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KUESIONER

Kepada Yth :

Bapak/Ibu/Saudara/i

di tempat

Assalamu 'alaikum Wr.Wb.

Dengan Hormat,

Bersama ini saya sebagai mahasiswa Fakultas Ekonomi Universitas Islam Indonesia, Yogyakarta, dalam rangka menyusun skripsi mohon bantuan, saudara-saudara untuk mengisi daftar pertanyaan (kuesioner) dibawah ini.

Sudilah kiranya saudara-saudara memberi jawaban-jawaban dari pernyataan yang telah saya susun, karena jawaban saudara adalah bahan penelitian untuk skripsi saya. Atas kesediaan dan kerjasamanya saya mengucapkan banyak terima kasih.

Wassalamu 'alaikum Wr. Wb.

*Petunjuk : Mohon diberi tanda silang (X) pada jawaban yang saudara pilih.

I. KARAKTERISTIK RESPONDEN

1. Tingkat usia:
 - a. Kurang 20 tahun
 - b. 20 – 29 tahun
 - c. 30 – 39 tahun
 - d. 40 – 49 tahun
 - e. Lebih 50 tahun
2. Pendidikan terakhir :
 - a. Tamat SD
 - b. Tamat SLTP
 - c. Tamat SLTA
 - d. Sarjana
 - e. Lain-lain (sebutkan.....)
3. Pekerjaan saat ini :
 - a. Pegawai negeri
 - b. Pegawai swasta
 - c. Wiraswasta
 - d. Pelajar/mahasiswa
 - e. Lain-lain (sebutkan.....)
4. Pendapatan per bulan (dalam rupiah) :
 - a. Kurang Rp 500.000,
 - b. Rp 500.000, - Rp 1000.000,
 - c. Rp 1000.000, - Rp 1500.000,
 - d. Rp 1500.000, – Rp 2000.000,
 - e. Lebih dari Rp 2000.000,

Lampiran I.

I. KUALITAS PRODUK

No	Faktor Kualitas	STS	TS	S	SS	SSS
1	Mempengaruhi Dalam Pembelian					
2	Kualitas Yang Ditawarkan Sangat Beragam					
3	Kualitas Yang Ditawarkan Sesuai Dengan Permintaan					

II. HARGA

No	Faktor Harga	STS	TS	S	SS	SSS
1	Sesuai Dengan Kualitas					
2	Mempengaruhi Dalam Melakukan Pembelian					
3	Harga Yang Ditawarkan Terlalu Mahal					

III. PENGEMASAN

No	Faktor Pengemasan	STS	TS	S	SS	SSS
1	Bahan Kemasan					
2	Ketahanan					
3	Praktis					
4	Higienis					

IV. MEREK

No	Faktor Merek	STS	TS	S	SS	SSS
1	Mempengaruhi Dalam melakukan Pembelian					
2	Melambangkan Tingkat Mutu					
3	Menawarkan Simbol Status					

V. UKURAN

No	Faktor Ukuran	STS	TS	S	SS	SSS
1	Menjadi Pertimbangan Dalam Pembelian					
2	Memenuhi Harapan Anda					
3	Sudah Cukup Dalam Berbagai Ukuran					

Lampiran I.

VI. IMAGE

No	Faktor Pengemasan	STS	TS	S	SS	SSS
1	Menjadi Pertimbangan Dalam Pembelian					
2	Mempunyai Gengsi					
3	Sudah Puaskah Anda Dalam Melakukan Pembelian					

VII. PELABELAN

No	Faktor Pelabelan	STS	TS	S	SS	SSS
1	Informasi Bahan Baku					
2	Mendapatkan Informasi Pemakaian					
3	Mempunyai Izin Kelayakan Pakai					

No	Perilaku Pembelian	STS	TS	S	SS	SSS
1.	Dalam memutuskan melakukan pembelian tidak dipengaruhi oleh orang lain.					
2.	Membeli produk karena membutuhkan.					
3.	Dalam membeli mempertimbangkan kualitas harga, kemasan, merek, ukuran, image dan pelabelan.					
4.	Membeli suatu produk karena kebiasaan dalam keluarga					

Lampiran 1.

Dibawah ini ada beberapa atribut yang mempengaruhi anda dalam melakukan pembelian pasta gigi pepsodent. Berilah tanda (X) pada penilain yang anda anggap sesuai. Nilai 1 merupakan bobot terendah mempengaruhi anda membeli pasta gigi pepsodent, sedangkan nilai 5 merupakan bobot tertinggi mempengaruhi anda dalam melakukan pembelian pasta gigi pepsodent.

ATRIBUT	NILAI/SKOR				
	1	2	3	4	5
Kualitas	1	2	3	4	5
Harga	1	2	3	4	5
Kemasan	1	2	3	4	5
Merek	1	2	3	4	5
Ukuran	1	2	3	4	5
Image	1	2	3	4	5
Pelabelan	1	2	3	4	5

Lampiran 2. Tabulasi Data Penelitian Uji Coba Variabel Kualitas Produk

**TABULASI DATA PENELITIAN UJI COBA
VARIABEL KUALITAS PRODUK**

Responden	item/Pertanyaan			Jumlah
	1	2	3	
1	3	4	4	11
2	4	5	5	14
3	4	5	4	13
4	4	3	4	11
5	3	4	3	10
6	3	4	4	11
7	5	5	4	14
8	5	4	4	13
9	4	3	4	11
10	4	5	5	14
11	5	4	5	14
12	3	4	4	11
13	3	2	3	8
14	4	4	3	11
15	3	3	4	10
16	5	4	5	14
17	4	3	4	11
18	2	3	3	8
19	3	3	4	10
20	2	3	3	8
21	4	3	4	11
22	3	4	4	11
23	4	5	5	14
24	5	4	4	13
25	5	5	4	14
26	4	5	4	13
27	4	4	4	12
28	5	5	5	15
29	5	4	5	14
30	3	3	4	10

Lampiran 3. Tabulasi Data Penelitian Uji Coba Variabel Harga

**TABULASI DATA PENELITIAN UJI COBA
VARIABEL HARGA**

Responden	Item/Pertanyaan			Jumlah
	1	2	3	
1	2	4	3	9
2	2	4	4	10
3	3	4	5	12
4	2	4	3	9
5	3	2	3	8
6	2	4	3	9
7	3	5	5	13
8	4	4	5	13
9	3	5	3	11
10	3	3	2	8
11	4	5	5	14
12	2	4	5	11
13	3	3	3	9
14	4	5	5	14
15	4	5	4	13
16	4	5	4	13
17	4	5	4	13
18	3	5	5	13
19	4	5	4	13
20	2	3	2	7
21	4	5	4	13
22	3	5	5	13
23	3	5	4	12
24	4	4	4	12
25	2	5	2	9
26	4	5	3	12
27	3	4	3	10
28	2	3	2	7
29	3	5	2	10
30	2	3	2	7

Lampiran 4. Tabulasi Data Penelitian Uji Coba Variabel Pengemasan

**TABULASI DATA PENELITIAN UJI COBA
VARIABEL PENGEMASAN**

Responden	Item/Pertanyaan				Jumlah
	1	2	3	4	
1	5	4	4	4	17
2	3	3	4	4	14
3	4	4	3	4	15
4	5	5	4	5	19
5	4	4	3	4	15
6	4	4	4	5	17
7	4	5	4	3	16
8	3	2	4	4	13
9	3	3	4	3	13
10	4	4	3	4	15
11	5	5	5	4	19
12	4	3	3	3	13
13	5	4	4	3	16
14	4	5	5	4	18
15	3	4	4	3	14
16	3	4	4	4	15
17	4	3	4	4	15
18	4	3	4	4	15
19	3	4	4	4	15
20	2	3	4	2	11
21	3	4	3	3	13
22	3	2	2	3	10
23	3	4	4	3	14
24	3	4	4	3	14
25	3	3	2	2	10
26	4	4	4	4	16
27	3	3	3	3	12
28	4	3	4	4	15
29	4	5	4	4	17
30	4	4	5	5	18

Lampiran 5. Tabulasi Data Penelitian Uji Coba Variabel Merek

**TABULASI DATA PENELITIAN UJI COBA
VARIABEL MEREK**

Responden	item/Pertanyaan			Jumlah
	1	2	3	
1	3	4	4	11
2	4	5	5	14
3	3	4	4	11
4	4	3	3	10
5	3	4	4	11
6	3	4	4	11
7	4	5	4	13
8	4	5	5	14
9	3	4	3	10
10	3	4	3	10
11	5	4	4	13
12	5	4	3	12
13	3	3	4	10
14	2	2	3	7
15	4	3	4	11
16	3	4	4	11
17	3	4	4	11
18	4	5	5	14
19	3	4	4	11
20	4	5	4	13
21	5	4	5	14
22	4	3	4	11
23	4	4	4	12
24	3	4	3	10
25	4	3	4	11
26	5	4	5	14
27	4	3	4	11
28	3	4	3	10
29	3	2	3	8
30	3	4	3	10

Lampiran 6. Tabulasi Data Penelitian Uji Coba Variabel Ukuran

**TABULASI DATA PENELITIAN UJI COBA
VARIABEL UKURAN**

Responden	item/Pertanyaan			Jumlah
	1	2	3	
1	3	4	4	11
2	4	5	5	14
3	3	4	4	11
4	4	3	3	10
5	3	4	4	11
6	5	4	5	14
7	3	4	4	11
8	4	3	4	11
9	4	5	5	14
10	3	3	4	10
11	3	4	3	10
12	4	3	4	11
13	5	5	5	15
14	3	4	4	11
15	3	4	3	10
16	4	3	4	11
17	4	5	4	13
18	4	4	3	11
19	3	4	3	10
20	3	3	4	10
21	4	3	4	11
22	4	4	3	11
23	3	3	3	9
24	2	3	4	9
25	4	3	3	10
26	3	4	4	11
27	2	2	3	7
28	4	3	4	11
29	4	3	3	10
30	5	4	5	14

Lampiran 7. Tabulasi Data Penelitian Uji Coba Variabel Image

**TABULASI DATA PENELITIAN UJI COBA
VARIABEL IMAGE**

Responden	item/Pertanyaan			Jumlah
	1	2	3	
1	3	4	4	11
2	4	5	5	14
3	4	4	4	12
4	5	4	5	14
5	3	4	4	11
6	4	4	3	11
7	5	5	5	15
8	4	4	3	11
9	4	5	4	13
10	5	4	4	13
11	4	3	4	11
12	3	4	4	11
13	4	3	3	10
14	5	4	4	13
15	4	4	3	11
16	2	3	4	9
17	4	4	3	11
18	4	5	5	14
19	4	5	4	13
20	5	4	3	12
21	3	4	3	10
22	4	3	3	10
23	5	4	5	14
24	3	3	3	9
25	3	4	3	10
26	2	3	2	7
27	3	3	4	10
28	4	3	3	10
29	5	4	4	13
30	4	5	4	13

Lampiran 8. Tabulasi Data Penelitian Uji Coba Variabel Pelabelan

**TABULASI DATA PENELITIAN UJI COBA
VARIABEL PELABELAN**

Responden	item/Pertanyaan			Jumlah
	1	2	3	
1	3	3	3	9
2	3	4	3	10
3	4	5	5	14
4	3	4	4	11
5	4	5	5	14
6	4	3	4	11
7	3	4	4	11
8	4	5	5	14
9	4	3	4	11
10	5	4	5	14
11	4	4	3	11
12	4	4	4	12
13	3	4	3	10
14	4	5	5	14
15	5	4	4	13
16	5	4	4	13
17	4	5	4	13
18	4	4	3	11
19	5	5	5	15
20	3	4	4	11
21	3	3	4	10
22	3	4	4	11
23	5	4	5	14
24	4	3	3	10
25	4	3	3	10
26	5	4	5	14
27	4	3	4	11
28	5	4	4	13
29	4	5	4	13
30	3	4	3	10

Lampiran 9. Tabulasi Data Penelitian Uji Coba Variabel Perilaku dalam Pembelian

**TABULASI DATA PENELITIAN UJI COBA
VARIABEL PERILAKU DALAM PEMBELIAN**

Responden	Item/Pertanyaan				Jumlah
	1	2	3	4	
1	4	5	5	5	19
2	3	3	3	3	12
3	3	4	4	4	15
4	4	5	5	4	18
5	3	4	5	4	16
6	3	4	4	5	16
7	4	4	3	5	16
8	4	3	3	3	13
9	3	3	4	3	13
10	4	4	3	4	15
11	4	5	5	3	17
12	4	4	4	4	16
13	5	5	3	5	18
14	4	4	4	4	16
15	3	3	4	3	13
16	3	3	3	3	12
17	3	4	4	4	15
18	4	3	4	4	15
19	3	4	3	3	13
20	2	3	3	2	10
21	2	2	2	3	9
22	3	2	3	4	12
23	3	4	3	4	14
24	3	4	3	4	14
25	3	4	3	4	14
26	4	3	4	3	14
27	3	4	3	4	14
28	4	5	5	5	19
29	4	3	4	3	14
30	4	3	4	4	15

Lampiran 10. Hasil Pengujian Validitas dan Reliabilitas Variabel Kualitas Produk

**HASIL PENGUJIAN VALIDITAS DAN RELIABILITAS
VARIABEL KUALITAS PRODUK**

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
KP1	7,9667	1,6885	,6347	,6698
KP2	7,9000	1,9552	,5750	,7290
KP3	7,7333	2,3402	,6531	,6778

Reliability Coefficients

N of Cases = 30,0

N of Items = 3

Alpha = ,7714

Lampiran 11. Hasil Pengujian Validitas dan Reliabilitas Variabel Harga

**HASIL PENGUJIAN VALIDITAS DAN RELIABILITAS
VARIABEL HARGA**

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
HG1	7,8657	2,8782	,5563	,6326
HG2	6,6333	2,7230	,5519	,6281
HG3	7,3000	2,0793	,5557	,6457

Reliability Coefficients

N of Cases = 30,0

N of Items = 3

Alpha = ,7226

Lampiran 12. Hasil Pengujian Validitas dan Reliabilitas Variabel Pengemasan

**HASIL PENGUJIAN VALIDITAS DAN RELIABILITAS
VARIABEL PENGEMASAN**

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
PENG1	11,1333	3,2920	,5850	,6798
PENG2	11,0667	3,1678	,5509	,6999
PENG3	11,0333	3,5506	,5087	,7206
PENG4	11,1667	3,3161	,5653	,6905

Reliability Coefficients

N of Cases = 30,0

N of Items = 4

Alpha = ,7551

Lampiran 13. Hasil Pengujian Validitas dan Reliabilitas Variabel Merek

**HASIL PENGUJIAN VALIDITAS DAN RELIABILITAS
VARIABEL MEREK**

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
MERK1	7,7000	1,5966	,4394	,6335
MERK2	7,4667	1,5678	,4291	,6510
MERK3	7,4333	1,5644	,5961	,4409

Reliability Coefficients

N of Cases = 30,0

N of Items = 3

Alpha = ,6704

Lampiran 14. Hasil Pengujian Validitas dan Reliabilitas Variabel Ukuran

**HASIL PENGUJIAN VALIDITAS DAN RELIABILITAS
VARIABEL UKURAN**

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
UKR1	7,5000	1,5690	,4447	,6447
UKR2	7,4000	1,5586	,4736	,6047
UKR3	7,2333	1,5644	,5588	,4996

Reliability Coefficients

N of Cases = 30,0

N of Items = 3

Alpha = ,6772

Lampiran 15. Hasil Pengujian Validitas dan Reliabilitas Variabel Image

**HASIL PENGUJIAN VALIDITAS DAN RELIABILITAS
VARIABEL IMAGE**

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
IMG1	7,6667	1,6782	,4538	,6959
IMG2	7,6000	1,9034	,5494	,5749
IMG3	7,8000	1,6828	,5554	,5519

Reliability Coefficients

N of Cases = 30,0

N of Items = 3

Alpha = ,6977

Lampiran 16. Hasil Pengujian Validitas dan Reliabilitas Variabel Pelabelan

**HASIL PENGUJIAN VALIDITAS DAN RELIABILITAS
VARIABEL PELABELAN**

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
PLB1	8,0000	1,5862	,4072	,6957
PLB2	7,9333	1,6506	,4249	,6685
PLB3	7,9333	1,2368	,6679	,3346

Reliability Coefficients

N of Cases = 30,0

N of Items = 3

Alpha = ,6797

Lampiran 17. Hasil Pengujian Validitas dan Reliabilitas Variabel Perilaku dalam Pembelian

**HASIL PENGUJIAN VALIDITAS DAN RELIABILITAS
VARIABEL PERILAKU DALAM PEMBELIAN**

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
PER1	11,1333	3,7057	,5611	,7137
PER2	10,8667	2,9471	,6914	,6330
PER3	10,9000	3,5414	,4796	,7546
PER4	10,8000	3,4759	,5402	,7212

Reliability Coefficients

N of Cases = 30,0

N of Items = 4

Alpha = ,7645

Lampiran 18. Tabulasi Data Penelitian

TABULASI DATA PENELITIAN

Resp.	Kualitas Produk	Harga	Pengemasan	Merek	Ukuran	Image	Pelabelan	Perilaku dim Pembelian
1	12	13	15	12	11	12	12	13
2	11	14	17	15	12	14	14	16
3	9	11	18	14	10	12	12	10
4	13	11	16	15	12	12	13	15
5	14	10	15	14	14	13	15	16
6	10	14	14	13	10	14	13	16
7	10	14	13	10	9	12	10	16
8	10	13	12	9	12	12	9	17
9	12	9	15	15	12	14	12	16
10	13	11	14	14	11	15	9	12
11	12	9	16	12	14	15	10	16
12	13	14	18	11	12	13	12	17
13	15	13	19	11	13	12	14	17
14	14	12	19	9	12	11	9	8
15	12	11	13	10	13	10	11	14
16	10	10	12	12	14	10	11	17
17	14	13	14	15	11	13	14	17
18	9	11	13	11	10	9	12	8
19	12	11	16	11	12	10	13	12
20	11	12	17	12	13	11	14	14
21	12	11	18	14	14	11	13	16
22	13	13	18	13	12	14	11	17
23	14	12	15	12	12	15	10	15
24	14	11	16	10	13	14	9	16
25	14	9	15	9	9	14	15	14
26	12	10	14	10	10	12	9	13
27	12	14	13	9	11	13	12	14
28	13	12	18	12	11	12	11	16
29	10	12	17	14	12	12	12	14
30	9	13	15	13	13	14	13	14
31	11	11	16	11	10	15	14	12
32	10	12	19	11	11	13	12	14
33	11	13	15	13	13	12	10	16
34	15	11	14	12	13	10	11	17
35	10	10	16	9	10	9	11	10
36	13	11	15	14	13	9	11	16
37	11	13	12	15	11	12	10	16
38	9	11	14	13	10	9	13	17
39	9	11	12	13	9	14	9	15
40	9	11	13	12	9	12	12	13
41	10	10	15	14	10	9	14	16
42	13	12	12	10	13	10	13	17
43	13	14	15	10	11	10	12	13
44	14	13	13	11	11	12	15	14
45	10	9	12	9	12	12	10	11
46	12	11	14	11	14	12	12	14
47	13	10	17	14	13	14	12	16
48	11	15	19	14	11	10	10	17
49	14	14	16	10	12	10	14	16
50	12	13	14	12	15	9	12	14
51	13	11	17	11	12	12	11	13
52	14	11	18	11	14	12	12	16
53	11	10	12	11	13	13	11	14

Resp.	Kualitas Produk	Harga	Pengemasan	Merek	Ukuran	Image	Pelabelan	Perilaku dim Pembelian
54	9	11	13	11	12	10	12	12
55	10	12	12	9	9	9	10	10
56	10	13	14	13	13	15	15	18
57	9	11	12	12	12	12	12	15
58	14	12	13	13	10	15	14	15
59	12	15	17	14	9	12	14	16
60	13	15	16	11	12	12	12	12
61	12	12	18	13	11	11	13	17
62	11	12	12	10	11	14	12	14
63	11	11	12	10	9	15	14	8
64	11	10	13	10	10	15	12	10
65	15	13	17	9	14	14	12	15
66	15	13	16	13	15	12	11	14
67	14	12	17	14	13	13	11	14
68	14	11	16	12	14	12	12	16
69	12	10	13	13	12	12	12	13
70	13	11	18	14	11	11	13	17
71	13	14	17	12	13	10	15	15
72	13	12	13	10	12	9	14	13
73	11	11	13	11	12	15	14	12
74	10	14	18	11	10	14	10	16
75	13	13	17	12	9	12	10	16
76	9	9	15	14	14	12	9	11
77	12	10	18	13	15	12	9	16
78	13	9	18	11	9	11	12	16
79	11	11	17	13	10	11	13	15
80	12	11	16	13	14	10	9	13
81	14	14	14	11	13	9	12	16
82	13	13	15	12	11	12	15	13
83	14	12	14	12	13	12	14	15
84	12	13	16	14	12	11	12	14
85	13	10	15	12	12	10	12	14
86	13	13	17	10	13	15	15	15
87	13	9	15	9	11	12	13	13
88	11	10	16	9	10	14	12	13
89	14	11	14	10	9	13	13	15
90	13	15	19	11	14	11	12	14
91	10	12	13	14	12	10	14	13
92	11	13	14	13	11	12	11	16
93	12	10	14	11	10	14	11	14
94	13	14	18	12	15	15	15	15
95	11	11	13	12	12	13	10	15
96	15	12	13	14	11	12	11	14
97	11	15	17	13	14	13	14	15
98	13	13	12	12	12	12	14	16
99	12	14	17	13	13	13	13	16
100	12	13	12	14	10	11	11	14

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Pelabelan, Ukuran, Image, Merk, Harga, Kemasan, Kualitas		Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,502 ^a	,252	,196	1,91290

- a. Predictors: (Constant), Pelabelan, Ukuran, Image, Merk, Harga, Kemasan, Kualitas

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	113,714	7	16,245	4,439	,000 ^a
	Residual	336,646	92	3,659		
	Total	450,360	99			

- a. Predictors: (Constant), Pelabelan, Ukuran, Image, Merk, Harga, Kemasan, Kualitas
 b. Dependent Variable: Perilaku Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,508	2,896		,176	,861
	Kualitas	,259	,128	,203	2,031	,045
	Harga	,258	,126	,193	2,054	,043
	Kemasan	,019	,098	,019	,192	,849
	Merk	,404	,117	,324	3,444	,001
	Ukuran	,155	,127	,120	1,225	,224
	Image	,056	,110	,046	,508	,613
	Pelabelan	,012	,117	,010	,107	,915

- a. Dependent Variable: Perilaku Keputusan Pembelian

DATA VALIDITAS -

	Name	Type	Width	Decimal	Label	Values	Missing	Columns	Align	Measure
1	kp1	Numeric	8	2		None	None	7	Right	Scale
2	kp2	Numeric	8	2		None	None	6	Right	Scale
3	kp3	Numeric	8	2		None	None	6	Right	Scale
4	hg1	Numeric	8	2		None	None	6	Right	Scale
5	hg2	Numeric	8	2		None	None	6	Right	Scale
6	hg3	Numeric	8	2		None	None	5	Right	Scale
7	peng1	Numeric	8	2		None	None	6	Right	Scale
8	peng2	Numeric	8	2		None	None	8	Right	Scale
9	peng3	Numeric	8	2		None	None	8	Right	Scale
10	peng4	Numeric	8	2		None	None	8	Right	Scale
11	merk1	Numeric	8	2		None	None	8	Right	Scale
12	merk2	Numeric	8	2		None	None	8	Right	Scale
13	merk3	Numeric	8	2		None	None	8	Right	Scale
14	ukr1	Numeric	8	2		None	None	8	Right	Scale
15	ukr2	Numeric	8	2		None	None	8	Right	Scale
16	ukr3	Numeric	8	2		None	None	8	Right	Scale
17	img1	Numeric	8	2		None	None	8	Right	Scale
18	img2	Numeric	8	2		None	None	8	Right	Scale
19	img3	Numeric	8	2		None	None	8	Right	Scale
20	plb1	Numeric	8	2		None	None	8	Right	Scale
21	plb2	Numeric	8	2		None	None	8	Right	Scale
22	plb3	Numeric	8	2		None	None	8	Right	Scale
23	per1	Numeric	8	2		None	None	8	Right	Scale
24	per2	Numeric	8	2		None	None	8	Right	Scale
25	per3	Numeric	8	2		None	None	8	Right	Scale
26	per4	Numeric	8	2		None	None	8	Right	Scale

DATA VALIDITAS

	kp1	kp2	kp3	hg1	hg2	hg3	peng1	peng2
1	3.00	4.00	4.00	2.00	4.00	3.00	5.00	4.00
2	4.00	5.00	5.00	2.00	4.00	4.00	3.00	3.00
3	4.00	5.00	4.00	3.00	4.00	5.00	4.00	4.00
4	4.00	3.00	4.00	2.00	4.00	3.00	5.00	5.00
5	3.00	4.00	3.00	3.00	2.00	3.00	4.00	4.00
6	3.00	4.00	4.00	2.00	4.00	3.00	4.00	4.00
7	5.00	5.00	4.00	3.00	5.00	5.00	4.00	5.00
8	5.00	4.00	4.00	4.00	4.00	5.00	3.00	2.00
9	4.00	3.00	4.00	3.00	5.00	3.00	3.00	3.00
10	4.00	5.00	5.00	3.00	3.00	2.00	4.00	4.00
11	5.00	4.00	5.00	4.00	5.00	5.00	5.00	5.00
12	3.00	4.00	4.00	2.00	4.00	5.00	4.00	3.00
13	3.00	2.00	3.00	3.00	3.00	3.00	5.00	4.00
14	4.00	4.00	3.00	4.00	5.00	5.00	4.00	5.00
15	3.00	3.00	4.00	4.00	5.00	4.00	3.00	4.00
16	5.00	4.00	5.00	4.00	5.00	4.00	3.00	4.00
17	4.00	3.00	4.00	4.00	5.00	4.00	4.00	3.00
18	2.00	3.00	3.00	3.00	5.00	5.00	4.00	3.00
19	3.00	3.00	4.00	4.00	5.00	4.00	3.00	4.00
20	2.00	3.00	3.00	2.00	3.00	2.00	2.00	3.00
21	4.00	3.00	4.00	4.00	5.00	4.00	3.00	4.00
22	3.00	4.00	4.00	3.00	5.00	5.00	3.00	2.00
23	4.00	5.00	5.00	3.00	5.00	4.00	3.00	4.00
24	5.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00
25	5.00	5.00	4.00	2.00	5.00	2.00	3.00	3.00
26	4.00	5.00	4.00	4.00	5.00	3.00	4.00	4.00
27	4.00	4.00	4.00	3.00	4.00	3.00	3.00	3.00
28	5.00	5.00	5.00	2.00	3.00	2.00	4.00	3.00
29	5.00	4.00	5.00	3.00	5.00	2.00	4.00	5.00
30	3.00	3.00	4.00	2.00	3.00	2.00	4.00	4.00

DATA VALIDITAS

	peng3	peng4	merk1	merk2	merk3	ukr1	ukr2
1	4.00	4.00	3.00	4.00	4.00	3.00	4.00
2	4.00	4.00	4.00	5.00	5.00	4.00	5.00
3	3.00	4.00	3.00	4.00	4.00	3.00	4.00
4	4.00	5.00	4.00	3.00	3.00	4.00	3.00
5	3.00	4.00	3.00	4.00	4.00	3.00	4.00
6	4.00	5.00	3.00	4.00	4.00	5.00	4.00
7	4.00	3.00	4.00	5.00	4.00	3.00	4.00
8	4.00	4.00	4.00	5.00	5.00	4.00	3.00
9	4.00	3.00	3.00	4.00	3.00	4.00	5.00
10	3.00	4.00	3.00	4.00	3.00	3.00	3.00
11	5.00	4.00	5.00	4.00	4.00	3.00	4.00
12	3.00	3.00	5.00	4.00	3.00	4.00	3.00
13	4.00	3.00	3.00	3.00	4.00	5.00	5.00
14	5.00	4.00	2.00	2.00	3.00	3.00	4.00
15	4.00	3.00	4.00	3.00	4.00	3.00	4.00
16	4.00	4.00	3.00	4.00	4.00	4.00	3.00
17	4.00	4.00	3.00	4.00	4.00	4.00	5.00
18	4.00	4.00	4.00	5.00	5.00	4.00	4.00
19	4.00	4.00	3.00	4.00	4.00	3.00	4.00
20	4.00	2.00	4.00	5.00	4.00	3.00	3.00
21	3.00	3.00	5.00	4.00	5.00	4.00	3.00
22	2.00	3.00	4.00	3.00	4.00	4.00	4.00
23	4.00	3.00	4.00	4.00	4.00	3.00	3.00
24	4.00	3.00	3.00	4.00	3.00	2.00	3.00
25	2.00	2.00	4.00	3.00	4.00	4.00	3.00
26	4.00	4.00	5.00	4.00	5.00	3.00	4.00
27	3.00	3.00	4.00	3.00	4.00	2.00	2.00
28	4.00	4.00	3.00	4.00	3.00	4.00	3.00
29	4.00	4.00	3.00	2.00	3.00	4.00	3.00
30	5.00	5.00	3.00	4.00	3.00	5.00	4.00

DATA VALIDITAS

	ukr3	img1	img2	img3	plb1	plb2	plb3
1	4.00	3.00	4.00	4.00	3.00	3.00	3.00
2	5.00	4.00	5.00	5.00	3.00	4.00	3.00
3	4.00	4.00	4.00	4.00	4.00	5.00	5.00
4	3.00	5.00	4.00	5.00	3.00	4.00	4.00
5	4.00	3.00	4.00	4.00	4.00	5.00	5.00
6	5.00	4.00	4.00	3.00	4.00	3.00	4.00
7	4.00	5.00	5.00	5.00	3.00	4.00	4.00
8	4.00	4.00	4.00	3.00	4.00	5.00	5.00
9	5.00	4.00	5.00	4.00	4.00	3.00	4.00
10	4.00	5.00	4.00	4.00	5.00	4.00	5.00
11	3.00	4.00	3.00	4.00	4.00	4.00	3.00
12	4.00	3.00	4.00	4.00	4.00	4.00	4.00
13	5.00	4.00	3.00	3.00	3.00	4.00	3.00
14	4.00	5.00	4.00	4.00	4.00	5.00	5.00
15	3.00	4.00	4.00	3.00	5.00	4.00	4.00
16	4.00	2.00	3.00	4.00	5.00	4.00	4.00
17	4.00	4.00	4.00	3.00	4.00	5.00	4.00
18	3.00	4.00	5.00	5.00	4.00	4.00	3.00
19	3.00	4.00	5.00	4.00	5.00	5.00	5.00
20	4.00	5.00	4.00	3.00	3.00	4.00	4.00
21	4.00	3.00	4.00	3.00	3.00	3.00	4.00
22	3.00	4.00	3.00	3.00	3.00	4.00	4.00
23	3.00	5.00	4.00	5.00	5.00	4.00	5.00
24	4.00	3.00	3.00	3.00	4.00	3.00	3.00
25	3.00	3.00	4.00	3.00	4.00	3.00	3.00
26	4.00	2.00	3.00	2.00	5.00	4.00	5.00
27	3.00	3.00	3.00	4.00	4.00	3.00	4.00
28	4.00	4.00	3.00	3.00	5.00	4.00	4.00
29	3.00	5.00	4.00	4.00	4.00	5.00	4.00
30	5.00	4.00	5.00	4.00	3.00	4.00	3.00

DATA VALIDITAS

	per1	per2	per3	per4
1	4.00	5.00	5.00	5.00
2	3.00	3.00	3.00	3.00
3	3.00	4.00	4.00	4.00
4	4.00	5.00	5.00	4.00
5	3.00	4.00	5.00	4.00
6	3.00	4.00	4.00	5.00
7	4.00	4.00	3.00	5.00
8	4.00	3.00	3.00	3.00
9	3.00	3.00	4.00	3.00
10	4.00	4.00	3.00	4.00
11	4.00	5.00	5.00	3.00
12	4.00	4.00	4.00	4.00
13	5.00	5.00	3.00	5.00
14	4.00	4.00	4.00	4.00
15	3.00	3.00	4.00	3.00
16	3.00	3.00	3.00	3.00
17	3.00	4.00	4.00	4.00
18	4.00	3.00	4.00	4.00
19	3.00	4.00	3.00	3.00
20	2.00	3.00	3.00	2.00
21	2.00	2.00	2.00	3.00
22	3.00	2.00	3.00	4.00
23	3.00	4.00	3.00	4.00
24	3.00	4.00	3.00	4.00
25	3.00	4.00	3.00	4.00
26	4.00	3.00	4.00	3.00
27	3.00	4.00	3.00	4.00
28	4.00	5.00	5.00	5.00
29	4.00	3.00	4.00	3.00
30	4.00	3.00	4.00	4.00

DATA PENELITIAN -

Name	Type	Width	Decimals	Label	Values	Missing	Column	Align	Measure
1 var00001	Numeric	8	2	Kualitas	None	None	6	Right	Scale
2 var00002	Numeric	8	2	Harga	None	None	6	Right	Scale
3 var00003	Numeric	8	2	Kemasan	None	None	6	Right	Scale
4 var00004	Numeric	8	2	Merk	None	None	6	Right	Scale
5 var00005	Numeric	8	2	Ukuran	None	None	6	Right	Scale
6 var00006	Numeric	8	2	Image	None	None	6	Right	Scale
7 var00007	Numeric	8	2	Pelabelan	None	None	6	Right	Scale
8 var00008	Numeric	8	2	Keputusan Pembelia	None	None	6	Right	Scale

DATA PENELITIAN

	var00001	var00002	var00003	var00004	var00005	var00006	var00007	var00008
1	12.00	13.00	15.00	12.00	11.00	12.00	12.00	13.00
2	11.00	14.00	17.00	15.00	12.00	14.00	14.00	16.00
3	9.00	11.00	18.00	14.00	10.00	12.00	12.00	10.00
4	13.00	11.00	16.00	15.00	12.00	12.00	15.00	15.00
5	14.00	10.00	15.00	14.00	14.00	13.00	15.00	16.00
6	10.00	14.00	14.00	13.00	10.00	14.00	13.00	16.00
7	15.00	11.00	15.00	13.00	9.00	12.00	10.00	16.00
8	10.00	13.00	12.00	9.00	12.00	12.00	9.00	17.00
9	12.00	9.00	15.00	15.00	12.00	14.00	12.00	16.00
10	13.00	11.00	14.00	14.00	11.00	15.00	9.00	12.00
11	12.00	9.00	16.00	12.00	14.00	15.00	10.00	16.00
12	13.00	14.00	18.00	11.00	12.00	13.00	12.00	17.00
13	15.00	13.00	19.00	11.00	13.00	12.00	14.00	17.00
14	14.00	12.00	19.00	9.00	12.00	11.00	9.00	8.00
15	12.00	11.00	13.00	10.00	13.00	10.00	11.00	14.00
16	10.00	10.00	12.00	12.00	14.00	10.00	11.00	17.00
17	14.00	13.00	14.00	15.00	14.00	13.00	14.00	17.00
18	9.00	11.00	13.00	11.00	10.00	9.00	12.00	8.00
19	12.00	11.00	16.00	11.00	12.00	10.00	13.00	12.00
20	11.00	12.00	17.00	12.00	13.00	11.00	14.00	14.00
21	12.00	11.00	18.00	14.00	14.00	11.00	13.00	16.00
22	13.00	13.00	18.00	13.00	12.00	14.00	11.00	17.00
23	14.00	12.00	15.00	12.00	12.00	15.00	10.00	15.00
24	14.00	11.00	16.00	10.00	13.00	14.00	9.00	16.00
25	14.00	9.00	15.00	9.00	9.00	14.00	15.00	14.00
26	12.00	10.00	14.00	10.00	10.00	12.00	9.00	13.00
27	12.00	14.00	13.00	9.00	11.00	13.00	12.00	14.00
28	13.00	12.00	18.00	12.00	11.00	12.00	11.00	16.00
29	10.00	12.00	17.00	14.00	12.00	12.00	12.00	14.00
30	9.00	13.00	15.00	13.00	13.00	14.00	13.00	14.00
31	11.00	11.00	16.00	11.00	10.00	15.00	14.00	12.00
32	10.00	12.00	19.00	11.00	11.00	13.00	12.00	14.00
33	11.00	13.00	15.00	13.00	13.00	12.00	10.00	16.00
34	15.00	11.00	14.00	12.00	13.00	10.00	11.00	17.00
35	10.00	10.00	16.00	9.00	10.00	9.00	11.00	10.00
36	13.00	11.00	15.00	14.00	13.00	9.00	11.00	16.00
37	11.00	13.00	12.00	15.00	11.00	12.00	10.00	16.00
38	9.00	11.00	14.00	13.00	10.00	9.00	13.00	17.00
39	9.00	11.00	12.00	13.00	9.00	14.00	9.00	15.00
40	9.00	11.00	13.00	12.00	9.00	12.00	12.00	13.00
41	10.00	10.00	15.00	14.00	10.00	9.00	14.00	16.00
42	13.00	12.00	12.00	10.00	13.00	10.00	13.00	17.00
43	13.00	14.00	15.00	10.00	11.00	10.00	12.00	13.00

DATA PENELITIAN

	var00001	var00002	var00003	var00004	var00005	var00006	var00007	var00008
44	14.00	13.00	13.00	11.00	11.00	12.00	15.00	14.00
45	10.00	9.00	12.00	9.00	12.00	12.00	10.00	11.00
46	12.00	11.00	14.00	11.00	14.00	12.00	12.00	14.00
47	13.00	10.00	17.00	14.00	13.00	14.00	12.00	16.00
48	11.00	15.00	19.00	14.00	11.00	10.00	10.00	17.00
49	14.00	14.00	16.00	10.00	12.00	10.00	14.00	16.00
50	12.00	10.00	11.00	12.00	15.00	9.00	12.00	14.00
51	13.00	11.00	17.00	11.00	12.00	12.00	11.00	13.00
52	14.00	11.00	18.00	11.00	14.00	12.00	12.00	16.00
53	11.00	10.00	12.00	11.00	13.00	13.00	11.00	14.00
54	9.00	11.00	13.00	11.00	12.00	10.00	12.00	12.00
55	10.00	12.00	12.00	9.00	9.00	9.00	10.00	10.00
56	10.00	10.00	11.00	13.00	13.00	15.00	15.00	18.00
57	9.00	11.00	12.00	12.00	12.00	12.00	12.00	15.00
58	14.00	12.00	13.00	13.00	10.00	15.00	14.00	15.00
59	12.00	15.00	17.00	14.00	9.00	12.00	14.00	16.00
60	13.00	15.00	16.00	11.00	12.00	12.00	12.00	12.00
61	12.00	12.00	18.00	13.00	11.00	11.00	13.00	17.00
62	11.00	12.00	12.00	10.00	11.00	14.00	12.00	14.00
63	11.00	11.00	12.00	10.00	9.00	15.00	14.00	8.00
64	11.00	10.00	13.00	10.00	10.00	15.00	12.00	10.00
65	15.00	13.00	17.00	9.00	14.00	14.00	12.00	15.00
66	15.00	13.00	16.00	13.00	15.00	12.00	11.00	14.00
67	14.00	12.00	17.00	14.00	13.00	13.00	11.00	14.00
68	14.00	11.00	16.00	12.00	14.00	12.00	12.00	16.00
69	12.00	10.00	13.00	13.00	12.00	12.00	12.00	13.00
70	13.00	11.00	18.00	14.00	11.00	11.00	13.00	17.00
71	13.00	14.00	17.00	12.00	13.00	10.00	15.00	15.00
72	13.00	12.00	13.00	10.00	12.00	9.00	14.00	13.00
73	11.00	11.00	13.00	11.00	12.00	15.00	14.00	12.00
74	10.00	14.00	18.00	11.00	10.00	14.00	10.00	16.00
75	13.00	13.00	17.00	12.00	9.00	12.00	10.00	16.00
76	9.00	9.00	15.00	14.00	14.00	12.00	9.00	11.00
77	12.00	10.00	18.00	13.00	15.00	12.00	9.00	16.00
78	13.00	9.00	18.00	11.00	9.00	11.00	12.00	16.00
79	11.00	11.00	17.00	13.00	10.00	11.00	13.00	15.00
80	12.00	11.00	16.00	13.00	14.00	10.00	9.00	13.00
81	14.00	14.00	14.00	11.00	13.00	9.00	12.00	16.00
82	13.00	13.00	15.00	12.00	11.00	12.00	15.00	13.00
83	14.00	12.00	14.00	12.00	13.00	12.00	14.00	15.00
84	12.00	13.00	16.00	14.00	12.00	11.00	12.00	14.00
85	13.00	10.00	15.00	12.00	12.00	10.00	12.00	14.00
86	13.00	13.00	17.00	10.00	13.00	15.00	15.00	15.00

DATA PENELITIAN

	var00001	var00002	var00003	var00004	var00005	var00006	var00007	var00008
87	13.00	9.00	15.00	9.00	11.00	12.00	13.00	13.00
88	11.00	10.00	16.00	9.00	10.00	14.00	12.00	13.00
89	14.00	11.00	14.00	10.00	9.00	13.00	13.00	15.00
90	13.00	15.00	19.00	11.00	14.00	11.00	12.00	14.00
91	10.00	12.00	13.00	14.00	12.00	10.00	14.00	13.00
92	11.00	13.00	14.00	13.00	11.00	12.00	11.00	16.00
93	12.00	12.00	11.00	11.00	10.00	14.00	11.00	14.00
94	13.00	14.00	18.00	12.00	15.00	15.00	15.00	15.00
95	11.00	11.00	13.00	12.00	12.00	13.00	10.00	15.00
96	15.00	12.00	13.00	14.00	11.00	12.00	11.00	14.00
97	11.00	15.00	17.00	13.00	14.00	13.00	14.00	15.00
98	13.00	13.00	12.00	12.00	12.00	12.00	14.00	16.00
99	12.00	11.00	17.00	13.00	13.00	13.00	13.00	16.00
100	12.00	13.00	12.00	14.00	10.00	11.00	11.00	14.00

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Perilaku Keputusan Pembelian	14,4200	2,13286	100
Kualitas	11,9900	1,67269	100
Harga	11,8500	1,59782	100
Kemasan	15,1400	2,12261	100
Merk	11,9100	1,71208	100
Ukuran	11,8000	1,64532	100
Image	12,0900	1,76438	100
Pelabelan	12,0500	1,70783	100

Correlations

		Perilaku Keputusan Pembelian	Kualitas	Harga	Kemasan	Merk
Pearson Correlation	Perilaku Keputusan Pembelian	1,000	,250	,259	,192	,351
	Kualitas	,250	1,000	,124	,274	-,071
	Harga	,259	,124	1,000	,206	,080
	Kemasan	,192	,274	,206	1,000	,156
	Merk	,351	-,071	,080	,156	1,000
	Ukuran	,257	,304	,081	,208	,180
	image	,054	,062	-,024	,042	,013
	Pelabelan	,108	,159	,195	,065	,064
Sig. (1-tailed)	Perilaku Keputusan Pembelian	.	,006	,005	,028	,000
	Kualitas	,006	.	,109	,003	,242
	Harga	,005	,109	.	,020	,215
	Kemasan	,028	,003	,020	.	,060
	Merk	,000	,242	,215	,060	.
	Ukuran	,005	,001	,212	,019	,037
	Image	,296	,270	,407	,337	,450
	Pelabelan	,143	,057	,026	,261	,264
N	Perilaku Keputusan Pembelian	100	100	100	100	100
	Kualitas	100	100	100	100	100
	Harga	100	100	100	100	100
	Kemasan	100	100	100	100	100
	Merk	100	100	100	100	100
	Ukuran	100	100	100	100	100
	Image	100	100	100	100	100
	Pelabelan	100	100	100	100	100

Correlations

		Ukuran	Image	Pelabelan
Pearson Correlation	Perilaku Keputusan Pembelian	,257	,054	,108
	Kualitas	,304	,062	,159
	Harga	,081	-,024	,195
	Kemasan	,208	,042	,065
	Merk	,180	,013	,064
	Ukuran	1,000	-,046	,022
	Image	-,046	1,000	,072
	Pelabelan	,022	,072	1,000
Sig. (1-tailed)	Perilaku Keputusan Pembelian	,005	,296	,143
	Kualitas	,001	,270	,057
	Harga	,212	,407	,026
	Kemasan	,019	,337	,261
	Merk	,037	,450	,264
	Ukuran	.	,325	,416
	Image	,325	.	,238
	Pelabelan	,416	,238	.
N	Perilaku Keputusan Pembelian	100	100	100
	Kualitas	100	100	100
	Harga	100	100	100
	Kemasan	100	100	100
	Merk	100	100	100
	Ukuran	100	100	100
	Image	100	100	100
	Pelabelan	100	100	100

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Pelabelan, Ukuran, Image, Merk, Harga, Kemasan, Kualitas		Enter

a. All requested variables entered.

b. Dependent Variable: Perilaku Keputusan Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,502 ^a	,252	,196	1,91290

a. Predictors: (Constant), Pelabelan, Ukuran, Image, Merk, Harga, Kemasan, Kualitas

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	113,714	7	16,245	4,439	,000 ^a
	Residual	336,646	92	3,659		
	Total	450,360	99			

a. Predictors: (Constant), Pelabelan, Ukuran, Image, Merk, Harga, Kemasan, Kualitas

b. Dependent Variable: Perilaku Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	,508	2,896		,176	,861			
	Kualitas	,259	,128	,203	2,031	,045	,250	,207	,183
	Harga	,258	,126	,193	2,054	,043	,259	,209	,185
	Kemasan	,019	,098	,019	,192	,849	,192	,020	,017
	Merk	,404	,117	,324	3,444	,001	,351	,338	,310
	Ukuran	,155	,127	,120	1,225	,224	,257	,127	,110
	Image	,056	,110	,046	,508	,613	,054	,053	,046
	Pelabelan	,012	,117	,010	,107	,915	,108	,011	,010

a. Dependent Variable: Perilaku Keputusan Pembelian

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
IP1	7,9667	1,6885	,6347	,6698
IP2	7,9000	1,9552	,5750	,7290
IP3	7,7333	2,3402	,6531	,6778

Reliability Coefficients

Number of Cases = 30,0

N of Items = 3

Alpha = ,7714

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
HG1	7,8667	2,8782	,5563	,6326
HG2	6,6333	2,7230	,5519	,6281
HG3	7,3000	2,0793	,5557	,6457

Reliability Coefficients

N of Cases = 30,0

N of Items = 3

Alpha = ,7226

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
PENG1	11,1333	3,2920	,5850	,6798
PENG2	11,0667	3,1678	,5509	,6999
PENG3	11,0333	3,5506	,5087	,7206
PENG4	11,1667	3,3161	,5653	,6905

Reliability Coefficients

N of Cases = 30,0

N of Items = 4

Alpha = ,7551

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
MERK1	7,7000	1,5966	,4394	,6335
MERK2	7,4667	1,5678	,4291	,6510
MERK3	7,4333	1,5644	,5961	,4409

Reliability Coefficients

N of Cases = 30,0

N of Items = 3

Alpha = ,6704

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
UKR1	7,5000	1,5690	,4447	,6447
UKR2	7,4000	1,5586	,4736	,6047
UKR3	7,2333	1,5644	,5588	,4996

Reliability Coefficients

N of Cases = 30,0

N of Items = 3

Alpha = ,6772

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
IMG1	7,6667	1,6782	,4538	,6959
IMG2	7,6000	1,9034	,5494	,5749
IMG3	7,8000	1,6828	,5554	,5519

Reliability Coefficients

N of Cases = 30,0

N of Items = 3

Alpha = ,6977

Reliability

***** Method 1 (space saver) will be used for this analysis *****

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
PLB1	8,0000	1,5862	,4072	,6957
PLB2	7,9333	1,6506	,4249	,6685
PLB3	7,9333	1,2368	,6679	,3346

Reliability Coefficients

N of Cases = 30,0

N of Items = 3

Alpha = ,6797

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
PER1	11,1333	3,7057	,5611	,7137
PER2	10,8667	2,9471	,6914	,6330
PER3	10,9000	3,5414	,4796	,7546
PER4	10,8000	3,4759	,5402	,7212

Reliability Coefficients

N of Cases = 30,0

N of Items = 4

Alpha = ,7645