 | 1 | 1 | 3,056 | 1 | 1 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 1 | 1 | 1 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 1 | 2,096 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 4,252 | 2,78 | 2,318 | 1 | 2,598 | 1 |
| 2,643 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 2,301 | 1 | 1 |
| 2,643 | 2,598 | 4,233 | 3,72 | 3,852 | 4,45 | 2,392 | 3,131 | 2,686 | 4,376 | 4,238 | 3,888 | 3,825 | 4,583 | 4,252 | 4,326 | 1 | 2,301 | 2,598 | 2,596 |

| | | | | | | | | | | | | | | | | | | | |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 1 | 1 | 4,233 | 1 | 1 | 1,871 | 1 | 2,096 | 1 | 2,683 | 1 | 1 | 2,413 | 2,111 | 1 | 2,78 | 2,318 | 1 | 1 | 1 |
| 2,643 | 2,598 | 2,903 | 2,362 | 2,429 | 4,45 | 3,739 | 3,131 | 2,686 | 2,683 | 4,238 | 3,888 | 3,825 | 3,277 | 4,252 | 2,78 | 3,647 | 2,301 | 2,598 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 2,301 | 1 | 1 |
| 2,643 | 2,598 | 2,903 | 2,362 | 2,429 | 3,056 | 1 | 2,096 | 2,686 | 2,683 | 2,676 | 2,446 | 3,825 | 3,277 | 2,724 | 2,78 | 3,647 | 3,523 | 2,598 | 2,596 |
| 2,643 | 2,598 | 1,837 | 1 | 2,429 | 3,056 | 2,392 | 2,096 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 1 | 1 | 1 |
| 2,643 | 2,598 | 2,903 | 2,362 | 3,852 | 4,45 | 3,739 | 4,346 | 2,686 | 2,683 | 4,238 | 2,446 | 3,825 | 4,583 | 4,252 | 2,78 | 3,647 | 3,523 | 2,598 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 1,871 | 1 | 1 | 1 | 2,683 | 2,676 | 1 | 1 | 2,111 | 2,724 | 1 | 1 | 1 | 1 | 1 |
| 2,643 | 2,598 | 2,903 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 2,301 | 1 | |
| 1 | 2,598 | 4,233 | 3,72 | 3,852 | 3,056 | 2,392 | 2,096 | 2,686 | 2,683 | 4,238 | 3,888 | 3,825 | 4,583 | 2,724 | 4,326 | 3,647 | 2,301 | 1 | 2,596 |
| 1 | 2,598 | 4,233 | 3,72 | 3,852 | 3,056 | 2,392 | 2,096 | 2,686 | 2,683 | 4,238 | 3,888 | 3,825 | 4,583 | 2,724 | 4,326 | 3,647 | 2,301 | 1 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 3,852 | 3,056 | 1 | 1 | 1 | 2,683 | 2,676 | 1 | 2,413 | 2,111 | 2,724 | 4,326 | 2,318 | 3,523 | 2,598 | 1 |
| 1 | 1 | 4,233 | 2,362 | 2,429 | 3,056 | 1 | 2,096 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 2,111 | 2,724 | 2,78 | 2,318 | 1 | 2,598 | 1 |
| 1 | 1 | 1 | 1 | 2,429 | 3,056 | 1 | 1 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 1 | | 2,598 | 1 |
| 1 | 1 | 1 | 1 | 2,429 | 3,056 | 1 | 1 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 1 | 2,301 | 2,598 | 1 |
| 2,643 | 2,598 | 1 | 2,362 | 3,852 | 4,45 | 2,392 | 2,096 | 1 | 1 | 1 | 2,446 | 2,413 | 3,277 | 4,252 | 4,326 | 3,647 | 3,523 | 2,598 | 2,596 |
| 1 | 2,598 | 2,903 | 2,362 | 2,429 | 3,056 | 1 | 2,096 | 1 | 2,683 | 2,676 | 1 | 1 | 2,111 | 2,724 | 2,78 | 2,318 | 1 | 2,598 | 1 |
| 1 | 2,598 | 4,233 | 3,72 | 3,852 | 4,45 | 2,392 | 3,131 | 2,686 | 4,376 | 4,238 | 3,888 | 2,413 | 3,277 | 4,252 | 4,326 | 3,647 | 2,301 | 2,598 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 2,111 | 4,252 | 2,78 | 1 | 1 | 1 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 2,111 | 4,252 | 2,78 | 1 | 1 | 1 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 3,056 | 2,392 | 3,131 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 4,326 | 2,318 | 2,301 | 2,598 | 2,596 |
| 2,643 | 2,598 | 4,233 | 3,72 | 3,852 | 4,45 | 3,739 | 4,346 | 2,686 | 4,376 | 4,238 | 3,888 | 3,825 | 4,583 | 4,252 | 4,326 | 2,318 | 2,301 | 2,598 | 2,596 |
| 1 | 1 | 2,903 | 2,362 | 2,429 | 1 | 1 | 1 | 1 | 1 | 2,676 | 2,446 | 1 | 1 | 2,724 | 2,78 | 2,318 | 2,301 | 1 | 1 |
| 1 | 1 | 1,837 | 1 | 2,429 | 3,056 | 1 | 2,096 | 1 | 1 | 2,676 | 1 | 1 | 3,277 | 4,252 | 4,326 | 2,318 | 2,301 | 2,598 | 2,596 |
| 1 | 1 | 1,837 | 1 | 1 | 1,871 | 2,392 | 2,096 | 1 | 2,683 | 2,676 | 2,446 | 2,413 | 3,277 | 2,724 | 2,78 | 2,318 | 2,301 | 1 | 1 |

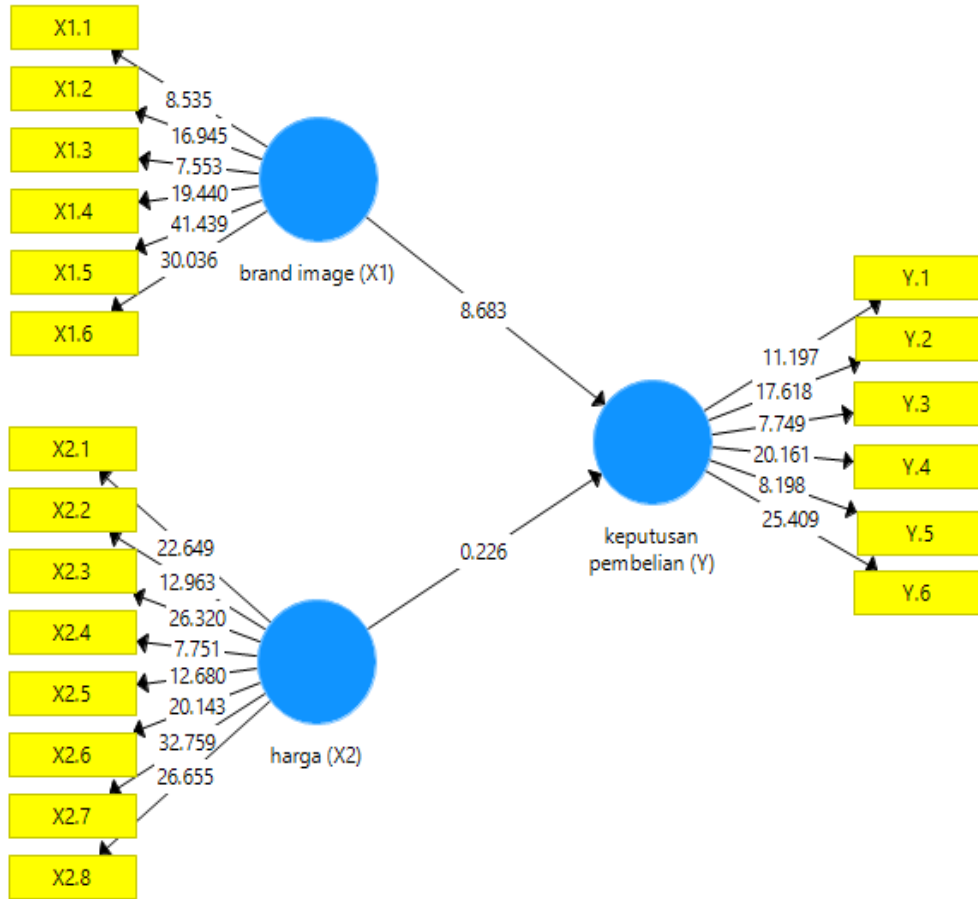
Lampiran 4

Hasil Output Outer Loading



Lampiran 5

Hasil Output Outher *Boostrapping*



Lampiran 6

Hasil Pengujian Hipotesis

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|---|------------------------------------|--------------------------------|---|-------------------------------------|---------------------|
| Brand Image (X1) => Keputusan Pembelian (Y) | 0,749 | 0,744 | 0,086 | 8,683 | 0,000 |
| Harga (X2) => Keputusan Pembelian (Y) | 0,022 | 0,041 | 0,097 | 0,226 | 0,821 |

Lampiran 7

Hasil Uji F

Regression

[DataSet0]

Variables Entered/Removed^a

| Model | Variables | Variables | Method |
|-------|---|-----------|--------|
| | Entered | Removed | |
| 1 | Harga (X2), Brand image (X1) ^b | . | Enter |

a. Dependent Variable: Keputusan Pembelian (Y)

b. All requested variables entered.

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .738 ^a | .545 | .536 | 1.69272 |

a. Predictors: (Constant), Harga (X2), Brand image (X1)

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 332.906 | 2 | 166.453 | 58.093 | .000 ^b |
| | Residual | 277.934 | 97 | 2.865 | | |
| | Total | 610.840 | 99 | | | |

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Harga (X2), Brand image (X1)

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 10.312 | 1.502 | | 6.868 | .000 |
| | Brand image (X1) | .659 | .091 | .783 | 7.248 | .000 |
| | Harga (X2) | -.037 | .069 | -.059 | -.545 | .587 |

a. Dependent Variable: Keputusan Pembelian (Y)