

# LAMPIRAN





## 2. HARGA

No.	Keterangan	SY	Y	RR	TY	STY
1.	Anda yakin Fruit Tea memiliki harga yang murah					
2.	Anda yakin harga Fruit Tea sesuai dengan kualitas produknya					
3.	Anda yakin pilihan harga yang bervariasi sesuai dengan isi dan bentuk kemasan membuat anda tertarik					
4.	Anda yakin bahwa harga merupakan salah satu faktor yang mempengaruhi pengambilan keputusan pembelian Fruit Tea					

## 3. PROMOSI

No.	Keterangan	SY	Y	RR	TY	STY
1.	Anda yakin promosi iklan yang dilakukan Fruit Tea di media cetak menarik perhatian anda					
2.	Anda yakin promosi iklan yang dilakukan Fruit Tea di media elektronik menarik perhatian anda					
3.	Anda yakin kegiatan sponsorship Fruit Tea dalam acara - acara tertentu menarik perhatian anda					

## 4. DISTRIBUSI

No.	Keterangan	SY	Y	RR	TY	STY
1.	Anda yakin tempat – tempat penjualan Fruit Tea sangat strategis					
2.	Anda yakin Fruit Tea mudah diperoleh					
3.	Anda yakin tempat – tempat penjualan Fruit Tea bagus dan bersih					

**B. Pertanyaan yang berhubungan dengan Evaluasi Obyek terhadap atribut produk Fruit Tea (ei).**

Alternatif jawaban : SS → Sangat Setuju  
 S → Setuju  
 RR → Ragu - ragu  
 TS → Tidak Setuju  
 STS → Sangat Tidak Setuju

**1. PRODUK**

No.	Keterangan	SS	S	RR	TS	STS
1.	Anda merasa Fruit Tea memiliki rasa yang khas					
2.	Anda merasa Fruit Tea memiliki masa keawetan yang tahan lama					
3.	Anda merasa desain kemasan Fruit Tea bagus dan menarik					
4.	Anda merasa citra produk Fruit Tea sudah baik					

**2. HARGA**

No.	Keterangan	SS	S	RR	TS	STS
1.	Anda merasa Fruit Tea memiliki harga yang murah					
2.	Anda merasa harga Fruit Tea sudah sesuai dengan kualitas produknya					
3.	Anda merasa pilihan harga Fruit Tea bervariasi sesuai dengan isi dan bentuk kemasan					
4.	Anda merasa bahwa harga merupakan salah satu faktor yang mempengaruhi pengambilan keputusan pembelian Fruit Tea					

### 3. PROMOSI

No.	Keterangan	SS	S	RR	TS	STS
1.	Anda merasa promosi iklan yang dilakukan Fruit Tea di media cetak menarik					
2.	Anda merasa promosi iklan yang dilakukan Fruit Tea di media elektronik menarik					
3.	Anda merasa kegiatan sponsorship Fruit Tea dalam acara - acara tertentu menarik					

### 4. DISTRIBUSI

No.	Keterangan	SS	S	RR	TS	STS
1.	Anda merasa tempat – tempat penjualan Fruit Tea sangat strategis					
2.	Anda merasa Fruit Tea mudah diperoleh					
3.	Anda merasa tempat penjualan Fruit Tea bagus dan bersih					

Saran dan / kritik anda :

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## Data Keyakinan dan Evaluasi dari Responden

### KEYAKINAN

No.	p1_b	p2_b	p3_b	p4_b	h1_b	h2_b	h3_b	h4_b	ps1_b	ps2_b	ps3_b	d1_b	d2_b	d3_b
1.	2	4	4	4	3	2	4	3	4	2	2	4	4	2
2.	4	4	4	4	4	4	3	4	3	4	4	4	4	4
3.	4	4	4	4	3	4	4	5	4	2	1	3	4	3
4.	3	4	4	4	4	4	3	4	4	4	3	4	3	4
5.	2	2	3	3	4	2	2	4	3	2	2	3	4	2
6.	4	3	4	4	3	3	4	3	2	2	2	2	4	2
7.	4	4	4	4	4	4	4	4	2	2	2	3	4	2
8.	4	5	4	4	4	4	5	5	2	2	2	2	5	2
9.	4	3	4	3	4	3	3	5	3	3	3	3	3	2
10.	5	5	5	5	5	5	5	5	5	3	4	5	5	5
11.	4	4	4	4	4	4	4	4	4	4	4	4	4	4
12.	4	4	4	4	4	4	4	4	4	4	4	3	4	3
13.	5	3	5	4	3	4	4	4	2	4	4	3	3	2
14.	5	4	4	4	3	4	4	3	3	3	4	5	4	3
15.	4	4	3	3	3	3	3	3	3	3	3	3	3	3
16.	4	3	4	4	4	3	4	3	4	2	3	3	4	4
17.	4	4	4	4	4	4	4	4	4	3	3	4	4	4
18.	2	2	3	1	3	3	3	4	4	2	3	4	3	4
19.	4	4	5	5	4	4	5	4	3	5	4	3	5	3
20.	3	5	5	3	5	5	4	5	3	3	4	4	4	3
21.	4	4	4	4	4	4	4	3	3	3	3	4	3	3
22.	5	5	4	4	4	4	5	5	4	4	4	5	4	4
23.	4	3	3	3	3	3	3	4	4	3	4	3	3	4
24.	4	2	4	3	4	4	5	4	2	3	3	4	4	2
25.	4	4	4	4	4	4	4	5	4	3	4	4	4	4
26.	4	4	4	4	3	4	3	4	3	2	3	3	3	3
27.	4	3	4	3	3	3	3	4	4	4	4	4	4	3
28.	3	4	4	3	2	3	4	3	2	3	3	2	3	3
29.	4	5	5	3	4	5	5	5	4	2	3	4	4	4
30.	4	3	3	4	4	4	4	4	5	5	5	4	5	4
31.	4	5	5	4	4	5	4	5	5	4	4	4	5	4
32.	4	4	5	4	4	2	5	5	4	4	5	4	4	4
33.	4	4	4	4	4	5	4	2	4	4	4	4	4	4
34.	5	3	4	4	5	4	4	5	5	4	4	4	5	5
35.	4	4	4	4	5	4	4	4	5	4	4	4	3	4
36.	4	4	3	3	3	5	4	5	4	5	4	5	5	4
37.	5	4	5	4	4	5	3	5	4	5	4	4	4	4
38.	5	4	4	4	4	4	5	5	4	4	4	4	5	4
39.	4	3	3	2	5	3	2	4	4	5	4	3	4	4
40.	4	4	3	4	5	4	4	5	4	5	3	4	5	5
41.	4	3	4	4	5	4	5	5	5	4	3	4	5	4
42.	4	5	5	4	5	5	4	5	3	5	3	4	5	3
43.	5	4	3	4	3	4	4	4	5	2	4	4	5	4
44.	4	4	2	3	2	3	2	4	4	2	5	4	4	5
45.	5	4	5	4	5	5	4	5	4	4	3	4	5	5
46.	4	5	2	4	4	4	4	4	2	5	2	2	4	3
47.	3	5	4	3	4	5	4	5	3	5	4	3	5	5
48.	4	4	4	4	4	4	4	4	4	4	4	4	4	4
49.	4	2	4	4	2	5	4	4	4	5	4	2	4	3
50.	4	4	4	4	4	3	4	3	4	5	4	4	4	4
51.	4	5	4	5	1	4	4	4	5	4	3	4	4	4

52.	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4
53.	5	4	4	5	5	5	4	5	5	4	4	4	3	4	5
54.	5	4	5	5	4	5	5	4	3	5	3	4	5	5	3
55.	5	4	4	4	5	4	4	5	5	5	3	5	5	5	5
56.	5	4	5	4	3	4	4	4	3	4	4	4	4	5	4
57.	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4
58.	4	4	4	4	3	4	4	5	4	4	4	4	5	5	4
59.	4	4	5	4	4	4	5	5	4	5	5	3	3	5	3
60.	5	4	5	5	5	4	4	5	5	5	5	5	2	2	1
61.	4	4	4	4	2	2	4	5	5	4	3	4	5	4	3
62.	4	4	4	4	4	3	5	3	4	3	4	4	5	5	5
63.	5	5	5	5	5	5	5	5	5	5	5	5	4	3	3
64.	5	5	5	2	3	2	5	5	5	5	5	5	4	3	3
65.	3	4	5	4	5	2	4	3	4	2	4	4	2	5	5
66.	5	5	5	4	4	4	4	4	5	5	5	4	5	4	3
67.	5	5	5	4	4	4	4	4	4	4	4	4	4	5	4
68.	4	4	5	2	2	3	3	5	5	4	2	3	5	4	3
69.	4	4	5	4	4	4	4	4	3	4	4	4	4	5	4
70.	4	4	4	5	3	4	5	4	3	3	3	4	4	4	3
71.	3	4	4	5	4	4	4	5	4	3	3	5	4	5	4
72.	4	4	5	4	5	4	4	5	2	4	4	5	3	3	3
73.	4	4	3	4	2	3	3	5	2	4	3	5	5	5	3
74.	4	4	5	5	3	2	2	2	1	2	4	4	5	5	4
75.	4	5	4	4	3	4	4	5	5	4	3	4	5	5	4
76.	4	4	3	5	3	4	5	3	4	5	3	2	2	2	3
77.	4	4	4	4	2	3	5	3	4	4	4	4	4	5	3
78.	5	2	4	4	5	4	4	5	4	4	4	5	4	4	4
79.	4	5	5	4	5	4	4	4	5	4	4	5	4	4	4
80.	3	4	4	4	4	4	4	4	3	3	3	3	3	3	3
81.	5	5	4	4	4	5	3	5	5	4	4	4	4	4	4
82.	4	4	5	4	3	5	3	5	2	5	3	4	4	5	4
83.	5	4	5	4	2	2	3	4	1	3	4	4	1	2	2
84.	1	2	4	5	3	2	5	2	5	4	4	4	4	4	5
85.	3	4	5	4	5	4	4	5	5	4	3	3	4	4	5
86.	4	4	4	4	4	3	4	2	4	4	3	3	4	4	5
87.	4	4	4	4	4	4	4	4	5	5	4	5	5	4	5
88.	4	5	4	5	5	3	3	3	5	2	5	5	3	5	5
89.	4	4	5	5	5	2	5	5	3	5	4	4	4	4	4
90.	4	5	5	5	5	2	5	2	5	2	5	2	5	3	2
91.	4	4	4	4	3	4	4	4	2	4	4	4	4	4	3
92.	5	4	5	4	5	5	3	5	5	4	5	5	5	4	5
93.	4	5	4	5	2	3	2	5	3	5	3	5	3	5	4
94.	5	5	5	2	2	3	5	5	4	4	4	4	4	4	5
95.	4	3	5	4	2	4	4	4	5	4	4	4	4	5	4
96.	4	4	4	4	5	4	4	4	5	4	4	4	4	5	4
97.	4	5	5	4	3	4	4	3	4	4	4	4	4	5	4
98.	5	3	4	2	4	4	4	5	5	3	4	3	4	4	3
99.	3	4	4	5	5	2	5	4	4	4	4	4	5	5	1
100.	3	4	5	3	5	5	3	5	4	5	5	5	4	5	3
100.	4	3	4	4	3	4	4	4	5	3	5	4	4	5	4

## EVALUASI

No.	p1_e	p2_e	p3_e	p4_e	h1_e	h2_e	h3_e	h4_e	ps1_e	ps2_e	ps3_e	d1_e	d2_e	d3_e
1.	3	3	4	4	2	2	4	4	4	4	2	4	4	2
2.	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3.	4	3	4	4	3	4	4	4	4	3	1	3	3	3
4.	3	4	4	4	4	4	4	4	4	4	4	4	4	4
5.	2	5	3	3	4	2	2	3	3	2	2	3	4	2
6.	4	4	4	4	3	3	4	4	2	2	2	2	2	2
7.	4	4	4	4	4	4	4	4	3	4	2	2	4	2
8.	4	3	4	4	4	4	5	4	3	2	2	2	2	2
9.	4	3	4	3	4	3	3	4	2	3	3	3	5	2
10.	5	5	5	5	5	5	5	5	5	3	4	5	5	5
11.	4	4	4	4	4	4	4	4	4	4	4	4	4	4
12.	4	4	4	4	4	4	4	4	4	4	4	3	3	3
13.	5	4	4	4	4	4	4	4	3	4	4	3	4	3
14.	5	4	5	5	3	4	4	3	3	5	4	3	4	3
15.	4	3	3	3	4	3	3	4	3	3	3	3	3	3
16.	4	3	4	4	4	4	4	4	3	4	3	4	4	4
17.	4	4	4	4	4	4	4	4	3	4	3	4	4	4
18.	2	3	1	3	3	3	2	3	2	2	3	4	4	4
19.	4	3	5	5	4	4	5	5	4	5	4	3	4	3
20.	5	4	5	3	3	4	5	4	3	2	4	4	5	3
21.	3	3	4	3	4	4	4	4	3	3	4	4	4	3
22.	4	4	4	5	3	4	3	4	5	5	4	4	5	4
23.	4	3	3	4	3	4	4	4	4	4	3	4	4	4
24.	5	3	4	3	4	4	5	4	3	3	3	4	5	2
25.	4	4	4	4	4	3	5	5	4	3	4	4	5	5
26.	4	2	2	4	2	4	4	4	3	3	4	3	5	3
27.	4	3	3	3	3	3	4	4	4	4	4	4	4	4
28.	4	3	3	4	2	3	3	3	2	3	3	2	2	3
29.	4	4	5	3	4	5	5	5	4	3	4	4	5	3
30.	3	3	3	4	4	4	4	4	5	4	4	3	3	4
31.	4	5	5	4	4	5	5	5	4	4	4	5	4	4
32.	4	5	5	4	5	4	5	5	5	4	5	4	5	4
33.	5	4	4	4	4	4	4	2	4	4	4	4	4	4
34.	5	4	4	5	4	5	5	5	5	4	4	5	5	5
35.	4	4	4	4	5	4	5	4	5	4	4	4	4	4
36.	4	4	5	3	4	5	3	5	4	5	5	4	3	5
37.	4	4	4	4	4	4	4	4	4	4	4	4	4	4
38.	5	4	4	4	4	5	4	5	4	4	4	4	5	4
39.	5	5	5	4	3	4	5	4	4	4	3	5	4	4
40.	4	4	3	4	5	4	4	5	4	4	5	4	5	5
41.	4	3	5	4	5	5	5	5	5	4	5	4	5	4
42.	4	3	5	4	5	5	4	5	4	4	3	4	5	5
43.	4	4	4	5	4	4	5	5	5	5	4	4	5	3
44.	5	5	5	4	5	4	5	4	4	4	3	4	4	5
45.	5	4	5	5	5	5	4	5	4	4	5	4	5	3
46.	3	4	3	4	5	4	2	5	2	2	4	2	4	2
47.	3	5	4	5	4	5	3	4	5	5	3	5	5	3
48.	4	4	4	4	4	4	4	5	4	4	4	4	4	4
49.	4	5	4	4	5	5	4	5	4	4	4	4	4	2
50.	4	4	4	4	4	3	3	5	4	5	4	3	3	5
51.	4	4	4	4	4	4	3	4	5	3	5	4	4	4
52.	4	4	4	4	4	4	4	5	4	4	5	4	4	4
53.	5	4	4	5	5	5	5	5	5	5	4	5	5	5
54.	4	3	3	4	4	5	3	5	4	4	4	4	3	4
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56.	5	3	5	3	5	4	4	5	5	5	4	5	4	3
57.	4	4	5	4	4	4	4	3	5	4	3	4	5	4
58.	4	4	4	4	3	4	4	5	4	4	4	5	4	4
59.	4	4	5	4	4	4	4	4	5	4	5	5	5	4
60.	5	3	4	5	3	4	4	5	3	5	4	5	4	3
61.	4	4	5	4	2	5	5	5	4	4	4	5	5	2
62.	4	5	3	5	3	5	4	3	5	5	3	3	4	3
63.	5	5	5	3	5	5	5	5	4	2	4	3	5	2
64.	4	4	4	4	1	2	2	5	1	2	5	1	5	2
65.	2	5	5	2	4	5	1	3	4	5	1	1	5	4
66.	5	3	4	4	3	4	4	2	4	4	5	5	4	4
67.	4	4	5	4	4	4	4	5	5	4	4	4	4	4
68.	5	5	3	5	2	3	3	5	4	5	3	3	3	5
69.	5	4	4	4	4	4	4	3	4	4	4	4	4	4
70.	4	5	3	4	5	5	3	5	5	3	5	5	5	3
71.	5	4	4	5	5	4	4	5	4	5	2	4	5	4
72.	4	4	4	4	5	4	4	4	4	4	3	5	3	3
73.	3	5	5	4	2	3	3	5	5	3	3	4	3	3
74.	2	2	5	4	5	5	1	2	2	2	2	2	2	2
75.	4	5	4	5	5	4	4	5	4	5	5	4	5	5
76.	3	2	1	2	1	2	5	5	1	2	2	2	1	1
77.	3	2	4	4	2	5	4	2	4	4	4	4	4	4
78.	5	5	5	5	4	4	4	4	4	4	4	5	5	4
79.	4	4	4	5	4	5	4	5	4	3	3	5	4	4
80.	4	4	4	4	4	4	5	4	5	4	4	5	3	4
81.	4	4	5	4	3	4	4	4	5	4	5	3	4	5
82.	2	5	2	2	1	5	5	5	2	1	5	5	2	2
83.	1	2	2	2	2	1	2	2	1	2	2	2	5	4
84.	5	4	5	5	4	4	5	5	4	5	4	5	4	5
85.	4	4	4	4	4	5	3	4	4	3	3	4	4	3
86.	4	4	5	5	4	4	4	5	5	4	4	5	4	4
87.	4	5	3	5	5	3	3	5	4	5	5	3	3	3
88.	4	4	4	3	4	4	4	5	5	3	3	4	4	4
89.	3	5	2	3	5	3	5	3	4	2	5	5	3	3
90.	4	4	5	4	5	4	4	5	4	4	4	4	5	3
91.	5	4	4	5	5	5	4	5	4	5	4	4	4	5
92.	5	3	3	5	2	2	2	4	5	5	5	3	5	3
93.	3	5	2	2	4	3	2	5	5	3	4	3	2	4
94.	4	4	4	4	2	4	4	5	4	4	4	4	3	4
95.	3	5	4	3	5	3	3	3	4	4	5	5	3	3
96.	5	3	4	4	4	4	4	5	5	4	4	4	4	5
97.	4	5	4	4	5	3	5	3	5	4	5	4	4	3
98.	5	3	5	2	4	4	5	5	5	4	5	5	4	3
99.	3	4	5	3	5	4	4	5	4	5	2	4	5	3
100.	5	5	4	4	5	4	4	5	5	4	3	4	5	3

# Correlations Belief

	p1_b	p2_b	p3_b	p4_b	h1_b	h2_b	h3_b	h4_b	prom1_b	prom2_b	prom3_b	d1_b	d2_b	e3_b	total_b	
p1_b	1															
Pearson Correlation		.334	.371*	.536**	.154	.562**	.468**	.192	.003	.337	.396*	.195	.213	.191	.604**	
Sig. (2-tailed)		.071	.044	.002	.417	.002	.009	.309	.986	.069	.030	.302	.258	.312	.000	
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
p2_b		1														
Pearson Correlation			.541**	.489**	.320	.614**	.503**	.346	.131	.064	.083	.207	.286	.286	.533**	
Sig. (2-tailed)			.002	.006	.084	.000	.004	.061	.491	.776	.664	.273	.123	.123	.002	
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
p3_b			1													
Pearson Correlation				.465**	.355	.627**	.605**	.327	.132	.127	.131	.143	.272	.000	.546**	
Sig. (2-tailed)				.010	.054	.000	.000	.078	.487	.505	.461	.450	.146	1.000	.002	
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
p4_b				1												
Pearson Correlation					.321	.364**	.448*	.021	.085	.310	.118	.074	.515**	.087	.549**	
Sig. (2-tailed)					.094	.048	.013	.912	.654	.095	.534	.697	.004	.649	.002	
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
h1_b					1											
Pearson Correlation						.557**	.581**	.533**	.274	.187	.252	.403*	.510**	.279	.630**	
Sig. (2-tailed)						.001	.001	.003	.143	.321	.179	.027	.004	.136	.000	
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
h2_b						1										
Pearson Correlation							.581**	.531**	.119	.263	.364*	.382*	.320	.395*	.740**	
Sig. (2-tailed)							.001	.003	.532	.161	.048	.037	.085	.031	.000	
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
h3_b							1									
Pearson Correlation								.256	-.027	.102	.086	.170	.572**	.085	.541**	
Sig. (2-tailed)								.173	.888	.591	.615	.388	.001	.656	.002	
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
h4_b								1								
Pearson Correlation									.250	.050	.084	.203	.309	.210	.475**	
Sig. (2-tailed)									.183	.793	.619	.282	.097	.284	.008	
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
prom1_b									1							
Pearson Correlation										.235	.364*	.574**	.229	.791**	.472**	
Sig. (2-tailed)										.211	.048	.001	.223	.000	.009	
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
prom2_b										1						
Pearson Correlation											.777**	.461**	.129	.520**	.686**	
Sig. (2-tailed)											.000	.007	.489	.003	.000	
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
prom3_b											1					
Pearson Correlation												.481**	.173	.546**	.622**	
Sig. (2-tailed)												.007	.360	.002	.000	
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
d1_b												1				
Pearson Correlation													.173	.112	.513**	
Sig. (2-tailed)													.360	.557	.004	
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
d2_b													1			
Pearson Correlation														.546**	.586**	
Sig. (2-tailed)														.112	.001	
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
e3_b														1		
Pearson Correlation															.586**	
Sig. (2-tailed)															.001	
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
total_b															1	
Pearson Correlation																.586**
Sig. (2-tailed)																.001
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

\*. Correlation is significant at the 0.05 level (2-tailed).  
\*\*. Correlation is significant at the 0.01 level (2-tailed).

# Correlations Evaluation

Correlations														
p1_e	p2_e	p3_e	p4_e	h1_e	h2_e	h3_e	h4_e	prom1_e	prom2_e	prom3_e	d1_e	d2_e	d3_e	total_e
Pearson Correlation Sig (2-tailed) N	.107 .575 30	.584** .001 30	.316 .089 30	.106 .577 30	.524** .003 30	.612** .000 30	.346 .061 30	.069 .718 30	.218 .248 30	.254 .176 30	.018 .928 30	.190 .314 30	.035 .853 30	.550** .002 30
Pearson Correlation Sig (2-tailed) N	.107 .575 30	.468** .008 30	.208 .269 30	.462** .007 30	.130 .495 30	.033 .861 30	.086 .613 30	.240 .202 30	.004 .984 30	.127 .504 30	.201 .288 30	.171 .366 30	.184 .330 30	.468** .009 30
Pearson Correlation Sig (2-tailed) N	.584** .001 30	.468** .009 30	.300 .051 30	.395** .031 30	.454** .012 30	.684** .000 30	.518** .003 30	.269 .108 30	.285 .128 30	.169 .373 30	.131 .491 30	.197 .296 30	.069 .716 30	.728** .000 30
Pearson Correlation Sig (2-tailed) N	.316 .089 30	.360 .051 30	.1	.012 .948 30	.341 .085 30	.252 .179 30	.203 .283 30	.444** .014 30	.603** .000 30	.152 .423 30	.057 .763 30	.078 .881 30	.306 .100 30	.537** .002 30
Pearson Correlation Sig (2-tailed) N	.106 .577 30	.482** .007 30	.012 .949 30	1	.412** .024 30	.267 .153 30	.451** .012 30	.258 .031 30	.033 .961 30	.211 .264 30	.222 .237 30	.164 .388 30	.213 .259 30	.476** .008 30
Pearson Correlation Sig (2-tailed) N	.524** .003 30	.464** .012 30	.341 .065 30	.412** .024 30	1	.568** .001 30	.467** .009 30	.395** .031 30	.268 .152 30	.431** .017 30	.247 .187 30	.236 .205 30	.334 .072 30	.650** .000 30
Pearson Correlation Sig (2-tailed) N	.612** .000 30	.684** .000 30	.252 .179 30	.684** .000 30	.412** .024 30	1	.731** .000 30	.368** .045 30	.543 .300 30	.189 .300 30	.317 .300 30	.328 .300 30	.577 .300 30	.601** .000 30
Pearson Correlation Sig (2-tailed) N	.346 .061 30	.518** .003 30	.203 .283 30	.451** .012 30	.487** .009 30	.731** .000 30	1	.535** .002 30	.146 .441 30	.239 .108 30	.339 .067 30	.362** .049 30	.293 .117 30	.621** .000 30
Pearson Correlation Sig (2-tailed) N	.089 .718 30	.269 .108 30	.444** .014 30	.256 .031 30	.395** .031 30	.369** .045 30	.535** .002 30	1	.509** .004 30	.371** .044 30	.486** .006 30	.280 .166 30	.538** .002 30	.663** .000 30
Pearson Correlation Sig (2-tailed) N	.218 .248 30	.286 .126 30	.603** .000 30	.033 .881 30	.152 .431** 30	.431** .017 30	.603** .001 30	.268 .108 30	.399** .044 30	.399** .029 30	.167 .377 30	.164 .387 30	.268 .110 30	.551** .002 30
Pearson Correlation Sig (2-tailed) N	.254 .176 30	.127 .504 30	.152 .423 30	.211 .264 30	.431** .017 30	.431** .017 30	.431** .017 30	.371** .044 30	.399** .029 30	1	.462** .010 30	.459** .011 30	.565** .001 30	.622** .000 30
Pearson Correlation Sig (2-tailed) N	.018 .928 30	.288 .128 30	.763 .881 30	.237 .388 30	.187 .300 30	.187 .300 30	.187 .300 30	.187 .300 30	.187 .300 30	.187 .300 30	.187 .300 30	.187 .300 30	.187 .300 30	.187 .300 30
Pearson Correlation Sig (2-tailed) N	.190 .314 30	.197 .296 30	.197 .296 30	.197 .296 30	.197 .296 30	.197 .296 30	.197 .296 30	.197 .296 30	.197 .296 30	.197 .296 30	.197 .296 30	.197 .296 30	.197 .296 30	.197 .296 30
Pearson Correlation Sig (2-tailed) N	.035 .853 30	.035 .853 30	.035 .853 30	.035 .853 30	.035 .853 30	.035 .853 30	.035 .853 30	.035 .853 30	.035 .853 30	.035 .853 30	.035 .853 30	.035 .853 30	.035 .853 30	.035 .853 30
Pearson Correlation Sig (2-tailed) N	.550** .002 30	.550** .002 30	.550** .002 30	.550** .002 30	.550** .002 30	.550** .002 30	.550** .002 30	.550** .002 30	.550** .002 30	.550** .002 30	.550** .002 30	.550** .002 30	.550** .002 30	.550** .002 30

\*\* Correlation is significant at the 0.01 level (2-tailed).  
\* Correlation is significant at the 0.05 level (2-tailed).

## Reliability Believe

### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,853	14

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
p1_b	46,83	36,489	,506	,843
p2_b	46,93	35,789	,521	,842
p3_b	46,67	38,161	,475	,845
p4_b	47,00	36,966	,479	,844
h1_b	47,00	36,966	,566	,840
h2_b	46,97	34,861	,738	,829
h3_b	46,80	36,579	,508	,843
h4_b	46,63	37,826	,409	,848
prom1_b	47,30	36,976	,387	,851
prom2_b	47,63	36,309	,428	,849
prom3_b	47,43	35,564	,522	,842
d1_b	47,13	36,189	,517	,842
d2_b	46,83	37,730	,478	,845
d3_b	47,50	35,776	,518	,842

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
50,67	41,954	6,477	14

## Reliability Evaluation

### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,849	14

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
p1_e	47,17	36,764	,431	,843
p2_e	47,53	38,189	,315	,849
p3_e	47,27	34,685	,559	,835
p4_e	47,23	37,702	,400	,844
h1_e	47,50	37,224	,400	,844
h2_e	47,37	35,482	,637	,832
h3_e	47,10	35,334	,553	,835
h4_e	47,07	36,961	,637	,835
prom1_e	47,63	34,240	,630	,830
prom2_e	47,63	35,964	,421	,844
prom3_e	47,77	34,737	,561	,835
d1_e	47,63	35,964	,511	,838
d2_e	47,13	35,844	,427	,844
d3_e	47,83	35,316	,486	,840

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
51,07	41,306	6,427	14

## Karakteristik Responden

No.	Jenis Kelamin	Program studi	Tahun Angkatan	Uang Saku/ bulan
1.	Perempuan	Akuntansi	2004-2005	<Rp. 400 rb.
2.	Perempuan	Akuntansi	2004-2005	Rp. 400 rb. - Rp. 500 rb.
3.	Laki-laki	Ek. Pembangunan	2004-2005	Rp. 400 rb. - Rp. 500 rb.
4.	Perempuan	Akuntansi	2004-2005	>Rp. 600 rb.
5.	Laki-laki	Ek. Pembangunan	2004-2005	>Rp. 600 rb.
6.	Perempuan	Akuntansi	2002-2003	Rp. 501 rb. - Rp. 600 rb.
7.	Perempuan	Akuntansi	2004-2005	Rp. 400 rb. - Rp. 500 rb.
8.	Perempuan	Akuntansi	2002-2003	Rp. 400 rb. - Rp. 500 rb.
9.	Perempuan	Manajemen	2004-2005	Rp. 400 rb. - Rp. 500 rb.
10.	Laki-laki	Manajemen	<2001	Rp. 501 rb. - Rp. 600 rb.
11.	Perempuan	Akuntansi	2002-2003	Rp. 400 rb. - Rp. 500 rb.
12.	Laki-laki	Manajemen	<2001	>Rp. 600 rb.
13.	Perempuan	Akuntansi	2002-2003	Rp. 400 rb. - Rp. 500 rb.
14.	Perempuan	Akuntansi	2004-2005	Rp. 400 rb. - Rp. 500 rb.
15.	Laki-laki	Ek. Pembangunan	<2001	<Rp. 400 rb.
16.	Perempuan	Manajemen	2004-2005	Rp. 501 rb. - Rp. 600 rb.
17.	Perempuan	Akuntansi	2004-2005	Rp. 400 rb. - Rp. 500 rb.
18.	Laki-laki	Akuntansi	<2001	Rp. 400 rb. - Rp. 500 rb.
19.	Laki-laki	Ek. Pembangunan	2004-2005	Rp. 501 rb. - Rp. 600 rb.
20.	Laki-laki	Akuntansi	<2001	Rp. 400 rb. - Rp. 500 rb.
21.	Perempuan	Manajemen	2002-2003	<Rp. 400 rb.
22.	Perempuan	Akuntansi	2002-2003	Rp. 501 rb. - Rp. 600 rb.
23.	Laki-laki	Manajemen	2004-2005	Rp. 501 rb. - Rp. 600 rb.
24.	Perempuan	Manajemen	2004-2005	Rp. 400 rb. - Rp. 500 rb.
25.	Laki-laki	Akuntansi	2002-2003	Rp. 400 rb. - Rp. 500 rb.
26.	Perempuan	Manajemen	2002-2003	Rp. 501 rb. - Rp. 600 rb.
27.	Laki-laki	Ek. Pembangunan	2002-2003	>Rp. 600 rb.
28.	Perempuan	Ek. Pembangunan	<2001	Rp. 400 rb. - Rp. 500 rb.
29.	Perempuan	Manajemen	2002-2003	Rp. 501 rb. - Rp. 600 rb.
30.	Laki-laki	Ek. Pembangunan	2002-2003	Rp. 400 rb. - Rp. 500 rb.
31.	Laki-laki	Akuntansi	2004-2005	Rp. 501 rb. - Rp. 600 rb.
32.	Perempuan	Akuntansi	2002-2003	Rp. 400 rb. - Rp. 500 rb.
33.	Perempuan	Ek. Pembangunan	2004-2005	Rp. 501 rb. - Rp. 600 rb.
34.	Perempuan	Manajemen	2002-2003	>Rp. 600 rb.
35.	Laki-laki	Akuntansi	2002-2003	Rp. 501 rb. - Rp. 600 rb.
36.	Perempuan	Ek. Pembangunan	2002-2003	Rp. 501 rb. - Rp. 600 rb.
37.	Perempuan	Akuntansi	2004-2005	<Rp. 400 rb.
38.	Perempuan	Akuntansi	2004-2005	>Rp. 600 rb.
39.	Laki-laki	Manajemen	2002-2003	<Rp. 400 rb.
40.	Laki-laki	Ek. Pembangunan	2004-2005	>Rp. 600 rb.
41.	Laki-laki	Akuntansi	<2001	Rp. 501 rb. - Rp. 600 rb.
42.	Laki-laki	Akuntansi	2004-2005	>Rp. 600 rb.
43.	Perempuan	Manajemen	2002-2003	Rp. 400 rb. - Rp. 500 rb.
44.	Laki-laki	Ek. Pembangunan	2002-2003	>Rp. 600 rb.

45.	Perempuan	Akuntansi	2004-2005	>Rp. 600 rb.
46.	Perempuan	Manajemen	2002-2003	Rp. 400 rb. - Rp. 500 rb.
47.	Laki-laki	Ek. Pembangunan	2002-2003	<Rp. 400 rb.
48.	Perempuan	Akuntansi	2002-2003	Rp. 400 rb. - Rp. 500 rb.
49.	Perempuan	Ek. Pembangunan	2002-2003	Rp. 501 rb. - Rp. 600 rb.
50.	Perempuan	Akuntansi	2002-2003	<Rp. 400 rb.
51.	Perempuan	Akuntansi	2002-2003	<Rp. 400 rb.
52.	Perempuan	Akuntansi	<2001	>Rp. 600 rb.
53.	Perempuan	Manajemen	<2001	Rp. 501 rb. - Rp. 600 rb.
54.	Laki-laki	Akuntansi	<2001	Rp. 501 rb. - Rp. 600 rb.
55.	Laki-laki	Manajemen	2002-2003	>Rp. 600 rb.
56.	Perempuan	Akuntansi	2004-2005	<Rp. 400 rb.
57.	Perempuan	Manajemen	2004-2005	<Rp. 400 rb.
58.	Perempuan	Manajemen	<2001	<Rp. 400 rb.
59.	Perempuan	Akuntansi	2002-2003	Rp. 400 rb. - Rp. 500 rb.
60.	Perempuan	Akuntansi	2004-2005	<Rp. 400 rb.
61.	Perempuan	Akuntansi	2002-2003	Rp. 501 rb. - Rp. 600 rb.
62.	Perempuan	Akuntansi	2004-2005	>Rp. 600 rb.
63.	Laki-laki	Akuntansi	2002-2003	>Rp. 600 rb.
64.	Laki-laki	Ek. Pembangunan	<2001	Rp. 501 rb. - Rp. 600 rb.
65.	Laki-laki	Ek. Pembangunan	<2001	Rp. 501 rb. - Rp. 600 rb.
66.	Laki-laki	Akuntansi	2002-2003	Rp. 501 rb. - Rp. 600 rb.
67.	Perempuan	Ek. Pembangunan	2002-2003	Rp. 501 rb. - Rp. 600 rb.
68.	Laki-laki	Akuntansi	2004-2005	>Rp. 600 rb.
69.	Perempuan	Manajemen	2004-2005	>Rp. 600 rb.
70.	Laki-laki	Manajemen	2004-2005	>Rp. 600 rb.
71.	Perempuan	Ek. Pembangunan	2004-2005	Rp. 501 rb. - Rp. 600 rb.
72.	Perempuan	Akuntansi	2004-2005	Rp. 400 rb. - Rp. 500 rb.
73.	Perempuan	Akuntansi	<2001	Rp. 501 rb. - Rp. 600 rb.
74.	Laki-laki	Ek. Pembangunan	<2001	Rp. 501 rb. - Rp. 600 rb.
75.	Perempuan	Ek. Pembangunan	<2001	>Rp. 600 rb.
76.	Laki-laki	Akuntansi	<2001	Rp. 501 rb. - Rp. 600 rb.
77.	Laki-laki	Akuntansi	2002-2003	>Rp. 600 rb.
78.	Laki-laki	Manajemen	2002-2003	>Rp. 600 rb.
79.	Perempuan	Manajemen	2004-2005	>Rp. 600 rb.
80.	Laki-laki	Ek. Pembangunan	2004-2005	Rp. 501 rb. - Rp. 600 rb.
81.	Perempuan	Ek. Pembangunan	2004-2005	Rp. 400 rb. - Rp. 500 rb.
82.	Laki-laki	Akuntansi	2004-2005	>Rp. 600 rb.
83.	Laki-laki	Manajemen	<2001	>Rp. 600 rb.
84.	Laki-laki	Akuntansi	2002-2003	>Rp. 600 rb.
85.	Perempuan	Manajemen	2002-2003	<Rp. 400 rb.
86.	Laki-laki	Akuntansi	2004-2005	>Rp. 600 rb.
87.	Perempuan	Manajemen	2002-2003	Rp. 501 rb. - Rp. 600 rb.
88.	Perempuan	Akuntansi	2002-2003	<Rp. 400 rb.
89.	Laki-laki	Akuntansi	2004-2005	>Rp. 600 rb.
90.	Perempuan	Akuntansi	2002-2003	Rp. 400 rb. - Rp. 500 rb.
91.	Laki-laki	Manajemen	2002-2003	>Rp. 600 rb.
92.	Perempuan	Manajemen	2002-2003	Rp. 400 rb. - Rp. 500 rb.

93.	Laki-laki	Manajemen	2002-2003	>Rp. 600 rb.
94.	Perempuan	Akuntansi	2002-2003	Rp. 501 rb. - Rp. 600 rb.
95.	Perempuan	Akuntansi	<2001	>Rp. 600 rb.
96.	Laki-laki	Ek. Pembangunan	2002-2003	>Rp. 600 rb.
97.	Perempuan	Manajemen	2002-2003	Rp. 501 rb. - Rp. 600 rb.
98.	Laki-laki	Ek. Pembangunan	2004-2005	Rp. 501 rb. - Rp. 600 rb.
99.	Perempuan	Manajemen	<2001	Rp. 501 rb. - Rp. 600 rb.
100.	Perempuan	Ek. Pembangunan	2002-2003	Rp. 400 rb. - Rp. 500 rb.





## FREQUENCY TABLE

### KARAKTERISTIK RESPONDEN

#### Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	42	42,0	42,0	42,0
	Perempuan	58	58,0	58,0	100,0
	Total	100	100,0	100,0	

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		Frequency	Percent	Valid Percent	Cumulative
Valid	Manajemen	29	29,0	29,0	29,0
	Akuntansi	47	47,0	47,0	76,0
	Ekonomi Pembangunan	24	24,0	24,0	100,0
	Total	100	100,0	100,0	

#### Tahun Angkatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<2001	20	20,0	20,0	20,0
	2002-2003	44	44,0	44,0	64,0
	2004-2005	36	36,0	36,0	100,0
	Total	100	100,0	100,0	

#### Uang Saku / bulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<Rp. 400 rb.	14	14,0	14,0	14,0
	Rp. 400 rb. - Rp. 500 rb.	25	25,0	25,0	39,0
	Rp. 501 rb. - Rp. 600 rb.	31	31,0	31,0	70,0
	>Rp. 600 rb.	30	30,0	30,0	100,0
	Total	100	100,0	100,0	

## FREQUENCY TABLE

### KEPERCAYAAN (bi)

#### PRODUK

#### (Rasa yang Khas)

##### p1\_b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Yakin	1	1,0	1,0	1,0
	Tidak Yakin	3	3,0	3,0	4,0
	Ragu-ragu	10	10,0	10,0	14,0
	Yakin	53	53,0	53,0	67,0
	Sangat Yakin	33	33,0	33,0	100,0
	Total	100	100,0	100,0	

#### (Masa Keawetan)

##### p2\_b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Yakin	7	7,0	7,0	7,0
	Ragu-ragu	14	14,0	14,0	21,0
	Yakin	57	57,0	57,0	78,0
	Sangat Yakin	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

#### (Desain Kemasan)

##### p3\_b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Yakin	3	3,0	3,0	3,0
	Ragu-ragu	8	8,0	8,0	11,0
	Yakin	48	48,0	48,0	86,0
	Sangat Yakin	41	41,0	41,0	100,0
	Total	100	100,0	100,0	

**(Citra Produk)**

p4\_b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Yakin	1	1,0	1,0	1,0
	Tidak Yakin	5	5,0	5,0	6,0
	Ragu-ragu	12	12,0	12,0	18,0
	Yakin	61	61,0	61,0	79,0
	Sangat Yakin	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

**HARGA****(Harga yang Murah)**

h1\_b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Yakin	2	2,0	2,0	2,0
	Tidak Yakin	10	10,0	10,0	12,0
	Ragu-ragu	22	22,0	22,0	34,0
	Yakin	32	32,0	32,0	66,0
	Sangat Yakin	34	34,0	34,0	100,0
	Total	100	100,0	100,0	

**(Sesuai dengan Kualitas)**

h2\_b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Yakin	12	12,0	12,0	12,0
	Ragu-ragu	19	19,0	19,0	31,0
	Yakin	49	49,0	49,0	80,0
	Sangat Yakin	20	20,0	20,0	100,0
	Total	100	100,0	100,0	

**(Variasi Harga)**

h3\_b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Yakin	6	6,0	6,0	6,0
	Ragu-ragu	14	14,0	14,0	20,0
	Yakin	51	51,0	51,0	71,0
	Sangat Yakin	29	29,0	29,0	100,0
	Total	100	100,0	100,0	

**(Faktor Keputusan Pembelian)**

h4\_b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Yakin	5	5,0	5,0	5,0
	Ragu-ragu	11	11,0	11,0	16,0
	Yakin	28	28,0	28,0	44,0
	Sangat Yakin	56	56,0	56,0	100,0
	Total	100	100,0	100,0	

**PROMOSI****(Iklan di Media Cetak)**

prom1\_b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Yakin	2	2,0	2,0	2,0
	Tidak Yakin	10	10,0	10,0	12,0
	Ragu-ragu	14	14,0	14,0	26,0
	Yakin	47	47,0	47,0	73,0
	Sangat Yakin	27	27,0	27,0	100,0
	Total	100	100,0	100,0	

**(Iklan di Media Elektronik)**

prom2\_b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Yakin	8	8,0	8,0	8,0
	Ragu-ragu	11	11,0	11,0	19,0
	Yakin	45	45,0	45,0	64,0
	Sangat Yakin	36	36,0	36,0	100,0
	Total	100	100,0	100,0	

**(Sponsorship)**

prom3\_b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Yakin	6	6,0	6,0	6,0
	Ragu-ragu	21	21,0	21,0	27,0
	Yakin	58	58,0	58,0	85,0
	Sangat Yakin	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

**DISTRIBUSI****(Tempat Penjualan Strategis)****d1\_b**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Yakin	1	1,0	1,0	1,0
	Tidak Yakin	6	6,0	6,0	7,0
	Ragu-ragu	14	14,0	14,0	21,0
	Yakin	52	52,0	52,0	73,0
	Sangat yakin	27	27,0	27,0	100,0
	Total	100	100,0	100,0	

**(Mudah Diperoleh)****d2\_b**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Yakin	4	4,0	4,0	4,0
	Ragu-ragu	10	10,0	10,0	14,0
	Yakin	47	47,0	47,0	61,0
	Sangat Yakin	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

**(Tempat Penjualan Bagus dan Bersih)****d3\_b**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Yakin	2	2,0	2,0	2,0
	Tidak Yakin	7	7,0	7,0	9,0
	Ragu-ragu	19	19,0	19,0	28,0
	Yakin	46	46,0	46,0	74,0
	Sangat Yakin	26	26,0	26,0	100,0
	Total	100	100,0	100,0	

**EVALUASI (ei)****PRODUK****(Rasa yang Khas)****p1\_e**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	1	1,0	1,0	1,0
Tidak Setuju	3	3,0	3,0	4,0
Ragu-ragu	11	11,0	11,0	15,0
Setuju	50	50,0	50,0	65,0
Sangat Setuju	35	35,0	35,0	100,0
Total	100	100,0	100,0	

**(Masa Keawetan)****p2\_e**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak Setuju	4	4,0	4,0	4,0
Ragu-ragu	22	22,0	22,0	26,0
Setuju	47	47,0	47,0	73,0
Sangat Setuju	27	27,0	27,0	100,0
Total	100	100,0	100,0	

**(Desain Kemasan)****p3\_e**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	1	1,0	1,0	1,0
Tidak Setuju	3	3,0	3,0	4,0
Ragu-ragu	9	9,0	9,0	13,0
Setuju	43	43,0	43,0	82,0
Sangat Setuju	44	44,0	44,0	100,0
Total	100	100,0	100,0	

**(Citra Produk)**

p4\_e

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	6	6,0	6,0	6,0
	Ragu-ragu	11	11,0	11,0	17,0
	Setuju	59	59,0	59,0	76,0
	Sangat Setuju	24	24,0	24,0	100,0
	Total	100	100,0	100,0	

**HARGA****(Harga yang Murah)**

h1\_e

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	3,0	3,0	3,0
	Tidak Setuju	9	9,0	9,0	12,0
	Ragu-ragu	9	9,0	9,0	21,0
	Setuju	38	38,0	38,0	59,0
	Sangat Setuju	41	41,0	41,0	100,0
	Total	100	100,0	100,0	

**(Sesuai dengan Kualitas)**

h2\_e

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1,0	1,0	1,0
	Tidak Setuju	4	4,0	4,0	5,0
	Ragu-ragu	12	12,0	12,0	17,0
	Setuju	45	45,0	45,0	62,0
	Sangat Setuju	38	38,0	38,0	100,0
	Total	100	100,0	100,0	

**(Variasi Harga)**

h3\_e

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2,0	2,0	2,0
	Tidak Setuju	7	7,0	7,0	9,0
	Ragu-ragu	15	15,0	15,0	24,0
	Setuju	42	42,0	42,0	66,0
	Sangat Setuju	34	34,0	34,0	100,0
	Total	100	100,0	100,0	

**(Faktor Keputusan Pembelian)**

h4\_e

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak Setuju	5	5,0	5,0	5,0
Ragu-ragu	9	9,0	9,0	14,0
Setuju	23	23,0	23,0	37,0
Sangat Setuju	63	63,0	63,0	100,0
Total	100	100,0	100,0	

**PROMOSI****(Iklan di Media Cetak)**

prom1\_e

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	3	3,0	3,0	3,0
Tidak Setuju	5	5,0	5,0	8,0
Ragu-ragu	7	7,0	7,0	15,0
Setuju	53	53,0	53,0	68,0
Sangat Setuju	32	32,0	32,0	100,0
Total	100	100,0	100,0	

**(Iklan di Media Elektronik)**

prom2\_e

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	1	1,0	1,0	1,0
Tidak Setuju	10	10,0	10,0	11,0
Ragu-ragu	9	9,0	9,0	20,0
Setuju	51	51,0	51,0	71,0
Sangat Setuju	29	29,0	29,0	100,0
Total	100	100,0	100,0	

**(Sponsorship)**

prom3\_e

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	2	2,0	2,0	2,0
Tidak Setuju	7	7,0	7,0	9,0
Ragu-ragu	17	17,0	17,0	26,0
Setuju	48	48,0	48,0	74,0
Sangat Setuju	26	26,0	26,0	100,0
Total	100	100,0	100,0	



**DISTRIBUSI****(Tempat Penjualan Strategis)**

d1\_e

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2,0	2,0	2,0
	Tidak Setuju	5	5,0	5,0	7,0
	Ragu-ragu	7	7,0	7,0	14,0
	Setuju	58	58,0	58,0	72,0
	Sangat Setuju	28	28,0	28,0	100,0
	Total	100	100,0	100,0	

**(Mudah Diperoleh)**

d2\_e

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1,0	1,0	1,0
	Tidak Setuju	4	4,0	4,0	5,0
	Ragu-ragu	15	15,0	15,0	20,0
	Setuju	42	42,0	42,0	62,0
	Sangat Setuju	38	38,0	38,0	100,0
	Total	100	100,0	100,0	

**(Tempat Penjualan Bagus dan Bersih)**

d3\_e

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1,0	1,0	1,0
	Tidak Setuju	13	13,0	13,0	14,0
	Ragu-ragu	26	26,0	26,0	40,0
	Setuju	41	41,0	41,0	81,0
	Sangat Setuju	19	19,0	19,0	100,0
	Total	100	100,0	100,0	