

LAMPIRAN

KUESIONER

Responden Yth,

Kami selaku mahasiswa dari Unissula Semarang akan mengadakan penelitian mengenai persepsi harga, kualitas produk, gaya hidup, kualitas layanan dan *brand image* pada *coffee shop* di Kota Semarang. Untuk itu kami mohon kesediaan Bapak/Ibu/Saudara/I untuk mengisi kuesioner ini. Segala informasi Bapak/Ibu/Saudara/I berikan, akan kami jaga kerahasiaannya dan hanya dipakai untuk kepentingan akademis. Atas kesediaannya meluankan waktu untuk mengisi kuesioner kami mengucapkan terimakasih.

A. Bagian I

Berilah tanda (X) pada jawaban pilihan anda.

- | | | |
|----|---------------------------------------|---------------|
| 1. | Jenis Kelamin | |
| | (a) Laki – Laki | (b) Perempuan |
| 2. | Usia | : |
| 3. | Terakhir membeli kopi di coffee shop | : |
| 4. | Frekuensi kopi di coffee shop sebulan | :kali |
| 5. | Pendidikan Terakhir | : |
| 6. | Alasan membeli kopi di coffee shop | : |
| 7. | Nama coffee shop pavorit | : |
| | | |

B. BAGIAN II

Berilah jawaban pada pertanyaan – pertanyaan berikut dengan cara member tanda (v) atau (x) pada salah satu kolom tersedia sesuai dengan pendapat anda dan berdasarkan pada apa yang anda rasakan.

Berikan pendapat anda sesuai kriteria sebagai berikut :

STS = Sangat Tidak Setuju

S = Setuju

TS = Tidak Setuju

SS = Sangat Setuju

CS = Cukup Setuju

NO	PERTANYAAN	STS	TS	CS	S	SS
		1	2	3	4	5
Persepsi harga						
1	Harga minuman kopi yang dijual di coffee shop pavorit saya seimbang dengan manfaat yang dirasakan					
2	Harga minuman kopi yang dijual di coffee shop pavorit saya sesuai dengan daya beli saya					
3	Untuk tipe minuman kopi yang sama, perbedaan harga antara coffee shop pavorit saya dengan yang lain relatif lebih rendah					
4	Harga minuman kopi yang dijual di coffee shop pavorit saya seimbang dengan kualitas yang ditawarkan					
Persepsi kualitas produk						
1	Minuman kopi yang dijual di coffee shop pavorit saya memiliki rasa yang enak					
2	Coffee shop pavorit saya telah membuat minuman kopi dengan cara yang baik					
3	Coffee shop pavorits saya menawarkan variasi minuman kopi yang cukup banyak					
4	After taste kopi yang dijual di coffee shop pavorit saya bertahan lama					
5	Minuman kopi yang dijual di coffee shop pavorit saya sesuai dengan selera saya					

NO	PERTANYAAN	STS	TS	CS	S	SS
		1	2	3	4	5
6	Minuman kopi yang dijual di coffee shop pavorit saya disajikan dengan cara yang baik					
Gaya hidup						
1	Meminum kopi di coffee shop pavorit saya sudah menjadi bagian kebiasaan saya					
2	Sangat wajar membelanjakan sejumlah uang untuk minum kopi di coffee shop pavorit saya					
3	Saya merasa senang menghabiskan waktu bersama dengan teman di coffee shop pavorit saya					
Kualitas layanan						
1	Coffee shop coffee shop pavorit saya memiliki fasilitas yang memadai					
2	Karyawan coffee shop pavorit saya mampu membuat kopi yang enak					
3	Karyawan coffee shop pavorit saya selalu merespon pesanan dengan cepat					
4	Karyawan coffee shop pavorit saya menjamin kepuasan pelanggannya					
5	Karyawan coffee shop pavorit saya memiliki empati terhadap pelanggannya					
Brand image						
1	Coffee shop pavorit saya memiliki reputasi yang baik					
2	Datang ke coffee shop pavorit saya meningkatkan gengsi					
3	Coffee shop pavorit saya memiliki identitas yang terpercaya					

NO	PERTANYAAN	STS	TS	CS	S	SS
		1	2	3	4	5
4	Saya suka dengan keunikan dari coffee shop pavorit saya					
Minat Beli						
1	Saya tertarik untuk melakukan pembelian ulang di coffee shop pavorit saya					
2	Saya memiliki kemungkinan yang tinggi untuk membeli kopi di coffee shop pavorit saya					
3	Saya ingin untuk melakukan pembelian kopi di masa yang akan datang di coffee shop pavorit saya					

TABULASI DATA

No	J K	Usia	Beli	Kali	Pendidikan	x11	x12	x13	x14	x21	x22	x23	x24	x25	x26
1	Laki - Laki	46	2	1	1	5	5	5	5	4	4	5	4	3	5
2	Laki - Laki	44	2	2	1	4	4	4	4	4	4	5	3	3	3
3	Laki - Laki	44	1	3	1	2	2	2	2	1	2	2	3	2	2
4	Laki - Laki	41	1	1	1	4	4	4	3	3	3	4	3	3	4
5	Laki - Laki	41	2	5	1	4	3	5	4	4	4	4	5	5	5
6	Perempuan	45	2	4	4	4	4	4	4	4	5	4	5	4	4
7	Laki - Laki	43	2	1	1	4	4	5	4	4	4	4	4	5	4
8	Laki - Laki	44	2	2	1	4	4	5	4	5	4	4	4	3	5
9	Perempuan	32	2	4	1	3	4	3	3	4	4	3	4	4	5
10	Laki - Laki	28	1	2	1	4	5	4	4	5	3	5	4	3	5
11	Perempuan	25	2	4	3	5	5	5	5	4	5	5	5	4	4
12	Laki - Laki	28	1	2	1	2	2	2	3	2	2	2	1	3	2
13	Laki - Laki	30	2	1	1	3	4	5	5	4	4	5	4	4	3
14	Perempuan	37	2	1	1	4	4	4	4	4	4	4	4	4	4
15	Laki - Laki	24	2	5	2	5	5	5	4	4	4	4	4	4	5
16	Perempuan	47	1	3	1	5	5	5	5	4	5	5	4	4	5
17	Perempuan	29	1	5	1	5	5	4	4	3	4	4	4	4	4
18	Perempuan	30	2	3	1	3	4	5	5	4	4	5	4	4	3
19	Laki - Laki	29	1	2	1	5	5	4	4	4	4	4	4	4	4
20	Perempuan	28	2	4	1	4	4	4	4	3	3	4	3	3	3
21	Perempuan	30	1	1	1	5	5	5	4	3	4	4	4	5	4
22	Perempuan	27	2	4	1	5	5	4	4	4	4	4	4	4	4
23	Laki - Laki	34	2	5	1	5	5	5	5	4	4	5	4	4	5
24	Laki - Laki	34	1	4	1	4	4	4	4	4	4	4	4	4	4
25	Laki - Laki	28	1	4	1	5	5	5	4	4	4	4	4	4	4
26	Laki - Laki	43	2	4	1	5	5	3	3	4	4	4	4	4	4
27	Laki - Laki	34	2	4	1	5	4	4	5	4	5	4	4	4	4
28	Perempuan	23	2	1	1	4	4	4	2	3	4	4	3	3	4
29	Laki - Laki	28	2	5	1	4	4	5	4	5	4	4	4	3	3
30	Laki - Laki	32	1	3	1	5	5	5	5	4	4	5	5	3	4
31	Laki - Laki	22	1	4	1	2	2	2	1	2	2	2	3	2	2

32	Laki - Laki	28	2	5	1	4	4	4	4	3	3	4	3	3	4
33	Perempuan	21	1	1	1	5	5	5	5	3	5	5	3	3	5
34	Perempuan	30	1	5	1	5	5	4	4	4	5	5	3	3	5
35	Laki - Laki	31	1	1	1	5	5	5	5	4	4	4	4	4	4
36	Laki - Laki	29	1	5	3	2	2	2	2	2	2	1	2	2	2
37	Laki - Laki	35	1	1	3	5	5	5	5	4	5	5	4	4	4

38	Laki - Laki	40	2	4	1	4	4	4	4	4	4	4	4	5	4
39	Perempuan	38	2	4	1	4	4	5	4	4	3	4	4	5	4
40	Laki - Laki	40	1	2	1	5	5	5	5	3	5	5	5	5	5
41	Laki - Laki	38	1	5	3	5	5	5	5	3	3	4	3	3	4
42	Laki - Laki	35	1	2	1	4	4	4	4	4	3	4	3	4	4
43	Laki - Laki	36	2	4	1	5	5	5	5	4	5	5	4	3	5
44	Laki - Laki	35	1	3	1	5	5	5	5	3	3	4	3	3	4
45	Perempuan	44	1	5	3	5	5	5	5	4	4	4	4	4	4
46	Laki - Laki	43	2	4	2	2	2	2	3	3	2	2	1	3	2
47	Laki - Laki	39	2	1	1	3	4	5	5	4	4	5	4	4	3
48	Laki - Laki	47	2	5	1	4	5	3	3	4	3	4	4	3	4
49	Laki - Laki	34	1	5	1	5	5	4	4	4	4	4	4	5	4
50	Laki - Laki	33	2	3	3	4	4	4	2	3	4	4	3	4	4
51	Laki - Laki	38	1	5	3	4	4	5	4	5	4	4	4	5	3
52	Perempuan	40	2	2	1	5	5	5	5	5	4	5	5	3	4
53	Perempuan	37	1	4	1	4	4	4	4	4	4	4	3	3	4
54	Laki - Laki	36	1	2	1	5	5	5	5	4	5	5	4	4	5
55	Laki - Laki	40	1	5	3	5	5	5	4	5	4	4	3	3	4
56	Laki - Laki	39	1	3	3	5	5	4	4	4	4	4	4	4	4
57	Laki - Laki	40	2	1	1	5	5	5	4	5	3	4	3	3	4
58	Laki - Laki	30	1	1	1	4	5	3	3	4	3	4	4	3	4
59	Laki - Laki	37	2	5	1	4	4	4	2	5	4	4	3	5	4
60	Laki - Laki	41	2	4	1	4	4	5	4	5	4	4	4	3	3
61	Perempuan	39	2	5	1	5	5	5	5	4	4	4	5	4	4
62	Perempuan	38	1	5	3	2	2	2	3	3	2	2	1	3	2
63	Laki - Laki	36	2	4	1	4	4	4	4	4	4	4	4	4	4
64	Laki - Laki	36	1	1	1	4	4	4	4	4	3	4	4	4	4
65	Laki - Laki	43	1	5	3	2	2	2	3	3	2	2	1	3	2
66	Laki - Laki	40	1	3	1	3	4	5	5	4	4	5	4	4	3
67	Laki - Laki	35	1	4	3	5	4	5	4	3	4	4	4	3	4
68	Laki - Laki	37	2	5	1	5	5	5	5	3	5	5	5	5	5
69	Laki - Laki	32	1	4	1	3	4	5	5	4	4	5	4	4	3
70	Laki - Laki	28	2	5	1	4	4	4	4	3	3	4	3	3	3
71	Laki - Laki	29	2	4	1	4	4	4	4	4	4	4	4	4	4
72	Perempuan	35	2	3	1	5	5	5	5	4	4	4	5	3	4
73	Laki - Laki	27	1	2	1	5	5	5	4	3	4	4	5	3	4
74	Perempuan	32	1	4	3	5	5	4	4	4	4	4	4	4	4
75	Laki - Laki	45	2	1	3	5	5	5	5	4	4	4	4	5	5
76	Laki - Laki	43	1	1	1	5	5	5	5	4	4	4	3	4	4

77	Laki - Laki	46	2	2	3	5	5	5	4	4	4	4	4	4	5
78	Laki - Laki	54	2	2	1	5	5	5	5	4	4	4	5	5	3

79	Laki - Laki	43	1	5	1	4	4	4	4	3	3	4	3	3	3
80	Laki - Laki	44	1	3	1	5	5	5	5	3	3	5	4	4	4
81	Laki - Laki	43	1	3	1	3	4	5	5	4	4	5	4	4	3
82	Laki - Laki	44	1	2	1	5	5	5	5	4	5	5	5	5	5
83	Laki - Laki	44	1	1	3	5	5	5	4	5	4	4	3	3	4
84	Laki - Laki	44	2	5	1	5	5	4	4	4	4	4	4	4	4
85	Laki - Laki	44	2	1	1	5	5	5	5	4	5	5	4	4	5
86	Laki - Laki	42	1	1	1	2	2	2	3	3	2	2	1	3	2
87	Laki - Laki	44	2	5	1	5	5	5	5	4	4	4	4	4	4
88	Laki - Laki	39	1	5	1	4	4	4	4	4	3	4	4	3	4
89	Laki - Laki	35	1	2	3	5	5	4	4	4	4	4	5	4	4
90	Laki - Laki	36	2	1	1	3	3	3	3	3	4	3	4	4	3
91	Laki - Laki	36	2	4	1	5	5	5	5	4	5	5	4	4	5
92	Laki - Laki	38	2	4	1	2	2	2	3	3	2	2	1	3	2
93	Laki - Laki	39	1	2	1	5	5	5	5	4	4	4	4	4	4
94	Perempuan	40	2	4	1	4	4	4	4	4	3	4	4	3	4
95	Laki - Laki	43	1	3	1	5	5	4	4	4	4	4	5	4	4
96	Laki - Laki	44	1	1	1	3	3	3	3	3	4	3	4	4	3

x31	x32	x33	x4.1	x4.2	x4.3	x4.4	x4.5	x5.1	x5.2	x5.3	x5.4	y1	y2	y3
5	5	5	4	5	5	5	5	2	2	4	5	5	5	5
4	4	4	4	4	3	3	3	4	4	4	5	2	5	4
2	2	2	2	3	2	2	2	2	2	1	1	2	1	2
5	4	4	4	4	4	3	4	3	3	4	3	4	3	4
3	4	4	4	3	4	5	5	4	3	4	3	3	4	4
3	3	3	4	3	4	4	3	5	4	5	4	4	3	4
4	5	5	2	4	1	4	1	4	4	5	4	4	3	4
3	4	3	4	3	4	3	4	4	3	4	4	4	3	4
5	4	4	4	4	4	5	3	4	4	4	4	4	4	4
4	4	3	3	3	4	4	4	4	3	4	3	4	4	4
3	4	5	4	4	4	5	4	4	3	2	4	4	4	4
3	3	3	2	1	1	2	2	3	2	1	1	1	3	3
5	4	5	4	5	4	5	4	4	4	4	4	4	4	4
3	4	4	4	5	5	4	4	4	3	2	4	4	4	4
4	4	4	4	4	4	4	4	3	2	4	3	4	3	4
5	5	5	5	5	5	5	5	4	2	4	4	5	5	5
4	4	4	4	4	4	4	4	4	2	3	4	4	4	4
5	4	5	4	5	4	5	4	4	4	4	4	4	4	4
3	4	4	4	4	4	4	4	3	2	2	4	4	3	4

4	4	3	4	4	4	4	4	4	2	3	4	4	4	4
4	3	4	3	4	4	3	4	3	2	4	2	3	4	4
4	4	4	4	4	4	4	4	2	1	5	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	1	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	3	3	3	3	4	4	4
4	4	4	4	4	4	4	4	4	4	4	3	4	3	4
4	4	4	4	4	4	4	4	4	3	3	3	3	4	4
3	3	4	4	4	4	3	3	4	4	3	3	3	4	3
3	3	4	2	2	3	2	3	5	5	4	3	3	3	4
4	5	5	4	4	4	4	4	5	4	5	5	4	4	4
3	3	1	2	2	3	2	1	2	2	2	2	3	2	2
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	3	3	3	3	3	3	3	4	4	4	3	3	3	5
4	4	4	4	4	4	4	4	4	3	4	4	5	4	4
5	5	5	5	5	5	5	5	4	4	5	5	5	5	5
2	2	2	1	2	2	1	2	2	2	2	2	2	1	1
4	4	4	4	4	4	4	4	5	4	3	4	4	4	4
4	4	4	2	2	3	4	2	4	5	4	4	5	5	4
4	4	4	4	4	2	4	4	4	5	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	2	3	4	4	4	4
4	4	4	4	4	4	2	2	4	2	2	2	4	5	4
5	5	5	5	5	5	5	5	4	2	4	4	5	5	5
4	4	4	4	4	4	4	4	4	2	3	4	4	4	4
3	3	3	3	4	4	3	4	4	3	4	4	3	4	4
3	3	3	2	1	1	2	2	3	2	1	1	1	3	3
5	4	5	4	5	4	5	4	4	4	4	4	4	4	4
4	3	4	1	1	2	2	4	4	4	3	3	1	1	3
4	4	4	4	4	4	4	4	5	4	4	4	4	4	4
3	3	4	4	4	4	3	3	4	4	3	3	3	4	3
5	5	4	2	2	3	2	3	5	5	4	3	5	5	4
4	5	5	4	4	4	4	4	5	4	5	5	4	4	4
4	4	4	2	2	1	2	2	4	5	4	4	4	4	4
4	4	4	4	2	2	4	4	4	4	4	4	5	5	5
4	3	4	3	4	4	3	4	3	4	4	2	3	4	4
4	4	4	2	2	2	2	1	4	4	5	4	4	4	4
4	4	3	4	4	5	3	4	4	5	4	4	4	4	4
4	3	4	1	1	2	2	4	4	4	3	3	1	1	3
3	3	4	4	4	4	3	3	4	4	3	3	3	4	3
3	3	4	2	2	3	2	3	5	5	4	3	3	3	4

2	4	4	4	4	4	4	4	2	2	2	2	4	4	4
3	3	3	2	1	1	2	2	3	2	1	1	1	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	3	2	4	3	4	4	4
3	3	3	2	1	1	2	2	3	2	1	1	1	3	3
5	4	5	4	5	4	5	4	4	4	4	4	4	4	4
4	4	4	4	5	5	4	4	3	3	3	4	4	4	4
5	5	5	5	5	5	5	5	3	2	2	4	2	4	4
5	4	5	4	5	4	5	4	4	4	4	4	4	4	4
4	4	3	4	4	4	4	4	4	2	3	4	4	4	4
4	4	4	4	4	4	4	4	2	2	3	3	4	4	4
4	4	4	4	5	5	4	4	2	2	4	3	3	4	5
4	3	4	3	4	4	3	4	3	2	4	2	3	4	4
4	4	4	4	4	4	4	4	2	1	5	4	4	4	4
4	4	3	4	4	4	4	4	5	1	4	4	4	4	5
3	3	3	4	5	5	4	4	4	3	3	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	3	4	4	4
4	4	4	4	4	4	4	4	2	2	2	2	3	2	4
4	4	3	4	4	4	4	4	4	2	3	4	4	4	4
4	4	5	5	5	5	5	4	4	3	4	3	4	4	4
5	4	5	4	5	4	5	4	4	4	4	4	4	4	4
4	4	5	4	5	4	4	4	4	2	3	4	4	4	4
4	3	4	3	4	4	3	4	3	2	4	2	3	4	4
4	4	4	4	4	4	4	4	2	1	5	4	4	4	4
5	5	5	5	5	5	5	5	4	2	4	4	5	5	5
3	3	3	2	1	1	2	2	3	2	1	1	1	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	3	3	4	4	4	4	4	3	2	4	3	4	4	4
4	4	4	4	4	4	4	4	4	4	4	3	4	4	4
4	4	3	4	4	4	4	4	4	3	4	2	4	3	4
5	5	5	5	5	5	5	5	4	2	4	4	5	5	5
3	3	3	2	1	1	2	2	3	2	1	1	1	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	3	3	4	4	4	4	4	3	2	4	3	4	4	4
4	4	4	4	4	4	4	4	4	4	4	3	4	4	4
4	4	3	4	4	4	4	4	4	3	4	2	4	3	4
5	5	5	5	5	5	5	5	4	2	4	4	5	5	5
3	3	3	2	1	1	2	2	3	2	1	1	1	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	3	3	4	4	4	4	4	3	2	4	3	4	4	4
4	4	4	4	4	4	4	4	4	4	4	3	4	4	4
4	4	3	4	4	4	4	4	4	3	4	2	4	3	4

X1	X2	X3	X4	X5	Y
20	25	15	24	13	15
16	22	12	17	17	11

8	12	6	11	6	5
15	20	13	19	13	11
16	27	11	21	14	11
16	26	9	18	18	11
17	25	14	12	17	11
17	25	10	18	15	11
13	24	13	20	16	12
17	25	11	18	14	12
20	27	12	21	13	12
9	12	9	8	7	7
17	24	14	22	16	12
16	24	11	22	13	12
19	25	12	20	12	11
20	27	15	25	14	15
18	23	12	20	13	12
17	24	14	22	16	12
18	24	11	20	11	11
16	19	11	20	13	12
19	24	11	18	11	11
18	24	12	20	12	12
20	26	15	25	16	15
16	24	12	20	16	12
19	24	12	20	12	12
16	24	12	20	15	11
18	25	12	20	13	11
14	21	10	18	14	10
17	23	10	12	17	10
20	25	14	20	19	12
7	13	7	10	8	7
16	20	12	20	16	12
20	24	9	15	15	11
18	25	12	20	15	13
20	24	15	25	18	15
8	11	6	8	8	4
20	26	12	20	16	12
16	25	12	13	17	14
17	24	12	18	17	12
20	28	15	25	20	15
20	20	12	20	13	12
16	22	12	16	10	13
20	26	15	25	14	15

20	20	12	20	13	12
20	24	9	18	15	11
9	13	9	8	7	7
17	24	14	22	16	12
15	22	11	10	14	5
18	25	12	20	17	12
14	22	10	18	14	10
17	25	14	12	17	14
20	26	14	20	19	12
16	22	12	9	17	12
20	27	12	16	16	15
19	23	11	18	13	11
18	24	12	9	17	12
19	22	11	20	17	12
15	22	11	10	14	5
14	25	10	18	14	10
17	23	10	12	17	10
20	25	10	20	8	12
9	13	9	8	7	7
16	24	12	20	16	12
16	23	12	20	12	12
9	13	9	8	7	7
17	24	14	22	16	12
18	22	12	22	13	12
20	28	15	25	11	10
17	24	14	22	16	12
16	19	11	20	13	12
16	24	12	20	10	12
20	24	12	22	11	12
19	23	11	18	11	11
18	24	12	20	12	12
20	26	11	20	14	13
20	23	9	22	14	12
19	25	12	20	15	12
20	25	12	20	8	9
16	19	11	20	13	12
20	23	13	24	14	12
17	24	14	22	16	12
20	29	13	21	13	12
19	23	11	18	11	11
18	24	12	20	12	12

20	27	15	25	14	15
9	13	9	8	7	7
20	24	12	20	16	12
16	22	9	20	12	12
18	25	12	20	15	12
12	21	11	20	13	11
20	27	15	25	14	15
9	13	9	8	7	7
20	24	12	20	16	12
16	22	9	20	12	12
18	25	12	20	15	12
12	21	11	20	13	11

OUTPUT HASIL OLAH DATA SPSS

Frequencies Frequency Table

x11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	9	9,4	9,4	9,4
	3,00	9	9,4	9,4	18,8
	4,00	30	31,3	31,3	50,0
	5,00	48	50,0	50,0	100,0
	Total	96	100,0	100,0	

x12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	9	9,4	9,4	9,4
	3,00	3	3,1	3,1	12,5
	4,00	35	36,5	36,5	49,0
	5,00	49	51,0	51,0	100,0
	Total	96	100,0	100,0	

x13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	9	9,4	9,4	9,4
	3,00	6	6,3	6,3	15,6
	4,00	32	33,3	33,3	49,0
	5,00	49	51,0	51,0	100,0
	Total	96	100,0	100,0	

x14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	5	5,2	5,2	6,3
	3,00	13	13,5	13,5	19,8
	4,00	43	44,8	44,8	64,6
	5,00	34	35,4	35,4	100,0
	Total	96	100,0	100,0	

x21

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	3	3,1	3,1	4,2
	3,00	24	25,0	25,0	29,2
	4,00	58	60,4	60,4	89,6
	5,00	10	10,4	10,4	100,0
	Total	96	100,0	100,0	

x22

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	9	9,4	9,4	9,4
	3,00	17	17,7	17,7	27,1
	4,00	56	58,3	58,3	85,4
	5,00	14	14,6	14,6	100,0
	Total	96	100,0	100,0	

x23

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	8	8,3	8,3	9,4
	3,00	3	3,1	3,1	12,5
	4,00	59	61,5	61,5	74,0
	5,00	25	26,0	26,0	100,0
	Total	96	100,0	100,0	

x24

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	6	6,3	6,3	6,3
	2,00	1	1,0	1,0	7,3
	3,00	21	21,9	21,9	29,2
	4,00	54	56,3	56,3	85,4
	5,00	14	14,6	14,6	100,0
	Total	96	100,0	100,0	

x25

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	3,1	3,1	3,1
	3,00	36	37,5	37,5	40,6
	4,00	44	45,8	45,8	86,5
	5,00	13	13,5	13,5	100,0
	Total	96	100,0	100,0	

x26

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	9	9,4	9,4	9,4
	3,00	16	16,7	16,7	26,0
	4,00	52	54,2	54,2	80,2
	5,00	19	19,8	19,8	100,0
	Total	96	100,0	100,0	

x31

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	3,1	3,1	3,1
	3,00	23	24,0	24,0	27,1
	4,00	52	54,2	54,2	81,3
	5,00	18	18,8	18,8	100,0
	Total	96	100,0	100,0	

x32

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,1	2,1	2,1
	3,00	24	25,0	25,0	27,1
	4,00	57	59,4	59,4	86,5
	5,00	13	13,5	13,5	100,0
	Total	96	100,0	100,0	

x33

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	2	2,1	2,1	3,1
	3,00	21	21,9	21,9	25,0
	4,00	51	53,1	53,1	78,1
	5,00	21	21,9	21,9	100,0
	Total	96	100,0	100,0	

x4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	3	3,1	3,1	3,1
	2,00	15	15,6	15,6	18,8
	3,00	7	7,3	7,3	26,0
	4,00	62	64,6	64,6	90,6
	5,00	9	9,4	9,4	100,0
	Total	96	100,0	100,0	

x4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	8	8,3	8,3	8,3
	2,00	9	9,4	9,4	17,7
	3,00	6	6,3	6,3	24,0
	4,00	52	54,2	54,2	78,1
	5,00	21	21,9	21,9	100,0
	Total	96	100,0	100,0	

x4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	8	8,3	8,3	8,3
	2,00	7	7,3	7,3	15,6
	3,00	7	7,3	7,3	22,9
	4,00	59	61,5	61,5	84,4
	5,00	15	15,6	15,6	100,0
	Total	96	100,0	100,0	

x4.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	16	16,7	16,7	17,7
	3,00	13	13,5	13,5	31,3
	4,00	47	49,0	49,0	80,2
	5,00	19	19,8	19,8	100,0
	Total	96	100,0	100,0	

x4.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	3	3,1	3,1	3,1
	2,00	11	11,5	11,5	14,6
	3,00	10	10,4	10,4	25,0
	4,00	62	64,6	64,6	89,6
	5,00	10	10,4	10,4	100,0
	Total	96	100,0	100,0	

x5.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	11	11,5	11,5	11,5
	3,00	19	19,8	19,8	31,3
	4,00	55	57,3	57,3	88,5
	5,00	11	11,5	11,5	100,0
	Total	96	100,0	100,0	

x5.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	4	4,2	4,2	4,2
	2,00	35	36,5	36,5	40,6
	3,00	15	15,6	15,6	56,3
	4,00	33	34,4	34,4	90,6
	5,00	9	9,4	9,4	100,0
	Total	96	100,0	100,0	

x5.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	7	7,3	7,3	7,3
	2,00	9	9,4	9,4	16,7
	3,00	18	18,8	18,8	35,4
	4,00	51	53,1	53,1	88,5
	5,00	11	11,5	11,5	100,0
	Total	96	100,0	100,0	

x5.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	8	8,3	8,3	8,3
	2,00	11	11,5	11,5	19,8
	3,00	25	26,0	26,0	45,8
	4,00	46	47,9	47,9	93,8
	5,00	6	6,3	6,3	100,0
	Total	96	100,0	100,0	

y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	8	8,3	8,3	8,3
	2,00	4	4,2	4,2	12,5
	3,00	16	16,7	16,7	29,2
	4,00	56	58,3	58,3	87,5
	5,00	12	12,5	12,5	100,0
	Total	96	100,0	100,0	

y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	4	4,2	4,2	4,2
	2,00	2	2,1	2,1	6,3
	3,00	18	18,8	18,8	25,0
	4,00	59	61,5	61,5	86,5
	5,00	13	13,5	13,5	100,0
	Total	96	100,0	100,0	

y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	2	2,1	2,1	3,1
	3,00	11	11,5	11,5	14,6
	4,00	70	72,9	72,9	87,5
	5,00	12	12,5	12,5	100,0
	Total	96	100,0	100,0	

Validitas dan reliabilitas Persepsi harga

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	96	100,0
	Excluded ^a	0	,0
	Total	96	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,918	4

Item Statistics

	Mean	Std. Deviation	N
x11	4,2188	,96467	96
x12	4,2917	,91671	96
x13	4,2604	,94306	96
x14	4,0833	,89050	96

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x11	12,6354	6,192	,827	,889
x12	12,5625	6,270	,868	,875
x13	12,5938	6,265	,835	,886
x14	12,7708	6,915	,723	,923

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16,8542	11,094	3,33081	4

Validitas dan reliabilitas kualitas produk

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	96	100,0
	Excluded ^a	0	,0
	Total	96	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,873	6

Item Statistics

	Mean	Std. Deviation	N
x21	3,7604	,72176	96
x22	3,7813	,81050	96
x23	4,0313	,85166	96
x24	3,7188	,94816	96
x25	3,6979	,74155	96
x26	3,8438	,85012	96

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x21	19,0729	11,774	,534	,873
x22	19,0521	10,092	,814	,827
x23	18,8021	10,076	,765	,834
x24	19,1146	9,724	,730	,842
x25	19,1354	11,803	,508	,877
x26	18,9896	10,368	,703	,846

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22,8333	14,940	3,86528	6

Validitas dan reliabilitas gaya hidup

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	96	100,0
	Excluded ^a	0	,0
	Total	96	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,869	3

Item Statistics

	Mean	Std. Deviation	N
x31	3,8854	,73799	96
x32	3,8438	,67008	96
x33	3,9271	,78465	96

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x31	7,7708	1,779	,765	,803
x32	7,8125	1,943	,768	,806
x33	7,7292	1,715	,728	,841

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11,6563	3,828	1,95652	3

Validitas dan reliabilitas kualitas layanan

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	96	100,0
	Excluded ^a	0	,0
	Total	96	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,946	5

Item Statistics

	Mean	Std. Deviation	N
x4.1	3,6146	,96649	96
x4.2	3,7188	1,15807	96
x4.3	3,6875	1,08882	96
x4.4	3,6979	1,00650	96
x4.5	3,6771	,92332	96

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x4.1	14,7812	14,362	,899	,926
x4.2	14,6771	13,147	,881	,929
x4.3	14,7083	13,682	,871	,930
x4.4	14,6979	14,466	,837	,936
x4.5	14,7187	15,320	,790	,944

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18,3958	21,884	4,67801	5

Validitas dan reliabilitas brand image

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	96	100,0
	Excluded ^a	0	,0
	Total	96	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,756	4

Item Statistics

	Mean	Std. Deviation	N
x5.1	3,6875	,82478	96
x5.2	3,0833	1,12078	96
x5.3	3,5208	1,05610	96
x5.4	3,3229	1,04120	96

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x5.1	9,9271	6,300	,619	,677
x5.2	10,5313	5,515	,527	,717
x5.3	10,0938	5,538	,582	,682
x5.4	10,2917	5,872	,513	,720

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13,6146	9,545	3,08944	4

Validitas dan reliabilitas minat beli

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	96	100,0
	Excluded ^a	0	,0
	Total	96	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,846	3

Item Statistics

	Mean	Std. Deviation	N
y1	3,6250	1,03872	96
y2	3,7813	,86088	96
y3	3,9375	,64584	96

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1	7,7188	1,952	,724	,813
y2	7,5625	2,417	,738	,762
y3	7,4063	3,002	,766	,787

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11,3438	5,133	2,26566	3

Analisis regresi berganda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Brand image, Kualitas layanan, Gaya hidup, Persepsi harga, Kualitas produk	.	Enter

a. All requested variables entered.

b. Dependent Variable: Minat beli

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,845 ^a	,713	,697	1,24662

a. Predictors: (Constant), Brand image, Kualitas layanan, Gaya hidup, Persepsi harga, Kualitas produk

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	347,790	5	69,558	44,759	,000 ^a
	Residual	139,866	90	1,554		
	Total	487,656	95			

a. Predictors: (Constant), Brand image, Kualitas layanan, Gaya hidup, Persepsi harga, Kualitas produk

b. Dependent Variable: Minat beli

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,317	,852		,373	,710		
	Persepsi harga	,157	,075	,231	2,108	,038	,264	3,781
	Kualitas produk	,017	,072	,030	,243	,808	,213	4,685
	Gaya hidup	,274	,098	,236	2,797	,006	,447	2,239
	Kualitas layanan	,163	,042	,336	3,839	,000	,416	2,404
	Brand image	,132	,057	,180	2,320	,023	,531	1,883

a. Dependent Variable: Minat beli

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	Persepsi harga	Kualitas produk	Gaya hidup	Kualitas layanan	Brand image
1	1	5,912	1,000	,00	,00	,00	,00	,00	,00
	2	,036	12,801	,06	,01	,00	,00	,38	,23
	3	,025	15,511	,51	,00	,00	,01	,02	,41
	4	,014	20,914	,01	,38	,06	,14	,26	,11
	5	,009	25,083	,36	,02	,00	,85	,33	,14
	6	,004	36,769	,06	,60	,94	,01	,01	,11

a. Dependent Variable: Minat beli

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,21337275
Most Extreme Differences	Absolute	,128
	Positive	,096
	Negative	-,128
Kolmogorov-Smirnov Z		1,256
Asymp. Sig. (2-tailed)		,085

a. Test distribution is Normal.

b. Calculated from data.

Uji Heteroskedastisitas

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Brand image, Kualitas layanan, Gaya hidup, Persepsi harga, Kualitas produk	.	Enter

a. All requested variables entered.

b. Dependent Variable: Abs

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,305 ^a	,093	,043	,72458

a. Predictors: (Constant), Brand image, Kualitas layanan, Gaya hidup, Persepsi harga, Kualitas produk

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,849	5	,970	1,847	,112 ^a
	Residual	47,252	90	,525		
	Total	52,101	95			

a. Predictors: (Constant), Brand image, Kualitas layanan, Gaya hidup, Persepsi harga, Kualitas produk

b. Dependent Variable: Abs

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,164	,495		-,331	,741
	Persepsi harga	-,042	,043	-,190	-,973	,333
	Kualitas produk	,057	,042	,297	1,367	,175
	Gaya hidup	,097	,057	,257	1,709	,091
	Kualitas layanan	-,049	,025	-,307	-1,972	,052
	Brand image	,007	,033	,029	,212	,833

a. Dependent Variable: Abs