

LAMPIRAN –LAMPIRAN





LAMPIRAN 1

Kuisiner

Pengantar Kuesioner



ANALISIS PENGARUH HARGA, KUALITAS PRODUK DAN CITRA MEREK TERHADAP KEPUTUSAN KONSUMEN (PT. Tujuh Impian Bersama Amdk Al Qodiri Jember)

Kepada Yth.

Sdr. Konsumen PT. Tujuh Impian Bersama
di tempat

Berkaitan dengan kegiatan penelitian yang saya lakukan dengan judul Analisis Pengaruh Harga, Kualitas Produk dan Citra Merek Terhadap Keputusan Konsumen (PT. Tujuh Impian Bersama Amdk Al Qodiri Jember) sebagai salah satu syarat untuk memperoleh gelar Sarjana Ekonomi pada Universitas Muhammadiyah Jember, maka dengan ini saya mengharapkan bantuan saudara untuk mengisi daftar pertanyaan yang saya sertakan di bawah ini.

Agar memperoleh masukan yang berarti, saya berharap kuesioner ini diisi dengan keadaan yang sebenarnya. Semua sumber dan data yang diperoleh dijamin kerahasiaannya.

Atas perhatian dan bantuannya saya mengucapkan banyak terimakasih.

ABDURRAHMAN

NIM 1410411244

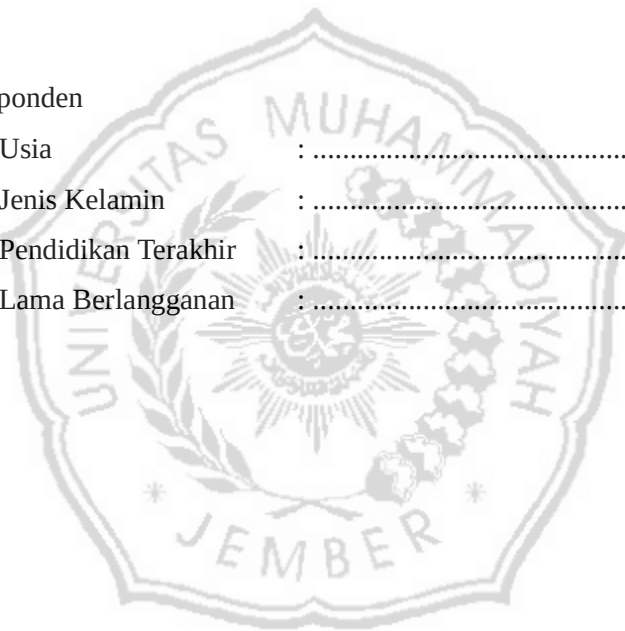
Petunjuk Pengisian:

Berilah tanda chek list (✓) pada jawaban yang dipilih.

1. Bila pendapat anda sangat setuju (SS)
2. Bila pendapat anda setuju (S)
3. Bila Kurang Setuju (KS)
4. Bila tidak setuju (TS)
5. Bila sangat tidak setuju (STS)

Identitas responden

1. Usia :
2. Jenis Kelamin :
3. Pendidikan Terakhir :
4. Lama Berlangganan :



Kuesioner Penelitian

VARIABEL HARGA (X1)

NO	PERNYATAAN	SS	S	KS	TS	STS
1	Harga Produk PT. Tujuh Impian Bersama Amdk Al Qodiri Jember dapat dijangkau oleh semua kalangan masyarakat.					
2	Harga Produk PT. Tujuh Impian Bersama Amdk Al Qodiri Jember sesuai dengan kualitas produk.					
3	Harga Produk PT. Tujuh Impian Bersama Amdk Al Qodiri Jember harus memiliki daya saing dengan produk lain					

VARIABEL KUALITAS PRODUK (X2)

NO	PERNYATAAN	SS	S	KS	TS	STS
1	Produk PT. Tujuh Impian Bersama Amdk Al Qodiri Jember memiliki produk yang daya tahannya cukup lama					
2	Kualitas air mineral dari produk PT. Tujuh Impian Bersama Amdk Al Qodiri Jember sangat disukai oleh konsumen					
3	Produk PT. Tujuh Impian Bersama Amdk Al Qodiri Jember memiliki kelebihan lebih menyegarkan dan lebih fresh					

VARIABEL CITRA MEREK (X2)

NO	PERNYATAAN	SS	S	KS	TS	STS
1	Produk PT. Tujuh Impian Bersama Amdk Al Qodiri Jember mudah dikenali oleh konsumennya.					
2	Produk PT. Tujuh Impian Bersama Amdk Al Qodiri Jember mempunyai citra yang baik dikalangan konsumennya.					
3	Produk PT. Tujuh Impian Bersama Amdk Al Qodiri Jember adalah merek yang mudah dikenali oleh konsumennya.					

VARIABEL KEPUTUSAN KONSUMEN (Y)

NO	PERNYATAAN	SS	S	KS	TS	STS
1	Produk PT. Tujuh Impian Bersama Amdk Al Qodiri Jember sesuai dengan kebutuhan tubuh					
2	Produk PT. Tujuh Impian Bersama Amdk Al Qodiri Jember adalah produk berkualitas tinggi dibandingkan dengan lainnya					
3	Manfaat yang diberikan oleh produk PT. Tujuh Impian Bersama Amdk Al Qodiri Jember memberikan kepuasan pada diri saya.					



LAMPIRAN 2

REKAPITULASI RESPONDEN

REKAPITULASI RESPONDEN

No	X1.1	X1.2	X1.3	X2.1	X2.2	X2.3	X3.1	X3.2	X3.3	Y1	Y2	Y3	X1	X2	X3	Y
1	5	5	5	4	4	5	5	4	4	5	4	3	15	13	13	12
2	5	5	5	4	4	4	5	4	5	5	5	3	15	12	14	13
3	5	5	5	4	4	4	4	4	4	5	5	3	15	12	12	13
4	5	5	5	4	4	4	4	5	5	5	4	4	15	12	14	13
5	5	5	5	4	4	4	5	5	5	4	4	4	15	12	15	12
6	5	4	5	5	4	4	5	5	5	5	4	4	14	13	15	13
7	4	4	4	4	4	4	5	5	5	5	4	4	12	12	15	13
8	5	5	5	5	5	4	5	4	5	5	3	3	15	14	14	11
9	5	4	4	5	4	4	5	4	5	5	5	5	13	13	14	15
10	5	4	4	4	4	4	5	5	5	5	4	4	13	12	15	13
11	4	4	4	4	4	4	5	5	5	5	4	4	12	12	15	13
12	5	5	5	4	4	4	5	5	5	5	4	4	15	12	15	13
13	5	4	4	3	3	5	4	5	4	5	3	3	13	11	13	11
14	4	4	4	4	4	5	5	5	5	5	4	4	12	13	15	13
15	5	5	5	5	5	5	5	5	5	5	3	5	15	15	15	13
16	4	4	4	5	4	4	4	4	5	5	4	4	12	13	13	13
17	4	4	4	4	4	4	5	5	4	4	4	4	12	12	14	12
18	5	5	4	4	5	5	5	4	5	5	5	5	14	14	14	15
19	5	5	4	5	4	4	5	4	4	5	4	4	14	13	13	13
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27	4	5	5	4	5	5	4	5	5	4	4	5	14	14	14	13
28	5	4	4	4	4	4	5	5	5	5	4	4	13	12	15	13
29	3	4	5	4	4	5	5	4	5	4	4	5	12	13	14	13
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32	5	4	4	4	4	4	5	5	5	4	4	4	13	12	15	12
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34	4	4	4	5	5	4	5	5	5	5	5	4	12	14	15	14
35	5	4	4	4	4	5	5	5	5	4	4	4	13	13	15	12
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37	5	5	5	4	4	4	5	4	4	4	4	4	15	12	13	12
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46	4	5	4	3	4	5	5	5	4	5	4	5	13	12	14	14
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49	5	4	4	4	4	5	5	5	5	5	4	4	13	13	15	13
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64	5	5	5	4	4	4	4	5	5	4	4	4	15	12	14	12
65	4	4	4	4	4	4	5	5	5	5	4	4	12	12	15	13
66	4	4	5	4	5	5	5	5	5	5	5	4	13	14	15	14
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68	5	4	4	4	5	5	5	5	5	5	5	5	13	14	15	15
69	5	4	4	5	4	4	5	5	5	5	5	5	13	13	15	15
70	4	3	4	4	4	4	5	5	5	5	5	5	11	12	15	15
71	4	3	4	4	4	4	5	5	5	5	5	5	11	12	15	15
72	3	5	5	5	5	5	4	5	5	5	5	5	13	15	14	15



LAMPIRAN 3

HASIL PERHITUNGAN FREKUENSI

Frequencies

Statistics																
	X1.1	X1.2	X1.3	X2.1	X2.2	X2.3	X3.1	X3.2	X3.3	Y1	Y2	Y3	X1	X2	X3	Y
Valid	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72
Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean	N4,4	4,33	4,25	4,24	4,17	4,38	4,67	4,68	4,65	4,69	4,15	4,10	13,03	12,78	14,00	12,94
Std. Deviation	,625	,581	,599	,593	,504	,488	,557	,552	,561	,464	,573	,609	1,198	1,116	1,126	1,149
Variance	,391	,338	,359	,352	,254	,238	,310	,305	,314	,215	,328	,371	1,436	1,246	1,268	1,321
Range	2	2	3	2	2	1	2	2	2	1	2	2	4	5	5	5
Maximum	5	5	5	5	5	5	5	5	5	5	5	5	15	15	15	15

Frequencies

Statistics			
	X1.1	X1.2	X1.3
N Valid	72	72	72
Missing	0	0	0



Frequency Table

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	6,9	6,9	6,9
	4	30	41,7	41,7	48,6
	5	37	51,4	51,4	100,0
	Total	72	100,0	100,0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	5,6	5,6	5,6
	4	40	55,6	55,6	61,1
	5	28	38,9	38,9	100,0
	Total	72	100,0	100,0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,4	1,4	1,4
	3	3	4,2	4,2	5,6
	4	45	62,5	62,5	68,1
	5	23	31,9	31,9	100,0
	Total	72	100,0	100,0	

Frequencies

Statistics

		X2.1	X2.2	X2.3
N	Valid	72	72	72
	Missing	0	0	0

Frequency Table

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	8,3	8,3	8,3
	4	43	59,7	59,7	68,1
	5	23	31,9	31,9	100,0
	Total	72	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	5,6	5,6	5,6
	4	52	72,2	72,2	77,8
	5	16	22,2	22,2	100,0
	Total	72	100,0	100,0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	45	62,5	62,5	62,5
	5	27	37,5	37,5	100,0
	Total	72	100,0	100,0	

Frequencies

Statistics

		X3.1	X3.2	X3.3
N	Valid	72	72	72
	Missing	0	0	0

Frequency Table

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	4,2	4,2	4,2
	4	18	25,0	25,0	29,2
	5	51	70,8	70,8	100,0
	Total	72	100,0	100,0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	4,2	4,2	4,2
	4	17	23,6	23,6	27,8
	5	52	72,2	72,2	100,0
	Total	72	100,0	100,0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	4,2	4,2	4,2
	4	19	26,4	26,4	30,6
	5	50	69,4	69,4	100,0
	Total	72	100,0	100,0	

Frequencies

Statistics

		Y1	Y2	Y3
N	Valid	72	72	72
	Missing	0	0	0

Frequency Table

Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	22	30,6	30,6	30,6
	5	50	69,4	69,4	100,0
	Total	72	100,0	100,0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	9,7	9,7	9,7
	4	47	65,3	65,3	75,0
	5	18	25,0	25,0	100,0
	Total	72	100,0	100,0	

Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	13,9	13,9	13,9
	4	45	62,5	62,5	76,4
	5	17	23,6	23,6	100,0
	Total	72	100,0	100,0	



LAMPIRAN 4

HASIL PERHITUNGAN VALIDITAS

Correlations

Correlations					
		X1.1	X1.2	X1.3	X1
X1.1	Pearson Correlation	1	,129	,113	,641**
	Sig. (2-tailed)		,280	,346	,000
	N	72	72	72	72
X1.2	Pearson Correlation	,129	1	,243*	,674**
	Sig. (2-tailed)	,280		,040	,000
	N	72	72	72	72
X1.3	Pearson Correlation	,113	,243*	1	,677**
	Sig. (2-tailed)	,346	,040		,000
	N	72	72	72	72
X1	Pearson Correlation	,641**	,674**	,677**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	72	72	72	72

Correlations

Correlations					
		X2.1	X2.2	X2.3	X2
X2.1	Pearson Correlation	1	,574**	-,116	,740**
	Sig. (2-tailed)		,000	,333	,000
	N	72	72	72	72
X2.2	Pearson Correlation	,574**	1	,258*	,869**
	Sig. (2-tailed)	,000		,029	,000
	N	72	72	72	72
X2.3	Pearson Correlation	-,116	,258*	1	,492**
	Sig. (2-tailed)	,333	,029		,000
	N	72	72	72	72
X2	Pearson Correlation	,740**	,869**	,492**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	72	72	72	72

Correlations

		Correlations			
		X3.1	X3.2	X3.3	X3
X3.1	Pearson Correlation	1	,199	,075	,629**
	Sig. (2-tailed)		,095	,530	,000
	N	72	72	72	72
X3.2	Pearson Correlation	,199	1	,274*	,725**
	Sig. (2-tailed)	,095		,020	,000
	N	72	72	72	72
X3.3	Pearson Correlation	,075	,274*	1	,669**
	Sig. (2-tailed)	,530	,020		,000
	N	72	72	72	72
X3	Pearson Correlation	,629**	,725**	,669**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	72	72	72	72

Correlations

		Correlations			
		Y1	Y2	Y3	Y
Y1	Pearson Correlation	1	,231	,057	,549**
	Sig. (2-tailed)		,051	,636	,000
	N	72	72	72	72
Y2	Pearson Correlation	,231	1	,360**	,783**
	Sig. (2-tailed)	,051		,002	,000
	N	72	72	72	72
Y3	Pearson Correlation	,057	,360**	1	,732**
	Sig. (2-tailed)	,636	,002		,000
	N	72	72	72	72
Y	Pearson Correlation	,549**	,783**	,732**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	72	72	72	72



LAMPIRAN 5

HASIL PERHITUNGAN RELIABILITAS

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	72	100,0
	Excluded ^a	0	,0
	Total	72	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,563	,566	3

Item Statistics

	Mean	Std. Deviation	N
X1.1	4,44	,625	72
X1.2	4,33	,581	72
X1.3	4,25	,599	72

Inter-Item Correlation Matrix

	X1.1	X1.2	X1.3
X1.1	1,000	,129	,113
X1.2	,129	1,000	,243
X1.3	,113	,243	1,000

Inter-Item Covariance Matrix

	X1.1	X1.2	X1.3
X1.1	,391	,047	,042
X1.2	,047	,338	,085
X1.3	,042	,085	,359

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	8,58	,866	,153	,024	,390
X1.2	8,69	,835	,247	,069	,202
X1.3	8,78	,823	,233	,066	,228

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13,03	1,436	1,198	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	72	100,0
	Excluded ^a	0	,0
	Total	72	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,585	,586	3

Item Statistics

	Mean	Std. Deviation	N
X2.1	4,24	,593	72
X2.2	4,17	,504	72
X2.3	4,38	,488	72

Inter-Item Correlation Matrix

	X2.1	X2.2	X2.3
X2.1	1,000	,574	-,116
X2.2	,574	1,000	,258
X2.3	-,116	,258	1,000

Inter-Item Covariance Matrix

	X2.1	X2.2	X2.3
X2.1	,352	,171	-,033
X2.2	,171	,254	,063
X2.3	-,033	,063	,238

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	8,54	,618	,296	,404	,410
X2.2	8,61	,523	,645	,436	-,256 ^a
X2.3	8,40	,948	,063	,170	,723

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12,78	1,246	1,116	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	72	100,0
	Excluded ^a	0	,0
	Total	72	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,600	,601	3

Item Statistics

	Mean	Std. Deviation	N
X3.1	4,67	,557	72
X3.2	4,68	,552	72
X3.3	4,65	,561	72

Inter-Item Correlation Matrix

	X3.1	X3.2	X3.3
X3.1	1,000	,199	,075
X3.2	,199	1,000	,274
X3.3	,075	,274	1,000

Inter-Item Covariance Matrix

	X3.1	X3.2	X3.3
X3.1	,310	,061	,023
X3.2	,061	,305	,085
X3.3	,023	,085	,314

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.1	9,33	,789	,171	,040	,430
X3.2	9,32	,671	,322	,107	,140
X3.3	9,35	,737	,225	,075	,331

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14,00	1,268	1,126	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	72	100,0
	Excluded ^a	0	,0
	Total	72	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,662	,673	3

Item Statistics

	Mean	Std. Deviation	N
Y1	4,69	,464	72
Y2	4,15	,573	72
Y3	4,10	,609	72

Inter-Item Correlation Matrix

	Y1	Y2	Y3
Y1	1,000	,231	,057
Y2	,231	1,000	,360
Y3	,057	,360	1,000

Inter-Item Covariance Matrix

	Y1	Y2	Y3
Y1	,215	,061	,016
Y2	,061	,328	,126
Y3	,016	,126	,371

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1	8,25	,951	,171	,054	,529
Y2	8,79	,618	,416	,174	,104
Y3	8,85	,666	,285	,131	,369

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12,94	1,321	1,149	3

LAMPIRAN 6

HASIL PERHITUNGAN
REGRESI LINIER BERGANDA



Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X3, X2, X1 ^b	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

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	,647 ^a	,518	,682	,896	,418	16,290	3	68	,000

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39,213	3	13,071	16,290	,000 ^b
	Residual	54,565	68	,802		
	Total	93,778	71			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	4,704	2,174		2,164	,034	,366	9,043					
X1	,201	,090	,210	2,236	,029	,381	,022	,173	,262	,207	,973	1,028
X2	,604	,096	,587	6,305	,000	,413	,795	,561	,607	,583	,988	1,012
X3	,224	,095	,220	2,357	,021	,034	,414	,239	,275	,218	,984	1,016

a. Dependent Variable: Y

Coefficient Correlations^a

Model			X3	X2	X1
1	Correlations	X3	1,000	-,003	,125
		X2	-,003	1,000	-,109
		X1	,125	-,109	1,000
	Covariances	X3	,009	-2,378E-5	,001
		X2	-2,378E-5	,009	-,001
		X1	,001	-,001	,008

a. Dependent Variable: Y

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	X1	X2	X3
1	1	3,983	1,000	,00	,00	,00	,00
	2	,008	21,951	,00	,51	,00	,35
	3	,007	24,548	,00	,19	,78	,13
	4	,002	47,725	1,00	,29	,22	,52

a. Dependent Variable: Y

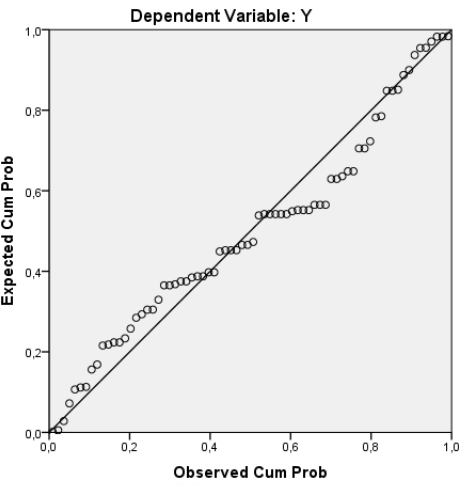
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11,58	14,52	12,94	,743	72
Std. Predicted Value	-1,832	2,116	,000	1,000	72
Standard Error of Predicted Value	,108	,450	,202	,062	72
Adjusted Predicted Value	11,48	14,47	12,95	,745	72
Residual	-2,704	1,916	,000	,877	72
Std. Residual	-3,019	2,139	,000	,979	72
Stud. Residual	-3,069	2,185	-,001	1,005	72
Deleted Residual	-2,794	2,024	-,002	,926	72
Stud. Deleted Residual	-3,282	2,249	-,002	1,030	72
Mahal. Distance	,042	16,906	2,958	2,762	72
Cook's Distance	,000	,120	,014	,024	72
Centered Leverage Value	,001	,238	,042	,039	72

a. Dependent Variable: Y

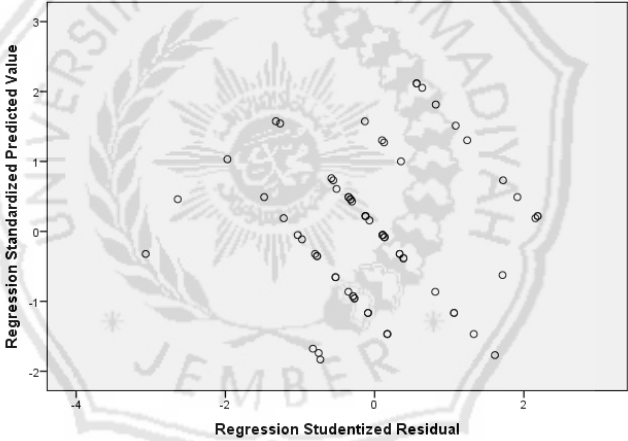
Charts

Normal P-P Plot of Regression Standardized Residual



Scatterplot

Dependent Variable: Y





LAMPIRAN 7

r Tabel

LAMPIRAN 7

UJI r

Tabel r (Sign 0,05)

df	R	df	r	df	r	df	r
1	0,9969	26	0,3739	51	0,2706	76	0,2227
2	0,9500	27	0,3673	52	0,2681	77	0,2213
3	0,8783	28	0,3610	53	0,2656	78	0,2199
4	0,8114	29	0,3550	54	0,2632	79	0,2185
5	0,7545	30	0,3494	55	0,2609	80	0,2172
6	0,7067	31	0,3440	56	0,2586	81	0,2159
7	0,6664	32	0,3388	57	0,2564	82	0,2146
8	0,6319	33	0,3338	58	0,2542	83	0,2133
9	0,6021	34	0,3291	59	0,2521	84	0,2120
10	0,5760	35	0,3246	60	0,2500	85	0,2108
11	0,5529	36	0,3202	61	0,2480	86	0,2096
12	0,5324	37	0,3160	62	0,2461	87	0,2084
13	0,5140	38	0,3120	63	0,2441	88	0,2072
14	0,4973	39	0,3081	64	0,2423	89	0,2061
15	0,4821	40	0,3044	65	0,2404	90	0,2050
16	0,4683	41	0,3008	66	0,2387	91	0,2039
17	0,4555	42	0,2973	67	0,2369	92	0,2028
18	0,4438	43	0,2940	68	0,2352	93	0,2017
19	0,4329	44	0,2907	69	0,2335	94	0,2006
20	0,4227	45	0,2876	70	0,2319	95	0,1996
21	0,4132	46	0,2845	71	0,2303	96	0,1986
22	0,4044	47	0,2816	72	0,2287	97	0,1975
23	0,3961	48	0,2787	73	0,2272	98	0,1966
24	0,3882	49	0,2759	74	0,2257	99	0,1956
25	0,3809	50	0,2732	75	0,2242	100	0,1946

LAMPIRAN 8

t Tabel



LAMPIRAN 8**UJI t**

df	0,1	0,05	0,25
51	1,2980	1,6753	2,0076
52	1,2980	1,6747	2,0066
53	1,2980	1,6741	2,0057
54	1,2970	1,6736	2,0049
55	1,2970	1,6730	2,0040
56	1,2970	1,6725	2,0032
57	1,2970	1,6720	2,0025
58	1,2960	1,6716	2,0017
59	1,2960	1,6711	2,0010
60	1,2960	1,6706	2,0003
61	1,2960	1,6702	1,9996
62	1,2950	1,6698	1,9990
63	1,2950	1,6694	1,9983
64	1,2950	1,6690	1,9977
65	1,2950	1,6686	1,9971
66	1,2950	1,6683	1,9966
67	1,2940	1,6679	1,9960
68	1,2940	1,6676	1,9955
69	1,2940	1,6672	1,9949
70	1,2940	1,6669	1,9944
71	1,2940	1,6666	1,9939
72	1,2930	1,6663	1,9935
73	1,2930	1,6660	1,9930
74	1,2930	1,6657	1,9925
75	1.2929	1.6654	1.9921
76	1.2928	1.6651	1.9917
77	1.2926	1.6649	1.9912
78	1.2925	1.6646	1.9908
79	1.2924	1.6644	1.9904
80	1.2922	1.6641	1.9901



LAMPIRAN 9

Surat Keterangan Penelitian dan
Formulir Revisi Ujian Skripsi

SURAT KETERANGAN SELESAI PENELITIAN

Yang bertanda tangan dibawah ini:

Nama : Achmad Jaya Satria, SH.
Jabatan : HRD (*Human Resources of Development*)

Dengan ini menerangkan bahwa mahasiswa yang beridentitas:

Nama : Abdurrahman
NIM : 1410411244
Fakultas : Ekonomi
Jurusan : Manajemen
Universitas : Universitas Muhammadiyah Jember

Telah selesai melakukan penelitian pada PT. Tujuh Impian Bersama "AL QODIRI" Jl. Cendrawasih No. 9 Jember, selama 3 bulan lebih, terhitung mulai tanggal 01 Desember 2018 sampai dengan 04 Maret 2019 untuk memperoleh data dalam rangka penyusunan skripsi yang berjudul "Analisis Pengaruh Harga, Kualitas Produk, Dan Citra merek Terhadap Keputusan Konsumen"

Demikian surat keterangan ini dibuat dan diberikan kepada yang bersangkutan untuk dipergunakan seperlunya.

Jember, 04 Maret 2019

HRD (*Human Resources of Development*)



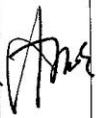
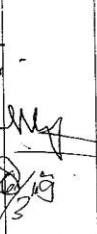
Achmad Jaya Satria, SH.



FORMULIR
REVISI UJIAN SKRIPSI DAN KOMPREHENSIF

No. Dok : FM-00401 20003-08.

Judul : Keputusan
Abstraksi
Peneliti : 1410411244
NIM : 1410411244
HARI/TGL: SABTU, 2/3/19

No.	Penguji	Hal	Bagian yang direvisi (jika ada)	Tanda tangan awal	Tanda tangan akhir
1.	Ketua Penguji <u>ANWAR</u>	*	<u>UJIAN PENELITIAN</u>		
2.	Anggota (Pembimbing 1) <u>M. Nadya</u>	✓	<u>Interpretasi hasil penelitian</u> <u>Saran</u>		
3.	Anggota (Pembimbing 2) <u>A. Izzudin SE.MM</u>		<u>Sistematika penulisan</u>		

The logo of Universitas Muhammadiyah Jember is a circular emblem. It features a central sunburst or star-like symbol with rays. The words "UNIVERSITAS MUHAMMADIYAH" are written in a circular path around the top, and "JEMBER" is at the bottom. There are decorative elements like leaves and a banner across the middle.

LAMPIRAN 10

DOKUMENTASI





