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**LAMPIRAN**

**LAMPIRAN 1**

**KUESIONER PENELITIAN**

1. **Identitas Peneliti**

Nama : Dian Chairani

NPM : 163114293

Alamat : Desa Kuala Tanjung

Program Studi : Manajemen

Fakultas : Ekonomi

Asal Perguruan Tinggi : Universitas Muslim Nusantara (UMN) Al

Washliyah Medan

Judul Skripsi : “Pengaruh Brand Image dan Desain Terhadap Minat Beli Sepatu Bata (Studi kasus pada Masyarakat Desa Kuala Tanjung Kabupaten Batu Bara)”.

Saya adalah mahasiswa Universitas Muslim Nusantara Al Washliyah Fakultas Ekonomi Jurusan Manajemen yang sedang melakukan penelitian tentang “Pengaruh Brand Image dan Desain Terhadap Minat Beli Sepatu Bata (Studi kasus pada Masyarakat Desa Kuala Tanjung Kab Batu Bara)”.

Data dan informasi yang Bapak/Ibu/Abang/Kakak berikan merupakan hal yang sangat berharga. Oleh karena itu, partisipasi dan kesediaan Bapak/Ibu/Abang/Kakak dalam menjawab kuesioner ini sangat saya hargai.

Akhir kata, saya ucapkan terima kasih kepada responden yang telah besedia meluangkan waktunya untuk mengisi kuesioner ini.

Medan, September 2020 Peneliti,

**DIAN CHAIRANI**

**NPM : 163114293**

1. Identitas Responden

No. Responden :

Nama :

Jenis Kelamin : *Laki-laki/Perempuan*

Umur : 18-25 Tahun 31-35 Tahun

26-30 Tahun > 35 Tahun

1. Penilaian Jawaban

Pada pernyataan berikut ini, anda dimohon untuk memberikan tanda ***Checklist (V)*** pada salah satu jawaban yang tersedia dan sesuai dengan jawaban anda.

Jawaban yang anda berikan akan dinilai berdasarkan ketentuuan seperti yang tercantum dibawah ini

Keterangan jawaban :

1. Sangat Setuju diberi skor 5
2. Setuju diberi skor 4
3. Kurang Setuju diberi skor 3
4. Tidak Setuju diberi skor 2
5. Sangat Tidak Setuju diberi skor 1

**DAFTAR PERNYATAAN**

***BRAND IMAGE***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | PERNYATAAN | ALTERNATIF JAWABAN | | | | |
| SS | S | KS | TS | STS |
| *Brand Identity* (Identitas Merek) | | | | | | |
| 1 | Merek Sepatu Bata mudah diingat |  |  |  |  |  |
| 2 | Merek Sepatu Bata sudah dikenal banyak orang |  |  |  |  |  |
| *Brand Personality* (Personalitas Merek) | | | | | | |
| 3 | Sepatu Bata mampu mendorong saya memilih merek ini dari pada merek lain |  |  |  |  |  |
| 4 | Sepatu Bata menunjukkan sesuatu yang baru, berbeda dan tidak meniru Merek lainnya |  |  |  |  |  |
| *Brand Assosiation* ( Asosiasi Merek) | | | | | | |
| 5 | Sepatu Bata adalah Sepatu dengan inovasi desain yang tinggi |  |  |  |  |  |
| 6 | Sepatu Bata diproduksi oleh perusahaan yang kredibilitasnya tinggi (terpercaya) |  |  |  |  |  |
| *Brand Attitude and Behavior* (Sikap dan Prilaku Merek) | | | | | | |
| 7 | Saya memiliki sikap yang positif terhadap Sepatu Bata karena kualitas yang tinggi |  |  |  |  |  |
| 8 | Saya sangat menyukai Sepatu Bata |  |  |  |  |  |
| *Brand Benefit and Corporate* (Manfaat dan keunggulan Merek) | | | | | | |
| 9 | Menggunakan Sepatu Bata membuat saya merasa lebih percaya diri |  |  |  |  |  |
| 10 | Kualitas Bahan Sepatu Bata tahan lama dan tidak mudah rusak |  |  |  |  |  |

**DESAIN**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | PERNYATAAN | ALTERNATIF JAWABAN | | | | |
| SS | S | KS | TS | STS |
| *Style* (Gaya) | | | | | | |
| 1 | Sepatu Bata memiliki desain yang menarik ditiap jenisnya |  |  |  |  |  |
| 2 | Desain Sepatu Bata selaras dengan Inovasi yang diberikan |  |  |  |  |  |
| 3 | Desain Sepatu Bata simple namun elegan sehingga banyak masyarakat tertarik dengan Sepatu Bata |  |  |  |  |  |
| *Durability* (Daya Tahan) | | | | | | |
| 4 | Penggunaan Bahan dengan kualitas baik yang menjadikan Sepatu Bata lebih tahan lama dalam Pemakaian |  |  |  |  |  |
| 5 | Sepatu Bata memiliki ketahanan yang sangat baik sehingga tidak mudah rusak |  |  |  |  |  |
| 6 | Sepatu Bata awet digunakan bertahun-tahun lamanya |  |  |  |  |  |
| *Realibility* (Keandalan) | | | | | | |
| 7 | Kualitas bahan Sepatu Bata sangat baik. |  |  |  |  |  |
| 8 | Desain Sepatu Bata selaras dengan bahan yang diberikan |  |  |  |  |  |
| *Reparability* (Mudah Diperbaiki) | | | | | | |
| 9 | Sepatu Bata mudah diperbaiki jika rusak |  |  |  |  |  |
| 10 | Sepatu Bata memiliki ketahanan yang sangat baik sehingga tidak mudah rusak |  |  |  |  |  |

**MINAT BELI**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | PERNYATAAN | ALTERNATIF JAWABAN | | | | |
| SS | S | KS | TS | STS |
| *Transaksional* | | | | | | |
| 1 | Saya berniat membeli karena produk Sepatu Bata berkualitas |  |  |  |  |  |
| 2 | Saya tertarik untuk membeli Sepatu Bata karena tersedia banyak pilihan |  |  |  |  |  |
| 3 | Saya akan membeli produk-produk terbaru dari Sepatu Bata |  |  |  |  |  |
| *Referensional* | | | | | | |
| 4 | Saya akan merekomendasikan Sepatu Batapada kerabat dekat saat membeli Sepatu*.* |  |  |  |  |  |
| 5 | Saya akan merekomendasikan keunggulan Sepatu Bata kepada orang lain. |  |  |  |  |  |
| *Preferensial* | | | | | | |
| 6 | Saya memiliki kesan positif terhadap Sepatu Bata dibandingkan Sepatu merek lain. |  |  |  |  |  |
| 7 | Sepatu Bata lebih menarik perhatian saya |  |  |  |  |  |
| 8 | Seandainya saya perlu mengganti Sepatu, maka merek Bata menjadi pilihan utama |  |  |  |  |  |
| *Eksploratif* | | | | | | |
| 9 | Saya tertarik membeli Sepatu Bata setelah mendapat informasi dari teman atau kerabat |  |  |  |  |  |
| 10 | Saya selalu mencari informasi mengenai Produk Sepatu Bata |  |  |  |  |  |

**LAMPIRAN 2   
TABULASI JAWABAN ANGKET RESPONDEN**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Pernyataan Variabel X1**  **(Brand Image)** | | | | | | | | | | | | | | | | | | | | | | | **Total.X1** |
| **X1.1** | | **X1.2** | | **X1.3** | | **X1.4** | | **X1.5** | | **X1.6** | | **X1.7** | | **X1.8** | | **X1.9** | | | **X1.10** | | | |
| **1** | 3 | | 3 | | 3 | | 2 | | 2 | | 2 | | 3 | | 3 | | 3 | | | 3 | | | | **27** |
| **2** | 5 | | 5 | | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 5 | | | 4 | | | | **44** |
| **3** | 3 | | 3 | | 4 | | 4 | | 3 | | 4 | | 4 | | 4 | | 3 | | | 4 | | | | **36** |
| **4** | 4 | | 4 | | 5 | | 4 | | 4 | | 5 | | 5 | | 5 | | 4 | | | 4 | | | | **44** |
| **5** | 2 | | 1 | | 2 | | 2 | | 1 | | 2 | | 1 | | 2 | | 1 | | | 2 | | | | **16** |
| **6** | 4 | | 3 | | 3 | | 4 | | 4 | | 4 | | 3 | | 4 | | 4 | | | 4 | | | | **37** |
| **7** | 4 | | 4 | | 3 | | 4 | | 3 | | 4 | | 4 | | 4 | | 4 | | | 4 | | | | **38** |
| **8** | 4 | | 5 | | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 5 | | | 4 | | | | **43** |
| **9** | 4 | | 4 | | 5 | | 4 | | 4 | | 5 | | 5 | | 5 | | 5 | | | 4 | | | | **45** |
| **10** | 4 | | 3 | | 4 | | 3 | | 3 | | 3 | | 3 | | 4 | | 3 | | | 4 | | | | **34** |
| **11** | 4 | | 4 | | 4 | | 4 | | 4 | | 2 | | 3 | | 4 | | 4 | | | 3 | | | | **36** |
| **12** | 4 | | 5 | | 5 | | 4 | | 3 | | 5 | | 4 | | 5 | | 5 | | | 2 | | | | **42** |
| **13** | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 5 | | 4 | | 4 | | | 4 | | | | **42** |
| **14** | 5 | | 4 | | 5 | | 4 | | 4 | | 5 | | 5 | | 5 | | 4 | | | 4 | | | | **45** |
| **15** | 4 | | 4 | | 4 | | 5 | | 5 | | 4 | | 5 | | 4 | | 5 | | | 4 | | | | **44** |
| **16** | 3 | | 4 | | 4 | | 3 | | 4 | | 3 | | 4 | | 3 | | 3 | | | 3 | | | | **34** |
| **17** | 3 | | 2 | | 4 | | 3 | | 4 | | 5 | | 5 | | 3 | | 3 | | | 3 | | | | **35** |
| **18** | 2 | | 3 | | 3 | | 2 | | 3 | | 3 | | 3 | | 2 | | 3 | | | 2 | | | | **26** |
| **No.**  **Responden** | **Pernyataan Variabel X1**  **(Brand Image)** | | | | | | | | | | | | | | | | | | | | | | | **Total.X1** |
| **X1.1** | | **X1.2** | | **X1.3** | | **X1.4** | | **X1.5** | | **X1.6** | | **X1.7** | | **X1.8** | | **X1.9** | **X1.10** | | | | | |  |
| **19** | 2 | | 2 | | 3 | | 4 | | 3 | | 2 | | 3 | | 3 | | 2 | 2 | | | | | | **26** |
| **20** | 3 | | 3 | | 3 | | 3 | | 4 | | 3 | | 3 | | 4 | | 2 | 2 | | | | | | **30** |
| **21** | 3 | | 4 | | 4 | | 4 | | 4 | | 3 | | 4 | | 3 | | 3 | 2 | | | | | | **34** |
| **22** | 2 | | 2 | | 4 | | 4 | | 3 | | 3 | | 3 | | 4 | | 3 | 3 | | | | | | **31** |
| **23** | 3 | | 2 | | 3 | | 3 | | 2 | | 2 | | 3 | | 3 | | 2 | 3 | | | | | | **26** |
| **24** | 5 | | 4 | | 4 | | 5 | | 5 | | 5 | | 5 | | 5 | | 4 | 5 | | | | | | **47** |
| **25** | 4 | | 5 | | 4 | | 3 | | 3 | | 3 | | 3 | | 4 | | 4 | 3 | | | | | | **36** |
| **26** | 4 | | 5 | | 5 | | 5 | | 4 | | 5 | | 5 | | 5 | | 5 | 4 | | | | | | **47** |
| **27** | 4 | | 4 | | 5 | | 5 | | 4 | | 5 | | 4 | | 5 | | 5 | 5 | | | | | | **46** |
| **28** | 5 | | 5 | | 5 | | 5 | | 5 | | 3 | | 5 | | 5 | | 5 | 5 | | | | | | **48** |
| **29** | 3 | | 2 | | 3 | | 2 | | 2 | | 3 | | 2 | | 2 | | 3 | 3 | | | | | | **25** |
| **30** | 5 | | 3 | | 5 | | 5 | | 3 | | 5 | | 5 | | 5 | | 4 | 3 | | | | | | **43** |
| **31** | 5 | | 3 | | 5 | | 3 | | 3 | | 3 | | 4 | | 3 | | 4 | 3 | | | | | | **36** |
| **32** | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | 4 | | | | | | **40** |
| **33** | 5 | | 4 | | 5 | | 5 | | 5 | | 4 | | 4 | | 5 | | 5 | 5 | | | | | | **47** |
| **34** | 4 | | 5 | | 3 | | 3 | | 4 | | 3 | | 3 | | 3 | | 5 | 4 | | | | | | **37** |
| **35** | 5 | | 3 | | 5 | | 5 | | 5 | | 4 | | 5 | | 5 | | 5 | 5 | | | | | | **47** |
| **36** | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 4 | | 3 | 3 | | | | | | **31** |
| **37** | 4 | | 5 | | 5 | | 4 | | 4 | | 4 | | 5 | | 4 | | 5 | 4 | | | | | | **44** |
| **38** | 4 | | 4 | | 5 | | 4 | | 4 | | 5 | | 4 | | 5 | | 4 | 4 | | | | | | **43** |
| **39** | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | 4 | | | | | | **40** |
| **No.**  **Responden** | **Pernyataan Variabel X1**  **(Brand Image)** | | | | | | | | | | | | | | | | | | | | | | **Total.X1** | |
| **X1.1** | **X1.2** | | **X1.3** | | **X1.4** | | **X1.5** | | **X1.6** | | **X1.7** | | **X1.8** | | **X1.9** | | | **X1.10** | | |  | | |
| **40** | 3 | 2 | | 3 | | 2 | | 3 | | 2 | | 3 | | 2 | | 3 | | | 2 | | | **25** | | |
| **41** | 3 | 4 | | 3 | | 4 | | 3 | | 4 | | 3 | | 4 | | 3 | | | 4 | | | **35** | | |
| **42** | 4 | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | | 4 | | | **40** | | |
| **43** | 3 | 2 | | 3 | | 5 | | 4 | | 3 | | 5 | | 4 | | 3 | | | 3 | | | **35** | | |
| **44** | 4 | 4 | | 4 | | 5 | | 3 | | 5 | | 2 | | 4 | | 5 | | | 4 | | | **40** | | |
| **45** | 2 | 3 | | 2 | | 3 | | 2 | | 3 | | 2 | | 3 | | 2 | | | 3 | | | **25** | | |
| **46** | 3 | 2 | | 4 | | 5 | | 4 | | 5 | | 4 | | 5 | | 4 | | | 5 | | | **41** | | |
| **47** | 4 | 4 | | 3 | | 4 | | 4 | | 4 | | 5 | | 5 | | 5 | | | 3 | | | **41** | | |
| **48** | 3 | 4 | | 3 | | 3 | | 4 | | 3 | | 3 | | 4 | | 3 | | | 4 | | | **34** | | |
| **49** | 3 | 4 | | 3 | | 3 | | 3 | | 4 | | 3 | | 3 | | 3 | | | 3 | | | **32** | | |
| **50** | 3 | 4 | | 3 | | 4 | | 4 | | 4 | | 4 | | 4 | | 3 | | | 4 | | | **37** | | |
| **51** | 4 | 5 | | 4 | | 4 | | 5 | | 5 | | 5 | | 5 | | 4 | | | 5 | | | **46** | | |
| **52** | 5 | 4 | | 4 | | 4 | | 4 | | 3 | | 4 | | 4 | | 3 | | | 5 | | | **40** | | |
| **53** | 2 | 3 | | 3 | | 2 | | 3 | | 3 | | 2 | | 3 | | 3 | | | 2 | | | **26** | | |
| **54** | 2 | 3 | | 2 | | 3 | | 2 | | 3 | | 3 | | 3 | | 2 | | | 3 | | | **26** | | |
| **55** | 4 | 4 | | 4 | | 4 | | 4 | | 5 | | 3 | | 4 | | 4 | | | 4 | | | **40** | | |
| **56** | 3 | 2 | | 3 | | 2 | | 3 | | 2 | | 2 | | 2 | | 3 | | | 3 | | | **25** | | |
| **57** | 4 | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 5 | | 4 | | | 4 | | | **42** | | |
| **58** | 3 | 3 | | 3 | | 4 | | 4 | | 4 | | 3 | | 3 | | 3 | | | 3 | | | **33** | | |
| **59** | 5 | 3 | | 5 | | 4 | | 2 | | 5 | | 2 | | 3 | | 5 | | | 5 | | | **39** | | |
| **No.**  **Responden** | **Pernyataan Variabel X1**  **(Brand Image)** | | | | | | | | | | | | | | | | | | | | | **Total.X1** | | |
| **X1.1** | **X1.2** | | **X1.3** | | **X1.4** | | **X1.5** | | **X1.6** | | **X1.7** | | **X1.8** | | **X1.9** | | | **X1.10** | | |  | | |
| **60** | 3 | 4 | | 3 | | 4 | | 4 | | 3 | | 3 | | 4 | | 3 | | | 3 | | | **34** | | |
| **61** | 4 | 4 | | 3 | | 5 | | 4 | | 4 | | 5 | | 4 | | 3 | | | 5 | | | **41** | | |
| **62** | 5 | 5 | | 4 | | 3 | | 5 | | 4 | | 5 | | 5 | | 3 | | | 5 | | | **44** | | |
| **63** | 5 | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | | 5 | | | **50** | | |
| **64** | 4 | 4 | | 3 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | | 4 | | | **39** | | |
| **65** | 1 | 2 | | 4 | | 1 | | 2 | | 1 | | 4 | | 3 | | 1 | | | 1 | | | **20** | | |
| **66** | 4 | 4 | | 3 | | 3 | | 3 | | 4 | | 4 | | 4 | | 4 | | | 3 | | | **36** | | |
| **67** | 4 | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 3 | | 4 | | | 4 | | | **39** | | |
| **68** | 4 | 4 | | 4 | | 3 | | 5 | | 4 | | 4 | | 5 | | 4 | | | 4 | | | **41** | | |
| **69** | 4 | 4 | | 4 | | 3 | | 4 | | 5 | | 4 | | 5 | | 4 | | | 5 | | | **42** | | |
| **70** | 4 | 4 | | 3 | | 4 | | 4 | | 4 | | 5 | | 5 | | 3 | | | 4 | | | **40** | | |
| **71** | 4 | 4 | | 4 | | 4 | | 4 | | 5 | | 5 | | 5 | | 4 | | | 5 | | | **44** | | |
| **72** | 4 | 4 | | 4 | | 4 | | 4 | | 5 | | 5 | | 5 | | 4 | | | 5 | | | **44** | | |
| **73** | 4 | 4 | | 3 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | | 5 | | | **40** | | |
| **74** | 4 | 4 | | 3 | | 4 | | 4 | | 4 | | 5 | | 5 | | 3 | | | 4 | | | **40** | | |
| **75** | 4 | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 3 | | | 4 | | | **40** | | |
| **76** | 4 | 4 | | 3 | | 4 | | 4 | | 4 | | 4 | | 5 | | 3 | | | 4 | | | **39** | | |
| **77** | 5 | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | | 4 | | | **41** | | |
| **78** | 4 | 4 | | 4 | | 4 | | 3 | | 4 | | 4 | | 5 | | 4 | | | 5 | | | **41** | | |
| **79** | 4 | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 5 | | | 5 | | | **43** | | |
| **80** | 3 | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | | 3 | | | **30** | | |
| **No.**  **Responden** | **Pernyataan Variabel X1**  **(Brand Image)** | | | | | | | | | | | | | | | | | | | | **Total.X1** | | | |
| **X1.1** | **X1.2** | | **X1.3** | | **X1.4** | | **X1.5** | | **X1.6** | | **X1.7** | | **X1.8** | | **X1.9** | | | **X1.10** | | |  | | |
| **81** | 4 | 4 | | 4 | | 4 | | 4 | | 5 | | 5 | | 5 | | 4 | | | 5 | | | **44** | | |
| **82** | 5 | 5 | | 4 | | 4 | | 5 | | 5 | | 5 | | 3 | | 4 | | | 4 | | | **44** | | |
| **83** | 5 | 4 | | 3 | | 4 | | 5 | | 5 | | 4 | | 4 | | 4 | | | 4 | | | **42** | | |
| **84** | 4 | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 3 | | 4 | | | 5 | | | **40** | | |
| **85** | 4 | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 3 | | | 4 | | | **39** | | |
| **86** | 4 | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | | 4 | | | **40** | | |
| **87** | 4 | 5 | | 3 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | | 4 | | | **40** | | |
| **88** | 5 | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 4 | | | 5 | | | **44** | | |
| **89** | 5 | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 4 | | | 5 | | | **44** | | |
| **90** | 5 | 4 | | 4 | | 4 | | 4 | | 4 | | 3 | | 3 | | 4 | | | 5 | | | **40** | | |
| **91** | 5 | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | | 5 | | | **50** | | |
| **92** | 4 | 4 | | 4 | | 3 | | 4 | | 4 | | 4 | | 4 | | 4 | | | 4 | | | **39** | | |
| **93** | 4 | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 4 | | 5 | | | 5 | | | **43** | | |
| **94** | 4 | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 4 | | | 4 | | | **41** | | |
| **95** | 4 | 5 | | 4 | | 4 | | 5 | | 4 | | 5 | | 5 | | 3 | | | 5 | | | **44** | | |
| **Total** | **362** | **358** | | **360** | | **360** | | **356** | | **367** | | **370** | | **384** | | **353** | | | **366** | | | **3636** | | |

*Sumber: Data diolah oleh Peneliti,202*

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No. Responden** | **Pernyataan Variabel X2**  **(Desain)** | | | | | | | | | | | **Total.X2** |
| **X2.1** | | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **X2.10** |
| **1** | 4 | | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | **33** |
| **2** | 5 | | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | **45** |
| **3** | 3 | | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | **37** |
| **4** | 3 | | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | **26** |
| **5** | 4 | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **40** |
| **6** | 3 | | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | **35** |
| **7** | 3 | | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | **36** |
| **8** | 4 | | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | **46** |
| **9** | 4 | | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | **44** |
| **10** | 3 | | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | **26** |
| **11** | 3 | | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | **26** |
| **12** | 4 | | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | **47** |
| **13** | 5 | | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | **44** |
| **14** | 5 | | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | **48** |
| **15** | 4 | | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | **42** |
| **16** | 3 | | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | **33** |
| **17** | 3 | | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 3 | **31** |
| **18** | 1 | | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | **14** |
| **19** | 2 | | 3 | 2 | 2 | 2 | 2 | 3 | 4 | 3 | 2 | **25** |
| **No. Responden** | **Pernyataan Variabel X2**  **(Desain)** | | | | | | | | | | | **Total.X2** |
| **X2.1** | | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **X2.10** |
| **20** | 2 | | 4 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | **29** |
| **21** | 4 | | 2 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 3 | **33** |
| **22** | 3 | | 3 | 3 | 3 | 2 | 2 | 4 | 4 | 3 | 3 | **30** |
| **23** | 3 | | 2 | 5 | 4 | 3 | 2 | 3 | 3 | 2 | 2 | **29** |
| **24** | 5 | | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | **45** |
| **25** | 5 | | 5 | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 5 | **41** |
| **26** | 5 | | 3 | 5 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | **44** |
| **27** | 4 | | 3 | 3 | 3 | 3 | 4 | 3 | 5 | 4 | 5 | **37** |
| **28** | 4 | | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 3 | **45** |
| **29** | 5 | | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | **45** |
| **30** | 3 | | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | **26** |
| **31** | 3 | | 3 | 4 | 3 | 5 | 3 | 5 | 3 | 3 | 3 | **35** |
| **32** | 5 | | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | **46** |
| **33** | 4 | | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | **45** |
| **34** | 3 | | 5 | 5 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | **39** |
| **35** | 5 | | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | **45** |
| **36** | 3 | | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | **33** |
| **37** | 2 | | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | **26** |
| **38** | 5 | | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | **45** |
| **39** | 5 | | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | **43** |
| **No. Responden** | **Pernyataan Variabel X2**  **(Desain)** | | | | | | | | | | | **Total.X2** |
| **X2.1** | | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **X2.10** |
| **40** | 4 | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **40** |
| **41** | 4 | | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | **46** |
| **42** | 3 | | 2 | 2 | 4 | 2 | 4 | 3 | 2 | 2 | 2 | **26** |
| **43** | 3 | | 4 | 3 | 3 | 3 | 2 | 3 | 5 | 4 | 3 | **33** |
| **44** | 5 | | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | **43** |
| **45** | 3 | | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | **26** |
| **46** | 3 | | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | **26** |
| **47** | 3 | | 5 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | **39** |
| **48** | 5 | | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | **45** |
| **49** | 4 | | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | **41** |
| **50** | 3 | | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | **36** |
| **51** | 3 | | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | **25** |
| **52** | 5 | | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | **41** |
| **53** | 4 | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | **41** |
| **54** | 2 | | 3 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 3 | **21** |
| **55** | 4 | | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | **43** |
| **56** | 3 | | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | **27** |
| **57** | 5 | | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | **44** |
| **58** | 2 | | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | **26** |
| **59** | 2 | | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | **22** |
| **No. Responden** | **Pernyataan Variabel X2**  **(Desain)** | | | | | | | | | | | **Total.X2** |
| **X2.1** | | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **X2.10** |
| **60** | 2 | | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | **25** |
| **61** | 4 | | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | **33** |
| **62** | 5 | | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | **45** |
| **63** | 3 | | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | **37** |
| **64** | 3 | | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | **26** |
| **65** | 4 | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **40** |
| **66** | 3 | | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | **35** |
| **67** | 3 | | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | **36** |
| **68** | 4 | | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | **46** |
| **69** | 4 | | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | **44** |
| **70** | 3 | | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | **26** |
| **71** | 3 | | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | **26** |
| **72** | 4 | | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | **47** |
| **73** | 5 | | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | **44** |
| **74** | 5 | | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | **48** |
| **75** | 4 | | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | **42** |
| **76** | 3 | | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | **33** |
| **77** | 3 | | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 3 | **31** |
| **78** | 1 | | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | **14** |
| **79** | 2 | | 3 | 2 | 2 | 2 | 2 | 3 | 4 | 3 | 2 | **25** |
| **No. Responden** | **Pernyataan Variabel X2**  **(Desain)** | | | | | | | | | | | **Total.X2** |
| **X2.1** | **X2.2** | | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **X2.10** |
| **80** | 2 | 4 | | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | **29** |
| **81** | 4 | 2 | | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 3 | **33** |
| **82** | 3 | 3 | | 3 | 3 | 2 | 2 | 4 | 4 | 3 | 3 | **30** |
| **83** | 3 | 2 | | 5 | 4 | 3 | 2 | 3 | 3 | 2 | 2 | **29** |
| **84** | 5 | 4 | | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | **45** |
| **85** | 5 | 5 | | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 5 | **41** |
| **86** | 5 | 3 | | 5 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | **44** |
| **87** | 4 | 3 | | 3 | 3 | 3 | 4 | 3 | 5 | 4 | 5 | **37** |
| **88** | 4 | 5 | | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 3 | **45** |
| **89** | 5 | 4 | | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | **45** |
| **90** | 3 | 2 | | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | **26** |
| **91** | 3 | 3 | | 4 | 3 | 5 | 3 | 5 | 3 | 3 | 3 | **35** |
| **92** | 5 | 3 | | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | **46** |
| **93** | 4 | 4 | | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | **45** |
| **94** | 3 | 5 | | 5 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | **39** |
| **95** | 5 | 3 | | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | **45** |
| **Total** | **345** | **338** | | **356** | **334** | **345** | **342** | **349** | **357** | **347** | **334** | **3447** |

*Sumber: Data diolah oleh Peneliti,2020*

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No. Responden** | **Pernyataan Variabel Y**  **(Minat Beli)** | | | | | | | | | | | **Total.Y** |
| **Y1** | | **Y2** | **Y3** | **Y4** | **Y5** | **Y6** | **Y7** | **Y8** | **Y9** | **Y10** |
| **1** | 3 | | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | **36** |
| **2** | 5 | | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | **47** |
| **3** | 5 | | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | **42** |
| **4** | 5 | | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | **45** |
| **5** | 3 | | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | **26** |
| **6** | 3 | | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | **36** |
| **7** | 3 | | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | **37** |
| **8** | 5 | | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | **43** |
| **9** | 5 | | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | **44** |
| **10** | 4 | | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | **47** |
| **11** | 2 | | 4 | 2 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | **34** |
| **12** | 5 | | 3 | 5 | 4 | 5 | 5 | 2 | 4 | 5 | 5 | **43** |
| **13** | 5 | | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | **43** |
| **14** | 5 | | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | **46** |
| **15** | 4 | | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | **43** |
| **16** | 4 | | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | **35** |
| **17** | 5 | | 4 | 5 | 5 | 3 | 3 | 3 | 3 | 2 | 4 | **37** |
| **18** | 3 | | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | **27** |
| **19** | 2 | | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | **24** |
| **No. Responden** | **Pernyataan Variabel Y**  **(Minat Beli)** | | | | | | | | | | | **Total.Y** |
| **Y1** | | **Y2** | **Y3** | **Y4** | **Y5** | **Y6** | **Y7** | **Y8** | **Y9** | **Y10** |
| **20** | 4 | | 4 | 3 | 3 | 4 | 2 | 2 | 3 | 3 | 3 | **31** |
| **21** | 3 | | 4 | 3 | 4 | 3 | 3 | 2 | 3 | 4 | 4 | **33** |
| **22** | 3 | | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 4 | **30** |
| **23** | 2 | | 2 | 2 | 3 | 3 | 5 | 4 | 3 | 2 | 3 | **29** |
| **24** | 4 | | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | **45** |
| **25** | 5 | | 3 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | **42** |
| **26** | 3 | | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 5 | **44** |
| **27** | 3 | | 4 | 5 | 4 | 3 | 5 | 3 | 4 | 4 | 3 | **38** |
| **28** | 4 | | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **47** |
| **29** | 5 | | 2 | 3 | 5 | 2 | 3 | 3 | 4 | 2 | 3 | **32** |
| **30** | 3 | | 3 | 5 | 5 | 5 | 4 | 3 | 5 | 3 | 5 | **41** |
| **31** | 5 | | 3 | 3 | 4 | 3 | 4 | 3 | 5 | 3 | 5 | **38** |
| **32** | 4 | | 5 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | **44** |
| **33** | 4 | | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | **46** |
| **34** | 4 | | 4 | 3 | 3 | 3 | 5 | 4 | 4 | 5 | 3 | **38** |
| **35** | 3 | | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | **45** |
| **36** | 4 | | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | **32** |
| **37** | 5 | | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | **45** |
| **38** | 5 | | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | **44** |
| **39** | 5 | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | **42** |
| **No. Responden** | **Pernyataan Variabel Y**  **(Minat Beli)** | | | | | | | | | | | **Total.Y** |
| **Y1** | | **Y2** | **Y3** | **Y4** | **Y5** | **Y6** | **Y7** | **Y8** | **Y9** | **Y10** |
| **40** | 5 | | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | **45** |
| **41** | 5 | | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | **47** |
| **42** | 3 | | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | **25** |
| **43** | 3 | | 4 | 3 | 5 | 4 | 3 | 3 | 3 | 2 | 3 | **33** |
| **44** | 3 | | 3 | 5 | 2 | 4 | 5 | 4 | 4 | 4 | 4 | **38** |
| **45** | 2 | | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | **24** |
| **46** | 4 | | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 2 | 4 | **40** |
| **47** | 3 | | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | **35** |
| **48** | 5 | | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | **45** |
| **49** | 3 | | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | **25** |
| **50** | 3 | | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | **36** |
| **51** | 3 | | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | **27** |
| **52** | 3 | | 4 | 3 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | **39** |
| **53** | 5 | | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | **43** |
| **54** | 2 | | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | **24** |
| **55** | 5 | | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | **41** |
| **56** | 2 | | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | **25** |
| **57** | 5 | | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | **44** |
| **58** | 3 | | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | **31** |
| **No. Responden** | **Pernyataan Variabel Y**  **(Minat Beli)** | | | | | | | | | | | **Total.Y** |
| **Y1** | | **Y2** | **Y3** | **Y4** | **Y5** | **Y6** | **Y7** | **Y8** | **Y9** | **Y10** |
| **59** | 4 | | 5 | 5 | 2 | 3 | 5 | 5 | 5 | 3 | 5 | **42** |
| **60** | 3 | | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | **33** |
| **61** | 3 | | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | **37** |
| **62** | 5 | | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **49** |
| **63** | 4 | | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | **35** |
| **64** | 4 | | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | **46** |
| **65** | 5 | | 3 | 3 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | **41** |
| **66** | 5 | | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **42** |
| **67** | 5 | | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | **45** |
| **68** | 4 | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **40** |
| **69** | 4 | | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | **32** |
| **70** | 5 | | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | **42** |
| **71** | 4 | | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 5 | **39** |
| **72** | 5 | | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | **44** |
| **73** | 5 | | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | **49** |
| **74** | 4 | | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | **44** |
| **75** | 5 | | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | **40** |
| **76** | 4 | | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | **40** |
| **77** | 5 | | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | **45** |
| **78** | 5 | | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | **46** |
| **No. Responden** | **Pernyataan Variabel Y**  **(Minat Beli)** | | | | | | | | | | | **Total.Y** |
| **Y1** | **Y2** | | **Y3** | **Y4** | **Y5** | **Y6** | **Y7** | **Y8** | **Y9** | **Y10** |
| **79** | 3 | 4 | | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | **45** |
| **80** | 3 | 4 | | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | **37** |
| **81** | 5 | 5 | | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | **45** |
| **82** | 4 | 4 | | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **41** |
| **83** | 5 | 4 | | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | **47** |
| **84** | 4 | 4 | | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | **42** |
| **85** | 4 | 5 | | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | **43** |
| **86** | 4 | 3 | | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | **35** |
| **87** | 5 | 4 | | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 5 | **41** |
| **88** | 5 | 5 | | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | **48** |
| **89** | 3 | 4 | | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | **44** |
| **90** | 4 | 5 | | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | **42** |
| **91** | 4 | 3 | | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | **41** |
| **92** | 5 | 5 | | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | **44** |
| **93** | 5 | 3 | | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | **46** |
| **94** | 5 | 5 | | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | **47** |
| **95** | 4 | 5 | | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | **46** |
| **Total** | **381** | **372** | | **389** | **378** | **379** | **376** | **366** | **365** | **365** | **382** | **3753** |

*Sumber: Data diolah oleh Peneliti*

**Tabulasi Hasil Jawaban Angket Responden Terhadap Variabel (X1) (X2) dan (Y)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **NO** | **X1** | **X2** | **Y** | **X12** | **X22** | **X1.Y** | **X2.Y** | **Y2** | **X1.X2** |
| **1** | 27 | 33 | 36 | 729 | 1089 | 972 | 1188 | 1296 | 891 |
| **2** | 44 | 45 | 47 | 1936 | 2025 | 2068 | 2115 | 2209 | 1980 |
| **3** | 36 | 37 | 42 | 1296 | 1369 | 1512 | 1554 | 1764 | 1332 |
| **4** | 44 | 26 | 45 | 1936 | 676 | 1980 | 1170 | 2025 | 1144 |
| **5** | 16 | 40 | 26 | 256 | 1600 | 416 | 1040 | 676 | 640 |
| **6** | 37 | 35 | 36 | 1369 | 1225 | 1332 | 1260 | 1296 | 1295 |
| **7** | 38 | 36 | 37 | 1444 | 1296 | 1406 | 1332 | 1369 | 1368 |
| **8** | 43 | 46 | 43 | 1849 | 2116 | 1849 | 1978 | 1849 | 1978 |
| **9** | 45 | 44 | 44 | 2025 | 1936 | 1980 | 1936 | 1936 | 1980 |
| **10** | 34 | 26 | 47 | 1156 | 676 | 1598 | 1222 | 2209 | 884 |
| **11** | 36 | 26 | 34 | 1296 | 676 | 1224 | 884 | 1156 | 936 |
| **12** | 42 | 47 | 43 | 1764 | 2209 | 1806 | 2021 | 1849 | 1974 |
| **13** | 42 | 44 | 43 | 1764 | 1936 | 1806 | 1892 | 1849 | 1848 |
| **14** | 45 | 48 | 46 | 2025 | 2304 | 2070 | 2208 | 2116 | 2160 |
| **15** | 44 | 42 | 43 | 1936 | 1764 | 1892 | 1806 | 1849 | 1848 |
| **16** | 34 | 33 | 35 | 1156 | 1089 | 1190 | 1155 | 1225 | 1122 |
| **17** | 35 | 31 | 37 | 1225 | 961 | 1295 | 1147 | 1369 | 1085 |
| **18** | 26 | 14 | 27 | 676 | 196 | 702 | 378 | 729 | 364 |
| **19** | 26 | 25 | 24 | 676 | 625 | 624 | 600 | 576 | 650 |
| **20** | 30 | 29 | 31 | 900 | 841 | 930 | 899 | 961 | 870 |
| **21** | 34 | 33 | 33 | 1156 | 1089 | 1122 | 1089 | 1089 | 1122 |
| **22** | 31 | 30 | 30 | 961 | 900 | 930 | 900 | 900 | 930 |
| **23** | 26 | 29 | 29 | 676 | 841 | 754 | 841 | 841 | 754 |
| **24** | 47 | 45 | 45 | 2209 | 2025 | 2115 | 2025 | 2025 | 2115 |
| **25** | 36 | 41 | 42 | 1296 | 1681 | 1512 | 1722 | 1764 | 1476 |
| **26** | 47 | 44 | 44 | 2209 | 1936 | 2068 | 1936 | 1936 | 2068 |
| **27** | 46 | 37 | 38 | 2116 | 1369 | 1748 | 1406 | 1444 | 1702 |
| **28** | 48 | 45 | 47 | 2304 | 2025 | 2256 | 2115 | 2209 | 2160 |
| **29** | 25 | 45 | 32 | 625 | 2025 | 800 | 1440 | 1024 | 1125 |
| **30** | 43 | 26 | 41 | 1849 | 676 | 1763 | 1066 | 1681 | 1118 |
| **31** | 36 | 35 | 38 | 1296 | 1225 | 1368 | 1330 | 1444 | 1260 |
| **32** | 40 | 46 | 44 | 1600 | 2116 | 1760 | 2024 | 1936 | 1840 |
| **33** | 47 | 45 | 46 | 2209 | 2025 | 2162 | 2070 | 2116 | 2115 |
| **34** | 37 | 39 | 38 | 1369 | 1521 | 1406 | 1482 | 1444 | 1443 |
| **35** | 47 | 45 | 45 | 2209 | 2025 | 2115 | 2025 | 2025 | 2115 |
| **36** | 31 | 33 | 32 | 961 | 1089 | 992 | 1056 | 1024 | 1023 |
| **37** | 44 | 26 | 45 | 1936 | 676 | 1980 | 1170 | 2025 | 1144 |
| **38** | **43** | **45** | 44 | 1849 | 2025 | 1892 | 1980 | 1936 | 1935 |
| **39** | 40 | 43 | 42 | 1600 | 1849 | 1680 | 1806 | 1764 | 1720 |
| **NO** | **X1** | **X2** | **Y** | **X12** | **X22** | **X1.Y** | **X2.Y** | **Y2** | **X1.X2** |
| **40** | 25 | 40 | 45 | 625 | 1600 | 1125 | 1800 | 2025 | 1000 |
| **41** | 35 | 46 | 47 | 1225 | 2116 | 1645 | 2162 | 2209 | 1610 |
| **42** | 40 | 26 | 25 | 1600 | 676 | 1000 | 650 | 625 | 1040 |
| **43** | 35 | 33 | 33 | 1225 | 1089 | 1155 | 1089 | 1089 | 1155 |
| **44** | 40 | 43 | 38 | 1600 | 1849 | 1520 | 1634 | 1444 | 1720 |
| **45** | 25 | 26 | 24 | 625 | 676 | 600 | 624 | 576 | 650 |
| **46** | 41 | 26 | 40 | 1681 | 676 | 1640 | 1040 | 1600 | 1066 |
| **47** | 41 | 39 | 35 | 1681 | 1521 | 1435 | 1365 | 1225 | 1599 |
| **48** | 34 | 45 | 45 | 1156 | 2025 | 1530 | 2025 | 2025 | 1530 |
| **49** | 32 | 41 | 25 | 1024 | 1681 | 800 | 1025 | 625 | 1312 |
| **50** | 37 | 36 | 36 | 1369 | 1296 | 1332 | 1296 | 1296 | 1332 |
| **51** | 46 | 25 | 27 | 2116 | 625 | 1242 | 675 | 729 | 1150 |
| **52** | 40 | 41 | 39 | 1600 | 1681 | 1560 | 1599 | 1521 | 1640 |
| **53** | 26 | 41 | 43 | 676 | 1681 | 1118 | 1763 | 1849 | 1066 |
| **54** | 26 | 21 | 24 | 676 | 441 | 624 | 504 | 576 | 546 |
| **55** | 40 | 43 | 41 | 1600 | 1849 | 1640 | 1763 | 1681 | 1720 |
| **56** | 25 | 27 | 25 | 625 | 729 | 625 | 675 | 625 | 675 |
| **57** | 42 | 44 | 44 | 1764 | 1936 | 1848 | 1936 | 1936 | 1848 |
| **58** | 33 | 26 | 31 | 1089 | 676 | 1023 | 806 | 961 | 858 |
| **59** | 39 | 22 | 42 | 1521 | 484 | 1638 | 924 | 1764 | 858 |
| **60** | 34 | 25 | 33 | 1156 | 625 | 1122 | 825 | 1089 | 850 |
| **61** | 41 | 33 | 37 | 1681 | 1089 | 1517 | 1221 | 1369 | 1353 |
| **62** | 44 | 45 | 49 | 1936 | 2025 | 2156 | 2205 | 2401 | 1980 |
| **63** | 50 | 37 | 35 | 2500 | 1369 | 1750 | 1295 | 1225 | 1850 |
| **64** | 39 | 26 | 46 | 1521 | 676 | 1794 | 1196 | 2116 | 1014 |
| **65** | 20 | 40 | 41 | 400 | 1600 | 820 | 1640 | 1681 | 800 |
| **66** | 36 | 35 | 42 | 1296 | 1225 | 1512 | 1470 | 1764 | 1260 |
| **67** | 39 | 36 | 45 | 1521 | 1296 | 1755 | 1620 | 2025 | 1404 |
| **68** | 41 | 46 | 40 | 1681 | 2116 | 1640 | 1840 | 1600 | 1886 |
| **69** | 42 | 44 | 32 | 1764 | 1936 | 1344 | 1408 | 1024 | 1848 |
| **70** | 40 | 26 | 42 | 1600 | 676 | 1680 | 1092 | 1764 | 1040 |
| **71** | 44 | 26 | 39 | 1936 | 676 | 1716 | 1014 | 1521 | 1144 |
| **72** | 44 | 47 | 44 | 1936 | 2209 | 1936 | 2068 | 1936 | 2068 |
| **73** | 40 | 44 | 49 | 1600 | 1936 | 1960 | 2156 | 2401 | 1760 |
| **74** | 40 | 48 | 44 | 1600 | 2304 | 1760 | 2112 | 1936 | 1920 |
| **75** | 40 | 42 | 40 | 1600 | 1764 | 1600 | 1680 | 1600 | 1680 |
| **76** | 39 | 33 | 40 | 1521 | 1089 | 1560 | 1320 | 1600 | 1287 |
| **77** | 41 | 31 | 45 | 1681 | 961 | 1845 | 1395 | 2025 | 1271 |
| **78** | 41 | 14 | 46 | 1681 | 196 | 1886 | 644 | 2116 | 574 |
| **79** | 43 | 25 | 45 | 1849 | 625 | 1935 | 1125 | 2025 | 1075 |
| **80** | 30 | 29 | 37 | 900 | 841 | 1110 | 1073 | 1369 | 870 |
| **81** | 44 | 33 | 45 | 1936 | 1089 | 1980 | 1485 | 2025 | 1452 |
| **NO** | **X1** | **X2** | **Y** | **X12** | **X22** | **X1.Y** | **X2.Y** | **Y2** | **X1.X2** |
| **82** | 44 | 30 | 41 | 1936 | 900 | 1804 | 1230 | 1681 | 1320 |
| **83** | 42 | 29 | 47 | 1764 | 841 | 1974 | 1363 | 2209 | 1218 |
| **84** | 40 | 45 | 42 | 1600 | 2025 | 1680 | 1890 | 1764 | 1800 |
| **85** | 39 | 41 | 43 | 1521 | 1681 | 1677 | 1763 | 1849 | 1599 |
| **86** | 40 | 44 | 35 | 1600 | 1936 | 1400 | 1540 | 1225 | 1760 |
| **87** | 40 | 37 | 41 | 1600 | 1369 | 1640 | 1517 | 1681 | 1480 |
| **88** | 44 | 45 | 48 | 1936 | 2025 | 2112 | 2160 | 2304 | 1980 |
| **89** | 44 | 45 | 44 | 1936 | 2025 | 1936 | 1980 | 1936 | 1980 |
| **90** | 40 | 26 | 42 | 1600 | 676 | 1680 | 1092 | 1764 | 1040 |
| **91** | 50 | 35 | 41 | 2500 | 1225 | 2050 | 1435 | 1681 | 1750 |
| **92** | 39 | 46 | 44 | 1521 | 2116 | 1716 | 2024 | 1936 | 1794 |
| **93** | 43 | 45 | 46 | 1849 | 2025 | 1978 | 2070 | 2116 | 1935 |
| **94** | 41 | 39 | 47 | 1681 | 1521 | 1927 | 1833 | 2209 | 1599 |
| **95** | 44 | 45 | 46 | 1936 | 2025 | 2024 | 2070 | 2116 | 1980 |
| **TOTAL** | **3636** | **3447** | **3753** | **143598** | **131747** | **146151** | **138474** | **152399** | **133510** |
|  | **Ʃ X1** | **Ʃ X2** | **Ʃ Y** | **Ʃ X12** | **Ʃ X22** | **Ʃ X1.Y** | **Ʃ X2.Y** | **Ʃ Y2** | **Ʃ X1.X2** |

*Sumber: Data diolah oleh Peneliti,2020*

**TABULASI JAWABAN ANGKET RESPONDEN DILUAR SAMPEL**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No. Responden** | **Pernyataan Variabel X1 (Brand Image)** | | | | | | | | | | | | | | **Total X1** |
| **X1.1** | **X1.2** | | **X1.3** | | **X1.4** | | **X1.5** | **X1.6** | **X1.7** | | **X1.8** | **X1.9** | **X1.10** |
| **1** | 4 | 4 | | 3 | | 5 | | 4 | 4 | 5 | | 4 | 3 | 5 | **41** |
| **2** | 5 | 5 | | 4 | | 3 | | 5 | 4 | 5 | | 5 | 3 | 5 | **44** |
| **3** | 5 | 5 | | 5 | | 5 | | 5 | 5 | 5 | | 5 | 5 | 5 | **50** |
| **4** | 4 | 4 | | 5 | | 4 | | 4 | 4 | 4 | | 4 | 4 | 4 | **41** |
| **5** | 1 | 2 | | 4 | | 1 | | 2 | 1 | 4 | | 3 | 1 | 1 | **20** |
| **6** | 4 | 4 | | 5 | | 3 | | 3 | 4 | 4 | | 4 | 4 | 3 | **38** |
| **7** | 4 | 4 | | 4 | | 4 | | 4 | 4 | 4 | | 3 | 4 | 4 | **39** |
| **8** | 4 | 4 | | 5 | | 3 | | 5 | 4 | 4 | | 5 | 4 | 4 | **42** |
| **9** | 4 | 4 | | 4 | | 3 | | 4 | 5 | 4 | | 5 | 4 | 5 | **42** |
| **10** | 4 | 4 | | 3 | | 4 | | 4 | 4 | 5 | | 5 | 3 | 4 | **40** |
| **11** | 4 | 4 | | 5 | | 4 | | 4 | 5 | 5 | | 5 | 4 | 5 | **45** |
| **12** | 4 | 4 | | 4 | | 4 | | 4 | 5 | 5 | | 5 | 4 | 5 | **44** |
| **13** | 4 | 4 | | 5 | | 4 | | 4 | 4 | 4 | | 4 | 4 | 5 | **42** |
| **14** | 4 | 4 | | 5 | | 4 | | 4 | 4 | 5 | | 5 | 3 | 4 | **42** |
| **15** | 4 | 4 | | 4 | | 4 | | 4 | 4 | 4 | | 5 | 3 | 4 | **40** |
| **16** | 4 | 4 | | 3 | | 4 | | 4 | 4 | 4 | | 5 | 3 | 4 | **39** |
| **17** | 5 | 4 | | 4 | | 4 | | 4 | 4 | 4 | | 4 | 4 | 4 | **41** |
| **No. Responden** | **Pernyataan Variabel X1 (Brand Image)** | | | | | | | | | | | | | | **Total X1** |
| **X1.1** | | **X1.2** | | **X1.3** | | **X1.4** | **X1.5** | **X1.6** | | **X1.7** | **X1.8** | **X1.9** | **X1.10** |
| **18** | 4 | | 4 | | 5 | | 4 | 3 | 4 | | 4 | 5 | 4 | 5 | **42** |
| **19** | 4 | | 4 | | 4 | | 4 | 4 | 4 | | 4 | 5 | 5 | 5 | **43** |
| **20** | 3 | | 3 | | 3 | | 3 | 3 | 3 | | 3 | 3 | 3 | 3 | **30** |
| **21** | 4 | | 4 | | 5 | | 4 | 4 | 5 | | 5 | 5 | 4 | 5 | **45** |
| **22** | 5 | | 5 | | 4 | | 4 | 5 | 5 | | 5 | 3 | 4 | 4 | **44** |
| **23** | 5 | | 4 | | 5 | | 4 | 5 | 5 | | 4 | 4 | 4 | 4 | **44** |
| **24** | 4 | | 4 | | 4 | | 4 | 4 | 4 | | 4 | 3 | 4 | 5 | **40** |
| **25** | 4 | | 4 | | 5 | | 5 | 4 | 4 | | 4 | 4 | 3 | 4 | **41** |
| **26** | 4 | | 4 | | 4 | | 4 | 4 | 4 | | 4 | 4 | 4 | 4 | **40** |
| **27** | 4 | | 5 | | 3 | | 4 | 4 | 4 | | 4 | 4 | 4 | 4 | **40** |
| **28** | 5 | | 5 | | 5 | | 4 | 4 | 4 | | 4 | 5 | 4 | 5 | **45** |
| **29** | 5 | | 5 | | 5 | | 4 | 4 | 4 | | 4 | 5 | 4 | 5 | **45** |
| **30** | 5 | | 4 | | 4 | | 4 | 4 | 4 | | 3 | 3 | 4 | 5 | **40** |
| **Total** | **124** | | **123** | | **128** | | **115** | **120** | **123** | | **127** | **129** | **111** | **129** | **1229** |

*Sumber: Data diolah oleh Peneliti,2020*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No. Responden** | **Pernyataan Variabel X2 ( Desain)** | | | | | | | | | | | | | **Total X1** |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | | **X2.6** | **X2.7** | | **X1.8** | | **X1.9** | **X1.10** |
| **1** | 4 | 5 | 4 | 5 | 5 | | 5 | 4 | | 5 | | 4 | 5 | **46** |
| **2** | 3 | 4 | 4 | 4 | 3 | | 3 | 3 | | 4 | | 3 | 3 | **34** |
| **3** | 2 | 5 | 3 | 4 | 2 | | 3 | 3 | | 3 | | 4 | 3 | **32** |
| **4** | 4 | 5 | 5 | 5 | 4 | | 5 | 5 | | 4 | | 4 | 5 | **46** |
| **5** | 3 | 3 | 2 | 2 | 3 | | 3 | 3 | | 4 | | 4 | 3 | **30** |
| **6** | 3 | 4 | 3 | 2 | 4 | | 4 | 4 | | 3 | | 4 | 3 | **34** |
| **7** | 2 | 4 | 3 | 3 | 4 | | 2 | 3 | | 4 | | 3 | 3 | **31** |
| **8** | 3 | 3 | 5 | 4 | 3 | | 2 | 3 | | 3 | | 2 | 2 | **30** |
| **9** | 5 | 5 | 4 | 5 | 4 | | 4 | 5 | | 5 | | 5 | 5 | **47** |
| **10** | 4 | 3 | 4 | 3 | 4 | | 5 | 5 | | 4 | | 3 | 3 | **38** |
| **11** | 3 | 5 | 5 | 3 | 5 | | 5 | 5 | | 5 | | 5 | 5 | **46** |
| **12** | 4 | 5 | 5 | 3 | 3 | | 4 | 4 | | 3 | | 4 | 3 | **38** |
| **13** | 5 | 5 | 5 | 5 | 5 | | 5 | 5 | | 5 | | 5 | 4 | **49** |
| **14** | 4 | 2 | 3 | 3 | 3 | | 2 | 5 | | 2 | | 2 | 5 | **31** |
| **15** | 5 | 5 | 4 | 5 | 5 | | 3 | 5 | | 5 | | 3 | 4 | **44** |
| **16** | 5 | 3 | 4 | 3 | 5 | | 3 | 4 | | 3 | | 3 | 5 | **38** |
| **17** | 5 | 5 | 5 | 5 | 4 | | 5 | 4 | | 3 | | 5 | 4 | **45** |
| **18** | 5 | 5 | 5 | 5 | 5 | | 4 | 5 | | 5 | | 5 | 5 | **49** |
| **19** | 4 | 3 | 5 | 4 | 3 | | 5 | 5 | | 3 | | 4 | 3 | **39** |
| **20** | 5 | 5 | 5 | 5 | 5 | | 5 | 5 | | 5 | | 5 | 5 | **50** |
| **21** | 3 | 3 | 3 | 3 | 3 | | 3 | 3 | | 4 | | 3 | 3 | **31** |
| **22** | 5 | 5 | 4 | 5 | 5 | | 5 | 4 | | 4 | | 4 | 5 | **46** |
| **No. Responden** | **Pernyataan Variabel X2 ( Desain)** | | | | | | | | | | | | | **Total X1** |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | | | **X2.7** | | **X1.8** | **X1.9** | **X1.10** |
| **23** | 3 | 3 | 3 | 4 | 3 | 3 | | | 3 | | 4 | 3 | 3 | **32** |
| **24** | 4 | 4 | 3 | 3 | 4 | 3 | | | 3 | | 3 | 3 | 3 | **33** |
| **25** | 4 | 3 | 3 | 3 | 4 | 4 | | | 3 | | 3 | 2 | 2 | **31** |
| **26** | 4 | 5 | 4 | 4 | 4 | 4 | | | 4 | | 5 | 5 | 5 | **44** |
| **27** | 3 | 5 | 3 | 3 | 3 | 3 | | | 3 | | 2 | 3 | 5 | **33** |
| **28** | 3 | 3 | 3 | 3 | 4 | 4 | | | 3 | | 5 | 4 | 3 | **35** |
| **29** | 5 | 4 | 5 | 5 | 5 | 5 | | | 5 | | 4 | 4 | 4 | **46** |
| **30** | 3 | 2 | 3 | 2 | 3 | 3 | | | 2 | | 3 | 3 | 2 | **26** |
| **Total** | **115** | **121** | **117** | **113** | **117** | **114** | | | **118** | | **115** | **111** | **113** | **1154** |

*Sumber: Data diolah oleh Peneliti,2020*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No. Responden** | **Pernyataan Variabel Y (Minat Beli)** | | | | | | | | | | **Total Y** |
| **Y1** | **Y2** | **Y3** | **Y4** | **Y5** | **Y6** | **Y7** | **Y8** | **Y9** | **Y10** |
| **1** | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | **39** |
| **2** | 5 | 5 | 3 | 3 | 2 | 4 | 3 | 5 | 5 | 5 | **40** |
| **3** | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | **44** |
| **4** | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | **36** |
| **5** | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | **16** |
| **6** | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | **35** |
| **7** | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | **43** |
| **8** | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | **39** |
| **9** | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | **40** |
| **10** | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | **38** |
| **11** | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **42** |
| **12** | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | **42** |
| **13** | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | **41** |
| **14** | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | **38** |
| **15** | 4 | 3 | 4 | 3 | 3 | 2 | 3 | 4 | 4 | 5 | **35** |
| **16** | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 3 | **38** |
| **17** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **40** |
| **18** | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | **39** |
| **19** | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | **46** |
| **20** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | **30** |
| **No. Responden** | **Pernyataan Variabel Y (Minat Beli)** | | | | | | | | | | **Total Y** |
| **Y1** | **Y2** | **Y3** | **Y4** | **Y5** | **Y6** | **Y7** | **Y8** | **Y9** | **Y10** |
| **21** | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **42** |
| **22** | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **41** |
| **23** | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | **43** |
| **24** | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | **40** |
| **25** | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | **38** |
| **26** | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 3 | **37** |
| **27** | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | **42** |
| **28** | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | **42** |
| **29** | 4 | 4 | 4 | 3 | 5 | 3 | 5 | 5 | 4 | 4 | **41** |
| **30** | 4 | 4 | 5 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | **39** |
| **Total** | **127** | **121** | **122** | **110** | **112** | **108** | **109** | **118** | **120** | **119** | **1166** |

*Sumber: Data diolah oleh Peneliti,2020*

**LAMPIRAN 3**

**Persentase Responden Berdasarkan Jawaban Pernyataan**

* 1. **Brand Image (X1)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1.1 | 1.1 | 1.1 |
| TS | 7 | 7.4 | 7.4 | 8.4 |
| KS | 20 | 21.1 | 21.1 | 29.5 |
| S | 48 | 50.5 | 50.5 | 80.0 |
| SS | 19 | 20.0 | 20.0 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1.1 | 1.1 | 1.1 |
| TS | 10 | 10.5 | 10.5 | 11.6 |
| KS | 16 | 16.8 | 16.8 | 28.4 |
| S | 51 | 53.7 | 53.7 | 82.1 |
| SS | 17 | 17.9 | 17.9 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 3 | 3.2 | 3.2 | 3.2 |
| KS | 31 | 32.6 | 32.6 | 35.8 |
| S | 44 | 46.3 | 46.3 | 82.1 |
| SS | 17 | 17.9 | 17.9 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1.1 | 1.1 | 1.1 |
| TS | 7 | 7.4 | 7.4 | 8.4 |
| KS | 19 | 20.0 | 20.0 | 28.4 |
| S | 52 | 54.7 | 54.7 | 83.2 |
| SS | 16 | 16.8 | 16.8 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1.1 | 1.1 | 1.1 |
| TS | 7 | 7.4 | 7.4 | 8.4 |
| KS | 20 | 21.1 | 21.1 | 29.5 |
| S | 54 | 56.8 | 56.8 | 86.3 |
| SS | 13 | 13.7 | 13.7 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1.1 | 1.1 | 1.1 |
| TS | 7 | 7.4 | 7.4 | 8.4 |
| KS | 20 | 21.1 | 21.1 | 29.5 |
| S | 43 | 45.3 | 45.3 | 74.7 |
| SS | 24 | 25.3 | 25.3 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1.1 | 1.1 | 1.1 |
| TS | 6 | 6.3 | 6.3 | 7.4 |
| KS | 22 | 23.2 | 23.2 | 30.5 |
| S | 39 | 41.1 | 41.1 | 71.6 |
| SS | 27 | 28.4 | 28.4 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 8** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 5 | 5.3 | 5.3 | 5.3 |
| KS | 20 | 21.1 | 21.1 | 26.3 |
| S | 36 | 37.9 | 37.9 | 64.2 |
| SS | 34 | 35.8 | 35.8 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 9** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 2 | 2.1 | 2.1 | 2.1 |
| TS | 5 | 5.3 | 5.3 | 7.4 |
| KS | 30 | 31.6 | 31.6 | 38.9 |
| S | 39 | 41.1 | 41.1 | 80.0 |
| SS | 19 | 20.0 | 20.0 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 10** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1.1 | 1.1 | 1.1 |
| TS | 8 | 8.4 | 8.4 | 9.5 |
| KS | 21 | 22.1 | 22.1 | 31.6 |
| S | 39 | 41.1 | 41.1 | 72.6 |
| SS | 26 | 27.4 | 27.4 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

* 1. **Desain (X2)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 2 | 2.1 | 2.1 | 2.1 |
| TS | 9 | 9.5 | 9.5 | 11.6 |
| KS | 35 | 36.8 | 36.8 | 48.4 |
| S | 25 | 26.3 | 26.3 | 74.7 |
| SS | 24 | 25.3 | 25.3 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pertanyaan 2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 17 | 17.9 | 17.9 | 17.9 |
| KS | 25 | 26.3 | 26.3 | 44.2 |
| S | 36 | 37.9 | 37.9 | 82.1 |
| SS | 17 | 17.9 | 17.9 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 2 | 2.1 | 2.1 | 2.1 |
| TS | 10 | 10.5 | 10.5 | 12.6 |
| KS | 26 | 27.4 | 27.4 | 40.0 |
| S | 29 | 30.5 | 30.5 | 70.5 |
| SS | 28 | 29.5 | 29.5 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 16 | 16.8 | 16.8 | 16.8 |
| KS | 30 | 31.6 | 31.6 | 48.4 |
| S | 33 | 34.7 | 34.7 | 83.2 |
| SS | 16 | 16.8 | 16.8 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 19 | 20.0 | 20.0 | 20.0 |
| KS | 24 | 25.3 | 25.3 | 45.3 |
| S | 25 | 26.3 | 26.3 | 71.6 |
| SS | 27 | 28.4 | 28.4 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 3 | 3.2 | 3.2 | 3.2 |
| TS | 15 | 15.8 | 15.8 | 18.9 |
| KS | 22 | 23.2 | 23.2 | 42.1 |
| S | 32 | 33.7 | 33.7 | 75.8 |
| SS | 23 | 24.2 | 24.2 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 2 | 2.1 | 2.1 | 2.1 |
| TS | 5 | 5.3 | 5.3 | 7.4 |
| KS | 33 | 34.7 | 34.7 | 42.1 |
| S | 37 | 38.9 | 38.9 | 81.1 |
| SS | 18 | 18.9 | 18.9 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 8** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 14 | 14.7 | 14.7 | 14.7 |
| KS | 22 | 23.2 | 23.2 | 37.9 |
| S | 32 | 33.7 | 33.7 | 71.6 |
| SS | 27 | 28.4 | 28.4 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 9** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 2 | 2.1 | 2.1 | 2.1 |
| TS | 10 | 10.5 | 10.5 | 12.6 |
| KS | 26 | 27.4 | 27.4 | 40.0 |
| S | 38 | 40.0 | 40.0 | 80.0 |
| SS | 19 | 20.0 | 20.0 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 10** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 2 | 2.1 | 2.1 | 2.1 |
| TS | 14 | 14.7 | 14.7 | 16.8 |
| KS | 32 | 33.7 | 33.7 | 50.5 |
| S | 27 | 28.4 | 28.4 | 78.9 |
| SS | 20 | 21.1 | 21.1 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

* 1. **Minat Beli (Y)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 6 | 6.3 | 6.3 | 6.3 |
| KS | 25 | 26.3 | 26.3 | 32.6 |
| S | 26 | 27.4 | 27.4 | 60.0 |
| SS | 38 | 40.0 | 40.0 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 7 | 7.4 | 7.4 | 7.4 |
| KS | 20 | 21.1 | 21.1 | 28.4 |
| S | 42 | 44.2 | 44.2 | 72.6 |
| SS | 26 | 27.4 | 27.4 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 5 | 5.3 | 5.3 | 5.3 |
| KS | 21 | 22.1 | 22.1 | 27.4 |
| S | 29 | 30.5 | 30.5 | 57.9 |
| SS | 40 | 42.1 | 42.1 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 7 | 7.4 | 7.4 | 7.4 |
| KS | 21 | 22.1 | 22.1 | 29.5 |
| S | 34 | 35.8 | 35.8 | 65.3 |
| SS | 33 | 34.7 | 34.7 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 4 | 4.2 | 4.2 | 4.2 |
| KS | 23 | 24.2 | 24.2 | 28.4 |
| S | 38 | 40.0 | 40.0 | 68.4 |
| SS | 30 | 31.6 | 31.6 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 6 | 6.3 | 6.3 | 6.3 |
| KS | 23 | 24.2 | 24.2 | 30.5 |
| S | 35 | 36.8 | 36.8 | 67.4 |
| SS | 31 | 32.6 | 32.6 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 7 | 7.4 | 7.4 | 7.4 |
| KS | 23 | 24.2 | 24.2 | 31.6 |
| S | 42 | 44.2 | 44.2 | 75.8 |
| SS | 23 | 24.2 | 24.2 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 8** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 8 | 8.4 | 8.4 | 8.4 |
| KS | 19 | 20.0 | 20.0 | 28.4 |
| S | 48 | 50.5 | 50.5 | 78.9 |
| SS | 20 | 21.1 | 21.1 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 9** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 9 | 9.5 | 9.5 | 9.5 |
| KS | 21 | 22.1 | 22.1 | 31.6 |
| S | 41 | 43.2 | 43.2 | 74.7 |
| SS | 24 | 25.3 | 25.3 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan 10** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 4 | 4.2 | 4.2 | 4.2 |
| KS | 23 | 24.2 | 24.2 | 28.4 |
| S | 35 | 36.8 | 36.8 | 65.3 |
| SS | 33 | 34.7 | 34.7 | 100.0 |
| Total | 95 | 100.0 | 100.0 |  |

**LAMPIRAN 4**

**UJI VALIDITAS DAN REALIBILITAS**

* 1. **Uji Validitas**
     + 1. **Uji Validitas Brand Image (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | TOTAL |
| X1.1 | Pearson Correlation | 1 | .849\*\* | .236 | .635\*\* | .760\*\* | .738\*\* | .162 | .268 | .664\*\* | .699\*\* | 0.852\*\* |
| Sig. (2-tailed) |  | .000 | .209 | .000 | .000 | .000 | .394 | .151 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .849\*\* | 1 | .169 | .570\*\* | .706\*\* | .651\*\* | .330 | .364\* | .598\*\* | .654\*\* | 0.825\*\* |
| Sig. (2-tailed) | .000 |  | .372 | .001 | .000 | .000 | .075 | .048 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .236 | .169 | 1 | .083 | .145 | .258 | .093 | .270 | .336 | .191 | 0.399\* |
| Sig. (2-tailed) | .209 | .372 |  | .662 | .445 | .169 | .625 | .149 | .070 | .311 | .029 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .635\*\* | .570\*\* | .083 | 1 | .503\*\* | .639\*\* | .257 | .203 | .524\*\* | .658\*\* | 0.722\*\* |
| Sig. (2-tailed) | .000 | .001 | .662 |  | .005 | .000 | .170 | .281 | .003 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .760\*\* | .706\*\* | .145 | .503\*\* | 1 | .706\*\* | .377\* | .270 | .501\*\* | .550\*\* | 0.767\*\* |
| Sig. (2-tailed) | .000 | .000 | .445 | .005 |  | .000 | .040 | .149 | .005 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.6 | Pearson Correlation | .738\*\* | .651\*\* | .258 | .639\*\* | .706\*\* | 1 | .424\* | .406\* | .721\*\* | .731\*\* | 0.889\*\* |
| Sig. (2-tailed) | .000 | .000 | .169 | .000 | .000 |  | .020 | .026 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.7 | Pearson Correlation | .162 | .330 | .093 | .257 | .377\* | .424\* | 1 | .451\* | .008 | .270 | 0.449\* |
| Sig. (2-tailed) | .394 | .075 | .625 | .170 | .040 | .020 |  | .012 | .966 | .149 | .013 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.8 | Pearson Correlation | .268 | .364\* | .270 | .203 | .270 | .406\* | .451\* | 1 | .214 | .460\* | 0.557\*\* |
| Sig. (2-tailed) | .151 | .048 | .149 | .281 | .149 | .026 | .012 |  | .256 | .010 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.9 | Pearson Correlation | .664\*\* | .598\*\* | .336 | .524\*\* | .501\*\* | .721\*\* | .008 | .214 | 1 | .666\*\* | 0.754\*\* |
| Sig. (2-tailed) | .000 | .000 | .070 | .003 | .005 | .000 | .966 | .256 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.10 | Pearson Correlation | .699\*\* | .654\*\* | .191 | .658\*\* | .550\*\* | .731\*\* | .270 | .460\* | .666\*\* | 1 | 0.847\*\* |
| Sig. (2-tailed) | .000 | .000 | .311 | .000 | .002 | .000 | .149 | .010 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL\_X1 | Pearson Correlation | .852\*\* | .825\*\* | .399\* | .722\*\* | .767\*\* | .889\*\* | .449\* | .557\*\* | .754\*\* | .847\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .029 | .000 | .000 | .000 | .013 | .001 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |

* + - 1. **Uji Validitas Desain (X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2.10 | TOTAL |
| X2.1 | Pearson Correlation | 1 | .322 | .570\*\* | .622\*\* | .677\*\* | .528\*\* | .679\*\* | .274 | .362\* | .536\*\* | 0.745\*\* |
| Sig. (2-tailed) |  | .083 | .001 | .000 | .000 | .003 | .000 | .143 | .049 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .322 | 1 | .474\*\* | .617\*\* | .419\* | .460\* | .391\* | .427\* | .676\*\* | .567\*\* | 0.728\*\* |
| Sig. (2-tailed) | .083 |  | .008 | .000 | .021 | .011 | .033 | .018 | .000 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .570\*\* | .474\*\* | 1 | .657\*\* | .452\* | .595\*\* | .665\*\* | .295 | .475\*\* | .359 | 0.742\*\* |
| Sig. (2-tailed) | .001 | .008 |  | .000 | .012 | .001 | .000 | .114 | .008 | .052 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .622\*\* | .617\*\* | .657\*\* | 1 | .461\* | .470\*\* | .545\*\* | .483\*\* | .449\* | .506\*\* | 0.785\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .010 | .009 | .002 | .007 | .013 | .004 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | .677\*\* | .419\* | .452\* | .461\* | 1 | .545\*\* | .570\*\* | .595\*\* | .413\* | .556\*\* | 0.758\*\* |
| Sig. (2-tailed) | .000 | .021 | .012 | .010 |  | .002 | .001 | .001 | .023 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.6 | Pearson Correlation | .528\*\* | .460\* | .595\*\* | .470\*\* | .545\*\* | 1 | .588\*\* | .423\* | .675\*\* | .362\* | 0.758\*\* |
| Sig. (2-tailed) | .003 | .011 | .001 | .009 | .002 |  | .001 | .020 | .000 | .049 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.7 | Pearson Correlation | .679\*\* | .391\* | .665\*\* | .545\*\* | .570\*\* | .588\*\* | 1 | .372\* | .475\*\* | .631\*\* | 0.793\*\* |
| Sig. (2-tailed) | .000 | .033 | .000 | .002 | .001 | .001 |  | .043 | .008 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.8 | Pearson Correlation | .274 | .427\* | .295 | .483\*\* | .595\*\* | .423\* | .372\* | 1 | .591\*\* | .333 | 0.641\*\* |
| Sig. (2-tailed) | .143 | .018 | .114 | .007 | .001 | .020 | .043 |  | .001 | .072 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.9 | Pearson Correlation | .362\* | .676\*\* | .475\*\* | .449\* | .413\* | .675\*\* | .475\*\* | .591\*\* | 1 | .503\*\* | 0.758\*\* |
| Sig. (2-tailed) | .049 | .000 | .008 | .013 | .023 | .000 | .008 | .001 |  | .005 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.10 | Pearson Correlation | .536\*\* | .567\*\* | .359 | .506\*\* | .556\*\* | .362\* | .631\*\* | .333 | .503\*\* | 1 | 0.726\*\* |
| Sig. (2-tailed) | .002 | .001 | .052 | .004 | .001 | .049 | .000 | .072 | .005 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL\_X2 | Pearson Correlation | .745\*\* | .728\*\* | .742\*\* | .785\*\* | .758\*\* | .758\*\* | .793\*\* | .641\*\* | .758\*\* | .726\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |

* + - 1. **Uji validitas Minat Beli (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | TOTAL |
| Y1 | Pearson Correlation | 1 | .853\*\* | .336 | .187 | .184 | .041 | .221 | .209 | .180 | .347 | 0.506\*\* |
| Sig. (2-tailed) |  | .000 | .070 | .322 | .331 | .831 | .241 | .267 | .340 | .060 | .004 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y2 | Pearson Correlation | .853\*\* | 1 | .489\*\* | .392\* | .260 | .261 | .316 | .348 | .343 | .426\* | 0.677\*\* |
| Sig. (2-tailed) | .000 |  | .006 | .032 | .165 | .163 | .089 | .059 | .063 | .019 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y3 | Pearson Correlation | .336 | .489\*\* | 1 | .426\* | .403\* | .220 | .475\*\* | .421\* | .411\* | .448\* | 0.659\*\* |
| Sig. (2-tailed) | .070 | .006 |  | .019 | .027 | .243 | .008 | .020 | .024 | .013 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y4 | Pearson Correlation | .187 | .392\* | .426\* | 1 | .515\*\* | .394\* | .285 | .173 | .207 | .176 | 0.556\*\* |
| Sig. (2-tailed) | .322 | .032 | .019 |  | .004 | .031 | .127 | .359 | .271 | .352 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y5 | Pearson Correlation | .184 | .260 | .403\* | .515\*\* | 1 | .440\* | .674\*\* | .325 | .237 | .150 | 0.611\*\* |
| Sig. (2-tailed) | .331 | .165 | .027 | .004 |  | .015 | .000 | .080 | .208 | .429 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y6 | Pearson Correlation | .041 | .261 | .220 | .394\* | .440\* | 1 | .561\*\* | .386\* | .470\*\* | .374\* | 0.634\*\* |
| Sig. (2-tailed) | .831 | .163 | .243 | .031 | .015 |  | .001 | .035 | .009 | .042 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y7 | Pearson Correlation | .221 | .316 | .475\*\* | .285 | .674\*\* | .561\*\* | 1 | .762\*\* | .687\*\* | .670\*\* | 0.833\*\* |
| Sig. (2-tailed) | .241 | .089 | .008 | .127 | .000 | .001 |  | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y8 | Pearson Correlation | .209 | .348 | .421\* | .173 | .325 | .386\* | .762\*\* | 1 | .892\*\* | .772\*\* | 0.780\*\* |
| Sig. (2-tailed) | .267 | .059 | .020 | .359 | .080 | .035 | .000 |  | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y9 | Pearson Correlation | .180 | .343 | .411\* | .207 | .237 | .470\*\* | .687\*\* | .892\*\* | 1 | .824\*\* | 0.779\*\* |
| Sig. (2-tailed) | .340 | .063 | .024 | .271 | .208 | .009 | .000 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y10 | Pearson Correlation | .347 | .426\* | .448\* | .176 | .150 | .374\* | .670\*\* | .772\*\* | .824\*\* | 1 | 0.767\*\* |
| Sig. (2-tailed) | .060 | .019 | .013 | .352 | .429 | .042 | .000 | .000 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .506\*\* | .677\*\* | .659\*\* | .556\*\* | .611\*\* | .634\*\* | .833\*\* | .780\*\* | .779\*\* | .767\*\* | 1 |
| Sig. (2-tailed) | .004 | .000 | .000 | .001 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed).  \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |
|  | | | | | | | | | | | | |

* 1. **Uji Reliabilitas**
     + 1. **Uji Reliabilitas Brand Image (X1)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .889 | 10 |

* + - 1. **Desain (X2)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .909 | 10 |

* + - 1. **Minat Beli (Y)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .869 | 10 |

**LAMPIRAN 5**

**UJI MANUAL**

1. **Regresi Linear Berganda**

**Y = a+ b1X1+ b2X2 + e**

b1 = (6.675, 326) (2.509, 863) – (1.580.611) (2.299, 358)  
 (4.434, 884) (6.675, 326) – (1580, 611)2

= 16.754.153, 74 – 3.634.390, 540  
 29.604.296, 47 – 2.498.331, 133

= 13.119.763, 11  
 27.105.965, 34

= 0, 4840

= 0, 484

b2 = (4.434, 884) (2.299, 358) – (1.580, 611) (2.509, 863)  
 29.604.296, 47 - 2.498.331, 133

**=**10.197.386 – 3.967.117, 066  
 27.174.965, 34

= 6.230.268, 934  
 27.174.965, 34

= 0,2292

= 0, 230

a = (3753) – 0, 484 (3636) – 0, 230 (3447)   
 (95) (95) (95)

= 39, 50526316 – 0, 484 (38,27368421) – 0, 230 (36, 28421053)

= 39, 50526316 – 18, 52446316 – 8, 345368422

= 12, 635

= 12, 640

1. **Uji T**

t= βn

Sβn

βn = Koefisien masing-masing variabel

Sβn = Standart Error masing-masing variabel

t . *Brand Image* = 0,484 = 6,048

0,080

t . Desain = 0,230 = 3,524

0,065

1. **Uji F**

f. hitung =

=

=

=

=

1. **Uji Determinasi**

D= (r)2 x 100%

D= (0,649)2 x 100%

D= 0,421201 x 100%

D= 42.1201%

D= 42,2 %

**LAMPIRAN 6**

**Tabel Distribusi (t) dan tabel r untuk df**

**Tabel r untuk df = 1 – 50**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | **Tingkat signifikansi untuk uji satu arah** | | | | | | | | | | | | | | |  |
|  | **df = (N-2)** |  | **0.05** | **0.025** | | **0.01** | | **0.005** | | | |  |  | | | **0.0005** | |  |
|  |  | **Tingkat signifikansi untuk uji dua arah** | | | | | | | | | | | | | |  |  |
|  |  |  |  |  |
|  |  |  | **0.1** | **0.05** | | **0.02** | | **0.01** | | | |  | |  | | | **0.001** |  |
|  | **1** |  | 0.9877 | 0.9969 | | 0.9995 | | 0.9999 | | | |  | |  | | | 1.0000 |  |
|  | **2** |  | 0.9000 | 0.9500 | | 0.9800 | | 0.9900 | | | |  | |  | | | 0.9990 |  |
|  | **3** |  | 0.8054 | 0.8783 | | 0.9343 | | 0.9587 | | | |  | |  | | | 0.9911 |  |
|  | **4** |  | 0.7293 | 0.8114 | | 0.8822 | | 0.9172 | | | |  | |  | | | 0.9741 |  |
|  | **5** |  | 0.6694 | 0.7545 | | 0.8329 | | 0.8745 | | | |  | |  | | | 0.9509 |  |
|  | **6** |  | 0.6215 | 0.7067 | | 0.7887 | | 0.8343 | | | |  | |  | | | 0.9249 |  |
|  | **7** |  | 0.5822 | 0.6664 | | 0.7498 | | 0.7977 | | | |  | |  | | | 0.8983 |  |
|  | **8** |  | 0.5494 | 0.6319 | | 0.7155 | | 0.7646 | | | |  | |  | | | 0.8721 |  |
|  | **9** |  | 0.5214 | 0.6021 | | 0.6851 | | 0.7348 | | | |  | |  | | | 0.8470 |  |
|  | **10** |  | 0.4973 | 0.5760 | | 0.6581 | | 0.7079 | | | |  | |  | | | 0.8233 |  |
|  | **11** |  | 0.4762 | 0.5529 | | 0.6339 | | 0.6835 | | | |  | |  | | | 0.8010 |  |
|  | **12** |  | 0.4575 | 0.5324 | | 0.6120 | | 0.6614 | | | |  | |  | | | 0.7800 |  |
|  | **13** |  | 0.4409 | 0.5140 | | 0.5923 | | 0.6411 | | | |  | |  | | | 0.7604 |  |
|  | **14** |  | 0.4259 | 0.4973 | | 0.5742 | | 0.6226 | | | |  | |  | | | 0.7419 |  |
|  | **15** |  | 0.4124 | 0.4821 | | 0.5577 | | 0.6055 | | | |  | |  | | | 0.7247 |  |
|  | **16** |  | 0.4000 | 0.4683 | | 0.5425 | | 0.5897 | | | |  | |  | | | 0.7084 |  |
|  | **17** |  | 0.3887 | 0.4555 | | 0.5285 | | 0.5751 | | | |  | |  | | | 0.6932 |  |
|  | **18** |  | 0.3783 | 0.4438 | | 0.5155 | | 0.5614 | | | |  | |  | | | 0.6788 |  |
|  | **19** |  | 0.3687 | 0.4329 | | 0.5034 | | 0.5487 | | | |  | |  | | | 0.6652 |  |
|  | **20** |  | 0.3598 | 0.4227 | | 0.4921 | | 0.5368 | | | |  | |  | | | 0.6524 |  |
|  | **21** |  | 0.3515 | 0.4132 | | 0.4815 | | 0.5256 | | | |  | |  | | | 0.6402 |  |
|  | **22** |  | 0.3438 | 0.4044 | | 0.4716 | | 0.5151 | | | |  | |  | | | 0.6287 |  |
|  | **23** |  | 0.3365 | 0.3961 | | 0.4622 | | 0.5052 | | | |  | |  | | | 0.6178 |  |
|  | **24** |  | 0.3297 | 0.3882 | | 0.4534 | | 0.4958 | | | |  | |  | | | 0.6074 |  |
|  | **25** |  | 0.3233 | 0.3809 | | 0.4451 | | 0.4869 | | | |  | |  | | | 0.5974 |  |
|  | **26** |  | 0.3172 | 0.3739 | | 0.4372 | | 0.4785 | | | |  | |  | | | 0.5880 |  |
|  | **27** |  | 0.3115 | **0.3673** | | 0.4297 | | 0.4705 | | | |  | |  | | | 0.5790 |  |
|  | **28** |  | 0.3061 | 0.3610 | | 0.4226 | | 0.4629 | | | |  | |  | | | 0.5703 |  |
|  | **29** |  | 0.3009 | 0.3550 | | 0.4158 | | 0.4556 | | | |  | |  | | | 0.5620 |  |
|  | **30** |  | 0.2960 | 0.3494 | | 0.4093 | | 0.4487 | | | |  | |  | | | 0.5541 |  |
|  | **31** |  | 0.2913 | 0.3440 | | 0.4032 | | 0.4421 | | | |  | |  | | | 0.5465 |  |
|  | **32** |  | 0.2869 | 0.3388 | | 0.3972 | | 0.4357 | | | |  | |  | | | 0.5392 |  |
| **df=(N-2)** |  | **Tingkat signifikansi untuk uji satu arah** | | | | | | | | | | | | | |  |
|  | **0.05** | **0.025** | | **0.01** | | **0.005** | |  | |  | | | **0.0005** | | |  |
|  | **Tingkat signifikansi untuk uji dua arah** | | | | | | | | |  | | |  | | |
|  | **0.1** | **0.05** | | **0.02** | | **0.01** | |  | |  | | | **0.001** | | |
|  | **33** |  | 0.2826 | 0.3338 | | 0.3916 | | 0.4296 | |  | |  | | | 0.5322 | | |  |
|  | **34** |  | 0.2785 | 0.3291 | | 0.3862 | | 0.4238 | |  | |  | | | 0.5254 | | |  |
|  | **35** |  | 0.2746 | 0.3246 | | 0.3810 | | 0.4182 | |  | |  | | | 0.5189 | | |  |
|  | **36** |  | 0.2709 | 0.3202 | | 0.3760 | | 0.4128 | |  | |  | | | 0.5126 | | |  |
|  | **37** |  | 0.2673 | 0.3160 | | 0.3712 | | 0.4076 | |  | |  | | | 0.5066 | | |  |
|  | **38** |  | 0.2638 | 0.3120 | | 0.3665 | | 0.4026 | |  | |  | | | 0.5007 | | |  |
|  | **39** |  | 0.2605 | 0.3081 | | 0.3621 | | 0.3978 | |  | |  | | | 0.4950 | | |  |
|  | **40** |  | 0.2573 | 0.3044 | | 0.3578 | | 0.3932 | |  | |  | | | 0.4896 | | |  |
|  | **41** |  | 0.2542 | 0.3008 | | 0.3536 | | 0.3887 | |  | |  | | | 0.4843 | | |  |
|  | **42** |  | 0.2512 | 0.2973 | | 0.3496 | | 0.3843 | |  | |  | | | 0.4791 | | |  |
|  | **43** |  | 0.2483 | 0.2940 | | 0.3457 | | 0.3801 | |  | |  | | | 0.4742 | | |  |
|  | **44** |  | 0.2455 | 0.2907 | | 0.3420 | | 0.3761 | |  | |  | | | 0.4694 | | |  |
|  | **45** |  | 0.2429 | 0.2876 | | 0.3384 | | 0.3721 | |  | |  | | | 0.4647 | | |  |
|  | **46** |  | 0.2403 | 0.2845 | | 0.3348 | | 0.3683 | |  | |  | | | 0.4601 | | |  |
|  | **47** |  | 0.2377 | 0.2816 | | 0.3314 | | 0.3646 | |  | |  | | | 0.4557 | | |  |
|  | **48** |  | 0.2353 | 0.2787 | | 0.3281 | | 0.3610 | |  | |  | | | 0.4514 | | |  |
|  | **49** |  | 0.2329 | 0.2759 | | 0.3249 | | 0.3575 | |  | |  | | | 0.4473 | | |  |
|  | **50** |  | 0.2306 | 0.2732 | | 0.3218 | | 0.3542 | |  | |  | | | 0.4432 | | |  |
|  | **51** |  | 0.2284 | 0.2706 | | 0.3188 | | 0.3509 | |  | |  | | | 0.4393 | | |  |
|  | **52** |  | 0.2262 | 0.2681 | | 0.3158 | | 0.3477 | |  | |  | | | 0.4354 | | |  |
|  | **53** |  | 0.2241 | 0.2656 | | 0.3129 | | 0.3445 | |  | |  | | | 0.4317 | | |  |
|  | **54** |  | 0.2221 | 0.2632 | | 0.3102 | | 0.3415 | |  | |  | | | 0.4280 | | |  |
|  | **55** |  | 0.2201 | 0.2609 | | 0.3074 | | 0.3385 | |  | |  | | | 0.4244 | | |  |
|  | **56** |  | 0.2181 | 0.2586 | | 0.3048 | | 0.3357 | |  | |  | | | 0.4210 | | |  |
|  | **57** |  | 0.2162 | 0.2564 | | 0.3022 | | 0.3328 | |  | |  | | | 0.4176 | | |  |
|  | **58** |  | 0.2144 | 0.2542 | | 0.2997 | | 0.3301 | |  | |  | | | 0.4143 | | |  |
|  | **59** |  | 0.2126 | 0.2521 | | 0.2972 | | 0.3274 | |  | |  | | | 0.4110 | | |  |
|  | **60** |  | 0.2108 | 0.2500 | | 0.2948 | | 0.3248 | |  | |  | | | 0.4079 | | |  |
|  | **61** |  | 0.2091 | 0.2480 | | 0.2925 | | 0.3223 | |  | |  | | | 0.4048 | | |  |
|  | **62** |  | 0.2075 | 0.2461 | | 0.2902 | | 0.3198 | |  | |  | | | 0.4018 | | |  |
|  | **63** |  | 0.2058 | 0.2441 | | 0.2880 | | 0.3173 | |  | |  | | | 0.3988 | | |  |
|  | **64** |  | 0.2042 | 0.2423 | | 0.2858 | | 0.3150 | |  | |  | | | 0.3959 | | |  |
|  | **65** |  | 0.2027 | 0.2404 | | 0.2837 | | 0.3126 | |  | |  | | | 0.3931 | | |  |
|  | **66** |  | 0.2012 | 0.2387 | | 0.2816 | | 0.3104 | |  | |  | | | 0.3903 | | |  |
|  | **67** |  | 0.1997 | 0.2369 | | 0.2796 | | 0.3081 | |  | |  | | | 0.3876 | | |  |
|  | **df = (N-2)** |  | **Tingkat signifikansi untuk uji satu arah** | | | | | | | | | | | | | |  |  |
|  | **0.05** | | **0.025** | | **0.01** | | **0.005** | |  |  | | | **0.0005** | | |  |
|  | **Tingkat signifikansi untuk uji dua arah** | | | | | | | | |  | | |  | | |
|  | **0.1** | | **0.05** | | **0.02** | | **0.01** | |  |  | | | **0.001** | | |
| **68** |  | 0.1982 | | 0.2352 | | 0.2776 | | 0.3060 | |  |  | | | 0.3850 | | |
|  | **69** |  | 0.1968 | | 0.2335 | | 0.2756 | | 0.3038 | |  |  | | | 0.3823 | | |  |
|  | **70** |  | 0.1954 | | 0.2319 | | 0.2737 | | 0.3017 | |  |  | | | 0.3798 | | |  |
|  | **71** |  | 0.1940 | | 0.2303 | | 0.2718 | | 0.2997 | |  |  | | | 0.3773 | | |  |
|  | **72** |  | 0.1927 | | 0.2287 | | 0.2700 | | 0.2977 | |  |  | | | 0.3748 | | |  |
|  | **73** |  | 0.1914 | | 0.2272 | | 0.2682 | | 0.2957 | |  |  | | | 0.3724 | | |  |
|  | **74** |  | 0.1901 | | 0.2257 | | 0.2664 | | 0.2938 | |  |  | | | 0.3701 | | |  |
|  | **75** |  | 0.1888 | | 0.2242 | | 0.2647 | | 0.2919 | |  |  | | | 0.3678 | | |  |
|  | **76** |  | 0.1876 | | 0.2227 | | 0.2630 | | 0.2900 | |  |  | | | 0.3655 | | |  |
|  | **77** |  | 0.1864 | | 0.2213 | | 0.2613 | | 0.2882 | |  |  | | | 0.3633 | | |  |
|  | **78** |  | 0.1852 | | 0.2199 | | 0.2597 | | 0.2864 | |  |  | | | 0.3611 | | |  |
|  | **79** |  | 0.1841 | | 0.2185 | | 0.2581 | | 0.2847 | |  |  | | | 0.3589 | | |  |
|  | **80** |  | 0.1829 | | 0.2172 | | 0.2565 | | 0.2830 | |  |  | | | 0.3568 | | |  |
|  | **81** |  | 0.1818 | | 0.2159 | | 0.2550 | | 0.2813 | |  |  | | | 0.3547 | | |  |
|  | **82** |  | 0.1807 | | 0.2146 | | 0.2535 | | 0.2796 | |  |  | | | 0.3527 | | |  |
|  | **83** |  | 0.1796 | | 0.2133 | | 0.2520 | | 0.2780 | |  |  | | | 0.3507 | | |  |
|  | **84** |  | 0.1786 | | 0.2120 | | 0.2505 | | 0.2764 | |  |  | | | 0.3487 | | |  |
|  | **85** |  | 0.1775 | | 0.2108 | | 0.2491 | | 0.2748 | |  |  | | | 0.3468 | | |  |
|  | **86** |  | 0.1765 | | 0.2096 | | 0.2477 | | 0.2732 | |  |  | | | 0.3449 | | |  |
|  | **87** |  | 0.1755 | | 0.2084 | | 0.2463 | | 0.2717 | |  |  | | | 0.3430 | | |  |
|  | **88** |  | 0.1745 | | 0.2072 | | 0.2449 | | 0.2702 | |  |  | | | 0.3412 | | |  |
|  | **89** |  | 0.1735 | | 0.2061 | | 0.2435 | | 0.2687 | |  |  | | | 0.3393 | | |  |
|  | **90** |  | 0.1726 | | 0.2050 | | 0.2422 | | 0.2673 | |  |  | | | 0.3375 | | |  |
|  | **91** |  | 0.1716 | | 0.2039 | | 0.2409 | | 0.2659 | |  |  | | | 0.3358 | | |  |
|  | **92** |  | 0.1707 | | 0.2028 | | 0.2396 | | 0.2645 | |  |  | | | 0.3341 | | |  |
|  | **93** |  | 0.1698 | | 0.2017 | | 0.2384 | | 0.2631 | |  |  | | | 0.3323 | | |  |
|  | **94** |  | 0.1689 | | 0.2006 | | 0.2371 | | 0.2617 | |  |  | | | 0.3307 | | |  |
|  | **95** |  | 0.1680 | | 0.1996 | | 0.2359 | | 0.2604 | |  |  | | | 0.3290 | | |  |
|  | **96** |  | 0.1671 | | 0.1986 | | 0.2347 | | 0.2591 | |  |  | | | 0.3274 | | |  |
|  | **97** |  | 0.1663 | | 0.1975 | | 0.2335 | | 0.2578 | |  |  | | | 0.3258 | | |  |
|  | **98** |  | 0.1654 | | 0.1966 | | 0.2324 | | 0.2565 | |  |  | | | 0.3242 | | |  |
|  | **99** |  | 0.1646 | | 0.1956 | | 0.2312 | | 0.2552 | |  |  | | | 0.3226 | | |  |
|  | **100** |  | 0.1638 | | 0.1946 | | 0.2301 | | 0.2540 | |  |  | | | 0.3211 | | |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |

**Titik Presentase Distribusi t Tabel**

| **Pr** | **0.25** | **0.10** | **0.05** | **0.025** | **0.01** | **0.005** | **0.001** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **df** | **0.50** | **0.20** | **0.10** | **0.050** | **0.02** | **0.010** | **0.002** |
| **1** | 1.00000 | 3.07768 | 6.31375 | 12.70620 | 31.82052 | 63.65674 | 318.30884 |
| **2** | 0.81650 | 1.88562 | 2.91999 | 4.30265 | 6.96456 | 9.92484 | 22.32712 |
| **3** | 0.76489 | 1.63774 | 2.35336 | 3.18245 | 4.54070 | 5.84091 | 10.21453 |
| **4** | 0.74070 | 1.53321 | 2.13185 | 2.77645 | 3.74695 | 4.60409 | 7.17318 |
| **5** | 0.72669 | 1.47588 | 2.01505 | 2.57058 | 3.36493 | 4.03214 | 5.89343 |
| **6** | 0.71756 | 1.43976 | 1.94318 | 2.44691 | 3.14267 | 3.70743 | 5.20763 |
| **7** | 0.71114 | 1.41492 | 1.89458 | 2.36462 | 2.99795 | 3.49948 | 4.78529 |
| **8** | 0.70639 | 1.39682 | 1.85955 | 2.30600 | 2.89646 | 3.35539 | 4.50079 |
| **9** | 0.70272 | 1.38303 | 1.83311 | 2.26216 | 2.82144 | 3.24984 | 4.29681 |
| **10** | 0.69981 | 1.37218 | 1.81246 | 2.22814 | 2.76377 | 3.16927 | 4.14370 |
| **11** | 0.69745 | 1.36343 | 1.79588 | 2.20099 | 2.71808 | 3.10581 | 4.02470 |
| **12** | 0.69548 | 1.35622 | 1.78229 | 2.17881 | 2.68100 | 3.05454 | 3.92963 |
| **13** | 0.69383 | 1.35017 | 1.77093 | 2.16037 | 2.65031 | 3.01228 | 3.85198 |
| **14** | 0.69242 | 1.34503 | 1.76131 | 2.14479 | 2.62449 | 2.97684 | 3.78739 |
| **15** | 0.69120 | 1.34061 | 1.75305 | 2.13145 | 2.60248 | 2.94671 | 3.73283 |
| **16** | 0.69013 | 1.33676 | 1.74588 | 2.11991 | 2.58349 | 2.92078 | 3.68615 |
| **17** | 0.68920 | 1.33338 | 1.73961 | 2.10982 | 2.56693 | 2.89823 | 3.64577 |
| **18** | 0.68836 | 1.33039 | 1.73406 | 2.10092 | 2.55238 | 2.87844 | 3.61048 |
| **19** | 0.68762 | 1.32773 | 1.72913 | 2.09302 | 2.53948 | 2.86093 | 3.57940 |
| **20** | 0.68695 | 1.32534 | 1.72472 | 2.08596 | 2.52798 | 2.84534 | 3.55181 |
| **21** | 0.68635 | 1.32319 | 1.72074 | 2.07961 | 2.51765 | 2.83136 | 3.52715 |
| **22** | 0.68581 | 1.32124 | 1.71714 | 2.07387 | 2.50832 | 2.81876 | 3.50499 |
| **23** | 0.68531 | 1.31946 | 1.71387 | 2.06866 | 2.49987 | 2.80734 | 3.48496 |
| **24** | 0.68485 | 1.31784 | 1.71088 | 2.06390 | 2.49216 | 2.79694 | 3.46678 |
| **25** | 0.68443 | 1.31635 | 1.70814 | 2.05954 | 2.48511 | 2.78744 | 3.45019 |
| **26** | 0.68404 | 1.31497 | 1.70562 | 2.05553 | 2.47863 | 2.77871 | 3.43500 |
| **27** | 0.68368 | 1.31370 | 1.70329 | 2.05183 | 2.47266 | 2.77068 | 3.42103 |
| **28** | 0.68335 | 1.31253 | 1.70113 | 2.04841 | 2.46714 | 2.76326 | 3.40816 |
| **29** | 0.68304 | 1.31143 | 1.69913 | 2.04523 | 2.46202 | 2.75639 | 3.39624 |
| **30** | 0.68276 | 1.31042 | 1.69726 | 2.04227 | 2.45726 | 2.75000 | 3.38518 |
| **31** | 0.68249 | 1.30946 | 1.69552 | 2.03951 | 2.45282 | 2.74404 | 3.37490 |
| **32** | 0.68223 | 1.30857 | 1.69389 | 2.03693 | 2.44868 | 2.73848 | 3.36531 |
| **33** | 0.68200 | 1.30774 | 1.69236 | 2.03452 | 2.44479 | 2.73328 | 3.35634 |
| **34** | 0.68177 | 1.30695 | 1.69092 | 2.03224 | 2.44115 | 2.72839 | 3.34793 |
| **35** | 0.68156 | 1.30621 | 1.68957 | 2.03011 | 2.43772 | 2.72381 | 3.34005 |
| **36** | 0.68137 | 1.30551 | 1.68830 | 2.02809 | 2.43449 | 2.71948 | 3.33262 |
| **37** | 0.68118 | 1.30485 | 1.68709 | 2.02619 | 2.43145 | 2.71541 | 3.32563 |
| **38** | 0.68100 | 1.30423 | 1.68595 | 2.02439 | 2.42857 | 2.71156 | 3.31903 |
| **39** | 0.68083 | 1.30364 | 1.68488 | 2.02269 | 2.42584 | 2.70791 | 3.31279 |
| **40** | 0.68067 | 1.30308 | 1.68385 | 2.02108 | 2.42326 | 2.70446 | 3.30688 |
| **41** | 0.68052 | 1.30254 | 1.68288 | 2.01954 | 2.42080 | 2.70118 | 3.30127 |
| **42** | 0.68038 | 1.30204 | 1.68195 | 2.01808 | 2.41847 | 2.69807 | 3.29595 |
| **43** | 0.68024 | 1.30155 | 1.68107 | 2.01669 | 2.41625 | 2.69510 | 3.29089 |
| **44** | 0.68011 | 1.30109 | 1.68023 | 2.01537 | 2.41413 | 2.69228 | 3.28607 |
| **45** | 0.67998 | 1.30065 | 1.67943 | 2.01410 | 2.41212 | 2.68959 | 3.28148 |
| **46** | 0.67986 | 1.30023 | 1.67866 | 2.01290 | 2.41019 | 2.68701 | 3.27710 |
| **47** | 0.67975 | 1.29982 | 1.67793 | 2.01174 | 2.40835 | 2.68456 | 3.27291 |
| **48** | 0.67964 | 1.29944 | 1.67722 | 2.01063 | 2.40658 | 2.68220 | 3.26891 |
| **49** | 0.67953 | 1.29907 | 1.67655 | 2.00958 | 2.40489 | 2.67995 | 3.26508 |
| **50** | 0.67943 | 1.29871 | 1.67591 | 2.00856 | 2.40327 | 2.67779 | 3.26141 |
| **51** | 0.67933 | 1.29837 | 1.67528 | 2.00758 | 2.40172 | 2.67572 | 3.25789 |
| **52** | 0.67924 | 1.29805 | 1.67469 | 2.00665 | 2.40022 | 2.67373 | 3.25451 |
| **53** | 0.67915 | 1.29773 | 1.67412 | 2.00575 | 2.39879 | 2.67182 | 3.25127 |
| **54** | 0.67906 | 1.29743 | 1.67356 | 2.00488 | 2.39741 | 2.66998 | 3.24815 |
| **55** | 0.67898 | 1.29713 | 1.67303 | 2.00404 | 2.39608 | 2.66822 | 3.24515 |
| **56** | 0.67890 | 1.29685 | 1.67252 | 2.00324 | 2.39480 | 2.66651 | 3.24226 |
| **57** | 0.67882 | 1.29658 | 1.67203 | 2.00247 | 2.39357 | 2.66487 | 3.23948 |
| **58** | 0.67874 | 1.29632 | 1.67155 | 2.00172 | 2.39238 | 2.66329 | 3.23680 |
| **59** | 0.67867 | 1.29607 | 1.67109 | 2.00100 | 2.39123 | 2.66176 | 3.23421 |
| **60** | 0.67860 | 1.29582 | 1.67065 | 2.00030 | 2.39012 | 2.66028 | 3.23171 |
| **61** | 0.67853 | 1.29558 | 1.67022 | 1.99962 | 2.38905 | 2.65886 | 3.22930 |
| **62** | 0.67847 | 1.29536 | 1.66980 | 1.99897 | 2.38801 | 2.65748 | 3.22696 |
| **63** | 0.67840 | 1.29513 | 1.66940 | 1.99834 | 2.38701 | 2.65615 | 3.22471 |
| **64** | 0.67834 | 1.29492 | 1.66901 | 1.99773 | 2.38604 | 2.65485 | 3.22253 |
| **65** | 0.67828 | 1.29471 | 1.66864 | 1.99714 | 2.38510 | 2.65360 | 3.22041 |
| **66** | 0.67823 | 1.29451 | 1.66827 | 1.99656 | 2.38419 | 2.65239 | 3.21837 |
| **67** | 0.67817 | 1.29432 | 1.66792 | 1.99601 | 2.38330 | 2.65122 | 3.21639 |
| **68** | 0.67811 | 1.29413 | 1.66757 | 1.99547 | 2.38245 | 2.65008 | 3.21446 |
| **69** | 0.67806 | 1.29394 | 1.66724 | 1.99495 | 2.38161 | 2.64898 | 3.21260 |
| **70** | 0.67801 | 1.29376 | 1.66691 | 1.99444 | 2.38081 | 2.64790 | 3.21079 |
| **71** | 0.67796 | 1.29359 | 1.66660 | 1.99394 | 2.38002 | 2.64686 | 3.20903 |
| **72** | 0.67791 | 1.29342 | 1.66629 | 1.99346 | 2.37926 | 2.64585 | 3.20733 |
| **73** | 0.67787 | 1.29326 | 1.66600 | 1.99300 | 2.37852 | 2.64487 | 3.20567 |
| **74** | 0.67782 | 1.29310 | 1.66571 | 1.99254 | 2.37780 | 2.64391 | 3.20406 |
| **75** | 0.67778 | 1.29294 | 1.66543 | 1.99210 | 2.37710 | 2.64298 | 3.20249 |
| **76** | 0.67773 | 1.29279 | 1.66515 | 1.99167 | 2.37642 | 2.64208 | 3.20096 |
| **77** | 0.67769 | 1.29264 | 1.66488 | 1.99125 | 2.37576 | 2.64120 | 3.19948 |
| **78** | 0.67765 | 1.29250 | 1.66462 | 1.99085 | 2.37511 | 2.64034 | 3.19804 |
| **79** | 0.67761 | 1.29236 | 1.66437 | 1.99045 | 2.37448 | 2.63950 | 3.19663 |
| **80** | 0.67757 | 1.29222 | 1.66412 | 1.99006 | 2.37387 | 2.63869 | 3.19526 |
| **81** | 0.67753 | 1.29209 | 1.66388 | 1.98969 | 2.37327 | 2.63790 | 3.19392 |
| **82** | 0.67749 | 1.29196 | 1.66365 | 1.98932 | 2.37269 | 2.63712 | 3.19262 |
| **83** | 0.67746 | 1.29183 | 1.66342 | 1.98896 | 2.37212 | 2.63637 | 3.19135 |
| **84** | 0.67742 | 1.29171 | 1.66320 | 1.98861 | 2.37156 | 2.63563 | 3.19011 |
| **85** | 0.67739 | 1.29159 | 1.66298 | 1.98827 | 2.37102 | 2.63491 | 3.18890 |
| **86** | 0.67735 | 1.29147 | 1.66277 | 1.98793 | 2.37049 | 2.63421 | 3.18772 |
| **87** | 0.67732 | 1.29136 | 1.66256 | 1.98761 | 2.36998 | 2.63353 | 3.18657 |
| **88** | 0.67729 | 1.29125 | 1.66235 | 1.98729 | 2.36947 | 2.63286 | 3.18544 |
| **89** | 0.67726 | 1.29114 | 1.66216 | 1.98698 | 2.36898 | 2.63220 | 3.18434 |
| **90** | 0.67723 | 1.29103 | 1.66196 | 1.98667 | 2.36850 | 2.63157 | 3.18327 |
| **91** | 0.67720 | 1.29092 | 1.66177 | 1.98638 | 2.36803 | 2.63094 | 3.18222 |
| **92** | 0.67717 | 1.29082 | 1.66159 | 1.98609 | 2.36757 | 2.63033 | 3.18119 |
| **93** | 0.67714 | 1.29072 | 1.66140 | 1.98580 | 2.36712 | 2.62973 | 3.18019 |
| **94** | 0.67711 | 1.29062 | 1.66123 | 1.98552 | 2.36667 | 2.62915 | 3.17921 |
| **95** | 0.67708 | 1.29053 | 1.66105 | 1.98525 | 2.36624 | 2.62858 | 3.17825 |
| **96** | 0.67705 | 1.29043 | 1.66088 | 1.98498 | 2.36582 | 2.62802 | 3.17731 |
| **97** | 0.67703 | 1.29034 | 1.66071 | 1.98472 | 2.36541 | 2.62747 | 3.17639 |
| **98** | 0.67700 | 1.29025 | 1.66055 | 1.98447 | 2.36500 | 2.62693 | 3.17549 |
| **99** | 0.67698 | 1.29016 | 1.66039 | 1.98422 | 2.36461 | 2.62641 | 3.17460 |
| **100** | 0.67695 | 1.29007 | 1.66023 | 1.98397 | 2.36422 | 2.62589 | 3.17374 |

**LAMPIRAN 7**

**Titik Persentase Distribusi F untuk α = 0,05**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **df untuk**  **penyebut (N2)** | | **df untuk pembilang (N1)** | | | | | | | | | | | | | | | | | | | | | | | |
| **1** | **2** | | **3** | | **4** | | **5** | | **6** | | **7** | | **8** | | **9** | | **10** | | **11** | **12** | **13** | **14** | **15** |
| **1** | | 161 | 199 | | 216 | | 225 | | 230 | | 234 | | 237 | | 239 | | 241 | | 242 | | 243 | 244 | 245 | 245 | 246 |
| **2** | | 18.51 | 19.00 | | 19.16 | | 19.25 | | 19.30 | | 19.33 | | 19.35 | | 19.37 | | 19.38 | | 19.40 | | 19.40 | 19.41 | 19.42 | 19.42 | 19.43 |
| **3** | | 10.13 | 9.55 | | 9.28 | | 9.12 | | 9.01 | | 8.94 | | 8.89 | | 8.85 | | 8.81 | | 8.79 | | 8.76 | 8.74 | 8.73 | 8.71 | 8.70 |
| **4** | | 7.71 | 6.94 | | 6.59 | | 6.39 | | 6.26 | | 6.16 | | 6.09 | | 6.04 | | 6.00 | | 5.96 | | 5.94 | 5.91 | 5.89 | 5.87 | 5.86 |
| **5** | | 6.61 | 5.79 | | 5.41 | | 5.19 | | 5.05 | | 4.95 | | 4.88 | | 4.82 | | 4.77 | | 4.74 | | 4.70 | 4.68 | 4.66 | 4.64 | 4.62 |
| **6** | | 5.99 | 5.14 | | 4.76 | | 4.53 | | 4.39 | | 4.28 | | 4.21 | | 4.15 | | 4.10 | | 4.06 | | 4.03 | 4.00 | 3.98 | 3.96 | 3.94 |
| **7** | | 5.59 | 4.74 | | 4.35 | | 4.12 | | 3.97 | | 3.87 | | 3.79 | | 3.73 | | 3.68 | | 3.64 | | 3.60 | 3.57 | 3.55 | 3.53 | 3.51 |
| **8** | | 5.32 | 4.46 | | 4.07 | | 3.84 | | 3.69 | | 3.58 | | 3.50 | | 3.44 | | 3.39 | | 3.35 | | 3.31 | 3.28 | 3.26 | 3.24 | 3.22 |
| **9** | | 5.12 | 4.26 | | 3.86 | | 3.63 | | 3.48 | | 3.37 | | 3.29 | | 3.23 | | 3.18 | | 3.14 | | 3.10 | 3.07 | 3.05 | 3.03 | 3.01 |
| **10** | | 4.96 | 4.10 | | 3.71 | | 3.48 | | 3.33 | | 3.22 | | 3.14 | | 3.07 | | 3.02 | | 2.98 | | 2.94 | 2.91 | 2.89 | 2.86 | 2.85 |
| **11** | | 4.84 | 3.98 | | 3.59 | | 3.36 | | 3.20 | | 3.09 | | 3.01 | | 2.95 | | 2.90 | | 2.85 | | 2.82 | 2.79 | 2.76 | 2.74 | 2.72 |
| **12** | | 4.75 | 3.89 | | 3.49 | | 3.26 | | 3.11 | | 3.00 | | 2.91 | | 2.85 | | 2.80 | | 2.75 | | 2.72 | 2.69 | 2.66 | 2.64 | 2.62 |
| **13** | | 4.67 | 3.81 | | 3.41 | | 3.18 | | 3.03 | | 2.92 | | 2.83 | | 2.77 | | 2.71 | | 2.67 | | 2.63 | 2.60 | 2.58 | 2.55 | 2.53 |
| **14** | | 4.60 | 3.74 | | 3.34 | | 3.11 | | 2.96 | | 2.85 | | 2.76 | | 2.70 | | 2.65 | | 2.60 | | 2.57 | 2.53 | 2.51 | 2.48 | 2.46 |
| **15** | | 4.54 | 3.68 | | 3.29 | | 3.06 | | 2.90 | | 2.79 | | 2.71 | | 2.64 | | 2.59 | | 2.54 | | 2.51 | 2.48 | 2.45 | 2.42 | 2.40 |
| **16** | | 4.49 | 3.63 | | 3.24 | | 3.01 | | 2.85 | | 2.74 | | 2.66 | | 2.59 | | 2.54 | | 2.49 | | 2.46 | 2.42 | 2.40 | 2.37 | 2.35 |
| **17** | | 4.45 | 3.59 | | 3.20 | | 2.96 | | 2.81 | | 2.70 | | 2.61 | | 2.55 | | 2.49 | | 2.45 | | 2.41 | 2.38 | 2.35 | 2.33 | 2.31 |
| **18** | | 4.41 | 3.55 | | 3.16 | | 2.93 | | 2.77 | | 2.66 | | 2.58 | | 2.51 | | 2.46 | | 2.41 | | 2.37 | 2.34 | 2.31 | 2.29 | 2.27 |
| **19** | | 4.38 | 3.52 | | 3.13 | | 2.90 | | 2.74 | | 2.63 | | 2.54 | | 2.48 | | 2.42 | | 2.38 | | 2.34 | 2.31 | 2.28 | 2.26 | 2.23 |
| **20** | | 4.35 | 3.49 | | 3.10 | | 2.87 | | 2.71 | | 2.60 | | 2.51 | | 2.45 | | 2.39 | | 2.35 | | 2.31 | 2.28 | 2.25 | 2.22 | 2.20 |
| **21** | | 4.32 | 3.47 | | 3.07 | | 2.84 | | 2.68 | | 2.57 | | 2.49 | | 2.42 | | 2.37 | | 2.32 | | 2.28 | 2.25 | 2.22 | 2.20 | 2.18 |
| **22** | | 4.30 | 3.44 | | 3.05 | | 2.82 | | 2.66 | | 2.55 | | 2.46 | | 2.40 | | 2.34 | | 2.30 | | 2.26 | 2.23 | 2.20 | 2.17 | 2.15 |
| **23** | | 4.28 | 3.42 | | 3.03 | | 2.80 | | 2.64 | | 2.53 | | 2.44 | | 2.37 | | 2.32 | | 2.27 | | 2.24 | 2.20 | 2.18 | 2.15 | 2.13 |
| **24** | | 4.26 | 3.40 | | 3.01 | | 2.78 | | 2.62 | | 2.51 | | 2.42 | | 2.36 | | 2.30 | | 2.25 | | 2.22 | 2.18 | 2.15 | 2.13 | 2.11 |
| **df untuk**  **penyebut (N2)** | | **df untuk pembilang (N1)** | | | | | | | | | | | | | | | | | | | | | | | |
| **1** | | **2** | | **3** | | **4** | | **5** | | **6** | | **7** | | **8** | | **9** | | **10** | **11** | **12** | **13** | **14** | **15** |
| **25** | | 4.24 | | 3.39 | | 2.99 | | 2.76 | | 2.60 | | 2.49 | | 2.40 | | 2.34 | | 2.28 | | 2.24 | 2.20 | 2.16 | 2.14 | 2.11 | 2.09 |
| **26** | | 4.23 | | 3.37 | | 2.98 | | 2.74 | | 2.59 | | 2.47 | | 2.39 | | 2.32 | | 2.27 | | 2.22 | 2.18 | 2.15 | 2.12 | 2.09 | 2.07 |
| **27** | | 4.21 | | 3.35 | | 2.96 | | 2.73 | | 2.57 | | 2.46 | | 2.37 | | 2.31 | | 2.25 | | 2.20 | 2.17 | 2.13 | 2.10 | 2.08 | 2.06 |
| **28** | | 4.20 | | 3.34 | | 2.95 | | 2.71 | | 2.56 | | 2.45 | | 2.36 | | 2.29 | | 2.24 | | 2.19 | 2.15 | 2.12 | 2.09 | 2.06 | 2.04 |
| **29** | | 4.18 | | 3.33 | | 2.93 | | 2.70 | | 2.55 | | 2.43 | | 2.35 | | 2.28 | | 2.22 | | 2.18 | 2.14 | 2.10 | 2.08 | 2.05 | 2.03 |
| **30** | | 4.17 | | 3.32 | | 2.92 | | 2.69 | | 2.53 | | 2.42 | | 2.33 | | 2.27 | | 2.21 | | 2.16 | 2.13 | 2.09 | 2.06 | 2.04 | 2.01 |
| **31** | | 4.16 | | 3.30 | | 2.91 | | 2.68 | | 2.52 | | 2.41 | | 2.32 | | 2.25 | | 2.20 | | 2.15 | 2.11 | 2.08 | 2.05 | 2.03 | 2.00 |
| **32** | | 4.15 | | 3.29 | | 2.90 | | 2.67 | | 2.51 | | 2.40 | | 2.31 | | 2.24 | | 2.19 | | 2.14 | 2.10 | 2.07 | 2.04 | 2.01 | 1.99 |
| **33** | | 4.14 | | 3.28 | | 2.89 | | 2.66 | | 2.50 | | 2.39 | | 2.30 | | 2.23 | | 2.18 | | 2.13 | 2.09 | 2.06 | 2.03 | 2.00 | 1.98 |
| **34** | | 4.13 | | 3.28 | | 2.88 | | 2.65 | | 2.49 | | 2.38 | | 2.29 | | 2.23 | | 2.17 | | 2.12 | 2.08 | 2.05 | 2.02 | 1.99 | 1.97 |
| **35** | | 4.12 | | 3.27 | | 2.87 | | 2.64 | | 2.49 | | 2.37 | | 2.29 | | 2.22 | | 2.16 | | 2.11 | 2.07 | 2.04 | 2.01 | 1.99 | 1.96 |
| **36** | | 4.11 | | 3.26 | | 2.87 | | 2.63 | | 2.48 | | 2.36 | | 2.28 | | 2.21 | | 2.15 | | 2.11 | 2.07 | 2.03 | 2.00 | 1.98 | 1.95 |
| **37** | | 4.11 | | 3.25 | | 2.86 | | 2.63 | | 2.47 | | 2.36 | | 2.27 | | 2.20 | | 2.14 | | 2.10 | 2.06 | 2.02 | 2.00 | 1.97 | 1.95 |
| **38** | | 4.10 | | 3.24 | | 2.85 | | 2.62 | | 2.46 | | 2.35 | | 2.26 | | 2.19 | | 2.14 | | 2.09 | 2.05 | 2.02 | 1.99 | 1.96 | 1.94 |
| **39** | | 4.09 | | 3.24 | | 2.85 | | 2.61 | | 2.46 | | 2.34 | | 2.26 | | 2.19 | | 2.13 | | 2.08 | 2.04 | 2.01 | 1.98 | 1.95 | 1.93 |
| **40** | | 4.08 | | 3.23 | | 2.84 | | 2.61 | | 2.45 | | 2.34 | | 2.25 | | 2.18 | | 2.12 | | 2.08 | 2.04 | 2.00 | 1.97 | 1.95 | 1.92 |
| **41** | | 4.08 | | 3.23 | | 2.83 | | 2.60 | | 2.44 | | 2.33 | | 2.24 | | 2.17 | | 2.12 | | 2.07 | 2.03 | 2.00 | 1.97 | 1.94 | 1.92 |
| **42** | | 4.07 | | 3.22 | | 2.83 | | 2.59 | | 2.44 | | 2.32 | | 2.24 | | 2.17 | | 2.11 | | 2.06 | 2.03 | 1.99 | 1.96 | 1.94 | 1.91 |
| **43** | | 4.07 | | 3.21 | | 2.82 | | 2.59 | | 2.43 | | 2.32 | | 2.23 | | 2.16 | | 2.11 | | 2.06 | 2.02 | 1.99 | 1.96 | 1.93 | 1.91 |
| **44** | | 4.06 | | 3.21 | | 2.82 | | 2.58 | | 2.43 | | 2.31 | | 2.23 | | 2.16 | | 2.10 | | 2.05 | 2.01 | 1.98 | 1.95 | 1.92 | 1.90 |
| **45** | | 4.06 | | 3.20 | | 2.81 | | 2.58 | | 2.42 | | 2.31 | | 2.22 | | 2.15 | | 2.10 | | 2.05 | 2.01 | 1.97 | 1.94 | 1.92 | 1.89 |
| **46** | | 4.05 | | 3.20 | | 2.81 | | 2.57 | | 2.42 | | 2.30 | | 2.22 | | 2.15 | | 2.09 | | 2.04 | 2.00 | 1.97 | 1.94 | 1.91 | 1.89 |
| **47** | | 4.05 | | 3.20 | | 2.80 | | 2.57 | | 2.41 | | 2.30 | | 2.21 | | 2.14 | | 2.09 | | 2.04 | 2.00 | 1.96 | 1.93 | 1.91 | 1.88 |
| **48** | | 4.04 | | 3.19 | | 2.80 | | 2.57 | | 2.41 | | 2.29 | | 2.21 | | 2.14 | | 2.08 | | 2.03 | 1.99 | 1.96 | 1.93 | 1.90 | 1.88 |
| **49** | | 4.04 | | 3.19 | | 2.79 | | 2.56 | | 2.40 | | 2.29 | | 2.20 | | 2.13 | | 2.08 | | 2.03 | 1.99 | 1.96 | 1.93 | 1.90 | 1.88 |
| **50** | | 4.03 | | 3.18 | | 2.79 | | 2.56 | | 2.40 | | 2.29 | | 2.20 | | 2.13 | | 2.07 | | 2.03 | 1.99 | 1.95 | 1.92 | 1.89 | 1.87 |
|  |  | | | | | | | | | | | | | | | | | | | | | | | | |
| **df untuk**  **penyebut (N2)** | | **df untuk pembilang (N1)** | | | | | | | | | | | | | | | | | | | | | | | |
| **1** | | **2** | | **3** | | **4** | | **5** | | **6** | | **7** | | **8** | | **9** | | **10** | **11** | **12** | **13** | **14** | **15** |
| **51** | | 4.03 | | 3.18 | | 2.79 | | 2.55 | | 2.40 | | 2.28 | | 2.20 | | 2.13 | | 2.07 | | 2.02 | 1.98 | 1.95 | 1.92 | 1.89 | 1.87 |
| **52** | | 4.03 | | 3.18 | | 2.78 | | 2.55 | | 2.39 | | 2.28 | | 2.19 | | 2.12 | | 2.07 | | 2.02 | 1.98 | 1.94 | 1.91 | 1.89 | 1.86 |
| **53** | | 4.02 | | 3.17 | | 2.78 | | 2.55 | | 2.39 | | 2.28 | | 2.19 | | 2.12 | | 2.06 | | 2.01 | 1.97 | 1.94 | 1.91 | 1.88 | 1.86 |
| **54** | | 4.02 | | 3.17 | | 2.78 | | 2.54 | | 2.39 | | 2.27 | | 2.18 | | 2.12 | | 2.06 | | 2.01 | 1.97 | 1.94 | 1.91 | 1.88 | 1.86 |
| **55** | | 4.02 | | 3.16 | | 2.77 | | 2.54 | | 2.38 | | 2.27 | | 2.18 | | 2.11 | | 2.06 | | 2.01 | 1.97 | 1.93 | 1.90 | 1.88 | 1.85 |
| **56** | | 4.01 | | 3.16 | | 2.77 | | 2.54 | | 2.38 | | 2.27 | | 2.18 | | 2.11 | | 2.05 | | 2.00 | 1.96 | 1.93 | 1.90 | 1.87 | 1.85 |
| **57** | | 4.01 | | 3.16 | | 2.77 | | 2.53 | | 2.38 | | 2.26 | | 2.18 | | 2.11 | | 2.05 | | 2.00 | 1.96 | 1.93 | 1.90 | 1.87 | 1.85 |
| **58** | | 4.01 | | 3.16 | | 2.76 | | 2.53 | | 2.37 | | 2.26 | | 2.17 | | 2.10 | | 2.05 | | 2.00 | 1.96 | 1.92 | 1.89 | 1.87 | 1.84 |
| **59** | | 4.00 | | 3.15 | | 2.76 | | 2.53 | | 2.37 | | 2.26 | | 2.17 | | 2.10 | | 2.04 | | 2.00 | 1.96 | 1.92 | 1.89 | 1.86 | 1.84 |
| **60** | | 4.00 | | 3.15 | | 2.76 | | 2.53 | | 2.37 | | 2.25 | | 2.17 | | 2.10 | | 2.04 | | 1.99 | 1.95 | 1.92 | 1.89 | 1.86 | 1.84 |
| **61** | | 4.00 | | 3.15 | | 2.76 | | 2.52 | | 2.37 | | 2.25 | | 2.16 | | 2.09 | | 2.04 | | 1.99 | 1.95 | 1.91 | 1.88 | 1.86 | 1.83 |
| **62** | | 4.00 | | 3.15 | | 2.75 | | 2.52 | | 2.36 | | 2.25 | | 2.16 | | 2.09 | | 2.03 | | 1.99 | 1.95 | 1.91 | 1.88 | 1.85 | 1.83 |
| **63** | | 3.99 | | 3.14 | | 2.75 | | 2.52 | | 2.36 | | 2.25 | | 2.16 | | 2.09 | | 2.03 | | 1.98 | 1.94 | 1.91 | 1.88 | 1.85 | 1.83 |
| **64** | | 3.99 | | 3.14 | | 2.75 | | 2.52 | | 2.36 | | 2.24 | | 2.16 | | 2.09 | | 2.03 | | 1.98 | 1.94 | 1.91 | 1.88 | 1.85 | 1.83 |
| **65** | | 3.99 | | 3.14 | | 2.75 | | 2.51 | | 2.36 | | 2.24 | | 2.15 | | 2.08 | | 2.03 | | 1.98 | 1.94 | 1.90 | 1.87 | 1.85 | 1.82 |
| **66** | | 3.99 | | 3.14 | | 2.74 | | 2.51 | | 2.35 | | 2.24 | | 2.15 | | 2.08 | | 2.03 | | 1.98 | 1.94 | 1.90 | 1.87 | 1.84 | 1.82 |
| **67** | | 3.98 | | 3.13 | | 2.74 | | 2.51 | | 2.35 | | 2.24 | | 2.15 | | 2.08 | | 2.02 | | 1.98 | 1.93 | 1.90 | 1.87 | 1.84 | 1.82 |
| **68** | | 3.98 | | 3.13 | | 2.74 | | 2.51 | | 2.35 | | 2.24 | | 2.15 | | 2.08 | | 2.02 | | 1.97 | 1.93 | 1.90 | 1.87 | 1.84 | 1.82 |
| **69** | | 3.98 | | 3.13 | | 2.74 | | 2.50 | | 2.35 | | 2.23 | | 2.15 | | 2.08 | | 2.02 | | 1.97 | 1.93 | 1.90 | 1.86 | 1.84 | 1.81 |
| **70** | | 3.98 | | 3.13 | | 2.74 | | 2.50 | | 2.35 | | 2.23 | | 2.14 | | 2.07 | | 2.02 | | 1.97 | 1.93 | 1.89 | 1.86 | 1.84 | 1.81 |
| **71** | | 3.98 | | 3.13 | | 2.73 | | 2.50 | | 2.34 | | 2.23 | | 2.14 | | 2.07 | | 2.01 | | 1.97 | 1.93 | 1.89 | 1.86 | 1.83 | 1.81 |
| **72** | | 3.97 | | 3.12 | | 2.73 | | 2.50 | | 2.34 | | 2.23 | | 2.14 | | 2.07 | | 2.01 | | 1.96 | 1.92 | 1.89 | 1.86 | 1.83 | 1.81 |
| **73** | | 3.97 | | 3.12 | | 2.73 | | 2.50 | | 2.34 | | 2.23 | | 2.14 | | 2.07 | | 2.01 | | 1.96 | 1.92 | 1.89 | 1.86 | 1.83 | 1.81 |
| **74** | | 3.97 | | 3.12 | | 2.73 | | 2.50 | | 2.34 | | 2.22 | | 2.14 | | 2.07 | | 2.01 | | 1.96 | 1.92 | 1.89 | 1.85 | 1.83 | 1.80 |
| **75** | | 3.97 | | 3.12 | | 2.73 | | 2.49 | | 2.34 | | 2.22 | | 2.13 | | 2.06 | | 2.01 | | 1.96 | 1.92 | 1.88 | 1.85 | 1.83 | 1.80 |
| **76** | | 3.97 | | 3.12 | | 2.72 | | 2.49 | | 2.33 | | 2.22 | | 2.13 | | 2.06 | | 2.01 | | 1.96 | 1.92 | 1.88 | 1.85 | 1.82 | 1.80 |
| **df untuk**  **penyebut (N2)** | | **df untuk pembilang (N1)** | | | | | | | | | | | | | | | | | | | | | | | |
| **1** | | **2** | | **3** | | **4** | | **5** | | **6** | | **7** | | **8** | | **9** | | **10** | **11** | **12** | **13** | **14** | **15** |
| **77** | | 3.97 | | 3.12 | | 2.72 | | 2.49 | | 2.33 | | 2.22 | | 2.13 | | 2.06 | | 2.00 | | 1.96 | 1.92 | 1.88 | 1.85 | 1.82 | 1.80 |
| **78** | | 3.96 | | 3.11 | | 2.72 | | 2.49 | | 2.33 | | 2.22 | | 2.13 | | 2.06 | | 2.00 | | 1.95 | 1.91 | 1.88 | 1.85 | 1.82 | 1.80 |
| **79** | | 3.96 | | 3.11 | | 2.72 | | 2.49 | | 2.33 | | 2.22 | | 2.13 | | 2.06 | | 2.00 | | 1.95 | 1.91 | 1.88 | 1.85 | 1.82 | 1.79 |
| **80** | | 3.96 | | 3.11 | | 2.72 | | 2.49 | | 2.33 | | 2.21 | | 2.13 | | 2.06 | | 2.00 | | 1.95 | 1.91 | 1.88 | 1.84 | 1.82 | 1.79 |
| **81** | | 3.96 | | 3.11 | | 2.72 | | 2.48 | | 2.33 | | 2.21 | | 2.12 | | 2.05 | | 2.00 | | 1.95 | 1.91 | 1.87 | 1.84 | 1.82 | 1.79 |
| **82** | | 3.96 | | 3.11 | | 2.72 | | 2.48 | | 2.33 | | 2.21 | | 2.12 | | 2.05 | | 2.00 | | 1.95 | 1.91 | 1.87 | 1.84 | 1.81 | 1.79 |
| **83** | | 3.96 | | 3.11 | | 2.71 | | 2.48 | | 2.32 | | 2.21 | | 2.12 | | 2.05 | | 1.99 | | 1.95 | 1.91 | 1.87 | 1.84 | 1.81 | 1.79 |
| **84** | | 3.95 | | 3.11 | | 2.71 | | 2.48 | | 2.32 | | 2.21 | | 2.12 | | 2.05 | | 1.99 | | 1.95 | 1.90 | 1.87 | 1.84 | 1.81 | 1.79 |
| **85** | | 3.95 | | 3.10 | | 2.71 | | 2.48 | | 2.32 | | 2.21 | | 2.12 | | 2.05 | | 1.99 | | 1.94 | 1.90 | 1.87 | 1.84 | 1.81 | 1.79 |
| **86** | | 3.95 | | 3.10 | | 2.71 | | 2.48 | | 2.32 | | 2.21 | | 2.12 | | 2.05 | | 1.99 | | 1.94 | 1.90 | 1.87 | 1.84 | 1.81 | 1.78 |
| **87** | | 3.95 | | 3.10 | | 2.71 | | 2.48 | | 2.32 | | 2.20 | | 2.12 | | 2.05 | | 1.99 | | 1.94 | 1.90 | 1.87 | 1.83 | 1.81 | 1.78 |
| **88** | | 3.95 | | 3.10 | | 2.71 | | 2.48 | | 2.32 | | 2.20 | | 2.12 | | 2.05 | | 1.99 | | 1.94 | 1.90 | 1.86 | 1.83 | 1.81 | 1.78 |
| **89** | | 3.95 | | 3.10 | | 2.71 | | 2.47 | | 2.32 | | 2.20 | | 2.11 | | 2.04 | | 1.99 | | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |
| **90** | | 3.95 | | 3.10 | | 2.71 | | 2.47 | | 2.32 | | 2.20 | | 2.11 | | 2.04 | | 1.99 | | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |
| **91** | | 3.95 | | 3.10 | | 2.70 | | 2.47 | | 2.31 | | 2.20 | | 2.11 | | 2.04 | | 1.98 | | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |
| **92** | | 3.94 | | 3.10 | | 2.70 | | 2.47 | | 2.31 | | 2.20 | | 2.11 | | 2.04 | | 1.98 | | 1.94 | 1.89 | 1.86 | 1.83 | 1.80 | 1.78 |
| **93** | | 3.94 | | 3.09 | | 2.70 | | 2.47 | | 2.31 | | 2.20 | | 2.11 | | 2.04 | | 1.98 | | 1.93 | 1.89 | 1.86 | 1.83 | 1.80 | 1.78 |
| **94** | | 3.94 | | 3.09 | | 2.70 | | 2.47 | | 2.31 | | 2.20 | | 2.11 | | 2.04 | | 1.98 | | 1.93 | 1.89 | 1.86 | 1.83 | 1.80 | 1.77 |
| **95** | | 3.94 | | 3.09 | | 2.70 | | 2.47 | | 2.31 | | 2.20 | | 2.11 | | 2.04 | | 1.98 | | 1.93 | 1.89 | 1.86 | 1.82 | 1.80 | 1.77 |
| **96** | | 3.94 | | 3.09 | | 2.70 | | 2.47 | | 2.31 | | 2.19 | | 2.11 | | 2.04 | | 1.98 | | 1.93 | 1.89 | 1.85 | 1.82 | 1.80 | 1.77 |
| **97** | | 3.94 | | 3.09 | | 2.70 | | 2.47 | | 2.31 | | 2.19 | | 2.11 | | 2.04 | | 1.98 | | 1.93 | 1.89 | 1.85 | 1.82 | 1.80 | 1.77 |
| **98** | | 3.94 | | 3.09 | | 2.70 | | 2.46 | | 2.31 | | 2.19 | | 2.10 | | 2.03 | | 1.98 | | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| **99** | | 3.94 | | 3.09 | | 2.70 | | 2.46 | | 2.31 | | 2.19 | | 2.10 | | 2.03 | | 1.98 | | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| **100** | | 3.94 | | 3.09 | | 2.70 | | 2.46 | | 2.31 | | 2.19 | | 2.10 | | 2.03 | | 1.97 | | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |