#### Tabulasi Data Variabel Iklan (X1)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No Responden**  |  |  | **Jawaban Pertanyaan**  |  |  | Jumlah  |
|  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  |  |
| 1  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 2  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 38  |
| 3  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 4  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 39  |
| 5  | 5  | 5  | 4  | 3  | 4  | 5  | 5  | 5  | 36  |
| 6  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 7  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 39  |
| 8  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 9  | 4  | 5  | 4  | 5  | 5  | 5  | 5  | 4  | 37  |
| 10  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 11  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 12  | 4  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 38  |
| 13  | 5  | 5  | 4  | 3  | 5  | 5  | 5  | 5  | 37  |
| 14  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 38  |
| 15  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 16  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 38  |
| 17  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 38  |
| 18  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 19  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 39  |
| 20  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 38  |
| 21  | 5  | 5  | 4  | 3  | 5  | 5  | 5  | 5  | 37  |
| 22  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 4  | 38  |
| 23  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 24  | 4  | 5  | 4  | 5  | 5  | 5  | 4  | 5  | 37  |
| 25  | 5  | 5  | 4  | 5  | 5  | 3  | 5  | 5  | 37  |
| 26  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 27  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 28  | 4  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 38  |
| 29  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 30  | 5  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 38  |
| 31  | 5  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 38  |
| 32  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 33  | 5  | 3  | 4  | 4  | 5  | 5  | 5  | 5  | 36  |
| 34  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 35  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 36  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 4  | 38  |
| 37  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 38  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 39  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 40  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 41  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 38  |
| 42  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 43  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 44  | 5  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 38  |
| 45  | 5  | 5  | 5  | 4  | 5  | 4  | 5  | 5  | 38  |
| 46  | 5  | 5  | 5  | 5  | 3  | 5  | 5  | 5  | 38  |
| 47  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 48  | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 35  |
| 49  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 39  |
| 50  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 51  | 5  | 5  | 3  | 5  | 5  | 5  | 5  | 5  | 38  |
| 52  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 39  |
| 53  | 5  | 5  | 5  | 5  | 3  | 5  | 5  | 5  | 38  |
| 54  | 5  | 3  | 5  | 5  | 5  | 5  | 5  | 5  | 38  |
| 55  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 56  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 57  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 58  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 59  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 60  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 61  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 62  | 5  | 5  | 5  | 5  | 3  | 5  | 5  | 5  | 38  |
| 63  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 39  |
| 64  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 65  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 66  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 67  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 68  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 69  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 70  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 39  |
| 71  | 5  | 5  | 4  | 4  | 5  | 3  | 5  | 5  | 36  |
| 72  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 73  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 39  |
| 74  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 39  |
| 75  | 3  | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 34  |
| 76  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 77  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 78  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 79  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 80  | 3  | 5  | 5  | 5  | 4  | 4  | 5  | 5  | 36  |
| 81  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 39  |
| 82  | 5  | 4  | 5  | 5  | 4  | 5  | 3  | 5  | 36  |
| 83  | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 35  |
| 84  | 5  | 4  | 4  | 4  | 5  | 5  | 5  | 5  | 37  |
| 85  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 38  |
| 86  | 4  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 38  |
| 87  | 4  | 5  | 4  | 4  | 5  | 5  | 5  | 4  | 36  |
| 88  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 89  | 4  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 38  |
| 90  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 38  |
| 91  | 5  | 5  | 4  | 5  | 4  | 5  | 5  | 4  | 37  |
| 92  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 93  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 32  |
| 94  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 95  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 96  | 3  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 38  |
|  97  | 5  | 5  | 5  | 5  | 4  | 4  | 5  | 5  | 38  |
| Jumlah  | 468  | 468  | 430  | 465  | 470  | 473  | 477  | 473  | 3724  |

#### Tabulasi Data Data variabel Harga (x2)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No Responden**  |  |  | **Jawaban Pertanyaan**  |  |  | **Jumlah**  |
|  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  |  |
| 1  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 2  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 3  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 4  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 5  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 6  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 39  |
| 7  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 38  |
| 8  | 5  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 38  |
| 9  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 10  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 11  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 12  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 13  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 38  |
| 14  | 4  | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 37  |
| 15  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 16  | 4  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 38  |
| 17  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 18  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 19  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 20  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 21  | 5  | 5  | 4  | 5  | 3  | 5  | 4  | 5  | 36  |
| 22  | 4  | 5  | 4  | 5  | 4  | 5  | 5  | 5  | 37  |
| 23  | 4  | 5  | 4  | 3  | 5  | 5  | 5  | 5  | 36  |
| 24  | 5  | 5  | 4  | 5  | 4  | 5  | 5  | 4  | 37  |
| 25  | 4  | 5  | 4  | 5  | 4  | 5  | 5  | 5  | 37  |
| 26  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 27  | 5  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 38  |
| 28  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 29  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 30  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 31  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 32  | 5  | 3  | 4  | 5  | 5  | 4  | 5  | 5  | 36  |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 33  | 5  | 5  | 4  | 5  | 4  | 5  | 5  | 5  | 38  |
| 34  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 4  | 38  |
| 35  | 5  | 5  | 4  | 3  | 5  | 5  | 5  | 5  | 37  |
| 36  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 37  | 4  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 38  |
| 38  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 39  | 5  | 5  | 4  | 5  | 5  | 5  | 3  | 5  | 37  |
| 40  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 41  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 42  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 43  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 44  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 38  |
| 45  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 38  |
| 46  | 4  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 38  |
| 47  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 48  | 5  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 38  |
| 49  | 5  | 3  | 4  | 5  | 5  | 5  | 5  | 5  | 37  |
| 50  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 51  | 5  | 5  | 4  | 5  | 5  | 5  | 4  | 5  | 38  |
| 52  | 5  | 3  | 4  | 5  | 5  | 5  | 5  | 5  | 37  |
| 53  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 34  |
| 54  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 5  | 33  |
| 55  | 5  | 5  | 5  | 4  | 5  | 4  | 5  | 5  | 38  |
| 56  | 5  | 5  | 5  | 5  | 4  | 3  | 5  | 5  | 37  |
| 57  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 58  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 59  | 5  | 5  | 5  | 5  | 3  | 5  | 5  | 5  | 38  |
| 60  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 39  |
| 61  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 62  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 63  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 64  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 65  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 66  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 67  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 68  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 69  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 70  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 32  |
| 71  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 72  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 73  | 5  | 5  | 5  | 3  | 5  | 5  | 5  | 5  | 38  |
| 74  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 75  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 76  | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 38  |
| 77  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 78  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 79  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 80  | 5  | 4  | 5  | 5  | 5  | 4  | 4  | 5  | 37  |
| 81  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 82  | 5  | 5  | 5  | 4  | 5  | 5  | 2  | 3  | 34  |
| 83  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 84  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 85  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 39  |
| 86  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 39  |
| 87  | 5  | 3  | 5  | 5  | 5  | 5  | 5  | 5  | 38  |
| 88  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 89  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 90  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 39  |
| 91  | 4  | 4  | 4  | 5  | 4  | 4  | 5  | 4  | 34  |
| 92  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 39  |
| 93  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 39  |
| 94  | 5  | 5  | 4  | 5  | 5  | 5  | 4  | 4  | 37  |
| 95  | 4  | 5  | 5  | 5  | 5  | 5  | 2  | 4  | 35  |
| 96  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 97  | 5  | 4  | 5  | 5  | 4  | 5  | 5  | 5  | 38  |
| Jumlah  | 472  | 466  | 426  | 467  | 471  | 475  | 469  | 476  | 3722  |

#### Tabulasi Data Variabel Keputusan Pembelian (Y)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** **Responden**  |  |  | **Jawaban Pertanyaan**  |  |  | **Jumlah**  |
|  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  |  |
| 1  | 4  | 5  | 5  | 4  | 5  | 5  | 4  | 5  | 37  |
| 2  | 4  | 4  | 5  | 5  | 5  | 5  | 4  | 5  | 37  |
| 3  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 39  |
| 4  | 4  | 5  | 5  | 5  | 5  | 3  | 5  | 5  | 37  |
| 5  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 39  |
| 6  | 5  | 5  | 4  | 5  | 5  | 5  | 4  | 5  | 38  |
| 7  | 4  | 5  | 4  | 5  | 5  | 3  | 5  | 5  | 36  |
| 8  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 4  | 37  |
| 9  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 10  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 39  |
| 11  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 12  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 39  |
| 13  | 4  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 38  |
| 14  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 15  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 16  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 17  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 18  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 39  |
| 19  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 20  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 21  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 39  |
| 22  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 39  |
| 23  | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 38  |
| 24  | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 38  |
| 25  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 26  | 4  | 4  | 5  | 5  | 4  | 5  | 4  | 5  | 36  |
| 27  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 28  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 29  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 39  |
| 30  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 39  |
| 31  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 32  | 4  | 5  | 5  | 4  | 5  | 4  | 4  | 5  | 36  |
| 33  | 4  | 5  | 4  | 5  | 5  | 5  | 4  | 5  | 37  |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 34  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 35  | 4  | 5  | 4  | 5  | 5  | 5  | 4  | 5  | 37  |
| 36  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 37  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 38  | 5  | 4  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 39  | 3  | 5  | 5  | 5  | 5  | 5  | 3  | 4  | 35  |
| 40  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 4  | 37  |
| 41  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 42  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 39  |
| 43  | 4  | 4  | 5  | 5  | 5  | 5  | 4  | 5  | 37  |
| 44  | 4  | 5  | 5  | 5  | 4  | 4  | 5  | 4  | 36  |
| 45  | 4  | 5  | 5  | 5  | 4  | 5  | 4  | 5  | 37  |
| 46  | 5  | 3  | 5  | 5  | 5  | 5  | 4  | 5  | 37  |
| 47  | 4  | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 35  |
| 48  | 4  | 5  | 5  | 5  | 5  | 4  | 5  | 4  | 37  |
| 49  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 50  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 51  | 4  | 5  | 5  | 5  | 4  | 5  | 4  | 5  | 37  |
| 52  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 53  | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 4  | 33  |
| 54  | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 4  | 33  |
| 55  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 56  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 57  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 38  |
| 58  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 59  | 4  | 4  | 4  | 5  | 4  | 5  | 5  | 5  | 36  |
| 60  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 39  |
| 61  | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 39  |
| 62  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 39  |
| 63  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 64  | 5  | 4  | 4  | 5  | 5  | 4  | 5  | 5  | 37  |
| 65  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 66  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 67  | 5  | 4  | 4  | 4  | 5  | 5  | 3  | 5  | 35  |
| 68  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 69  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 70  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 71  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 72  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 73  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 74  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 39  |
| 75  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 76  | 5  | 4  | 5  | 5  | 5  | 4  | 5  | 5  | 38  |
| 77  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 78  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 79  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 80  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 81  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 82  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 83  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 84  | 5  | 4  | 5  | 4  | 5  | 5  | 5  | 4  | 37  |
| 85  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 86  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 87  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 88  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 89  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 90  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 39  |
| 91  | 4  | 5  | 5  | 5  | 4  | 5  | 4  | 5  | 37  |
| 92  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 93  | 5  | 4  | 5  | 5  | 5  | 4  | 5  | 5  | 38  |
| 94  | 5  | 5  | 5  | 5  | 3  | 5  | 5  | 5  | 38  |
| 95  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 39  |
| 96  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 40  |
| 97  | 5  | 5  | 4  | 5  | 4  | 5  | 5  | 4  | 37  |
| Jumlah  | 432  | 468  | 474  | 478  | 472  | 473  | 442  | 474  | 3713  |

#### Tabel - t

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|   | **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  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **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**   |
|   | **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  |

1. 0.67943 1.29871 1.67591 2.00856 2.40327 2.67779 3.26141
2. 0.67933 1.29837 1.67528 2.00758 2.40172 2.67572 3.25789
3. 0.67924 1.29805 1.67469 2.00665 2.40022 2.67373 3.25451
4. 0.67915 1.29773 1.67412 2.00575 2.39879 2.67182 3.25127
5. 0.67906 1.29743 1.67356 2.00488 2.39741 2.66998 3.24815
6. 0.67898 1.29713 1.67303 2.00404 2.39608 2.66822 3.24515
7. 0.67890 1.29685 1.67252 2.00324 2.39480 2.66651 3.24226
8. 0.67882 1.29658 1.67203 2.00247 2.39357 2.66487 3.23948
9. 0.67874 1.29632 1.67155 2.00172 2.39238 2.66329 3.23680
10. 0.67867 1.29607 1.67109 2.00100 2.39123 2.66176 3.23421
11. 0.67860 1.29582 1.67065 2.00030 2.39012 2.66028 3.23171
12. 0.67853 1.29558 1.67022 1.99962 2.38905 2.65886 3.22930
13. 0.67847 1.29536 1.66980 1.99897 2.38801 2.65748 3.22696
14. 0.67840 1.29513 1.66940 1.99834 2.38701 2.65615 3.22471
15. 0.67834 1.29492 1.66901 1.99773 2.38604 2.65485 3.22253
16. 0.67828 1.29471 1.66864 1.99714 2.38510 2.65360 3.22041
17. 0.67823 1.29451 1.66827 1.99656 2.38419 2.65239 3.21837
18. 0.67817 1.29432 1.66792 1.99601 2.38330 2.65122 3.21639
19. 0.67811 1.29413 1.66757 1.99547 2.38245 2.65008 3.21446
20. 0.67806 1.29394 1.66724 1.99495 2.38161 2.64898 3.21260
21. 0.67801 1.29376 1.66691 1.99444 2.38081 2.64790 3.21079
22. 0.67796 1.29359 1.66660 1.99394 2.38002 2.64686 3.20903
23. 0.67791 1.29342 1.66629 1.99346 2.37926 2.64585 3.20733
24. 0.67787 1.29326 1.66600 1.99300 2.37852 2.64487 3.20567
25. 0.67782 1.29310 1.66571 1.99254 2.37780 2.64391 3.20406
26. 0.67778 1.29294 1.66543 1.99210 2.37710 2.64298 3.20249
27. 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  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **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**   |
|   | **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 1

**KUESIONER PENELITIAN**

Dalam rangka memenuhi tugas akhir . Saya Tengku Irma Yunita mahasiswi dari universitas muslim nusantara al-washliyah medan fakultas ekonomi program studi manajemen, mengharapkan ketersediaan bapak/ibu serta kakak dan abang masyarakat yang bertempat tinggal di Desa Denai Kuala Kecamatan Pantai Labu Deli Serdang untuk menjawab dan mengisi pertanyaanpertanyaan pada lembar kuesioner dibawah ini. Jawaban bapak/ibu serta kakak dan abang sekalian sangatlah saya butuhkan dalam membantu penyelesaian penelitian saya yang berjudul “Pengaruh Iklan Dan Harga Terhadap Keputusan

Pembelian Pasta Gigi Formula Pada Masyarakat Desa Denai Kuala Kecamatan Pantai Labu Deli Serdang”. Atas waktu dan ketersediaan anda untuk menjawab kuesioner dengan sejujur-jujurnya saya ucapkan terimkasih . A. Identitas Responden

 Nama :

 Jenis Kelamin :

 Umur :

 Pendidikan :

B. Petunjuk Pengisian

Pada setiap nomor pertanyaan berilah tanda () sesuai dengan penilaian saudara

Keterangan jawaban :

(SS) Sangat Setuju

 (S) Setuju

 (KS) Kurang Setuju

 (TS) Tidak Setuju

 (STS) Sangat Tidak Setuju

### IKLAN (X1)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| NO  | PERNYATAAN  | SS  | S  | KS  | TS  | STS  |
|   | **Menimbulkan Perhatian**  |   |   |   |   |   |
| 1  | saya Membeli Pasta Gigi Formula Karena Iklannya Beda Dari Yang Lain Sehingga Menimbulkan Perhatian   |  |  |  |  |  |
| 2  | Iklan pasta gigi formula mengalihkan perhatian anda  |  |  |  |  |  |
|   | **Menarik**   |  |  |  |  |  |
| 3  | Iklannya sangat menarik |  |  |  |  |  |
| 4  | Kemasannya sangat menarik perhatian saya  |  |  |  |  |  |
|   | **Menimbulkan Keinginan**  |  |  |  |  |  |
| 5  | Saya membeli karena iklan yang menunjukkan manfaat yang baik  |  |  |  |  |  |
| 6  | saya langsung ingin membeli pasta gigi merk formula setelah melihat iklan di televisi  |  |  |  |  |  |
|   | **Tindakan yang Memberi Manfaat** **Waktu dan Tenaga**  |  |  |  |  |  |
| 7  | sangat mudah ditemui sehingga lebih menghemat waktu  |  |  |  |  |  |
| 8  | Menghemat tenaga dalam pembelian karena ada dijual dimana saja  |  |  |  |  |  |

### HARGA (X2)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| NO  | PERNYATAAN  | SS  | S  | KS  | TS  | STS  |
|  | **Keterjangkauan Harga**  |   |   |   |   |   |
| 9  | Harga pasta gigi ini terjangkau  |  |  |  |  |  |
| 10  | Harga pasta gigi formula sangat murah  |  |  |  |  |  |
|   | **Kesesuaian Harga dengan Kualitas**  |  |  |  |  |  |
| 11  | Kualitas nya sesuai dengan harga  |  |  |  |  |  |
| 12  | Harga nya murah dan berkualitas baik  |  |  |  |  |  |
|   | **Daya Saing Harga**  |  |  |  |  |  |
| 13  | Harga pasta gigi merk formula dapat bersaing dengan pasta gigi merk lain  |  |  |  |  |  |
| 14  | Harga pasta gigi formula paling murah di antara pasta gigi lainnya  |  |  |  |  |  |
|   | **Kesesuaian Harga dengan Manfaat**  |  |  |  |  |  |
| 15  | Harga pasta gigi merk formula sesuai dengan manfaat  |  |  |  |  |  |
| 16  | Saya membeli pasta gigi merk formula karna melihat manfaat yang nyata dari orang lain  |  |  |  |  |  |

### KEPUTUSAN PEMBELIAN (Y)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| NO  | PERNYATAAN  | SS  | S  | KS  | TS  | STS  |
|   | **Pilihan Produk**  |   |   |   |   |   |
| 17  | Saya membeli pasta gigi merk formula karna pilihan saya sendiri  |  |  |  |  |  |
| 18  | Saya membeli pasta gigi formula karena turun temurun  |  |  |  |  |  |
|   | **Pilihan Merk**  |  |  |  |  |  |
| 19  | saya membeli pasta gigi formula karena merk nya masuk top brand award  |  |  |  |  |  |
| 20  | Saya membeli pasta gigi formula karna merk nya sudah banyak di kenal oleh banyak orang  |  |  |  |  |  |
|   | **Pilihan penyalur**  |  |  |  |  |  |
| 21  | Saya membeli produk ini di warung dekat rumah  |  |  |  |  |  |
|   | **Waktu Pembelian**  |  |  |  |  |  |
| 22  | Saya membeli pasta gigi merk formula seminggu sekali  |  |  |  |  |  |
| 23  | Saya membeli pasta gigi merk formula berulang atau lebih dari satu kali  |  |  |  |  |  |
|   | **Jumlah Pembelian**  |  |  |  |  |  |
| 24  | Saya membeli poduk persatuan  |  |  |  |  |  |