

LAMPIRAN

Lampiran 1

Kuesioner Penelitian

Pengaruh Persepsi Harga, Kenaikan Harga Produk dan *Brand Awareness* Terhadap Minat Beli Produk Miemie Brownie di Kota Tegal.

Assalamualaikum wr.wb .

Saya Ezza Ananda Pauliana, mahasiswi Politeknik Harapan Bersama Jurusan D3 Akuntansi, mengharapkan kesediaan saudara/i untuk mengisi kuesioner dibawah ini, informasi saudara/i pada penelitian ini merupakan bantuan yang sangat berarti bagi saya dalam menyelesaikan skripsi. Untuk itu diharapkan dapat memberikan jawaban yang sebenar-benarnya demi membantu penelitian ini. Atas kesediaannya saya ucapkan terimakasih. Semoga penelitian ini bermanfaat bagi kita semua. Wasalamualaikum wr.wb.

BAGIAN I

IDENTITAS RESPONDEN

Berikan tanda (✓) pada jawaban yang sesuai menurut anda

1. Nama :
2. Jenis Kelamin : ☐ Perempuan ☐ Laki – Laki
3. Usia : ☐ <20 tahun ☐ 21-25 tahun
☐ 26-30 tahun ☐ >30 tahun
4. Pekerjaan : ☐ Pelajar/Mahasiswa
☐ Pegawai Swasta/Negri
☐ Wiraswasta
☐ Lainnya

PETUNJUK PENGISIAN KUESIONER

Berikan tanda (✓) sesuai dengan Menurut anda terhadap pertanyaan – pertanyaan sebagai berikut :

SS = Sangat Setuju

S = Setuju

RG = Ragu-ragu

TS = Tidak Setuju

STS = Sangat Tidak Setuju

Pertanyaan Variabel Persepsi Harga (X1)

No	Pertanyaan	SS	S	RG	TS	STS
1.	Saya membeli di Miemie Brownie Tegal karena memilih harga sesuai dengan keterjangkauan					
2	Saya tertarik untuk membeli di Miemie Brownie Tegal karena harganya lebih murah dari pada lainnya					
3	Saya bersedia membayar harga yang lebih tinggi untuk membeli Miemie Brownie karena kualitasnya					
4	Saya memilih Miemie Brownie Tegal karena mendapatkan potongan harga					
5	Saya memutuskan membeli di Miemie Brownie Tegal karena harga sesuai dengan kemasan yang saya dapatkan					
6	Saya memilih untuk membeli di Miemie Brownie karena harga dan produknya sesuai dengan ekspektasi saya sebagai konsumen					

Pertanyaan Variabel Kenaikan Harga Produk (X2)

No	Pertanyaan	SS	S	RG	TS	STS
1.	Saya merasa adanya permintaan dan penawaran menyebabkan kenaikan harga di Miemie Brownie Tegal.					
2.	Saya merasa kenaikan harga di Miemie Brownie sebanding dengan peningkatan kualitas produk					
3.	Saya merasa kualitas Miemie Brownie tetap konsisten meskipun harganya naik akibat inflasi					
4.	Saya merasa kenaikan harga Miemie Brownie karena adanya kemungkinan bahan baku yang dibutuhkan					
5.	Saya merasa kenaikan harga Miemie Brownie karena adanya tambahan biaya kemasan atau packaging					

Pertanyaan Variabel Brand Awareness (X3)

No	Pertanyaan	SS	S	RG	TS	STS
1.	Apabila diminta untuk menyebutkan merek produk bakery shop untuk oleh-oleh dari Kota Tegal, Miemie Brownie adalah merek pertama kali yang muncul dalam benak saya.					
2.	Saya dapat mengenali merek Miemie Brownie dengan cepat diantara merek pesaing lainnya.					
3.	Saya memilih Miemie Brownie karena menjadi alternatif pilihan saya saat memilih bakery shop atau oleh-oleh dari Kota Tegal.					
4.	Saya memikirkan merek Miemie Brownie Tegal ketika menggunakan merek lain.					

5.	Saya teringat dengan tulisan Miemie Brownie yang berwarna pink dan coklat yang ada pada logo merupakan ciri khas miemie brownie dari pesaing lainnya.					
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Pertanyaan Variabel Minat Beli

No	Pertanyaan	SS	S	RG	TS	STS
1.	Saya membeli produk Miemie Brownie karena kepopuleran dari merek Miemie Brownie.					
2	Saya akan menginformasikan dan merekomendasikan kepada teman dan kerabat tentang produk Miemie Brownie.					
3.	Saya akan memilih produk Miemie Brownie dibandingkan produk lainnya.					
4.	Saya akan mencari informasi tentang Miemie Brownie setiap waktu.					
5.	Saya tertarik untuk membeli produk Miemie Brownie karena tersedia banyak produknya.					
6.	Saya tertarik untuk membeli produk-produk Miemie Brownie lebih menarik perhatian saya.					
7.	Saya tertarik untuk membeli produk Miemie Brownie setelah mendapat informasi dari teman atau kerabat.					

Lampiran 2

Data Uji Validitas Dan Reliabilitas Variabel Persepsi Harga (X1)

No.	Instrumen Penelitian Persepsi Harga (X1)						Total
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	
1	4	5	3	5	5	4	26
2	5	4	5	4	3	5	26
3	5	5	5	4	5	3	27
4	4	5	4	4	5	5	27
5	4	4	5	5	4	5	27
6	4	5	4	4	5	4	26
7	4	5	5	5	5	5	29
8	3	3	3	3	3	5	20
9	4	5	5	5	5	4	28
10	4	4	3	3	3	3	20
11	4	3	5	5	4	4	25
12	4	3	5	3	4	4	23
13	5	4	4	4	4	4	25
14	4	5	5	5	4	4	27
15	5	5	4	3	5	4	26
16	4	4	4	4	4	4	24
17	5	5	4	4	5	5	28
18	4	4	4	5	4	5	26
19	5	5	5	5	4	5	29
20	5	4	4	5	4	3	25
21	4	5	4	5	5	5	28
22	4	5	4	3	4	4	24
23	5	4	5	4	5	4	27
24	5	4	5	5	5	5	29
25	4	3	5	5	4	4	25
26	5	5	5	4	4	5	28
27	5	4	5	5	4	5	28
28	4	4	4	4	4	4	24
29	4	4	3	4	3	4	22
30	4	4	4	4	4	3	23

Lampiran 3

Data Uji Validitas Dan Reliabilitas Variabel Kenaikan Harga Produk (X2)

No.	Instrumen Penelitian Kenaikan Harga Produk (X2)					Total
	X2.1	X2.2	X2.3	X2.4	X2.5	
1	5	4	4	4	4	21
2	4	5	5	4	4	22
3	5	4	5	5	5	24
4	4	5	4	4	4	21
5	5	4	4	4	5	22
6	5	4	4	5	4	22
7	5	4	4	5	5	23
8	4	4	3	3	4	18
9	4	4	4	5	4	21
10	3	3	4	4	4	18
11	5	5	4	5	3	22
12	4	3	4	5	3	19
13	4	3	5	4	4	20
14	5	5	4	5	5	24
15	3	4	5	5	3	20
16	4	3	4	4	4	19
17	4	4	5	5	5	23
18	4	4	4	5	5	22
19	5	5	5	5	5	25
20	5	4	5	4	4	22
21	5	4	4	4	5	22
22	3	5	4	4	3	19
23	4	4	5	5	4	22
24	5	5	5	4	5	24
25	4	4	4	4	4	20
26	5	5	5	4	5	24
27	5	5	5	5	5	25
28	4	4	4	4	4	20
29	4	3	4	4	5	20
30	4	4	4	4	3	19

Lampiran 4

Data Uji Validitas Dan Reliabilitas Variabel Brand Awareness (X3)

No.	Instrumen Penelitian Brand Awareness (X3)					Total
	X3.1	X3.2	X3.3	X3.4	X3.5	
1	4	5	5	4	5	23
2	5	4	5	5	4	23
3	4	5	4	5	5	23
4	5	4	5	5	4	23
5	5	5	5	5	5	25
6	5	5	4	5	5	24
7	5	5	4	4	5	23
8	5	4	4	3	3	19
9	5	5	4	4	5	23
10	3	4	3	4	3	17
11	4	4	5	4	5	22
12	4	4	3	4	4	19
13	5	4	4	3	3	19
14	4	4	5	5	5	23
15	5	4	3	4	4	20
16	4	4	4	3	4	19
17	5	5	4	5	5	24
18	5	4	5	4	5	23
19	5	5	4	5	5	24
20	5	4	5	4	4	22
21	5	4	5	5	5	24
22	5	4	5	5	4	23
23	4	4	5	4	5	22
24	4	5	5	5	4	23
25	4	4	4	4	5	21
26	5	5	4	4	4	22
27	4	5	4	4	5	22
28	4	5	4	4	4	21
29	4	4	4	2	4	18
30	4	3	4	4	3	18

Lampiran 5

Data Uji Validitas Dan Reliabilitas Variabel Minat Beli (Y)

No.	Instrumen Penelitian Minat Beli (Y)							Total
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	
1	5	4	5	4	5	4	5	32
2	5	4	4	5	4	4	4	30
3	5	4	5	5	5	4	4	32
4	4	4	5	4	5	5	5	32
5	5	5	4	4	4	4	5	31
6	4	4	5	4	4	3	4	28
7	5	5	5	5	5	4	3	32
8	4	3	4	3	4	4	5	27
9	4	4	4	4	4	4	4	28
10	3	4	3	3	4	3	3	23
11	5	5	4	4	5	4	5	32
12	4	3	4	3	4	3	4	25
13	3	4	4	3	3	3	3	23
14	5	5	4	5	4	4	3	30
15	3	3	4	5	3	4	3	25
16	4	4	4	4	4	2	3	25
17	5	4	5	5	5	4	5	33
18	4	4	5	4	4	4	4	29
19	5	4	5	4	5	5	5	33
20	4	4	5	4	4	3	3	27
21	5	5	5	5	4	4	4	32
22	5	4	4	5	4	4	4	30
23	4	4	4	5	4	4	4	29
24	4	5	5	4	4	5	5	32
25	3	4	5	3	5	4	4	28
26	4	4	4	4	4	4	3	27
27	4	4	4	5	5	4	4	30
28	4	4	4	4	5	3	4	28
29	3	4	3	4	3	4	3	24
30	4	4	3	3	3	4	3	24

Lampiran 6

Uji Validitas Variabel Persepsi Harga (X1)

		Correlations						
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Total.X1
X1.1	Pearson Correlation	1	.269	.414*	.114	.248	.030	.535**
	Sig. (2-tailed)		.150	.023	.550	.187	.873	.002
	N	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.269	1	.000	.106	.571*	.114	.573**
	Sig. (2-tailed)	.150		1.000	.576	.001	.550	.001
	N	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.414*	.000	1	.415*	.262	.234	.651**
	Sig. (2-tailed)	.023	1.000		.023	.162	.214	.000
	N	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.114	.106	.415*	1	.284	.261	.634**
	Sig. (2-tailed)	.550	.576	.023		.129	.164	.000
	N	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.248	.571**	.262	.284	1	.083	.686**
	Sig. (2-tailed)	.187	.001	.162	.129		.662	.000
	N	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.030	.114	.234	.261	.083	1	.494**
	Sig. (2-tailed)	.873	.550	.214	.164	.662		.005
	N	30	30	30	30	30	30	30
Total. X1	Pearson Correlation	.535**	.573**	.651**	.634**	.686*	.494**	1
	Sig. (2-tailed)	.002	.001	.000	.000	.000	.005	
	N	30	30	30	30	30	30	30

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

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

Lampiran 7

Uji Validitas Variabel Kenaikan Harga Produk (X2)

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	Total.X2
X2.1	Pearson Correlation	1	.357	.159	.185	.550**	.743**
	Sig. (2-tailed)		.053	.401	.327	.002	.000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	.357	1	.247	.126	.144	.610**
	Sig. (2-tailed)	.053		.189	.508	.449	.000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	.159	.247	1	.336	.231	.585**
	Sig. (2-tailed)	.401	.189		.069	.219	.001
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	.185	.126	.336	1	.101	.511**
	Sig. (2-tailed)	.327	.508	.069		.596	.004
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	.550**	.144	.231	.101	1	.682**
	Sig. (2-tailed)	.002	.449	.219	.596		.000
	N	30	30	30	30	30	30
Total.X2	Pearson Correlation	.743**	.610**	.585**	.511**	.682**	1
	Sig. (2-tailed)	.000	.000	.001	.004	.000	
	N	30	30	30	30	30	30

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

Lampiran 8

Uji Validitas Variabel Brand Awareness (X3)

		Correlations					
		X3.1	X3.2	X3.3	X3.4	X3.5	Total.X3
X3.1	Pearson Correlation	1	.163	.231	.237	.126	.509**
	Sig. (2-tailed)		.391	.219	.206	.508	.004
	N	30	30	30	30	30	30
X3.2	Pearson Correlation	.163	1	-.029	.310	.515**	.580**
	Sig. (2-tailed)	.391		.881	.096	.004	.001
	N	30	30	30	30	30	30
X3.3	Pearson Correlation	.231	-.029	1	.362*	.346	.606**
	Sig. (2-tailed)	.219	.881		.050	.061	.000
	N	30	30	30	30	30	30
X3.4	Pearson Correlation	.237	.310	.362*	1	.429*	.756**
	Sig. (2-tailed)	.206	.096	.050		.018	.000
	N	30	30	30	30	30	30
X3.5	Pearson Correlation	.126	.515**	.346	.429*	1	.764**
	Sig. (2-tailed)	.508	.004	.061	.018		.000
	N	30	30	30	30	30	30
Total.X3	Pearson Correlation	.509**	.580**	.606**	.756**	.764**	1
	Sig. (2-tailed)	.004	.001	.000	.000	.000	
	N	30	30	30	30	30	30

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

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

Lampiran 9

Uji Validitas Variabel Minat Beli (Y)

		Correlations							
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Total.Y
Y.1	Pearson Correlation	1	.476**	.385*	.542**	.494**	.298	.455*	.796**
	Sig. (2-tailed)		.008	.035	.002	.006	.110	.012	.000
	N	30	30	30	30	30	30	30	30
Y.2	Pearson Correlation	.476**	1	.203	.310	.227	.243	.096	.519**
	Sig. (2-tailed)	.008		.282	.095	.227	.196	.613	.003
	N	30	30	30	30	30	30	30	30
Y.3	Pearson Correlation	.385*	.203	1	.276	.574**	.286	.445*	.686**
	Sig. (2-tailed)	.035	.282		.141	.001	.125	.014	.000
	N	30	30	30	30	30	30	30	30
Y.4	Pearson Correlation	.542**	.310	.276	1	.227	.267	.016	.574**
	Sig. (2-tailed)	.002	.095	.141		.227	.153	.933	.001
	N	30	30	30	30	30	30	30	30
Y.5	Pearson Correlation	.494**	.227	.574**	.227	1	.240	.555**	.724**
	Sig. (2-tailed)	.006	.227	.001	.227		.201	.001	.000
	N	30	30	30	30	30	30	30	30
Y.6	Pearson Correlation	.298	.243	.286	.267	.240	1	.520**	.618**
	Sig. (2-tailed)	.110	.196	.125	.153	.201		.003	.000
	N	30	30	30	30	30	30	30	30
Y.7	Pearson Correlation	.455*	.096	.445*	.016	.555**	.520**	1	.691**
	Sig. (2-tailed)	.012	.613	.014	.933	.001	.003		.000
	N	30	30	30	30	30	30	30	30
Total.Y	Pearson Correlation	.796**	.519**	.686**	.574**	.724**	.618**	.691**	1
	Sig. (2-tailed)	.000	.003	.000	.001	.000	.000	.000	
	N	30	30	30	30	30	30	30	30

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

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

Lampiran 10

Uji Reliabilitas Variabel Persepsi Harga (X1)

Case Processing Summary

		N	%
Cases	Valid	30	30.0
	Excluded ^a	70	70.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.636	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	21.4000	4.800	.345	.603
X1.2	21.4333	4.461	.328	.608
X1.3	21.4000	4.179	.427	.569
X1.4	21.4667	4.189	.393	.582
X1.5	21.5000	4.121	.488	.545
X1.6	21.4667	4.740	.235	.642

Lampiran 11

Uji Reliabilitas Variabel Kenaikan Harga Produk (X2)

Case Processing Summary

		N	%
Cases	Valid	30	30.0
	Excluded ^a	70	70.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.618	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	17.1000	2.507	.527	.477
X2.2	17.3000	2.838	.324	.590
X2.3	17.1000	3.059	.361	.571
X2.4	17.0333	3.206	.260	.614
X2.5	17.2000	2.579	.401	.549

Lampiran 12

Uji Reliabilitas Variabel Brand Awareness (X3)

Case Processing Summary

		N	%
Cases	Valid	30	30.0
	Excluded ^a	70	70.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.657	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	17.2333	3.633	.269	.662
X3.2	17.3667	3.482	.364	.626
X3.3	17.4333	3.289	.353	.631
X3.4	17.5333	2.671	.521	.546
X3.5	17.3667	2.723	.552	.530

Lampiran 13

Uji Reliabilitas Variabel Minat Beli (Y)

Case Processing Summary

		N	%
Cases	Valid	30	30.0
	Excluded ^a	70	70.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.783	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	24.5000	6.810	.684	.718
Y.2	24.6000	8.386	.374	.779
Y.3	24.4000	7.490	.549	.748
Y.4	24.5667	7.771	.385	.781
Y.5	24.5000	7.293	.596	.739
Y.6	24.8667	7.775	.465	.764
Y.7	24.7667	7.082	.521	.755

Lampiran 14

Data Penelitian Variabel Persepsi Harga (X1)

No.	Instrumen Penelitian Persepsi Harga (X1)						Total
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	
1	5	4	4	4	5	5	27
2	4	5	4	4	5	4	26
3	5	4	5	5	4	5	28
4	4	5	4	4	5	4	26
5	5	4	4	5	4	5	27
6	5	4	5	4	4	5	27
7	5	4	5	5	5	4	28
8	4	4	3	4	5	2	22
9	4	4	5	4	4	5	26
10	3	3	4	4	4	3	21
11	5	5	5	3	4	4	26
12	4	3	5	3	4	4	23
13	4	3	4	4	4	3	22
14	5	5	5	5	4	5	29
15	3	4	5	3	4	5	24
16	4	3	4	4	4	3	22
17	4	4	5	5	5	5	28
18	4	4	5	5	4	4	26
19	5	5	5	5	5	4	29
20	5	4	4	4	5	4	26
21	5	4	4	5	4	4	26
22	3	5	4	3	4	4	23
23	4	4	5	4	5	5	27
24	5	5	4	5	5	4	28
25	4	4	4	4	4	3	23
26	5	5	4	5	4	4	27
27	5	5	5	5	5	4	29
28	4	4	4	4	4	4	24
29	4	3	4	5	4	3	23
30	4	4	4	3	4	4	23
31	5	5	4	5	4	5	28
32	4	4	4	5	5	5	27
33	5	5	3	5	4	4	26

34	3	4	4	5	5	4	25
35	5	4	5	5	5	4	28
36	4	4	4	5	5	4	26
37	4	4	5	4	4	4	25
38	5	5	5	5	4	5	29
39	4	4	4	5	4	4	25
40	5	4	5	4	4	5	27
41	5	5	5	5	4	4	28
42	5	5	5	5	4	5	29
43	5	5	5	5	5	4	29
44	4	4	4	5	4	5	26
45	4	4	4	5	4	4	25
46	5	5	5	4	4	5	28
47	5	4	4	4	5	4	26
48	5	4	4	4	4	5	26
49	5	5	5	5	5	5	30
50	5	5	5	4	5	5	29
51	5	5	4	5	4	5	28
52	4	3	4	3	3	4	21
53	4	4	4	4	5	4	25
54	5	4	4	4	4	4	25
55	5	5	5	5	5	5	30
56	3	4	3	4	5	3	22
57	4	5	5	4	5	5	28
58	5	5	4	5	5	4	28
59	5	5	4	5	5	5	29
60	4	4	5	4	4	4	25
61	4	3	4	4	4	4	23
62	5	5	5	4	4	4	27
63	3	3	3	3	4	3	19
64	4	4	3	4	3	3	21
65	4	4	4	4	5	4	25
66	5	4	4	5	4	4	26
67	4	4	3	4	3	4	22
68	4	4	4	5	4	4	25
69	5	5	5	4	5	4	28
70	4	4	4	4	4	4	24
71	4	5	4	4	4	4	25
72	5	5	4	4	4	4	26

73	5	4	4	4	4	5	26
74	5	4	5	4	4	4	26
75	4	4	4	4	4	5	25
76	5	5	4	5	4	4	27
77	5	4	4	3	4	4	24
78	4	4	5	5	4	4	26
79	4	5	5	5	5	5	29
80	5	5	5	5	5	5	30
81	5	4	4	5	5	5	28
82	4	5	3	4	4	4	24
83	4	4	4	4	4	4	24
84	4	4	5	5	4	5	27
85	4	4	4	5	4	4	25
86	4	4	5	5	4	4	26
87	4	3	3	5	4	3	22
88	4	5	5	5	5	5	29
89	4	5	5	5	5	4	28
90	3	4	4	3	4	4	22
91	5	4	5	3	5	4	26
92	4	5	5	5	4	4	27
93	5	5	4	5	4	5	28
94	4	4	5	4	4	4	25
95	4	3	4	4	5	4	24
96	5	5	4	5	5	5	29
97	5	5	5	5	5	5	30
98	5	4	4	5	4	4	26
99	4	4	4	3	4	3	22
100	3	5	4	5	5	4	26

Lampiran 15

Data Penelitian Variabel Kenaikan Harga Produk (X2)

No.	Instrumen Penelitian Kenaikan Harga Produk (X2)					Total
	X2.1	X2.2	X2.3	X2.4	X2.5	
1	1	1	1	2	2	7
2	2	1	1	2	2	8
3	1	1	1	1	2	6
4	2	2	1	1	1	7
5	1	2	2	1	1	7
6	1	2	2	2	3	10
7	1	1	1	1	2	6
8	3	3	2	3	2	13
9	1	1	2	1	2	7
10	3	3	2	3	3	14
11	1	2	1	2	2	8
12	2	3	2	2	3	12
13	3	2	3	3	3	14
14	1	2	2	1	2	8
15	2	2	3	2	2	11
16	2	2	2	2	4	12
17	1	1	1	1	2	6
18	1	2	2	2	2	9
19	1	2	1	1	1	6
20	2	2	2	2	3	11
21	1	1	2	1	2	7
22	2	2	2	2	2	10
23	1	2	2	1	2	8
24	2	1	2	2	1	8
25	1	2	1	1	2	7
26	2	2	2	2	2	10
27	1	2	1	1	2	7
28	2	2	1	2	3	10
29	2	3	3	2	2	12
30	3	2	3	3	2	13
31	2	1	1	2	1	7
32	2	2	2	2	1	9
33	2	2	2	2	2	10

34	2	3	2	2	2	11
35	1	1	1	1	1	5
36	2	2	3	2	2	11
37	2	2	2	2	2	10
38	2	1	2	2	1	8
39	2	2	2	2	2	10
40	2	1	1	2	1	7
41	1	2	1	1	2	7
42	1	1	2	1	2	7
43	2	1	1	2	2	8
44	1	2	2	1	3	9
45	2	2	2	2	1	9
46	1	1	1	1	2	6
47	2	2	2	2	2	10
48	2	2	2	2	2	10
49	1	1	1	1	1	5
50	2	1	2	2	1	8
51	3	2	2	3	2	12
52	1	2	2	1	3	9
53	2	2	2	2	2	10
54	2	2	2	2	2	10
55	1	1	1	1	1	5
56	2	2	2	2	3	11
57	1	2	1	1	2	7
58	2	2	2	2	1	9
59	1	2	1	1	2	7
60	3	1	2	3	3	12
61	2	2	2	2	2	10
62	2	2	2	2	2	10
63	2	2	2	2	3	11
64	1	3	2	1	3	10
65	2	2	1	2	2	9
66	2	3	3	2	3	13
67	2	2	3	2	3	12
68	2	2	2	2	1	9
69	2	2	2	2	2	10
70	1	2	2	1	2	8
71	2	2	2	2	2	10
72	3	1	2	3	1	10

73	2	2	1	2	2	9
74	1	2	2	1	2	8
75	2	1	1	2	2	8
76	2	2	1	2	3	10
77	2	1	2	2	2	9
78	2	2	2	2	2	10
79	2	1	2	2	2	9
80	1	2	2	1	3	9
81	2	3	2	2	3	12
82	1	3	2	1	2	9
83	2	2	3	2	3	12
84	2	2	2	2	2	10
85	2	2	1	2	2	9
86	2	2	2	2	2	10
87	1	3	2	1	3	10
88	1	2	1	1	1	6
89	2	1	2	2	2	9
90	2	2	2	2	2	10
91	1	1	2	1	3	8
92	2	2	1	2	2	9
93	1	2	1	1	2	7
94	1	2	2	1	2	8
95	1	3	2	1	1	8
96	1	1	1	1	2	6
97	2	3	2	2	3	12
98	2	1	1	2	2	8
99	2	2	2	2	2	10
100	2	3	1	2	2	10

Lampiran 16

Data Penelitian Variabel Brand Awareness (X3)

No.	Instrumen Penelitian Brand Awareness (X3)					Total
	X3.1	X3.2	X3.3	X3.4	X3.5	
1	4	5	5	4	5	23
2	5	4	5	5	4	23
3	4	5	4	5	5	23
4	5	4	5	5	4	23
5	5	5	5	5	5	25
6	5	5	4	5	5	24
7	5	5	4	4	5	23
8	5	4	4	3	3	19
9	5	5	4	4	5	23
10	3	4	3	4	3	17
11	4	4	5	4	5	22
12	4	4	3	4	4	19
13	5	4	4	3	3	19
14	4	4	5	5	5	23
15	5	4	3	4	4	20
16	4	4	4	3	4	19
17	5	5	4	5	5	24
18	5	4	5	4	5	23
19	5	5	4	5	5	24
20	5	4	5	4	4	22
21	5	4	5	5	5	24
22	5	4	5	5	4	23
23	4	4	5	4	5	22
24	4	5	5	5	4	23
25	4	4	4	4	5	21
26	5	5	4	4	4	22
27	4	5	4	4	5	22
28	4	5	4	4	4	21
29	4	4	4	2	4	18
30	4	3	4	4	3	18
31	5	5	4	4	4	22
32	5	5	5	5	4	24
33	5	5	4	4	4	22

34	5	5	4	4	4	22
35	5	4	5	4	5	23
36	4	5	5	4	4	22
37	4	5	4	4	4	21
38	5	4	5	5	4	23
39	4	4	4	3	4	19
40	4	5	5	5	4	23
41	4	5	4	5	5	23
42	5	5	4	4	5	23
43	4	5	5	5	4	23
44	5	5	5	4	5	24
45	4	4	5	4	4	21
46	5	5	4	4	5	23
47	4	4	4	5	4	21
48	4	4	5	3	4	20
49	5	5	5	5	5	25
50	5	5	4	5	4	23
51	4	4	5	4	3	20
52	3	3	3	4	5	18
53	5	4	4	4	4	21
54	5	5	4	4	4	22
55	4	5	5	5	5	24
56	4	4	4	4	4	20
57	4	4	4	5	5	22
58	5	4	5	5	4	23
59	5	5	5	5	5	25
60	4	5	3	4	3	19
61	3	4	4	3	4	18
62	5	5	4	5	4	23
63	4	3	4	4	4	19
64	5	3	4	3	5	20
65	4	4	4	5	4	21
66	4	4	4	4	4	20
67	4	4	4	3	4	19
68	4	4	4	5	4	21
69	4	4	5	4	4	21
70	5	4	5	4	5	23
71	4	3	4	4	4	19
72	4	3	4	5	3	19

73	5	5	5	4	4	23
74	5	5	5	5	5	25
75	5	5	5	5	4	24
76	4	4	4	4	4	20
77	4	4	5	5	4	22
78	5	5	5	5	4	24
79	5	5	5	5	4	24
80	5	4	5	5	5	24
81	4	4	4	5	4	21
82	4	5	3	4	5	21
83	5	5	4	3	4	21
84	5	5	5	5	4	24
85	5	5	4	4	4	22
86	5	4	5	5	4	23
87	4	4	3	5	5	21
88	5	5	4	5	5	24
89	5	4	3	3	4	19
90	4	4	4	3	4	19
91	4	5	3	5	5	22
92	3	4	4	5	4	20
93	5	5	5	4	5	24
94	4	4	4	4	5	21
95	4	3	4	3	5	19
96	5	5	4	5	5	24
97	3	4	4	3	4	18
98	5	5	5	5	4	24
99	4	4	4	4	4	20
100	4	4	5	5	4	22

Lampiran 17

Data Penelitian Variabel Minat Beli (Y)

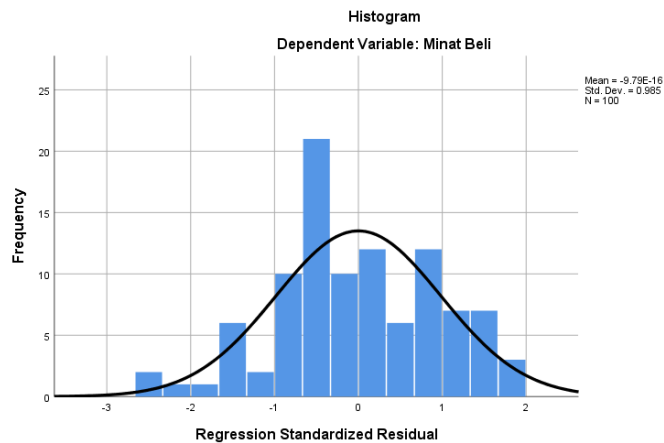
No.	Instrumen Penelitian Minat Beli (Y)							Total
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	
1	4	5	5	4	4	5	5	32
2	5	4	5	5	5	4	4	32
3	4	5	4	5	5	4	5	32
4	5	4	5	5	5	5	4	33
5	5	5	5	5	5	5	5	35
6	5	5	4	5	5	5	5	34
7	5	5	4	4	5	5	5	33
8	5	4	4	3	4	4	3	27
9	5	5	4	4	5	4	5	32
10	3	4	3	4	3	3	3	23
11	4	4	5	4	5	5	5	32
12	4	4	3	4	4	3	4	26
13	5	4	4	3	4	4	3	27
14	4	4	5	5	5	5	5	33
15	5	4	3	4	3	4	4	27
16	4	4	4	3	4	3	4	26
17	5	5	4	5	4	5	5	33
18	5	4	5	4	4	4	5	31
19	5	5	4	5	5	4	5	33
20	5	4	5	4	5	4	4	31
21	5	4	5	5	5	4	5	33
22	5	4	5	5	3	3	4	29
23	4	4	5	4	5	4	5	31
24	4	5	5	5	5	5	4	33
25	4	4	4	4	4	5	5	30
26	5	5	4	4	4	4	4	30
27	4	5	4	4	4	4	5	30
28	4	5	4	4	4	4	4	29
29	4	4	4	2	3	4	4	25
30	4	3	4	4	4	3	3	25
31	5	5	4	4	5	4	4	31
32	5	5	5	5	5	5	4	34
33	5	5	4	4	3	4	4	29
34	5	5	4	4	3	3	4	28

35	5	4	5	4	5	4	5	32
36	4	5	5	4	3	4	4	29
37	4	5	4	4	4	4	4	29
38	5	4	5	5	4	4	4	31
39	4	4	4	3	4	5	4	28
40	4	5	5	5	4	5	4	32
41	4	5	4	5	5	5	5	33
42	5	5	4	4	5	4	5	32
43	4	5	5	5	5	4	4	32
44	5	5	5	4	4	4	5	32
45	4	4	5	4	5	4	4	30
46	5	5	4	4	5	4	5	32
47	4	4	4	5	5	4	4	30
48	4	4	5	3	5	4	4	29
49	5	5	5	5	5	5	5	35
50	5	5	4	5	4	4	4	31
51	4	4	5	4	4	4	3	28
52	3	3	3	4	3	4	5	25
53	5	4	4	4	5	4	4	30
54	5	5	4	4	4	4	4	30
55	4	5	5	5	5	5	5	34
56	4	4	4	4	4	3	4	27
57	4	4	4	5	4	4	5	30
58	5	4	5	5	5	5	4	33
59	5	5	5	5	4	5	5	34
60	4	5	3	4	4	4	3	27
61	3	4	4	3	3	4	4	25
62	5	5	4	5	4	4	4	31
63	4	3	4	4	3	4	4	26
64	5	3	4	3	4	4	5	28
65	4	4	4	5	4	4	4	29
66	4	4	4	4	4	4	4	28
67	4	4	4	3	3	4	4	26
68	4	4	4	5	5	4	4	30
69	4	4	5	4	5	4	4	30
70	5	4	5	4	4	4	5	31
71	4	3	4	4	3	4	4	26
72	4	3	4	5	3	5	3	27
73	5	5	5	4	4	4	4	31

74	5	5	5	5	4	5	5	34
75	5	5	5	5	5	5	4	34
76	4	4	4	4	4	4	4	28
77	4	4	5	5	4	3	4	29
78	5	5	5	5	4	4	4	32
79	5	5	5	5	5	5	4	34
80	5	4	5	5	5	5	5	34
81	4	4	4	5	4	4	4	29
82	4	5	3	4	3	5	5	29
83	5	5	4	3	4	4	4	29
84	5	5	5	5	4	5	4	33
85	5	5	4	4	5	5	4	32
86	5	4	5	5	5	4	4	32
87	4	4	3	5	5	4	5	30
88	5	5	4	5	5	5	5	34
89	5	4	3	3	5	4	4	28
90	4	4	4	3	4	4	4	27
91	4	5	3	5	4	3	5	29
92	3	4	4	5	4	4	4	28
93	5	5	5	4	5	4	5	33
94	4	4	4	4	5	4	5	30
95	4	3	4	3	4	4	5	27
96	5	5	4	5	5	4	5	33
97	3	4	4	3	5	5	4	28
98	5	5	5	5	5	5	4	34
99	4	4	4	4	5	4	4	29
100	4	4	5	5	4	4	4	30

Lampiran 18

Uji Asumsi Klasik (Uji Normalitas)



One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual

N		100
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	.79555599
Most Extreme Differences	Absolute	.079
	Positive	.065
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed)		.130 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Lampiran 19

Uji Asumsi Klasik (Uji Multikolonieritas)

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.835	1.808		2.121	.037		
	Persepsi Harga	.150	.045	.134	3.333	.001	.557	1.795
	Kenaikan Harga Produk	-.128	.058	-.096	-2.231	.028	.482	2.077
	Brand Awareness	1.090	.062	.794	17.480	.000	.434	2.303

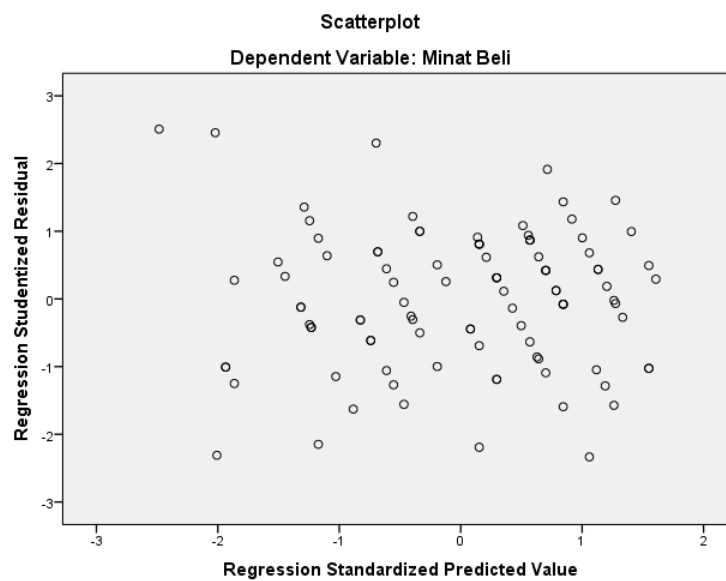
a. Dependent Variable: Minat Beli

Lampiran 20

Uji Asumsi Klasik (Uji Heteroskedastisitas)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.128	1.027		-1.099	.275
	Persepsi Harga	-.004	.026	-.022	-.166	.868
	Kenaikan Harga Produk	.061	.033	.268	1.862	.066
	Brand Awareness	.061	.035	.262	1.729	.087

a. Dependent Variable: ABS_RES



Lampiran 21

Analisis Regresi Linier Berganda

Descriptive Statistics

	Mean	Std. Deviation	N
Minat Beli	30.2100	2.71284	100
Persepsi Harga	25.9100	2.42085	100
Kenaikan Harga Produk	9.1000	2.03256	100
Brand Awareness	21.7100	1.97609	100

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.835	1.808		2.121	.037		
	Persepsi Harga	.150	.045	.134	3.333	.001	.557	1.795
	Kenaikan Harga Produk	-.128	.058	-.096	-2.231	.028	.482	2.077
	Brand Awareness	1.090	.062	.794	17.480	.000	.434	2.303

a. Dependent Variable: Minat Beli

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	23.7117	34.9351	30.2100	2.59357	100
Std. Predicted Value	-2.506	1.822	.000	1.000	100
Standard Error of Predicted Value	.089	.361	.155	.045	100
Adjusted Predicted Value	23.7737	34.9313	30.2069	2.59803	100
Residual	-2.14578	1.59739	.00000	.79556	100
Std. Residual	-2.656	1.977	.000	.985	100
Stud. Residual	-2.700	2.205	.002	1.007	100
Deleted Residual	-2.21666	1.99201	.00310	.83243	100
Stud. Deleted Residual	-2.794	2.251	.001	1.017	100
Mahal. Distance	.217	18.821	2.970	2.550	100

Cook's Distance	.000	.304	.012	.033	100
Centered Leverage Value	.002	.190	.030	.026	100

a. Dependent Variable: Minat Beli

Lampiran 22

Uji Signifikansi Parsial (Uji t)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.835	1.808		2.121	.037		
	Persepsi Harga	.150	.045	.134	3.333	.001	.557	1.795
	Kenaikan Harga Produk	-.128	.058	-.096	-2.231	.028	.482	2.077
	Brand Awareness	1.090	.062	.794	17.480	.000	.434	2.303

a. Dependent Variable: Minat Beli

Lampiran 23

Uji Signifikansi Simultan (Uji F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	665.932	3	221.977	340.097	.000 ^b
	Residual	62.658	96	.653		
	Total	728.590	99			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Brand Awareness, Persepsi Harga, Kenaikan Harga Produk

Lampiran 24

Analisis Koefisien Determinasi

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837 ^a	.701	.679	2.00316

a. Predictors: (Constant), Brand Awareness, Persepsi Harga, Kenaikan Harga Produk

b. Dependent Variable: Minat Beli