

KUESIONER
PENGARUH STRATEGI PROMOSI DAN CITRA MEREK
TERHADAP MINAT BELI
KONSUMEN WARDAH COSMETICS

Keterangan : Diisi dengan memberikan tanda checklist () sesuai dengan jawaban yang Saudara/i anggap benar

Profil Responden :

1. Jenis Kelamin Pria Wanita
2. Usia 20 Tahun 26 - 30 Tahun
 20-25 Tahun > 30 Tahun
3. Pekerjaan Swasta PNS
 Wirausaha Lainnya

Konfirmasi :

1. Pernahkah anda membeli Wardah Cosmetics?
 Pernah Tidak Pernah
2. Apakah anda menggunakan Wardah Cosmetics dalam 2 (dua) bulan terakhir?
 Ya Tidak

	Skala Pengukuran
SS	Sangat Setuju
S	Setuju
TS	Tidak Setuju
TS	Sangat Tidak Setuju

KODE RESPONDEN

KUESIONER PROMOSI WARDAH COSMETICS

No. 1

Advertising (Iklan)

- Memasang Iklan dalam media apapun agar konsumen selalu melihat dan gampang mengingatnya.

Sangat Setuju 5 4 3 2 1 Sangat Tidak Setuju
- Iklan Wardah memberikan informasi terbaru yang saya butuhkan.

Sangat Setuju 5 4 3 2 1 Sangat Tidak Setuju

No. 2

Sales Promotion (Promosi Penjualan)

- Memberikan diskon yang beragam untuk setiap pembeliannya.

Sangat Setuju 5 4 3 2 1 Sangat Tidak Setuju
- Memberikan *gimmick* disetiap pembelian minimal (c/: Rp.150.000,-) untuk menarik perhatian konsumen.

Sangat Setuju 5 4 3 2 1 Sangat Tidak Setuju

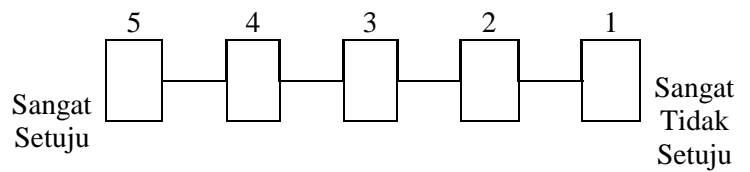
No. 3

Personal Selling (Tatap Muka)

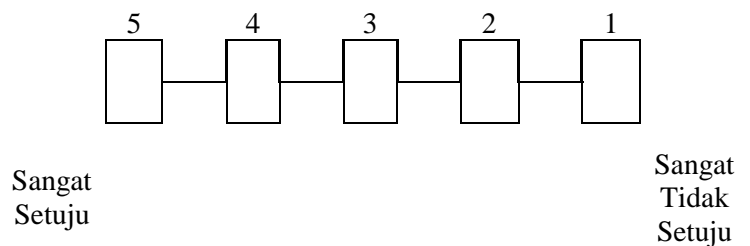
- Sales Representative* dan *Beauty Advisor* mempresentasikan *product knowledge* kepada konsumen agar konsumen paham akan produk Wardah.

Sangat Setuju 5 4 3 2 1 Sangat Tidak Setuju

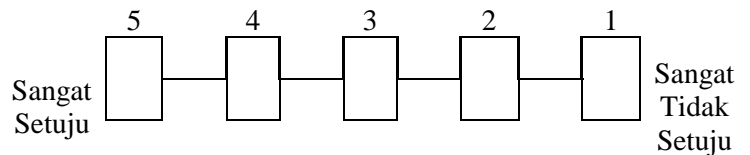
2. *Sales Representative* dan *Beauty Advisor* merayu konsumen dengan memberikan program program menarik agar konsumen mau membeli.

**No. 4****Public Relation (Masyarakat Luas)**

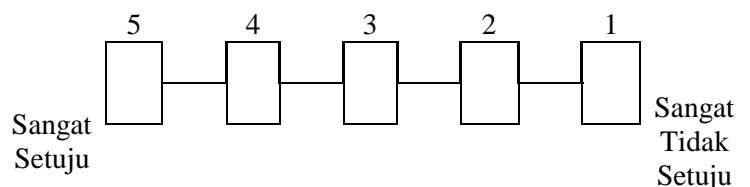
1. Mengadakan acara yang dilakukan oleh *Beauty Promotor* di instansi instansi tertentu yang telah bekerja sama sesuai perjanjian yang telah ditentukan misalnya acara *Beauty class*, *Beauty Demo* dsb



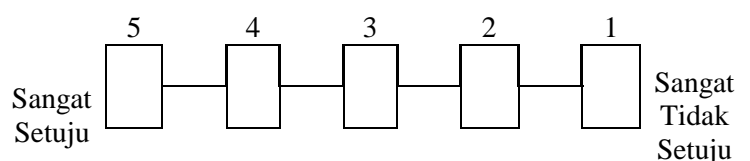
2. Menjadikan produk Wardah Cosmetics sebagai sponsorship dalam acara acara tertentu.

**No. 5****Direct Marketing (Pemasaran Langsung)**

1. 1. Membuat gerai khusus Wardah Cosmetics ditempat tertentu atau didalam mall yang sering dikunjungi oleh konsumen.



2. *Sales Representative* dan *Beauty Advisor* memudahkan pemasaran Wardah Cosmetics menyebar luas.



KUESIONER CITRA MEREK WARDAH COSMETICS

No. 1

Recognition (pengakuan)

1. Konsumen mengenal Wardah Cosmetics sejak lama.

Sangat Setuju	5	4	3	2	1	Sangat Tidak Setuju
	□	□	□	□	□	
2. Konsumen mengetahui bahwa Wardah Cosmetics merupakan kosmetik yang berbeda dengan kosmetik lain yang sejenis.

Sangat Setuju	5	4	3	2	1	Sangat Tidak Setuju
	□	□	□	□	□	

No. 2

Reputation (reputasi)

1. PT. Paragon Technology and Innovation (Wardah Cosmetics) kompeten dalam pembuatan kosmetik terutama untuk kosmetik Wardah

Sangat Setuju	5	4	3	2	1	Sangat Tidak Setuju
	□	□	□	□	□	
2. Pengalaman PT. Paragon Technology and Innovation (Wardah Cosmetics) dalam dunia kosmetik sudah tidak diragukan lagi.

Sangat Setuju	5	4	3	2	1	Sangat Tidak Setuju
	□	□	□	□	□	

No. 3

Affinity (daya tarik)

1.

Sangat Setuju	5	4	3	2	1
	□	□	□	□	□

- Konsumen selalu ingat merek Wardah Cosmetics. Sangat Tidak Setuju
2. Untuk kebutuhan kosmetik, konsumen percaya terhadap merek Wardah Cosmetics. 5 4 3 2 1 Sangat Setuju Sangat Tidak Setuju

KUESIONER MINAT BELI WARDAH COSMETICS

No. 1

Perhatian (*Attention*)

1. Informasi tentang produk Wardah Cosmetics pada katalog dan media lainnya mampu menarik perhatian konsumen untuk membeli. 5 4 3 2 1 Sangat Setuju Sangat Tidak Setuju
2. Promosi Wardah Cosmetics mampu menarik minat untuk membeli. 5 4 3 2 1 Sangat Setuju Sangat Tidak Setuju

No. 2

Minat (*Interest*)

1. PT. Parama Global Inspira (Wardah Cosmetics) selalu memberikan informasi tentang produknya untuk menarik minat beli. 5 4 3 2 1 Sangat Setuju Sangat Tidak Setuju
2. Minat beli konsumen dipengaruhi oleh merek dan kualitas kosmetik Wardah. 5 4 3 2 1 Sangat Setuju Sangat Tidak Setuju

No. 3		Kehendak (<i>Desire</i>)						
1.	Kualitas produk Wardah Cosmetics yang variatif mampu menarik minat untuk membeli.	5	4	3	2	1	Sangat Setuju	Sangat Tidak Setuju
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
2.	Harga Wardah Cosmetics yang dijual setara dengan kualitas yg didapat mampu menarik minat beli untuk membeli.	5	4	3	2	1	Sangat Setuju	Sangat Tidak Setuju
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

No. 4		Tindakan (<i>Action</i>)						
1.	Konsumen memprioritaskan produk Wardah untuk dibeli.	5	4	3	2	1	Sangat Setuju	Sangat Tidak Setuju
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
2.	Wardah Cosmetics mempunyai banyak varian yang mampu menarik minat untuk membeli	5	4	3	2	1	Sangat Setuju	Sangat Tidak Setuju
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

DATA KUESIONER

Variabel Promosi (X1)

Responden	Promosi (X1)										Total
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	
1	4	3	3	3	4	4	4	5	5	5	40
2	4	4	5	3	4	3	5	4	4	4	40
3	3	3	3	3	3	3	3	3	3	3	30
4	5	3	4	4	4	4	4	5	5	5	43
5	5	4	4	5	4	3	4	5	4	4	42
6	3	3	5	3	3	3	3	4	4	4	35
7	5	4	4	4	5	4	5	5	5	4	45
8	4	3	4	4	4	2	4	4	5	4	38
9	3	3	5	3	3	3	3	4	4	4	35
10	4	3	3	4	4	5	5	3	3	3	37
11	4	4	4	4	4	4	4	4	4	4	40
12	2	3	4	3	5	3	4	4	4	4	36
13	4	4	4	4	4	4	4	4	4	4	40
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16	5	3	3	3	4	5	3	3	3	3	35
17	4	4	4	4	4	4	4	4	4	4	40
18	5	4	5	5	4	4	4	5	5	4	45
19	4	4	3	4	3	3	3	4	4	4	36
20	4	4	3	3	5	5	5	5	5	4	43
21	5	4	3	3	4	3	3	3	4	3	35
22	5	3	4	4	5	5	5	4	5	5	45
23	4	4	3	4	3	5	4	4	4	4	39
24	5	5	5	5	5	5	5	5	5	5	50
25	4	5	5	4	4	4	3	4	4	4	41
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31	5	5	5	4	5	5	4	4	4	4	45
32	5	5	5	5	5	5	5	5	5	5	50
33	5	5	5	5	5	5	5	5	5	5	50
34	5	4	5	4	5	5	5	4	5	4	46
35	3	3	3	3	3	3	3	4	4	4	33
36	4	4	4	4	4	3	4	3	3	4	37
37	5	3	2	4	4	3	4	3	4	5	37
38	5	4	3	3	3	4	3	4	5	5	39
39	4	4	3	5	4	4	3	4	4	5	40
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41	4	4	3	3	4	4	4	4	3	3	36
42	5	4	5	5	5	4	4	5	5	5	47
43	5	5	5	4	5	3	4	4	5	5	45
44	5	5	3	4	4	3	5	4	5	4	42

45	3	3	5	5	3	3	4	4	4	4	38
46	4	4	3	3	4	5	4	4	4	3	38
47	5	5	5	5	5	4	5	5	5	5	49
48	5	4	3	3	5	4	4	3	4	5	40
49	4	4	4	4	4	4	4	4	4	4	40
50	4	3	2	2	4	3	3	2	4	4	31
51	5	5	4	4	4	4	4	4	4	4	42
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53	5	4	2	2	4	3	3	4	4	3	34
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56	4	4	5	3	4	2	3	4	3	3	35
57	5	3	2	3	4	4	5	5	4	4	39
58	4	4	4	4	4	4	4	4	4	4	40
59	5	4	4	3	4	4	4	4	4	4	40
60	5	4	3	3	4	4	4	4	4	4	39
61	5	3	2	3	4	2	4	4	4	4	35
62	3	3	5	5	3	3	4	4	4	4	38
63	4	4	5	5	4	4	4	4	4	4	42
64	4	5	4	4	4	3	4	4	4	4	40
65	3	4	5	2	4	4	4	3	4	4	37
66	5	3	4	4	4	4	5	4	4	5	42
67	5	4	5	5	5	3	5	4	4	4	44
68	4	3	3	3	4	3	3	4	4	4	35
69	5	5	4	5	4	4	5	5	5	5	47
70	5	4	5	5	5	4	4	4	4	5	45
71	4	4	5	4	4	3	4	4	4	4	40
72	2	4	5	3	4	3	4	4	5	5	39
73	5	4	5	5	4	3	4	4	4	4	42
74	5	4	5	5	5	4	5	4	4	4	45
75	4	3	4	4	4	4	4	4	4	4	39
76	4	3	3	3	5	4	4	4	3	3	36
77	4	4	5	5	4	4	5	4	5	4	44
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79	5	5	5	5	5	5	5	5	5	5	50
80	5	4	5	3	5	4	5	5	4	4	44
81	4	4	5	3	5	4	4	4	5	5	43
82	5	4	5	5	5	5	4	4	5	5	47
83	4	3	4	4	4	2	4	5	4	4	38
84	4	4	4	4	4	4	4	4	4	4	40
85	5	3	3	3	4	3	4	4	4	4	37
86	5	4	3	4	5	5	5	5	5	5	46
87	4	4	4	4	4	4	4	4	4	4	40
88	3	3	4	3	3	3	3	3	3	3	31
89	3	3	3	3	3	3	3	3	3	3	30
90	3	3	2	2	3	3	3	3	3	3	28

91	3	3	3	4	3	3	3	3	3	3	31
92	4	4	5	5	4	4	5	5	5	5	46
93	4	4	5	5	4	4	4	4	4	4	42
94	5	4	5	5	5	4	4	5	5	5	47
95	4	3	4	4	4	2	4	5	4	4	38
96	4	4	5	5	4	4	5	5	5	5	46
97	3	3	3	3	3	3	3	3	4	4	32
98	3	3	3	3	3	4	4	3	4	3	33
99	3	3	3	3	3	4	4	3	4	4	34
100	3	3	3	3	3	3	3	3	3	3	30

DATA KUESIONER

Variabel Citra Merek (X2)

Responden	Citra Merek (X2)						Total
	P11	P12	P13	P14	P15	P16	
1	5	4	4	4	5	4	26
2	4	4	4	4	4	4	24
3	3	3	3	3	3	3	18
4	5	3	4	5	4	3	24
5	5	4	4	4	4	4	25
6	3	3	3	3	4	3	19
7	5	4	5	5	5	4	28
8	5	4	4	4	4	4	25
9	3	3	3	3	4	3	19
10	4	4	4	4	5	4	25
11	4	4	4	4	4	4	24
12	5	3	4	4	3	4	23
13	4	4	4	4	4	4	24
14	5	5	5	5	5	5	30
15	4	3	4	4	5	4	24
16	3	4	3	3	3	3	19
17	3	4	4	4	4	4	23
18	4	4	3	3	4	4	22
19	5	3	4	4	3	3	22
20	5	4	4	4	4	4	25
21	4	3	4	4	4	3	22
22	4	4	4	4	4	4	24
23	4	4	5	3	4	4	24
24	5	5	5	5	5	5	30
25	5	5	5	5	5	5	30
26	4	3	3	3	4	2	19

27	4	4	4	4	4	4	24
28	5	5	5	5	3	3	26
29	5	4	4	4	5	4	26
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41	4	4	4	4	4	4	24
42	4	4	4	4	4	4	24
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48	3	4	5	4	5	4	25
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57	5	3	4	3	5	3	23
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59	5	4	4	4	4	4	25
60	4	4	4	3	4	4	23
61	4	2	4	4	5	3	22
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64	3	3	4	4	4	4	22
65	4	3	3	3	3	2	18
66	5	2	4	4	5	3	23
67	4	5	4	5	5	4	27

68	5	4	4	4	3	4	24
69	5	4	5	5	5	4	28
70	4	4	4	4	4	4	24
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DATA KUESIONER

Variabel Minat Beli (Y)

Responden	Minat Beli (Y)
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	P17	P18	P19	P20	P21	P22	P23	P24	Total
1	4	4	4	4	3	3	2	3	27
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13	4	4	4	4	4	4	4	4	32
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62	3	4	3	4	4	3	4	3	28
63	3	4	4	4	4	3	3	4	29
64	4	4	4	4	4	4	4	4	32
65	4	3	2	4	4	3	2	4	26
66	4	4	4	5	5	5	2	4	33
67	4	4	4	4	4	4	4	4	32
68	4	4	3	4	4	3	3	3	28
69	4	5	5	5	4	5	4	5	37
70	4	4	4	4	4	4	4	4	32
71	4	4	3	4	4	4	3	3	29
72	3	4	3	4	4	3	2	3	26
73	4	5	4	4	4	4	3	4	32
74	3	4	3	3	3	3	4	4	27
75	4	4	4	4	4	4	3	4	31
76	3	3	3	4	3	3	3	4	26
77	3	3	3	5	4	5	4	5	32
78	4	4	4	4	4	4	5	5	34
79	5	5	5	5	5	5	5	5	40
80	4	4	4	4	4	4	4	4	32
81	5	5	5	5	5	4	5	4	38
82	5	5	5	5	5	5	5	5	40
83	4	3	3	4	4	3	2	3	26
84	4	4	4	4	4	4	4	4	32
85	3	3	3	3	3	4	4	3	26
86	4	4	4	4	4	4	4	4	32
87	3	4	3	4	4	4	2	4	28
88	3	3	3	3	3	3	3	3	24
89	3	3	3	3	3	3	3	3	24
90	3	3	3	3	3	3	2	4	24
91	3	3	3	2	3	4	2	3	23

92	5	5	5	5	5	5	5	5	40
93	3	4	4	4	4	3	3	4	29
94	4	4	4	4	4	4	4	4	32
95	4	3	3	4	4	3	2	3	26
96	5	5	5	5	5	5	5	5	40
97	4	4	3	4	3	4	2	3	27
98	3	3	4	4	3	4	2	3	26
99	3	4	3	3	3	3	2	3	24
100	3	3	3	3	3	3	2	3	23

TRANSFORMASI DATA

Variabel Promosi (X1)

No	Successive Interval										Total
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	
1	3,087	2,654	2,123	2,170	3,569	3,377	3,652	4,716	3,745	3,729	32,820
2	3,087	3,955	3,957	2,170	3,569	2,221	4,961	3,337	2,362	2,361	31,979
3	2,084	2,654	2,123	2,170	2,306	2,221	2,406	2,084	1,000	1,000	20,047
4	4,334	2,654	2,944	3,100	3,569	3,377	3,652	4,716	3,745	3,729	35,819
5	4,334	3,955	2,944	4,143	3,569	2,221	3,652	4,716	2,362	2,361	34,256
6	2,084	2,654	3,957	2,170	2,306	2,221	2,406	3,337	2,362	2,361	25,858
7	4,334	3,955	2,944	3,100	4,913	3,377	4,961	4,716	3,745	2,361	38,404
8	3,087	2,654	2,944	3,100	3,569	1,000	3,652	3,337	3,745	2,361	29,447
9	2,084	2,654	3,957	2,170	2,306	2,221	2,406	3,337	2,362	2,361	25,858
10	3,087	2,654	2,123	3,100	3,569	4,617	4,961	2,084	1,000	1,000	28,193
11	3,087	3,955	2,944	3,100	3,569	3,377	3,652	3,337	2,362	2,361	31,742
12	1,000	2,654	2,944	2,170	4,913	2,221	3,652	3,337	2,362	2,361	27,613
13	3,087	3,955	2,944	3,100	3,569	3,377	3,652	3,337	2,362	2,361	31,742
14	4,334	5,255	3,957	4,143	4,913	4,617	4,961	4,716	3,745	3,729	44,370
15	2,084	3,955	2,123	4,143	3,569	3,377	3,652	3,337	2,362	2,361	30,961
16	4,334	2,654	2,123	2,170	3,569	4,617	2,406	2,084	1,000	1,000	25,957
17	3,087	3,955	2,944	3,100	3,569	3,377	3,652	3,337	2,362	2,361	31,742
18	4,334	3,955	3,957	4,143	3,569	3,377	3,652	4,716	3,745	2,361	37,808
19	3,087	3,955	2,123	3,100	2,306	2,221	2,406	3,337	2,362	2,361	27,257
20	3,087	3,955	2,123	2,170	4,913	4,617	4,961	4,716	3,745	2,361	36,646
21	4,334	3,955	2,123	2,170	3,569	2,221	2,406	2,084	2,362	1,000	26,224
22	4,334	2,654	2,944	3,100	4,913	4,617	4,961	3,337	3,745	3,729	38,333
23	3,087	3,955	2,123	3,100	2,306	4,617	3,652	3,337	2,362	2,361	30,898
24	4,334	5,255	3,957	4,143	4,913	4,617	4,961	4,716	3,745	3,729	44,370
25	3,087	5,255	3,957	3,100	3,569	3,377	2,406	3,337	2,362	2,361	32,810
26	3,087	2,654	2,123	2,170	2,306	2,221	2,406	3,337	1,000	1,000	22,304
27	3,087	3,955	2,123	2,170	3,569	2,221	3,652	3,337	3,745	2,361	30,219
28	4,334	1,000	1,000	4,143	4,913	3,377	3,652	3,337	2,362	2,361	30,478
29	4,334	3,955	2,123	1,000	1,000	2,221	2,406	3,337	3,745	1,000	25,122
30	4,334	3,955	2,944	3,100	3,569	3,377	3,652	3,337	2,362	2,361	32,990
31	4,334	5,255	3,957	3,100	4,913	4,617	3,652	3,337	2,362	2,361	37,888
32	4,334	5,255	3,957	4,143	4,913	4,617	4,961	4,716	3,745	3,729	44,370

33	4,334	5,255	3,957	4,143	4,913	4,617	4,961	4,716	3,745	3,729	44,370
34	4,334	3,955	3,957	3,100	4,913	4,617	4,961	3,337	3,745	2,361	39,280
35	2,084	2,654	2,123	2,170	2,306	2,221	2,406	3,337	2,362	2,361	24,023
36	3,087	3,955	2,944	3,100	3,569	2,221	3,652	2,084	1,000	2,361	27,971
37	4,334	2,654	1,000	3,100	3,569	2,221	3,652	2,084	2,362	3,729	28,704
38	4,334	3,955	2,123	2,170	2,306	3,377	2,406	3,337	3,745	3,729	31,482
39	3,087	3,955	2,123	4,143	3,569	3,377	2,406	3,337	2,362	3,729	32,087
40	4,334	5,255	3,957	1,000	4,913	3,377	3,652	3,337	3,745	2,361	35,931
41	3,087	3,955	2,123	2,170	3,569	3,377	3,652	3,337	1,000	1,000	27,269
42	4,334	3,955	3,957	4,143	4,913	3,377	3,652	4,716	3,745	3,729	40,520
43	4,334	5,255	3,957	3,100	4,913	2,221	3,652	3,337	3,745	3,729	38,243
44	4,334	5,255	2,123	3,100	3,569	2,221	4,961	3,337	3,745	2,361	35,006
45	2,084	2,654	3,957	4,143	2,306	2,221	3,652	3,337	2,362	2,361	29,076
46	3,087	3,955	2,123	2,170	3,569	4,617	3,652	3,337	2,362	1,000	29,871
47	4,334	5,255	3,957	4,143	4,913	3,377	4,961	4,716	3,745	3,729	43,129
48	4,334	3,955	2,123	2,170	4,913	3,377	3,652	2,084	2,362	3,729	32,697
49	3,087	3,955	2,944	3,100	3,569	3,377	3,652	3,337	2,362	2,361	31,742
50	3,087	2,654	1,000	1,000	3,569	2,221	2,406	1,000	2,362	2,361	21,660
51	4,334	5,255	2,944	3,100	3,569	3,377	3,652	3,337	2,362	2,361	34,290
52	3,087	3,955	3,957	1,000	3,569	3,377	3,652	4,716	3,745	2,361	33,418
53	4,334	3,955	1,000	1,000	3,569	2,221	2,406	3,337	2,362	1,000	25,185
54	3,087	3,955	2,944	3,100	3,569	3,377	3,652	3,337	2,362	2,361	31,742
55	3,087	2,654	2,123	2,170	3,569	3,377	1,000	1,000	2,362	1,000	22,341
56	3,087	3,955	3,957	2,170	3,569	1,000	2,406	3,337	1,000	1,000	25,481
57	4,334	2,654	1,000	2,170	3,569	3,377	4,961	4,716	2,362	2,361	31,503
58	3,087	3,955	2,944	3,100	3,569	3,377	3,652	3,337	2,362	2,361	31,742
59	4,334	3,955	2,944	2,170	3,569	3,377	3,652	3,337	2,362	2,361	32,060
60	4,334	3,955	2,123	2,170	3,569	3,377	3,652	3,337	2,362	2,361	31,239
61	4,334	2,654	1,000	2,170	3,569	1,000	3,652	3,337	2,362	2,361	26,438
62	2,084	2,654	3,957	4,143	2,306	2,221	3,652	3,337	2,362	2,361	29,076
63	3,087	3,955	3,957	4,143	3,569	3,377	3,652	3,337	2,362	2,361	33,799
64	3,087	5,255	2,944	3,100	3,569	2,221	3,652	3,337	2,362	2,361	31,886
65	2,084	3,955	3,957	1,000	3,569	3,377	3,652	2,084	2,362	2,361	28,399
66	4,334	2,654	2,944	3,100	3,569	3,377	4,961	3,337	2,362	3,729	34,366
67	4,334	3,955	3,957	4,143	4,913	2,221	4,961	3,337	2,362	2,361	36,544
68	3,087	2,654	2,123	2,170	3,569	2,221	2,406	3,337	2,362	2,361	26,290
69	4,334	5,255	2,944	4,143	3,569	3,377	4,961	4,716	3,745	3,729	40,772
70	4,334	3,955	3,957	4,143	4,913	3,377	3,652	3,337	2,362	3,729	37,758
71	3,087	3,955	3,957	3,100	3,569	2,221	3,652	3,337	2,362	2,361	31,600
72	1,000	3,955	3,957	2,170	3,569	2,221	3,652	3,337	3,745	3,729	31,335
73	4,334	3,955	3,957	4,143	3,569	2,221	3,652	3,337	2,362	2,361	33,891
74	4,334	3,955	3,957	4,143	4,913	3,377	4,961	3,337	2,362	2,361	37,699
75	3,087	2,654	2,944	3,100	3,569	3,377	3,652	3,337	2,362	2,361	30,441
76	3,087	2,654	2,123	2,170	4,913	3,377	3,652	3,337	1,000	1,000	27,312
77	3,087	3,955	3,957	4,143	3,569	3,377	4,961	3,337	3,745	2,361	36,491
78	4,334	3,955	2,944	4,143	3,569	3,377	4,961	4,716	3,745	2,361	38,104
79	4,334	5,255	3,957	4,143	4,913	4,617	4,961	4,716	3,745	3,729	44,370
80	4,334	3,955	3,957	2,170	4,913	3,377	4,961	4,716	2,362	2,361	37,105

81	3,087	3,955	3,957	2,170	4,913	3,377	3,652	3,337	3,745	3,729	35,921
82	4,334	3,955	3,957	4,143	4,913	4,617	3,652	3,337	3,745	3,729	40,382
83	3,087	2,654	2,944	3,100	3,569	1,000	3,652	4,716	2,362	2,361	29,443
84	3,087	3,955	2,944	3,100	3,569	3,377	3,652	3,337	2,362	2,361	31,742
85	4,334	2,654	2,123	2,170	3,569	2,221	3,652	3,337	2,362	2,361	28,783
86	4,334	3,955	2,123	3,100	4,913	4,617	4,961	4,716	3,745	3,729	40,192
87	3,087	3,955	2,944	3,100	3,569	3,377	3,652	3,337	2,362	2,361	31,742
88	2,084	2,654	2,944	2,170	2,306	2,221	2,406	2,084	1,000	1,000	20,868
89	2,084	2,654	2,123	2,170	2,306	2,221	2,406	2,084	1,000	1,000	20,047
90	2,084	2,654	1,000	1,000	2,306	2,221	2,406	2,084	1,000	1,000	17,755
91	2,084	2,654	2,123	3,100	2,306	2,221	2,406	2,084	1,000	1,000	20,977
92	3,087	3,955	3,957	4,143	3,569	3,377	4,961	4,716	3,745	3,729	39,238
93	3,087	3,955	3,957	4,143	3,569	3,377	3,652	3,337	2,362	2,361	33,799
94	4,334	3,955	3,957	4,143	4,913	3,377	3,652	4,716	3,745	3,729	40,520
95	3,087	2,654	2,944	3,100	3,569	1,000	3,652	4,716	2,362	2,361	29,443
96	3,087	3,955	3,957	4,143	3,569	3,377	4,961	4,716	3,745	3,729	39,238
97	2,084	2,654	2,123	2,170	2,306	2,221	2,406	2,084	2,362	2,361	22,769
98	2,084	2,654	2,123	2,170	2,306	3,377	3,652	2,084	2,362	1,000	23,810
99	2,084	2,654	2,123	2,170	2,306	3,377	3,652	2,084	2,362	2,361	25,170
100	2,084	2,654	2,123	2,170	2,306	2,221	2,406	2,084	1,000	1,000	20,047

TRANSFORMASI DATA

Variabel Citra Merek (X2)

No	Successive Interval						Total
	P11	P12	P13	P14	P15	P16	
1	3,516	3,260	2,400	3,761	4,386	3,558	20,881
2	2,228	3,260	2,400	3,761	3,134	3,558	18,341
3	1,000	2,119	1,000	2,496	2,068	2,323	11,006
4	3,516	2,119	2,400	5,065	3,134	2,323	18,558
5	3,516	3,260	2,400	3,761	3,134	3,558	19,629
6	1,000	2,119	1,000	2,496	3,134	2,323	12,072
7	3,516	3,260	3,801	5,065	4,386	3,558	23,585
8	3,516	3,260	2,400	3,761	3,134	3,558	19,629
9	1,000	2,119	1,000	2,496	3,134	2,323	12,072
10	2,228	3,260	2,400	3,761	4,386	3,558	19,593
11	2,228	3,260	2,400	3,761	3,134	3,558	18,341
12	3,516	2,119	2,400	3,761	2,068	3,558	17,422
13	2,228	3,260	2,400	3,761	3,134	3,558	18,341
14	3,516	4,540	3,801	5,065	4,386	4,858	26,165
15	2,228	2,119	2,400	3,761	4,386	3,558	18,452
16	1,000	3,260	1,000	2,496	2,068	2,323	12,147
17	1,000	3,260	2,400	3,761	3,134	3,558	17,113
18	2,228	3,260	1,000	2,496	3,134	3,558	15,676

19	3,516	2,119	2,400	3,761	2,068	2,323	16,187
20	3,516	3,260	2,400	3,761	3,134	3,558	19,629
21	2,228	2,119	2,400	3,761	3,134	2,323	15,966
22	2,228	3,260	2,400	3,761	3,134	3,558	18,341
23	2,228	3,260	3,801	2,496	3,134	3,558	18,477
24	3,516	4,540	3,801	5,065	4,386	4,858	26,165
25	3,516	4,540	3,801	5,065	4,386	4,858	26,165
26	2,228	2,119	1,000	2,496	3,134	1,000	11,977
27	2,228	3,260	2,400	3,761	3,134	3,558	18,341
28	3,516	4,540	3,801	5,065	2,068	2,323	21,312
29	3,516	3,260	2,400	3,761	4,386	3,558	20,881
30	2,228	3,260	2,400	3,761	3,134	3,558	18,341
31	2,228	3,260	2,400	3,761	3,134	3,558	18,341
32	2,228	3,260	3,801	5,065	3,134	2,323	19,811
33	3,516	4,540	3,801	5,065	4,386	4,858	26,165
34	2,228	3,260	2,400	3,761	3,134	3,558	18,341
35	2,228	3,260	2,400	3,761	2,068	3,558	17,275
36	2,228	2,119	1,000	2,496	2,068	2,323	12,234
37	2,228	2,119	1,000	3,761	4,386	2,323	15,817
38	3,516	4,540	3,801	5,065	3,134	2,323	22,379
39	3,516	3,260	3,801	3,761	3,134	4,858	22,330
40	3,516	2,119	1,000	2,496	2,068	3,558	14,757
41	2,228	3,260	2,400	3,761	3,134	3,558	18,341
42	2,228	3,260	2,400	3,761	3,134	3,558	18,341
43	3,516	4,540	3,801	5,065	4,386	4,858	26,165
44	3,516	3,260	3,801	5,065	4,386	3,558	23,585
45	3,516	3,260	2,400	3,761	4,386	3,558	20,881
46	2,228	3,260	2,400	2,496	4,386	3,558	18,328
47	3,516	4,540	3,801	5,065	4,386	4,858	26,165
48	1,000	3,260	3,801	3,761	4,386	3,558	19,765
49	2,228	3,260	2,400	3,761	3,134	3,558	18,341
50	1,000	1,000	2,400	3,761	2,068	3,558	13,787
51	2,228	3,260	2,400	3,761	3,134	3,558	18,341
52	2,228	3,260	2,400	3,761	3,134	3,558	18,341
53	2,228	2,119	2,400	3,761	2,068	3,558	16,134
54	3,516	4,540	3,801	5,065	4,386	4,858	26,165
55	2,228	1,000	1,000	1,000	3,134	2,323	10,686
56	3,516	4,540	2,400	3,761	4,386	3,558	22,161
57	3,516	2,119	2,400	2,496	4,386	2,323	17,240
58	3,516	3,260	2,400	5,065	3,134	3,558	20,934
59	3,516	3,260	2,400	3,761	3,134	3,558	19,629

60	2,228	3,260	2,400	2,496	3,134	3,558	17,077
61	2,228	1,000	2,400	3,761	4,386	2,323	16,098
62	3,516	3,260	2,400	3,761	4,386	3,558	20,881
63	2,228	3,260	1,000	2,496	3,134	2,323	14,441
64	1,000	2,119	2,400	3,761	3,134	3,558	15,972
65	2,228	2,119	1,000	2,496	2,068	1,000	10,911
66	3,516	1,000	2,400	3,761	4,386	2,323	17,386
67	2,228	4,540	2,400	5,065	4,386	3,558	22,177
68	3,516	3,260	2,400	3,761	2,068	3,558	18,563
69	3,516	3,260	3,801	5,065	4,386	3,558	23,585
70	2,228	3,260	2,400	3,761	3,134	3,558	18,341
71	1,000	2,119	1,000	3,761	3,134	2,323	13,337
72	2,228	3,260	2,400	2,496	3,134	3,558	17,077
73	2,228	3,260	2,400	3,761	3,134	3,558	18,341
74	2,228	3,260	1,000	2,496	2,068	2,323	13,375
75	1,000	2,119	2,400	3,761	3,134	3,558	15,972
76	2,228	2,119	2,400	3,761	3,134	2,323	15,966
77	2,228	2,119	2,400	5,065	4,386	3,558	19,756
78	3,516	4,540	2,400	3,761	3,134	4,858	22,209
79	3,516	4,540	3,801	5,065	4,386	4,858	26,165
80	3,516	3,260	2,400	3,761	4,386	3,558	20,881
81	2,228	3,260	2,400	3,761	4,386	3,558	19,593
82	3,516	4,540	3,801	5,065	4,386	4,858	26,165
83	2,228	2,119	2,400	2,496	3,134	2,323	14,701
84	2,228	3,260	2,400	3,761	3,134	3,558	18,341
85	2,228	2,119	2,400	3,761	2,068	2,323	14,899
86	2,228	3,260	2,400	3,761	3,134	3,558	18,341
87	2,228	3,260	2,400	2,496	3,134	2,323	15,842
88	1,000	2,119	1,000	2,496	2,068	2,323	11,006
89	1,000	2,119	1,000	2,496	2,068	2,323	11,006
90	1,000	2,119	1,000	2,496	2,068	2,323	11,006
91	1,000	2,119	1,000	2,496	1,000	1,000	8,615
92	2,228	3,260	2,400	3,761	4,386	4,858	20,893
93	2,228	3,260	1,000	2,496	3,134	2,323	14,441
94	3,516	4,540	3,801	5,065	4,386	4,858	26,165
95	2,228	2,119	2,400	2,496	3,134	2,323	14,701
96	2,228	3,260	2,400	3,761	4,386	4,858	20,893
97	1,000	2,119	2,400	3,761	1,000	2,323	12,603
98	1,000	1,000	2,400	3,761	1,000	2,323	11,484
99	1,000	1,000	1,000	2,496	2,068	2,323	9,887
100	1,000	2,119	1,000	2,496	2,068	2,323	11,006

TRANSFORMASI DATA

Variabel Minat Beli (Y)

No	Successive Interval								Total
	P17	P18	P19	P20	P21	P22	P23	P24	
1	2,244	2,359	3,656	3,524	2,429	2,474	1,000	1,000	18,686
2	2,244	2,359	3,656	3,524	3,720	3,706	2,839	2,270	24,317
3	1,000	1,000	2,390	2,190	2,429	2,474	1,965	1,000	14,450
4	3,443	3,718	3,656	4,936	3,720	4,985	1,965	3,522	29,947
5	3,443	3,718	3,656	3,524	3,720	3,706	2,839	2,270	26,876
6	1,000	1,000	2,390	2,190	2,429	2,474	1,000	1,000	13,484
7	3,443	3,718	4,975	3,524	5,065	4,985	1,965	2,270	29,946
8	2,244	2,359	3,656	4,936	5,065	3,706	2,839	2,270	27,074
9	1,000	1,000	2,390	2,190	2,429	2,474	1,000	1,000	13,484
10	2,244	2,359	2,390	2,190	2,429	2,474	1,000	1,000	16,087
11	2,244	2,359	3,656	3,524	3,720	3,706	2,839	2,270	24,317
12	1,000	2,359	3,656	4,936	3,720	3,706	1,000	2,270	22,646
13	2,244	2,359	3,656	3,524	3,720	3,706	2,839	2,270	24,317
14	3,443	3,718	4,975	4,936	5,065	4,985	3,973	3,522	34,619
15	2,244	2,359	3,656	3,524	5,065	3,706	1,965	3,522	26,041
16	1,000	1,000	2,390	3,524	2,429	3,706	1,965	1,000	17,015
17	2,244	2,359	3,656	3,524	3,720	3,706	2,839	2,270	24,317
18	2,244	2,359	3,656	3,524	3,720	3,706	2,839	2,270	24,317
19	1,000	1,000	3,656	3,524	2,429	3,706	1,965	2,270	19,550
20	3,443	3,718	3,656	4,936	3,720	3,706	2,839	2,270	28,288
21	2,244	2,359	2,390	3,524	3,720	3,706	2,839	2,270	23,052
22	2,244	2,359	3,656	3,524	3,720	3,706	2,839	2,270	24,317
23	3,443	2,359	3,656	3,524	3,720	4,985	1,965	2,270	25,923
24	3,443	3,718	4,975	4,936	5,065	4,985	2,839	3,522	33,485
25	2,244	2,359	3,656	3,524	3,720	3,706	2,839	3,522	25,570
26	1,000	2,359	2,390	2,190	2,429	2,474	1,965	1,000	15,808
27	2,244	1,000	3,656	3,524	3,720	3,706	2,839	3,522	24,212
28	2,244	3,718	4,975	3,524	5,065	4,985	3,973	2,270	30,755
29	3,443	2,359	3,656	3,524	3,720	3,706	2,839	2,270	25,516
30	2,244	2,359	3,656	3,524	3,720	3,706	2,839	2,270	24,317
31	3,443	3,718	3,656	3,524	3,720	3,706	2,839	2,270	26,876
32	2,244	2,359	3,656	3,524	5,065	4,985	1,965	3,522	27,321
33	3,443	3,718	4,975	4,936	5,065	4,985	3,973	3,522	34,619
34	2,244	2,359	3,656	3,524	3,720	3,706	1,965	2,270	23,444
35	1,000	2,359	3,656	3,524	2,429	2,474	1,965	2,270	19,677
36	1,000	1,000	2,390	3,524	2,429	2,474	1,000	1,000	14,818
37	1,000	2,359	1,000	2,190	2,429	4,985	2,839	2,270	19,072
38	1,000	2,359	3,656	4,936	5,065	4,985	1,000	2,270	25,271
39	3,443	2,359	3,656	4,936	3,720	4,985	2,839	3,522	29,461
40	2,244	2,359	3,656	3,524	3,720	2,474	1,965	2,270	22,212
41	2,244	2,359	3,656	3,524	3,720	3,706	2,839	2,270	24,317

42	3,443	3,718	3,656	4,936	3,720	3,706	2,839	2,270	28,288
43	3,443	3,718	4,975	3,524	5,065	4,985	3,973	3,522	33,207
44	2,244	2,359	3,656	4,936	5,065	4,985	2,839	3,522	29,606
45	1,000	2,359	2,390	3,524	3,720	2,474	2,839	1,000	19,306
46	2,244	3,718	3,656	4,936	3,720	4,985	3,973	3,522	30,756
47	3,443	3,718	4,975	4,936	5,065	4,985	3,973	3,522	34,619
48	2,244	2,359	3,656	4,936	5,065	3,706	1,000	1,000	23,966
49	2,244	2,359	3,656	3,524	3,720	3,706	1,965	2,270	23,444
50	1,000	1,000	2,390	3,524	3,720	3,706	1,965	1,000	18,306
51	1,000	2,359	3,656	3,524	3,720	3,706	1,965	2,270	22,200
52	1,000	3,718	3,656	3,524	3,720	3,706	2,839	2,270	24,433
53	2,244	2,359	3,656	3,524	3,720	3,706	1,965	2,270	23,444
54	3,443	3,718	4,975	4,936	5,065	4,985	3,973	3,522	34,619
55	2,244	2,359	2,390	3,524	1,000	1,000	1,000	1,000	14,517
56	1,000	1,000	3,656	4,936	2,429	3,706	1,965	1,000	19,693
57	3,443	2,359	2,390	3,524	3,720	3,706	1,965	1,000	22,108
58	2,244	2,359	4,975	4,936	3,720	3,706	2,839	3,522	28,302
59	2,244	2,359	3,656	3,524	3,720	3,706	2,839	2,270	24,317
60	3,443	2,359	3,656	2,190	3,720	3,706	2,839	2,270	24,182
61	1,000	2,359	3,656	3,524	3,720	3,706	1,000	3,522	22,487
62	1,000	2,359	2,390	3,524	3,720	2,474	2,839	1,000	19,306
63	1,000	2,359	3,656	3,524	3,720	2,474	1,965	2,270	20,968
64	2,244	2,359	3,656	3,524	3,720	3,706	2,839	2,270	24,317
65	2,244	1,000	1,000	3,524	3,720	2,474	1,000	2,270	17,233
66	2,244	2,359	3,656	4,936	5,065	4,985	1,000	2,270	26,515
67	2,244	2,359	3,656	3,524	3,720	3,706	2,839	2,270	24,317
68	2,244	2,359	2,390	3,524	3,720	2,474	1,965	1,000	19,677
69	2,244	3,718	4,975	4,936	3,720	4,985	2,839	3,522	30,941
70	2,244	2,359	3,656	3,524	3,720	3,706	2,839	2,270	24,317
71	2,244	2,359	2,390	3,524	3,720	3,706	1,965	1,000	20,909
72	1,000	2,359	2,390	3,524	3,720	2,474	1,000	1,000	17,468
73	2,244	3,718	3,656	3,524	3,720	3,706	1,965	2,270	24,804
74	1,000	2,359	2,390	2,190	2,429	2,474	2,839	2,270	17,951
75	2,244	2,359	3,656	3,524	3,720	3,706	1,965	2,270	23,444
76	1,000	1,000	2,390	3,524	2,429	2,474	1,965	2,270	17,053
77	1,000	1,000	2,390	4,936	3,720	4,985	2,839	3,522	24,394
78	2,244	2,359	3,656	3,524	3,720	3,706	3,973	3,522	26,704
79	3,443	3,718	4,975	4,936	5,065	4,985	3,973	3,522	34,619
80	2,244	2,359	3,656	3,524	3,720	3,706	2,839	2,270	24,317
81	3,443	3,718	4,975	4,936	5,065	3,706	3,973	2,270	32,087
82	3,443	3,718	4,975	4,936	5,065	4,985	3,973	3,522	34,619
83	2,244	1,000	2,390	3,524	3,720	2,474	1,000	1,000	17,353
84	2,244	2,359	3,656	3,524	3,720	3,706	2,839	2,270	24,317
85	1,000	1,000	2,390	2,190	2,429	3,706	2,839	1,000	16,554
86	2,244	2,359	3,656	3,524	3,720	3,706	2,839	2,270	24,317
87	1,000	2,359	2,390	3,524	3,720	3,706	1,000	2,270	19,969
88	1,000	1,000	2,390	2,190	2,429	2,474	1,965	1,000	14,450
89	1,000	1,000	2,390	2,190	2,429	2,474	1,965	1,000	14,450

90	1,000	1,000	2,390	2,190	2,429	2,474	1,000	2,270	14,754
91	1,000	1,000	2,390	1,000	2,429	3,706	1,000	1,000	13,526
92	3,443	3,718	4,975	4,936	5,065	4,985	3,973	3,522	34,619
93	1,000	2,359	3,656	3,524	3,720	2,474	1,965	2,270	20,968
94	2,244	2,359	3,656	3,524	3,720	3,706	2,839	2,270	24,317
95	2,244	1,000	2,390	3,524	3,720	2,474	1,000	1,000	17,353
96	3,443	3,718	4,975	4,936	5,065	4,985	3,973	3,522	34,619
97	2,244	2,359	2,390	3,524	2,429	3,706	1,000	1,000	18,653
98	1,000	1,000	3,656	3,524	2,429	3,706	1,000	1,000	17,315
99	1,000	2,359	2,390	2,190	2,429	2,474	1,000	1,000	14,843
100	1,000	1,000	2,390	2,190	2,429	2,474	1,000	1,000	13,484

HASIL UJI VALIDITAS

Variabel Promosi (X1)

		Correlations										
		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	SUM
P1	Pearson Correlation	1	,427**	,080	,302**	,546**	,352**	,414**	,406**	,408**	,359**	,614**
	Sig. (2-tailed)		,000	,431	,002	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100
P2	Pearson Correlation	,427**	1	,495**	,323**	,429**	,372**	,391**	,397**	,457**	,369**	,676**
	Sig. (2-tailed)	,000		,000	,001	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100
P3	Pearson Correlation	,080	,495**	1	,472**	,366**	,179	,379**	,422**	,380**	,405**	,636**
	Sig. (2-tailed)	,431	,000		,000	,000	,075	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100
P4	Pearson Correlation	,302**	,323**	,472**	1	,351**	,282**	,492**	,453**	,304**	,491**	,677**
	Sig. (2-tailed)	,002	,001	,000		,000	,004	,000	,000	,002	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100
P5	Pearson Correlation	,546**	,429**	,366**	,351**	1	,461**	,594**	,414**	,425**	,502**	,732**

	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100
P6	Pearson Correlation	,352**	,372**	,179	,282**	,461**	1	,456**	,245*	,327**	,316**	,578**
	Sig. (2-tailed)	,000	,000	,075	,004	,000		,000	,014	,001	,001	,000
	N	100	100	100	100	100	100	100	100	100	100	100
P7	Pearson Correlation	,414**	,391**	,379**	,492**	,594**	,456**	1	,593**	,506**	,499**	,768**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100
P8	Pearson Correlation	,406**	,397**	,422**	,453**	,414**	,245*	,593**	1	,612**	,526**	,729**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,014	,000		,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100
P9	Pearson Correlation	,408**	,457**	,380**	,304**	,425**	,327**	,506**	,612**	1	,707**	,723**
	Sig. (2-tailed)	,000	,000	,000	,002	,000	,001	,000	,000		,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100
P10	Pearson Correlation	,359**	,369**	,405**	,491**	,502**	,316**	,499**	,526**	,707**	1	,739**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,001	,000	,000	,000		,000
	N	100	100	100	100	100	100	100	100	100	100	100
SUM	Pearson Correlation	,614**	,676**	,636**	,677**	,732**	,578**	,768**	,729**	,723**	,739**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	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).

HASIL UJI VALIDITAS

Variabel Citra Merek (X2)

Correlations

		P11	P12	P13	P14	P15	P16	SUM
P11	Pearson Correlation	1	,531**	,566**	,530**	,497**	,471**	,751**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100
P12	Pearson Correlation	,531**	1	,596**	,544**	,466**	,668**	,804**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100
P13	Pearson Correlation	,566**	,596**	1	,784**	,503**	,646**	,847**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100
P14	Pearson Correlation	,530**	,544**	,784**	1	,460**	,573**	,807**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100
P15	Pearson Correlation	,497**	,466**	,503**	,460**	1	,554**	,740**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100	100
P16	Pearson Correlation	,471**	,668**	,646**	,573**	,554**	1	,821**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100	100
SUM	Pearson Correlation	,751**	,804**	,847**	,807**	,740**	,821**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100

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

N		100	100	100	100	100	100	100	100	100
SU	Pearson	,777**	,811**	,859**	,744**	,832**	,814**	,775**	,820**	1
M	Correlation									
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100	100

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

HASIL UJI RELIABILITAS

Variabel Promosi (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
,868	10

HASIL UJI RELIABILITAS

Variabel Citra Merek (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
,881	6

HASIL UJI RELIABILITAS

Variabel Minat Beli (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,918	8

HASIL UJI KOEFISIEN KORELASI

Correlations

		Minat Beli	Promosi	Citra Merek
Pearson Correlation	Minat Beli	1,000	,767	,829
	Promosi	,767	1,000	,717
	Citra Merek	,829	,717	1,000
Sig. (1-tailed)	Minat Beli	.	,000	,000
	Promosi	,000	.	,000
	Citra Merek	,000	,000	.
N	Minat Beli	100	100	100
	Promosi	100	100	100
	Citra Merek	100	100	100

HASIL UJI KOEFISIEN DETERMINASI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,865 ^a	,749	,743	2,96706	,749	144,452	2	97	,000

a. Predictors: (Constant), Citra Merek, Promosi

b. Dependent Variable: Minat Beli

HASIL UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,93694172
Most Extreme Differences	Absolute	,096
	Positive	,078
	Negative	-,096
Kolmogorov-Smirnov Z		,963
Asymp. Sig. (2-tailed)		,312

a. Test distribution is Normal.

b. Calculated from data.

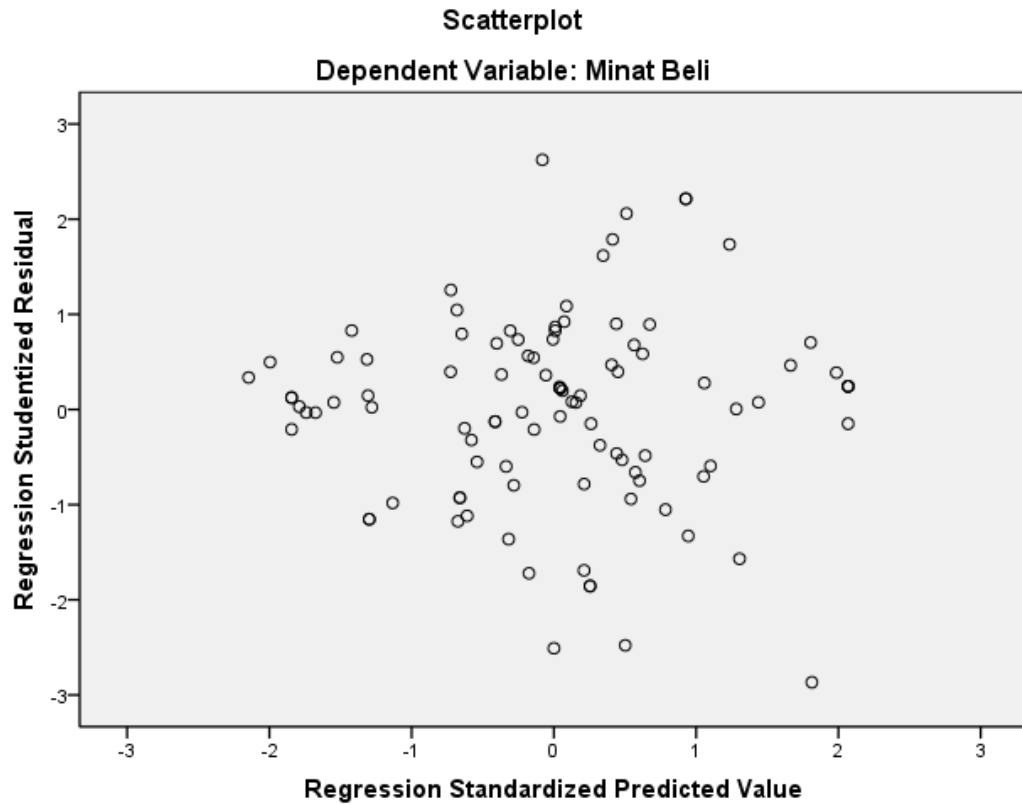
HASIL UJI MULTIKOLINIERITAS

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	-1,105	1,563		-,707	,481					
Promosi	,335	,069	,356	4,879	,000	,767	,444	,248	,486	2,058
Citra Merek	,771	,098	,573	7,851	,000	,829	,623	,400	,486	2,058

a. Dependent Variable: Minat Beli

HASIL UJI HETEROSKEDASTISITAS



HASIL UJI REGRESI LINIER BERGANDA

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	-1,105	1,563		-,707	,481					
Promosi	,335	,069	,356	4,879	,000	,767	,444	,248	,486	2,058
Citra Merek	,771	,098	,573	7,851	,000	,829	,623	,400	,486	2,058

a. Dependent Variable: Minat Beli

HASIL ANALISIS UJI PARSIAL (UJI T)

Variabel Promosi (X1)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
1 (Constant)	,500	1,972		,254	,800			
Promosi	,721	,061	,767	11,849	,000	,767	,767	,767

a. Dependent Variable: Minat Beli

Variabel Citra Merek (X2)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
1 (Constant)	3,354	1,408		2,382	,019			
Citra Merek	1,115	,076	,829	14,664	,000	,829	,829	,829

a. Dependent Variable: Minat Beli

HASIL ANALISIS UJI SIMULTAN (UJI F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2543,359	2	1271,680	144,452	,000 ^a
	Residual	853,937	97	8,803		
	Total	3397,296	99			

a. Predictors: (Constant), Citra Merek, Promosi

b. Dependent Variable: Minat Beli

Tabel r untuk df = 51 - 100

df = (N-2)	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.2681	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.4280
55	0.2201	0.2609	0.3074	0.3385	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.4210
57	0.2162	0.2564	0.3022	0.3328	0.4176
58	0.2144	0.2542	0.2997	0.3301	0.4143
59	0.2126	0.2521	0.2972	0.3274	0.4110
60	0.2108	0.2500	0.2948	0.3248	0.4079
61	0.2091	0.2480	0.2925	0.3223	0.4048
62	0.2075	0.2461	0.2902	0.3198	0.4018
63	0.2058	0.2441	0.2880	0.3173	0.3988
64	0.2042	0.2423	0.2858	0.3150	0.3959
65	0.2027	0.2404	0.2837	0.3126	0.3931
66	0.2012	0.2387	0.2816	0.3104	0.3903
67	0.1997	0.2369	0.2796	0.3081	0.3876
68	0.1982	0.2352	0.2776	0.3060	0.3850
69	0.1968	0.2335	0.2756	0.3038	0.3823
70	0.1954	0.2319	0.2737	0.3017	0.3798
71	0.1940	0.2303	0.2718	0.2997	0.3773
72	0.1927	0.2287	0.2700	0.2977	0.3748
73	0.1914	0.2272	0.2682	0.2957	0.3724
74	0.1901	0.2257	0.2664	0.2938	0.3701
75	0.1888	0.2242	0.2647	0.2919	0.3678
76	0.1876	0.2227	0.2630	0.2900	0.3655
77	0.1864	0.2213	0.2613	0.2882	0.3633
78	0.1852	0.2199	0.2597	0.2864	0.3611
79	0.1841	0.2185	0.2581	0.2847	0.3589
80	0.1829	0.2172	0.2565	0.2830	0.3568
81	0.1818	0.2159	0.2550	0.2813	0.3547
82	0.1807	0.2146	0.2535	0.2796	0.3527
83	0.1796	0.2133	0.2520	0.2780	0.3507
84	0.1786	0.2120	0.2505	0.2764	0.3487
85	0.1775	0.2108	0.2491	0.2748	0.3468
86	0.1765	0.2096	0.2477	0.2732	0.3449
87	0.1755	0.2084	0.2463	0.2717	0.3430
88	0.1745	0.2072	0.2449	0.2702	0.3412
89	0.1735	0.2061	0.2435	0.2687	0.3393
90	0.1726	0.2050	0.2422	0.2673	0.3375
91	0.1716	0.2039	0.2409	0.2659	0.3358
92	0.1707	0.2028	0.2396	0.2645	0.3341
93	0.1698	0.2017	0.2384	0.2631	0.3323
94	0.1689	0.2006	0.2371	0.2617	0.3307
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274
97	0.1663	0.1975	0.2335	0.2578	0.3258
98	0.1654	0.1966	0.2324	0.2565	0.3242
99	0.1646	0.1956	0.2312	0.2552	0.3226
100	0.1638	0.1946	0.2301	0.2540	0.3211

Titik Persentase Distribusi t (df = 81 –120)

df \ Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
81	0.67753	1.29209	1.66388	1.98989	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37289	2.63712	3.19282
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954

Titik Persentase Distribusi F untuk Probabilita = 0,10

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	2.76	2.36	2.14	2.01	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
92	2.76	2.36	2.14	2.01	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
93	2.76	2.36	2.14	2.01	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
94	2.76	2.36	2.14	2.01	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
95	2.76	2.36	2.14	2.00	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
96	2.76	2.36	2.14	2.00	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.59	1.58	1.56
97	2.76	2.36	2.14	2.00	1.91	1.84	1.78	1.73	1.70	1.67	1.64	1.61	1.59	1.58	1.56
98	2.76	2.36	2.14	2.00	1.91	1.84	1.78	1.73	1.70	1.66	1.64	1.61	1.59	1.57	1.56
99	2.76	2.36	2.14	2.00	1.91	1.83	1.78	1.73	1.70	1.66	1.64	1.61	1.59	1.57	1.56
100	2.76	2.36	2.14	2.00	1.91	1.83	1.78	1.73	1.69	1.66	1.64	1.61	1.59	1.57	1.56
101	2.76	2.36	2.14	2.00	1.91	1.83	1.78	1.73	1.69	1.66	1.64	1.61	1.59	1.57	1.56
102	2.76	2.36	2.14	2.00	1.90	1.83	1.78	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.56
103	2.75	2.35	2.14	2.00	1.90	1.83	1.78	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
104	2.75	2.35	2.14	2.00	1.90	1.83	1.78	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
105	2.75	2.35	2.14	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
106	2.75	2.35	2.14	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
107	2.75	2.35	2.14	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
108	2.75	2.35	2.14	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
109	2.75	2.35	2.13	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
110	2.75	2.35	2.13	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
111	2.75	2.35	2.13	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.58	1.57	1.55
112	2.75	2.35	2.13	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.58	1.57	1.55