



**KEMENTERIAN PENDIDIKAN NASIONAL
UNIVERSITAS BANGKA BELITUNG
FAKULTAS EKONOMI**

KAMPUS TERPADU DESA BALUNIUK
KECAMATAN MERAWANG KABUPATEN BANGKA
PROVINSI KEPULAUAN BANGKA BELITUNG

KUESIONER PENELITIAN

**PENGARUH HARGA, SALURAN DISTRIBUSI DAN MEREK
TERHADAP KEPUTUSAN PEMEBELIAN PRODUK BOLESA
STUDI PADA MAHASISWA FAKULTAS EKONOMI
UNIVERSITAS BANGKA BELITUNG**

Angket ini hanya untuk kepentingan penelitian dan bertujuan mengukur harga, saluran distribusi dan merek terhadap keputusan pembelian, maka dari itu kami mohon saudara untuk mengisi apapun jawabannya, ini tidak bernilai benar atau salah yang mempengaruhi penilaian kami terhadap saudara. Atas partisipasi saudara mengisi angket ini kami ucapkan terimakasih.

Data responden

Nama :

Jenis kelamin : Perempuan Laki-laki

Usia : < 21 21-30 Tahun

> 31 Tahun

Petunjuk :

Jawablah pertanyaan di bawah ini dengan memberi tanda cek lis (√) pada jawaban yang telah tersedia sesuai dengan anggapan anda, dengan alternatif jawaban antara lain:

Keterangan:

Indikator				
Sangat Setuju (SS)	Setuju (S)	Ragu-Ragu (RR)	Tidak Setuju (TS)	Sangat TidakSetuju (STS)
Skor 5	Skor 4	Skor 3	Skor 2	Skor 1

NO	PERNYATAAN	SS	S	RR	TS	STS
Harga (X1)		5	4	3	2	1
1	Harga minuman kemasan merek Bolesa sangat terjangkau					
2	Harga minuman kemasan merek Bolesa sangat sesuai dengan kualitas kemasannya					
3	Harga minuman kemasan merek Bolesa sangat sesuai dengan kualitas rasa					
4	Harga minuman kemasan merek Bolesa berbentuk gelas dan botol lebih murah dibandingkan merek lain					
5	Harga minuman kemasan merek Bolesa berbentuk gallon (isi ulang) lebih murah dibandingkan merek lain					

NO	PERNYATAAN	SS	S	RR	TS	STS
Saluran Distribusi (X2)		5	4	3	2	1
1	Minuman kemasan merek Bolesa sangat mudah di jumpai warung					
2	Minuman kemasan merek Bolesa sangat mudah di jumpai minimarket					
3	Lokasi penjualan minuman kemasan merek Bolesa tepat berada pada konsumen yang sangat membutuhkan					
4	Lokasi penjualan minuman kemasan merek Bolesa tepat berada pada jumlah penduduk banyak					
5	Minuman kemasan merek Bolesa memiliki persediaan yang banyak					

NO	PERNYATAAN	SS	S	RR	TS	STS
Merek (X3)		5	4	3	2	1
1	Minuman kemasan merek Bolesa selalu berusaha memperbaiki kualitas produk					
2	Minuman kemasan merek Bolesa sangat terpercaya					
3	Minuman kemasan merek Bolesa memiliki kualitas kemasan dan rasa yang sangat baik					
4	Anda teristimewa menyukai minuman kemasan dengan merek Bolesa					
5	Minuman kemasan merek Bolesa merupakan merek yang selaras dengan gaya hidup anda					
6	Minuman kemasan merek Bolesa memiliki reputasi baik					
7	Minuman kemasan merek Bolesa merupakan pemimpin merek (<i>brand leade</i>) yang ada di Bangka					

Keputusan Pembelian (Y)		5	4	3	2	1
1	Guna memastikan bahwa anda membeli produk atau merek Bolesa yang tepat, anda sering mengamati apa yang dibeli dan dipakai orang lain					
2	Anda kerap bertanya pada teman-teman anda dan keluarga anda tentang produk Bolesa tersebut sebelum membeli					
3	Anda kerap minta bantuan orang lain dalam memilih alternatif terbaik yang disediakan pada kelas produk minuman kemasan tertentu, termasuk produk Bolesa					
4	Anda sering melakukan informasi dari iklan mengenai suatu produk minuman kemasan merek Bolesa sebelum anda membeli					
5	Sangatlah penting bagi anda bahwa orang lain menyukai produk dan merek Bolesa yang anda beli					
6	Dalam membeli minuman kemasan merek Bolesa, anda biasanya membeli merek-merek yang anda pikir akan disukai orang lain					

LAMPIRAN II TABULASI DATA

No	Harga						Saluran Distribusi					
	X1.1	X1.2	X1.3	X1.4	X1.5	X1 Total	X2.1	X2.2	X2.3	X2.4	X2.5	X2 Total
1	5	5	4	3	3	20	4	4	3	3	4	18
2	2	2	2	3	3	12	2	3	3	2	2	12
3	2	3	3	3	3	14	2	2	2	2	2	10
4	3	3	4	4	4	18	3	3	3	3	2	14
5	2	3	4	3	2	14	4	5	5	3	3	20
6	3	4	4	5	3	19	5	4	4	5	4	22
7	4	3	3	3	4	17	5	4	4	5	5	23
8	2	2	4	4	3	15	4	4	4	4	5	21
9	3	3	4	5	4	19	5	4	4	4	4	21
10	4	4	5	5	3	21	4	5	5	5	5	24
11	4	4	4	4	3	19	5	5	5	5	4	24
12	4	4	5	5	5	23	5	5	5	4	5	24
13	2	3	5	5	4	19	5	5	5	5	5	25
14	3	3	5	4	3	18	5	4	4	5	5	23
15	5	5	5	5	5	25	4	4	4	4	5	21
16	4	4	4	4	4	20	4	5	5	5	4	23
17	3	3	4	5	4	19	5	4	4	5	4	22
18	4	4	4	4	5	21	3	5	5	4	5	22
19	4	4	5	4	4	21	4	5	5	4	3	21
20	4	4	5	5	4	22	5	5	5	5	4	24
21	5	5	5	4	5	24	5	4	4	5	5	23
22	5	4	4	4	4	21	4	5	5	4	5	23
23	4	4	5	4	4	21	4	5	4	5	4	22
24	5	5	5	5	5	25	5	4	4	4	5	22
25	3	3	4	5	5	20	4	5	5	4	5	23
26	5	4	5	4	4	22	4	5	3	5	4	21
27	4	4	5	4	4	21	4	5	5	4	4	22
28	4	5	4	5	4	22	5	4	4	5	5	23
29	5	4	4	4	5	22	5	4	5	4	5	23
30	3	3	5	5	4	20	4	5	4	5	4	22
31	3	3	5	5	4	20	4	4	4	4	5	21
32	5	5	5	4	4	23	4	4	4	4	4	20
33	4	4	5	4	5	22	5	5	5	4	4	23
34	4	4	5	5	5	23	5	5	5	5	5	25
35	4	4	4	4	4	20	5	5	5	5	5	25
36	4	4	4	4	4	20	5	5	5	5	5	25

37	5	5	4	5	5	24	5	4	4	5	5	23
38	4	4	4	3	4	19	5	5	5	4	5	24
39	4	4	4	4	5	21	4	4	4	5	5	22
40	4	5	5	5	5	24	5	5	5	4	4	23
41	4	4	5	4	3	20	5	5	5	5	5	25
42	4	4	5	5	4	22	4	4	4	4	5	21
43	4	4	4	4	5	21	4	5	5	4	4	22
44	3	4	5	4	4	20	4	5	4	5	4	22
45	4	4	4	5	4	21	5	5	5	4	4	23
46	4	5	4	5	5	23	5	5	5	5	5	25
47	3	4	4	4	4	19	5	5	4	5	5	24
48	3	3	4	4	4	18	5	5	5	4	4	23
49	4	4	5	4	4	21	4	4	4	5	5	22
50	3	4	4	4	4	19	5	5	5	5	4	24
51	5	5	4	4	4	22	4	4	4	5	5	22
52	4	5	4	4	4	21	4	4	5	4	4	21
53	5	5	4	4	4	22	5	4	4	4	5	22
54	4	4	4	4	5	21	5	4	4	5	4	22
55	3	3	5	4	4	19	4	4	4	4	5	21
56	4	4	5	4	4	21	4	5	5	5	5	24
57	5	5	5	4	4	23	4	4	4	4	4	20
58	4	5	5	5	4	23	5	5	5	4	4	23
59	4	4	5	4	4	21	3	3	4	5	5	20
60	4	4	5	5	4	22	4	4	4	4	3	19
61	4	4	5	4	4	21	4	4	4	4	4	20
62	4	4	4	5	4	21	4	4	4	4	4	20
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67	4	4	4	5	5	22	4	4	4	4	4	20
68	4	4	4	5	4	21	4	4	4	4	4	20
69	5	4	4	5	5	23	4	5	5	4	4	22
70	5	5	5	4	5	24	5	4	5	5	4	23
71	5	5	3	5	5	23	5	5	5	5	4	24
72	5	5	5	3	5	23	5	5	5	5	5	25
73	4	5	5	5	3	22	5	5	5	4	4	23
74	5	5	3	3	3	19	5	4	5	5	5	24
75	3	3	4	4	5	19	5	5	4	5	4	23
76	5	5	3	5	5	23	3	5	4	4	4	20
77	4	4	4	3	4	19	5	3	4	5	4	21

78	5	5	5	4	5	24	4	4	2	4	4	18
79	5	4	4	5	3	21	5	3	3	5	5	21
80	5	4	4	4	4	21	3	5	5	4	5	22
81	5	5	5	5	5	25	4	4	4	5	4	21
82	5	3	4	4	4	20	4	4	4	4	3	19
83	5	5	5	5	4	24	5	3	5	4	4	21
84	5	5	5	5	3	23	3	4	3	4	3	17
85	3	4	4	4	4	19	4	5	4	5	4	22
86	4	3	4	4	3	18	3	4	3	3	5	18
87	5	4	4	4	4	21	4	3	5	5	4	21
88	3	5	4	4	5	21	5	4	3	3	5	20
89	3	3	4	4	4	18	3	5	4	4	3	19
90	4	4	5	4	5	22	3	3	3	5	4	18
91	5	5	4	4	4	22	4	4	4	3	3	18
92	4	4	5	4	4	21	5	5	5	4	4	23
93	4	4	4	4	3	19	4	4	4	5	5	22
94	4	4	4	4	4	20	4	4	4	4	4	20
95	4	4	4	5	4	21	4	4	4	4	4	20
96	3	4	4	4	4	19	4	4	4	4	4	20
97	3	4	4	4	4	19	4	4	4	4	3	19
98	4	4	4	4	5	21	4	4	4	4	4	20
99	3	4	5	4	4	20	4	3	4	4	3	18
100	4	4	4	4	4	20	4	4	4	4	4	20

No	Merek							Keputusan Pembelian							
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3 Total	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y Total
1	3	3	2	2	2	2	2	16	2	2	2	2	2	2	12
2	3	2	3	2	2	2	2	16	2	3	2	2	3	2	14
3	3	2	2	2	3	2	4	18	2	2	2	3	3	3	15
4	3	2	3	2	2	3	3	18	2	2	2	3	2	4	15
5	2	2	2	4	3	4	2	19	3	2	2	2	3	3	15
6	4	3	3	3	3	2	2	20	3	3	3	3	4	4	20
7	5	4	4	4	4	4	4	29	4	5	4	4	5	5	27
8	4	5	5	5	5	5	5	34	4	4	5	5	5	4	27
9	4	5	5	5	5	5	5	34	4	4	3	3	3	3	20
10	5	4	4	4	5	5	4	31	5	5	4	4	4	5	27

11	4	5	4	4	4	4	4	29	5	5	5	5	5	4	29
12	5	5	5	5	4	4	4	32	5	5	4	4	4	4	26
13	5	5	5	5	5	5	5	35	4	4	3	3	3	3	20
14	5	4	4	4	4	4	4	29	5	5	5	5	4	4	28
15	4	4	4	4	5	5	4	30	5	5	4	4	5	5	28
16	4	5	5	5	4	4	4	31	5	5	5	5	5	5	30
17	5	4	4	4	4	4	4	29	4	4	5	5	5	5	28
18	4	3	3	3	5	5	5	28	5	5	4	4	5	5	28
19	4	4	4	4	4	4	4	28	4	4	4	4	4	4	24
20	5	4	4	4	4	4	4	29	5	5	4	4	4	4	26
21	5	4	4	4	4	4	4	29	5	5	5	5	5	5	30
22	4	4	4	4	5	5	5	31	4	4	4	4	4	4	24
23	4	4	5	4	4	4	4	29	5	5	4	4	4	4	26
24	3	3	3	3	3	4	4	23	4	4	5	5	4	4	26
25	4	3	3	3	3	4	4	24	5	5	4	4	4	4	26
26	4	3	3	3	3	5	5	26	4	4	4	4	4	4	24
27	4	5	5	4	4	4	4	30	5	5	5	5	5	5	30
28	5	4	4	4	5	5	5	32	5	4	5	4	5	4	27
29	4	5	5	4	5	5	4	32	4	4	4	4	4	4	24
30	4	5	5	4	4	4	4	30	5	5	5	5	5	5	30
31	4	3	4	4	5	5	5	30	3	3	3	5	4	3	21
32	4	4	4	4	4	4	4	28	5	4	5	4	5	4	27
33	5	5	5	5	5	5	5	35	4	5	4	5	4	5	27
34	5	4	5	4	4	4	5	31	5	4	5	4	5	4	27
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37	4	4	4	4	4	4	4	28	5	5	4	5	5	4	28
38	5	4	4	4	4	4	4	29	5	5	5	5	5	5	30
39	4	4	4	4	4	5	4	29	5	5	4	4	5	5	28
40	5	4	4	4	4	4	5	30	5	4	3	3	3	3	21
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42	4	4	4	4	4	4	5	29	5	5	5	5	5	5	30
43	4	4	4	4	4	4	4	28	5	5	5	5	5	5	30
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47	4	5	4	4	5	5	5	32	4	4	4	4	4	4	24
48	5	5	5	5	5	5	5	35	4	4	3	3	3	3	20
49	5	5	4	5	4	5	5	33	4	4	4	5	4	4	25
50	5	5	4	4	3	4	3	28	3	3	4	5	5	4	24
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53	5	5	4	5	5	5	3	32	4	4	3	4	4	4	23
54	5	4	4	5	4	4	5	31	4	4	3	4	4	3	22
55	4	4	5	4	4	4	5	30	4	5	4	4	4	5	26
56	3	4	4	3	4	5	4	27	4	4	5	5	5	5	28
57	4	3	3	3	3	3	3	22	4	5	4	5	4	4	26
58	5	3	4	3	5	4	5	29	4	4	4	4	4	4	24
59	3	4	5	4	3	5	3	27	4	4	5	5	4	5	27
60	4	5	3	5	2	3	2	24	3	3	5	4	5	4	24
61	4	3	4	3	5	4	5	28	4	5	5	4	4	4	26
62	4	4	3	5	5	4	3	28	4	4	4	4	4	4	24
63	4	5	4	3	3	5	4	28	5	5	5	5	5	5	30
64	4	3	5	4	4	3	5	28	3	3	3	3	5	3	20
65	4	3	3	3	3	3	3	22	4	4	4	4	4	4	24
66	4	4	4	4	4	4	4	28	4	4	4	4	4	5	25
67	4	5	5	5	5	5	5	34	4	4	4	4	4	4	24
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70	5	3	4	4	4	4	4	28	4	4	4	4	4	5	25
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72	5	3	4	4	4	4	4	28	4	4	4	4	4	4	24
73	5	4	4	4	4	5	4	30	4	4	4	4	4	4	24
74	5	3	4	4	3	4	4	27	5	5	4	4	4	4	26
75	4	4	3	4	4	4	4	27	5	5	5	5	5	5	30
76	5	3	4	4	4	4	4	28	4	4	5	5	4	5	27
77	5	4	4	4	4	5	5	31	5	5	4	5	5	4	28
78	4	3	4	4	4	5	5	29	5	5	5	5	5	5	30
79	5	3	3	4	4	4	4	27	4	5	4	5	4	5	27
80	3	3	5	4	5	5	4	29	4	5	4	4	5	4	26
81	4	5	4	5	5	4	4	31	5	5	4	5	4	4	27
82	4	5	4	4	3	3	4	27	5	5	4	4	5	5	28
83	5	4	4	4	4	4	3	28	3	4	5	5	5	4	26
84	3	4	4	4	3	3	3	24	5	4	4	4	5	4	26
85	4	4	4	4	4	3	4	27	4	3	5	5	4	5	26
86	5	4	4	4	4	4	3	28	4	4	3	4	4	4	23
87	3	4	4	4	3	4	4	26	3	3	5	5	4	4	24
88	4	4	4	4	4	5	5	30	3	5	5	4	4	3	24
89	5	4	4	4	4	3	4	28	4	3	4	3	5	3	22
90	3	4	5	3	4	3	4	26	5	4	5	4	3	4	25
91	4	4	4	3	4	4	4	27	3	5	3	5	4	5	25
92	5	4	4	4	3	5	3	28	5	4	3	5	4	3	24

93	4	4	4	4	3	4	3	26	3	5	4	3	5	4	24
94	4	4	4	5	3	4	5	29	3	5	4	3	5	3	23
95	4	4	4	5	3	5	4	29	3	3	3	3	3	3	18
96	3	4	5	5	3	3	3	26	4	4	4	4	4	4	24
97	4	4	4	5	3	3	4	27	5	5	5	5	5	5	30
98	4	4	4	4	4	5	3	28	4	4	4	4	4	4	24
99	4	4	4	4	5	3	5	29	4	4	4	4	4	4	24
100	2	3	3	2	2	2	5	19	4	2	2	2	4	4	18



LAMPIRAN III HASIL UJI VALIDITAS

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	Harga
X1.1	Pearson Correlation	1	.723**	.154	.116	.315**	.762**
	Sig. (2-tailed)		.000	.125	.251	.001	.000
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	.723**	1	.232*	.177	.324**	.790**
	Sig. (2-tailed)	.000		.020	.078	.001	.000
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	.154	.232*	1	.252*	.137	.519**
	Sig. (2-tailed)	.125	.020		.012	.174	.000
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	.116	.177	.252*	1	.254*	.516**
	Sig. (2-tailed)	.251	.078	.012		.011	.000
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	.315**	.324**	.137	.254*	1	.624**
	Sig. (2-tailed)	.001	.001	.174	.011		.000
	N	100	100	100	100	100	100
Harga	Pearson Correlation	.762**	.790**	.519**	.516**	.624**	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).

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

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	Saluran Distribusi
X2.1	Pearson Correlation	1	.343**	.475**	.460**	.406**	.752**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X2.2	Pearson Correlation	.343**	1	.633**	.265**	.253*	.687**
	Sig. (2-tailed)	.000		.000	.008	.011	.000
	N	100	100	100	100	100	100
X2.3	Pearson Correlation	.475**	.633**	1	.309**	.286**	.750**
	Sig. (2-tailed)	.000	.000		.002	.004	.000
	N	100	100	100	100	100	100
X2.4	Pearson Correlation	.460**	.265**	.309**	1	.508**	.706**
	Sig. (2-tailed)	.000	.008	.002		.000	.000
	N	100	100	100	100	100	100
X2.5	Pearson Correlation	.406**	.253*	.286**	.508**	1	.692**
	Sig. (2-tailed)	.000	.011	.004	.000		.000
	N	100	100	100	100	100	100
Saluran Distribusi	Pearson Correlation	.752**	.687**	.750**	.706**	.692**	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).

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

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	Merek
X3.1	Pearson Correlation	1	.332**	.305**	.434**	.392**	.350**	.264**	.601**
	Sig. (2-tailed)		.001	.002	.000	.000	.000	.008	.000
	N	100	100	100	100	100	100	100	100
X3.2	Pearson Correlation	.332**	1	.639**	.685**	.395**	.428**	.257**	.736**
	Sig. (2-tailed)	.001		.000	.000	.000	.000	.010	.000
	N	100	100	100	100	100	100	100	100
X3.3	Pearson Correlation	.305**	.639**	1	.598**	.505**	.432**	.438**	.768**
	Sig. (2-tailed)	.002	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X3.4	Pearson Correlation	.434**	.685**	.598**	1	.455**	.465**	.252*	.763**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.012	.000
	N	100	100	100	100	100	100	100	100
X3.5	Pearson Correlation	.392**	.395**	.505**	.455**	1	.575**	.561**	.780**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100
X3.6	Pearson Correlation	.350**	.428**	.432**	.465**	.575**	1	.455**	.744**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100
X3.7	Pearson Correlation	.264**	.257**	.438**	.252*	.561**	.455**	1	.650**
	Sig. (2-tailed)	.008	.010	.000	.012	.000	.000		.000
	N	100	100	100	100	100	100	100	100
Merek	Pearson Correlation	.601**	.736**	.768**	.763**	.780**	.744**	.650**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	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

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Keputusan Pembelian
Y1.1	Pearson Correlation	1	.695**	.534**	.467**	.491**	.513**	.774**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y1.2	Pearson Correlation	.695**	1	.549**	.542**	.516**	.545**	.805**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y1.3	Pearson Correlation	.534**	.549**	1	.716**	.666**	.614**	.851**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y1.4	Pearson Correlation	.467**	.542**	.716**	1	.524**	.632**	.808**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
Y1.5	Pearson Correlation	.491**	.516**	.666**	.524**	1	.560**	.772**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
Y1.6	Pearson Correlation	.513**	.545**	.614**	.632**	.560**	1	.797**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
Keputusan Pembelian	Pearson Correlation	.774**	.805**	.851**	.808**	.772**	.797**	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).

LAMPIRAN IV HASIL UJI RELIABILITAS

Reliability Statistics

Cronbach's Alpha	N of Items
.657	5

Reliability Statistics

Cronbach's Alpha	N of Items
.764	5

Reliability Statistics

Cronbach's Alpha	N of Items
.845	7

Reliability Statistics

Cronbach's Alpha	N of Items
.888	6

LAMPIRAN V

**HASIL ASUMSI KLASIK, UJI REGRESI BERGANDA,
UJI T, UJI F DAN KOEFESIEN DETERMINASI**

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	1.653	3.415		.484	.629					
Harga	.402	.147	.242	2.730	.008	.403	.268	.226	.871	1.148
Saluran Distribusi	.385	.156	.260	2.462	.016	.491	.244	.204	.615	1.626
Merek	.240	.099	.250	2.420	.017	.475	.240	.200	.638	1.566

a. Dependent Variable: Keputusan Pembelian

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	480.048	3	160.016	16.772	.000 ^a
	Residual	915.912	96	9.541		
	Total	1395.960	99			

a. Predictors: (Constant), Merek, Harga, Saluran Distribusi

b. Dependent Variable: Keputusan Pembelian

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.586 ^a	.344	.323	3.089	.344	16.772	3	96	.000	1.776

a. Predictors: (Constant), Merek, Harga, Saluran Distribusi

b. Dependent Variable: Keputusan Pembelian

