**Lampiran 01 : Lembaran Kuesioner**

**KUISIONER**

Kepada Yth Bapak/Ibu Responden

Di Tempat,

Dengan Hormat,

Saya yang bertanda tangan dibawah ini:

Nama : Sri Afriliani

NPM : 183114117

Jenis Kelamin : Wanita

Jurusan : Manajemen

Asal Perguruan Tinggi : Universitas Muslim Nusantara Al- Washliyah Medan

Judul Penelitian : “Pengaruh *Brand Awareness* dan Promosi Terhadap Keputusan Pembelian Konsumen Sabun Lifebuoy di Desa Patumbak Kampung Kecamatan Patumbak”

Dengan ini saya mohon kesediaan Bapak / Ibu untuk mengisi daftar kuisioner. Informasi yang Bapak / Ibu berikan hanya semata-mata untuk melengkapi data penelitian dalam rangka penyusunan skripsi. Untuk itu, isilah kuisioner ini dengan jawaban yang sebenar-benarnya. Atas ketersediaan Bapak / Ibu, saya ucapkan terimakasih.

Pemohon

**SRI AFRILIANI**

**183114117**

**KUISIONER**

1. **Identitas Responden**
2. Nama :
3. Jenis Kelamin :
4. Usia :
5. Petunjuk Pengisian Kuisioner :
6. Berilah tanda chek list ( √ ) pada jawaban yang paling sesuai dengan pendapat Bapak / Ibu pada kolom yang tersedia. Setiap responden hanya diperbolehkan memlih satu jawaban. Penelitian ini dapat Bapak / Ibu lakukan berdasarkan skala berikut:
   1. Sangat Setuju (SS) : Skor 5
   2. Setuju (S) : Skor 4
   3. Kurang Setuju (KS) : Skor 3
   4. Tidak Setuju (TS) : Skor 2
   5. Sangat Tidak Setuju (STS) : Skor 1

| **No** | **Item Pertanyaan** | **SS** | **S** | **KS** | **TS** | **STS** |
| --- | --- | --- | --- | --- | --- | --- |
|  | ***Brand Awareness* (X1)** | | | | | |
| 1. | Saya selalu mengingat sabun merek lifebuoy |  |  |  |  |  |
| 2. | Sabun lifebuoy memiliki berbagai macam varian aroma |  |  |  |  |  |
| 3. | Saya mengetahui sabun merek lifebuoy dari iklan televisi. |  |  |  |  |  |
| 4. | Saya lebih memilih sabun lifebuoy daripada sabun  merek lain. |  |  |  |  |  |
| 5. | Saya membeli sabun lifebuoy karena saya selalu menggunakan sabun tersebut |  |  |  |  |  |
|  | **Promosi (X2)** | | | | |  |
| 1. | Sabun lifebuoy melakukan kegiatan promosi pada hari-hari tertentu |  |  |  |  |  |
| 2. | Sabun lifebuoy melakukan promosi melalui media televisi maupun media lainnya |  |  |  |  |  |
| 3. | Kegiatan promosi yang dilakukan sabun lifebuoy berjalan efektif |  |  |  |  |  |
| 4. | Potongan harga yang diberikan kepada konsumen yang membeli dengan jumlah banyak cukup besar |  |  |  |  |  |
| 5. | Sabun lifebuoy mengadakan promosi selama satu minggu |  |  |  |  |  |
| 6. | Waktu promosi yang dilakukan oleh sabun lifebuoy masih kurang |  |  |  |  |  |
| 7. | Promosi yang dilakukan sangat sesuai dengan keinginan masyarakat |  |  |  |  |  |
| 8. | Promosi yang dilakukan sabun lifebuoy tepat sasaran ke pelanggan |  |  |  |  |  |
|  | **Keputusan Pembelian (Y)** | | | | |  |
| 1. | Saya melakukan pembelian sabun lifebuoy sesuai dengan keinginan  Saya |  |  |  |  |  |
| 2. | Saya melakukan pembelian sabun lifebuoy karena banyak tersedia jenis dan varian |  |  |  |  |  |
| 3. | Saya merasa puas menggunakan sabun lifebuoy karena kualitasnya baik |  |  |  |  |  |
| 4. | Saya merekomendasikan kepada teman saya untuk menggunakan sabun lifebuoy |  |  |  |  |  |
| 5. | Saya merasa puas menggunakan sabun lifebuoy, sehingga saya membeli kembali sabun lifebuoy |  |  |  |  |  |

**Lampiran 02: Daftar Nama Responden**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No | Nama | Jenis Kelamin | Usia | No | Nama | Jenis Kelamin | Usia |
| 1 | Andi | Laki-laki | 38 | 42 | Susi | Perempuan | 31 |
| 2 | Sri | Perempuan | 20 | 43 | Rani | Perempuan | 23 |
| 3 | Maya | Perempuan | 17 | 44 | Eko | Laki-laki | 28 |
| 4 | Siti | Perempuan | 23 | 45 | Hanif | Laki-laki | 50 |
| 5 | Reza | Laki-laki | 44 | 46 | Wanto | Laki-laki | 30 |
| 6 | Sari | Perempuan | 45 | 47 | Yanti | Perempuan | 36 |
| 7 | Udin | Laki-laki | 26 | 48 | Heri | Laki-laki | 28 |
| 8 | Dwi | Laki-laki | 22 | 49 | Sukir | Laki-laki | 49 |
| 9 | Indah | Perempuan | 17 | 50 | Lenny | Perempuan | 27 |
| 10 | Agus | Laki-laki | 26 | 51 | Kiki | Perempuan | 31 |
| 11 | Kusuma | Laki-laki | 40 | 52 | Andre | Laki-laki | 28 |
| 12 | Ilham | Laki-laki | 25 | 53 | Yuni | Perempuan | 32 |
| 13 | Rini | Perempuan | 50 | 54 | Fikri | Laki-laki | 26 |
| 14 | Nurul | Perempuan | 17 | 55 | Fauzi | Laki-laki | 28 |
| 15 | Wulandari | Perempuan | 26 | 56 | Dini | Perempuan | 19 |
| 16 | Retno | Perempuan | 27 | 57 | Amel | Perempuan | 25 |
| 17 | Putri | Perempuan | 34 | 58 | Putra | Laki-laki | 17 |
| 18 | Annisa | Perempuan | 37 | 59 | Ayu | Perempuan | 18 |
| 19 | Fajar | Laki-laki | 19 | 60 | Tria | Perempuan | 20 |
| 20 | Hadi | Laki-laki | 42 | 61 | Dian | Perempuan | 28 |
| 21 | Rizky | Laki-laki | 39 | 62 | Ade | Perempuan | 30 |
| 22 | Dinda | Perempuan | 32 | 63 | Yahdi | Laki-laki | 25 |
| 23 | Wahyu | Laki-laki | 29 | 64 | Fahmi | Laki-laki | 23 |
| 24 | Ika | Perempuan | 31 | 65 | Madan | Laki-laki | 18 |
| 25 | Riky | Laki-laki | 24 | 66 | Arya | Laki-laki | 17 |
| 26 | Yudi | Laki-laki | 38 | 67 | Fitri | Perempuan | 29 |
| 27 | Kurniawan | Laki-laki | 50 | 68 | Dedi | Laki-laki | 24 |
| 28 | Kartika | Perempuan | 29 | 69 | Tari | Perempuan | 20 |
| 29 | Budi | Laki-laki | 30 | 70 | Indri | Perempuan | 20 |
| 30 | Mila | Perempuan | 50 | 71 | Tiwi | Perempuan | 19 |
| 31 | Ari | Laki-laki | 26 | 72 | Widya | Perempuan | 22 |
| 32 | Indra | Laki-laki | 26 | 73 | Heny | Perempuan | 26 |
| 33 | Bayu | Laki-laki | 30 | 74 | Yeni | Perempuan | 40 |
| 34 | Rahma | Perempuan | 22 | 75 | Suyatni | Perempuan | 50 |
| 35 | Wati | Perempuan | 30 | 76 | Ira | Perempuan | 26 |
| 36 | Kurnia | Laki-laki | 35 | 77 | Rahmi | Perempuan | 28 |
| 37 | Anita | Perempuan | 35 | 78 | Ryan | Laki-laki | 28 |
| 38 | Lastri | Perempuan | 40 | 79 | Fiky | Laki-laki | 23 |
| 39 | Sumi | Perempuan | 43 | 80 | Dara | Perempuan | 29 |
| 40 | Winda | Perempuan | 25 | 81 | Gadis | Perempuan | 18 |
| 41 | Desi | Perempuan | 28 | 82 | Fitrah | Laki-laki | 20 |

**Lampiran 03 : Daftar Nama Responden Uji Validitas**

|  |  |  |  |
| --- | --- | --- | --- |
| No | Nama | Jenis Kelamin | Usia |
| 1 | Adel | Perempuan | 26 |
| 2 | Dinda | Perempuan | 27 |
| 3 | Putri | Perempuan | 36 |
| 4 | Indah | Perempuan | 25 |
| 5 | Reza | Laki-laki | 43 |
| 6 | Muhajir | Laki-laki | 39 |
| 7 | Udin | Laki-laki | 20 |
| 8 | Fauzan | Laki-laki | 24 |
| 9 | Fitri | Perempuan | 22 |
| 10 | Agus | Laki-laki | 25 |
| 11 | Ina | Perempuan | 37 |
| 12 | Rara | Perempuan | 42 |
| 13 | Usup | Laki-laki | 34 |
| 14 | Nurul | Perempuan | 28 |
| 15 | Wulandari | Perempuan | 32 |
| 16 | Ryan | Laki-laki | 26 |
| 17 | Aziz | Laki-laki | 28 |
| 18 | Annisa | Perempuan | 23 |
| 19 | Dewi | Perempuan | 42 |
| 20 | Hadi | Laki-laki | 23 |
| 21 | Rizky | Laki-laki | 20 |
| 22 | Manda | Perempuan | 23 |
| 23 | Naura | Perempuan | 28 |
| 24 | Widya | Perempuan | 40 |
| 25 | Tara | Perempuan | 27 |
| 26 | Yuni | Perempuan | 25 |
| 27 | Kurniawan | Laki-laki | 32 |
| 28 | Dila | Perempuan | 30 |
| 29 | Budi | Laki-laki | 28 |
| 30 | Mila | Perempuan | 43 |

**Lampiran 04 : Tabulasi Jawaban Responden**

**TABULASI JAWABAN RESPONDEN**

***BRAND AWARENESS* (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | Total X1 | No | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | Total X1 |
| 1 | 4 | 4 | 4 | 5 | 5 | 22 | 63 | 4 | 4 | 5 | 4 | 4 | 21 |
| 2 | 5 | 5 | 5 | 5 | 5 | 25 | 64 | 4 | 4 | 5 | 5 | 5 | 23 |
| 3 | 5 | 5 | 4 | 5 | 5 | 24 | 65 | 4 | 4 | 4 | 3 | 4 | 19 |
| 4 | 5 | 5 | 3 | 5 | 5 | 23 | 66 | 3 | 4 | 4 | 4 | 4 | 19 |
| 5 | 4 | 5 | 4 | 4 | 4 | 21 | 67 | 3 | 4 | 4 | 4 | 4 | 19 |
| 6 | 5 | 5 | 5 | 5 | 5 | 25 | 68 | 3 | 4 | 4 | 4 | 3 | 18 |
| 7 | 5 | 5 | 4 | 5 | 5 | 24 | 69 | 4 | 4 | 4 | 4 | 5 | 21 |
| 8 | 5 | 4 | 4 | 5 | 5 | 23 | 70 | 4 | 4 | 4 | 4 | 4 | 20 |
| 9 | 5 | 5 | 4 | 5 | 5 | 24 | 71 | 5 | 5 | 5 | 5 | 5 | 25 |
| 10 | 5 | 5 | 5 | 5 | 5 | 25 | 72 | 5 | 5 | 5 | 5 | 5 | 25 |
| 11 | 5 | 5 | 5 | 5 | 5 | 25 | 73 | 4 | 5 | 5 | 5 | 5 | 24 |
| 12 | 5 | 5 | 4 | 4 | 4 | 22 | 74 | 5 | 5 | 5 | 5 | 5 | 25 |
| 13 | 5 | 5 | 5 | 4 | 5 | 24 | 75 | 3 | 4 | 4 | 4 | 4 | 19 |
| 14 | 5 | 5 | 5 | 5 | 5 | 25 | 76 | 4 | 4 | 4 | 3 | 3 | 18 |
| 15 | 5 | 5 | 5 | 4 | 4 | 23 | 77 | 5 | 5 | 5 | 5 | 5 | 25 |
| 16 | 4 | 4 | 4 | 5 | 5 | 22 | 78 | 4 | 4 | 4 | 4 | 4 | 20 |
| 17 | 5 | 5 | 5 | 5 | 5 | 25 | 79 | 5 | 5 | 5 | 5 | 5 | 25 |
| 18 | 5 | 4 | 3 | 5 | 5 | 22 | 80 | 5 | 5 | 5 | 5 | 5 | 25 |
| 19 | 5 | 5 | 4 | 5 | 5 | 24 | 81 | 5 | 5 | 5 | 5 | 5 | 25 |
| 20 | 5 | 5 | 5 | 5 | 5 | 25 | 82 | 4 | 4 | 4 | 5 | 4 | 21 |
| 21 | 5 | 5 | 5 | 5 | 5 | 25 |
| 22 | 4 | 4 | 4 | 4 | 4 | 20 |
| 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 24 | 5 | 4 | 5 | 5 | 5 | 24 |
| 25 | 5 | 5 | 5 | 5 | 4 | 24 |
| 26 | 5 | 5 | 3 | 5 | 5 | 23 |
| 27 | 5 | 4 | 4 | 4 | 5 | 22 |
| 28 | 4 | 3 | 4 | 4 | 5 | 20 |
| 29 | 3 | 3 | 4 | 4 | 4 | 18 |
| 30 | 4 | 3 | 3 | 4 | 3 | 17 |
| 31 | 4 | 3 | 3 | 4 | 4 | 18 |
| 32 | 5 | 5 | 4 | 4 | 4 | 22 |
| 34 | 5 | 5 | 5 | 5 | 5 | 25 |
| 35 | 5 | 5 | 4 | 5 | 5 | 24 |
| 36 | 5 | 5 | 5 | 5 | 5 | 25 |
| 37 | 5 | 4 | 4 | 5 | 4 | 22 |
| 38 | 4 | 4 | 5 | 4 | 5 | 22 |
| 39 | 5 | 5 | 5 | 5 | 5 | 25 |
| 40 | 4 | 5 | 5 | 4 | 5 | 23 |
| 41 | 5 | 5 | 5 | 5 | 5 | 25 |
| 42 | 5 | 5 | 5 | 5 | 4 | 24 |
| 43 | 5 | 5 | 5 | 5 | 5 | 25 |
| 44 | 5 | 5 | 5 | 5 | 5 | 25 |
| 45 | 4 | 5 | 5 | 4 | 5 | 23 |
| 46 | 5 | 5 | 5 | 5 | 5 | 25 |
| 47 | 5 | 5 | 5 | 5 | 5 | 25 |
| 48 | 5 | 5 | 5 | 5 | 5 | 25 |
| 49 | 4 | 4 | 4 | 4 | 4 | 20 |
| 50 | 5 | 5 | 4 | 4 | 4 | 22 |
| 52 | 5 | 5 | 5 | 5 | 5 | 25 |
| 53 | 4 | 4 | 5 | 4 | 4 | 21 |
| 54 | 4 | 4 | 4 | 3 | 4 | 19 |
| 55 | 3 | 3 | 4 | 4 | 4 | 18 |
| 56 | 5 | 5 | 5 | 5 | 5 | 25 |
| 57 | 5 | 5 | 5 | 5 | 5 | 25 |
| 58 | 4 | 4 | 4 | 4 | 5 | 21 |
| 59 | 4 | 4 | 4 | 4 | 4 | 20 |
| 60 | 5 | 5 | 5 | 5 | 5 | 25 |
| 61 | 4 | 4 | 5 | 4 | 4 | 21 |
| 62 | 5 | 5 | 5 | 5 | 5 | 25 |

**TABULASI JAWABAN RESPONDEN**

**PROMOSI (X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | x2.1 | x2.2 | x2.3 | x2.4 | x2.5 | x2.6 | x2.7 | x2.8 | total X2 | No | x2.1 | x2.2 | x2.3 | x2.4 | x2.5 | x2.6 | x2.7 | x2.8 | total X2 |
| 1 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 37 | 65 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 2 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 39 | 66 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 39 | 67 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 36 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | 68 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 35 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | 69 | 3 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 33 |
| 6 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 | 70 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 30 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | 71 | 3 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 31 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | 72 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 33 |
| 9 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | 73 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 33 |
| 10 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 36 | 74 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 |
| 11 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 38 | 75 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 3 | 35 |
| 12 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 37 | 76 | 4 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 34 |
| 13 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 | 77 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 |
| 14 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 34 | 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 15 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 | 79 | 3 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 35 |
| 16 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 31 | 80 | 5 | 5 | 5 | 3 | 3 | 4 | 5 | 5 | 35 |
| 17 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 38 | 81 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | 82 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 34 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 22 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 38 |
| 23 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 24 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 37 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 33 |
| 26 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 27 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 31 |
| 28 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 30 |
| 29 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 29 |
| 30 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 32 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 33 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 34 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
| 35 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 36 |
| 36 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 36 |
| 37 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 38 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 38 |
| 39 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
| 40 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 37 |
| 41 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 42 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 43 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 38 |
| 44 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 45 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
| 46 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 47 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 48 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 38 |
| 50 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 38 |
| 51 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 38 |
| 52 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 35 |
| 53 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 39 |
| 54 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 34 |
| 55 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 |
| 56 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 36 |
| 57 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 35 |
| 58 | 3 | 3 | 4 | 3 | 3 | 4 | 5 | 5 | 30 |
| 59 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 60 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 |
| 61 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 63 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 36 |
| 64 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |

**TABULASI JAWABAN RESPONDEN**

**KEPUTUSAN PEMBELIAN (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | Y1 | Y2 | Y3 | Y4 | Y5 | Total Y | No | Y1 | Y2 | Y3 | Y4 | Y5 | Total Y |
| 1 | 4 | 5 | 5 | 4 | 4 | 22 | 65 | 3 | 4 | 5 | 4 | 4 | 20 |
| 2 | 5 | 5 | 5 | 5 | 5 | 25 | 66 | 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 4 | 5 | 5 | 4 | 5 | 23 | 67 | 4 | 4 | 3 | 4 | 4 | 19 |
| 4 | 3 | 5 | 5 | 5 | 5 | 23 | 68 | 4 | 3 | 4 | 4 | 4 | 19 |
| 5 | 4 | 4 | 4 | 5 | 5 | 22 | 69 | 4 | 5 | 5 | 5 | 5 | 24 |
| 6 | 5 | 5 | 5 | 5 | 5 | 25 | 70 | 4 | 4 | 4 | 4 | 4 | 20 |
| 7 | 4 | 5 | 5 | 5 | 5 | 24 | 71 | 5 | 5 | 5 | 5 | 5 | 25 |
| 8 | 4 | 5 | 5 | 4 | 5 | 23 | 72 | 5 | 5 | 5 | 5 | 5 | 25 |
| 9 | 4 | 5 | 5 | 5 | 5 | 24 | 73 | 5 | 5 | 5 | 5 | 5 | 25 |
| 10 | 5 | 5 | 5 | 5 | 5 | 25 | 74 | 5 | 5 | 4 | 4 | 4 | 22 |
| 11 | 5 | 5 | 5 | 5 | 5 | 25 | 75 | 4 | 4 | 4 | 4 | 5 | 21 |
| 12 | 4 | 4 | 4 | 4 | 4 | 20 | 76 | 5 | 5 | 5 | 5 | 5 | 25 |
| 13 | 5 | 4 | 5 | 5 | 5 | 24 | 77 | 5 | 4 | 4 | 5 | 5 | 23 |
| 14 | 5 | 5 | 5 | 4 | 5 | 24 | 78 | 5 | 4 | 5 | 5 | 5 | 24 |
| 15 | 5 | 4 | 4 | 5 | 5 | 23 | 79 | 5 | 4 | 5 | 5 | 5 | 24 |
| 16 | 4 | 5 | 5 | 4 | 4 | 22 | 80 | 5 | 5 | 5 | 5 | 5 | 25 |
| 17 | 5 | 5 | 5 | 4 | 4 | 23 | 81 | 5 | 5 | 5 | 5 | 5 | 25 |
| 18 | 3 | 5 | 5 | 3 | 3 | 19 | 82 | 5 | 5 | 4 | 5 | 5 | 24 |
| 19 | 4 | 5 | 5 | 5 | 5 | 24 |
| 20 | 5 | 5 | 5 | 5 | 5 | 25 |
| 21 | 5 | 5 | 5 | 4 | 4 | 23 |
| 22 | 4 | 4 | 4 | 4 | 4 | 20 |
| 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 24 | 5 | 5 | 5 | 4 | 4 | 23 |
| 25 | 5 | 5 | 4 | 5 | 5 | 24 |
| 26 | 3 | 5 | 5 | 4 | 4 | 21 |
| 27 | 4 | 4 | 5 | 4 | 4 | 21 |
| 28 | 4 | 4 | 5 | 4 | 4 | 21 |
| 29 | 4 | 4 | 4 | 3 | 4 | 19 |
| 30 | 3 | 4 | 3 | 3 | 4 | 17 |
| 31 | 3 | 4 | 4 | 3 | 4 | 18 |
| 32 | 4 | 4 | 4 | 4 | 4 | 20 |
| 33 | 4 | 4 | 4 | 4 | 4 | 20 |
| 34 | 5 | 5 | 5 | 5 | 5 | 25 |
| 35 | 4 | 5 | 5 | 5 | 5 | 24 |
| 36 | 5 | 5 | 5 | 4 | 5 | 24 |
| 37 | 4 | 5 | 4 | 5 | 5 | 23 |
| 38 | 4 | 5 | 5 | 5 | 4 | 23 |
| 39 | 5 | 5 | 5 | 5 | 5 | 25 |
| 40 | 4 | 5 | 5 | 5 | 4 | 23 |
| 41 | 5 | 5 | 5 | 5 | 5 | 25 |
| 42 | 5 | 4 | 5 | 5 | 5 | 24 |
| 43 | 5 | 5 | 5 | 5 | 5 | 25 |
| 44 | 5 | 5 | 5 | 5 | 5 | 25 |
| 45 | 4 | 5 | 5 | 5 | 5 | 24 |
| 46 | 5 | 5 | 5 | 5 | 5 | 25 |
| 47 | 5 | 5 | 5 | 5 | 5 | 25 |
| 48 | 5 | 5 | 5 | 5 | 5 | 25 |
| 49 | 4 | 4 | 4 | 5 | 5 | 22 |
| 50 | 4 | 4 | 5 | 5 | 5 | 23 |
| 51 | 5 | 4 | 5 | 5 | 5 | 24 |
| 52 | 5 | 5 | 5 | 4 | 5 | 24 |
| 53 | 4 | 4 | 5 | 4 | 4 | 21 |
| 54 | 3 | 4 | 5 | 4 | 4 | 20 |
| 55 | 4 | 4 | 5 | 4 | 4 | 21 |
| 56 | 5 | 5 | 5 | 5 | 5 | 25 |
| 57 | 5 | 5 | 5 | 5 | 5 | 25 |
| 58 | 4 | 5 | 4 | 4 | 4 | 21 |
| 59 | 4 | 4 | 4 | 4 | 4 | 20 |
| 60 | 5 | 5 | 5 | 5 | 5 | 25 |
| 61 | 4 | 4 | 5 | 5 | 5 | 23 |
| 62 | 5 | 5 | 4 | 5 | 5 | 24 |
| 63 | 4 | 4 | 5 | 5 | 5 | 23 |
| 64 | 5 | 5 | 4 | 4 | 4 | 22 |

**Lampiran 05 : Tabulasi Uji Validitas Dan Reliabilitas**

**Tabulasi Uji Validitas Dan Reliabilitas**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | Total X1 | No | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | x2.6 | x2.7 | x2.8 | total x2 |
| 1 | 4 | 4 | 4 | 5 | 5 | 22 | 1 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 35 |
| 2 | 4 | 4 | 4 | 5 | 5 | 22 | 2 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 3 | 35 |
| 3 | 5 | 4 | 4 | 5 | 5 | 23 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 34 |
| 4 | 5 | 3 | 3 | 5 | 5 | 21 | 4 | 5 | 5 | 3 | 3 | 3 | 4 | 4 | 4 | 31 |
| 5 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 3 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 31 |
| 6 | 5 | 5 | 5 | 5 | 5 | 25 | 6 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 33 |
| 7 | 4 | 4 | 4 | 4 | 4 | 20 | 7 | 4 | 5 | 4 | 4 | 5 | 3 | 3 | 3 | 31 |
| 8 | 4 | 4 | 4 | 5 | 5 | 22 | 8 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 36 |
| 9 | 5 | 5 | 4 | 4 | 4 | 22 | 9 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 10 | 5 | 5 | 5 | 4 | 4 | 23 | 10 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 34 |
| 11 | 5 | 5 | 5 | 5 | 5 | 25 | 11 | 5 | 5 | 3 | 3 | 5 | 5 | 5 | 4 | 35 |
| 12 | 3 | 3 | 4 | 4 | 4 | 18 | 12 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 30 |
| 13 | 3 | 3 | 4 | 4 | 4 | 18 | 13 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 5 | 33 |
| 14 | 5 | 5 | 5 | 3 | 3 | 21 | 14 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 32 |
| 15 | 5 | 4 | 5 | 4 | 4 | 22 | 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 31 |
| 16 | 4 | 4 | 4 | 5 | 5 | 22 | 16 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 29 |
| 17 | 5 | 5 | 5 | 5 | 5 | 25 | 17 | 4 | 3 | 3 | 4 | 3 | 5 | 5 | 5 | 32 |
| 18 | 4 | 4 | 3 | 3 | 3 | 17 | 18 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 19 | 4 | 4 | 4 | 3 | 3 | 18 | 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 20 | 4 | 4 | 4 | 5 | 5 | 22 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 21 | 5 | 5 | 5 | 5 | 5 | 25 | 21 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 28 |
| 22 | 4 | 4 | 4 | 4 | 4 | 20 | 22 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 27 |
| 23 | 5 | 5 | 5 | 5 | 5 | 25 | 23 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 36 |
| 24 | 5 | 4 | 4 | 5 | 5 | 23 | 24 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 25 | 5 | 5 | 5 | 5 | 5 | 25 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 33 |
| 26 | 5 | 5 | 3 | 3 | 3 | 19 | 26 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 27 | 4 | 4 | 3 | 3 | 3 | 17 | 27 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 29 |
| 28 | 4 | 3 | 4 | 4 | 3 | 18 | 28 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 28 |
| 29 | 3 | 3 | 4 | 4 | 4 | 18 | 29 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 28 |
| 30 | 4 | 3 | 3 | 4 | 4 | 18 | 30 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Y1 | Y2 | Y3 | Y4 | Y5 | Total Y |
| 1 | 4 | 5 | 4 | 4 | 5 | 22 |
| 2 | 5 | 5 | 3 | 3 | 3 | 19 |
| 3 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 4 | 5 | 5 | 22 |
| 5 | 5 | 5 | 4 | 4 | 4 | 22 |
| 6 | 4 | 3 | 3 | 4 | 4 | 18 |
| 7 | 3 | 3 | 3 | 5 | 5 | 19 |
| 8 | 5 | 5 | 5 | 5 | 5 | 25 |
| 9 | 5 | 5 | 5 | 5 | 5 | 25 |
| 10 | 4 | 4 | 4 | 4 | 4 | 20 |
| 11 | 5 | 5 | 4 | 4 | 4 | 22 |
| 12 | 4 | 4 | 4 | 4 | 4 | 20 |
| 13 | 5 | 5 | 5 | 5 | 5 | 25 |
| 14 | 4 | 4 | 3 | 3 | 3 | 17 |
| 15 | 4 | 4 | 3 | 3 | 4 | 18 |
| 16 | 3 | 3 | 3 | 4 | 4 | 17 |
| 17 | 5 | 5 | 5 | 5 | 5 | 25 |
| 18 | 5 | 5 | 5 | 5 | 5 | 25 |
| 19 | 4 | 4 | 4 | 4 | 5 | 21 |
| 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 21 | 4 | 4 | 3 | 3 | 3 | 17 |
| 22 | 3 | 3 | 3 | 4 | 4 | 17 |
| 23 | 3 | 4 | 4 | 3 | 3 | 17 |
| 24 | 4 | 4 | 4 | 4 | 4 | 20 |
| 25 | 4 | 4 | 5 | 5 | 5 | 23 |
| 26 | 4 | 4 | 4 | 3 | 4 | 19 |
| 27 | 3 | 4 | 4 | 4 | 4 | 19 |
| 28 | 3 | 4 | 4 | 4 | 4 | 19 |
| 29 | 3 | 4 | 3 | 4 | 3 | 17 |
| 30 | 4 | 4 | 4 | 4 | 5 | 21 |

**Lampiran 06 : Hasil Uji Validitas**

***Brand Awareness* (X1)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | Total\_X1 |
| X1.1 | Pearson Correlation | 1 | .744\*\* | .419\* | .255 | .267 | .711\*\* |
| Sig. (2-tailed) |  | .000 | .021 | .175 | .153 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .744\*\* | 1 | .587\*\* | .113 | .176 | .693\*\* |
| Sig. (2-tailed) | .000 |  | .001 | .551 | .351 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .419\* | .587\*\* | 1 | .391\* | .383\* | .743\*\* |
| Sig. (2-tailed) | .021 | .001 |  | .032 | .037 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .255 | .113 | .391\* | 1 | .973\*\* | .761\*\* |
| Sig. (2-tailed) | .175 | .551 | .032 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .267 | .176 | .383\* | .973\*\* | 1 | .780\*\* |
| Sig. (2-tailed) | .153 | .351 | .037 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_X1 | Pearson Correlation | .711\*\* | .693\*\* | .743\*\* | .761\*\* | .780\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 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). | | | | | | | |

**Promosi (X2)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | Totak\_X2 |
| X2.1 | Pearson Correlation | 1 | .686\*\* | .245 | -.017 | .310 | .063 | .000 | .048 | .466\*\* |
| Sig. (2-tailed) |  | .000 | .192 | .929 | .095 | .741 | 1.000 | .803 | .009 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .686\*\* | 1 | .243 | .133 | .377\* | -.171 | -.099 | -.023 | .427\* |
| Sig. (2-tailed) | .000 |  | .195 | .485 | .040 | .366 | .602 | .903 | .019 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .245 | .243 | 1 | .754\*\* | .743\*\* | .126 | .023 | .049 | .697\*\* |
| Sig. (2-tailed) | .192 | .195 |  | .000 | .000 | .506 | .906 | .796 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | -.017 | .133 | .754\*\* | 1 | .556\*\* | .202 | .160 | .262 | .665\*\* |
| Sig. (2-tailed) | .929 | .485 | .000 |  | .001 | .284 | .398 | .161 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | .310 | .377\* | .743\*\* | .556\*\* | 1 | .253 | .081 | .120 | .747\*\* |
| Sig. (2-tailed) | .095 | .040 | .000 | .001 |  | .177 | .670 | .527 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.6 | Pearson Correlation | .063 | -.171 | .126 | .202 | .253 | 1 | .803\*\* | .546\*\* | .602\*\* |
| Sig. (2-tailed) | .741 | .366 | .506 | .284 | .177 |  | .000 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.7 | Pearson Correlation | .000 | -.099 | .023 | .160 | .081 | .803\*\* | 1 | .636\*\* | .547\*\* |
| Sig. (2-tailed) | 1.000 | .602 | .906 | .398 | .670 | .000 |  | .000 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.8 | Pearson Correlation | .048 | -.023 | .049 | .262 | .120 | .546\*\* | .636\*\* | 1 | .557\*\* |
| Sig. (2-tailed) | .803 | .903 | .796 | .161 | .527 | .002 | .000 |  | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Totak\_X2 | Pearson Correlation | .466\*\* | .427\* | .697\*\* | .665\*\* | .747\*\* | .602\*\* | .547\*\* | .557\*\* | 1 |
| Sig. (2-tailed) | .009 | .019 | .000 | .000 | .000 | .000 | .002 | .001 |  |
| N | 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). | | | | | | | | | | |
|  | | | | | | | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | Y1 | Y2 | Y3 | Y4 | Y5 | Total\_Y |
| Y1 | Pearson Correlation | 1 | .803\*\* | .546\*\* | .273 | .323 | .752\*\* |
| Sig. (2-tailed) |  | .000 | .002 | .144 | .082 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y2 | Pearson Correlation | .803\*\* | 1 | .636\*\* | .205 | .224 | .727\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .276 | .235 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y3 | Pearson Correlation | .546\*\* | .636\*\* | 1 | .644\*\* | .651\*\* | .891\*\* |
| Sig. (2-tailed) | .002 | .000 |  | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y4 | Pearson Correlation | .273 | .205 | .644\*\* | 1 | .810\*\* | .756\*\* |
| Sig. (2-tailed) | .144 | .276 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y5 | Pearson Correlation | .323 | .224 | .651\*\* | .810\*\* | 1 | .777\*\* |
| Sig. (2-tailed) | .082 | .235 | .000 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_Y | Pearson Correlation | .752\*\* | .727\*\* | .891\*\* | .756\*\* | .777\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |

**Lampiran 07: Hasil Uji Reliabilitas**

***Brand Awareness* (X1)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .790 | 5 |

**Promosi (X2)**

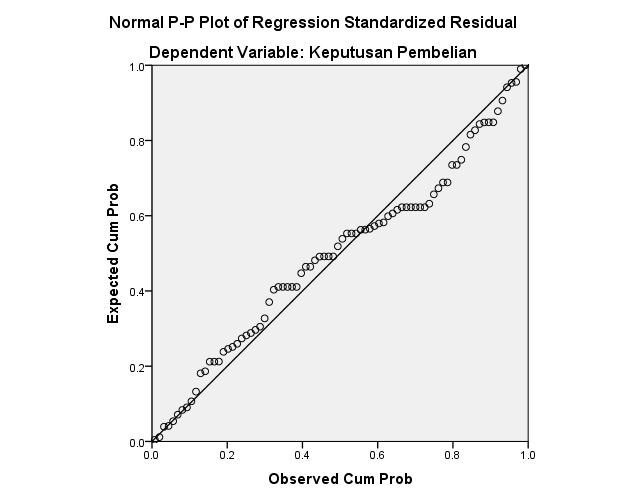
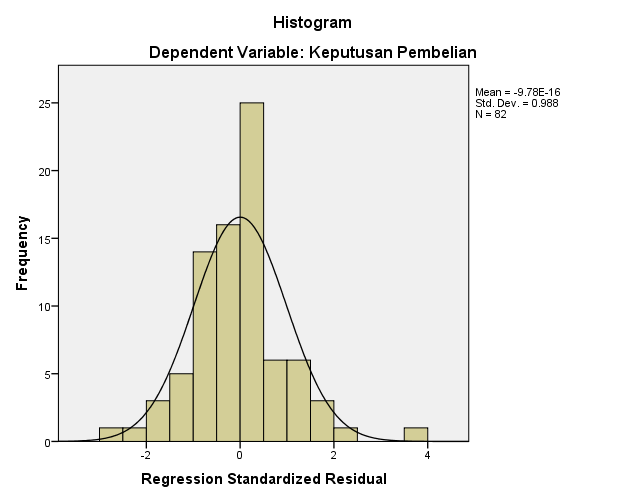
|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .738 | 8 |

**Keputusan Pembelian (Y)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .840 | 5 |

**Lampiran 08 : Hasil Olahan Data SPSS**

**Uji Normalitas**

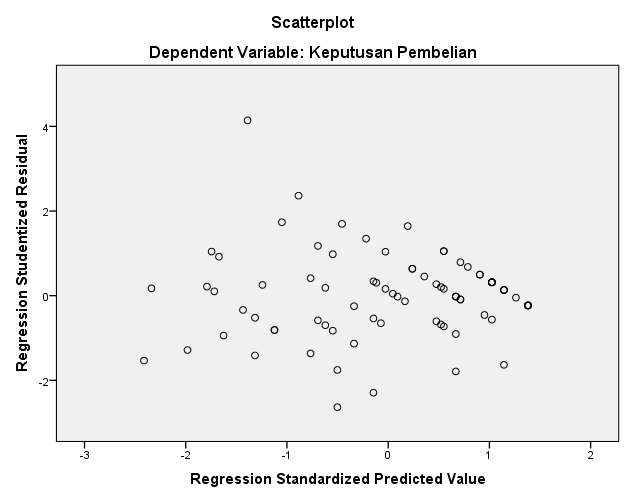


|  |  |  |  |
| --- | --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | | |
|  | | | Unstandardized Residual |
| N | | | 82 |
| Normal Parametersa,b | Mean | | .0000000 |
| Std. Deviation | | 1.25054018 |
| Most Extreme Differences | Absolute | | .150 |
| Positive | | .150 |
| Negative | | -.094 |
| Test Statistic | | | .150 |
| Asymp. Sig. (2-tailed) | | | .000c |
| Monte Carlo Sig. (2-tailed) | Sig. | | .085d |
| 95% Confidence Interval | Lower Bound | .025 |
| Upper Bound | .146 |
| a. Test distribution is Normal. | | | |
| b. Calculated from data. | | | |
| c. Lilliefors Significance Correction. | | | |
| d. Based on 82 sampled tables with starting seed 2000000. | | | |

**Uji Multikolinearitas**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | Collinearity Statistics | | |
| B | Std. Error | Beta | Tolerance | VIF | |
| 1 | (Constant) | 3.555 | 1.500 |  |  |  | |
| Brand Awareness | .539 | .064 | .622 | .689 | 1.451 | |
| Promosi | .206 | .049 | .311 | .689 | 1.451 | |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |

**Uji Heterokedasitas**



|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 3.760 | .970 |  | 3.878 | .000 |
| Brand Awareness | -.119 | .042 | -.360 | -2.865 | .005 |
| Promosi | -.007 | .032 | -.029 | -.232 | .817 |
| a. Dependent Variable: Abs\_RES | | | | | | |

**Uji Regresi Liniar Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 3.555 | 1.500 |  | 2.370 | .020 |
| Brand Awareness | .539 | .064 | .622 | 8.386 | .000 |
| Promosi | .206 | .049 | .311 | 4.194 | .000 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |

**Uji Parsial (Uji t)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 3.555 | 1.500 |  | 2.370 | .020 |
| Brand Awareness | .539 | .064 | .622 | 8.386 | .000 |
| Promosi | .206 | .049 | .311 | 4.194 | .000 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |

**Uji Simultan (Uji F)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 243.331 | 2 | 121.666 | 92.248 | .000b |
| Residual | 104.193 | 79 | 1.319 |  |  |
| Total | 347.524 | 81 |  |  |  |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |
| b. Predictors: (Constant), Promosi, Brand Awareness | | | | | | |

**Uji Koefisien Determinasi**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .837a | .700 | .693 | 1.148 |
| a. Predictors: (Constant), Promosi, Brand Awareness | | | | |