

LAMPIRAN 1

KUESIONER

| PERNYATAAN | JAWABAN | | | |
|---|--|---------------------------------------|---------------------------------|--|
| | 1 | 2 | 3 | 4 |
| KEINDAHAN | | | | |
| 1. Produk hijab Zoya mempunyai berbagai macam model bentuk yang menarik. | <input type="checkbox"/> Sangat Tidak Setuju | <input type="checkbox"/> Tidak Setuju | <input type="checkbox"/> Setuju | <input type="checkbox"/> Sangat Setuju |
| 2. Produk hijab Zoya mempunyai berbagai macam warna yang menarik. | <input type="checkbox"/> Sangat Tidak Setuju | <input type="checkbox"/> Tidak Setuju | <input type="checkbox"/> Setuju | <input type="checkbox"/> Sangat Setuju |
| DAYA TAHAN | | | | |
| 3. Kualitas warna dan desain pada hijab Zoya tidak mudah luntur. | <input type="checkbox"/> Sangat Tidak Setuju | <input type="checkbox"/> Tidak Setuju | <input type="checkbox"/> Setuju | <input type="checkbox"/> Sangat Setuju |
| 4. Hijab merek Zoya memiliki daya tahan pada jahitan kainnya tidak mudah rusak. | <input type="checkbox"/> Sangat Tidak Setuju | <input type="checkbox"/> Tidak Setuju | <input type="checkbox"/> Setuju | <input type="checkbox"/> Sangat Setuju |
| KUALITAS YANG DIPERSEPSIKAN | | | | |
| 5. Produk hijab Zoya memiliki kualitas kain yang nyaman di pakai dan bahannya dingin. | <input type="checkbox"/> Sangat Tidak Setuju | <input type="checkbox"/> Tidak Setuju | <input type="checkbox"/> Setuju | <input type="checkbox"/> Sangat Setuju |

| EKUITAS MEREK (X2) | | | | |
|--|--|---------------------------------------|---------------------------------|--|
| PERNYATAAN | JAWABAN | | | |
| | 1 | 2 | 3 | 4 |
| KESADARAN MEREK | | | | |
| 6. Saya dengan mudah mengetahui logo hijab Zoya. | <input type="checkbox"/> Sangat Tidak Setuju | <input type="checkbox"/> Tidak Setuju | <input type="checkbox"/> Setuju | <input type="checkbox"/> Sangat Setuju |
| 7. Iklan hijab Zoya sering di tayangkan di Televisi. | <input type="checkbox"/> Sangat Tidak Setuju | <input type="checkbox"/> Tidak Setuju | <input type="checkbox"/> Setuju | <input type="checkbox"/> Sangat Setuju |
| 8. Tayangan iklan Zoya lebih menarik di dibandingkan dengan iklan hijab lainnya. | <input type="checkbox"/> Sangat Tidak Setuju | <input type="checkbox"/> Tidak Setuju | <input type="checkbox"/> Setuju | <input type="checkbox"/> Sangat Setuju |
| ASOSIASI MEREK | | | | |
| 9. Harga hijab Zoya sesuai dengan kemampuan daya beli masyarakat. | <input type="checkbox"/> Sangat Tidak Setuju | <input type="checkbox"/> Tidak Setuju | <input type="checkbox"/> Setuju | <input type="checkbox"/> Sangat Setuju |

| | | | | |
|---|--|---------------------------------------|---------------------------------|--|
| | Setuju | | | |
| 10. Harga yang ditawarkan hijab Zoya sesuai dengan kualitas produk yang diberikan. | <input type="checkbox"/> Sangat Tidak Setuju | <input type="checkbox"/> Tidak Setuju | <input type="checkbox"/> Setuju | <input type="checkbox"/> Sangat Setuju |
| 11. Lokasi penjualan hijab Zoya mudah dijangkau sehingga memudahkan saya dalam membeli hijab Zoya. | <input type="checkbox"/> Sangat Tidak Setuju | <input type="checkbox"/> Tidak Setuju | <input type="checkbox"/> Setuju | <input type="checkbox"/> Sangat Setuju |
| PERSEPSI KUALITAS | | | | |
| 12. Hijab Zoya memiliki design yang menarik. | <input type="checkbox"/> Sangat Tidak Setuju | <input type="checkbox"/> Tidak Setuju | <input type="checkbox"/> Setuju | <input type="checkbox"/> Sangat Setuju |
| 13. Hijab Zoya berkualitas bahannya dan nyaman digunakan. | <input type="checkbox"/> Sangat Tidak Setuju | <input type="checkbox"/> Tidak Setuju | <input type="checkbox"/> Setuju | <input type="checkbox"/> Sangat Setuju |
| LOYALITAS MEREK | | | | |
| 14. Saya akan terus menggunakan hijab merek Zoya. | <input type="checkbox"/> Sangat Tidak Setuju | <input type="checkbox"/> Tidak Setuju | <input type="checkbox"/> Setuju | <input type="checkbox"/> Sangat Setuju |
| 15. Saya tidak akan terpengaruh oleh promosi hijab merek lain. | <input type="checkbox"/> Sangat Tidak Setuju | <input type="checkbox"/> Tidak Setuju | <input type="checkbox"/> Setuju | <input type="checkbox"/> Sangat Setuju |
| 16. Saya akan tetap membeli hijab merek Zoya meskipun harganya naik dan lebih tinggi dari pada hijab merek lainnya yang sejenisnya. | <input type="checkbox"/> Sangat Tidak Setuju | <input type="checkbox"/> Tidak Setuju | <input type="checkbox"/> Setuju | <input type="checkbox"/> Sangat Setuju |

| | | | | |
|--|--|---------------------------------------|---------------------------------|--|
| KEPUTUSAN PEMBELIAN (Y) | | | | |
| PERNYATAAN | JAWABAN | | | |
| | 1 | 2 | 3 | 4 |
| KEYAKINAN | | | | |
| 17. Saya membeli hijab Zoya karena sudah mengetahui bahan yang digunakan nyaman digunakan. | <input type="checkbox"/> Sangat Tidak Setuju | <input type="checkbox"/> Tidak Setuju | <input type="checkbox"/> Setuju | <input type="checkbox"/> Sangat Setuju |
| KEBIASAAN | | | | |
| 18. Saya membeli hijab Zoya karena sudah terbiasa membelinya. | <input type="checkbox"/> Sangat Tidak Setuju | <input type="checkbox"/> Tidak Setuju | <input type="checkbox"/> Setuju | <input type="checkbox"/> Sangat Setuju |

| PENCARIAN INFORMASI | | | | |
|---|--|---------------------------------------|---------------------------------|--|
| 19. Saya tertarik melakukan pembelian hijab di butik Zoya setelah tahu iklan di sosial median dan baliho. | <input type="checkbox"/> Sangat Tidak Setuju | <input type="checkbox"/> Tidak Setuju | <input type="checkbox"/> Setuju | <input type="checkbox"/> Sangat Setuju |
| 20. Saya merasa puas karena saya mudah untuk mendapatkan informasi dalam membeli keperluan hijab apa saja yang dibutuhkan konsumen. | <input type="checkbox"/> Sangat Tidak Puas | <input type="checkbox"/> Tidak Puas | <input type="checkbox"/> Puas | <input type="checkbox"/> Sangat Puas |
| PERILAKU PASCA PEMBELIAN | | | | |
| 21. Saya merasa puas dengan kedisiplinan yang dimiliki karyawan Butik Zoya Semarang. | <input type="checkbox"/> Sangat Tidak Puas | <input type="checkbox"/> Tidak puas | <input type="checkbox"/> Puas | <input type="checkbox"/> Sangat Puas |
| 22. Saya merasa puas karena barang yang dijual di Butik Zoya Semarang sesuai dengan keinginan Konsumen. | <input type="checkbox"/> Sangat Tidak Puas | <input type="checkbox"/> Tidak Puas | <input type="checkbox"/> Puas | <input type="checkbox"/> Sangat Puas |

LAMPIRAN 2

HASIL PERNYATAAN RESPONDEN

| Kualitas Produk (X1) | | | | | Ekuitas Merek (X2) | | | | | | | | | | Keputusan Pembelian (Y) | | | | | Jumlah X1 | Jumlah X2 | Jumlah Y | | |
|----------------------|---|---|---|---|--------------------|---|---|---|---|---|---|---|---|---|-------------------------|---|---|---|---|-----------|-----------|----------|----|----|
| 3 | 3 | 3 | 3 | 4 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 20 | 37 | 21 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 18 | 36 | 19 |
| 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 22 | 37 | 21 |
| 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 33 | 18 |
| 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 22 | 40 | 21 |
| 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 17 | 31 | 18 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 23 | 44 | 23 |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 20 | 37 | 20 |
| 3 | 2 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 19 | 38 | 22 |
| 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 21 | 40 | 20 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 23 | 43 | 22 |
| 3 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 18 | 31 | 19 |
| 2 | 3 | 2 | 4 | 2 | 4 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 4 | 3 | 16 | 29 | 17 |
| 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 21 | 32 | 18 |
| 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 21 | 34 | 20 |
| 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 42 | 23 |
| 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 22 | 39 | 21 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 33 | 18 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 18 | 33 | 19 |
| 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 18 | 34 | 19 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 19 | 38 | 21 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 34 | 18 |
| 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 23 | 42 | 23 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 22 | 39 | 21 |

| | | | | | | | | | | | | | | | | | | | | | | | | |
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| 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 23 | 42 | 22 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 31 | 18 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 19 | 33 | 21 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 18 | 33 | 18 |
| 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 21 | 39 | 23 |
| 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 22 | 44 | 22 |
| 3 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 19 | 37 | 21 |
| 3 | 2 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 19 | 40 | 23 |
| 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 21 | 39 | 22 |
| 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 3 | 3 | 2 | 2 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 21 | 32 | 19 |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 19 | 33 | 20 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 19 | 39 | 21 |
| 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 42 | 23 |
| 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 3 | 2 | 4 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 21 | 34 | 19 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 24 | 44 | 22 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 44 | 24 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 2 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 4 | 19 | 34 | 21 |
| 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 20 | 34 | 22 |
| 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 3 | 3 | 3 | 2 | 2 | 4 | 3 | 4 | 4 | 3 | 4 | 22 | 35 | 22 |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 19 | 34 | 20 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 23 | 44 | 22 |
| 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 20 | 34 | 22 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 22 | 39 | 21 |
| 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 22 | 38 | 21 |
| 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 19 | 31 | 19 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 44 | 24 |
| 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 40 | 23 |
| 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 22 | 40 | 23 |

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| 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 21 | 40 | 22 |
| 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 14 | 26 | 14 |
| 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 22 | 42 | 23 |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 4 | 4 | 3 | 19 | 28 | 20 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 24 | 43 | 23 |
| 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 20 | 35 | 20 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 42 | 24 |
| 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 19 | 34 | 20 |
| 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 21 | 37 | 20 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 32 | 18 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 32 | 18 |
| 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 34 | 18 |
| 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 23 | 40 | 23 |
| 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 20 | 32 | 19 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 41 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 42 | 24 |
| 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 19 | 35 | 19 |
| 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 20 | 37 | 22 |
| 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 22 | 42 | 22 |
| 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 22 | 40 | 22 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 43 | 24 |
| 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 19 | 34 | 20 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 43 | 24 |
| 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 20 | 36 | 20 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 43 | 24 |
| 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 22 | 41 | 22 |
| 4 | 3 | 3 | 2 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 2 | 3 | 19 | 36 | 19 |
| 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 20 | 36 | 20 |

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| 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 2 | 4 | 2 | 4 | 4 | 22 | 36 | 19 |
| 2 | 4 | 3 | 3 | 2 | 4 | 3 | 4 | 4 | 3 | 2 | 4 | 3 | 2 | 4 | 4 | 2 | 3 | 4 | 3 | 3 | 4 | 18 | 37 | 19 |
| 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 19 | 37 | 19 |
| 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 22 | 42 | 21 |
| 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 20 | 39 | 20 |
| 4 | 3 | 2 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 19 | 33 | 19 |
| 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 23 | 40 | 22 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 29 | 18 |
| 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 19 | 36 | 19 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 43 | 24 |
| 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 17 | 31 | 18 |
| 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 20 | 36 | 19 |
| 2 | 3 | 4 | 4 | 2 | 4 | 4 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 18 | 32 | 19 |
| 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 20 | 37 | 19 |
| 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 21 | 38 | 19 |
| 3 | 3 | 4 | 4 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 20 | 33 | 19 |
| 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 20 | 36 | 20 |
| 3 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 4 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 15 | 27 | 14 |
| 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 17 | 30 | 19 |
| 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 20 | 36 | 20 |

LAMPIRAN 3
 UJI VALIDITAS DAN RELIABILITAS

A. UJI VALIDITAS

Correlations

| | | p1 | p2 | p3 | p4 | p5 | kualitas merek |
|----------------|---------------------|--------|--------|--------|--------|--------|----------------|
| p1 | Pearson Correlation | 1 | .280** | .412** | .073 | .934** | .787** |
| | Sig. (2-tailed) | | .005 | .000 | .469 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| p2 | Pearson Correlation | .280** | 1 | .289** | .232* | .259** | .600** |
| | Sig. (2-tailed) | .005 | | .003 | .020 | .009 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| p3 | Pearson Correlation | .412** | .289** | 1 | .428** | .385** | .755** |
| | Sig. (2-tailed) | .000 | .003 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| p4 | Pearson Correlation | .073 | .232* | .428** | 1 | .007 | .509** |
| | Sig. (2-tailed) | .469 | .020 | .000 | | .947 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| p5 | Pearson Correlation | .934** | .259** | .385** | .007 | 1 | .754** |
| | Sig. (2-tailed) | .000 | .009 | .000 | .947 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| kualitas merek | Pearson Correlation | .787** | .600** | .755** | .509** | .754** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |

| | | | | | | | | | | | | | |
|---------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Sig. (2-tailed) | .013 | .000 | .036 | .021 | .200 | | .002 | .000 | .000 | .045 | .040 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| p12 | Pearson Correlation | .225* | .258** | .815** | .803** | .474** | .301** | 1 | .376** | .378** | .867** | .391** | .799** |
| | Sig. (2-tailed) | .024 | .010 | .000 | .000 | .000 | .002 | | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| p13 | Pearson Correlation | .349** | .767** | .268** | .235* | .356** | .384** | .376** | 1 | .458** | .472** | .502** | .732** |
| | Sig. (2-tailed) | .000 | .000 | .007 | .019 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| p14 | Pearson Correlation | .238* | .404** | .288** | .279** | .282** | .767** | .378** | .458** | 1 | .413** | .469** | .684** |
| | Sig. (2-tailed) | .017 | .000 | .004 | .005 | .005 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| p15 | Pearson Correlation | .216* | .274** | .768** | .727** | .507** | .201* | .867** | .472** | .413** | 1 | .522** | .816** |
| | Sig. (2-tailed) | .031 | .006 | .000 | .000 | .000 | .045 | .000 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| p16 | Pearson Correlation | .199* | .308** | .297** | .263** | .327** | .205* | .391** | .502** | .469** | .522** | 1 | .627** |
| | Sig. (2-tailed) | .047 | .002 | .003 | .008 | .001 | .040 | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Ekuitas merek | Pearson Correlation | .466** | .629** | .727** | .706** | .523** | .555** | .799** | .732** | .684** | .816** | .627** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | 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 0.05 level (2-tailed).

Correlations

| | | p17 | p18 | p19 | p20 | p21 | p22 | Keputusan Pembelian |
|-----|------------------------|--------|--------|--------|-------|-------|--------|------------------------|
| p17 | Pearson Correlation | 1 | .301** | .240* | .195 | .081 | .240* | .528** |
| | Sig. (2-tailed) | | .002 | .016 | .052 | .423 | .016 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| p18 | Pearson Correlation | .301** | 1 | .573** | .252* | .096 | .538** | .706** |
| | Sig. (2-tailed) | .002 | | .000 | .011 | .344 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| p19 | Pearson Correlation | .240* | .573** | 1 | .233* | .254* | .965** | .835** |
| | Sig. (2-tailed) | .016 | .000 | | .020 | .011 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| p20 | Pearson Correlation | .195 | .252* | .233* | 1 | .183 | .198* | .527** |
| | Sig. (2-tailed) | .052 | .011 | .020 | | .069 | .048 | .000 |

| | | | | | | | | |
|---------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| p21 | Pearson Correlation | .081 | .096 | .254* | .183 | 1 | .288** | .486** |
| | Sig. (2-tailed) | .423 | .344 | .011 | .069 | | .004 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| p22 | Pearson Correlation | .240* | .538** | .965** | .198* | .288** | 1 | .826** |
| | Sig. (2-tailed) | .016 | .000 | .000 | .048 | .004 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Keputusan Pembelian | Pearson Correlation | .528** | .706** | .835** | .527** | .486** | .826** | 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).

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

B. UJI RELIABILITAS

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 100 | 100.0 |
| | Excluded ^a | 0 | .0 |

| | | |
|-------|-----|-------|
| Total | 100 | 100.0 |
|-------|-----|-------|

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .713 | 5 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| p1 | 13.55 | 2.331 | .631 | .599 |
| p2 | 13.65 | 2.715 | .364 | .706 |
| p3 | 13.53 | 2.272 | .549 | .630 |
| p4 | 13.46 | 2.918 | .256 | .744 |
| p5 | 13.53 | 2.393 | .579 | .621 |

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 100 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 100 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .869 | 11 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| p6 | 33.42 | 17.317 | .342 | .874 |
| p7 | 33.42 | 16.468 | .532 | .861 |
| p8 | 33.36 | 16.354 | .661 | .852 |
| p9 | 33.35 | 16.452 | .636 | .854 |
| p10 | 33.54 | 17.039 | .409 | .869 |
| p11 | 33.43 | 17.136 | .460 | .865 |

| | | | | |
|-----|-------|--------|------|------|
| p12 | 33.48 | 15.606 | .739 | .846 |
| p13 | 33.58 | 15.418 | .641 | .853 |
| p14 | 33.54 | 16.231 | .599 | .856 |
| p15 | 33.50 | 15.444 | .760 | .844 |
| p16 | 33.68 | 16.462 | .528 | .861 |

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 100 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 100 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .728 | 6 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|-------------------------------|--------------------------------------|---|--|
| p17 | 17.17 | 3.536 | .303 | .736 |
| p18 | 17.29 | 3.137 | .537 | .668 |
| p19 | 17.08 | 2.842 | .725 | .608 |
| p20 | 16.99 | 3.545 | .304 | .735 |
| p21 | 17.09 | 3.638 | .255 | .749 |
| p22 | 17.08 | 2.862 | .712 | .613 |

Uji Multikolonieritas

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|----------------|--------------------------------|---------------|------------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.484 | .985 | | 4.550 | .000 |
| | kualitas merek | .277 | .096 | .252 | 2.885 | .005 |
| | Ekuitas merek | .309 | .042 | .646 | 7.397 | .000 |

a. Dependent Variable: Keputusan Pembelian

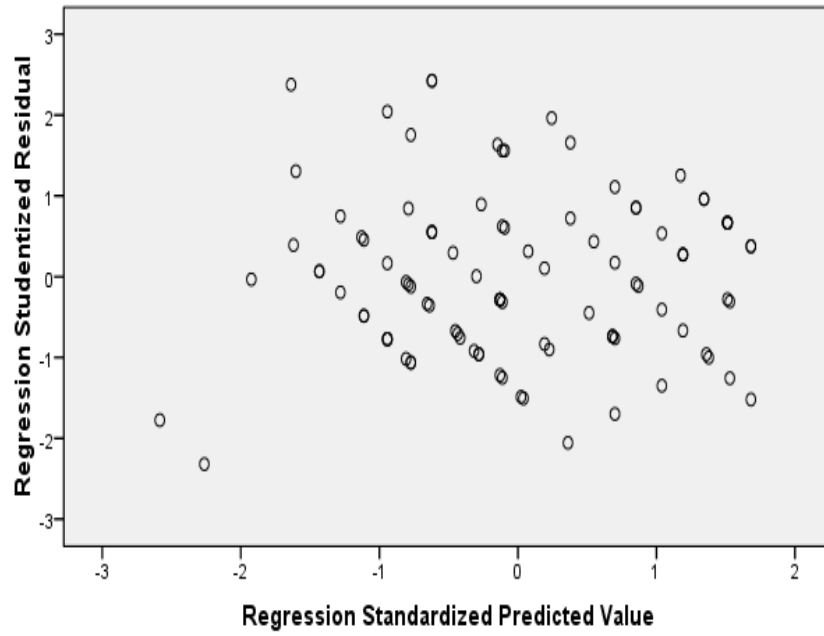
LAMPIRAN 4

HASIL UJI ASUMSI KLASIK

Uji Heteroskedastisitas

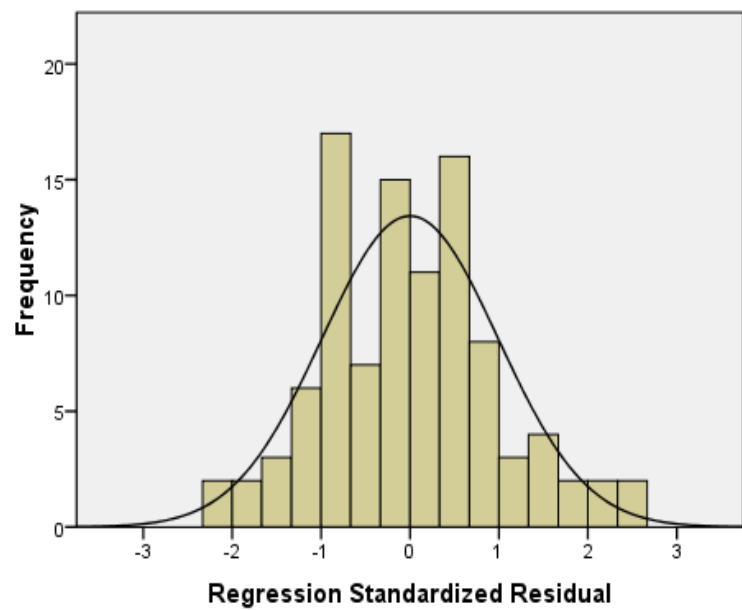
Scatterplot

Dependent Variable: Keputusan Pembelian



Histogram

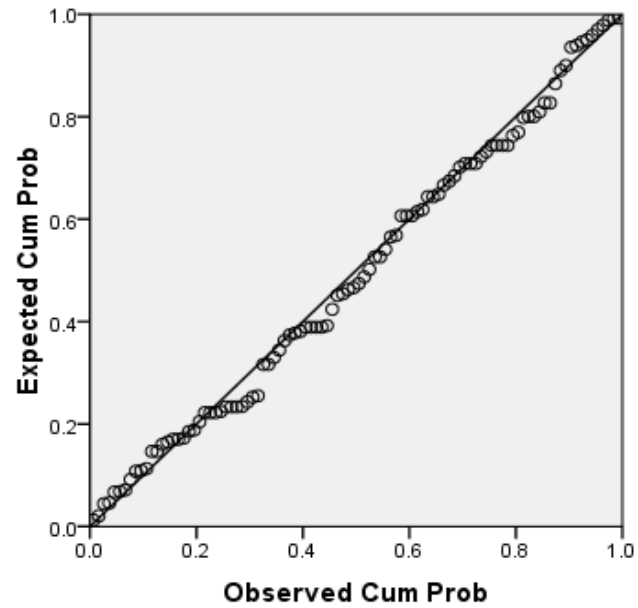
Dependent Variable: Keputusan Pembelian



Mean = 1.11E-15
Std. Dev. = 0.99
N = 100

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Keputusan Pembelian



Uji Anova

ANOVA^b

| | Sum of Squares | df | Mean Square | F | Sig. |
|-------|----------------|----|-------------|---|------|
| Model | | | | | |

| | | | | | | |
|---|------------|---------|----|---------|---------|-------------------|
| 1 | Regression | 328.400 | 2 | 164.200 | 141.653 | .000 ^a |
| | Residual | 112.440 | 97 | 1.159 | | |
| | Total | 440.840 | 99 | | | |

a. Predictors: (Constant), Ekuitas merek , kualitas merek

b. Dependent Variable: Keputusan Pembelian

Uji Determinasi (R^2)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .863 ^a | .745 | .740 | 1.07665 |

a. Predictors: (Constant), Ekuitas merek , kualitas merek

b. Dependent Variable: Keputusan Pembelian

LAMPIRAN 5

HASIL SKOR NILAI KUESIONER

DESKRIPSI VARIABEL PENELITIAN

p1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
| | | | | |

| | | | | | |
|-------|---|-----|-------|-------|-------|
| Valid | 2 | 3 | 3.0 | 3.0 | 3.0 |
| | 3 | 56 | 56.0 | 56.0 | 59.0 |
| | 4 | 41 | 41.0 | 41.0 | 100.0 |
| Total | | 100 | 100.0 | 100.0 | |

p2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 2 | 5 | 5.0 | 5.0 | 5.0 |
| | 3 | 62 | 62.0 | 62.0 | 67.0 |
| | 4 | 33 | 33.0 | 33.0 | 100.0 |
| Total | | 100 | 100.0 | 100.0 | |

p3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 2 | 7 | 7.0 | 7.0 | 7.0 |
| | 3 | 46 | 46.0 | 46.0 | 53.0 |
| | 4 | 47 | 47.0 | 47.0 | 100.0 |
| Total | | 100 | 100.0 | 100.0 | |

p4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 2.0 | 2.0 | 2.0 |
| | 3 | 49 | 49.0 | 49.0 | 51.0 |
| | 4 | 49 | 49.0 | 49.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

p5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 3 | 3.0 | 3.0 | 3.0 |
| | 3 | 54 | 54.0 | 54.0 | 57.0 |
| | 4 | 43 | 43.0 | 43.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

p6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 8 | 8.0 | 8.0 | 8.0 |
| | 3 | 43 | 43.0 | 43.0 | 51.0 |
| | 4 | 49 | 49.0 | 49.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

p7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 7 | 7.0 | 7.0 | 7.0 |
| | 3 | 45 | 45.0 | 45.0 | 52.0 |
| | 4 | 48 | 48.0 | 48.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

p8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 2.0 | 2.0 | 2.0 |
| | 3 | 49 | 49.0 | 49.0 | 51.0 |
| | 4 | 49 | 49.0 | 49.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

p9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 2.0 | 2.0 | 2.0 |
| | 3 | 48 | 48.0 | 48.0 | 50.0 |
| | 4 | 50 | 50.0 | 50.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

p10

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 2 | 9 | 9.0 | 9.0 | 9.0 |
| | 3 | 53 | 53.0 | 53.0 | 62.0 |
| | 4 | 38 | 38.0 | 38.0 | 100.0 |

p10

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 9 | 9.0 | 9.0 | 9.0 |
| | 3 | 53 | 53.0 | 53.0 | 62.0 |
| | 4 | 38 | 38.0 | 38.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

p11

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 3 | 3.0 | 3.0 | 3.0 |
| | 3 | 54 | 54.0 | 54.0 | 57.0 |
| | 4 | 43 | 43.0 | 43.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

p12

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|--|-----------|---------|---------------|--------------------|
|--|--|-----------|---------|---------------|--------------------|

| | | | | | |
|-------|---|-----|-------|-------|-------|
| Valid | 2 | 7 | 7.0 | 7.0 | 7.0 |
| | 3 | 51 | 51.0 | 51.0 | 58.0 |
| | 4 | 42 | 42.0 | 42.0 | 100.0 |
| Total | | 100 | 100.0 | 100.0 | |

p13

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 2 | 16 | 16.0 | 16.0 | 16.0 |
| | 3 | 43 | 43.0 | 43.0 | 59.0 |
| | 4 | 41 | 41.0 | 41.0 | 100.0 |
| Total | | 100 | 100.0 | 100.0 | |

p14

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 2 | 8 | 8.0 | 8.0 | 8.0 |
| | 3 | 55 | 55.0 | 55.0 | 63.0 |
| | 4 | 37 | 37.0 | 37.0 | 100.0 |
| Total | | 100 | 100.0 | 100.0 | |

p15

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 8 | 8.0 | 8.0 | 8.0 |
| | 3 | 51 | 51.0 | 51.0 | 59.0 |
| | 4 | 41 | 41.0 | 41.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

p16

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 13 | 13.0 | 13.0 | 13.0 |
| | 3 | 59 | 59.0 | 59.0 | 72.0 |
| | 4 | 28 | 28.0 | 28.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

p17

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 3 | 3.0 | 3.0 | 3.0 |
| | 3 | 57 | 57.0 | 57.0 | 60.0 |
| | 4 | 40 | 40.0 | 40.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

p18

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 5 | 5.0 | 5.0 | 5.0 |
| | 3 | 65 | 65.0 | 65.0 | 70.0 |
| | 4 | 30 | 30.0 | 30.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

p19

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 2.0 | 2.0 | 2.0 |
| | 3 | 50 | 50.0 | 50.0 | 52.0 |
| | 4 | 48 | 48.0 | 48.0 | 100.0 |

p19

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 2.0 | 2.0 | 2.0 |
| | 3 | 50 | 50.0 | 50.0 | 52.0 |
| | 4 | 48 | 48.0 | 48.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

p20

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 2.0 | 2.0 | 2.0 |
| | 3 | 41 | 41.0 | 41.0 | 43.0 |
| | 4 | 57 | 57.0 | 57.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

p21

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|--|-----------|---------|---------------|--------------------|
|--|--|-----------|---------|---------------|--------------------|

| | | | | | |
|-------|---|-----|-------|-------|-------|
| Valid | 2 | 2 | 2.0 | 2.0 | 2.0 |
| | 3 | 51 | 51.0 | 51.0 | 53.0 |
| | 4 | 47 | 47.0 | 47.0 | 100.0 |
| Total | | 100 | 100.0 | 100.0 | |

p22

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|-----------------------|
| Valid | 2 | 2 | 2.0 | 2.0 | 2.0 |
| | 3 | 50 | 50.0 | 50.0 | 52.0 |
| | 4 | 48 | 48.0 | 48.0 | 100.0 |
| Total | | 100 | 100.0 | 100.0 | |

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Semarang, 11 Agustus 2016

Penulis,

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