1	8	9	9	8	8	8.40	8	8	7	8	7.75	8	8	9	7	9	8.20	8	8	9	9	8.50
2	7	5	8	7	6	6.60	6	6	4	6	5.50	7	5	4	5	6	5.40	5	6	4	7	5.50
3	6	7	7	7	6	6.60	6	6	7	7	6.50	7	8	7	8	8	7.60	7	7	8	8	7.50
4	7	6	7	8	7	7.00	8	8	7	8	7.75	7	6	7	7	8	7.00	9	8	7	8	8.00
5	7	7	8	6	9	7.40	7	8	7	9	7.75	9	7	8	7	7	7.60	7	8	9	7	7.75
6	8	7	9	7	7	7.60	10	10	7	9	9.00	8	8	7	6	5	6.80	10	9	7	8	8.50
7	5	4	6	6	5	5.20	5	6	7	6	6.00	6	5	7	8	5	6.20	7	6	5	8	6.50
8	8	7	7	7	7	7.20	8	7	7	7	7.25	7	6	7	7	7	6.80	8	7	6	7	7.00
9	6	5	5	5	5	5.20	6	5	5	5	5.25	6	5	5	5	6	5.40	5	5	5	5	5.00
10	7	7	8	7	6	7.00	9	8	8	6	7.75	8	9	8	7	6	7.60	8	9	9	8	8.50
11	6	7	9	7	8	7.40	7	7	7	8	7.25	8	7	8	7	7	7.40	9	9	7	7	8.00
12	7	6	6	6	7	6.40	7	7	7	7	7.00	7	6	6	7	6	6.40	7	7	6	7	6.75
13	8	6	7	7	8	7.20	8	7	8	6	7.25	9	8	6	7	8	7.60	9	8	7	8	8.00
14	7	5	8	5	6	6.20	7	8	6	7	7.00	8	7	5	7	8	7.00	4	7	7	5	5.75
15	5	6	5	5	6	5.40	5	5	7	7	6.00	7	6	7	5	5	6.00	6	7	6	7	6.50
16	7	6	4	7	7	6.20	6	8	4	7	6.25	7	4	5	5	6	5.40	7	6	4	5	5.50
17	7	7	8	8	7	7.40	9	7	7	6	7.25	5	4	3	3	5	4.00	4	5	5	4	4.50
18	6	7	8	7	5	6.60	8	8	7	6	7.25	5	4	4	5	4	4.40	5	6	7	4	5.50
19	8	9	7	5	8	7.40	7	7	8	8	7.50	6	5	5	4	2	4.40	7	5	4	3	4.75
20	9	8	8	9	9	8.60	8	7	9	8	8.00	6	7	6	6	7	6.40	6	6	7	7	6.50

21	**5**	**5**	**4**	**4**	**6**	**4.80**	**5**	**4**	**5**	**6**	**5.00**	**8**	**9**	**7**	**8**	**7**	**7.80**	**8**	**7**	**9**	**10**	**8.50**
22	**8**	**7**	**9**	**10**	**7**	**8.20**	**8**	**8**	**9**	**7**	**8.00**	**7**	**8**	**9**	**7**	**9**	**8.00**	**8**	**8**	**9**	**9**	**8.50**
23	**7**	**7**	**7**	**8**	**7**	**7.20**	**6**	**7**	**8**	**7**	**7.00**	**7**	**7**	**7**	**7**	**7**	**7.00**	**7**	**7**	**7**	**7**	**7.00**
24	**5**	**5**	**3**	**6**	**4**	**4.60**	**5**	**6**	**8**	**4**	**5.75**	**8**	**8**	**9**	**8**	**7**	**8.00**	**7**	**6**	**7**	**8**	**7.00**
25	**6**	**6**	**5**	**8**	**7**	**6.40**	**6**	**4**	**6**	**5**	**5.25**	**7**	**6**	**7**	**7**	**7**	**6.80**	**8**	**7**	**6**	**7**	**7.00**
26	**10**	**9**	**10**	**8**	**8**	**9.00**	**8**	**6**	**9**	**9**	**8.00**	**5**	**3**	**6**	**7**	**4**	**5.00**	**5**	**5**	**5**	**4**	**4.75**
27	**7**	**7**	**6**	**7**	**6**	**6.60**	**5**	**8**	**7**	**6**	**6.50**	**8**	**9**	**5**	**5**	**5**	**6.40**	**8**	**9**	**5**	**5**	**6.75**
28	**5**	**6**	**9**	**7**	**6**	**6.60**	**7**	**6**	**7**	**8**	**7.00**	**8**	**7**	**6**	**7**	**7**	**7.00**	**9**	**6**	**7**	**6**	**7.00**
29	**7**	**6**	**6**	**6**	**7**	**6.40**	**7**	**7**	**7**	**7**	**7.00**	**7**	**6**	**6**	**7**	**6**	**6.40**	**7**	**7**	**6**	**7**	**6.75**
30	**7**	**6**	**7**	**6**	**8**	**6.80**	**6**	**8**	**8**	**6**	**7.00**	**9**	**9**	**6**	**9**	**8**	**8.20**	**8**	**8**	**7**	**8**	**7.75**
31	**8**	**7**	**8**	**9**	**6**	**7.60**	**7**	**8**	**6**	**7**	**7.00**	**8**	**7**	**5**	**7**	**8**	**7.00**	**4**	**7**	**7**	**5**	**5.75**
32	**5**	**6**	**5**	**5**	**5**	**5.20**	**5**	**7**	**7**	**7**	**6.50**	**7**	**8**	**7**	**5**	**5**	**6.40**	**6**	**7**	**6**	**7**	**6.50**
33	**7**	**6**	**6**	**7**	**7**	**6.60**	**6**	**8**	**7**	**7**	**7.00**	**4**	**4**	**5**	**5**	**5**	**4.60**	**4**	**5**	**4**	**5**	**4.50**
34	**7**	**7**	**8**	**8**	**7**	**7.40**	**9**	**7**	**7**	**6**	**7.25**	**5**	**4**	**3**	**3**	**5**	**4.00**	**5**	**3**	**5**	**4**	**4.25**
35	**6**	**7**	**7**	**7**	**6**	**6.60**	**6**	**6**	**7**	**7**	**6.50**	**7**	**8**	**7**	**8**	**8**	**7.60**	**7**	**7**	**8**	**8**	**7.50**
36	**7**	**6**	**7**	**8**	**7**	**7.00**	**8**	**8**	**7**	**8**	**7.75**	**7**	**6**	**7**	**7**	**8**	**7.00**	**9**	**8**	**7**	**8**	**8.00**
37	**7**	**7**	**8**	**6**	**9**	**7.40**	**7**	**8**	**7**	**9**	**7.75**	**9**	**7**	**8**	**7**	**7**	**7.60**	**7**	**8**	**9**	**7**	**7.75**
38	**8**	**7**	**9**	**7**	**7**	**7.60**	**10**	**8**	**7**	**7**	**8.00**	**8**	**8**	**7**	**8**	**5**	**7.20**	**10**	**10**	**10**	**8**	**9.50**
39	**5**	**5**	**6**	**6**	**5**	**5.40**	**5**	**6**	**8**	**6**	**6.25**	**6**	**5**	**7**	**8**	**5**	**6.20**	**5**	**5**	**5**	**8**	**5.75**
40	**8**	**4**	**7**	**6**	**5**	**6.00**	**8**	**7**	**5**	**5**	**6.25**	**4**	**4**	**5**	**5**	**5**	**4.60**	**5**	**7**	**5**	**5**	**5.50**
41	**8**	**7**	**9**	**8**	**8**	**8.00**	**7**	**7**	**8**	**5**	**6.75**	**5**	**4**	**5**	**5**	**6**	**5.00**	**5**	**5**	**5**	**5**	**5.00**

42	**6**	**7**	**8**	**7**	**6**	**6.80**	**9**	**8**	**8**	**6**	**7.75**	**5**	**6**	**6**	**6**	**6**	**5.80**	**6**	**7**	**6**	**4**	**5.75**
43	**5**	**5**	**5**	**5**	**5**	**5.00**	**4**	**4**	**5**	**5**	**4.50**	**8**	**7**	**8**	**7**	**7**	**7.40**	**9**	**9**	**7**	**7**	**8.00**
44	**7**	**5**	**6**	**6**	**7**	**6.20**	**7**	**8**	**7**	**7**	**7.25**	**5**	**6**	**6**	**6**	**6**	**5.80**	**5**	**6**	**6**	**5**	**5.50**
45	**6**	**6**	**7**	**7**	**6**	**6.40**	**6**	**5**	**6**	**5**	**5.50**	**9**	**8**	**6**	**7**	**8**	**7.60**	**9**	**9**	**7**	**8**	**8.25**
46	**7**	**7**	**8**	**5**	**5**	**6.40**	**7**	**8**	**6**	**6**	**6.75**	**8**	**7**	**8**	**7**	**6**	**7.20**	**4**	**7**	**7**	**5**	**5.75**
47	**5**	**6**	**5**	**5**	**6**	**5.40**	**5**	**5**	**7**	**7**	**6.00**	**7**	**6**	**7**	**7**	**5**	**6.40**	**6**	**7**	**6**	**6**	**6.25**
48	**4**	**4**	**4**	**5**	**6**	**4.60**	**5**	**6**	**4**	**5**	**5.00**	**7**	**8**	**8**	**8**	**8**	**7.80**	**7**	**6**	**8**	**8**	**7.25**
49	**7**	**7**	**8**	**8**	**7**	**7.40**	**9**	**7**	**7**	**6**	**7.25**	**5**	**4**	**3**	**4**	**5**	**4.20**	**5**	**5**	**5**	**4**	**4.75**
50	**6**	**7**	**8**	**7**	**6**	**6.80**	**8**	**8**	**7**	**6**	**7.25**	**5**	**4**	**4**	**5**	**4**	**4.40**	**5**	**6**	**6**	**4**	**5.25**
51	**6**	**6**	**7**	**7**	**6**	**6.40**	**6**	**6**	**7**	**7**	**6.50**	**5**	**5**	**3**	**4**	**4**	**4.20**	**5**	**5**	**5**	**5**	**5.00**
52	**5**	**6**	**7**	**6**	**5**	**5.80**	**6**	**5**	**6**	**6**	**5.75**	**7**	**6**	**8**	**7**	**8**	**7.20**	**9**	**8**	**7**	**8**	**8.00**
53	**5**	**6**	**5**	**6**	**7**	**5.80**	**5**	**8**	**7**	**8**	**7.00**	**9**	**7**	**8**	**7**	**7**	**7.60**	**7**	**8**	**9**	**7**	**7.75**
54	**8**	**7**	**9**	**7**	**7**	**7.60**	**10**	**10**	**7**	**9**	**9.00**	**8**	**8**	**7**	**6**	**5**	**6.80**	**10**	**9**	**7**	**7**	**8.25**
55	**5**	**4**	**6**	**6**	**5**	**5.20**	**5**	**5**	**7**	**6**	**5.75**	**6**	**5**	**7**	**7**	**5**	**6.00**	**7**	**6**	**5**	**7**	**6.25**
56	**5**	**5**	**5**	**5**	**7**	**5.40**	**8**	**7**	**7**	**7**	**7.25**	**7**	**6**	**7**	**7**	**7**	**6.80**	**8**	**7**	**6**	**7**	**7.00**
57	**6**	**6**	**4**	**5**	**5**	**5.20**	**4**	**5**	**4**	**5**	**4.50**	**8**	**5**	**5**	**5**	**6**	**5.80**	**5**	**5**	**6**	**5**	**5.25**
58	**7**	**7**	**8**	**7**	**6**	**7.00**	**9**	**8**	**8**	**6**	**7.75**	**8**	**9**	**8**	**7**	**8**	**8.00**	**7**	**9**	**9**	**8**	**8.25**
59	**6**	**6**	**9**	**7**	**8**	**7.20**	**7**	**6**	**7**	**8**	**7.00**	**4**	**5**	**3**	**8**	**6**	**5.20**	**5**	**5**	**8**	**7**	**6.25**
60	**7**	**6**	**6**	**6**	**7**	**6.40**	**7**	**7**	**7**	**7**	**7.00**	**7**	**6**	**6**	**7**	**6**	**6.40**	**7**	**8**	**8**	**6**	**7.25**
61	**8**	**6**	**7**	**7**	**8**	**7.20**	**8**	**7**	**8**	**6**	**7.25**	**9**	**8**	**6**	**7**	**8**	**7.60**	**9**	**8**	**8**	**5**	**7.50**
62	**7**	**5**	**8**	**5**	**6**	**6.20**	**7**	**8**	**3**	**7**	**6.25**	**8**	**7**	**4**	**7**	**8**	**6.80**	**5**	**7**	**7**	**4**	**5.75**

63	**5**	**6**	**5**	**5**	**6**	**5.40**	**5**	**5**	**7**	**7**	**6.00**	**6**	**6**	**7**	**5**	**5**	**5.80**	**6**	**7**	**6**	**7**	**6.50**
64	**7**	**6**	**6**	**7**	**7**	**6.60**	**6**	**8**	**6**	**7**	**6.75**	**5**	**4**	**5**	**5**	**6**	**5.00**	**4**	**6**	**4**	**5**	**4.75**
65	**7**	**8**	**8**	**8**	**7**	**7.60**	**9**	**7**	**7**	**8**	**7.75**	**5**	**4**	**3**	**3**	**5**	**4.00**	**4**	**5**	**5**	**4**	**4.50**
66	**6**	**7**	**7**	**7**	**7**	**6.80**	**8**	**8**	**7**	**6**	**7.25**	**5**	**4**	**4**	**5**	**4**	**4.40**	**5**	**6**	**7**	**4**	**5.50**
67	**6**	**6**	**7**	**7**	**6**	**6.40**	**6**	**6**	**7**	**7**	**6.50**	**7**	**8**	**7**	**8**	**8**	**7.60**	**7**	**7**	**8**	**8**	**7.50**
68	**6**	**6**	**7**	**8**	**7**	**6.80**	**8**	**8**	**7**	**8**	**7.75**	**5**	**6**	**5**	**7**	**5**	**5.60**	**6**	**8**	**6**	**8**	**7.00**
69	**5**	**5**	**5**	**5**	**7**	**5.40**	**5**	**6**	**6**	**6**	**5.75**	**9**	**7**	**8**	**7**	**7**	**7.60**	**7**	**8**	**9**	**7**	**7.75**
70	**8**	**7**	**9**	**7**	**7**	**7.60**	**7**	**7**	**7**	**9**	**7.50**	**5**	**5**	**5**	**5**	**5**	**5.00**	**5**	**6**	**6**	**6**	**5.75**
71	**7**	**7**	**6**	**6**	**5**	**6.20**	**7**	**6**	**7**	**6**	**6.50**	**6**	**5**	**5**	**8**	**5**	**5.80**	**7**	**6**	**5**	**8**	**6.50**
72	**8**	**8**	**7**	**7**	**7**	**7.40**	**8**	**7**	**7**	**8**	**7.50**	**7**	**6**	**7**	**7**	**7**	**6.80**	**7**	**7**	**7**	**7**	**7.00**
73	**7**	**7**	**7**	**7**	**7**	**7.00**	**7**	**7**	**7**	**7**	**7.00**	**5**	**5**	**5**	**5**	**5**	**5.00**	**5**	**5**	**5**	**5**	**5.00**
74	**7**	**6**	**8**	**6**	**6**	**6.60**	**8**	**8**	**8**	**6**	**7.50**	**8**	**7**	**5**	**5**	**5**	**6.00**	**5**	**5**	**5**	**5**	**5.00**
75	**6**	**7**	**6**	**6**	**6**	**6.20**	**6**	**6**	**6**	**6**	**6.00**	**8**	**7**	**8**	**7**	**7**	**7.40**	**9**	**9**	**7**	**7**	**8.00**
76	**6**	**6**	**6**	**6**	**7**	**6.20**	**7**	**7**	**7**	**7**	**7.00**	**6**	**6**	**6**	**5**	**5**	**5.60**	**5**	**5**	**6**	**6**	**5.50**

77	8	6	7	7	8	7.20	8	7	8	6	7.25	5	4	4	4	4	4.20	4	4	4	4	4.00
78	7	6	8	5	6	6.40	7	8	6	7	7.00	5	7	5	7	8	6.40	4	7	7	5	5.75
79	5	6	5	5	6	5.40	5	5	7	7	6.00	7	8	7	8	8	7.60	8	7	6	7	7.00
80	7	6	6	7	7	6.60	6	8	7	7	7.00	4	4	5	5	6	4.80	5	6	4	5	5.00
81	5	5	6	6	7	5.80	5	7	7	7	6.50	5	4	3	3	5	4.00	4	5	5	4	4.50
82	6	7	8	7	7	7.00	8	8	7	8	7.75	5	4	4	5	4	4.40	5	6	7	4	5.50
83	8	6	6	6	8	6.80	7	7	7	7	7.00	4	5	6	6	6	5.40	7	5	5	5	5.50
84	8	6	7	7	8	7.20	8	7	7	6	7.00	5	6	6	7	5	5.80	5	6	6	6	5.75
85	7	7	8	7	7	7.20	7	7	6	7	6.75	5	7	5	7	5	5.80	4	4	4	5	4.25
86	5	6	7	7	6	6.20	8	8	7	7	7.50	7	6	7	5	5	6.00	6	7	6	7	6.50
87	6	6	4	7	7	6.00	6	8	4	7	6.25	7	6	5	5	6	5.80	7	6	4	5	5.50
88	5	5	5	7	7	5.80	9	7	7	6	7.25	7	7	6	6	5	6.20	5	5	5	6	5.25
89	5	7	8	7	5	6.40	7	8	7	6	7.00	5	4	4	5	4	4.40	5	6	7	4	5.50
90	8	8	8	8	9	8.20	8	9	8	8	8.25	8	8	7	8	9	8.00	7	7	7	7	7.00
91	6	6	7	7	6	6.40	6	6	7	7	6.50	5	6	6	6	7	6.00	6	7	6	6	6.25
92	7	6	6	6	7	6.40	8	8	7	7	7.50	7	5	5	5	5	5.40	5	5	6	6	5.50
93	6	6	6	6	6	6.00	6	6	7	7	6.50	9	7	8	7	7	7.60	10	8	9	7	8.50
94	5	5	4	4	4	4.40	6	5	5	5	5.25	8	8	7	6	6	7.00	10	9	7	8	8.50
95	5	4	5	4	5	4.60	5	6	7	6	6.00	7	5	7	8	8	7.00	9	6	8	8	7.75
96	8	7	8	8	8	7.80	8	8	7	8	7.75	6	6	7	7	6	6.40	6	7	6	7	6.50
97	6	5	5	5	5	5.20	6	5	5	5	5.25	6	5	5	5	6	5.40	5	5	5	5	5.00

98	**6**	**7**	**8**	**7**	**6**	**6.80**	**6**	**6**	**8**	**6**	**6.50**	**7**	**8**	**8**	**7**	**6**	**7.20**	**8**	**8**	**8**	**8**	**8.00**
99	**6**	**7**	**7**	**7**	**8**	**7.00**	**7**	**7**	**7**	**7**	**7.00**	**8**	**7**	**7**	**7**	**7**	**7.20**	**7**	**5**	**5**	**5**	**5.50**
100	**7**	**6**	**4**	**4**	**4**	**5.00**	**5**	**6**	**4**	**4**	**4.75**	**7**	**4**	**5**	**5**	**6**	**5.40**	**7**	**6**	**4**	**5**	**5.50**
NO	**Deferensiasi Produk Biore Mens**					**Rata - Rata**	**Citra Merek Biore Mens**				**Rata - Rata**	**Deferensiasi Produk Garnier Mens**					**Rata - Rata**	**Citra Merek Garnier Mens**				**Rata - Rata**

Nilai	Keterangan
1-5	Kurang Setuju
6-10	Sangat Setuju

LAMPIRAN 3
UJI SPSS STATISTIK DESKRIPTIF FACIAL FOAM *MENS* BIORE DAN GARNIER

1. DEFERENSIASI DAN CITRA MEREK BIORE *MENS*

Descriptive Statistics Biore *Mens*

	N	Minimum	Maximum	Mean	Std. Deviation
Deferensiasi	100	4.40	9.00	6.5280	.94731
Citra Merek	100	4.50	9.00	6.8125	.90200
Valid N (listwise)	100				

2. DEFERENSIASI DAN CITRA MEREK GARNIER *MENS*

Descriptive Statistics Garnier *Mens*

	N	Minimum	Maximum	Mean	Std. Deviation
Deferensiasi	100	4.00	8.20	6.2540	1.19489
Citra Merek	100	4.00	9.50	6.4500	1.29295
Valid N (listwise)	100				

LAMPIRAN 4

UJI SPSS VALIDITAS BIORE *MENS*

1. DEFERENSIASI PRODUK

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1	Pearson Correlation	1	.573**	.570**	.503**	.554**	.803**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	.573**	1	.596**	.547**	.477**	.793**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	.570**	.596**	1	.602**	.425**	.833**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	.503**	.547**	.602**	1	.492**	.795**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	.554**	.477**	.425**	.492**	1	.731**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
X1	Pearson Correlation	.803**	.793**	.833**	.795**	.731**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

2. CITRA MEREK

Correlations

		X2.1	X2.2	X2.3	X2.4	X2
X2.1	Pearson Correlation	1	.642**	.374**	.349**	.822**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.642**	1	.256*	.474**	.807**
	Sig. (2-tailed)	.000		.010	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.374**	.256*	1	.327**	.642**
	Sig. (2-tailed)	.000	.010		.001	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.349**	.474**	.327**	1	.699**
	Sig. (2-tailed)	.000	.000	.001		.000
	N	100	100	100	100	100
X2	Pearson Correlation	.822**	.807**	.642**	.699**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

LAMPIRAN 4

UJI SPSS VALIDITAS GARNIER *MENS*

1. DEFERENSIASI PRODUK

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1	Pearson Correlation	1	.739**	.613**	.491**	.553**	.822**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	.739**	1	.653**	.615**	.595**	.874**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	.613**	.653**	1	.666**	.525**	.839**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	.491**	.615**	.666**	1	.626**	.814**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	.553**	.595**	.525**	.626**	1	.791**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
X1	Pearson Correlation	.822**	.874**	.839**	.814**	.791**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

2. CITRA MEREK

Correlations

		X2.1	X2.2	X2.3	X2.4	X2
X2.1	Pearson Correlation	1	.723**	.504**	.656**	.865**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.723**	1	.664**	.593**	.875**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.504**	.664**	1	.574**	.802**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.656**	.593**	.574**	1	.837**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
X2	Pearson Correlation	.865**	.875**	.802**	.837**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

LAMPIRAN 5

UJI SPSS REABILITAS PRODUK BIORE *MENS*

1. DEFERENSIASI PRODUK

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
.803	6

2. CITRA MEREK

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
.797	5

LAMPIRAN 5

UJI SPSS REABILITAS PRODUK GARNIER *MENS*

1. DEFERENSIASI PRODUK

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
.813	6

2. CITRA MEREK

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
.827	5

LAMPIRAN 6

UJI SPSS NORMALITAS *FACIAL FOAM MENS* BIORE DAN GARNIER

1. DEFERENSIASI DAN CITRA MEREK *FACIAL FOAM MENS* BIORE DAN GARNIER

One-Sample Kolmogorov-Smirnov Test Biore *Mens*

		Deferensiasi	Citra Merek
N		100	100
Normal Parameters[a,b]	Mean	32.64	27.25
	Std. Deviation	4.737	3.608
Most Extreme Differences	Absolute	.096	.162
	Positive	.083	.079
	Negative	-.096	-.162
Kolmogorov-Smirnov Z		.963	1.623
Asymp. Sig. (2-tailed)		.312	.010

a. Test distribution is Normal.

b. Calculated from data.

One-Sample Kolmogorov-Smirnov Test Garnier *Mens*

		Deferensiasi	Citra Merek
N		100	100
Normal Parameters[a,b]	Mean	31.27	25.80
	Std. Deviation	5.974	5.172
Most Extreme Differences	Absolute	.116	.146
	Positive	.070	.146
	Negative	-.116	-.093
Kolmogorov-Smirnov Z		1.161	1.459
Asymp. Sig. (2-tailed)		.135	.028

a. Test distribution is Normal.

b. Calculated from data.

LAMPIRAN 7
UJI SPSS HOMOGENITAS BIORE MENS DAN GARNIER MENS

1. Test of Homogeneity of Variances Biore *Mens*

Facial Foam

Levene Statistic	df1	df2	Sig.
2.910	1	98	.091

2. Test of Homogeneity of Variances Garnier Mens

Facial Foam

Levene Statistic	df1	df2	Sig.
.802	1	98	.373

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LAMPIRAN 8

UJI SPSS INDEPENDEN SAMPEL T-TES *FACIAL FOAM MENS* BIORE DAN GARNIER

```
T-TEST GROUPS=Facial_Foam(1 2)
  /MISSING=ANALYSIS
  /VARIABLES=X1 X2
  /CRITERIA=CI(.95).
```

Group Statistics

	Facial Foam	N	Mean	Std. Deviation	Std. Error Mean
Deferensiasi	1.00	50	6.6680	1.02508	.14497
	2.00	50	6.4400	1.23023	.17398
Citra Merek	1.00	50	6.8400	.94459	.13358
	2.00	50	6.6450	1.33353	.18859

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Deferensiasi	Equal variances assumed	2.855	.094	1.007	98	.317	.22800	.22646	-.22141	.67741
	Equal variances not assumed			1.007	94.910	.317	.22800	.22646	-.22159	.67759
Citra Merek	Equal variances assumed	8.978	.003	.844	98	.401	.19500	.23111	-.26363	.65363
	Equal variances not assumed			.844	88.282	.401	.19500	.23111	-.26426	.65426

LAMPIRAN 2
REKAPITULASI PRODUK BIORE *MENS* DAN GARNIER *MENS*

LAMPIRAN 9

FREKUENSI *FACIAL FOAM MENS* BIORE

1. DEFERENSIASI PRODUK BIORE *MENS*

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	1	1.0	1.0	1.0
	5.00	22	22.0	22.0	23.0
	6.00	24	24.0	24.0	47.0
	7.00	32	32.0	32.0	79.0
	8.00	19	19.0	19.0	98.0
	9.00	1	1.0	1.0	99.0
	10.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	5	5.0	5.0	5.0
	5.00	15	15.0	15.0	20.0
	6.00	39	39.0	39.0	59.0
	7.00	34	34.0	34.0	93.0
	8.00	4	4.0	4.0	97.0
	9.00	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	1.0	1.0	1.0
	4.00	7	7.0	7.0	8.0
	5.00	14	14.0	14.0	22.0
	6.00	18	18.0	18.0	40.0
	7.00	24	24.0	24.0	64.0
	8.00	25	25.0	25.0	89.0
	9.00	10	10.0	10.0	99.0
	10.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	4	4.0	4.0	4.0
	5.00	17	17.0	17.0	21.0
	6.00	22	22.0	22.0	43.0
	7.00	40	40.0	40.0	83.0
	8.00	14	14.0	14.0	97.0
	9.00	2	2.0	2.0	99.0
	10.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	3	3.0	3.0	3.0
	5.00	15	15.0	15.0	18.0
	6.00	28	28.0	28.0	46.0
	7.00	36	36.0	36.0	82.0
	8.00	14	14.0	14.0	96.0
	9.00	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

2. CITRA MEREK BIORE *MENS*

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	2	2.0	2.0	2.0
	5.00	17	17.0	17.0	19.0
	6.00	22	22.0	22.0	41.0
	7.00	24	24.0	24.0	65.0
	8.00	24	24.0	24.0	89.0
	9.00	8	8.0	8.0	97.0
	10.00	3	3.0	3.0	100.0

2. CITRA MEREK BIORE *MENS*

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	2	2.0	2.0	2.0
	5.00	17	17.0	17.0	19.0
	6.00	22	22.0	22.0	41.0
	7.00	24	24.0	24.0	65.0
	8.00	24	24.0	24.0	89.0
	9.00	8	8.0	8.0	97.0
	10.00	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	3	3.0	3.0	3.0
	5.00	11	11.0	11.0	14.0
	6.00	20	20.0	20.0	34.0
	7.00	29	29.0	29.0	63.0
	8.00	34	34.0	34.0	97.0
	9.00	1	1.0	1.0	98.0
	10.00	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	1.0	1.0	1.0
	4.00	6	6.0	6.0	7.0
	5.00	6	6.0	6.0	13.0
	6.00	11	11.0	11.0	24.0
	7.00	58	58.0	58.0	82.0
	8.00	15	15.0	15.0	97.0
	9.00	3	3.0	3.0	100.0

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	1.0	1.0	1.0
	4.00	6	6.0	6.0	7.0
	5.00	6	6.0	6.0	13.0
	6.00	11	11.0	11.0	24.0
	7.00	58	58.0	58.0	82.0
	8.00	15	15.0	15.0	97.0
	9.00	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	2	2.0	2.0	2.0
	5.00	10	10.0	10.0	12.0
	6.00	30	30.0	30.0	42.0
	7.00	37	37.0	37.0	79.0
	8.00	15	15.0	15.0	94.0
	9.00	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN 9

FREKUENSI *FACIAL FOAM MENS* GARNIER

1. DEFERENSIASI PRODUK GARNIER *MENS*

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	5	5.0	5.0	5.0
	5.00	24	24.0	24.0	29.0
	6.00	11	11.0	11.0	40.0
	7.00	29	29.0	29.0	69.0
	8.00	22	22.0	22.0	91.0
	9.00	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	1.0	1.0	1.0
	4.00	18	18.0	18.0	19.0
	5.00	16	16.0	16.0	35.0
	6.00	22	22.0	22.0	57.0
	7.00	20	20.0	20.0	77.0
	8.00	18	18.0	18.0	95.0
	9.00	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	7	7.0	7.0	7.0
	4.00	8	8.0	8.0	15.0
	5.00	23	23.0	23.0	38.0
	6.00	17	17.0	17.0	55.0
	7.00	28	28.0	28.0	83.0
	8.00	14	14.0	14.0	97.0
	9.00	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	4	4.0	4.0	4.0
	4.00	4	4.0	4.0	8.0
	5.00	27	27.0	27.0	35.0
	6.00	9	9.0	9.0	44.0
	7.00	41	41.0	41.0	85.0
	8.00	14	14.0	14.0	99.0
	9.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	4.00	8	8.0	8.0	9.0
	5.00	29	29.0	29.0	38.0
	6.00	22	22.0	22.0	60.0
	7.00	19	19.0	19.0	79.0
	8.00	18	18.0	18.0	97.0
	9.00	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

2. CITRA MEREK GARNIER *MENS*

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	11	11.0	11.0	11.0
	5.00	27	27.0	27.0	38.0
	6.00	10	10.0	10.0	48.0
	7.00	25	25.0	25.0	73.0
	8.00	11	11.0	11.0	84.0
	9.00	11	11.0	11.0	95.0
	10.00	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	1.0	1.0	1.0
	4.00	2	2.0	2.0	3.0
	5.00	21	21.0	21.0	24.0
	6.00	22	22.0	22.0	46.0
	7.00	27	27.0	27.0	73.0
	8.00	16	16.0	16.0	89.0
	9.00	10	10.0	10.0	99.0
	10.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	10	10.0	10.0	10.0
	5.00	21	21.0	21.0	31.0
	6.00	22	22.0	22.0	53.0
	7.00	27	27.0	27.0	80.0
	8.00	9	9.0	9.0	89.0
	9.00	10	10.0	10.0	99.0
	10.00	1	1.0	1.0	100.0

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	10	10.0	10.0	10.0
	5.00	21	21.0	21.0	31.0
	6.00	22	22.0	22.0	53.0
	7.00	27	27.0	27.0	80.0
	8.00	9	9.0	9.0	89.0
	9.00	10	10.0	10.0	99.0
	10.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	1.0	1.0	1.0
	4.00	14	14.0	14.0	15.0
	5.00	24	24.0	24.0	39.0
	6.00	9	9.0	9.0	48.0
	7.00	27	27.0	27.0	75.0
	8.00	22	22.0	22.0	97.0
	9.00	2	2.0	2.0	99.0
	10.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

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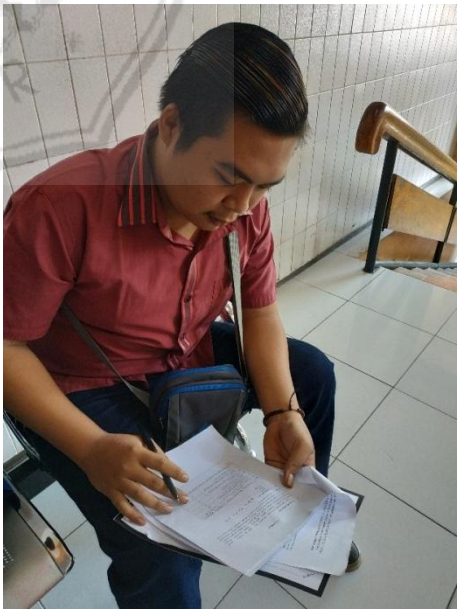

LAMPIRAN 1

KUISONER PRODUK *FACIAL FOAM MENS* BIORE DAN GARNIER