

BAB V

PENUTUP

Pada bab lima ini penulis akan mengambil kesimpulan dari hasil analisis data penelitian yang telah dilakukan. Kemudian penulis membuat implikasinya bagi pihak manajerial dan merumuskan saran bagi pihak-pihak yang berkepentingan. Kesimpulan dan implikasi manajerial tersebut adalah sebagai berikut:

5.1 Kesimpulan

Dari hasil yang telah dilakukan peneliti pada bab sebelumnya, diperoleh beberapa kesimpulan, antara lain :

1. Berdasarkan karakteristik jenis kelamin responden dalam penelitian ini diketahui bahwa mayoritas responden berjenis kelamin pria yaitu sebesar 56,76% dan sisanya berjenis kelamin wanita sebesar 43,24 %.
2. Berdasarkan karakteristik fakultas responden dalam penelitian ini mayoritas berasal dari Fakultas Ekonomi dengan jumlah presentase sebesar 40,0% lalu diikuti dari Fakultas Teknik dengan jumlah presentase sebesar 15,7% , Fakultas Hukum dengan jumlah presentase 10,3%, Fakultas Teknobiologi sebesar 17,3%, Fakultas Ilmu sosial dan Politik sebesar 12,4% dan Fakultas Teknologi Industri sebesar 4,3%.
3. Berdasarkan Karakteristik uang saku per bulan responden dalam penelitian ini diketahui bahwa 8,65% responden memiliki jumlah uang saku per bulan kurang dari atau sama dengan Rp500.000, kemudian sebesar 22,70% memiliki uang saku per bulan Rp.500.001 – Rp. 1.000.000., 31,89%

memiliki uang saku per bulan sebesar Rp.1000.001 – Rp.1.500.000., dan sebesar 36,76% responden memiliki uang saku per bulan lebih dari Rp.1.500.000.

4. Berdasarkan Frekuensi lamanya penggunaan produk sepatu olahraga Adidas adalah 15,14% selama 1-6 bulan, kemudian 22,70% selama 7-12 bulan, sebesar 24,86% selama 13-18 bulan, lalu 9,19% selama 19-24 bulan dan mayoritas responden menggunakan sepatu olahraga Adidas selama lebih dari 24 bulan.

5. Pengaruh Citra merek terhadap keputusan pembelian.

Citra merek memiliki pengaruh secara signifikan dan positif terhadap Keputusan pembelian. Hal ini dapat dilihat melalui nilai t hitung ($2,686$) > t tabel ($1,973$), artinya variabel Citra merek memiliki pengaruh signifikan terhadap Keputusan Pembelian. Berdasarkan tingkat signifikan variabel Citra merek adalah $0,008$ dimana $\text{Sig. } (0,008) < \alpha (0,05)$ dapat diartikan juga bahwa H_0 ditolak dan H_a diterima dengan kata lain variabel Citra merek memiliki pengaruh positif dan signifikan terhadap Keputusan pembelian. Citra merek adalah sejenis asosiasi yang muncul di benak konsumen ketika mempertimbangkan merek tertentu. Asosiasi mungkin merupakan ingatan dari merek. Ini bisa menjadi karakter, sifat, kekuatan, kelemahan (Sondoh *et al.*, 2007).

6. Pengaruh Harga terhadap keputusan pembelian.

Harga memiliki pengaruh secara signifikan dan positif terhadap Keputusan pembelian. Hal ini dapat dilihat melalui nilai t hitung ($6,908$) > t tabel

(1,973), artinya variabel Harga memiliki pengaruh signifikan terhadap Keputusan Pembelian. Berdasarkan tingkat signifikan variabel Harga adalah 0,000 dimana $\text{Sig. (0,000)} < \alpha (0,05)$ dapat diartikan juga bahwa H_0 ditolak dan H_a diterima dengan kata lain variabel Harga memiliki pengaruh signifikan terhadap Keputusan pembelian.

Maka dari itu, perusahaan sepatu olahraga Adidas harus cermat dalam menentukan harga produknya. Harga yang ditetapkan haruslah sesuai dengan kualitas dan manfaat yang diperoleh serta dirasakan konsumen saat melakukan pembelian. Dalam Lupiyoadi (2011) Strategi penentuan harga (pricing) sangat signifikan dalam pemberian *value* kepada konsumen dan mempengaruhi *image* produk, serta keputusan konsumen untuk membeli.

7. Pengaruh Kualitas Produk terhadap keputusan pembelian.

Kualitas produk memiliki pengaruh secara signifikan terhadap Keputusan pembelian. Hal ini dapat dilihat melalui nilai t hitung (3,938) $>$ t tabel (1,973), artinya variabel Kualitas Produk memiliki pengaruh signifikan terhadap Keputusan Pembelian. Berdasarkan tingkat signifikan variabel Kualitas produk adalah 0,000 dimana $\text{Sig. (0,000)} < \alpha (0,05)$ dapat diartikan juga bahwa H_0 ditolak dan H_a diterima dengan kata lain variabel Kualitas produk memiliki pengaruh signifikan terhadap Keputusan pembelian.

8. Pengaruh Citra merek, Harga dan Kualitas produk terhadap Keputusan Pembelian.

Citra merek, Harga dan Kualitas produk secara simultan atau secara bersama sama mampu mempengaruhi Keputusan pembelian. Berdasarkan data analisis nilai F hitung sebesar (223,524) > nilai F tabel (2,65) dengan nilai probabilitas (p) 0,000 yang berarti probabilitas (0,000) < 0,05. Berdasarkan ketentuan uji F dapat disimpulkan bahwa, H_0 ditolak dan H_a diterima yaitu Citra merek, Harga dan Kualitas produk berpengaruh secara signifikan dan bersama sama atau simultan terhadap Keputusan pembelian. Besarnya pengaruh Citra merek, Harga dan Kualitas produk ditunjukkan oleh nilai *Adj. R Square* sebesar 0,784 yang artinya sebesar 78,4% Keputusan pembelian sepatu olahraga Adidas dipengaruhi secara bersama sama dan signifikan oleh ketiga variabel yaitu Citra merek, Harga, dan Kualitas produk, sedangkan sisanya sebesar 21,6 dipengaruhi oleh variabel lain. Dari nilai presentasi yang dihasilkan menunjukkan bahwa ketiga faktor ini sangat penting dalam menentukan konsumen memutuskan untuk membeli produk sepatu olahraga Adidas atau tidak.

Citra merek yang positif serta kualitas produk yang baik memang merupakan beberapa faktor utama pembentuk keputusan pembelian yang dilakukan konsumen terhadap suatu barang maupun jasa namun harga yang ditentukan suatu perusahaan pada produk yang dia ciptakan juga berpengaruh terhadap keputusan pembelian. Menurut Swasta (2010), harga adalah jumlah uang (ditambah beberapa barang kalau mungkin) yang dibutuhkan untuk mendapatkan sejumlah kombinasi dari barang beserta pelayanannya. Konsumen selalu ingin menyeimbangkan harga produk dan

layanan dengan manfaatnya (Arslan *et al.*, 2014). Orang lebih cenderung membeli produk yang lebih murah daripada produk mahal. Tetapi ketika menyangkut kualitas produk, orang terkadang tidak peduli dengan harga. Selama mereka bisa mendapatkan kualitas produk terbaik yang mereka inginkan, mereka akan menghabiskan uang sebanyak mungkin.

5.2. Saran

a. Berdasarkan hasil penelitian variabel Citra merek mempunyai pengaruh yang signifikan dengan skor signifikansi sebesar 0,008. Hal ini menunjukkan bahwa citra merek mempunyai peran yang kuat dalam mempengaruhi keputusan pembelian. Maka dari itu, perusahaan sepatu olahraga Adidas tentunya perlu memperhatikan dan memberi perhatian lebih pada faktor ini. Karena terbukti faktor ini dapat mempengaruhi keputusan pembelian yang dilakukan konsumen. Karena ketika sebuah merek memiliki citra yang kuat dan positif di benak konsumen maka merek tersebut akan selalu diingat dan kemungkinan konsumen untuk membeli merek yang bersangkutan sangat besar. Banyaknya pesaing menjadikan merek sebagai alternatif cepat untuk melakukan pembelian suatu produk. Apabila suatu produk atau suatu perusahaan telah dapat menanamkan citra merek yang baik pada benak konsumen maka perusahaan tersebut tentu saja lebih mudah untuk bersaing dan menjaga eksistensinya di pasar. Citra merek yang positif dapat dibentuk misalnya dengan cara membuat logo dan slogan yang mudah dikenali oleh masyarakat, membuat kesan atau menanamkan di benak konsumen bahwa

produk yang dihasilkan oleh perusahaan Adidas selalu mengikuti jaman atau bersifat modern serta mengikuti keinginan dan harapan konsumen, mensponsori acara olahraga dimana masyarakat dapat lebih mengenal produk produk sepatu olahraga dari Adidas. Selain itu , ikut serta dalam kegiatan sosial dan membuat kegiatan yang berdampak positif bagi lingkungan juga dapat membuat citra merek yang positif bagi perusahaan Adidas. Kegiatan ini akan membuat Adidas dikenal sebagai perusahaan yang ramah lingkungan dan memberi perhatian lebih untuk kesejahteraan sesama umat manusia.

b. Berdasarkan hasil penelitian variabel Harga mempunyai pengaruh yang signifikan dengan skor signifikansi sebesar 0,000. Hal ini menunjukkan bahwa Harga mempunyai peran yang kuat dalam mempengaruhi keputusan pembelian. Harga sebuah produk atau jasa merupakan faktor penentu dalam permintaan pasar. Harga merupakan hal yang sangat penting yang diperhatikan oleh konsumen dalam membeli produk atau jasa. Jika konsumen merasa cocok dengan harga yang ditawarkan, maka mereka akan cenderung melakukan pembelian ulang untuk produk yang sama. Dalam teori ekonomi disebutkan bahwa harga suatu barang atau jasa yang pasarnya kompetitif, maka tinggi rendahnya harga ditentukan oleh permintaan dan penawaran pasar (Iful Anwar, 2015). Maka dari itu, perusahaan sepatu olahraga Adidas diharapkan dapat selalu menyeimbangkan harga dengan produk yang mereka tawarkan agar konsumen dapat merasa puas dengan harga yang mereka bayarkan untuk produk yang mereka dapatkan. Perusahaan olahraga Adidas dapat melakukan promosi harga di atau diskon produk pada waktu – waktu

tertentu untuk menarik minat konsumen baru yang belum pernah melakukan pembelian pada produk sepatu olahraga Adidas. Selain itu perusahaan juga dapat menetapkan harga sesuai pembagian segmen pasar atau melakukan variasi harga , misalnya produk tertentu dengan harga yang terjangkau dan produk yang lain dengan harga yang lebih tinggi sehingga produk dapat menjamah berbagai segmen pasar yang ada.

c. Berdasarkan hasil penelitian variabel kualitas produk mempunyai pengaruh yang signifikan dengan skor signifikansi sebesar 0,000. Hal ini menunjukkan bahwa Kualitas produk mempunyai peran yang kuat dalam mempengaruhi Keputusan pembelian. Maka dari itu perusahaan sepatu Adidas sangat perlu untuk mempetahakan dan meningkatkan kualitas produk yang mereka pasarkan. Sebagian konsumen yang memiliki kemampuan lebih dalam memenuhi kebutuhannya biasanya sangat mengutamakan kualitas barang atau produk yang akan dia beli karena menyangkut kenyamanan dan keawetan dalam pemakaian. Hal ini dapat dilakukan misalnya dengan pengecekan kualitas dan ketahanan produk secara rutin, mendengarkan dan memproses keluhan dan saran konsumen tentang produk baik dari kekurangan ataupun kelebihanannya, sehingga perusahaan sepatu olahraga lebih mengerti apa sebenarnya yang diinginkan dan diharapkan konsumen pada produk yang perusahaan ciptakan. Dengan begitu perusahaan sepatu olahraga Adidas dapat lebih mudah untuk mengetahui kekurangan dan segera membenahinya untuk tetap menjaga kualitas produk yang baik.

d. Berdasarkan hasil penelitian variabel Citra merek, Harga dan Kualitas produk secara bersama – sama memiliki pengaruh yang signifikan terhadap Keputusan pembelian dengan skor signifikansi sebesar 0,000. Hal ini menunjukkan bahwa Citra merek, Harga dan Kualitas produk secara bersama – sama mempunyai peran yang kuat dalam mempengaruhi Keputusan Pembelian. Menurut Tsiotsou (2006) Citra merek, harga dan kualitas suatu produk merupakan faktor yang perlu mendapat perhatian serius dari perusahaan. Harga dan kualitas selalu berjalan bersama. Sangat masuk akal karena semakin tinggi kualitas produk semakin tinggi harganya. Perusahaan juga perlu memikirkan bagaimana meningkatkan kualitas produk mereka tanpa menaikkan harga. Beberapa orang mungkin baik-baik saja dengan harga tinggi tetapi beberapa orang tidak. Maka dari itu perusahaan seperti olahraga Adidas perlu menyeimbangkan ketiga faktor penting ini sehingga Citra merek yang positif berpadu dengan Harga yang sesuai dengan manfaat dan Kualitas produk yang diberikan. Dengan memiliki citra merek yang baik dan harga yang baik akan membantu perusahaan menarik pelanggan baru lainnya dan menjaga mereka dengan memberikan kualitas produk yang juga baik.

5.3. Keterbatasan Penelitian

Penelitian ini tidak terlepas dari keterbatasan maupun kelemahan, berikut ini merupakan keterbatasan-keterbatasan dalam penelitian disertai saran untuk penelitian masa mendatang:

1. Penelitian ini masih mempunyai keterbatasan dalam ruang lingkup responden, dimana responden yang ada dalam penelitian ini hanya merupakan mahasiswa dari Fakultas yang terdapat di Universitas Atma Jaya Yogyakarta, sehingga hasil dari penelitian ini tidak dapat digeneralisasikan untuk semua pihak. Penelitian berikutnya dapat mengeksplorasi responden yang berasal dari berbagai universitas yang berbeda atau responden dengan jenis profesi yang lebih beragam dan berasal dari kota selain kota Yogyakarta, dengan sampel yang lebih banyak.
2. Penelitian ini hanya memfokuskan pada satu objek saja yaitu produk sepatu olahraga merek Adidas. Penelitian berikutnya dapat membandingkan dari 2 atau lebih produk lain yang diproduksi oleh perusahaan Adidas, seperti tas atau baju olahraga.
3. Objek dari penelitian ini yang merupakan salah satu produk sepatu terkenal yaitu Adidas maka tak dapat dipungkiri bahwa sudah banyak beredar produk palsu atau imitasi dipasaran dari merek tersebut yang diproduksi oleh pihak – pihak yang tidak bertanggung jawab dan hanya ingin memperoleh keuntungan dari hal tersebut. Maka dari itu, keadaan ini dapat mempengaruhi penilaian konsumen tentang citra merek serta kualitas yang dimiliki oleh produk sepatu olahraga Adidas.

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KUISIONER

Hal : Kuisisioner Penelitian

Lamp : 1 berkas

Kepada

Yth. Pengguna Sepatu Olahraga Adidas

Dengan hormat,

Dengan ini saya

Nama : Wishnu Arief Jeremias

NIM : 130320369

Adalah mahasiswa dari Universitas Atma Jaya Yogyakarta, Jurusan Manajemen, Fakultas Ekonomi yang saat ini sedang menyusun skripsi dengan judul Pengaruh Citra merek dan Kualitas Produk terhadap keputusan pembelian sepatu olahraga Adidas.

Untuk keberhasilan penelitian ini saya mohon ketersediaan Bapak/Ibu/Saudara/Saudari untuk mengisi daftar pernyataan yang ada sesuai dengan keadaan yang sebenarnya. Isi dari kuisisioner ini hanya digunakan untuk kepentingan penulisan skripsi.

Atas ketersediaan dan bantuan Saudara/Saudari dalam pengisian kuisisioner ini, saya ucapkan terima kasih.

Hormat saya,

Wishnu Arief Jeremias

A. Identitas Responden

Berilah tanggapan dengan mengisi titik-titik atau memberikan tanda silang

(x)

pada salah satu jawaban yang sesuai dengan keadaan Anda.

1. Jenis kelamin : pria wanita
2. Fakultas :
 - Hukum
 - Teknik
 - Ilmu sosial dan politik
 - Ekonomi
 - Lainnya.....
3. Uang saku per bulan : ≤ Rp500.000
 - Rp500.001- Rp1.000.000
 - Rp1.000.001- Rp.1.500.000
 - >Rp1.500.000
4. Lama penggunaan Sepatu Adidas : 1-6 bulan
 - 7-12 bulan
 - 13-18 bulan
 - 19-24 bulan
 - Lebih dari 24 bulan

B. Kuisisioner

Berilah tanda silang (x) pada salah satu alternative jawaban yang Anda anggap penting sesuai dengan keadaan Anda sebenarnya.

Kriteria jawaban sebagai berikut :

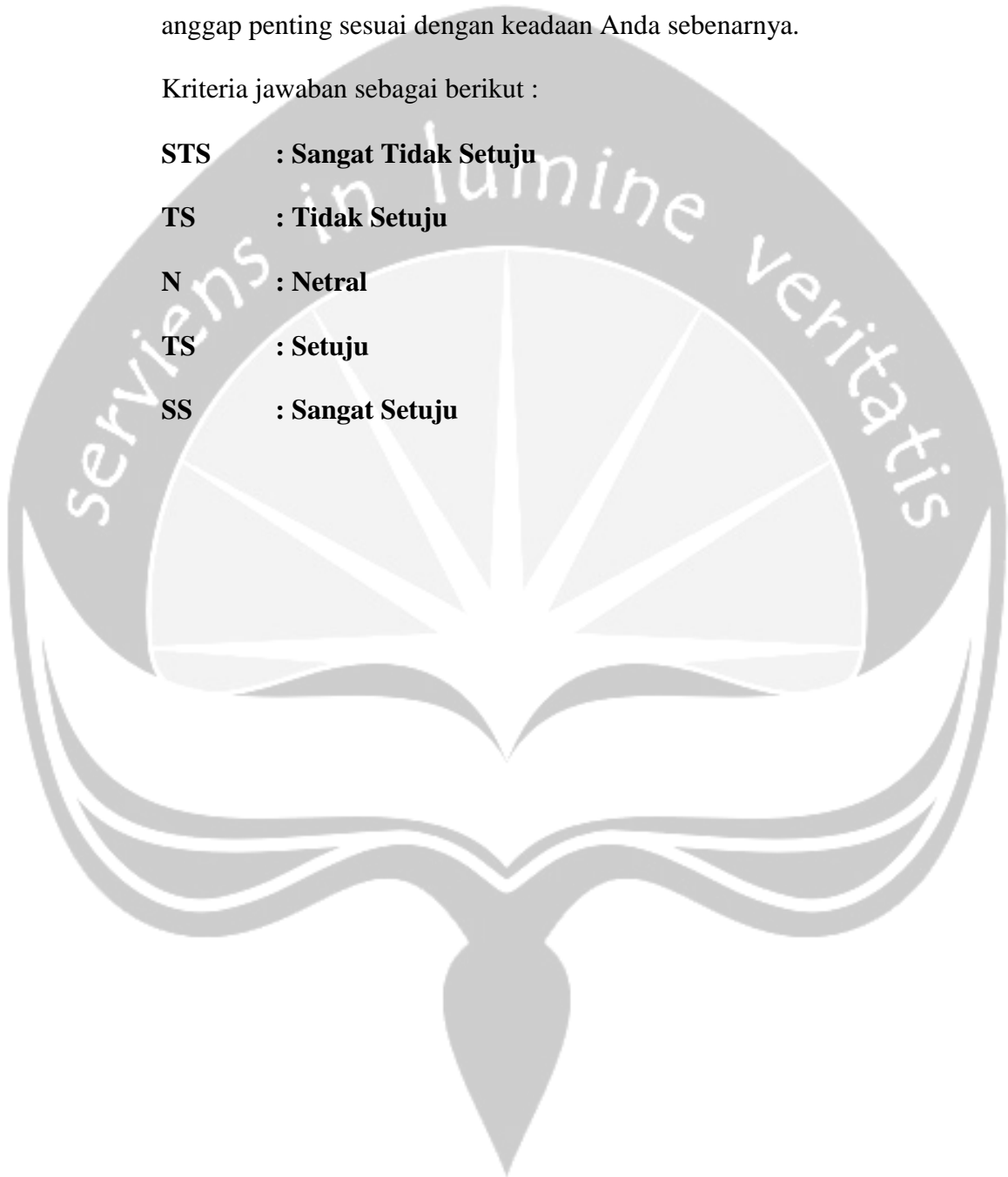
STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

TS : Setuju

SS : Sangat Setuju



CITRA MEREK (CM)

PERNYATAAN	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
1. Merek Adidas mudah untuk diucapkan.					
2. Merek Adidas mudah untuk diingat.					
3. Sepatu Adidas mempunyai merek yang sudah dikenal masyarakat.					
4. Merek Adidas menggambarkan kualitas produknya					
5. Sepatu Adidas memiliki citra merek yang baik					
6. Sepatu Adidas selalu melakukan inovasi					
7. Saya mendapatkan kesan positif ketika menggunakan sepatu Adidas					
8. Merek Adidas lebih baik dibandingkan dengan merek yang lainya					
9. Merek Adidas memiliki keunikan tersendiri					

HARGA (HP)

PERTANYAAN	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
1. Harga Sepatu Adidas sesuai dengan kemampuan atau daya beli saya.					
2. Sepatu Adidas menawarkan harga yang sesuai dengan kualitas.					
3. Harga sepatu Adidas bervariasi sesuai dengan jenis produk					
4. Harga sepatu Adidas dapat bersaing dengan produk lain.					
5. Harga sepatu Adidas sesuai dengan manfaat yang saya rasakan.					
6. Harga sepatu Adidas sesuai dengan harapan saya.					
7. Harga sepatu Adidas terjangkau oleh semua kalangan masyarakat.					
8. Harga sepatu Adidas sesuai dengan apa yang ditawarkan.					

KUALITAS PRODUK (KP)

PERTANYAAN	STS	TS	N	S	SS
1. Sepatu Adidas adalah sepatu yang memberikan kenyamanan bagi penggunanya.					
2. Sepatu Adidas merupakan sepatu yang tidak mudah rusak.					
3. Sepatu Adidas merupakan sepatu yang memiliki warna yang tidak mudah pudar serta tali sepatu yang tidak mudah putus.					
4. Sepatu Adidas memiliki banyak variasi desain, pilihan warna, dan ukuran sepatu yang sesuai dengan kebutuhan konsumen.					
5. Sepatu Adidas merupakan sepatu yang memiliki desain sepatu yang menarik.					
6. Sepatu Adidas memiliki kualitas yang terjamin.					
7. Bahan sepatu Adidas sesuai dengan harapan.					
8. Sepatu Adidas tidak mudah berubah bentuk walaupun lama digunakan.					

KEPUTUSAN PEMBELIAN (NB)

PERTANYAAN	STS	TS	N	S	SS
1. Saya memutuskan membeli produk Sepatu Adidas karena sesuai dengan kebutuhan saya					
2. Saya memilih produk Adidas karena saya menyukai produknya					
3. Saya memilih produk Adidas karena menurut saya lebih baik dibanding merk lain.					
4. Saya memilih produk Adidas karena dengan memakai sepatu tersebut lebih kelihatan berkelas.					
5. Saya memilih produk Adidas karena nyaman dipakai.					
6. Saya memilih produk Adidas karena menambah kepercayaan diri.					
7. Saya memilih produk Adidas karena terpercaya mutu dan kualitasnya.					
8. Saya memutuskan membeli sepatu Adidas karena keinginan saya sendiri.					
9. Saya memilih sepatu merek Adidas karena merek Adidas dikenal oleh masyarakat banyak.					



HASIL UJI VALIDITAS VARIABEL CITRA MEREK (X₁)

Correlations

	Total	CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8	CM9	
Total	Pearson Correlation	1	,705**	,735**	,773**	,716**	,735**	,758**	,722**	,673**	,666**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30
CM1	Pearson Correlation	,705**	1	,664**	,672**	,486**	,508**	,627**	,216	,312	,294
	Sig. (2-tailed)	,000		,000	,000	,006	,004	,000	,251	,093	,115
	N	30	30	30	30	30	30	30	30	30	30
CM2	Pearson Correlation	,735**	,664**	1	,607**	,475**	,673**	,600**	,430*	,197	,274
	Sig. (2-tailed)	,000	,000		,000	,008	,000	,000	,018	,297	,143
	N	30	30	30	30	30	30	30	30	30	30
CM3	Pearson Correlation	,773**	,672**	,607**	1	,601**	,477**	,572**	,479**	,380*	,397*
	Sig. (2-tailed)	,000	,000	,000		,000	,008	,001	,007	,039	,030
	N	30	30	30	30	30	30	30	30	30	30
CM4	Pearson Correlation	,716**	,486**	,475**	,601**	1	,513**	,462*	,547**	,246	,483**
	Sig. (2-tailed)	,000	,006	,008	,000		,004	,010	,002	,191	,007
	N	30	30	30	30	30	30	30	30	30	30
CM5	Pearson Correlation	,735**	,508**	,673**	,477**	,513**	1	,364*	,582**	,353	,239
	Sig. (2-tailed)	,000	,004	,000	,008	,004		,048	,001	,056	,204
	N	30	30	30	30	30	30	30	30	30	30
CM6	Pearson Correlation	,758**	,627**	,600**	,572**	,462*	,364*	1	,350	,547**	,468**
	Sig. (2-tailed)	,000	,000	,000	,001	,010	,048		,058	,002	,009
	N	30	30	30	30	30	30	30	30	30	30
CM7	Pearson Correlation	,722**	,216	,430*	,479**	,547**	,582**	,350	1	,440*	,486**
	Sig. (2-tailed)	,000	,251	,018	,007	,002	,001	,058		,015	,006
	N	30	30	30	30	30	30	30	30	30	30
CM8	Pearson Correlation	,673**	,312	,197	,380*	,246	,353	,547**	,440*	1	,618**
	Sig. (2-tailed)	,000	,093	,297	,039	,191	,056	,002	,015		,000
	N	30	30	30	30	30	30	30	30	30	30
CM9	Pearson Correlation	,666**	,294	,274	,397*	,483**	,239	,468**	,486**	,618**	1
	Sig. (2-tailed)	,000	,115	,143	,030	,007	,204	,009	,006	,000	
	N	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).

HASIL UJI VALIDITAS VARIABEL HARGA (X₂)

Correlations

		Total	HP1	HP2	HP3	HP4	HP5	HP6	HP7	HP8
Total	Pearson Correlation	1	,883**	,826**	,905**	,712**	,793**	,763**	,715**	,809**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
HP1	Pearson Correlation	,883**	1	,805**	,773**	,634**	,676**	,604**	,504**	,718**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,005	,000
	N	30	30	30	30	30	30	30	30	30
HP2	Pearson Correlation	,826**	,805**	1	,664**	,843**	,574**	,482**	,388*	,609**
	Sig. (2-tailed)	,000	,000		,000	,000	,001	,007	,034	,000
	N	30	30	30	30	30	30	30	30	30
HP3	Pearson Correlation	,905**	,773**	,664**	1	,551**	,715**	,692**	,638**	,761**
	Sig. (2-tailed)	,000	,000	,000		,002	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
HP4	Pearson Correlation	,712**	,634**	,843**	,551**	1	,463*	,393*	,286	,441*
	Sig. (2-tailed)	,000	,000	,000	,002		,010	,032	,126	,015
	N	30	30	30	30	30	30	30	30	30
HP5	Pearson Correlation	,793**	,676**	,574**	,715**	,463*	1	,531**	,510**	,708**
	Sig. (2-tailed)	,000	,000	,001	,000	,010		,003	,004	,000
	N	30	30	30	30	30	30	30	30	30
HP6	Pearson Correlation	,763**	,604**	,482**	,692**	,393*	,531**	1	,553**	,547**
	Sig. (2-tailed)	,000	,000	,007	,000	,032	,003		,002	,002
	N	30	30	30	30	30	30	30	30	30
HP7	Pearson Correlation	,715**	,504**	,388*	,638**	,286	,510**	,553**	1	,513**
	Sig. (2-tailed)	,000	,005	,034	,000	,126	,004	,002		,004
	N	30	30	30	30	30	30	30	30	30
HP8	Pearson Correlation	,809**	,718**	,609**	,761**	,441*	,708**	,547**	,513**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,015	,000	,002	,004	
	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).

HASIL UJI VALIDITAS KUALITAS PRODUK (X₃)

Correlations

		Total	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8
Total	Pearson Correlation	1	,797**	,705**	,884**	,857**	,882**	,855**	,850**	,806**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
KP1	Pearson Correlation	,797**	1	,401*	,662**	,753**	,692**	,578**	,639**	,631**
	Sig. (2-tailed)	,000		,028	,000	,000	,000	,001	,000	,000
	N	30	30	30	30	30	30	30	30	30
KP2	Pearson Correlation	,705**	,401*	1	,572**	,356	,478**	,704**	,442*	,590**
	Sig. (2-tailed)	,000	,028		,001	,053	,008	,000	,015	,001
	N	30	30	30	30	30	30	30	30	30
KP3	Pearson Correlation	,884**	,662**	,572**	1	,702**	,720**	,701**	,801**	,750**
	Sig. (2-tailed)	,000	,000	,001		,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
KP4	Pearson Correlation	,857**	,753**	,356	,702**	1	,826**	,697**	,764**	,637**
	Sig. (2-tailed)	,000	,000	,053	,000		,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
KP5	Pearson Correlation	,882**	,692**	,478**	,720**	,826**	1	,778**	,767**	,614**
	Sig. (2-tailed)	,000	,000	,008	,000	,000		,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
KP6	Pearson Correlation	,855**	,578**	,704**	,701**	,697**	,778**	1	,637**	,546**
	Sig. (2-tailed)	,000	,001	,000	,000	,000	,000		,000	,002
	N	30	30	30	30	30	30	30	30	30
KP7	Pearson Correlation	,850**	,639**	,442*	,801**	,764**	,767**	,637**	1	,611**
	Sig. (2-tailed)	,000	,000	,015	,000	,000	,000	,000		,000
	N	30	30	30	30	30	30	30	30	30
KP8	Pearson Correlation	,806**	,631**	,590**	,750**	,637**	,614**	,546**	,611**	1
	Sig. (2-tailed)	,000	,000	,001	,000	,000	,000	,002	,000	
	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).

HASIL UJI VALIDITAS KEPUTUSAN PEMBELIAN / NIAT BELI (Y)

Correlations

	Total	NB1	NB2	NB3	NB4	NB5	NB6	NB7	NB8	NB9	
Total	Pearson Correlation	1	,834**	,865**	,799**	,725**	,806**	,774**	,905**	,856**	,710**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30
NB1	Pearson Correlation	,834**	1	,767**	,715**	,410*	,619**	,675**	,813**	,648**	,442*
	Sig. (2-tailed)	,000		,000	,000	,024	,000	,000	,000	,000	,014
	N	30	30	30	30	30	30	30	30	30	30
NB2	Pearson Correlation	,865**	,767**	1	,692**	,505**	,678**	,593**	,716**	,764**	,603**
	Sig. (2-tailed)	,000	,000		,000	,004	,000	,001	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30
NB3	Pearson Correlation	,799**	,715**	,692**	1	,543**	,580**	,591**	,705**	,612**	,339
	Sig. (2-tailed)	,000	,000	,000		,002	,001	,001	,000	,000	,067
	N	30	30	30	30	30	30	30	30	30	30
NB4	Pearson Correlation	,725**	,410*	,505**	,543**	1	,488**	,562**	,514**	,549**	,573**
	Sig. (2-tailed)	,000	,024	,004	,002		,006	,001	,004	,002	,001
	N	30	30	30	30	30	30	30	30	30	30
NB5	Pearson Correlation	,806**	,619**	,678**	,580**	,488**	1	,401*	,750**	,905**	,557**
	Sig. (2-tailed)	,000	,000	,000	,001	,006		,028	,000	,000	,001
	N	30	30	30	30	30	30	30	30	30	30
NB6	Pearson Correlation	,774**	,675**	,593**	,591**	,562**	,401*	1	,730**	,514**	,482**
	Sig. (2-tailed)	,000	,000	,001	,001	,001	,028		,000	,004	,007
	N	30	30	30	30	30	30	30	30	30	30
NB7	Pearson Correlation	,905**	,813**	,716**	,705**	,514**	,750**	,730**	1	,757**	,641**
	Sig. (2-tailed)	,000	,000	,000	,000	,004	,000	,000		,000	,000
	N	30	30	30	30	30	30	30	30	30	30
NB8	Pearson Correlation	,856**	,648**	,764**	,612**	,549**	,905**	,514**	,757**	1	,554**
	Sig. (2-tailed)	,000	,000	,000	,000	,002	,000	,004	,000		,001
	N	30	30	30	30	30	30	30	30	30	30
NB9	Pearson Correlation	,710**	,442*	,603**	,339	,573**	,557**	,482**	,641**	,554**	1
	Sig. (2-tailed)	,000	,014	,000	,067	,001	,001	,007	,000	,001	
	N	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).

HASIL UJI RELIABILITAS VARIABEL CITRA MEREK (X₁)

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,875	9

HASIL UJI RELIABILITAS VARIABEL HARGA (X₂)

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,912	8

HASIL UJI RELIABILITAS VARIABEL KUALITAS PRODUK (X₃)

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,929	8

HASIL UJI RELIABILITAS VARIABEL KEPUTUSAN PEMBELIAN (X₄)

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,930	9



LAMPIRAN III
KARAKTERISTIK RESPONDEN

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	105	56,8	56,8	56,8
	Wanita	80	43,2	43,2	100,0
	Total	185	100,0	100,0	

Uang Saku per-Bulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	= Rp500.000	16	8,6	8,6	8,6
	Rp 500.001 - Rp 1.000.000	42	22,7	22,7	31,4
	Rp 1.000.001 - Rp 1.500.000	59	31,9	31,9	63,2
	> Rp1.500.000	68	36,8	36,8	100,0
	Total	185	100,0	100,0	

Jurusan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ekonomi	74	40,0	40,0	40,0
	Hukum	29	15,7	15,7	55,7
	Ilmu Sosial dan Politik	19	10,3	10,3	65,9
	Teknik	32	17,3	17,3	83,2
	Teknobiologi	23	12,4	12,4	95,7
	Teknologi Industri	8	4,3	4,3	100,0
	Total	185	100,0	100,0	

Lama Pemakaian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-6 bulan	28	15,1	15,1	15,1
	7-12 bulan	42	22,7	22,7	37,8
	13-18 bulan	46	24,9	24,9	62,7
	19-24 bulan	17	9,2	9,2	71,9
	>24 bulan	52	28,1	28,1	100,0
	Total	185	100,0	100,0	



UJI REGRESI BERGANDA

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,887 ^a	,787	,784	2,98744

a. Predictors: (Constant), Kualitas Produk (X3), Citra Merk (X1), Harga Produk (X2)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5984,703	3	1994,901	223,524	,000 ^a
	Residual	1615,383	181	8,925		
	Total	7600,086	184			

a. Predictors: (Constant), Kualitas Produk (X3), Citra Merk (X1), Harga Produk (X2)

b. Dependent Variable: Keputusan Pembelian Sepatu Adidas(Y)

Coefficients^a

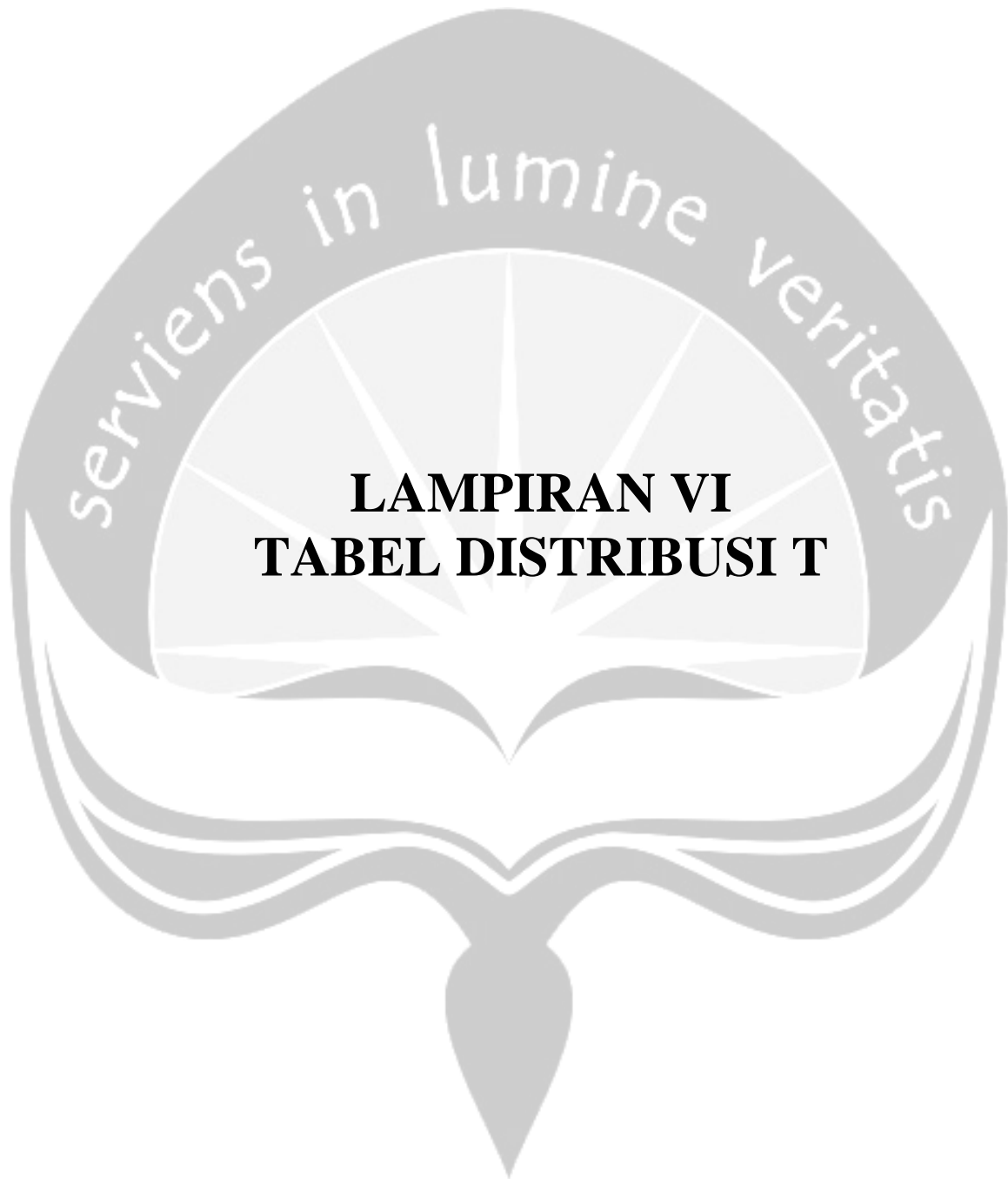
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,440	1,413		,312	,756
	Citra Merk (X1)	,179	,067	,168	2,686	,008
	Harga Produk (X2)	,616	,089	,512	6,908	,000
	Kualitas Produk (X3)	,277	,070	,257	3,938	,000

a. Dependent Variable: Keputusan Pembelian Sepatu Adidas(Y)



Tabel Nilai Kritis R Pearson ($p = 0,05$)

N	DB	R	N	DB	R	N	DB	R
3	1	0,997	36	34	0,329	69	67	0,237
4	2	0,950	37	35	0,325	70	68	0,235
5	3	0,878	38	36	0,320	71	69	0,234
6	4	0,811	39	37	0,316	72	70	0,232
7	5	0,754	40	38	0,312	73	71	0,230
8	6	0,707	41	39	0,308	74	72	0,229
9	7	0,666	42	40	0,304	75	73	0,227
10	8	0,632	43	41	0,301	76	74	0,226
11	9	0,602	44	42	0,297	77	75	0,224
12	10	0,576	45	43	0,294	78	76	0,223
13	11	0,553	46	44	0,291	79	77	0,221
14	12	0,532	47	45	0,288	80	78	0,220
15	13	0,514	48	46	0,285	81	79	0,219
16	14	0,497	49	47	0,282	82	80	0,217
17	15	0,482	50	48	0,279	83	81	0,216
18	16	0,468	51	49	0,276	84	82	0,215
19	17	0,456	52	50	0,273	85	83	0,213
20	18	0,444	53	51	0,271	86	84	0,212
21	19	0,433	54	52	0,268	87	85	0,211
22	20	0,423	55	53	0,266	88	86	0,210
23	21	0,413	56	54	0,263	89	87	0,208
24	22	0,404	57	55	0,261	90	88	0,207
25	23	0,396	58	56	0,259	91	89	0,206
26	24	0,388	59	57	0,256	92	90	0,205
27	25	0,381	60	58	0,254	93	91	0,204
28	26	0,374	61	59	0,252	94	92	0,203
29	27	0,367	62	60	0,250	95	93	0,202
30	28	0,361	63	61	0,248	96	94	0,201
31	29	0,355	64	62	0,246	97	95	0,200
32	30	0,349	65	63	0,244	98	96	0,199
33	31	0,344	66	64	0,242	99	97	0,198
34	32	0,339	67	65	0,240	100	98	0,197
35	33	0,334	68	66	0,239	101	99	0,196



Titik Persentase Distribusi t (df = 1 – 40)

df	Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	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	

Titik Persentase Distribusi t (df = 41 – 80)

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 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
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

Titik Persentase Distribusi t (df = 81 –120)

Pr df	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	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
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954

Titik Persentase Distribusi t (df = 121 –160)

Pr df	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
121	0.67652	1.28859	1.65754	1.97976	2.35756	2.61707	3.15895
122	0.67651	1.28853	1.65744	1.97960	2.35730	2.61673	3.15838
123	0.67649	1.28847	1.65734	1.97944	2.35705	2.61639	3.15781
124	0.67647	1.28842	1.65723	1.97928	2.35680	2.61606	3.15726
125	0.67646	1.28836	1.65714	1.97912	2.35655	2.61573	3.15671
126	0.67644	1.28831	1.65704	1.97897	2.35631	2.61541	3.15617
127	0.67643	1.28825	1.65694	1.97882	2.35607	2.61510	3.15565
128	0.67641	1.28820	1.65685	1.97867	2.35583	2.61478	3.15512
129	0.67640	1.28815	1.65675	1.97852	2.35560	2.61448	3.15461
130	0.67638	1.28810	1.65666	1.97838	2.35537	2.61418	3.15411
131	0.67637	1.28805	1.65657	1.97824	2.35515	2.61388	3.15361
132	0.67635	1.28800	1.65648	1.97810	2.35493	2.61359	3.15312
133	0.67634	1.28795	1.65639	1.97796	2.35471	2.61330	3.15264
134	0.67633	1.28790	1.65630	1.97783	2.35450	2.61302	3.15217
135	0.67631	1.28785	1.65622	1.97769	2.35429	2.61274	3.15170
136	0.67630	1.28781	1.65613	1.97756	2.35408	2.61246	3.15124
137	0.67628	1.28776	1.65605	1.97743	2.35387	2.61219	3.15079
138	0.67627	1.28772	1.65597	1.97730	2.35367	2.61193	3.15034
139	0.67626	1.28767	1.65589	1.97718	2.35347	2.61166	3.14990
140	0.67625	1.28763	1.65581	1.97705	2.35328	2.61140	3.14947
141	0.67623	1.28758	1.65573	1.97693	2.35309	2.61115	3.14904
142	0.67622	1.28754	1.65566	1.97681	2.35289	2.61090	3.14862
143	0.67621	1.28750	1.65558	1.97669	2.35271	2.61065	3.14820
144	0.67620	1.28746	1.65550	1.97658	2.35252	2.61040	3.14779
145	0.67619	1.28742	1.65543	1.97646	2.35234	2.61016	3.14739
146	0.67617	1.28738	1.65536	1.97635	2.35216	2.60992	3.14699
147	0.67616	1.28734	1.65529	1.97623	2.35198	2.60969	3.14660
148	0.67615	1.28730	1.65521	1.97612	2.35181	2.60946	3.14621
149	0.67614	1.28726	1.65514	1.97601	2.35163	2.60923	3.14583
150	0.67613	1.28722	1.65508	1.97591	2.35146	2.60900	3.14545
151	0.67612	1.28718	1.65501	1.97580	2.35130	2.60878	3.14508
152	0.67611	1.28715	1.65494	1.97569	2.35113	2.60856	3.14471
153	0.67610	1.28711	1.65487	1.97559	2.35097	2.60834	3.14435
154	0.67609	1.28707	1.65481	1.97549	2.35081	2.60813	3.14400
155	0.67608	1.28704	1.65474	1.97539	2.35065	2.60792	3.14364
156	0.67607	1.28700	1.65468	1.97529	2.35049	2.60771	3.14330
157	0.67606	1.28697	1.65462	1.97519	2.35033	2.60751	3.14295
158	0.67605	1.28693	1.65455	1.97509	2.35018	2.60730	3.14261
159	0.67604	1.28690	1.65449	1.97500	2.35003	2.60710	3.14228
160	0.67603	1.28687	1.65443	1.97490	2.34988	2.60691	3.14195

Titik Persentase Distribusi t (df = 161 –200)

df \ Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
161	0.67602	1.28683	1.65437	1.97481	2.34973	2.60671	3.14162
162	0.67601	1.28680	1.65431	1.97472	2.34959	2.60652	3.14130
163	0.67600	1.28677	1.65426	1.97462	2.34944	2.60633	3.14098
164	0.67599	1.28673	1.65420	1.97453	2.34930	2.60614	3.14067
165	0.67598	1.28670	1.65414	1.97445	2.34916	2.60595	3.14036
166	0.67597	1.28667	1.65408	1.97436	2.34902	2.60577	3.14005
167	0.67596	1.28664	1.65403	1.97427	2.34888	2.60559	3.13975
168	0.67595	1.28661	1.65397	1.97419	2.34875	2.60541	3.13945
169	0.67594	1.28658	1.65392	1.97410	2.34862	2.60523	3.13915
170	0.67594	1.28655	1.65387	1.97402	2.34848	2.60506	3.13886
171	0.67593	1.28652	1.65381	1.97393	2.34835	2.60489	3.13857
172	0.67592	1.28649	1.65376	1.97385	2.34822	2.60471	3.13829
173	0.67591	1.28646	1.65371	1.97377	2.34810	2.60455	3.13801
174	0.67590	1.28644	1.65366	1.97369	2.34797	2.60438	3.13773
175	0.67589	1.28641	1.65361	1.97361	2.34784	2.60421	3.13745
176	0.67589	1.28638	1.65356	1.97353	2.34772	2.60405	3.13718
177	0.67588	1.28635	1.65351	1.97346	2.34760	2.60389	3.13691
178	0.67587	1.28633	1.65346	1.97338	2.34748	2.60373	3.13665
179	0.67586	1.28630	1.65341	1.97331	2.34736	2.60357	3.13638
180	0.67586	1.28627	1.65336	1.97323	2.34724	2.60342	3.13612
181	0.67585	1.28625	1.65332	1.97316	2.34713	2.60326	3.13587
182	0.67584	1.28622	1.65327	1.97308	2.34701	2.60311	3.13561
183	0.67583	1.28619	1.65322	1.97301	2.34690	2.60296	3.13536
184	0.67583	1.28617	1.65318	1.97294	2.34678	2.60281	3.13511
185	0.67582	1.28614	1.65313	1.97287	2.34667	2.60267	3.13487
186	0.67581	1.28612	1.65309	1.97280	2.34656	2.60252	3.13463
187	0.67580	1.28610	1.65304	1.97273	2.34645	2.60238	3.13438
188	0.67580	1.28607	1.65300	1.97266	2.34635	2.60223	3.13415
189	0.67579	1.28605	1.65296	1.97260	2.34624	2.60209	3.13391
190	0.67578	1.28602	1.65291	1.97253	2.34613	2.60195	3.13368
191	0.67578	1.28600	1.65287	1.97246	2.34603	2.60181	3.13345
192	0.67577	1.28598	1.65283	1.97240	2.34593	2.60168	3.13322
193	0.67576	1.28595	1.65279	1.97233	2.34582	2.60154	3.13299
194	0.67576	1.28593	1.65275	1.97227	2.34572	2.60141	3.13277
195	0.67575	1.28591	1.65271	1.97220	2.34562	2.60128	3.13255
196	0.67574	1.28589	1.65267	1.97214	2.34552	2.60115	3.13233
197	0.67574	1.28586	1.65263	1.97208	2.34543	2.60102	3.13212
198	0.67573	1.28584	1.65259	1.97202	2.34533	2.60089	3.13190
199	0.67572	1.28582	1.65255	1.97196	2.34523	2.60076	3.13169
200	0.67572	1.28580	1.65251	1.97190	2.34514	2.60063	3.13148

Catatan: Probabilita yang lebih kecil yang ditunjukkan pada judul tiap kolom adalah luas daerah dalam satu ujung, sedangkan probabilitas yang lebih besar adalah luas daerah dalam kedua ujung



Tabel Persentase Distribusi F untuk Probabilitas = 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	100	216	225	230	234	237	239	241	242	243	244	245	245	246
2	18.51	19.00	19.18	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	8.78	8.74	8.73	8.71	8.70
4	7.71	6.94	6.59	6.39	6.26	6.18	6.09	6.04	6.00	5.98	5.94	5.91	5.89	5.87	5.86
5	6.61	5.70	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	4.78	4.53	4.39	4.28	4.21	4.15	4.10	4.08	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	3.88	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	4.98	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02	2.98	2.94	2.91	2.89	2.88	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	2.78	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	2.68	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
25	4.24	3.39	2.99	2.76	2.60	2.49	2.40	2.34	2.28	2.24	2.20	2.18	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

Titik Persentase Distribusi F untuk Probabilitas = 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
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
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
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

Titik Persentase Distribusi F untuk Probabilitas = 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
91	3.05	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	3.04	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	3.04	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	3.04	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	3.04	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	3.04	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	3.04	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	3.04	3.09	2.70	2.48	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.04	3.09	2.70	2.48	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.04	3.09	2.70	2.48	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.04	3.09	2.89	2.48	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85	1.82	1.79	1.77
102	3.03	3.09	2.89	2.48	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.03	3.08	2.89	2.48	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.03	3.08	2.89	2.48	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.03	3.08	2.89	2.48	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.03	3.08	2.89	2.48	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.03	3.08	2.89	2.48	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
108	3.03	3.08	2.89	2.48	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.78	1.76
109	3.03	3.08	2.89	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
110	3.03	3.08	2.89	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
111	3.03	3.08	2.89	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
112	3.03	3.08	2.89	2.45	2.30	2.18	2.09	2.02	1.96	1.92	1.88	1.84	1.81	1.78	1.76
113	3.03	3.08	2.88	2.45	2.29	2.18	2.09	2.02	1.96	1.92	1.87	1.84	1.81	1.78	1.76
114	3.02	3.08	2.88	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
115	3.02	3.08	2.88	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
116	3.02	3.07	2.88	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
117	3.02	3.07	2.88	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
118	3.02	3.07	2.88	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
119	3.02	3.07	2.88	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
120	3.02	3.07	2.88	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
121	3.02	3.07	2.88	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
122	3.02	3.07	2.88	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
123	3.02	3.07	2.88	2.45	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
124	3.02	3.07	2.88	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
125	3.02	3.07	2.88	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
126	3.02	3.07	2.88	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.87	1.83	1.80	1.77	1.75
127	3.02	3.07	2.88	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.88	1.83	1.80	1.77	1.75
128	3.02	3.07	2.88	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.88	1.83	1.80	1.77	1.75
129	3.01	3.07	2.87	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.88	1.83	1.80	1.77	1.74
130	3.01	3.07	2.87	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.88	1.83	1.80	1.77	1.74
131	3.01	3.07	2.87	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.88	1.83	1.80	1.77	1.74
132	3.01	3.08	2.87	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.88	1.83	1.79	1.77	1.74
133	3.01	3.08	2.87	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.88	1.83	1.79	1.77	1.74
134	3.01	3.08	2.87	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.88	1.83	1.79	1.77	1.74
135	3.01	3.08	2.87	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.88	1.82	1.79	1.77	1.74



No	Citra Merk (X1)									Total CM
	cm1	cm2	cm3	cm4	cm5	cm6	cm7	cm8	cm9	
1	4	5	4	5	4	5	5	4	5	41
2	3	4	5	4	3	4	4	3	4	34
3	5	5	5	5	5	5	5	5	4	44
4	5	5	5	5	5	5	4	4	4	42
5	2	2	2	2	2	2	2	2	2	18
6	4	5	5	5	5	5	5	5	5	44
7	4	4	4	4	4	4	4	2	4	34
8	4	4	5	4	4	3	4	3	3	34
9	5	5	5	5	5	5	5	4	4	43
10	5	5	4	4	4	4	2	1	2	31
11	5	5	5	5	5	5	5	4	4	43
12	4	3	4	4	4	3	3	4	4	33
13	4	4	4	4	4	3	4	2	4	33
14	5	5	5	4	4	4	4	4	4	39
15	5	4	5	4	5	4	4	5	4	40
16	4	4	4	3	2	4	4	4	4	33
17	5	5	5	5	5	5	5	5	5	45
18	4	4	4	5	4	3	4	3	4	35
19	5	5	5	5	4	4	4	2	5	39
20	4	4	5	4	5	3	3	3	3	34
21	4	4	4	4	3	4	3	4	4	34
22	5	5	5	4	4	4	4	2	4	37
23	4	3	3	4	3	4	3	4	3	31
24	4	4	3	3	3	3	2	3	3	28
25	5	5	5	5	5	5	5	5	5	45
26	5	4	5	4	2	5	1	3	4	33
27	5	5	5	5	5	5	5	5	5	45
28	4	4	4	4	4	4	4	4	4	36
29	5	5	5	5	5	4	5	3	4	41
30	4	4	5	5	4	4	5	4	4	39
31	5	5	5	5	5	3	5	4	3	40
32	5	5	5	5	5	4	5	3	4	41
33	5	5	5	5	5	5	5	5	5	45
34	4	4	5	3	4	4	4	3	4	35
35	5	5	5	5	5	4	5	5	5	44
36	5	5	5	5	5	5	5	3	5	43
37	5	5	5	4	4	5	5	3	3	39
38	5	5	5	3	4	5	2	2	3	34
39	5	5	5	5	4	3	4	2	2	35
40	5	5	5	5	5	5	5	4	5	44
41	4	4	4	3	3	3	4	2	3	30
42	5	4	4	4	4	4	4	3	4	36
43	5	4	4	4	4	4	3	3	4	35
44	3	5	5	4	4	4	4	4	4	37
45	5	4	4	4	4	3	4	4	3	35
46	5	5	5	4	4	4	4	5	4	40
47	3	5	5	5	5	4	4	4	3	38
48	5	5	5	5	5	5	5	3	5	43
49	5	5	5	4	5	4	4	4	5	41
50	5	5	5	5	5	5	5	2	4	41

51	5	4	4	4	5	4	4	4	4	38
52	5	5	5	5	5	5	5	5	5	45
53	5	5	5	3	4	4	4	2	4	36
54	3	5	5	4	4	2	3	1	2	29
55	5	5	4	3	4	3	4	2	3	33
56	5	5	4	5	5	4	3	3	4	38
57	5	5	5	4	4	5	5	3	4	40
58	1	1	1	1	2	2	2	5	3	18
59	5	5	5	5	5	5	5	4	5	44
60	4	5	4	4	4	5	4	3	3	36
61	4	4	4	4	4	3	4	4	4	35
62	4	4	4	5	4	4	4	4	4	37
63	4	5	3	4	4	5	3	3	4	35
64	4	4	4	4	4	4	3	4	3	34
65	2	2	3	3	3	2	3	4	4	26
66	2	2	3	2	3	3	3	2	3	23
67	4	3	5	4	4	3	3	3	4	33
68	5	5	5	4	4	4	3	3	4	37
69	5	5	5	5	5	3	5	1	4	38
70	5	5	5	5	5	5	5	5	5	45
71	5	5	5	5	5	5	5	5	5	45
72	5	5	5	4	5	5	5	4	5	43
73	5	5	4	4	4	4	3	3	3	35
74	4	3	5	4	4	4	4	3	3	34
75	4	5	5	5	5	5	5	5	5	44
76	3	3	4	5	5	4	3	3	3	33
77	1	1	1	1	1	1	1	1	1	9
78	5	5	5	5	5	5	5	3	4	42
79	5	5	5	5	5	5	4	3	4	41
80	5	5	5	5	5	5	3	3	5	41
81	5	5	5	4	3	3	1	2	3	31
82	4	5	4	5	4	4	4	4	4	38
83	4	4	5	5	5	4	4	3	4	38
84	5	5	4	4	5	4	4	3	4	38
85	5	5	5	5	4	5	4	3	5	41
86	3	5	5	5	4	4	3	3	3	35
87	4	4	4	4	3	4	4	3	4	34
88	2	2	2	3	2	2	2	2	3	20
89	5	5	5	5	5	5	5	5	5	45
90	4	4	5	4	4	5	4	4	4	38
91	5	5	5	4	4	4	4	3	4	38
92	5	5	5	5	5	5	5	5	5	45
93	5	5	5	4	4	4	3	3	3	36
94	4	5	4	4	5	3	4	4	4	37
95	4	4	3	3	3	4	3	3	4	31
96	2	4	2	4	2	4	4	2	4	28
97	5	4	4	4	5	4	5	4	4	39
98	5	5	5	5	5	5	4	4	5	43
99	3	3	3	3	3	3	3	3	3	27
100	4	5	5	4	4	4	4	4	4	38

101	3	3	3	3	4	4	3	3	3	29
102	4	4	4	4	3	4	4	3	3	33
103	4	2	4	4	4	4	4	3	4	33
104	4	4	4	4	4	4	4	3	3	34
105	5	5	5	5	5	5	5	5	5	45
106	5	5	4	3	4	4	4	4	4	37
107	5	5	5	5	5	5	5	4	4	43
108	4	4	4	4	4	4	4	4	4	36
109	4	3	4	3	3	4	3	3	4	31
110	5	5	5	5	5	4	5	5	4	43
111	4	4	5	4	5	5	5	4	5	41
112	5	5	5	4	4	5	3	3	4	38
113	5	5	5	5	5	5	4	4	5	43
114	4	4	3	3	4	3	5	3	4	33
115	4	4	4	3	3	3	4	4	4	33
116	3	4	4	4	3	3	3	2	3	29
117	5	5	5	5	5	5	5	4	5	44
118	3	4	4	3	3	5	3	2	4	31
119	5	5	5	5	4	4	4	4	4	40
120	4	4	5	4	4	4	4	3	4	36
121	4	5	4	5	4	5	5	4	5	41
122	4	4	5	5	4	4	5	5	4	40
123	4	4	4	4	3	3	3	2	5	32
124	4	5	5	5	5	3	5	4	3	39
125	5	5	5	4	4	4	4	3	4	38
126	2	1	2	1	3	1	3	3	3	19
127	3	3	4	2	2	3	3	3	2	25
128	4	4	5	3	4	4	5	2	4	35
129	4	4	5	4	3	4	3	3	4	34
130	5	5	4	4	4	5	5	4	4	40
131	4	4	4	5	5	4	5	4	5	40
132	5	5	5	5	4	3	4	5	4	40
133	4	4	4	4	4	3	4	3	4	34
134	5	4	4	4	3	2	4	2	4	32
135	5	5	5	5	5	5	5	2	2	39
136	4	3	3	4	4	4	5	4	4	35
137	4	4	4	5	4	5	5	4	5	40
138	4	5	5	4	4	5	5	5	5	42
139	4	5	5	4	5	4	4	4	5	40
140	3	4	2	4	3	5	2	4	3	30
141	5	5	5	5	5	5	5	4	4	43
142	4	4	4	3	4	4	4	4	4	35
143	5	5	4	4	5	4	4	3	4	38
144	5	5	5	4	4	3	3	3	3	35
145	5	5	4	4	4	4	5	4	5	40
146	5	5	5	5	4	4	4	4	5	41
147	3	3	5	2	4	5	3	3	4	32
148	4	5	4	5	4	5	5	4	4	40
149	4	5	4	5	4	5	5	4	4	40
150	4	5	4	4	5	4	5	5	4	40

151	4	4	4	3	4	3	4	3	4	33
152	3	3	2	2	3	4	4	3	3	27
153	5	5	5	5	5	3	5	1	4	38
154	5	5	5	5	5	5	5	5	5	45
155	5	5	5	5	5	5	5	5	5	45
156	5	5	4	3	4	3	4	2	3	33
157	5	5	4	5	5	4	3	3	4	38
158	5	5	5	5	5	5	5	5	5	45
159	5	5	5	5	5	5	3	3	3	39
160	5	5	4	3	4	4	4	4	4	37
161	5	5	5	5	5	5	5	3	5	43
162	3	3	5	2	4	5	3	3	4	32
163	5	5	5	4	5	4	4	4	5	41
164	4	4	3	4	5	5	3	2	4	34
165	5	4	5	4	2	5	1	3	4	33
166	5	5	5	5	5	5	5	5	5	45
167	5	5	5	5	5	5	5	4	5	44
168	3	3	4	5	3	3	4	4	4	33
169	4	3	3	4	4	4	5	4	4	35
170	4	4	4	5	4	5	5	4	5	40
171	4	3	2	2	3	3	2	2	5	26
172	4	4	3	4	4	3	3	2	3	30
173	5	5	5	5	5	5	4	4	5	43
174	4	3	3	4	3	2	2	4	4	29
175	4	4	4	3	4	4	4	4	4	35
176	5	5	5	5	5	5	4	4	5	43
177	5	5	3	5	4	5	5	3	4	39
178	4	5	4	5	4	5	5	4	5	41
179	4	4	5	5	4	4	5	5	4	40
180	4	4	4	3	3	3	4	4	4	33
181	5	5	5	5	5	5	5	4	5	44
182	4	2	2	3	4	4	4	2	3	28
183	5	5	5	5	5	5	5	5	5	45
184	4	2	4	4	2	3	4	4	4	31
185	4	4	3	3	3	4	3	3	4	31

No	Harga Produk (X2)								Total HP
	hp1	hp2	hp3	hp4	hp5	hp6	hp7	hp8	
1	5	5	5	4	4	5	4	5	37
2	4	4	4	5	3	4	3	4	31
3	5	5	5	4	5	5	1	4	34
4	4	5	5	5	4	5	5	4	37
5	2	1	1	1	2	2	1	1	11
6	5	5	5	2	5	5	5	5	37
7	4	4	4	4	2	4	2	4	28
8	4	4	4	4	3	4	4	4	31
9	5	5	5	5	4	5	5	4	38
10	2	2	2	3	1	5	3	3	21
11	5	5	5	5	4	5	5	5	39
12	3	3	3	5	4	3	5	4	30
13	4	4	4	4	2	4	4	3	29
14	4	4	4	4	4	5	4	4	33
15	4	5	5	4	5	4	5	4	36
16	4	4	4	3	4	4	3	4	30
17	5	4	4	4	5	5	4	5	36
18	4	3	3	4	3	4	5	4	30
19	4	5	5	4	2	5	3	4	32
20	5	5	5	5	3	5	5	5	38
21	3	5	5	5	4	4	5	5	36
22	4	5	5	5	2	5	3	4	33
23	5	4	4	4	4	5	4	4	34
24	4	4	4	4	4	5	4	4	33
25	5	5	5	5	5	5	4	4	38
26	1	5	5	4	3	4	2	4	28
27	5	5	5	5	5	5	5	5	40
28	4	4	4	4	4	4	4	4	32
29	3	3	3	4	3	3	4	4	27
30	5	4	4	5	4	4	4	4	34
31	3	4	4	2	4	3	4	4	28
32	5	5	5	5	3	5	5	3	36
33	5	5	5	5	5	5	5	5	40
34	4	5	5	4	3	4	4	4	33
35	5	5	5	5	5	5	5	5	40
36	5	4	4	4	3	5	5	5	35
37	5	4	4	4	3	5	3	3	31
38	2	4	4	3	2	5	2	3	25
39	4	5	5	4	2	5	4	4	33
40	5	5	5	5	4	5	5	4	38
41	4	4	4	4	2	4	4	3	29
42	4	4	4	4	3	4	4	4	31
43	3	4	4	4	3	4	4	3	29
44	4	4	4	4	4	5	4	4	33
45	4	4	4	4	4	4	4	4	32
46	4	5	5	5	5	5	3	4	36
47	4	3	3	3	4	5	4	4	30
48	5	5	5	5	3	5	3	3	34
49	4	4	4	5	4	5	4	3	33
50	5	4	4	4	2	5	4	4	32

51	4	4	4	4	4	4	3	3	30
52	5	5	5	5	5	5	5	5	40
53	4	3	3	4	2	5	4	3	28
54	3	4	4	3	1	5	3	3	26
55	4	4	4	3	2	5	2	3	27
56	3	4	4	4	3	5	4	4	31
57	5	4	4	4	3	5	5	5	35
58	2	2	2	2	5	1	2	2	18
59	5	5	5	4	4	5	4	5	37
60	4	4	4	4	3	5	3	3	30
61	4	4	4	3	4	4	4	4	31
62	4	4	4	3	4	4	4	4	31
63	3	4	4	2	3	5	4	5	30
64	3	4	4	4	4	4	4	4	31
65	4	4	4	4	4	4	4	5	33
66	3	2	2	1	1	1	2	2	14
67	3	4	4	3	3	3	4	4	28
68	3	4	4	3	3	5	2	2	26
69	5	3	3	1	1	5	5	5	28
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	4	5	5	5	39
73	3	5	5	2	3	5	5	5	33
74	4	3	3	3	3	3	4	3	26
75	5	5	5	5	5	5	5	5	40
76	3	4	4	3	3	3	3	3	26
77	1	1	1	1	1	1	1	1	8
78	5	5	5	2	3	5	4	5	34
79	4	4	4	3	3	5	4	4	31
80	3	4	4	1	3	5	4	3	27
81	1	4	4	3	2	5	3	3	25
82	4	4	4	4	4	5	4	4	33
83	4	4	4	4	3	4	5	3	31
84	4	5	5	4	3	5	5	5	36
85	4	3	3	3	3	5	3	3	27
86	3	3	3	4	3	5	4	4	29
87	4	3	3	4	3	4	4	3	28
88	4	3	3	3	2	4	4	4	27
89	5	5	5	5	5	5	5	5	40
90	4	4	4	4	4	4	4	4	32
91	4	5	5	4	3	5	4	4	34
92	5	5	5	5	5	5	5	5	40
93	3	5	5	3	3	5	4	4	32
94	4	3	3	4	4	5	5	5	33
95	3	3	3	3	3	4	3	3	25
96	4	2	2	4	2	4	4	2	24
97	5	5	5	4	4	4	4	5	36
98	4	5	5	5	4	5	4	4	36
99	3	3	3	3	3	3	3	3	24
100	4	4	4	4	4	5	4	4	33

101	3	4	4	3	3	3	5	5	30
102	4	4	4	3	3	4	3	3	28
103	4	4	4	4	3	2	4	4	29
104	4	4	4	3	3	4	3	3	28
105	5	5	5	5	5	5	5	4	39
106	4	3	3	4	4	5	3	4	30
107	5	5	5	5	4	5	5	4	38
108	4	3	3	3	4	4	1	4	26
109	3	4	4	4	3	3	3	3	27
110	5	5	5	3	5	5	5	5	38
111	5	4	4	4	4	4	5	5	35
112	3	4	4	3	3	5	5	2	29
113	4	5	5	5	4	5	4	5	37
114	5	4	4	4	3	5	3	4	32
115	4	3	3	3	4	4	4	3	28
116	5	4	4	1	2	5	4	4	29
117	5	4	4	5	4	5	5	5	37
118	5	4	4	3	4	5	4	4	33
119	4	3	3	3	4	5	3	3	28
120	4	4	4	4	3	4	3	4	30
121	5	4	4	5	4	5	5	4	36
122	5	5	5	4	5	4	4	5	37
123	3	4	4	4	2	4	4	3	28
124	5	5	5	2	4	5	5	5	36
125	4	5	5	4	3	5	4	4	34
126	3	3	3	3	3	1	2	1	19
127	3	3	3	3	3	2	2	3	22
128	5	5	5	3	2	4	5	4	33
129	3	4	4	4	3	4	4	4	30
130	5	4	4	5	4	5	5	4	36
131	5	4	4	5	4	4	4	5	35
132	4	5	5	5	5	5	5	3	37
133	4	4	4	4	3	4	3	4	30
134	4	5	5	3	2	4	4	4	31
135	5	4	4	5	2	5	5	5	35
136	5	5	5	4	4	3	4	5	35
137	5	4	4	4	4	4	4	4	33
138	5	5	5	5	5	5	5	4	39
139	4	4	4	4	4	5	5	4	34
140	2	3	3	3	4	4	3	3	25
141	5	4	4	4	4	5	4	4	34
142	4	4	4	4	4	4	4	4	32
143	4	4	4	4	3	5	4	4	32
144	3	5	5	1	3	5	5	5	32
145	5	4	4	5	4	5	4	4	35
146	4	5	5	4	4	5	5	4	36
147	3	5	5	3	3	3	4	4	30
148	5	4	4	5	4	5	5	5	37
149	5	4	4	5	4	5	5	5	37
150	5	4	4	5	5	5	4	4	36

151	4	3	3	3	4	5	3	3	28
152	3	3	3	2	3	3	1	3	21
153	5	3	3	1	1	5	5	5	28
154	5	5	5	5	5	5	5	5	40
155	5	5	5	5	5	5	5	5	40
156	4	4	4	3	2	5	2	3	27
157	3	4	4	4	3	5	4	4	31
158	5	5	5	5	5	5	5	4	39
159	3	3	3	4	3	5	3	4	28
160	4	3	3	4	4	5	3	4	30
161	5	5	5	5	3	5	3	3	34
162	3	5	5	3	3	3	4	4	30
163	4	4	4	5	4	5	4	3	33
164	5	4	4	1	2	5	4	4	29
165	1	5	5	4	3	4	2	4	28
166	5	5	5	5	5	5	5	5	40
167	5	4	4	5	4	5	5	5	37
168	5	4	4	3	4	5	4	4	33
169	5	5	5	4	4	3	4	5	35
170	5	4	4	4	4	4	4	4	33
171	5	4	4	1	2	5	4	4	29
172	3	4	4	3	3	5	5	2	29
173	4	5	5	5	4	5	4	5	37
174	5	4	4	4	4	5	4	4	34
175	4	4	4	4	4	4	4	4	32
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177	5	4	4	4	3	5	3	4	32
178	5	4	4	5	4	5	5	4	36
179	5	5	5	4	5	4	4	5	37
180	4	3	3	3	4	4	4	3	28
181	5	4	4	5	4	5	5	5	37
182	4	3	3	3	2	4	4	4	27
183	5	5	5	5	5	5	5	5	40
184	4	3	3	4	4	5	5	5	33
185	3	3	3	3	3	4	3	3	25

No	Kualitas Produk (X3)								Total KP
	kp1	kp2	kp2	kp4	kp4	kp6	kp7	kp8	
1	4	4	4	4	4	4	5	5	34
2	5	3	3	5	3	3	4	4	30
3	4	1	3	5	3	4	4	4	28
4	4	5	3	5	4	5	5	4	35
5	1	1	1	1	1	1	1	1	8
6	5	5	4	5	4	5	5	5	38
7	4	2	3	4	3	4	4	3	27
8	4	4	3	4	3	4	4	4	30
9	5	5	3	5	4	5	5	4	36
10	3	3	2	3	2	4	2	3	22
11	5	5	4	5	4	5	5	5	38
12	2	2	3	2	2	3	2	2	18
13	4	4	2	4	3	4	3	4	28
14	4	4	3	4	3	2	3	4	27
15	5	5	3	5	3	5	4	4	34
16	5	3	3	3	2	3	3	3	25
17	4	4	4	5	4	5	5	3	34
18	4	2	3	3	2	3	3	4	24
19	5	3	3	5	4	4	5	4	33
20	4	5	4	3	4	3	4	4	31
21	4	5	4	5	3	4	5	5	35
22	4	3	3	5	3	4	4	4	30
23	5	4	3	4	3	3	3	4	29
24	4	4	3	3	2	4	5	4	29
25	4	4	3	4	3	4	4	4	30
26	3	2	3	2	3	3	2	4	22
27	5	5	4	5	4	5	5	5	38
28	4	4	3	4	3	4	4	4	30
29	5	4	3	5	4	5	5	3	34
30	5	4	3	5	4	4	4	5	34
31	5	5	4	2	3	5	5	5	34
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34	4	4	3	4	3	4	4	4	30
35	4	5	4	5	4	5	5	5	37
36	4	5	4	5	4	5	5	5	37
37	3	3	2	4	3	4	4	4	27
38	3	2	2	4	3	4	4	3	25
39	2	4	3	4	3	4	5	5	30
40	5	5	3	5	4	5	5	5	37
41	3	4	2	3	3	4	4	4	27
42	4	4	3	4	3	4	4	4	30
43	4	4	2	4	3	4	4	4	29
44	4	4	3	4	3	4	4	4	30
45	4	4	3	3	3	4	4	4	29
46	5	3	3	3	4	5	5	5	33
47	4	4	3	4	3	4	4	4	30
48	3	3	2	3	4	5	3	4	27
49	5	4	2	4	4	4	4	4	31
50	4	4	3	5	4	4	4	3	31

51	4	3	2	4	3	4	4	4	28
52	5	5	4	5	4	5	5	5	38
53	3	4	2	4	2	3	3	4	25
54	4	3	2	2	1	3	3	4	22
55	3	2	2	4	3	3	3	3	23
56	5	4	3	3	3	4	4	5	31
57	4	5	4	5	3	4	4	5	34
58	2	2	1	2	1	1	2	2	13
59	4	4	4	5	4	5	5	5	36
60	4	3	2	4	3	4	5	2	27
61	4	4	3	3	2	3	4	4	27
62	4	4	3	3	3	4	4	3	28
63	4	4	4	4	2	4	5	3	30
64	4	4	3	4	2	4	4	3	28
65	4	4	4	5	4	4	4	4	33
66	2	2	1	1	1	2	2	2	13
67	4	4	3	4	3	4	4	4	30
68	4	2	1	3	2	3	3	3	21
69	4	5	4	5	3	5	5	5	36
70	5	5	4	5	4	5	5	5	38
71	5	5	4	5	4	5	5	5	38
72	5	5	4	5	4	5	5	5	38
73	4	5	4	5	4	5	5	4	36
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75	5	5	4	5	4	5	5	5	38
76	3	3	2	4	2	4	4	4	26
77	1	1	1	1	1	1	1	1	8
78	3	4	4	5	3	5	5	5	34
79	4	4	3	4	3	4	4	4	30
80	2	2	3	2	2	2	2	2	17
81	4	3	2	4	3	3	3	3	25
82	4	4	3	4	4	4	4	4	31
83	5	5	2	4	3	5	4	4	32
84	4	5	4	3	2	5	4	5	32
85	4	3	2	5	3	4	4	4	29
86	3	4	3	3	3	3	4	3	26
87	3	4	2	4	3	4	4	4	28
88	2	2	3	2	3	2	2	2	18
89	5	5	4	5	4	5	5	5	38
90	4	4	3	4	3	4	4	4	30
91	4	4	3	4	3	4	4	4	30
92	5	4	4	4	3	3	4	3	30
93	4	4	3	4	3	4	4	3	29
94	5	5	4	4	2	4	4	4	32
95	3	3	2	2	2	3	2	3	20
96	4	4	1	4	1	4	2	2	22
97	4	4	4	5	3	4	4	4	32
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99	3	3	2	3	3	4	4	4	26
100	4	4	3	3	3	4	4	4	29

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103	3	4	3	4	3	4	4	3	28
104	4	3	2	4	2	3	3	3	24
105	5	5	3	5	4	5	5	5	37
106	4	3	3	3	2	3	3	3	24
107	5	5	3	4	4	5	5	5	36
108	4	1	3	4	3	4	4	4	27
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111	5	5	4	5	4	5	5	4	37
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113	4	4	4	5	4	4	5	5	35
114	4	3	3	5	4	4	4	5	32
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116	3	3	2	2	2	3	2	3	20
117	5	5	4	5	4	5	5	5	38
118	4	4	3	4	3	4	4	4	30
119	3	3	2	5	4	4	3	4	28
120	3	3	3	4	2	4	4	3	26
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122	5	4	4	5	3	4	5	4	34
123	3	4	2	3	1	4	4	4	25
124	5	5	4	2	2	5	5	5	33
125	4	4	3	4	3	4	4	3	29
126	2	2	1	1	2	2	4	3	17
127	2	3	2	3	2	3	3	3	21
128	4	5	3	4	2	5	5	4	32
129	4	4	3	4	3	4	4	4	30
130	4	5	3	4	4	4	4	4	32
131	4	4	4	4	4	4	5	5	34
132	5	5	2	4	2	3	3	3	27
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134	2	2	3	2	2	2	2	3	18
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138	4	5	3	5	3	4	5	5	34
139	5	5	3	5	3	5	5	5	36
140	4	3	2	3	2	5	4	4	27
141	4	4	3	4	3	4	4	4	30
142	4	4	3	4	3	4	4	4	30
143	4	4	3	4	3	4	4	4	30
144	2	2	1	2	2	3	2	2	16
145	4	4	3	5	4	4	4	4	32
146	4	5	3	4	4	5	4	4	33
147	4	4	3	5	3	4	3	5	31
148	5	5	4	5	3	5	5	5	37
149	5	5	4	5	3	5	5	5	37
150	5	4	3	5	3	5	4	4	33

151	3	3	2	5	4	4	3	4	28
152	2	1	2	2	1	2	2	2	14
153	4	5	4	5	3	5	5	5	36
154	5	5	4	5	5	5	5	5	39
155	5	5	4	5	4	5	5	5	38
156	3	2	2	4	3	3	3	3	23
157	5	4	3	3	3	4	4	5	31
158	5	5	3	5	4	5	5	5	37
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160	4	3	3	3	2	3	3	3	24
161	3	3	2	3	4	5	3	4	27
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163	5	4	2	4	4	4	4	4	31
164	4	2	2	4	2	3	3	4	24
165	5	2	3	5	3	3	5	4	30
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168	4	3	1	4	2	4	3	4	25
169	4	4	4	4	4	4	5	5	34
170	4	4	3	4	4	5	5	5	34
171	4	4	3	5	3	5	4	4	32
172	4	5	1	5	2	3	3	5	28
173	4	4	4	5	4	4	5	5	35
174	4	4	3	4	3	4	4	4	30
175	4	4	3	4	3	4	4	4	30
176	4	4	4	5	4	4	5	5	35
177	4	3	3	5	4	4	4	5	32
178	5	5	3	5	3	5	4	4	34
179	5	4	4	5	3	4	5	4	34
180	4	4	2	3	3	5	4	3	28
181	5	5	4	5	4	5	5	5	38
182	4	4	2	4	2	3	4	4	27
183	5	5	4	5	4	5	5	5	38
184	4	4	2	4	2	3	3	4	26
185	4	3	2	4	3	4	3	3	26

No	Keputusan Pembelian / Niat Beli (Y)									Total NB
	nb1	nb2	nb3	nb4	nb5	nb6	nb7	nb8	nb9	
1	5	4	5	4	5	4	5	5	4	41
2	4	5	4	3	4	5	4	4	5	38
3	4	4	4	5	5	5	5	5	4	41
4	4	4	4	3	5	3	5	5	5	38
5	1	1	2	1	1	1	2	1	2	12
6	5	5	5	1	5	4	5	5	2	37
7	3	4	4	4	4	4	4	4	4	35
8	3	3	3	4	4	4	4	4	4	33
9	5	5	4	5	5	5	5	5	5	44
10	2	1	1	1	3	2	2	2	3	17
11	5	5	4	5	5	4	5	5	5	43
12	3	3	3	2	4	2	4	3	5	29
13	4	4	3	2	4	3	4	4	4	32
14	4	4	4	4	4	4	4	4	4	36
15	5	4	5	4	5	4	5	5	4	41
16	4	3	5	5	4	5	4	4	3	37
17	5	5	5	5	4	4	4	4	4	40
18	4	3	4	4	3	4	5	3	4	34
19	4	4	4	3	4	4	4	5	4	36
20	5	5	4	3	5	3	5	5	5	40
21	4	4	5	5	5	5	5	5	5	43
22	4	5	3	4	4	4	4	5	5	38
23	5	4	5	4	4	4	4	4	4	38
24	4	4	4	4	4	4	4	4	4	36
25	4	4	4	4	4	5	5	5	5	40
26	2	4	4	5	5	1	3	5	4	33
27	5	5	5	5	5	5	5	5	5	45
28	4	4	3	4	4	4	4	4	4	35
29	4	4	3	5	5	5	5	5	5	41
30	4	5	5	4	4	5	5	4	5	41
31	5	5	5	5	5	5	5	5	2	42
32	5	4	4	3	5	3	5	5	5	39
33	4	5	5	5	5	5	5	5	5	44
34	4	5	3	4	5	4	4	5	4	38
35	5	5	5	5	5	5	5	5	5	45
36	4	4	4	4	4	4	4	4	4	36
37	2	3	3	5	3	4	3	4	4	31
38	3	3	3	3	3	3	3	4	3	28
39	2	4	4	4	4	2	2	5	4	31
40	5	5	4	5	5	5	5	5	5	44
41	3	4	2	3	4	3	4	4	4	31
42	4	4	4	3	4	3	4	4	4	34
43	4	4	3	4	4	3	4	4	4	34
44	4	4	4	4	4	4	4	4	4	36
45	4	4	3	4	4	4	4	4	4	35
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47	3	3	3	3	3	3	3	3	3	27
48	3	5	3	3	5	3	5	5	5	37
49	5	5	3	4	4	4	4	4	5	38
50	4	4	2	4	4	4	4	4	4	34

101	4	3	3	3	4	3	4	4	3	31
102	4	3	3	3	4	4	4	4	3	32
103	3	4	2	4	4	4	4	4	4	33
104	4	4	3	3	4	3	3	4	3	31
105	5	5	5	5	5	5	5	5	5	45
106	4	4	4	4	3	4	3	3	4	33
107	4	5	4	5	5	5	5	5	5	43
108	4	3	3	3	4	3	4	3	3	30
109	3	3	3	3	3	3	3	4	4	29
110	5	4	4	2	5	3	5	5	3	36
111	4	4	4	5	5	4	5	4	4	39
112	4	3	3	3	3	3	3	4	3	29
113	5	4	4	4	4	5	5	5	5	41
114	3	4	3	2	4	4	3	4	3	30
115	4	3	3	4	4	4	4	3	3	32
116	4	4	2	2	4	2	4	4	1	27
117	4	5	4	5	4	5	4	4	5	40
118	5	4	2	1	4	2	4	4	3	29
119	3	4	3	4	4	3	4	3	3	31
120	3	4	4	4	4	4	4	4	4	35
121	4	4	5	5	4	5	4	4	5	40
122	5	5	4	4	5	4	4	5	4	40
123	2	2	2	4	3	4	4	4	4	29
124	4	5	5	5	5	5	5	5	2	41
125	4	4	4	4	5	4	4	5	4	38
126	2	2	2	1	3	3	3	3	1	20
127	3	3	3	2	3	3	2	3	2	24
128	4	3	4	4	4	4	4	5	3	35
129	4	5	3	2	4	3	3	4	4	32
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132	5	5	5	5	5	5	5	5	5	45
133	3	4	3	3	4	4	4	4	4	33
134	3	4	1	1	4	2	4	5	3	27
135	4	4	3	4	4	3	4	4	5	35
136	4	5	4	4	5	4	5	5	4	40
137	4	4	5	4	5	4	5	4	4	39
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139	4	5	4	5	4	5	4	4	4	39
140	4	3	4	3	3	3	4	3	3	30
141	4	4	3	2	4	4	4	4	4	33
142	4	4	4	4	4	4	4	4	4	36
143	4	4	4	3	4	4	4	4	4	35
144	5	1	1	1	5	1	5	5	1	25
145	5	5	4	4	5	4	5	4	5	41
146	4	4	4	5	5	4	4	5	4	39
147	5	4	3	3	4	4	4	5	3	35
148	4	5	4	4	5	4	4	4	5	39
149	4	5	4	4	5	4	4	4	5	39
150	4	4	4	5	4	5	4	4	5	39

151	3	4	3	4	4	3	4	3	3	31
152	3	2	1	2	3	3	3	2	1	20
153	4	4	1	4	4	5	5	3	1	31
154	5	5	5	5	5	5	5	5	5	45
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156	3	4	2	3	3	3	3	4	3	28
157	3	4	3	3	5	5	4	4	4	35
158	5	5	5	5	5	5	5	5	5	45
159	4	4	3	4	4	4	4	3	4	34
160	4	4	4	4	3	4	3	3	4	33
161	3	5	3	3	5	3	5	5	5	37
162	5	4	3	3	4	4	4	5	3	35
163	4	4	3	3	4	3	3	4	3	31
164	4	4	2	2	4	2	4	4	1	27
165	2	4	4	5	5	1	3	5	4	33
166	5	5	5	5	5	5	5	5	5	45
167	4	5	4	5	4	5	4	4	5	40
168	5	4	2	1	4	2	4	4	3	29
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170	4	4	5	4	3	4	3	4	4	35
171	4	4	2	2	4	2	4	4	1	27
172	4	3	3	3	3	3	3	4	3	29
173	5	4	4	4	4	5	5	5	5	41
174	4	4	3	2	4	4	3	4	3	31
175	4	4	4	4	4	4	4	4	4	36
176	5	4	4	4	4	5	5	5	5	41
177	3	5	3	5	5	5	5	4	4	39
178	4	4	5	5	4	5	4	4	5	40
179	5	3	3	4	5	4	4	3	4	35
180	4	3	3	4	4	4	4	3	3	32
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182	4	4	2	2	4	2	4	3	3	28
183	5	5	5	5	5	5	5	5	5	45
184	3	4	4	3	2	4	2	3	2	27
185	2	2	2	2	2	2	2	3	3	20



THE EFFECT OF BRAND IMAGE, PRICE AND PERCEIVED QUALITY ON CUSTOMER PURCHASE INTENTION IN PLANET SURF, MANADO

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ABSTRACT

This day, there are so many products offered in the market. The customers sometime confuse in choosing which one to buy since the product that being offers is quite the same. What makes the product different is the price of the product, the brand of the product and he most important is the quality. This research is conduct in Planet Surf Manado. The objectives of this research are to analyze the Influence of Brand Image, Price and Perceive Quality on Customer Purchase Intention in Planet Surf Manado, partially and simultaneously. This research uses Causal type of research where it will investigate the Influence of Brand Image, Price and Perceive Quality on Customer Purchase Intention in Planet Surf Manado. This research is using a multiple regression model to answer the research problem. The population in this study is a customer of Planet Surf Manado, whereas samples taken by each respondent 100 respondents. Based on the hypothesis testing, this research conduct a conclusion of there is a significant influence of Brand Image, Price and Perceived Quality simultaneously and partially on Customer Purchase Intention in Planet Surf Manado. Based on this research, customers in Manado should have more information to be learned about the influence of brand image, price and perceived quality before they buy that product on Planet Surf and it is also expected this current research can be useful for the future development of Planet Surf in the future.

Keywords: brand image, price, perceived quality, purchase intention

INTRODUCTION

Research Background

Business industry, marketing is one of the important key to be succeeded. when people start a business one thing they should considered is how to market their product or service. Many companies are trying very hard to find the best strategy to market their product or service. The better the strategy the more customers will they get, so does the profit. The point of starting a business is to gain as much profit as possible. Some company even hires some expert with high skill some even does not concern about the money they spend to pay that expert. This is shows that marketing is very important in doing business.

Brand image is one of few things that affect the customers purchase decision, some people mostly the rich one will choose the designer product rather than the infamous product. Brand image become important in society, even those with low income will do anything to buy the product with famous brand. Society demands people to buy and use product from famous brand. Brand image is a kind of associations that arise in the minds of consumers when considering a particular brand. The association may be the memory of the brand. This is can be a character, traits, strengths, weaknesses and even the brand (Sondoh et al, 2007).

Brand image, price and the quality also an important thing in affecting people decision. The higher the price the lower the purchasing decision, otherwise if the low price purchase decision changed the higher (Kotler, 2005). People more likely buy the cheaper product than the expensive product. But when it comes to product quality people sometimes does not care about the price. As long as they can get the best quality of product that they want, they will spend as much money as possible. Quality is quite important in affecting people intention in

purchasing a product. Everyone, whether they are poor or rich must be want something with the best quality. That is why companies are working hard to create a product with a good quality yet keep the price low.

People in Indonesia also start to look for something better, people used to looking for some low-prices product but now as the time passed by and the technology could provide almost anything that people need, the need and want of every people start to change from the regular product to something more prestige. The need and want of clothes also change as the foreign brand introduced to the people. Many designer products spread in every store even they build their own outlet. Like Armani, Gucci, Prada, Chanel and other well-known and expensive brand from other countries. People no longer have an intention in local brand. They thought that foreign brand has better quality than local brand. Planet Surf also one of the store that sells clothes and other stuff from outside brand, it is basically a surfing brand. But people use it not just for surf but as their daily outfit. Planet Surf is quite famous in Indonesia, many people especially young people seems to love the products.

The price is a bit higher compare to the other brand. But, since ever people have their own perception then the intention of buying also different. Some people might buy the product because of the brand that famous without consider the price and the quality. Some might buy it because they want to wear an expensive clothes when they hang out, while some might think that Planet Surf offers product with a good quality so when they buy it they do not think about the high price or the brand image but tend to the quality of the product itself.

Research Objective

There are specific objectives for this research:

1. To analyze the influence of Brand Image on Customer Purchase Intention in Planet Surf Manado.
2. To analyze the influence of Price on Customer Purchase Intention in Planet Surf Manado.
3. To analyze the influence of Perceived Quality on Customer Purchase Intention in Planet Surf Manado.
4. To analyze the influence of Brand Image, Price and Perceive Quality on Customer Purchase Intention in Planet Surf Manado.

THEORETICAL FRAMEWORK

Theories

Marketing

Marketing is a total system of business activities designed to plan, price, promote and distribute goods and services to satisfy the desires of both to consumers and potential consumers at this time (Kotler and Keller, 2006:45). The definition has the consequence that all activities of the company including production, engineering, finance and marketing efforts should be directed at the needs of the buyer knows, then satisfying those needs by getting a decent profit in the long run.

Brand Image

Brand is a name, term, sign, symbol, design, or a combination of the whole, which is intended to identify the goods or services offered by the company as well as product differentiation (Kotler and Keller, 2006:267).

Price

The price is the only element in the various elements of the marketing mix that will bring in profits for retailers, while other elements of the cost. So it is normal that the price has little influence on revenue and net income (Harlam et al., 1995).

Perceived Quality

Product quality perception is reflecting the product's ability to carry out their duties which include durability, reliability or progress, strength, ease of packaging and product repair and other characteristics (Kotler and Keller, 2006:168).

Purchase Intention

Purchase intention is the stage of consumer tendency to act before a buying decision really – real (Harlam et al, 1995).

Previous Researches

Tsiotsou (2006), *The Role of Perceived Product Quality and Overall Satisfaction on Purchase Intentions*, examines the effect of the perception of product quality and overall customer satisfaction on purchase intentions. Shah, et al (2011), *The Impact of Brands on Consumer Purchase Intentions*, examine the incorporation of brand image, attitude toward the brand and brand attachment with the environment as a consequence of the impact on consumer purchase intentions. Sondoh Jr, et al (2007), *The Effect of Brand Image on Overall Satisfaction and Loyalty Intention in The Context of Color Cosmetic*, analyze the influence of brand image benefits on satisfaction and loyalty intentions in the context of color cosmetic products. Cheng, et al (2010), *The Relationships between Perceived Quality, Perceived Value, and Purchase Intentions – A Study in Internet Marketing*, examine the relationships between price, perceived quality, perceived value, and purchase intentions in internet marketing.

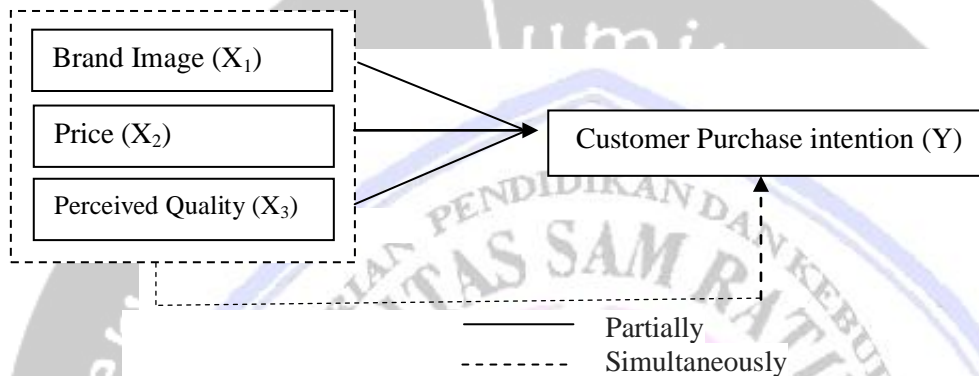


Figure 1 Conceptual Framework

Research Hypotheses

The hypotheses of this research are:

- H₁ : Does Brand Image Influence Customer Purchase Intention in Planet Surf Manado.
- H₂ : Does Price Influence Customer Purchase Intention in Planet Surf Manado.
- H₃ : Does Perceived Quality Influence Customer Purchase Intention in Planet Surf Manado.
- H₄ : Which of Brand Image, Price and Perceive Quality Influence Customer Purchase Intention in Planet Surf Manado.

RESEARCH METHOD

Type of Research

This research is quantitative research and this research uses Causal type of research where it will investigate the Influence of Brand Image (X₁), Price (X₂) and Perceive Quality (X₃) on Customer Purchase Intention (Y) in Planet Surf Manado.

Place and Time Research

The research object is Planet Surf Fashion Store Manado this research is conducted from July until August 2013.

Population and Sample

The Population refers to the entire group of people, events, or thing of interest that the researcher wished to investigate. (Sekaran and Bougie 2009:262). The population in this research is a customer of Planet Surf Manado. According to Sekaran and Bougie (2009:263) sample is a subset of a population, it comprises some members selected from it. And the sample of this research is 100 respondents. The random sampling was applied in this research regarding to obtain information quickly and efficiently.

Data Collection Method

They are two types of data: (1) Primary Data use a Questionnaires were distributed to customers of Planet Surf, respectively 100 sheets. While calculating weight rating customer questionnaires using Likert scale. Likert scale was associated with a statement about one's attitude towards something. And (2) secondary data is method of data collection by studying the relevant literature in order to obtain a theoretical overview from books, journals, and relevant literature from library and internet of the concept of Influence of Brand Image, Price and Perceive Quality on Customer Purchase Intention.

Operational Definition and Measurement of Research Variable

Operational Definition of Research Variables are:

1. Brand Image (X_1). Kotler has the opinion that the brand is a name, term, sign, symbol, design, or a combination of the whole, which is intended to identify the goods or services offered by the company as well as product differentiation (Kotler and Keller, 2006:276).
2. Price (X_2). Price according to Kotler is a sum of money in exchange for a product or service (Kotler and Keller, 2006:176).
3. Perceived Quality (X_3). Reflecting the product's ability to carry out their duties which include durability, reliability or progress, strength, ease of packaging and product repair and other characteristics (Kotler and Keller, 2006:168).
4. Purchase Intention (Y). Purchase Intention is the tendency of respondents to act stage before truly purchasing decisions implemented (Harlam et al, 1995).

Data Analysis Method

Validity and Reliability Test

The reliability of a measure is establish by testing for both consistency and stability. Consistency indicate how well the items measuring a concept hang together as a set, Gronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie, 2009:162). Since reliable scale are not necessarily valid researchers also need to be concerned about validity. It assesses whether scale measure what is supposed to be measured. Thus validity is a measure of accuracy in measurement (Hair et al, 2010:120).

Multiple Regression on Analysis method

Multiple regression analysis the appropriate technique to use when there are several independent variable that need to be examined for their influence on a dependent variable (Malhotra, 2007:534). The formula of multiple regression models in this research:

$$Y = \alpha + \beta X_1 + \beta X_2 + \beta X_3 + \varepsilon$$

Whereas:

- | | |
|---------------|--|
| Y | : Purchase Intention |
| β | : the regression on coefficient of each variable |
| ε | : error |
| X_1 | : Brand Image |
| X_2 | : Price |
| X_3 | : Perceived Quality |

RESULTS AND DISCUSSION

Result

The validity test of Brand Image (X_1) 0.656, Price (X_2) 0.679 and Perceived Quality (X_3) 0.596 also Customer Purchase Intention (Y) 0.706 are above 0.3 which mean that all indicator are valid. The reliability test using Alpha Cronbach. The Cronbach's Alpha parameter, with ideal score more than 0.6. The variable are reliable because the value of Cronbach's Alpha is bigger than 0.6.

Test of Classical Assumption

The calculation multicollinearity through VIF and tolerance. VIF value of Brand Image (X_1) is 1.112, Price (X_2) is 1.387 and Perceived Quality (X_3) is 1.348 are below <10 , this means that there is no connection between the independent variables. Thus, multicollinearity assumptions are met (free of multicollinearity). Based on the figure above it can be seen that there is no established pattern, in other words the graph describing the plot spread above and below the number 0 (zero) on the Y-axis. This proves that the independent variable of Brand Image (X_1), Price (X_2) and Perceived Quality (X_3) on Purchase Intention (Y) are free of Heteroscedastisity. The points spread and spread around the diagonal line in the direction diagonal lines. This proves that the model Regression of The Influence of Brand Image (X_1), Price (X_2) and Perceived Quality (X_3) on Customer Purchase Intention (Y) in test normality assumption was met. Based on the output table in the appendix autocorrelation test using Durbin-Watson rate of 1.982 which is in the free area autocorrelation, so the regression model The Influence of Brand Image (X_1), Price (X_2) and Perceived Quality (X_3) on Customer Purchase Intention (Y) are free from autocorrelation.

Table 1. Coefficient Beta Table

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	2.380	.944
1 Brand Image (X_1)	.514	.083
Price (X_2)	.056	.233
Perceived Quality (X_3)	.129	.102

Source: SPSS Data Analysis, 2013

From the analysis, obtained by linear regression equation as follows

$$Y = 2.380 + 0.514X_1 + 0.056X_2 + 0.129X_3 + e$$

From the multiple linear regression equation above, it can inform the interpretation as follows:

Constant value of 2.380 means that if the variables in this research of Brand Image (X_1), Price (X_2) and Perceived Quality (X_3) simultaneously increased by one scale or one unit will increase the Customer Purchase Intention (Y) at 2.380 point.

Coefficient value of 0.514 means that if the variables in this research of Brand Image (X_1) increased by one scale or one unit, it will improve and increase Customer Purchase Intention (Y) at 0.514.

Coefficient value of 0.056 means that if the variables in this research of Price (X_2) increased by one scale or one unit, it will improve and increase Customer Purchase Intention (Y) at 0.056.

Coefficient value of 0.129 means that if the variables in this research of Perceived Quality (X_3) increased by one scale or one unit, it will improve and increase Customer Purchase Intention (Y) at 0.129.

Thus, variable independent of this research, which is Brand Image (X_1), Price (X_2) and Perceived Quality (X_3) have an influence on Customer Purchase Intention (Y). Based on the analysis of correlation (r) is equal to 0.850 indicating that the Correlation of Brand Image (X_1), Price (X_2) and Perceived Quality (X_3) on Customer Purchase Intention (Y) has a strong relationship. To determine the contribution of the independent variable on dependent variable can be seen from the determinant of the coefficient (r^2) on the table above. Based on the table above r^2 value shows of 0.7225 in this study may imply that the contribution of independent variables in this research which are Brand Image (X_1), Price (X_2) and Perceived Quality (X_3) on Customer

Purchase Intention (Y) of 72.0 % while the remaining 28.0% is affected by other variables not examined in this study.

Hypothesis Testing

Table 2 F-Test

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.553	3		13.534	.000 ^a
	Residual	53.326	96	.555		
	Total	75.879	99			

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Source: SPSS Data Analysis, 2013

Value of 13.534 of F_{Count} significant 0.000. Because the sig < 0.05 means the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. Therefore H_0 is rejected and accepting H_a . Thus, the formulation of the hypothesis that The Influence of Brand Image (X_1), Price (X_2) and Perceived Quality (X_3) Simultaneously on Customer Purchase Intention (Y), is accepted.

Table 3. t-Test

Model	t	Sig.
Brand Image (X_1)	6.176	.000
Price (X_2)	2.239	.008
Perceived Quality (X_3)	2.826	.002

Source: SPSS Data Analysis, 2013

Based on the calculations in the table above, the interpretation as follows:

t_{count} for Brand Image (X_1) 6.176 greater than the value of 1.984 t_{table} means Brand Image (X_1) has significant influence partially on Customer Purchase Intention (Y). The sig. value at 0.000 means that prediction of Brand Image (X_1) influence on Customer Purchase Intention (Y) doing errors is 0.0%, thus the confidence of this prediction is above 95%. Therefore, H_a received.

t_{count} for Price (X_2) 2.239 greater than the value of 1.984 t_{table} means Price (X_2) has significant influence partially on Customer Purchase Intention (Y). The sig. value at 0.008 means that prediction of Price (X_2) influence on Customer Purchase Intention (Y) doing errors is 0.8 %, thus the confidence of this prediction is above 95%. Therefore, H_a received.

t_{count} for Perceive Quality (X_3) 2.826 greater than the value of 1.984 t_{table} means Perceive Quality (X_3) has significant influence partially on Customer Purchase Intention (Y). The sig. value at 0.002 means that prediction of Purchase Intention (X_3) influence on Customer Purchase Intention (Y) doing errors is 0.2 %, thus the confidence of this prediction is above 95%. Therefore, H_a received.

Discussion

The influence of Brand Image, Price and Perceived Quality on Customer Purchase Intention, simultaneously and partially are significant. This proven by the interpreting data analysis given by the SPSS. The interpretation shows that all the variables have strong relationship and supported by significance level. This result support the research studied from Tsiotsou (2006) that examines the role of perceived product quality and overall satisfaction on purchase intentions. This happen because regarding the brand name, price and quality of a product is the factors that need to get a serious concern from the company. Price and quality always goes

along together. It is make sense because the higher the quality of the product the higher the price. Company also need to think about how to improve their product quality without increase the price. Some people might be fine with the high price but some don't.

Consumers generally will instantly believe in brands that are famous or known to many people because it means that the brand has a good image in the community. Brand image is a kind of associations that arise in the minds of consumers when considering a particular brand. The association may be the memory of the brand.

Brand image, price and quality play an important role in persuading the customer to purchase the product. Without a good management on that three aspects company could not maintain the keep the customers to buy their products. It is also help the company to build a loyalty from their customers. By having a good brand image and a good price will help the company attract another new customers and keep them by providing a good quality of the product.

The same result also agree by Syed Saad Hussain Shah, Jabran Aziz, Ahsan raza Jaffari, Sidra Waris, Wasiq Ejaz, Maira Fatima and Syed Kamran Sherazi in their study about *The Impact of Brands on Consumer Purchase Intentions* (Shah, 2011). In this research, brands allow consumers to identify products or services. Brands can also make sure the buyer will receive the same quality items if they buy again. Meanwhile the brand image is the public perception of the company or its products. In this case buyers may have different responses to the company's image or brand image. As a theory said effective image stabilization will affect the character of the proposed product and value, delivering the character in a different way with the competitors, and provide emotional strength that is more than just a mental image (Kotler, 2005). Also image can mean as a picture or response obtained from a company through advertising, media, promotions and marketing. Grow the brand image is a major goal for the company because it is the total picture of the product and the consumer thought he bought brand.

Not only about the Brand Image, in this case Quality Perception also plays the important role. Because Quality Perception is reflecting the product's ability to carry out their duties which include durability, reliability or progress, strength, ease of packaging and product repair and other characteristics. Dimensions of quality of the products are aspects that affect the quality of a product in providing a benefit or value to the purchaser and will be an appeal of a product itself. If a product is made according to the dimensions of the quality of the products described by (Garvin, 1978), it will affect the interest of the consumer to buy. It could be argued that the positive effect on the quality of the product purchase intention of consumers. Thus, greater attention to the quality of the product can affect the consumer's purchase.

Price also have a significant influence on Customer Purchase Intention in Planet Surf Manado. Because in this case, customer see the Price as a value that consumers redeem it for the amount of benefits to having or using a product or service. Price is on the radar of consumers when making a purchase. Some consumers even identify with a value price. Price is the amount of money (plus some stuff that might be) required to obtain a combination of goods along with services. If a product requires customers to pay greater than the benefits received, then what happens is that the product has a negative value. Companies should set the price according to the given value and understand the customer. If the price was higher than the value received, the company will lose the possibility to reap the profits, if the price turned out to be too low than the value received, the company will not make it possible to reap a profit.

Consumer Purchase Intention is not necessarily the act of purchase in the future and does not constitute a purchase in the present. In this study to be examined is the consumers to buy the products that are sold at Planet Surf Manado. And consumer buying interest itself is influenced by several factors. Factors that influence the buying interest related to feelings and emotions, when a person feels happy and satisfied in buying goods or services, then it will reinforce interest in buying, dissatisfaction usually eliminate interest. Thus, Brand Image, Price and Perceived Quality have significant influence on Customer Purchase Intention. General conclusion in this research indicates that the variables of brand image, price and quality are quite capable in influencing the Customers purchase intention in Planet Surf Manado.

CONCLUSION AND RECOMMENDATION

Conclusions

This research concludes findings as follows:

1. There is a significant influence of Brand Image partially on Customer Purchase Intention in Planet Surf Manado.
2. There is a significant influence of Price partially on Customer Purchase Intention in Planet Surf Manado.
3. There is a significant influence of Perceived Quality partially on Customer Purchase Intention in Planet Surf Manado.
4. There is a significant influence of Brand Image, Price and Perceived Quality simultaneously on Customer Purchase Intention in Planet Surf Manado.

Recommendation

There are several constructive recommendations that are drawn from the overall result in this research, which are listed as follow:

1. It is expected that people and students in economic and business program will have more information to be learned about the influence that brand image, price and quality have on customer purchase intention and it is also expected that this current research can be useful for the future development.
2. It is expected that people could understand and expand their knowledge about brand image, price and quality and its influence on customers purchasing intention at Planet Surf Manado.

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