

## LAMPIRAN

### Lampiran 1. Instrumen Penelitian (Kuisisioner)

#### DAFTAR KUISISIONER

Setiap jawaban yang Ibu/Sdri berkaitan merupakan bantuan yang tidak ternilai harganya bagi penelitian ini. Untuk itu saya ucapkan terimakasih. Hasil penelitian ini hanya digunakan bagi kepentingan penulisan skripsi peneliti, maka dari itu jawaban yang Bapak/Ibu/Sdr/Sdri berikan dijamin kerahasiaannya dan tidak akan dipublikasikan.

Identitas Responden

Nama :  
Status :  
Usia :  
Jenis Kel : (  )Pria (  )Wanita

Peneliti

Responden

(Nugraha Bayu Saputra)

( )

## Daftar Pertanyaan

TANGGAPAN RESPONDEN PETUNJUK :

Isilah semua Pernyataan dalam kuesioner sesuai dengan kenyataan, dengan cara memberikan tanda ceklis (√) pada kotak yang telah tersedia.

KETERANGAN :

|    |     |                     |
|----|-----|---------------------|
| 1. | STS | Sangat Tidak Setuju |
| 2. | TS  | Tidak Setuju        |
| 3. | N   | Normal              |
| 4. | S   | Setuju              |
| 5. | SS  | Sangat Setuju       |

| No.  | Pernyataan  | STS | TS | N | S | SS |
|--|---|-----|----|---|---|----|
|  |   | 1   | 2  | 3 | 4 | 5  |
| <b>Kualitas Produk (X1)</b>  |   |     |    |   |   |    |
| 1.   | Larissa Skin Care dapat merawat berbagai jenis kulit wajah.               |     |    |   |   |    |
| Bagaimana wujud nyata dari perawatan kulit tersebut : .....<br>..... |   |     |    |   |   |    |
| 2.   | Produk Larissa Skin Care dapat bertahan lama pada saat digunakan di wajah |     |    |   |   |    |
| Berapa lama tahan lama tersebut : .....<br>.....                     |   |     |    |   |   |    |
| 3.   | Saya merasa cocok menggunakan produk Larissa Skin Care..                  |     |    |   |   |    |
| Bagaimana kriteria cocok menurut anda : .....<br>.....               |   |     |    |   |   |    |

| No.  | Pernyataan  | STS | TS | N | S | SS |
|--|---|-----|----|---|---|----|
|  |   | 1   | 2  | 3 | 4 |    |
| <b>Harga (X2)</b>  |   |     |    |   |   |    |
| 1.   | Harga produk Larissa Skin Care terjangkau.  |     |    |   |   |    |
| Berapa kisaran harga terjangkau menurut anda : .....<br>.....                |   |     |    |   |   |    |
| 2.   | Harga yang ditawarkan Larissa Skin Care sesuai dengan kualitas yang didapatkan oleh konsumen. |     |    |   |   |    |
| Bagaimana harga dan kualitas menurut anda : .....<br>.....                   |   |     |    |   |   |    |
| 3.   | Harga produk Larissa Skin Care lebih murah dibandingkan produk sejenis.                       |     |    |   |   |    |
| Bagaimana pendapat anda tentang kemurahan harga tersebut :<br>.....<br>..... |   |     |    |   |   |    |
| 4.   | Harga yang ditawarkan Larissa Skin Care sesuai dengan manfaat yang di dapat oleh konsumen.    |     |    |   |   |    |
| Bagaimana manfaat yang anda rasakan : .....<br>.....                         |   |     |    |   |   |    |

| No.  | Pernyataan  | STS | TS | N | S | SS |
|--|---|-----|----|---|---|----|
|  |   | 1   | 2  | 3 | 4 |    |
| <b>Kelompok Referensi (X3)</b>                                 |   |     |    |   |   |    |
| 1.   | Saya menggunakan produk Larissa Skin Care berdasarkan pengalaman teman. |     |    |   |   |    |
| Bagaimana pengalaman teman anda : .....                        |   |     |    |   |   |    |
| .....  |   |     |    |   |   |    |
| 2.   | Informasi Larissa Skin Care di dapatkan dari teman.                     |     |    |   |   |    |
| Informasi yang seperti apa : .....                             |   |     |    |   |   |    |
| .....  |   |     |    |   |   |    |
| 3.   | Saya memilih klinik Larissa Skin Care setelah mendengar pendapat teman. |     |    |   |   |    |
| Bagaimana pendapat teman tentang Klinik Larissa Skin Care..... |   |     |    |   |   |    |
| .....  |   |     |    |   |   |    |

| No.  | Pernyataan  | STS | TS | N | S | SS |
|--|---|-----|----|---|---|----|
|  |   | 1   | 2  | 3 | 4 |    |
| <b>Keputusan Pembelian (Y1)</b>                                    |   |     |    |   |   |    |
| 1.   | Saya melakukan perawatan di Larissa Skin Care karna ingin wajah saya menjadi lebih terawat. |     |    |   |   |    |
| 2.   | Saya akan membeli ulang produk di Larissa Skin Care.  |     |    |   |   |    |
| 3.   | Saya akan merekomendasikan kepada orang lain untuk menggunakan produk di Larissa Skin Care  |     |    |   |   |    |
| 4.   | Saya sering menggunakan produk di Larissa Skin Care..                                       |     |    |   |   |    |
| Bagaimana proses keputusan menggunakan jasa Larissa Skin Care..... |   |     |    |   |   |    |
| .....  |   |     |    |   |   |    |

| No.   | Pernyataan  | STS | TS | N | S | SS |
|---|---|-----|----|---|---|----|
|   |   | 1   | 2  | 3 | 4 |    |
| <b>Kepuasan (Y2)</b>  |   |     |    |   |   |    |
| 1.  | Saya merasa puas menggunakan produk Larissa Skin Care karena kualitasnya terjaga      |     |    |   |   |    |
| 2.  | Saya akan tetap menggunakan produk Larissa Skin Care dalam waktu yang lama.           |     |    |   |   |    |
| 3.  | Saya tidak pernah merasa ada keluhan selama menggunakan produk Larissa Skin Care.     |     |    |   |   |    |
| 4.  | Saya menyukai produk Larissa Skin care karna produknya lebih dari yang saya harapkan. |     |    |   |   |    |
| <p>Bagaimana bentuk kepuasan yang anda rasakan terhadap Larissa Skin Care.....</p> <p>.....</p> |   |     |    |   |   |    |

| No. | Kualitas Produk |      |      | Harga |      |      |      |      |    | Kelompok Referensi |      |      | Keputusan Pembelian |      |      |      | Kepuasan |    |      |      |      |      |    |
|-----|-----------------|------|------|-------|------|------|------|------|----|--------------------|------|------|---------------------|------|------|------|----------|----|------|------|------|------|----|
|     | x1.1            | x1.2 | x1.3 | x1    | x2.1 | x2.2 | x2.3 | x2.4 | x2 | x3.1               | x3.2 | x3.3 | x3                  | y1.1 | y1.2 | y1.3 | y1.4     | y1 | y2.1 | y2.2 | y2.3 | y2.4 | y2 |
| 1   | 5               | 3    | 5    | 13    | 4    | 4    | 3    | 4    | 15 | 4                  | 4    | 5    | 13                  | 4    | 5    | 4    | 4        | 17 | 4    | 3    | 4    | 4    | 15 |
| 2   | 5               | 4    | 4    | 13    | 4    | 5    | 5    | 5    | 19 | 4                  | 5    | 5    | 14                  | 4    | 5    | 5    | 5        | 19 | 4    | 5    | 5    | 5    | 19 |
| 3   | 4               | 4    | 4    | 12    | 5    | 4    | 4    | 4    | 17 | 4                  | 4    | 4    | 12                  | 4    | 5    | 4    | 4        | 17 | 4    | 4    | 4    | 4    | 16 |
| 4   | 4               | 4    | 4    | 12    | 4    | 4    | 3    | 4    | 15 | 2                  | 4    | 4    | 10                  | 3    | 3    | 5    | 4        | 15 | 4    | 4    | 4    | 4    | 16 |
| 5   | 3               | 4    | 3    | 10    | 4    | 4    | 4    | 4    | 16 | 3                  | 4    | 4    | 11                  | 4    | 4    | 4    | 4        | 16 | 4    | 4    | 4    | 4    | 16 |
| 6   | 4               | 4    | 4    | 12    | 3    | 4    | 4    | 4    | 15 | 4                  | 3    | 4    | 11                  | 3    | 3    | 4    | 3        | 13 | 4    | 4    | 3    | 4    | 15 |
| 7   | 4               | 3    | 4    | 11    | 4    | 3    | 4    | 4    | 15 | 3                  | 4    | 3    | 10                  | 3    | 4    | 4    | 4        | 15 | 3    | 4    | 4    | 4    | 15 |
| 8   | 4               | 4    | 4    | 12    | 5    | 4    | 4    | 4    | 17 | 4                  | 4    | 5    | 13                  | 3    | 4    | 4    | 4        | 15 | 4    | 3    | 4    | 4    | 15 |
| 9   | 3               | 4    | 4    | 11    | 3    | 3    | 4    | 3    | 13 | 4                  | 4    | 4    | 12                  | 3    | 3    | 3    | 3        | 12 | 4    | 4    | 4    | 4    | 16 |
| 10  | 4               | 4    | 3    | 11    | 4    | 4    | 4    | 4    | 16 | 4                  | 4    | 3    | 11                  | 4    | 4    | 3    | 4        | 15 | 4    | 4    | 4    | 4    | 16 |
| 11  | 4               | 4    | 4    | 12    | 4    | 4    | 4    | 4    | 16 | 4                  | 4    | 5    | 13                  | 4    | 5    | 4    | 4        | 17 | 5    | 4    | 4    | 4    | 17 |
| 12  | 4               | 3    | 3    | 10    | 4    | 4    | 4    | 4    | 16 | 4                  | 4    | 4    | 12                  | 3    | 4    | 4    | 4        | 15 | 4    | 4    | 5    | 4    | 17 |
| 13  | 4               | 4    | 4    | 12    | 5    | 4    | 4    | 4    | 17 | 5                  | 4    | 3    | 12                  | 4    | 3    | 4    | 4        | 15 | 4    | 4    | 4    | 5    | 17 |
| 14  | 4               | 4    | 3    | 11    | 4    | 4    | 4    | 4    | 16 | 3                  | 3    | 4    | 10                  | 4    | 4    | 4    | 4        | 16 | 4    | 3    | 4    | 4    | 15 |
| 15  | 3               | 3    | 3    | 9     | 4    | 4    | 3    | 4    | 15 | 4                  | 3    | 4    | 11                  | 4    | 4    | 4    | 4        | 16 | 3    | 4    | 4    | 4    | 15 |
| 16  | 4               | 3    | 3    | 10    | 3    | 4    | 4    | 4    | 15 | 4                  | 4    | 4    | 12                  | 4    | 5    | 4    | 4        | 17 | 4    | 4    | 4    | 4    | 16 |
| 17  | 3               | 4    | 4    | 11    | 3    | 3    | 3    | 3    | 12 | 5                  | 5    | 5    | 15                  | 4    | 4    | 4    | 4        | 16 | 4    | 4    | 4    | 4    | 16 |
| 18  | 4               | 3    | 3    | 10    | 4    | 4    | 4    | 4    | 16 | 4                  | 5    | 4    | 13                  | 4    | 5    | 4    | 4        | 17 | 4    | 3    | 4    | 4    | 15 |
| 19  | 4               | 4    | 4    | 12    | 3    | 4    | 4    | 4    | 15 | 4                  | 4    | 3    | 11                  | 4    | 4    | 4    | 4        | 16 | 4    | 4    | 3    | 4    | 15 |
| 20  | 5               | 4    | 4    | 13    | 5    | 4    | 3    | 4    | 16 | 4                  | 5    | 4    | 13                  | 4    | 4    | 4    | 4        | 16 | 5    | 4    | 4    | 4    | 17 |
| 21  | 4               | 4    | 4    | 12    | 3    | 3    | 4    | 3    | 13 | 5                  | 5    | 4    | 14                  | 3    | 4    | 5    | 4        | 16 | 5    | 4    | 4    | 4    | 17 |
| 22  | 4               | 3    | 4    | 11    | 4    | 4    | 4    | 4    | 16 | 4                  | 4    | 5    | 13                  | 4    | 4    | 4    | 4        | 16 | 4    | 5    | 4    | 4    | 17 |
| 23  | 4               | 4    | 4    | 12    | 4    | 4    | 4    | 4    | 16 | 5                  | 5    | 4    | 14                  | 4    | 4    | 5    | 4        | 17 | 4    | 5    | 4    | 4    | 17 |
| 24  | 4               | 3    | 4    | 11    | 3    | 3    | 4    | 3    | 13 | 4                  | 3    | 4    | 11                  | 4    | 4    | 3    | 4        | 15 | 4    | 4    | 4    | 3    | 15 |
| 25  | 5               | 4    | 5    | 14    | 4    | 3    | 5    | 4    | 16 | 4                  | 5    | 4    | 13                  | 5    | 5    | 4    | 5        | 19 | 4    | 3    | 4    | 4    | 15 |
| 26  | 4               | 3    | 4    | 11    | 3    | 4    | 4    | 4    | 15 | 3                  | 4    | 3    | 10                  | 3    | 4    | 3    | 3        | 13 | 3    | 4    | 4    | 4    | 15 |
| 27  | 4               | 5    | 4    | 13    | 5    | 4    | 4    | 4    | 17 | 5                  | 4    | 5    | 14                  | 4    | 4    | 5    | 4        | 17 | 4    | 4    | 5    | 4    | 17 |
| 28  | 4               | 4    | 3    | 11    | 3    | 4    | 4    | 4    | 15 | 4                  | 3    | 3    | 10                  | 3    | 4    | 3    | 3        | 13 | 3    | 4    | 4    | 4    | 15 |
| 29  | 3               | 3    | 4    | 10    | 4    | 4    | 4    | 4    | 16 | 4                  | 5    | 4    | 13                  | 3    | 3    | 4    | 3        | 13 | 4    | 4    | 2    | 3    | 13 |
| 30  | 3               | 4    | 3    | 10    | 5    | 5    | 5    | 5    | 20 | 4                  | 5    | 4    | 13                  | 4    | 3    | 3    | 3        | 13 | 4    | 3    | 3    | 3    | 13 |
| 31  | 4               | 3    | 3    | 10    | 3    | 3    | 4    | 3    | 13 | 4                  | 3    | 4    | 11                  | 4    | 4    | 4    | 4        | 16 | 3    | 4    | 3    | 3    | 13 |
| 32  | 4               | 5    | 5    | 14    | 4    | 4    | 5    | 4    | 17 | 4                  | 5    | 4    | 13                  | 4    | 4    | 4    | 4        | 16 | 5    | 4    | 4    | 4    | 17 |
| 33  | 5               | 4    | 4    | 13    | 5    | 5    | 4    | 5    | 19 | 3                  | 4    | 3    | 10                  | 4    | 3    | 4    | 4        | 15 | 4    | 3    | 3    | 3    | 13 |
| 34  | 3               | 3    | 3    | 9     | 3    | 4    | 4    | 4    | 15 | 3                  | 3    | 4    | 10                  | 3    | 3    | 4    | 3        | 13 | 4    | 3    | 3    | 3    | 13 |
| 35  | 4               | 3    | 4    | 11    | 4    | 3    | 4    | 4    | 15 | 3                  | 4    | 3    | 10                  | 4    | 4    | 3    | 4        | 15 | 3    | 4    | 3    | 3    | 13 |

|    |   |   |   |    |   |   |   |   |    |   |   |   |    |   |   |   |   |    |   |   |   |   |    |
|----|---|---|---|----|---|---|---|---|----|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 36 | 5 | 4 | 3 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 5 | 16 |
| 37 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 38 | 4 | 3 | 4 | 11 | 3 | 4 | 4 | 4 | 15 | 3 | 4 | 3 | 10 | 3 | 4 | 3 | 3 | 13 | 3 | 4 | 4 | 4 | 15 |
| 39 | 3 | 3 | 2 | 8  | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 9  | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 40 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 41 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 42 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 43 | 4 | 5 | 4 | 13 | 5 | 4 | 4 | 4 | 17 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 44 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 4 | 10 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 45 | 5 | 4 | 3 | 12 | 5 | 4 | 5 | 5 | 19 | 3 | 3 | 4 | 10 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 46 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 4 | 17 | 5 | 4 | 4 | 4 | 17 |
| 47 | 4 | 5 | 5 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 19 |
| 48 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 11 | 3 | 4 | 5 | 4 | 16 | 4 | 4 | 5 | 4 | 17 |
| 49 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 4 | 17 | 2 | 3 | 2 | 7  | 4 | 5 | 4 | 4 | 17 | 4 | 5 | 4 | 4 | 17 |
| 50 | 4 | 4 | 5 | 13 | 3 | 4 | 5 | 4 | 16 | 4 | 3 | 4 | 11 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 16 |
| 51 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 5 | 4 | 17 |
| 52 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 13 | 4 | 4 | 5 | 4 | 17 | 5 | 4 | 4 | 4 | 17 |
| 53 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 4 | 17 | 4 | 5 | 4 | 4 | 17 |
| 54 | 4 | 5 | 5 | 14 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 55 | 4 | 4 | 4 | 12 | 3 | 4 | 4 | 4 | 15 | 4 | 3 | 4 | 11 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 3 | 4 | 15 |
| 56 | 3 | 3 | 3 | 9  | 3 | 3 | 4 | 3 | 13 | 4 | 4 | 5 | 13 | 3 | 4 | 4 | 4 | 15 | 3 | 4 | 3 | 3 | 13 |
| 57 | 4 | 3 | 4 | 11 | 4 | 4 | 5 | 4 | 17 | 4 | 3 | 4 | 11 | 4 | 4 | 3 | 4 | 15 | 4 | 5 | 4 | 4 | 17 |
| 58 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 4 | 11 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 4 | 4 | 16 |
| 59 | 4 | 4 | 4 | 12 | 3 | 4 | 4 | 4 | 15 | 4 | 3 | 4 | 11 | 3 | 5 | 4 | 4 | 16 | 4 | 4 | 3 | 4 | 15 |
| 60 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 61 | 4 | 4 | 4 | 12 | 4 | 3 | 5 | 4 | 16 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 62 | 5 | 4 | 4 | 13 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 4 | 17 | 4 | 5 | 4 | 4 | 17 |
| 63 | 3 | 4 | 4 | 11 | 4 | 4 | 3 | 4 | 15 | 4 | 3 | 4 | 11 | 3 | 3 | 4 | 3 | 13 | 4 | 4 | 3 | 4 | 15 |
| 64 | 3 | 3 | 3 | 9  | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 9  | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 65 | 4 | 4 | 4 | 12 | 5 | 4 | 5 | 5 | 19 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 5 | 19 |
| 66 | 4 | 4 | 4 | 12 | 3 | 4 | 3 | 3 | 13 | 3 | 3 | 4 | 10 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 4 | 3 | 13 |
| 67 | 3 | 3 | 4 | 10 | 2 | 3 | 2 | 2 | 9  | 2 | 2 | 3 | 7  | 3 | 2 | 4 | 3 | 12 | 3 | 2 | 3 | 2 | 9  |
| 68 | 4 | 3 | 4 | 11 | 3 | 3 | 4 | 3 | 13 | 3 | 3 | 4 | 10 | 3 | 3 | 3 | 3 | 12 | 4 | 3 | 3 | 3 | 13 |
| 69 | 4 | 4 | 3 | 11 | 3 | 4 | 4 | 4 | 15 | 3 | 3 | 3 | 9  | 4 | 5 | 4 | 4 | 17 | 3 | 4 | 4 | 4 | 15 |
| 70 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 4 | 17 | 5 | 5 | 4 | 14 | 4 | 5 | 5 | 5 | 19 | 4 | 5 | 4 | 4 | 17 |
| 71 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 3 | 13 | 2 | 3 | 3 | 8  | 3 | 2 | 2 | 2 | 9  | 3 | 4 | 3 | 3 | 13 |
| 72 | 4 | 3 | 4 | 11 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 4 | 14 | 4 | 4 | 5 | 4 | 17 | 5 | 5 | 4 | 5 | 19 |

|     |   |   |   |    |   |   |   |   |    |   |   |   |    |   |   |   |   |    |   |   |   |   |    |
|-----|---|---|---|----|---|---|---|---|----|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 73  | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 4 | 17 | 5 | 4 | 4 | 4 | 17 |
| 74  | 4 | 3 | 3 | 10 | 3 | 3 | 4 | 3 | 13 | 3 | 4 | 4 | 11 | 4 | 3 | 3 | 3 | 13 | 3 | 4 | 3 | 3 | 13 |
| 75  | 3 | 4 | 3 | 10 | 4 | 3 | 3 | 3 | 13 | 4 | 3 | 4 | 11 | 3 | 4 | 3 | 3 | 13 | 3 | 3 | 4 | 3 | 13 |
| 76  | 4 | 3 | 3 | 10 | 4 | 5 | 4 | 4 | 17 | 3 | 3 | 4 | 10 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 4 | 17 |
| 77  | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 5 | 4 | 5 | 5 | 19 | 4 | 4 | 4 | 4 | 16 |
| 78  | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 13 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 79  | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 4 | 17 | 4 | 5 | 4 | 13 | 4 | 4 | 5 | 4 | 17 | 4 | 5 | 4 | 4 | 17 |
| 80  | 4 | 5 | 5 | 14 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 4 | 11 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 4 | 4 | 16 |
| 81  | 5 | 4 | 5 | 14 | 4 | 5 | 4 | 4 | 17 | 3 | 3 | 2 | 8  | 4 | 3 | 3 | 3 | 13 | 4 | 5 | 4 | 4 | 17 |
| 82  | 4 | 3 | 4 | 11 | 3 | 4 | 4 | 4 | 15 | 3 | 4 | 4 | 11 | 3 | 4 | 5 | 4 | 16 | 4 | 4 | 4 | 3 | 15 |
| 83  | 5 | 4 | 5 | 14 | 4 | 4 | 4 | 4 | 16 | 2 | 3 | 3 | 8  | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 84  | 3 | 4 | 4 | 11 | 4 | 4 | 3 | 4 | 15 | 4 | 3 | 4 | 11 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 3 | 4 | 15 |
| 85  | 5 | 4 | 5 | 14 | 4 | 5 | 4 | 4 | 17 | 5 | 4 | 5 | 14 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 5 | 17 |
| 86  | 4 | 3 | 3 | 10 | 3 | 5 | 5 | 4 | 17 | 3 | 4 | 4 | 11 | 4 | 3 | 4 | 4 | 15 | 4 | 5 | 4 | 4 | 17 |
| 87  | 5 | 4 | 4 | 13 | 5 | 4 | 4 | 4 | 17 | 5 | 4 | 4 | 13 | 5 | 5 | 4 | 5 | 19 | 4 | 4 | 5 | 4 | 17 |
| 88  | 4 | 4 | 4 | 12 | 3 | 4 | 4 | 4 | 15 | 3 | 3 | 4 | 10 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 3 | 15 |
| 89  | 4 | 5 | 5 | 14 | 3 | 4 | 4 | 4 | 15 | 4 | 3 | 4 | 11 | 4 | 5 | 4 | 4 | 17 | 3 | 4 | 4 | 4 | 15 |
| 90  | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 5 | 19 | 4 | 3 | 3 | 10 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 5 | 5 | 19 |
| 91  | 4 | 5 | 5 | 14 | 5 | 4 | 5 | 5 | 19 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 4 | 15 | 4 | 5 | 5 | 5 | 19 |
| 92  | 3 | 4 | 3 | 10 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 3 | 10 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 93  | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 |
| 94  | 3 | 4 | 3 | 10 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 4 | 17 | 3 | 4 | 4 | 4 | 15 |
| 95  | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 4 | 15 |
| 96  | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 11 | 3 | 4 | 3 | 3 | 13 | 4 | 4 | 3 | 4 | 15 |
| 97  | 2 | 2 | 2 | 6  | 2 | 2 | 2 | 2 | 8  | 2 | 2 | 2 | 6  | 2 | 2 | 2 | 2 | 8  | 2 | 2 | 2 | 2 | 8  |
| 98  | 4 | 4 | 4 | 12 | 3 | 4 | 4 | 4 | 15 | 3 | 3 | 4 | 10 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 3 | 15 |
| 99  | 4 | 5 | 5 | 14 | 3 | 4 | 4 | 4 | 15 | 4 | 3 | 4 | 11 | 4 | 5 | 4 | 4 | 17 | 3 | 4 | 4 | 4 | 15 |
| 100 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 5 | 19 | 4 | 3 | 3 | 10 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 5 | 5 | 19 |



## Reliability

### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 100 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .724             | 3          |

### Item Statistics

|      | Mean | Std. Deviation | N   |
|------|------|----------------|-----|
| x1.1 | 4.00 | .636           | 100 |
| x1.2 | 3.84 | .647           | 100 |
| x1.3 | 3.94 | .722           | 100 |

### 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 | 7.78                       | 1.466                          | .472                             | .718                             |
| x1.2 | 7.94                       | 1.370                          | .534                             | .649                             |
| x1.3 | 7.84                       | 1.105                          | .639                             | .512                             |

### Scale Statistics

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 11.78 | 2.598    | 1.612          | 3          |

## Reliability

### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 100 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .838             | 4          |

### Item Statistics

|      | Mean | Std. Deviation | N   |
|------|------|----------------|-----|
| x2.1 | 3.85 | .730           | 100 |
| x2.2 | 3.99 | .628           | 100 |
| x2.3 | 4.03 | .643           | 100 |
| x2.4 | 3.97 | .594           | 100 |

### 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 | 11.99                      | 2.656                          | .576                             | .845                             |
| x2.2 | 11.85                      | 2.755                          | .677                             | .793                             |
| x2.3 | 11.81                      | 2.883                          | .579                             | .834                             |
| x2.4 | 11.87                      | 2.518                          | .896                             | .702                             |

### Scale Statistics

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 15.84 | 4.560    | 2.135          | 4          |

## Reliability

### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 100 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .743             | 3          |

### Item Statistics

|      | Mean | Std. Deviation | N   |
|------|------|----------------|-----|
| x3.1 | 3.79 | .769           | 100 |
| x3.2 | 3.80 | .778           | 100 |
| x3.3 | 3.92 | .677           | 100 |

### 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 | 7.72                       | 1.517                          | .620                             | .597                             |
| x3.2 | 7.71                       | 1.602                          | .545                             | .689                             |
| x3.3 | 7.59                       | 1.820                          | .550                             | .684                             |

### Scale Statistics

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 11.51 | 3.283    | 1.812          | 3          |

## Reliability

### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 100 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .844             | 4          |

### Item Statistics

|      | Mean | Std. Deviation | N   |
|------|------|----------------|-----|
| y1.1 | 3.82 | .593           | 100 |
| y1.2 | 4.02 | .738           | 100 |
| y1.3 | 4.07 | .742           | 100 |
| y1.4 | 3.90 | .595           | 100 |

### Item-Total Statistics

|      | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| y1.1 | 11.99                      | 3.121                          | .683                             | .804                             |
| y1.2 | 11.79                      | 2.794                          | .634                             | .826                             |
| y1.3 | 11.74                      | 2.922                          | .564                             | .858                             |
| y1.4 | 11.91                      | 2.770                          | .899                             | .716                             |

### Scale Statistics

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 15.81 | 4.903    | 2.214          | 4          |

## Reliability

### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 100 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 100 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .812             | 4          |

### Item Statistics

|      | Mean | Std. Deviation | N   |
|------|------|----------------|-----|
| y2.1 | 3.92 | .598           | 100 |
| y2.2 | 4.03 | .658           | 100 |
| y2.3 | 3.90 | .644           | 100 |
| y2.4 | 3.92 | .631           | 100 |

### Item-Total Statistics

|      | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| y2.1 | 11.85                      | 2.715                          | .521                             | .812                             |
| y2.2 | 11.74                      | 2.396                          | .622                             | .768                             |
| y2.3 | 11.87                      | 2.458                          | .608                             | .775                             |
| y2.4 | 11.85                      | 2.230                          | .781                             | .690                             |

### Scale Statistics

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 15.77 | 4.098    | 2.024          | 4          |

## Regression

**Variables Entered/Removed<sup>d</sup>**

| Model | Variables Entered                          | Variables Removed | Method |
|-------|--|-------------------|--------|
| 1     | Kelompok Referensi, Kualitas Produk, Harga | .                 | Enter  |

- a. All requested variables entered.  
 b. Dependent Variable: Keputusan Pembelian

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .727 <sup>a</sup> | .528     | .514              | 1.544                      |

- a. Predictors: (Constant), Kelompok Referensi, Kualitas Produk, Harga

**ANOVA<sup>b</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 256.493        | 3  | 85.498      | 35.858 | .000 <sup>a</sup> |
|       | Residual   | 228.897        | 96 | 2.384       |        |                   |
|       | Total      | 485.390        | 99 |             |        |                   |

- a. Predictors: (Constant), Kelompok Referensi, Kualitas Produk, Harga  
 b. Dependent Variable: Keputusan Pembelian

**Coefficients<sup>a</sup>**

| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                    | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)         | 1.745                       | 1.367      |                           | 1.276 | .205 |
|       | Kualitas Produk    | .383                        | .119       | .279                      | 3.205 | .002 |
|       | Harga              | .355                        | .093       | .343                      | 3.816 | .000 |
|       | Kelompok Referensi | .341                        | .097       | .279                      | 3.507 | .001 |

- a. Dependent Variable: Keputusan Pembelian

## Regression

**Variables Entered/Removed<sup>d</sup>**

| Model | Variables Entered   | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1     | Keputusan Pembelian, Kelompok Referensi, Kualitas Produk, Harga |                   | Enter  |

- a. All requested variables entered.  
b. Dependent Variable: Kepuasan

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .854 <sup>a</sup> | .730     | .719              | 1.090                      |

- a. Predictors: (Constant), Keputusan Pembelian, Kelompok Referensi, Kualitas Produk, Harga

**ANOVA<sup>b</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 305.296        | 4  | 76.324      | 64.198 | .000 <sup>a</sup> |
|       | Residual   | 112.944        | 95 | 1.189       |        |                   |
|       | Total      | 418.240        | 99 |             |        |                   |

- a. Predictors: (Constant), Keputusan Pembelian, Kelompok Referensi, Kualitas Produk, Harga  
b. Dependent Variable: Kepuasan

**Coefficients<sup>a</sup>**

| Model |                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|---------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                     | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)          | .676                        | .974       |                           | .695  | .489 |
|       | Kualitas Produk     | .195                        | .089       | .153                      | 2.200 | .030 |
|       | Harga               | .475                        | .071       | .164                      | 3.097 | .002 |
|       | Kelompok Referensi  | .150                        | .073       | .132                      | 2.056 | .042 |
|       | Keputusan Pembelian | .223                        | .072       | .594                      | 6.737 | .000 |

- a. Dependent Variable: Kepuasan

Coefficients<sup>a</sup>

| Model |                     | Collinearity Statistics |       |
|-------|---------------------|-------------------------|-------|
|       |                     | Tolerance               | VIF   |
| 1     | Kualitas Produk     | .588                    | 1.701 |
|       | Harga               | .529                    | 1.890 |
|       | Kelompok Referensi  | .686                    | 1.458 |
|       | Keputusan Pembelian | .472                    | 2.121 |

a. Dependent Variable: Kepuasan

Normal P-P Plot of Regression Standardized Residual





