#### 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 |

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