

## BAB V

### PENUTUP

#### A. Kesimpulan

Berdasarkan hasil analisis dan pembahasan yang telah diuraikan sebelumnya, maka dapat ditarik beberapa kesimpulan dari keseluruhan hasil penelitian yaitu sebagai berikut:

1. Variabel *brand image* berpengaruh positif dan signifikan terhadap *purchase intention*. Hal ini dapat dilihat dari nilai koefisien parameter *Brand Image* sebesar 0,305 dengan tingkat signifikansi 0,000 ( $<0,05$ ).
2. Variabel *product knowledge* berpengaruh positif dan signifikan terhadap *purchase intention*. Hal ini dapat dilihat dari nilai koefisien parameter *product knowledge* sebesar 0,269 dengan tingkat signifikansi 0,000 ( $<0,05$ ).
3. Variabel *product display* berpengaruh positif dan signifikan terhadap *purchase intention*. Hal ini dapat dilihat dari nilai koefisien parameter *product display* sebesar 0,223 dengan tingkat signifikansi 0,001 ( $<0,05$ ).
4. *Price discount* secara signifikan memoderasi pengaruh *brand image* terhadap *purchase intention*. Berdasarkan hasil uji interaksi di atas, nilai *adjusted R Square (moderated)* adalah 0,111. Artinya, *purchase intention* dapat dijelaskan oleh *Brand image*, *price discount* dan variabel moderasi 1 (*Brand Image x Price Discount*) sebesar 11,1%. Rupanya Moderasi 1 mampu memprediksi *Purchase Intention* dengan baik. Buktinya

sumbangan efektif dari 8,9% menjadi 11,1%. Artinya *Moderasi 1* memberikan andil sebesar 2,2%

5. *Price discount* terbukti secara signifikan memoderasi pengaruh *Product Knowledge* terhadap *purchase intention*. Berdasarkan hasil uji interaksi di atas, nilai *adjusted R Square (moderated)* adalah 0,087. Artinya, *Purchase Intention* dapat dijelaskan oleh *Product Knowledge*, *price discount* dan variabel moderasi 2 (*Product Knowledge x Price Discount*) sebesar 8,7%. Rupanya moderasi 2 mampu memprediksi *Purchase Intention* dengan baik. Buktinya sumbangan efektif dari 6,8% menjadi 8,7%. Artinya *Moderasi 2* memberikan andil sebesar 1,9%.
6. *Price Discount* terbukti signifikan memoderasi hubungan antara *product display* dan *purchase intention*. Oleh karena itu hipotesis keenam yang menyatakan peran *price discount* memoderasi pengaruh *Product Display* terhadap *purchase intention* diterima. Berdasarkan hasil uji interaksi di atas, nilai *adjusted R Square (moderated)* adalah 0,071. Artinya, *Purchase Intention* dapat dijelaskan oleh *Product Display*, *price discount* dan variabel moderasi 3 (*Product Display x Price Discount*) sebesar 7,1%. Rupanya *Moderasi 3* mampu memprediksi *Purchase Intention* dengan baik. Buktinya sumbangan efektif dari 4,6% menjadi 7,1%. Artinya *Moderasi 3* memberikan andil sebesar 2,5%.

## B. Saran

### 1. Implikasi Teoritis

Literatur-literatur yang menjelaskan *purchase intention* sangat diperkuat keberadaannya oleh konsep-konsep teoritis dan dukungan empiris. Pada dasarnya promosi dalam bentuk diskon merupakan bentuk penyajian komunikasi non personal tentang ide-ide, produk dan jasa yang ditawarkan oleh produsen, bertujuan untuk mempengaruhi konsumen agar mau membeli produk yang di tawarkan.

*Purchase intention* merupakan bagian dari komponen perilaku dalam sikap mengkonsumsi. Menurut Kinneer dan Taylor (1995: 306), minat beli adalah tahap kecenderungan responden untuk bertindak sebelum keputusan membeli sungguh dilaksanakan. *Purchase intention* dapat didefinisikan sebagai kemungkinan bila pembeli bermaksud untuk membeli produk (Doods, Monroe dan Grewal, 1991). Hasil penelitian ini mendukung teori yang sudah ada *brand image, product knowledge, product display* dan *price discount* terhadap *purchase intention*.

### 2. Implikasi Manajerial

Kunci kesuksesan dari *purchase intention* ditentukan oleh bagaimana konsumen mengenal atau mengetahui suatu produk yang menjadi target supaya konsumen berminat terhadap produk tersebut. Dari hasil penelitian, saran yang dapat diberikan kepada PT Salim Ivo Mas Pratama (SIMP) Divisi Minyak Goreng Bimoli untuk selanjutnya bisa diimplementasikan dalam praktek adalah sebagai berikut:

**Pertama**, di Kecamatan Depok penggunaan *display* yang berguna untuk mempermudah konsumen mencari minyak goreng bimoli tidak berpengaruh signifikan. Ini terjadi karena para konsumen telah banyak mengetahui produk Bimoli ini melalui media iklan. Selain itu, penataan produk Bimoli di *supermarket* atau toko, sangat biasa atau mirip dengan produk pesaing lainnya. Dalam penelitian ini terlihat bahwa *price discount* mampu memoderasi hubungan antara, *Brand Image*, *Product Knowledge* dan *Product Display* terhadap *Purchase Intention* secara signifikan. Oleh karena itu, pihak distributor minyak goreng bimoli hendaknya mempertahankan *price discount*. *Price discount* menjadi salah satu pendorong ibu rumah tangga untuk membeli minyak goreng bimoli.

**Kedua**, Untuk ke depannya PT Salim Ivo Mas Pratama (SIMP) Divisi Minyak Goreng Bimoli dapat mempertahankan kegiatan promosi yang berupa potongan harga, agar semakin banyak masyarakat berminat untuk membeli minyak goreng bimoli yang akhirnya dapat mengoptimalkan penjualan untuk perusahaan.

**Ketiga**, Sebaiknya manajemen PT Salim Ivo Mas Pratama, Tbk. juga memperhatikan *brand image* dengan selalu mengumumkan keunggulan minyak goreng Bimoli di hadapan publik karena salah satu faktor terbentuknya citra yang baik adalah prestasi yang baik dan diketahui oleh konsumen.

**Keempat**, Berdasarkan hasil penelitian ini, *product knowledge* berpengaruh signifikan terhadap *purchase intention*. *Product knowledge* konsumen tentang minyak goreng Bimoli adalah produk yang berkualitas dengan kandungan Omega 9. Perusahaan perlu menjaga mutu suatu produk melalui

kemampuan yang tepat dalam membaca jalan pikiran pelanggan dalam mengharapkan produk yang mereka inginkan, sehingga pelanggan merasakan suatu perhatian yang serius dari pihak perusahaan akan harapan yang mereka butuhkan, dalam arti perusahaan dengan cepat mengambil inisiatif akan permasalahan yang dihadapi pelanggan.

### 3. Agenda Penelitian Mendatang

Penelitian mengenai studi tentang pengaruh *Brand Image*, *Product Knowledge*, *Product Display*, *Price Discount* terhadap *Purchase Intention* ini masih dapat dikembangkan lebih lanjut pada penelitian mendatang. Dengan melihat keterbatasan-keterbatasan pada penelitian ini maka hal-hal yang dapat dikembangkan antara lain:

a) Dalam pengujian analisis regresi baik sederhana maupun interaksi masih terdapat uji kelayakan model yang marjinal, hal ini berarti masih ada variabel yang perlu diganti sehingga penulis menyarankan untuk menambahkan variabel-variabel berpengaruh yang lain. Ada beberapa indikator ataupun variabel yang tidak dimasukkan dalam penelitian ini, yang dapat dimasukkan dalam penelitian selanjutnya seperti sikap terhadap merek (Pujadi, 2010); pemberian hadiah (Emmywati, 2009); daya tarik iklan yang berpengaruh terhadap minat beli (Kopalle dan Lehman, 1995:283) dalam Dwityanti (2008:58) mutu produk (Retnaningsih, 2009) serta Kotler dan Keller (2009) sehingga dengan dimasukkannya banyak variabel dalam penelitian ini akan diperoleh hasil yang lebih valid.

**b)** Penelitian yang akan datang sebaiknya dilakukan pada obyek penelitian yang lebih luas, misalnya industri minyak goreng di seluruh Daerah Istimewa Yogyakarta agar dapat dijadikan perbandingan dengan tetap terkait merek sehingga dapat melakukan generalisasi minat beli konsumen.

### **C. Keterbatasan Penelitian**

Keterbatasan penelitian ini adalah lokasi penelitian hanya dilaksanakan di Kecamatan Depok. Oleh karena itu, hasil penelitian ini tidak dapat digeneralisasi pada semua konsumen atau pelanggan minyak goreng bimoli di seluruh daerah Indonesia.

Kesulitan yang dihadapi dalam pelaksanaan penelitian ini adalah kuesioner yang disebarakan beberapa tidak kembali. Selain itu, para ibu rumah tangga mempunyai kesibukan dalam urusan tangga sehingga kebanyakan responden ibu rumah tangga menjawab kuesioner ketika penulis datang ke rumahnya. Penelitian selanjutnya dapat melakukan survey di retail store yang menjual minyak goreng bimoli. Hal ini bertujuan agar menambah kevaliditasan dari jawaban responden terhadap pertanyaan mengenai *product display*.

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# **LAMPIRAN**

## **KUESIONER PENELITIAN**

Dengan hormat,

Terima kasih atas kesediaan para ibu rumah tangga untuk berpartisipasi dalam mengisi dan menjawab seluruh pertanyaan yang ada dalam kuesioner ini. Penelitian ini digunakan untuk menyusun tesis dengan judul “PENGARUH *BRAND IMAGE*, *PRODUCT DISPLAY* DAN *PRODUCT KNOWLEDGE* TERHADAP *PURCHASE INTENTION* MINYAK GORENG BIMOLI DENGAN *PRICE DISCOUNT* SEBAGAI VARIABEL MODERASI”.

Untuk itu diharapkan para responden dapat memberikan jawaban yang sebenar-benarnya demi membantu penelitian ini. Atas waktu dan kesediaannya saya ucapkan terima kasih, semoga penelitian ini bermanfaat bagi kita semua.

**Hormat Saya**

**Rangga Ananta**

## I. Karakteristik Responden

**Petunjuk: Isilah pertanyaan di bawah ini dengan memberikan tanda check (√) pada (□) sesuai dengan keadaan Anda yang sebenarnya.**

1. Besarnya pengeluaran rumah tangga Ibu per bulan (pilih salah satu)?
  1. < Rp. 1.000.000,00
  2. Rp. 1.000.000,00 – Rp 2.000.000,00
  3. Rp 2.000.000,00 – Rp. 3.000.000,00
  4. > Rp. 3.000.000,00
  
2. Tingkat pendidikan terakhir Ibu (pilih salah satu)?
  1. SD
  2. SMP/Sederajat
  3. SMA / Sederajat
  4. Diploma
  5. S1
  6. S2
  7. S3
  
3. Kemasan Minyak Goreng Bimoli apa yang paling sering Anda gunakan (pilih salah satu)?
  1. 1 liter refill
  2. 2 liter refill
  3. 1 liter botol
  4. 2 liter botol
  
4. Di mana Ibu sekaraang bertempat tinggal (pilih salah satu)?
  1. Perumahan Condongcatur
  2. Perumahan Anggajaya residence
  3. Perumahan Conturi Estate
  4. Anggajaya Permai
  5. Arvia Mulia
  6. Galaxy Bumi Sentosa
  7. Taman Puspacitra
  8. Perum Turonggosari

9. Permata Estate
10. Pondok Permai Indah
11. Taman Amarilys
12. Perumahan Candi Indah
13. Perumahan Condongsari
14. Puri Kirana
15. Puri Delima
16. Bima Kencana
17. Bumi Seturan Permai 2





## KUESIONER

Bagian Pertama: Citra Merek (*Brand Image*)

Bagian ini menunjukkan pemahaman Anda terhadap *Brand Image*. Centanglah di kotak yang Anda pilih.

Keterangan:

- 1 = Sangat Tidak setuju
- 2 = Tidak Setuju
- 3 = Sedikit Tidak Setuju
- 4 = Tidak tahu
- 5 = Sedikit Setuju
- 6 = Setuju
- 7 = Sangat Setuju

| No | Pertanyaan  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|----|---|---|---|---|---|---|---|---|
| 1  | Bimoli mempunyai kualitas yang baik               |   |   |   |   |   |   |   |
| 2  | Bimoli berbeda dengan produk lain yang sejenis    |   |   |   |   |   |   |   |
| 3  | Bimoli berjalan sesuai dengan fungsinya           |   |   |   |   |   |   |   |
| 4  | Bimoli sangat bernilai                            |   |   |   |   |   |   |   |
| 5  | Bimoli mempunyai efek bagus bagi Anda             |   |   |   |   |   |   |   |
| 6  | Bimoli tidak berpotensi resiko bila digunakan     |   |   |   |   |   |   |   |
| 7  | Saya tertarik menggunakan merek Bimoli            |   |   |   |   |   |   |   |
| 8  | Saya menaruh kepercayaan terhadap produsen Bimoli |   |   |   |   |   |   |   |

Part II: Pengetahuan Produk (*Product knowledge*)

Bagian ini bertujuan untuk meminta tingkat pemahaman produk. Centanglah di tempat yang tepat.

Keterangan:

- 1 = Sangat Tidak setuju
- 2 = Tidak Setuju
- 3 = Sedikit Tidak Setuju
- 4 = Tidak tahu
- 5 = Sedikit Setuju
- 6 = Setuju
- 7 = Sangat Setuju

| No | Pertanyaan  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|----|---|---|---|---|---|---|---|---|
| 1  | Saya mengetahui banyak mengenai Bimoli  |   |   |   |   |   |   |   |
| 2  | Saya menyimpan informasi mengenai Bimoli di memori  |   |   |   |   |   |   |   |
| 3  | Saya ingin mengenal Bimoli  |   |   |   |   |   |   |   |
| 4  | Saya mampu membedakan Bimoli dengan produk yang lain                                      |   |   |   |   |   |   |   |
| 5  | Saya sungguh memahami Bimoli ini setelah membeli atau menggunakannya                      |   |   |   |   |   |   |   |
| 6  | Saya berinisiatif untuk bertanya kepada orang yang pernah membeli atau menggunakan bimoli |   |   |   |   |   |   |   |

### Part III: Penataan Produk (*Product Display*)

Keterangan:

- 1 = Sangat Tidak setuju
- 2 = Tidak Setuju
- 3 = Sedikit Tidak Setuju
- 4 = Tidak tahu
- 5 = Sedikit Setuju
- 6 = Setuju
- 7 = Sangat Setuju

| No | Keterangan   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|----|--|---|---|---|---|---|---|---|
| 1. | Pengaturan bimoli yang menarik membuat saya berbelanja di luar rencana sebelumnya                |   |   |   |   |   |   |   |
| 2. | Penataan produk bimoli ( <i>product display</i> ) memudahkan saya untuk mengidentifikasi produk. |   |   |   |   |   |   |   |
| 3. | Penataan produk bimoli di toko sangat penting.   |   |   |   |   |   |   |   |

### Part IV: Potongan Harga (*Price Discount*)

Keterangan:

- 1 = Sangat Tidak setuju
- 2 = Tidak Setuju
- 3 = Sedikit Tidak Setuju
- 4 = Tidak tahu
- 5 = Sedikit Setuju
- 6 = Setuju
- 7 = Sangat Setuju

| No | Pertanyaan  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|----|---|---|---|---|---|---|---|---|
| 1  | Produk bimoli ini sungguh ekonomis                                      |   |   |   |   |   |   |   |
| 2  | Saya menerima harga produk bimoli                                       |   |   |   |   |   |   |   |
| 3  | Saya menilai bahwa pembelian produk bimoli ini adalah pilihan yang baik |   |   |   |   |   |   |   |
| 4  | Potongan harga ini menimbulkan keinginan saya untuk membeli             |   |   |   |   |   |   |   |
| 5  | Saya pasti menggunakan potongan harga untuk membeli produk bimoli       |   |   |   |   |   |   |   |

Bagian V: Minat Pembelian (*Purchase Intention*)

Keterangan:

- 1 = Sangat Tidak setuju
- 2 = Tidak Setuju
- 3 = Sedikit Tidak Setuju
- 4 = Tidak tahu
- 5 = Sedikit Setuju
- 6 = Setuju
- 7 = Sangat Setuju

| No | Pertanyaan  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|----|---|---|---|---|---|---|---|---|
| 1  | Saya mungkin akan membeli bimoli                                |   |   |   |   |   |   |   |
| 2  | Saya segera membeli bimoli                                      |   |   |   |   |   |   |   |
| 3  | Saya berusaha mencari informasi tentang tempat penjualan bimoli |   |   |   |   |   |   |   |
| 4  | Saya selalu mencari informasi tentang harga bimoli              |   |   |   |   |   |   |   |

Terimakasih kepada para Ibu yang telah meluangkan waktunya untuk kelancaran penyelesaian penelitian ini.



*serviens in lumine veritatis*

# DATA PENELITIAN

| No | Pendidikan | Pengeluaran | Perumahan | Kemasan | BrandImage1 | BrandImage2 | BrandImage3 | BrandImage4 | BrandImage5 | BrandImage6 | BrandImage7 | BrandImage8 | BrandImage |
|----|------------|-------------|-----------|---------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|
| 1  | 3          | 3           | 1         | 1       | 6           | 6           | 5           | 6           | 6           | 5           | 6           | 6           | 46         |
| 2  | 2          | 2           | 8         | 2       | 6           | 5           | 5           | 6           | 5           | 5           | 6           | 6           | 44         |
| 3  | 3          | 3           | 4         | 1       | 7           | 6           | 6           | 7           | 6           | 5           | 6           | 7           | 50         |
| 4  | 2          | 2           | 17        | 2       | 6           | 6           | 5           | 6           | 6           | 5           | 6           | 6           | 46         |
| 5  | 1          | 3           | 8         | 1       | 7           | 6           | 6           | 5           | 6           | 6           | 7           | 6           | 49         |
| 6  | 2          | 2           | 5         | 2       | 6           | 7           | 6           | 7           | 7           | 5           | 6           | 5           | 49         |
| 7  | 3          | 3           | 2         | 3       | 7           | 6           | 7           | 7           | 6           | 4           | 6           | 7           | 50         |
| 8  | 1          | 3           | 2         | 1       | 6           | 6           | 5           | 6           | 6           | 4           | 6           | 6           | 45         |
| 9  | 2          | 2           | 7         | 2       | 7           | 6           | 6           | 7           | 6           | 5           | 6           | 5           | 48         |
| 10 | 1          | 3           | 17        | 1       | 6           | 5           | 6           | 6           | 7           | 4           | 6           | 7           | 47         |
| 11 | 3          | 3           | 2         | 1       | 6           | 7           | 5           | 7           | 6           | 6           | 6           | 6           | 49         |
| 12 | 2          | 2           | 2         | 2       | 6           | 6           | 6           | 7           | 6           | 4           | 5           | 5           | 45         |
| 13 | 2          | 2           | 8         | 2       | 7           | 6           | 6           | 6           | 6           | 5           | 6           | 6           | 48         |
| 14 | 2          | 2           | 2         | 2       | 6           | 6           | 5           | 7           | 6           | 5           | 6           | 6           | 47         |
| 15 | 3          | 3           | 7         | 1       | 6           | 6           | 6           | 6           | 6           | 4           | 6           | 5           | 45         |
| 16 | 2          | 2           | 7         | 2       | 6           | 6           | 6           | 6           | 5           | 4           | 6           | 7           | 46         |
| 17 | 2          | 2           | 8         | 1       | 7           | 7           | 6           | 6           | 4           | 4           | 6           | 6           | 46         |
| 18 | 2          | 2           | 2         | 2       | 6           | 6           | 5           | 5           | 6           | 6           | 6           | 6           | 46         |
| 19 | 3          | 3           | 17        | 1       | 6           | 4           | 6           | 5           | 6           | 5           | 7           | 5           | 44         |
| 20 | 2          | 2           | 2         | 2       | 3           | 6           | 6           | 6           | 6           | 5           | 7           | 6           | 45         |
| 21 | 2          | 2           | 8         | 2       | 6           | 6           | 5           | 6           | 6           | 4           | 6           | 7           | 46         |

|    |   |   |    |   |   |   |   |   |   |   |   |   |    |
|----|---|---|----|---|---|---|---|---|---|---|---|---|----|
| 22 | 2 | 2 | 7  | 1 | 6 | 5 | 5 | 6 | 6 | 4 | 6 | 6 | 44 |
| 23 | 3 | 3 | 17 | 1 | 6 | 6 | 5 | 6 | 5 | 5 | 7 | 5 | 45 |
| 24 | 2 | 2 | 12 | 2 | 5 | 5 | 5 | 6 | 5 | 4 | 5 | 4 | 39 |
| 25 | 2 | 2 | 17 | 2 | 7 | 6 | 6 | 7 | 6 | 2 | 6 | 7 | 47 |
| 26 | 3 | 3 | 12 | 1 | 6 | 6 | 5 | 6 | 6 | 6 | 7 | 5 | 47 |
| 27 | 2 | 2 | 7  | 2 | 6 | 6 | 6 | 5 | 5 | 4 | 5 | 5 | 42 |
| 28 | 2 | 2 | 12 | 2 | 6 | 6 | 6 | 5 | 5 | 5 | 6 | 6 | 45 |
| 29 | 2 | 2 | 12 | 2 | 6 | 5 | 5 | 7 | 6 | 4 | 6 | 7 | 46 |
| 30 | 2 | 2 | 12 | 1 | 5 | 6 | 5 | 6 | 5 | 6 | 6 | 6 | 45 |
| 31 | 2 | 2 | 11 | 1 | 6 | 6 | 5 | 7 | 6 | 4 | 5 | 5 | 44 |
| 32 | 2 | 2 | 1  | 1 | 7 | 5 | 6 | 5 | 7 | 6 | 7 | 5 | 48 |
| 33 | 2 | 2 | 16 | 1 | 6 | 7 | 6 | 7 | 6 | 6 | 6 | 7 | 51 |
| 34 | 2 | 2 | 16 | 1 | 7 | 5 | 5 | 7 | 6 | 3 | 6 | 7 | 46 |
| 35 | 2 | 2 | 1  | 1 | 6 | 6 | 7 | 6 | 5 | 3 | 6 | 6 | 45 |
| 36 | 2 | 2 | 16 | 2 | 6 | 6 | 5 | 6 | 6 | 4 | 6 | 6 | 45 |
| 37 | 2 | 2 | 16 | 1 | 7 | 7 | 7 | 7 | 5 | 4 | 7 | 7 | 51 |
| 38 | 2 | 2 | 16 | 2 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 6 | 45 |
| 39 | 2 | 2 | 13 | 2 | 6 | 5 | 5 | 6 | 5 | 5 | 6 | 6 | 44 |
| 40 | 2 | 2 | 13 | 2 | 7 | 6 | 6 | 7 | 6 | 5 | 6 | 6 | 49 |
| 41 | 2 | 2 | 13 | 2 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 7 | 47 |
| 42 | 3 | 3 | 13 | 1 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 6 | 51 |
| 43 | 3 | 3 | 13 | 1 | 7 | 7 | 6 | 7 | 7 | 5 | 6 | 6 | 51 |

|    |   |   |    |   |   |   |   |   |   |   |   |   |    |
|----|---|---|----|---|---|---|---|---|---|---|---|---|----|
| 44 | 2 | 2 | 13 | 2 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 45 | 3 | 3 | 13 | 3 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 5 | 44 |
| 46 | 3 | 3 | 13 | 1 | 7 | 6 | 6 | 7 | 5 | 5 | 6 | 6 | 48 |
| 47 | 3 | 3 | 13 | 3 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 7 | 47 |
| 48 | 2 | 2 | 13 | 2 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 6 | 51 |
| 49 | 3 | 3 | 3  | 1 | 7 | 7 | 6 | 7 | 6 | 5 | 6 | 5 | 49 |
| 50 | 3 | 3 | 1  | 1 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 6 | 45 |
| 51 | 3 | 3 | 4  | 1 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |
| 52 | 3 | 3 | 4  | 1 | 7 | 6 | 6 | 7 | 6 | 5 | 6 | 6 | 49 |
| 53 | 3 | 3 | 13 | 3 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 5 | 45 |
| 54 | 2 | 2 | 4  | 2 | 7 | 6 | 6 | 6 | 6 | 6 | 7 | 6 | 50 |
| 55 | 3 | 3 | 3  | 1 | 6 | 5 | 6 | 7 | 5 | 5 | 6 | 6 | 46 |
| 56 | 3 | 3 | 9  | 3 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 7 | 47 |
| 57 | 3 | 3 | 8  | 1 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |
| 58 | 2 | 2 | 17 | 2 | 7 | 6 | 6 | 7 | 5 | 5 | 6 | 6 | 48 |
| 59 | 3 | 3 | 8  | 1 | 6 | 6 | 5 | 6 | 7 | 5 | 6 | 6 | 47 |
| 60 | 3 | 3 | 1  | 3 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 5 | 50 |
| 61 | 3 | 3 | 17 | 1 | 6 | 7 | 6 | 7 | 5 | 5 | 6 | 6 | 48 |
| 62 | 2 | 2 | 4  | 1 | 6 | 6 | 5 | 6 | 7 | 5 | 6 | 6 | 47 |
| 63 | 3 | 3 | 17 | 3 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |
| 64 | 3 | 3 | 17 | 1 | 7 | 6 | 6 | 7 | 7 | 5 | 6 | 7 | 51 |
| 65 | 3 | 3 | 2  | 1 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |



|    |   |   |    |   |   |   |   |   |   |   |   |   |    |
|----|---|---|----|---|---|---|---|---|---|---|---|---|----|
| 66 | 2 | 2 | 2  | 2 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 6 | 51 |
| 67 | 3 | 3 | 8  | 1 | 6 | 5 | 6 | 7 | 6 | 5 | 6 | 6 | 47 |
| 68 | 3 | 3 | 6  | 1 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 69 | 3 | 3 | 11 | 1 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 5 | 44 |
| 70 | 3 | 3 | 17 | 1 | 7 | 6 | 6 | 7 | 7 | 5 | 6 | 6 | 50 |
| 71 | 3 | 3 | 4  | 3 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 72 | 2 | 2 | 11 | 2 | 5 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 45 |
| 73 | 3 | 3 | 11 | 1 | 7 | 6 | 6 | 7 | 6 | 5 | 6 | 5 | 48 |
| 74 | 3 | 3 | 11 | 3 | 6 | 6 | 5 | 6 | 7 | 5 | 6 | 6 | 47 |
| 75 | 3 | 3 | 2  | 1 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 7 | 46 |
| 76 | 3 | 3 | 17 | 1 | 7 | 6 | 6 | 7 | 6 | 5 | 6 | 6 | 49 |
| 77 | 2 | 2 | 11 | 2 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 5 | 45 |
| 78 | 3 | 3 | 11 | 3 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 6 | 51 |
| 79 | 3 | 3 | 11 | 1 | 7 | 7 | 6 | 7 | 7 | 5 | 6 | 6 | 51 |
| 80 | 3 | 3 | 11 | 1 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 7 | 47 |
| 81 | 3 | 3 | 11 | 1 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |
| 82 | 3 | 3 | 17 | 1 | 7 | 6 | 6 | 7 | 6 | 5 | 6 | 6 | 49 |
| 83 | 3 | 3 | 4  | 1 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 84 | 2 | 2 | 4  | 2 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 5 | 50 |
| 85 | 3 | 3 | 7  | 1 | 7 | 7 | 6 | 7 | 6 | 5 | 6 | 6 | 50 |
| 86 | 3 | 3 | 17 | 1 | 6 | 6 | 5 | 6 | 7 | 5 | 6 | 7 | 48 |
| 87 | 3 | 3 | 5  | 1 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |

|     |   |   |    |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|----|---|---|---|---|---|---|---|---|---|----|
| 88  | 3 | 3 | 7  | 1 | 7 | 6 | 6 | 7 | 7 | 5 | 6 | 5 | 49 |
| 89  | 3 | 3 | 17 | 1 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 90  | 3 | 3 | 17 | 1 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 7 | 52 |
| 91  | 3 | 3 | 17 | 1 | 7 | 7 | 6 | 7 | 7 | 5 | 6 | 6 | 51 |
| 92  | 3 | 3 | 17 | 1 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 93  | 2 | 2 | 17 | 1 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 5 | 44 |
| 94  | 3 | 3 | 4  | 3 | 7 | 6 | 6 | 7 | 6 | 5 | 6 | 6 | 49 |
| 95  | 3 | 3 | 2  | 1 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 96  | 3 | 3 | 2  | 1 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 7 | 52 |
| 97  | 4 | 4 | 2  | 4 | 7 | 7 | 6 | 7 | 7 | 5 | 6 | 5 | 50 |
| 98  | 4 | 4 | 2  | 4 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 99  | 4 | 4 | 2  | 4 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |
| 100 | 2 | 2 | 2  | 2 | 7 | 6 | 6 | 7 | 6 | 5 | 6 | 6 | 49 |
| 101 | 4 | 4 | 2  | 4 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 7 | 47 |
| 102 | 4 | 4 | 2  | 4 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 6 | 51 |
| 103 | 4 | 4 | 2  | 4 | 7 | 7 | 6 | 7 | 6 | 5 | 6 | 6 | 50 |
| 104 | 4 | 4 | 2  | 4 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 6 | 45 |
| 105 | 4 | 4 | 4  | 4 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |
| 106 | 2 | 2 | 4  | 2 | 7 | 6 | 6 | 7 | 7 | 5 | 6 | 7 | 51 |
| 107 | 4 | 4 | 5  | 4 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 108 | 4 | 4 | 6  | 4 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 6 | 51 |
| 109 | 4 | 4 | 4  | 4 | 7 | 7 | 6 | 7 | 5 | 5 | 6 | 6 | 49 |

|     |   |   |    |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|----|---|---|---|---|---|---|---|---|---|----|
| 110 | 4 | 4 | 5  | 4 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 111 | 4 | 4 | 3  | 4 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 7 | 46 |
| 112 | 4 | 4 | 2  | 4 | 7 | 6 | 6 | 7 | 5 | 5 | 6 | 6 | 48 |
| 113 | 2 | 2 | 9  | 1 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 114 | 5 | 2 | 17 | 2 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 6 | 51 |
| 115 | 5 | 2 | 7  | 1 | 7 | 7 | 6 | 7 | 5 | 5 | 6 | 5 | 48 |
| 116 | 5 | 2 | 6  | 2 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 7 | 47 |
| 117 | 5 | 2 | 6  | 2 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |
| 118 | 5 | 2 | 5  | 2 | 7 | 6 | 6 | 7 | 5 | 5 | 6 | 6 | 48 |
| 119 | 5 | 2 | 6  | 1 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 5 | 45 |
| 120 | 5 | 2 | 12 | 2 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 6 | 51 |
| 121 | 5 | 2 | 12 | 2 | 7 | 7 | 6 | 7 | 5 | 5 | 6 | 7 | 50 |
| 122 | 2 | 2 | 12 | 1 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 6 | 45 |
| 123 | 5 | 2 | 1  | 2 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |
| 124 | 5 | 2 | 14 | 2 | 7 | 6 | 6 | 7 | 5 | 5 | 6 | 6 | 48 |
| 125 | 5 | 2 | 14 | 2 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 7 | 47 |
| 126 | 5 | 2 | 10 | 2 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 6 | 51 |
| 127 | 2 | 2 | 13 | 2 | 7 | 7 | 6 | 7 | 5 | 5 | 6 | 6 | 49 |
| 128 | 5 | 2 | 13 | 2 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 6 | 45 |
| 129 | 5 | 2 | 2  | 2 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |
| 130 | 5 | 2 | 16 | 2 | 7 | 6 | 6 | 7 | 5 | 5 | 6 | 7 | 49 |
| 131 | 2 | 2 | 16 | 2 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |

|     |   |   |    |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|----|---|---|---|---|---|---|---|---|---|----|
| 132 | 5 | 2 | 16 | 2 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 6 | 51 |
| 133 | 5 | 2 | 16 | 2 | 7 | 7 | 6 | 7 | 5 | 5 | 6 | 6 | 49 |
| 134 | 5 | 2 | 15 | 1 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 5 | 44 |
| 135 | 5 | 2 | 2  | 2 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |
| 136 | 2 | 2 | 2  | 2 | 7 | 6 | 6 | 7 | 5 | 5 | 6 | 7 | 49 |
| 137 | 5 | 2 | 3  | 1 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 138 | 5 | 2 | 4  | 1 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 5 | 50 |
| 139 | 5 | 2 | 4  | 3 | 7 | 7 | 6 | 7 | 5 | 5 | 6 | 6 | 49 |
| 140 | 5 | 2 | 4  | 1 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 6 | 45 |
| 141 | 2 | 2 | 5  | 1 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 7 | 46 |
| 142 | 5 | 2 | 5  | 2 | 7 | 6 | 6 | 7 | 5 | 5 | 6 | 5 | 47 |
| 143 | 5 | 2 | 5  | 2 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 144 | 5 | 2 | 4  | 1 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 6 | 51 |
| 145 | 5 | 2 | 4  | 3 | 7 | 7 | 6 | 7 | 5 | 5 | 6 | 6 | 49 |
| 146 | 2 | 2 | 5  | 3 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 7 | 46 |
| 147 | 5 | 2 | 5  | 2 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |
| 148 | 5 | 2 | 3  | 2 | 7 | 6 | 6 | 7 | 6 | 5 | 6 | 6 | 49 |
| 149 | 5 | 2 | 2  | 1 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 150 | 5 | 2 | 1  | 2 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 5 | 50 |
| 151 | 5 | 2 | 2  | 2 | 7 | 7 | 6 | 7 | 5 | 5 | 6 | 7 | 50 |
| 152 | 5 | 2 | 3  | 2 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 6 | 45 |
| 153 | 2 | 2 | 4  | 2 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |

|     |   |   |    |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|----|---|---|---|---|---|---|---|---|---|----|
| 154 | 5 | 2 | 5  | 2 | 7 | 6 | 6 | 7 | 5 | 5 | 6 | 5 | 47 |
| 155 | 5 | 2 | 6  | 2 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 156 | 3 | 3 | 17 | 3 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 7 | 52 |
| 157 | 5 | 2 | 12 | 2 | 7 | 7 | 6 | 7 | 5 | 5 | 6 | 6 | 49 |
| 158 | 3 | 3 | 12 | 3 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 5 | 44 |
| 159 | 2 | 2 | 12 | 2 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |
| 160 | 5 | 2 | 12 | 2 | 7 | 6 | 6 | 7 | 5 | 5 | 6 | 6 | 48 |
| 161 | 3 | 3 | 14 | 3 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 7 | 47 |
| 162 | 3 | 3 | 1  | 2 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 5 | 50 |
| 163 | 3 | 3 | 13 | 1 | 7 | 7 | 6 | 7 | 6 | 5 | 6 | 6 | 50 |
| 164 | 3 | 3 | 13 | 3 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 6 | 45 |
| 165 | 3 | 3 | 13 | 1 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |
| 166 | 3 | 3 | 14 | 1 | 7 | 6 | 6 | 7 | 6 | 5 | 6 | 7 | 50 |
| 167 | 3 | 3 | 14 | 3 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 168 | 3 | 3 | 2  | 1 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 5 | 50 |
| 169 | 3 | 3 | 3  | 3 | 7 | 7 | 6 | 7 | 5 | 5 | 6 | 6 | 49 |
| 170 | 3 | 3 | 14 | 3 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 171 | 3 | 3 | 14 | 3 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |
| 172 | 3 | 3 | 14 | 3 | 7 | 6 | 6 | 7 | 5 | 5 | 6 | 7 | 49 |
| 173 | 3 | 3 | 15 | 3 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 174 | 3 | 3 | 15 | 3 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 6 | 51 |
| 175 | 3 | 3 | 15 | 1 | 7 | 7 | 6 | 7 | 6 | 5 | 6 | 6 | 50 |

|     |   |   |    |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|----|---|---|---|---|---|---|---|---|---|----|
| 176 | 3 | 3 | 15 | 3 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 6 | 45 |
| 177 | 3 | 3 | 15 | 3 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 7 | 46 |
| 178 | 3 | 3 | 16 | 3 | 7 | 6 | 6 | 7 | 6 | 5 | 6 | 6 | 49 |
| 179 | 3 | 3 | 7  | 3 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 180 | 3 | 3 | 17 | 3 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 6 | 51 |
| 181 | 3 | 3 | 17 | 1 | 7 | 7 | 6 | 7 | 6 | 5 | 6 | 6 | 50 |
| 182 | 3 | 3 | 17 | 1 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 7 | 46 |
| 183 | 3 | 3 | 7  | 3 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 5 | 44 |
| 184 | 3 | 3 | 6  | 1 | 7 | 6 | 6 | 7 | 6 | 5 | 6 | 6 | 49 |
| 185 | 3 | 3 | 6  | 1 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 186 | 3 | 3 | 4  | 1 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 7 | 52 |
| 187 | 3 | 3 | 3  | 1 | 7 | 7 | 6 | 7 | 5 | 5 | 6 | 5 | 48 |
| 188 | 3 | 3 | 2  | 1 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 189 | 3 | 3 | 1  | 1 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |
| 190 | 3 | 3 | 2  | 1 | 7 | 6 | 6 | 7 | 6 | 5 | 6 | 6 | 49 |
| 191 | 3 | 3 | 3  | 1 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 7 | 47 |
| 192 | 2 | 2 | 4  | 2 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 5 | 50 |
| 193 | 3 | 3 | 5  | 1 | 7 | 7 | 6 | 7 | 6 | 5 | 6 | 6 | 50 |
| 194 | 3 | 3 | 6  | 1 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 6 | 45 |
| 195 | 3 | 3 | 7  | 1 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |
| 196 | 3 | 3 | 17 | 1 | 7 | 6 | 6 | 7 | 5 | 5 | 6 | 7 | 49 |
| 197 | 4 | 4 | 9  | 1 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |

|     |   |   |    |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|----|---|---|---|---|---|---|---|---|---|----|
| 198 | 4 | 4 | 10 | 1 | 6 | 6 | 6 | 7 | 6 | 6 | 7 | 6 | 50 |
| 199 | 4 | 4 | 10 | 4 | 7 | 7 | 6 | 7 | 5 | 5 | 6 | 5 | 48 |
| 200 | 4 | 4 | 10 | 1 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 201 | 4 | 4 | 9  | 4 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 7 | 46 |
| 202 | 3 | 3 | 12 | 3 | 7 | 6 | 6 | 7 | 5 | 5 | 6 | 6 | 48 |
| 203 | 4 | 4 | 13 | 4 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 204 | 4 | 4 | 13 | 1 | 7 | 6 | 6 | 5 | 6 | 6 | 5 | 5 | 46 |
| 205 | 4 | 4 | 14 | 4 | 5 | 7 | 6 | 5 | 6 | 5 | 6 | 6 | 46 |
| 206 | 3 | 3 | 16 | 3 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 7 | 46 |
| 207 | 4 | 4 | 15 | 1 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |
| 208 | 4 | 4 | 11 | 4 | 7 | 6 | 6 | 6 | 5 | 5 | 6 | 5 | 46 |
| 209 | 4 | 4 | 9  | 1 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 210 | 4 | 4 | 10 | 1 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 7 | 52 |
| 211 | 3 | 3 | 17 | 1 | 5 | 7 | 6 | 5 | 6 | 5 | 6 | 6 | 46 |
| 212 | 4 | 4 | 17 | 1 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 6 | 45 |
| 213 | 4 | 4 | 6  | 1 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |
| 214 | 4 | 4 | 5  | 1 | 7 | 6 | 6 | 5 | 6 | 5 | 6 | 6 | 47 |
| 215 | 3 | 3 | 3  | 1 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 7 | 47 |
| 216 | 4 | 4 | 4  | 1 | 7 | 6 | 6 | 7 | 6 | 6 | 5 | 6 | 49 |
| 217 | 4 | 4 | 2  | 1 | 6 | 7 | 6 | 5 | 6 | 5 | 6 | 6 | 47 |
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| 219 | 3 | 3 | 14 | 3 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 7 | 46 |

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| 224 | 5 | 2 | 13 | 3 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 6 | 45 |
| 225 | 6 | 2 | 16 | 1 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 5 | 44 |
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| 230 | 5 | 2 | 15 | 2 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 7 | 46 |
| 231 | 2 | 2 | 14 | 2 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 6 | 45 |
| 232 | 3 | 3 | 14 | 1 | 7 | 6 | 6 | 7 | 5 | 5 | 6 | 6 | 48 |
| 233 | 3 | 3 | 15 | 1 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 7 | 47 |
| 234 | 3 | 3 | 15 | 1 | 6 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 46 |
| 235 | 3 | 3 | 15 | 3 | 5 | 7 | 6 | 5 | 5 | 5 | 6 | 6 | 45 |
| 236 | 3 | 3 | 13 | 3 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 7 | 46 |
| 237 | 3 | 3 | 15 | 3 | 6 | 5 | 5 | 6 | 6 | 5 | 6 | 5 | 44 |
| 238 | 3 | 3 | 16 | 1 | 5 | 6 | 6 | 6 | 5 | 5 | 6 | 6 | 45 |
| 239 | 3 | 3 | 15 | 1 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 46 |
| 240 | 4 | 4 | 16 | 1 | 5 | 6 | 6 | 5 | 6 | 6 | 5 | 7 | 46 |



| No | Productknowledge1 | Productknowledge2 | Productknowledge3 | Productknowledge4 | Productknowledge5 | Productknowledge6 | Productknowledge |
|----|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------------------|
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| 2  | 7                 | 5                 | 7                 | 7                 | 6                 | 6                 | 38               |
| 3  | 6                 | 7                 | 6                 | 6                 | 7                 | 7                 | 39               |
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| 90  | 7 | 6 | 7 | 6 | 7 | 6 | 39 |
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| 92  | 6 | 6 | 5 | 6 | 6 | 6 | 35 |
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| 94  | 6 | 6 | 6 | 6 | 6 | 7 | 37 |
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| 109 | 6 | 6 | 7 | 6 | 6 | 7 | 38 |
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| 111 | 5 | 6 | 7 | 6 | 6 | 6 | 36 |
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| 113 | 6 | 6 | 6 | 6 | 6 | 6 | 36 |
| 114 | 6 | 6 | 6 | 7 | 5 | 7 | 37 |
| 115 | 7 | 6 | 6 | 6 | 6 | 7 | 38 |

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| 117 | 7 | 6 | 6 | 5 | 6 | 6 | 36 |
| 118 | 6 | 6 | 6 | 6 | 5 | 7 | 36 |
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| 120 | 6 | 6 | 6 | 7 | 6 | 7 | 38 |
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| 122 | 6 | 6 | 6 | 6 | 6 | 6 | 36 |
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| 127 | 6 | 6 | 6 | 6 | 6 | 7 | 37 |
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| 129 | 6 | 7 | 5 | 6 | 6 | 6 | 36 |
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| 137 | 6 | 6 | 6 | 5 | 5 | 7 | 35 |
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| 140 | 6 | 6 | 6 | 5 | 6 | 6 | 35 |
| 141 | 7 | 6 | 5 | 6 | 7 | 7 | 38 |
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| 143 | 5 | 6 | 6 | 6 | 6 | 6 | 35 |
| 144 | 6 | 5 | 6 | 6 | 7 | 7 | 37 |

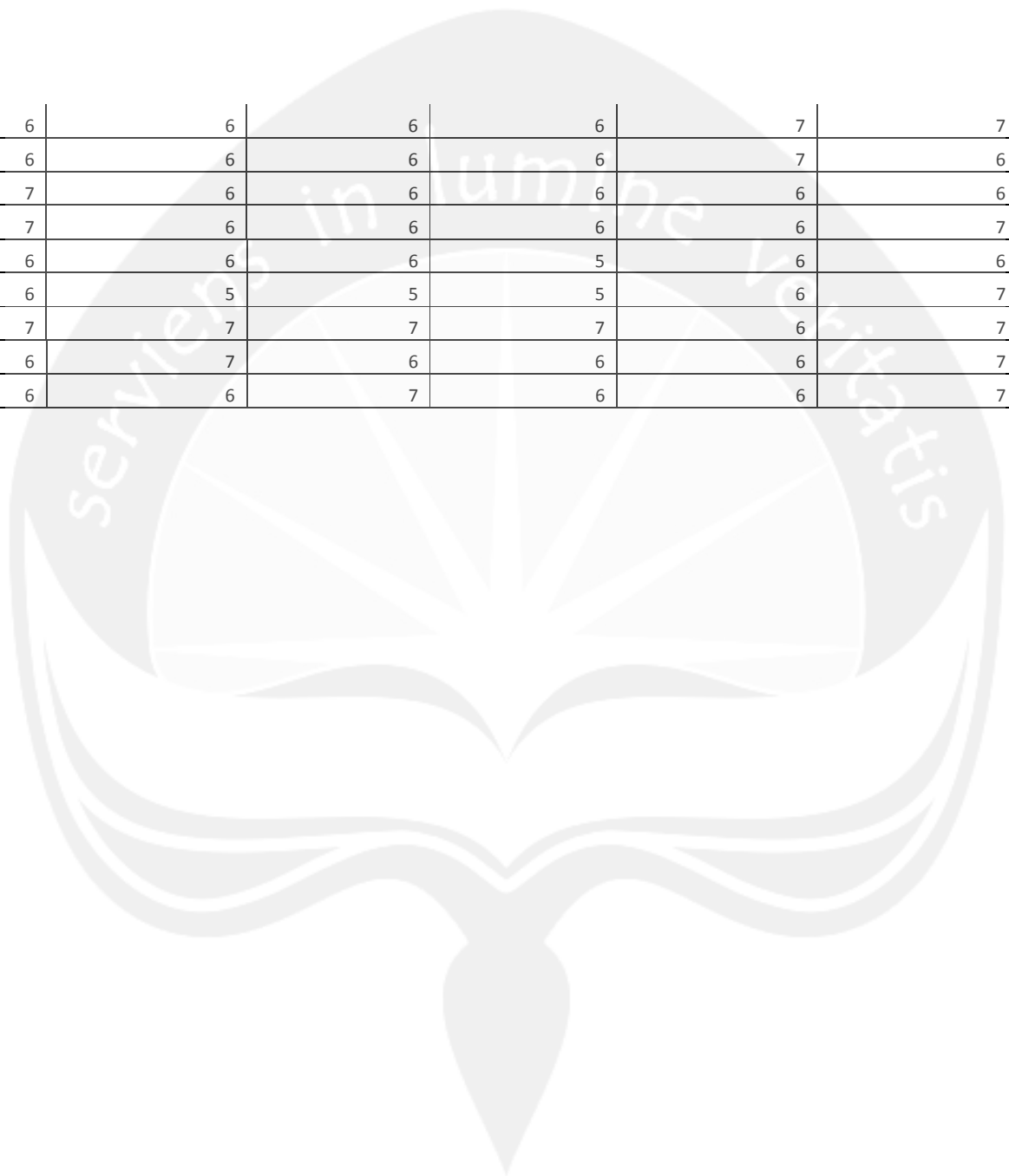
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| 166 | 6 | 7 | 6 | 7 | 6 | 7 | 39 |
| 167 | 6 | 6 | 6 | 7 | 6 | 6 | 37 |
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| 170 | 6 | 6 | 7 | 6 | 5 | 7 | 37 |
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| 174 | 7 | 7 | 7 | 5 | 6 | 7 | 39 |
| 175 | 7 | 6 | 7 | 6 | 5 | 7 | 38 |
| 176 | 5 | 6 | 6 | 6 | 6 | 6 | 35 |
| 177 | 6 | 6 | 5 | 5 | 6 | 7 | 35 |
| 178 | 6 | 6 | 6 | 6 | 6 | 7 | 37 |
| 179 | 6 | 6 | 5 | 6 | 6 | 6 | 35 |
| 180 | 7 | 6 | 7 | 5 | 7 | 7 | 39 |
| 181 | 7 | 7 | 7 | 6 | 6 | 7 | 40 |
| 182 | 6 | 5 | 6 | 6 | 6 | 6 | 35 |
| 183 | 6 | 5 | 5 | 6 | 6 | 6 | 34 |
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| 187 | 7 | 6 | 6 | 6 | 7 | 7 | 39 |
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| 209 | 7 | 6 | 6 | 7 | 5 | 6 | 37 |
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| 215 | 6 | 5 | 6 | 5 | 6 | 7 | 35 |
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| 218 | 6 | 6 | 6 | 6 | 7 | 6 | 37 |
| 219 | 6 | 6 | 6 | 6 | 6 | 6 | 36 |
| 220 | 7 | 6 | 7 | 6 | 5 | 7 | 38 |
| 221 | 7 | 6 | 5 | 6 | 5 | 6 | 35 |
| 222 | 6 | 6 | 6 | 7 | 6 | 6 | 37 |
| 223 | 6 | 7 | 6 | 7 | 7 | 7 | 40 |
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| No | ProductDisplay1 | ProductDisplay2 | ProductDisplay3 | ProductDisplay | PriceDiscount1 | PriceDiscount2 | PriceDiscount3 | PriceDiscount4 | PriceDiscount5 | PriceDiscount |
|----|-----------------|-----------------|-----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|
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| 3  | 7               | 7               | 6               | 20             | 5              | 5              | 6              | 6              | 6              | 33            |
| 4  | 7               | 6               | 7               | 20             | 5              | 6              | 7              | 6              | 6              | 36            |
| 5  | 7               | 7               | 7               | 21             | 6              | 6              | 7              | 6              | 5              | 35            |
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| 7  | 6               | 7               | 7               | 20             | 5              | 4              | 5              | 6              | 6              | 33            |
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| 47 | 7 | 6 | 6 | 19 | 6 | 7 | 7 | 6 | 7 | 40 |
| 48 | 7 | 7 | 7 | 21 | 6 | 5 | 6 | 6 | 6 | 35 |
| 49 | 6 | 6 | 7 | 19 | 6 | 7 | 7 | 7 | 7 | 41 |
| 50 | 7 | 6 | 6 | 19 | 6 | 7 | 7 | 7 | 6 | 39 |
| 51 | 7 | 6 | 6 | 19 | 5 | 6 | 7 | 6 | 5 | 34 |
| 52 | 7 | 7 | 6 | 20 | 5 | 6 | 6 | 7 | 7 | 38 |
| 53 | 7 | 7 | 6 | 20 | 6 | 7 | 7 | 6 | 7 | 40 |
| 54 | 6 | 7 | 7 | 20 | 6 | 5 | 6 | 6 | 6 | 35 |
| 55 | 6 | 7 | 7 | 20 | 6 | 7 | 7 | 7 | 7 | 41 |
| 56 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 7 | 6 | 39 |
| 57 | 7 | 7 | 7 | 21 | 5 | 6 | 7 | 6 | 5 | 34 |

|    |   |   |   |    |   |   |   |   |   |    |
|----|---|---|---|----|---|---|---|---|---|----|
| 58 | 5 | 7 | 7 | 19 | 5 | 6 | 6 | 7 | 7 | 38 |
| 59 | 6 | 6 | 6 | 18 | 6 | 7 | 7 | 6 | 7 | 40 |
| 60 | 7 | 7 | 7 | 21 | 6 | 5 | 6 | 6 | 6 | 35 |
| 61 | 7 | 6 | 6 | 19 | 6 | 7 | 7 | 7 | 7 | 41 |
| 62 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 7 | 6 | 39 |
| 63 | 6 | 6 | 6 | 18 | 5 | 6 | 7 | 6 | 5 | 34 |
| 64 | 7 | 7 | 6 | 20 | 5 | 6 | 6 | 7 | 7 | 38 |
| 65 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 6 | 7 | 40 |
| 66 | 6 | 6 | 7 | 19 | 6 | 5 | 6 | 6 | 6 | 35 |
| 67 | 7 | 7 | 6 | 20 | 6 | 7 | 7 | 7 | 7 | 41 |
| 68 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 7 | 6 | 39 |
| 69 | 7 | 6 | 6 | 19 | 5 | 6 | 7 | 6 | 5 | 34 |
| 70 | 7 | 6 | 6 | 19 | 5 | 6 | 6 | 7 | 7 | 38 |
| 71 | 7 | 7 | 6 | 20 | 6 | 7 | 7 | 6 | 7 | 40 |
| 72 | 7 | 6 | 7 | 20 | 6 | 5 | 6 | 6 | 6 | 35 |
| 73 | 7 | 7 | 6 | 20 | 6 | 7 | 7 | 7 | 7 | 41 |
| 74 | 6 | 7 | 7 | 20 | 6 | 7 | 7 | 7 | 6 | 39 |
| 75 | 6 | 7 | 6 | 19 | 5 | 6 | 7 | 6 | 5 | 34 |
| 76 | 7 | 7 | 6 | 20 | 5 | 6 | 6 | 7 | 7 | 38 |
| 77 | 7 | 7 | 6 | 20 | 6 | 7 | 7 | 6 | 7 | 40 |
| 78 | 6 | 7 | 7 | 20 | 6 | 5 | 6 | 6 | 6 | 35 |
| 79 | 7 | 6 | 6 | 19 | 6 | 7 | 7 | 7 | 7 | 41 |
| 80 | 7 | 6 | 6 | 19 | 6 | 7 | 7 | 7 | 6 | 39 |
| 81 | 7 | 7 | 7 | 21 | 5 | 6 | 7 | 6 | 5 | 34 |
| 82 | 7 | 7 | 6 | 20 | 5 | 6 | 6 | 7 | 7 | 38 |
| 83 | 7 | 6 | 7 | 20 | 6 | 7 | 7 | 6 | 7 | 40 |
| 84 | 7 | 6 | 6 | 19 | 6 | 5 | 6 | 6 | 6 | 35 |
| 85 | 6 | 7 | 7 | 20 | 6 | 7 | 7 | 7 | 7 | 41 |
| 86 | 6 | 7 | 7 | 20 | 6 | 7 | 7 | 7 | 6 | 39 |

|     |   |   |   |    |   |   |   |   |   |    |
|-----|---|---|---|----|---|---|---|---|---|----|
| 87  | 7 | 6 | 6 | 19 | 5 | 6 | 7 | 6 | 5 | 34 |
| 88  | 7 | 7 | 7 | 21 | 5 | 6 | 6 | 7 | 7 | 38 |
| 89  | 6 | 7 | 7 | 20 | 6 | 7 | 7 | 6 | 7 | 40 |
| 90  | 6 | 6 | 7 | 19 | 6 | 5 | 6 | 6 | 6 | 35 |
| 91  | 6 | 6 | 7 | 19 | 6 | 7 | 7 | 7 | 7 | 41 |
| 92  | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 7 | 6 | 39 |
| 93  | 7 | 7 | 7 | 21 | 5 | 6 | 7 | 6 | 5 | 34 |
| 94  | 6 | 7 | 7 | 20 | 5 | 6 | 6 | 7 | 7 | 38 |
| 95  | 5 | 5 | 7 | 17 | 6 | 7 | 7 | 6 | 7 | 40 |
| 96  | 6 | 7 | 6 | 19 | 6 | 5 | 6 | 6 | 6 | 35 |
| 97  | 6 | 7 | 7 | 20 | 6 | 7 | 7 | 7 | 7 | 41 |
| 98  | 6 | 7 | 7 | 20 | 6 | 7 | 7 | 7 | 6 | 39 |
| 99  | 7 | 5 | 7 | 19 | 5 | 6 | 7 | 6 | 5 | 34 |
| 100 | 6 | 6 | 7 | 19 | 5 | 6 | 6 | 7 | 7 | 38 |
| 101 | 6 | 7 | 7 | 20 | 6 | 7 | 7 | 6 | 7 | 40 |
| 102 | 6 | 7 | 7 | 20 | 6 | 5 | 6 | 6 | 6 | 35 |
| 103 | 7 | 7 | 6 | 20 | 6 | 7 | 7 | 7 | 7 | 41 |
| 104 | 7 | 6 | 7 | 20 | 6 | 7 | 7 | 7 | 6 | 39 |
| 105 | 7 | 7 | 7 | 21 | 5 | 6 | 7 | 6 | 5 | 34 |
| 106 | 7 | 6 | 6 | 19 | 5 | 6 | 6 | 7 | 7 | 38 |
| 107 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 6 | 7 | 40 |
| 108 | 7 | 7 | 6 | 20 | 6 | 5 | 6 | 6 | 6 | 35 |
| 109 | 6 | 6 | 7 | 19 | 6 | 7 | 7 | 7 | 7 | 41 |
| 110 | 6 | 6 | 7 | 19 | 6 | 7 | 7 | 7 | 6 | 39 |
| 111 | 7 | 6 | 6 | 19 | 5 | 6 | 7 | 6 | 5 | 34 |
| 112 | 7 | 6 | 7 | 20 | 5 | 6 | 6 | 7 | 7 | 38 |
| 113 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 6 | 7 | 40 |
| 114 | 7 | 7 | 6 | 20 | 6 | 5 | 6 | 6 | 6 | 35 |
| 115 | 6 | 7 | 6 | 19 | 6 | 7 | 7 | 7 | 7 | 41 |

|     |   |   |   |    |   |   |   |   |   |    |
|-----|---|---|---|----|---|---|---|---|---|----|
| 116 | 7 | 7 | 6 | 20 | 6 | 7 | 7 | 7 | 6 | 39 |
| 117 | 6 | 6 | 6 | 18 | 5 | 6 | 7 | 6 | 5 | 34 |
| 118 | 7 | 7 | 7 | 21 | 5 | 6 | 6 | 7 | 7 | 38 |
| 119 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 6 | 7 | 40 |
| 120 | 6 | 7 | 7 | 20 | 6 | 5 | 6 | 6 | 6 | 35 |
| 121 | 7 | 6 | 6 | 19 | 6 | 7 | 7 | 7 | 7 | 41 |
| 122 | 6 | 7 | 7 | 20 | 6 | 7 | 7 | 7 | 6 | 39 |
| 123 | 6 | 6 | 6 | 18 | 5 | 6 | 7 | 6 | 5 | 34 |
| 124 | 7 | 6 | 5 | 18 | 5 | 6 | 6 | 7 | 7 | 38 |
| 125 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 6 | 7 | 40 |
| 126 | 6 | 6 | 7 | 19 | 6 | 5 | 6 | 6 | 6 | 35 |
| 127 | 6 | 7 | 7 | 20 | 6 | 7 | 7 | 7 | 7 | 41 |
| 128 | 7 | 6 | 6 | 19 | 6 | 7 | 7 | 6 | 7 | 40 |
| 129 | 6 | 6 | 7 | 19 | 6 | 5 | 6 | 6 | 6 | 35 |
| 130 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 7 | 7 | 41 |
| 131 | 6 | 6 | 6 | 18 | 6 | 7 | 7 | 7 | 6 | 39 |
| 132 | 7 | 6 | 7 | 20 | 5 | 6 | 7 | 6 | 5 | 34 |
| 133 | 6 | 7 | 7 | 20 | 5 | 6 | 6 | 7 | 7 | 38 |
| 134 | 6 | 7 | 7 | 20 | 6 | 7 | 7 | 6 | 7 | 40 |
| 135 | 6 | 6 | 7 | 19 | 6 | 5 | 6 | 6 | 6 | 35 |
| 136 | 7 | 5 | 7 | 19 | 6 | 7 | 7 | 7 | 7 | 41 |
| 137 | 6 | 6 | 7 | 19 | 6 | 7 | 7 | 6 | 7 | 40 |
| 138 | 6 | 7 | 7 | 20 | 6 | 5 | 6 | 6 | 6 | 35 |
| 139 | 6 | 6 | 7 | 19 | 6 | 7 | 7 | 7 | 7 | 41 |
| 140 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 7 | 6 | 39 |
| 141 | 6 | 6 | 6 | 18 | 5 | 6 | 7 | 6 | 5 | 34 |
| 142 | 6 | 6 | 7 | 19 | 5 | 6 | 6 | 7 | 7 | 38 |
| 143 | 7 | 7 | 6 | 20 | 6 | 7 | 7 | 6 | 7 | 40 |
| 144 | 7 | 7 | 7 | 21 | 6 | 5 | 6 | 6 | 6 | 35 |

|     |   |   |   |    |   |   |   |   |   |    |
|-----|---|---|---|----|---|---|---|---|---|----|
| 145 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 7 | 7 | 41 |
| 146 | 6 | 6 | 7 | 19 | 6 | 7 | 7 | 6 | 7 | 40 |
| 147 | 6 | 7 | 7 | 20 | 6 | 5 | 6 | 6 | 6 | 35 |
| 148 | 7 | 6 | 7 | 20 | 6 | 7 | 7 | 7 | 7 | 41 |
| 149 | 6 | 6 | 7 | 19 | 6 | 7 | 7 | 7 | 6 | 39 |
| 150 | 7 | 7 | 7 | 21 | 5 | 6 | 7 | 6 | 5 | 34 |
| 151 | 7 | 7 | 7 | 21 | 5 | 6 | 6 | 7 | 7 | 38 |
| 152 | 7 | 7 | 6 | 20 | 6 | 7 | 7 | 6 | 7 | 40 |
| 153 | 6 | 6 | 6 | 18 | 6 | 5 | 6 | 6 | 6 | 35 |
| 154 | 7 | 6 | 6 | 19 | 6 | 7 | 7 | 7 | 7 | 41 |
| 155 | 6 | 7 | 7 | 20 | 6 | 7 | 7 | 6 | 7 | 40 |
| 156 | 7 | 7 | 6 | 20 | 6 | 5 | 6 | 6 | 6 | 35 |
| 157 | 6 | 7 | 7 | 20 | 6 | 7 | 7 | 7 | 7 | 41 |
| 158 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 7 | 6 | 39 |
| 159 | 6 | 7 | 7 | 20 | 5 | 6 | 7 | 6 | 5 | 34 |
| 160 | 6 | 6 | 7 | 19 | 5 | 6 | 6 | 7 | 7 | 38 |
| 161 | 7 | 6 | 6 | 19 | 6 | 7 | 7 | 6 | 7 | 40 |
| 162 | 7 | 7 | 7 | 21 | 6 | 5 | 6 | 6 | 6 | 35 |
| 163 | 6 | 6 | 6 | 18 | 6 | 7 | 7 | 7 | 7 | 41 |
| 164 | 6 | 6 | 6 | 18 | 6 | 7 | 7 | 6 | 7 | 40 |
| 165 | 6 | 6 | 6 | 18 | 6 | 5 | 6 | 6 | 6 | 35 |
| 166 | 7 | 6 | 7 | 20 | 6 | 7 | 7 | 7 | 7 | 41 |
| 167 | 6 | 6 | 7 | 19 | 6 | 7 | 7 | 7 | 6 | 39 |
| 168 | 6 | 6 | 6 | 18 | 5 | 6 | 7 | 6 | 5 | 34 |
| 169 | 5 | 5 | 7 | 17 | 5 | 6 | 6 | 7 | 7 | 38 |
| 170 | 6 | 6 | 6 | 18 | 6 | 7 | 7 | 6 | 7 | 40 |
| 171 | 6 | 7 | 7 | 20 | 6 | 5 | 6 | 6 | 6 | 35 |
| 172 | 6 | 6 | 7 | 19 | 6 | 7 | 7 | 7 | 7 | 41 |
| 173 | 7 | 7 | 6 | 20 | 6 | 7 | 7 | 6 | 7 | 40 |

|     |   |   |   |    |   |   |   |   |   |    |
|-----|---|---|---|----|---|---|---|---|---|----|
| 174 | 7 | 6 | 6 | 19 | 6 | 5 | 6 | 6 | 6 | 35 |
| 175 | 6 | 7 | 7 | 20 | 6 | 7 | 7 | 7 | 7 | 41 |
| 176 | 6 | 7 | 7 | 20 | 6 | 7 | 7 | 7 | 6 | 39 |
| 177 | 6 | 7 | 5 | 18 | 5 | 6 | 7 | 6 | 5 | 34 |
| 178 | 7 | 7 | 6 | 20 | 5 | 6 | 6 | 7 | 7 | 38 |
| 179 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 6 | 7 | 40 |
| 180 | 7 | 7 | 6 | 20 | 6 | 5 | 6 | 6 | 6 | 35 |
| 181 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 7 | 7 | 41 |
| 182 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 6 | 7 | 40 |
| 183 | 6 | 6 | 7 | 19 | 6 | 5 | 6 | 6 | 6 | 35 |
| 184 | 6 | 7 | 7 | 20 | 6 | 7 | 7 | 7 | 7 | 41 |
| 185 | 5 | 7 | 7 | 19 | 6 | 7 | 7 | 7 | 6 | 39 |
| 186 | 6 | 7 | 7 | 20 | 5 | 6 | 7 | 6 | 5 | 34 |
| 187 | 7 | 7 | 7 | 21 | 5 | 6 | 6 | 7 | 7 | 38 |
| 188 | 7 | 6 | 6 | 19 | 6 | 7 | 7 | 6 | 7 | 40 |
| 189 | 6 | 7 | 7 | 20 | 6 | 5 | 6 | 6 | 6 | 35 |
| 190 | 7 | 6 | 6 | 19 | 6 | 7 | 7 | 7 | 7 | 41 |
| 191 | 7 | 6 | 6 | 19 | 6 | 7 | 7 | 6 | 7 | 40 |
| 192 | 6 | 7 | 6 | 19 | 6 | 5 | 6 | 6 | 6 | 35 |
| 193 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 7 | 7 | 41 |
| 194 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 7 | 6 | 39 |
| 195 | 6 | 7 | 7 | 20 | 5 | 6 | 7 | 6 | 5 | 34 |
| 196 | 6 | 7 | 7 | 20 | 5 | 6 | 6 | 7 | 7 | 38 |
| 197 | 6 | 6 | 7 | 19 | 6 | 7 | 7 | 6 | 7 | 40 |
| 198 | 7 | 6 | 6 | 19 | 6 | 5 | 6 | 6 | 6 | 35 |
| 199 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 7 | 7 | 41 |
| 200 | 7 | 6 | 6 | 19 | 6 | 7 | 7 | 6 | 7 | 40 |
| 201 | 6 | 6 | 6 | 18 | 6 | 5 | 6 | 6 | 6 | 35 |
| 202 | 6 | 6 | 6 | 18 | 6 | 7 | 7 | 7 | 7 | 41 |



|     |   |   |   |    |   |   |   |   |   |    |
|-----|---|---|---|----|---|---|---|---|---|----|
| 203 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 7 | 6 | 39 |
| 204 | 7 | 7 | 7 | 21 | 5 | 6 | 7 | 6 | 5 | 34 |
| 205 | 7 | 6 | 6 | 19 | 5 | 6 | 6 | 7 | 7 | 38 |
| 206 | 5 | 7 | 7 | 19 | 6 | 7 | 7 | 6 | 7 | 40 |
| 207 | 6 | 6 | 6 | 18 | 6 | 5 | 6 | 6 | 6 | 35 |
| 208 | 6 | 7 | 7 | 20 | 6 | 7 | 7 | 7 | 7 | 41 |
| 209 | 7 | 7 | 6 | 20 | 6 | 7 | 7 | 6 | 7 | 40 |
| 210 | 7 | 7 | 6 | 20 | 6 | 5 | 6 | 6 | 6 | 35 |
| 211 | 6 | 6 | 6 | 18 | 6 | 7 | 7 | 7 | 7 | 41 |
| 212 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 7 | 6 | 39 |
| 213 | 6 | 5 | 7 | 18 | 5 | 6 | 7 | 6 | 5 | 34 |
| 214 | 7 | 7 | 6 | 20 | 5 | 6 | 6 | 7 | 7 | 38 |
| 215 | 7 | 6 | 6 | 19 | 6 | 7 | 7 | 6 | 7 | 40 |
| 216 | 7 | 7 | 7 | 21 | 6 | 5 | 6 | 6 | 6 | 35 |
| 217 | 7 | 7 | 6 | 20 | 6 | 7 | 7 | 7 | 7 | 41 |
| 218 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 6 | 7 | 40 |
| 219 | 7 | 7 | 7 | 21 | 6 | 5 | 6 | 6 | 6 | 35 |
| 220 | 6 | 7 | 6 | 19 | 6 | 7 | 7 | 7 | 7 | 41 |
| 221 | 6 | 7 | 7 | 20 | 6 | 7 | 7 | 7 | 6 | 39 |
| 222 | 5 | 7 | 7 | 19 | 5 | 6 | 7 | 6 | 5 | 34 |
| 223 | 6 | 6 | 7 | 19 | 5 | 6 | 6 | 7 | 7 | 38 |
| 224 | 7 | 7 | 6 | 20 | 6 | 7 | 7 | 6 | 7 | 40 |
| 225 | 6 | 6 | 6 | 18 | 6 | 5 | 6 | 6 | 6 | 35 |
| 226 | 6 | 7 | 7 | 20 | 6 | 7 | 7 | 7 | 7 | 41 |
| 227 | 7 | 6 | 6 | 19 | 6 | 7 | 7 | 6 | 7 | 40 |
| 228 | 7 | 6 | 5 | 18 | 6 | 5 | 6 | 6 | 6 | 35 |
| 229 | 6 | 7 | 7 | 20 | 6 | 7 | 7 | 7 | 7 | 41 |
| 230 | 7 | 6 | 6 | 19 | 6 | 7 | 7 | 7 | 6 | 39 |
| 231 | 7 | 7 | 7 | 21 | 5 | 6 | 7 | 6 | 5 | 34 |

|     |   |   |   |    |   |   |   |   |   |    |
|-----|---|---|---|----|---|---|---|---|---|----|
| 232 | 7 | 7 | 6 | 20 | 5 | 6 | 6 | 7 | 7 | 38 |
| 233 | 7 | 7 | 6 | 20 | 6 | 7 | 7 | 6 | 7 | 40 |
| 234 | 6 | 7 | 7 | 20 | 6 | 5 | 6 | 6 | 6 | 35 |
| 235 | 7 | 6 | 6 | 19 | 6 | 7 | 7 | 7 | 7 | 41 |
| 236 | 7 | 7 | 7 | 21 | 6 | 7 | 7 | 6 | 7 | 40 |
| 237 | 6 | 6 | 6 | 18 | 6 | 5 | 6 | 6 | 6 | 35 |
| 238 | 6 | 6 | 6 | 18 | 6 | 7 | 7 | 7 | 7 | 41 |
| 239 | 6 | 6 | 6 | 18 | 6 | 7 | 7 | 7 | 6 | 39 |
| 240 | 6 | 7 | 7 | 20 | 5 | 6 | 7 | 6 | 5 | 34 |

| No | PurchaseIntention1 | PurchaseIntention2 | PurchaseIntention3 | PurchaseIntention4 | PurchaseIntention | moderasi1 | moderasi2 | moderasi3 |
|----|--------------------|--------------------|--------------------|--------------------|-------------------|-----------|-----------|-----------|
| 1  | 7                  | 6                  | 7                  | 7                  | 27                | 1,564     | 1,326     | 680.00    |
| 2  | 7                  | 7                  | 6                  | 7                  | 27                | 1,452     | 1,254     | 660.00    |
| 3  | 7                  | 6                  | 6                  | 7                  | 26                | 1,650     | 1,287     | 660.00    |
| 4  | 6                  | 7                  | 7                  | 7                  | 27                | 1,656     | 1,296     | 720.00    |
| 5  | 6                  | 7                  | 7                  | 7                  | 27                | 1,715     | 1,365     | 735.00    |
| 6  | 7                  | 7                  | 6                  | 7                  | 27                | 1,568     | 1,216     | 608.00    |
| 7  | 7                  | 7                  | 6                  | 7                  | 27                | 1,650     | 1,320     | 660.00    |
| 8  | 6                  | 6                  | 7                  | 6                  | 25                | 1,620     | 1,404     | 720.00    |
| 9  | 6                  | 6                  | 7                  | 7                  | 26                | 1,872     | 1,482     | 780.00    |
| 10 | 7                  | 6                  | 6                  | 7                  | 26                | 1,645     | 1,330     | 735.00    |
| 11 | 7                  | 7                  | 7                  | 7                  | 28                | 1,911     | 1,521     | 780.00    |
| 12 | 7                  | 7                  | 6                  | 7                  | 27                | 1,485     | 1,320     | 627.00    |
| 13 | 7                  | 6                  | 7                  | 7                  | 27                | 1,632     | 1,258     | 646.00    |
| 14 | 7                  | 7                  | 7                  | 7                  | 28                | 1,598     | 1,258     | 714.00    |
| 15 | 7                  | 6                  | 6                  | 7                  | 26                | 1,620     | 1,368     | 648.00    |
| 16 | 6                  | 7                  | 7                  | 7                  | 27                | 1,656     | 1,368     | 648.00    |
| 17 | 7                  | 7                  | 7                  | 7                  | 28                | 1,564     | 1,360     | 612.00    |
| 18 | 7                  | 7                  | 6                  | 7                  | 27                | 1,564     | 1,292     | 714.00    |
| 19 | 7                  | 7                  | 6                  | 7                  | 27                | 1,232     | 980       | 588.00    |
| 20 | 7                  | 7                  | 6                  | 7                  | 27                | 1,530     | 1,122     | 680.00    |
| 21 | 7                  | 7                  | 6                  | 7                  | 27                | 1,610     | 1,190     | 700.00    |
| 22 | 6                  | 7                  | 7                  | 7                  | 27                | 1,496     | 1,190     | 680.00    |
| 23 | 7                  | 7                  | 7                  | 7                  | 28                | 1,440     | 1,152     | 672.00    |
| 24 | 7                  | 7                  | 7                  | 7                  | 28                | 1,287     | 1,089     | 660.00    |
| 25 | 7                  | 7                  | 6                  | 7                  | 27                | 1,692     | 1,260     | 720.00    |
| 26 | 7                  | 7                  | 7                  | 7                  | 28                | 1,598     | 1,224     | 646.00    |
| 27 | 6                  | 7                  | 6                  | 7                  | 26                | 1,302     | 1,116     | 620.00    |
| 28 | 7                  | 7                  | 6                  | 7                  | 27                | 1,485     | 1,221     | 693.00    |

|    |   |   |   |   |    |       |       |        |
|----|---|---|---|---|----|-------|-------|--------|
| 29 | 7 | 7 | 7 | 7 | 28 | 1,380 | 1,020 | 570.00 |
| 30 | 7 | 7 | 7 | 7 | 28 | 1,575 | 1,295 | 700.00 |
| 31 | 7 | 7 | 6 | 7 | 27 | 1,540 | 1,225 | 700.00 |
| 32 | 7 | 6 | 6 | 7 | 26 | 1,872 | 1,560 | 780.00 |
| 33 | 7 | 6 | 6 | 7 | 26 | 1,734 | 1,292 | 680.00 |
| 34 | 6 | 6 | 6 | 7 | 25 | 1,748 | 1,444 | 722.00 |
| 35 | 6 | 7 | 7 | 7 | 27 | 1,800 | 1,360 | 800.00 |
| 36 | 7 | 7 | 7 | 7 | 28 | 1,575 | 1,260 | 700.00 |
| 37 | 7 | 7 | 7 | 7 | 28 | 2,091 | 1,558 | 820.00 |
| 38 | 7 | 7 | 6 | 7 | 27 | 1,755 | 1,404 | 819.00 |
| 39 | 6 | 7 | 6 | 6 | 25 | 1,496 | 1,224 | 646.00 |
| 40 | 7 | 6 | 6 | 7 | 26 | 1,862 | 1,406 | 722.00 |
| 41 | 7 | 7 | 7 | 7 | 28 | 1,880 | 1,520 | 760.00 |
| 42 | 7 | 7 | 7 | 7 | 28 | 1,785 | 1,295 | 700.00 |
| 43 | 6 | 7 | 7 | 7 | 27 | 2,091 | 1,599 | 779.00 |
| 44 | 6 | 6 | 7 | 7 | 26 | 1,794 | 1,443 | 741.00 |
| 45 | 7 | 6 | 6 | 7 | 26 | 1,496 | 1,190 | 646.00 |
| 46 | 7 | 6 | 6 | 6 | 25 | 1,824 | 1,406 | 722.00 |
| 47 | 7 | 6 | 7 | 7 | 27 | 1,880 | 1,520 | 760.00 |
| 48 | 7 | 7 | 7 | 7 | 28 | 1,785 | 1,295 | 735.00 |
| 49 | 6 | 7 | 7 | 7 | 27 | 2,009 | 1,558 | 779.00 |
| 50 | 7 | 7 | 6 | 7 | 27 | 1,755 | 1,404 | 741.00 |
| 51 | 6 | 7 | 6 | 6 | 25 | 1,530 | 1,224 | 646.00 |
| 52 | 7 | 7 | 6 | 6 | 26 | 1,862 | 1,406 | 760.00 |
| 53 | 7 | 7 | 7 | 7 | 28 | 1,800 | 1,440 | 800.00 |
| 54 | 7 | 7 | 7 | 7 | 28 | 1,750 | 1,365 | 700.00 |
| 55 | 6 | 7 | 7 | 7 | 27 | 1,886 | 1,558 | 820.00 |
| 56 | 7 | 7 | 6 | 6 | 26 | 1,833 | 1,443 | 819.00 |
| 57 | 6 | 7 | 6 | 7 | 26 | 1,530 | 1,258 | 714.00 |

|    |   |   |   |   |    |       |       |        |
|----|---|---|---|---|----|-------|-------|--------|
| 58 | 6 | 6 | 6 | 7 | 25 | 1,824 | 1,368 | 722.00 |
| 59 | 7 | 6 | 7 | 7 | 27 | 1,880 | 1,480 | 720.00 |
| 60 | 7 | 7 | 7 | 7 | 28 | 1,750 | 1,400 | 735.00 |
| 61 | 7 | 7 | 7 | 7 | 28 | 1,968 | 1,599 | 779.00 |
| 62 | 7 | 7 | 7 | 6 | 27 | 1,833 | 1,443 | 819.00 |
| 63 | 6 | 6 | 6 | 7 | 25 | 1,530 | 1,190 | 612.00 |
| 64 | 6 | 7 | 6 | 7 | 26 | 1,938 | 1,368 | 760.00 |
| 65 | 7 | 7 | 7 | 7 | 28 | 1,840 | 1,400 | 840.00 |
| 66 | 7 | 7 | 7 | 7 | 28 | 1,785 | 1,330 | 665.00 |
| 67 | 7 | 7 | 6 | 7 | 27 | 1,927 | 1,517 | 820.00 |
| 68 | 6 | 6 | 7 | 7 | 26 | 1,794 | 1,482 | 819.00 |
| 69 | 6 | 7 | 6 | 7 | 26 | 1,496 | 1,224 | 646.00 |
| 70 | 7 | 7 | 6 | 5 | 25 | 1,900 | 1,406 | 722.00 |
| 71 | 6 | 7 | 7 | 7 | 27 | 1,840 | 1,440 | 800.00 |
| 72 | 7 | 7 | 7 | 7 | 28 | 1,575 | 1,365 | 700.00 |
| 73 | 7 | 7 | 7 | 7 | 28 | 1,968 | 1,558 | 820.00 |
| 74 | 7 | 6 | 7 | 7 | 27 | 1,833 | 1,365 | 780.00 |
| 75 | 7 | 6 | 6 | 6 | 25 | 1,564 | 1,258 | 646.00 |
| 76 | 7 | 7 | 7 | 5 | 26 | 1,862 | 1,444 | 760.00 |
| 77 | 7 | 7 | 7 | 7 | 28 | 1,800 | 1,400 | 800.00 |
| 78 | 7 | 7 | 7 | 7 | 28 | 1,785 | 1,330 | 700.00 |
| 79 | 7 | 7 | 7 | 6 | 27 | 2,091 | 1,640 | 779.00 |
| 80 | 7 | 7 | 6 | 6 | 26 | 1,833 | 1,404 | 741.00 |
| 81 | 7 | 7 | 6 | 6 | 26 | 1,530 | 1,190 | 714.00 |
| 82 | 6 | 6 | 6 | 7 | 25 | 1,862 | 1,406 | 760.00 |
| 83 | 6 | 7 | 7 | 7 | 27 | 1,840 | 1,480 | 800.00 |
| 84 | 7 | 7 | 7 | 7 | 28 | 1,750 | 1,295 | 665.00 |
| 85 | 6 | 7 | 7 | 7 | 27 | 2,050 | 1,558 | 820.00 |
| 86 | 6 | 7 | 7 | 7 | 27 | 1,872 | 1,443 | 780.00 |

|     |   |   |   |   |    |       |       |        |
|-----|---|---|---|---|----|-------|-------|--------|
| 87  | 7 | 6 | 6 | 6 | 25 | 1,530 | 1,190 | 646.00 |
| 88  | 7 | 6 | 6 | 7 | 26 | 1,862 | 1,368 | 798.00 |
| 89  | 7 | 7 | 7 | 7 | 28 | 1,840 | 1,520 | 800.00 |
| 90  | 7 | 7 | 7 | 7 | 28 | 1,820 | 1,365 | 665.00 |
| 91  | 6 | 7 | 7 | 7 | 27 | 2,091 | 1,558 | 779.00 |
| 92  | 6 | 7 | 6 | 7 | 26 | 1,794 | 1,365 | 819.00 |
| 93  | 7 | 6 | 6 | 7 | 26 | 1,496 | 1,224 | 714.00 |
| 94  | 6 | 6 | 6 | 7 | 25 | 1,862 | 1,406 | 760.00 |
| 95  | 7 | 7 | 6 | 7 | 27 | 1,840 | 1,440 | 680.00 |
| 96  | 7 | 7 | 7 | 7 | 28 | 1,820 | 1,330 | 665.00 |
| 97  | 7 | 7 | 7 | 7 | 28 | 2,050 | 1,599 | 820.00 |
| 98  | 7 | 7 | 6 | 7 | 27 | 1,794 | 1,404 | 780.00 |
| 99  | 6 | 7 | 6 | 6 | 25 | 1,530 | 1,224 | 646.00 |
| 100 | 6 | 6 | 7 | 7 | 26 | 1,862 | 1,406 | 722.00 |
| 101 | 7 | 7 | 7 | 7 | 28 | 1,880 | 1,480 | 800.00 |
| 102 | 7 | 7 | 7 | 7 | 28 | 1,785 | 1,330 | 700.00 |
| 103 | 7 | 7 | 6 | 7 | 27 | 2,050 | 1,599 | 820.00 |
| 104 | 7 | 6 | 6 | 7 | 26 | 1,755 | 1,482 | 780.00 |
| 105 | 6 | 6 | 7 | 7 | 26 | 1,530 | 1,156 | 714.00 |
| 106 | 6 | 7 | 6 | 6 | 25 | 1,938 | 1,444 | 722.00 |
| 107 | 7 | 7 | 7 | 6 | 27 | 1,840 | 1,440 | 840.00 |
| 108 | 7 | 7 | 7 | 7 | 28 | 1,785 | 1,295 | 700.00 |
| 109 | 7 | 7 | 7 | 7 | 28 | 2,009 | 1,558 | 779.00 |
| 110 | 6 | 7 | 7 | 7 | 27 | 1,794 | 1,443 | 741.00 |
| 111 | 6 | 7 | 6 | 6 | 25 | 1,564 | 1,224 | 646.00 |
| 112 | 7 | 7 | 6 | 6 | 26 | 1,824 | 1,406 | 760.00 |
| 113 | 7 | 7 | 7 | 7 | 28 | 1,840 | 1,440 | 840.00 |
| 114 | 7 | 7 | 7 | 7 | 28 | 1,785 | 1,295 | 700.00 |
| 115 | 7 | 6 | 7 | 7 | 27 | 1,968 | 1,558 | 779.00 |

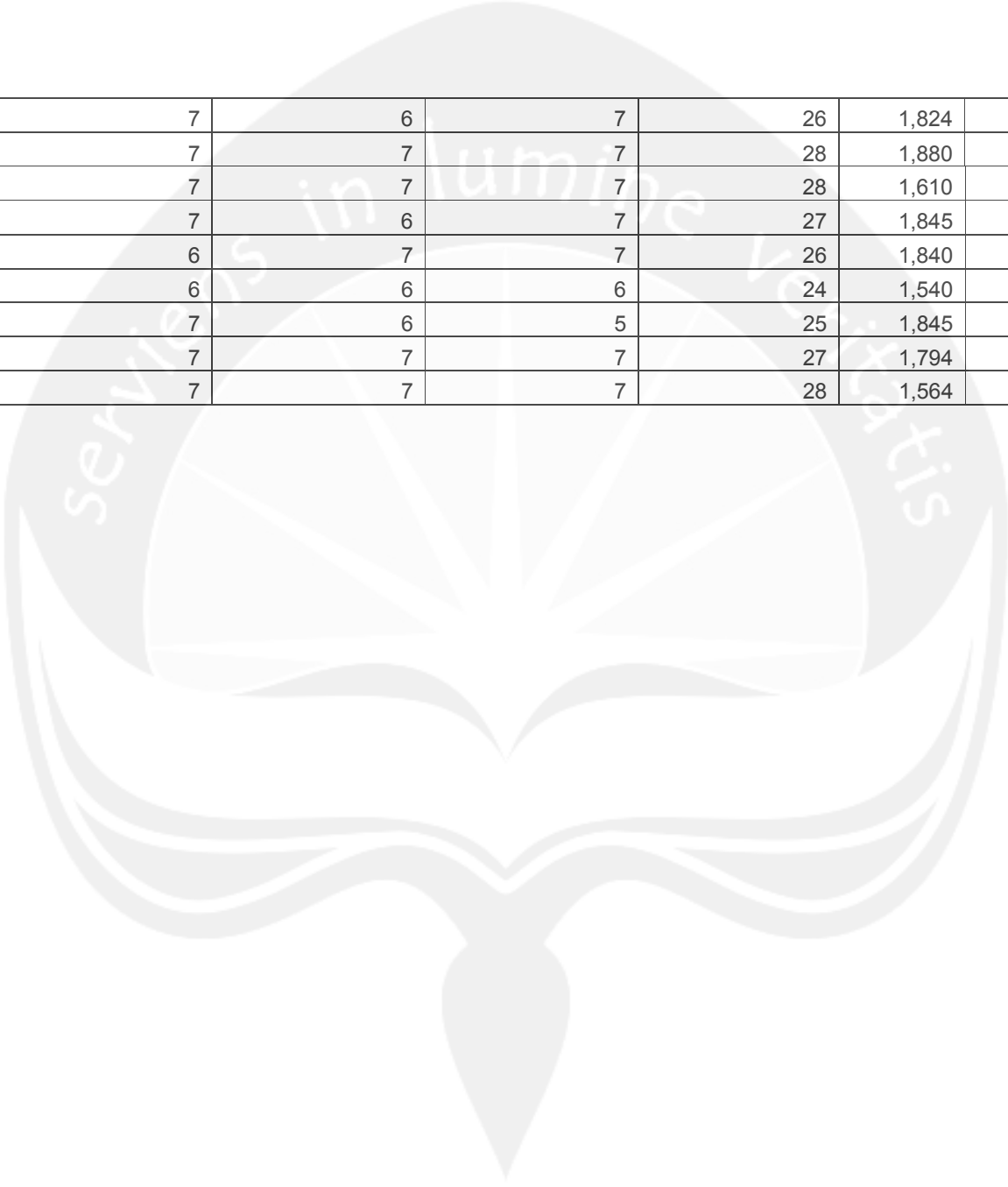
|     |   |   |   |   |    |       |       |        |
|-----|---|---|---|---|----|-------|-------|--------|
| 116 | 7 | 6 | 6 | 7 | 26 | 1,833 | 1,404 | 780.00 |
| 117 | 6 | 6 | 6 | 6 | 24 | 1,530 | 1,224 | 612.00 |
| 118 | 7 | 7 | 6 | 5 | 25 | 1,824 | 1,368 | 798.00 |
| 119 | 6 | 7 | 7 | 7 | 27 | 1,800 | 1,440 | 840.00 |
| 120 | 7 | 7 | 7 | 7 | 28 | 1,785 | 1,330 | 700.00 |
| 121 | 7 | 7 | 7 | 7 | 28 | 2,050 | 1,517 | 779.00 |
| 122 | 7 | 7 | 6 | 7 | 27 | 1,755 | 1,404 | 780.00 |
| 123 | 6 | 6 | 6 | 7 | 25 | 1,530 | 1,190 | 612.00 |
| 124 | 6 | 7 | 6 | 7 | 26 | 1,824 | 1,444 | 684.00 |
| 125 | 7 | 7 | 7 | 7 | 28 | 1,880 | 1,520 | 840.00 |
| 126 | 7 | 7 | 7 | 7 | 28 | 1,785 | 1,330 | 665.00 |
| 127 | 6 | 7 | 7 | 7 | 27 | 2,009 | 1,517 | 820.00 |
| 128 | 6 | 6 | 7 | 7 | 26 | 1,800 | 1,440 | 760.00 |
| 129 | 7 | 6 | 6 | 7 | 26 | 1,575 | 1,260 | 665.00 |
| 130 | 7 | 6 | 6 | 6 | 25 | 2,009 | 1,517 | 861.00 |
| 131 | 7 | 6 | 7 | 7 | 27 | 1,794 | 1,482 | 702.00 |
| 132 | 7 | 7 | 7 | 7 | 28 | 1,734 | 1,326 | 680.00 |
| 133 | 7 | 7 | 7 | 7 | 28 | 1,862 | 1,444 | 760.00 |
| 134 | 6 | 7 | 7 | 7 | 27 | 1,760 | 1,440 | 800.00 |
| 135 | 7 | 6 | 6 | 6 | 25 | 1,575 | 1,260 | 665.00 |
| 136 | 7 | 7 | 6 | 7 | 27 | 2,009 | 1,558 | 779.00 |
| 137 | 7 | 7 | 7 | 7 | 28 | 1,840 | 1,400 | 760.00 |
| 138 | 7 | 7 | 7 | 7 | 28 | 1,750 | 1,365 | 700.00 |
| 139 | 6 | 7 | 7 | 7 | 27 | 2,009 | 1,640 | 779.00 |
| 140 | 7 | 6 | 6 | 7 | 26 | 1,755 | 1,365 | 819.00 |
| 141 | 6 | 6 | 6 | 6 | 24 | 1,564 | 1,292 | 612.00 |
| 142 | 6 | 6 | 6 | 7 | 25 | 1,786 | 1,406 | 722.00 |
| 143 | 7 | 6 | 7 | 7 | 27 | 1,840 | 1,400 | 800.00 |
| 144 | 7 | 7 | 7 | 7 | 28 | 1,785 | 1,295 | 735.00 |

|     |   |   |   |   |    |       |       |        |
|-----|---|---|---|---|----|-------|-------|--------|
| 145 | 7 | 7 | 7 | 7 | 28 | 2,009 | 1,640 | 861.00 |
| 146 | 7 | 7 | 7 | 6 | 27 | 1,840 | 1,480 | 760.00 |
| 147 | 6 | 6 | 6 | 7 | 25 | 1,575 | 1,190 | 700.00 |
| 148 | 6 | 7 | 6 | 7 | 26 | 2,009 | 1,517 | 820.00 |
| 149 | 7 | 7 | 7 | 7 | 28 | 1,794 | 1,365 | 741.00 |
| 150 | 7 | 7 | 7 | 7 | 28 | 1,700 | 1,326 | 714.00 |
| 151 | 7 | 7 | 6 | 7 | 27 | 1,900 | 1,406 | 798.00 |
| 152 | 6 | 6 | 7 | 7 | 26 | 1,800 | 1,520 | 800.00 |
| 153 | 6 | 6 | 6 | 6 | 24 | 1,575 | 1,260 | 630.00 |
| 154 | 6 | 7 | 6 | 6 | 25 | 1,927 | 1,517 | 779.00 |
| 155 | 7 | 7 | 6 | 7 | 27 | 1,840 | 1,520 | 800.00 |
| 156 | 6 | 7 | 7 | 7 | 27 | 1,820 | 1,295 | 700.00 |
| 157 | 7 | 7 | 7 | 7 | 28 | 2,009 | 1,517 | 820.00 |
| 158 | 7 | 7 | 6 | 7 | 27 | 1,716 | 1,443 | 819.00 |
| 159 | 7 | 6 | 6 | 6 | 25 | 1,530 | 1,224 | 680.00 |
| 160 | 7 | 7 | 7 | 7 | 28 | 1,824 | 1,444 | 722.00 |
| 161 | 7 | 7 | 7 | 7 | 28 | 1,880 | 1,400 | 760.00 |
| 162 | 6 | 7 | 6 | 7 | 26 | 1,750 | 1,365 | 735.00 |
| 163 | 7 | 7 | 7 | 6 | 27 | 2,050 | 1,517 | 738.00 |
| 164 | 7 | 7 | 6 | 6 | 26 | 1,800 | 1,400 | 720.00 |
| 165 | 6 | 6 | 6 | 6 | 24 | 1,575 | 1,190 | 630.00 |
| 166 | 6 | 6 | 6 | 7 | 25 | 2,050 | 1,599 | 820.00 |
| 167 | 6 | 7 | 7 | 7 | 27 | 1,794 | 1,443 | 741.00 |
| 168 | 7 | 7 | 7 | 7 | 28 | 1,700 | 1,258 | 612.00 |
| 169 | 7 | 7 | 7 | 7 | 28 | 1,862 | 1,444 | 646.00 |
| 170 | 6 | 7 | 7 | 7 | 27 | 1,840 | 1,480 | 720.00 |
| 171 | 7 | 6 | 6 | 6 | 25 | 1,575 | 1,225 | 700.00 |
| 172 | 7 | 6 | 6 | 7 | 26 | 2,009 | 1,517 | 779.00 |
| 173 | 7 | 7 | 7 | 7 | 28 | 1,840 | 1,480 | 800.00 |



|     |   |   |   |   |    |       |       |        |
|-----|---|---|---|---|----|-------|-------|--------|
| 174 | 7 | 7 | 7 | 7 | 28 | 1,785 | 1,365 | 665.00 |
| 175 | 6 | 7 | 7 | 7 | 27 | 2,050 | 1,558 | 820.00 |
| 176 | 6 | 7 | 6 | 7 | 26 | 1,755 | 1,365 | 780.00 |
| 177 | 7 | 5 | 6 | 6 | 24 | 1,564 | 1,190 | 612.00 |
| 178 | 7 | 5 | 6 | 7 | 25 | 1,862 | 1,406 | 760.00 |
| 179 | 7 | 7 | 6 | 7 | 27 | 1,840 | 1,400 | 840.00 |
| 180 | 7 | 7 | 7 | 7 | 28 | 1,785 | 1,365 | 700.00 |
| 181 | 7 | 7 | 7 | 7 | 28 | 2,050 | 1,640 | 861.00 |
| 182 | 7 | 7 | 6 | 7 | 27 | 1,840 | 1,400 | 840.00 |
| 183 | 6 | 7 | 6 | 6 | 25 | 1,540 | 1,190 | 665.00 |
| 184 | 6 | 6 | 7 | 7 | 26 | 2,009 | 1,517 | 820.00 |
| 185 | 7 | 7 | 7 | 7 | 28 | 1,794 | 1,443 | 741.00 |
| 186 | 7 | 7 | 7 | 7 | 28 | 1,768 | 1,258 | 680.00 |
| 187 | 7 | 6 | 7 | 7 | 27 | 1,824 | 1,482 | 798.00 |
| 188 | 7 | 6 | 6 | 7 | 26 | 1,840 | 1,480 | 760.00 |
| 189 | 6 | 6 | 6 | 6 | 24 | 1,575 | 1,260 | 700.00 |
| 190 | 6 | 6 | 6 | 7 | 25 | 2,009 | 1,476 | 779.00 |
| 191 | 7 | 7 | 6 | 7 | 27 | 1,880 | 1,400 | 760.00 |
| 192 | 7 | 7 | 7 | 7 | 28 | 1,750 | 1,400 | 665.00 |
| 193 | 7 | 7 | 7 | 7 | 28 | 2,050 | 1,517 | 861.00 |
| 194 | 6 | 7 | 7 | 7 | 27 | 1,755 | 1,443 | 819.00 |
| 195 | 6 | 7 | 6 | 6 | 25 | 1,530 | 1,258 | 680.00 |
| 196 | 6 | 7 | 6 | 7 | 26 | 1,862 | 1,406 | 760.00 |
| 197 | 7 | 7 | 7 | 7 | 28 | 1,840 | 1,440 | 760.00 |
| 198 | 7 | 7 | 7 | 7 | 28 | 1,750 | 1,330 | 665.00 |
| 199 | 7 | 7 | 6 | 7 | 27 | 1,968 | 1,517 | 861.00 |
| 200 | 7 | 6 | 6 | 7 | 26 | 1,840 | 1,400 | 760.00 |
| 201 | 7 | 6 | 5 | 6 | 24 | 1,610 | 1,295 | 630.00 |
| 202 | 6 | 7 | 6 | 6 | 25 | 1,968 | 1,558 | 738.00 |

|     |   |   |   |   |    |       |       |        |
|-----|---|---|---|---|----|-------|-------|--------|
| 203 | 7 | 6 | 7 | 7 | 27 | 1,794 | 1,365 | 819.00 |
| 204 | 7 | 7 | 7 | 7 | 28 | 1,564 | 1,258 | 714.00 |
| 205 | 7 | 7 | 7 | 7 | 28 | 1,748 | 1,520 | 722.00 |
| 206 | 7 | 7 | 6 | 7 | 27 | 1,840 | 1,400 | 760.00 |
| 207 | 6 | 7 | 6 | 6 | 25 | 1,575 | 1,190 | 630.00 |
| 208 | 7 | 6 | 6 | 7 | 26 | 1,886 | 1,599 | 820.00 |
| 209 | 7 | 7 | 7 | 7 | 28 | 1,840 | 1,480 | 800.00 |
| 210 | 7 | 7 | 7 | 7 | 28 | 1,820 | 1,295 | 700.00 |
| 211 | 7 | 7 | 6 | 7 | 27 | 1,886 | 1,640 | 738.00 |
| 212 | 7 | 6 | 6 | 7 | 26 | 1,755 | 1,443 | 819.00 |
| 213 | 6 | 6 | 6 | 6 | 24 | 1,530 | 1,156 | 612.00 |
| 214 | 7 | 6 | 6 | 6 | 25 | 1,786 | 1,406 | 760.00 |
| 215 | 7 | 6 | 7 | 7 | 27 | 1,880 | 1,400 | 760.00 |
| 216 | 7 | 7 | 7 | 7 | 28 | 1,715 | 1,295 | 735.00 |
| 217 | 7 | 7 | 7 | 7 | 28 | 1,927 | 1,640 | 820.00 |
| 218 | 7 | 7 | 6 | 7 | 27 | 1,800 | 1,480 | 840.00 |
| 219 | 7 | 6 | 6 | 6 | 25 | 1,610 | 1,260 | 735.00 |
| 220 | 7 | 7 | 6 | 6 | 26 | 1,927 | 1,558 | 779.00 |
| 221 | 7 | 7 | 7 | 7 | 28 | 1,794 | 1,365 | 780.00 |
| 222 | 7 | 7 | 7 | 7 | 28 | 1,530 | 1,258 | 646.00 |
| 223 | 6 | 7 | 7 | 7 | 27 | 1,900 | 1,520 | 722.00 |
| 224 | 7 | 7 | 6 | 6 | 26 | 1,800 | 1,400 | 800.00 |
| 225 | 6 | 7 | 6 | 5 | 24 | 1,540 | 1,260 | 630.00 |
| 226 | 6 | 6 | 6 | 7 | 25 | 1,968 | 1,558 | 820.00 |
| 227 | 7 | 6 | 7 | 7 | 27 | 1,880 | 1,520 | 760.00 |
| 228 | 7 | 7 | 7 | 7 | 28 | 1,645 | 1,295 | 630.00 |
| 229 | 7 | 7 | 7 | 7 | 28 | 1,886 | 1,558 | 820.00 |
| 230 | 7 | 7 | 7 | 6 | 27 | 1,794 | 1,365 | 741.00 |
| 231 | 6 | 6 | 6 | 7 | 25 | 1,530 | 1,258 | 714.00 |



|     |   |   |   |   |    |       |       |        |
|-----|---|---|---|---|----|-------|-------|--------|
| 232 | 6 | 7 | 6 | 7 | 26 | 1,824 | 1,444 | 760.00 |
| 233 | 7 | 7 | 7 | 7 | 28 | 1,880 | 1,480 | 800.00 |
| 234 | 7 | 7 | 7 | 7 | 28 | 1,610 | 1,295 | 700.00 |
| 235 | 7 | 7 | 6 | 7 | 27 | 1,845 | 1,558 | 779.00 |
| 236 | 6 | 6 | 7 | 7 | 26 | 1,840 | 1,400 | 840.00 |
| 237 | 6 | 6 | 6 | 6 | 24 | 1,540 | 1,190 | 630.00 |
| 238 | 7 | 7 | 6 | 5 | 25 | 1,845 | 1,681 | 738.00 |
| 239 | 6 | 7 | 7 | 7 | 27 | 1,794 | 1,482 | 702.00 |
| 240 | 7 | 7 | 7 | 7 | 28 | 1,564 | 1,292 | 680.00 |



# STATISTIK DESKRIPTIF RESPONDEN

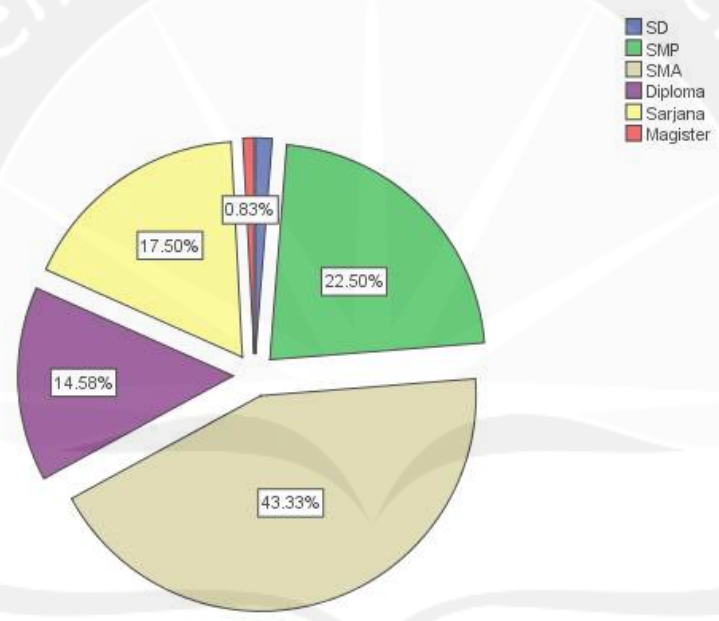
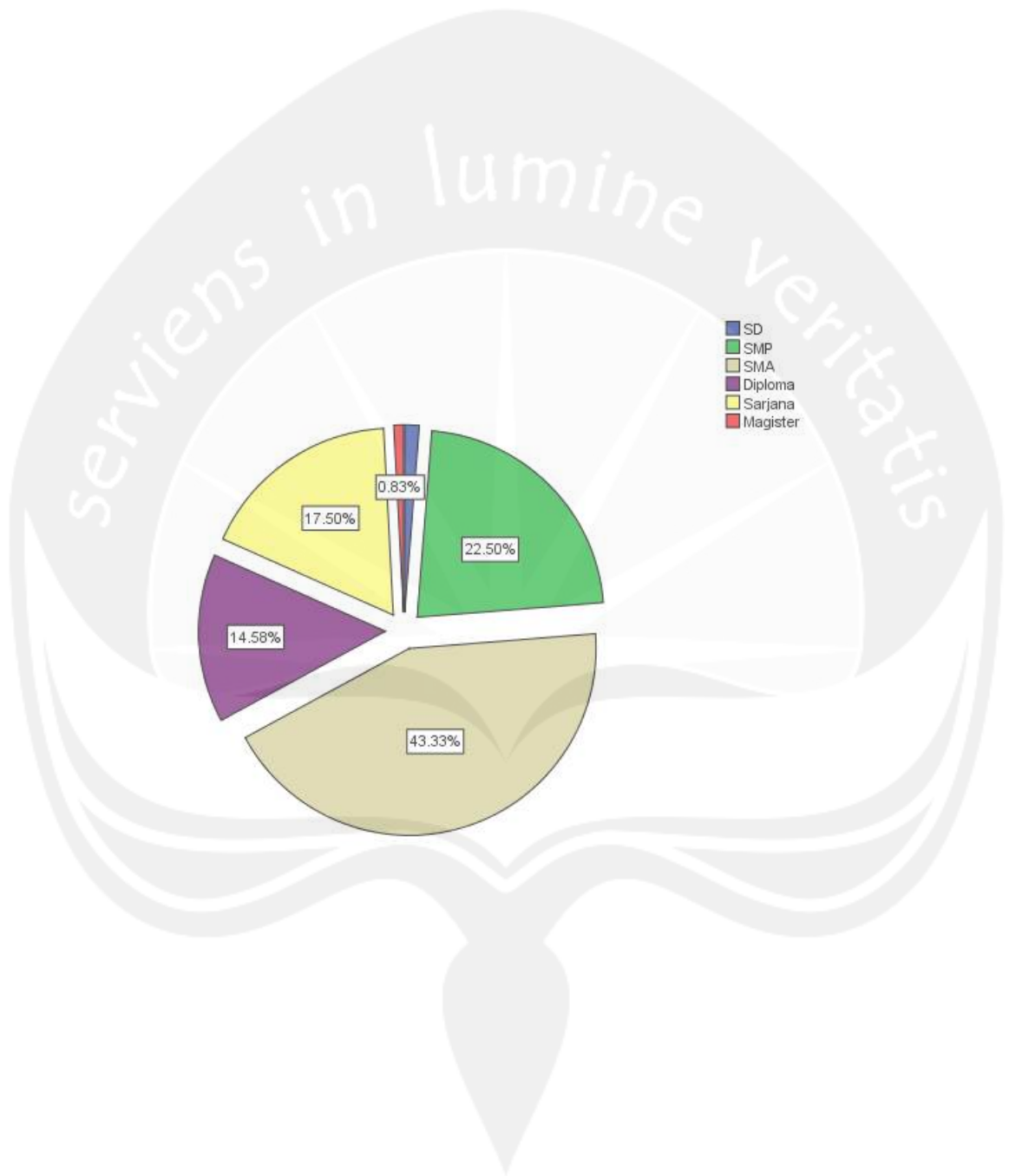
**Statistics**

Pendidikan

|   |         |     |
|---|---------|-----|
| N | Valid   | 240 |
|   | Missing | 0   |

**Pendidikan**

|               | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| SD            | 3         | 1.3     | 1.3           | 1.3                |
| SMP           | 54        | 22.5    | 22.5          | 23.8               |
| SMA           | 104       | 43.3    | 43.3          | 67.1               |
| Valid Diploma | 35        | 14.6    | 14.6          | 81.7               |
| Sarjana       | 42        | 17.5    | 17.5          | 99.2               |
| Magister      | 2         | .8      | .8            | 100.0              |
| Total         | 240       | 100.0   | 100.0         |                    |



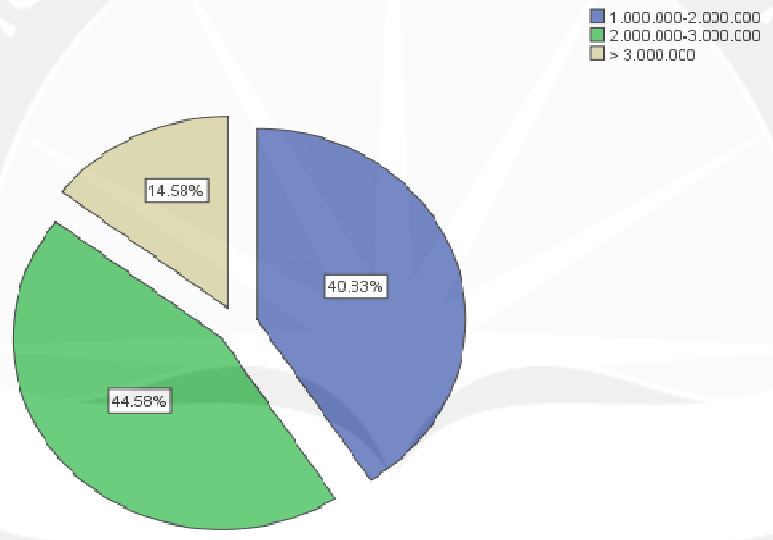
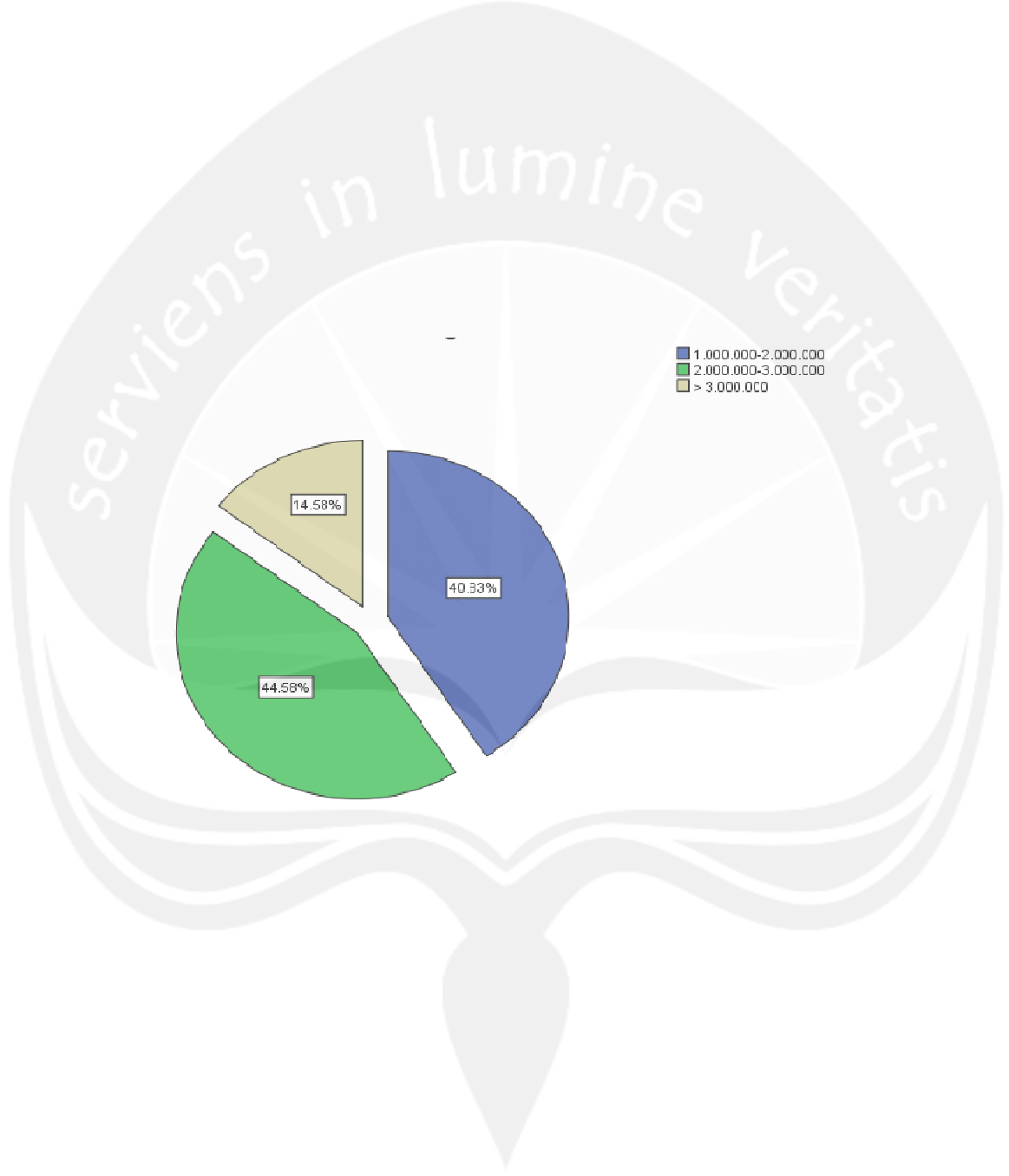
**Statistics**

Pengeluaran

|      |         |      |
|------|---------|------|
| N    | Valid   | 240  |
|      | Missing | 0    |
| Mean |         | 2.74 |

**Pengeluaran**

|       | Frequency           | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|---------|---------------|--------------------|
| Valid | 1.000.000-2.000.000 | 98      | 40.8          | 40.8               |
|       | 2.000.000-3.000.000 | 107     | 44.6          | 85.4               |
|       | > 3.000.000         | 35      | 14.6          | 100.0              |
|       | Total               | 240     | 100.0         | 100.0              |





**Statistics**

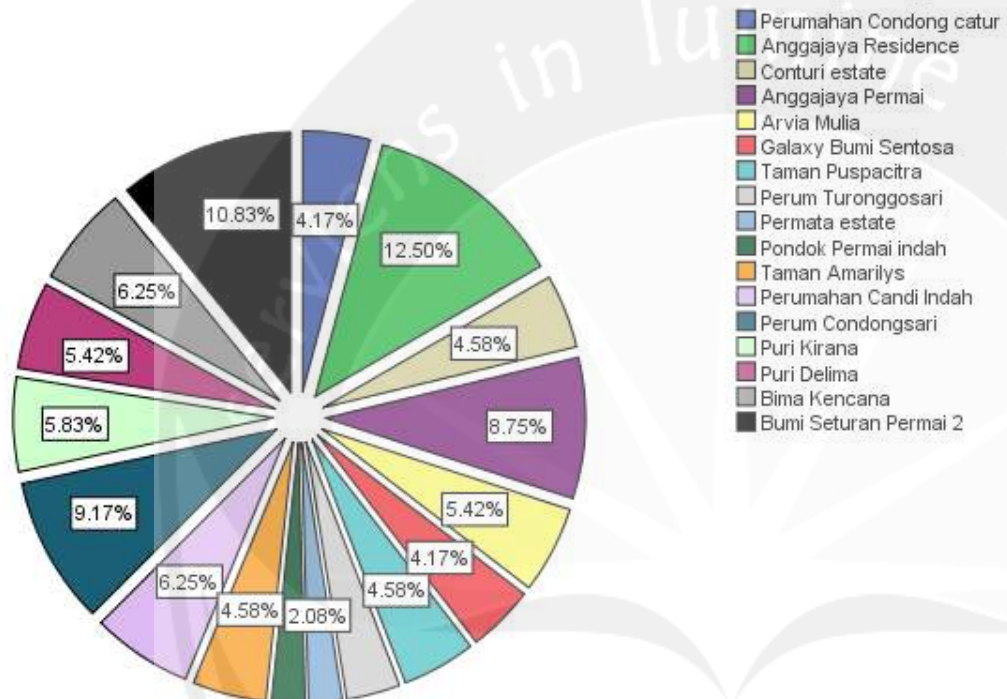
Tempat Tinggal

|      |         |      |
|------|---------|------|
| N    | Valid   | 240  |
|      | Missing | 0    |
| Mean |         | 9.20 |

**Tempat Tinggal**

|       | Frequency               | Percent | Valid Percent | Cumulative Percent |       |
|-------|-------------------------|---------|---------------|--------------------|-------|
| Valid | Perumahan Condong catur | 10      | 4.2           | 4.2                | 4.2   |
|       | Anggajaya Residence     | 30      | 12.5          | 12.5               | 16.7  |
|       | Conturi estate          | 11      | 4.6           | 4.6                | 21.3  |
|       | Anggajaya Permai        | 21      | 8.8           | 8.8                | 30.0  |
|       | Arvia Mulia             | 13      | 5.4           | 5.4                | 35.4  |
|       | Galaxy Bumi Sentosa     | 10      | 4.2           | 4.2                | 39.6  |
|       | Taman Puspacitra        | 11      | 4.6           | 4.6                | 44.2  |
|       | Perum Turonggosari      | 8       | 3.3           | 3.3                | 47.5  |
|       | Permata estate          | 5       | 2.1           | 2.1                | 49.6  |
|       | Pondok Permai indah     | 5       | 2.1           | 2.1                | 51.7  |
|       | Taman Amariys           | 11      | 4.6           | 4.6                | 56.3  |
|       | Perumahan Candi Indah   | 15      | 6.3           | 6.3                | 62.5  |
|       | Perum Condongsari       | 22      | 9.2           | 9.2                | 71.7  |
|       | Puri Kirana             | 14      | 5.8           | 5.8                | 77.5  |
|       | Puri Delima             | 13      | 5.4           | 5.4                | 82.9  |
|       | Bima Kencana            | 15      | 6.3           | 6.3                | 89.2  |
|       | Bumi Seturan Permai 2   | 26      | 10.8          | 10.8               | 100.0 |
|       | Total                   | 240     | 100.0         | 100.0              |       |

### Tempat Tinggal



**Statistics**

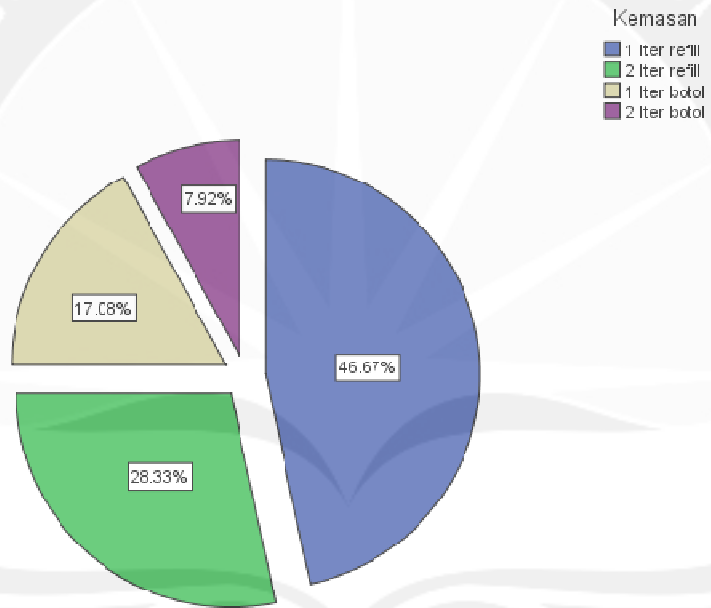
Kemasan

|      |         |      |
|------|---------|------|
| N    | Valid   | 240  |
|      | Missing | 0    |
| Mean |         | 1.86 |

**Kemasan**

|                     | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| 1 liter refill      | 112       | 46.7    | 46.7          | 46.7               |
| 2 liter refill      | 68        | 28.3    | 28.3          | 75.0               |
| Valid 1 liter botol | 41        | 17.1    | 17.1          | 92.1               |
| 2 liter botol       | 19        | 7.9     | 7.9           | 100.0              |
| Total               | 240       | 100.0   | 100.0         |                    |

serviens in lumine veritatis





**DESKRIPTIF  
VARIABEL**

**Descriptive Statistics**

|                    | N   | Minimum | Maximum | Mean  | Std. Deviation |
|--------------------|-----|---------|---------|-------|----------------|
| Pendidikan         | 240 | 1       | 6       | 3.27  | 1.062          |
| Pengeluaran        | 240 | 2       | 4       | 2.74  | .698           |
| Tempat Tinggal     | 240 | 1       | 17      | 9.20  | 5.460          |
| Kemasan            | 240 | 1       | 4       | 1.86  | .969           |
| BRAND IMAGE        | 240 | 39      | 52      | 47.16 | 2.272          |
| PRODUCT KNOWLEDGE  | 240 | 33      | 41      | 36.98 | 1.544          |
| PRODUCT DISPLAY    | 240 | 23      | 28      | 26.05 | 1.077          |
| PRICE DISCOUNT     | 240 | 28      | 41      | 37.47 | 2.862          |
| PURCHASE INTENTION | 240 | 24      | 28      | 26.69 | 1.178          |
| Valid N (listwise) | 240 |         |         |       |                |



**UJI VALIDITAS**

**Correlations**

|                                  |                     | Kualitas produk | Keunikan produk | Fungsi produk | Nilai produk | Efek produk | Potensi resiko penggunaan produk | Ketertarikan pada produk | Kepercayaan pada produsen produk | BRAND IMAGE |
|----------------------------------|---------------------|-----------------|-----------------|---------------|--------------|-------------|----------------------------------|--------------------------|----------------------------------|-------------|
| Kualitas produk                  | Pearson Correlation | 1               | .307**          | .589**        | .688**       | -.020       | .170**                           | .313**                   | -.021                            | .749**      |
|                                  | Sig. (2-tailed)     |                 | .000            | .000          | .000         | .756        | .008                             | .000                     | .751                             | .000        |
|                                  | N                   | 240             | 240             | 240           | 240          | 240         | 240                              | 240                      | 240                              | 240         |
| Keunikan produk                  | Pearson Correlation | .307**          | 1               | .466**        | .324**       | -.184**     | .076                             | -.001                    | .004                             | .506**      |
|                                  | Sig. (2-tailed)     | .000            |                 | .000          | .000         | .004        | .242                             | .991                     | .953                             | .000        |
|                                  | N                   | 240             | 240             | 240           | 240          | 240         | 240                              | 240                      | 240                              | 240         |
| Fungsi produk                    | Pearson Correlation | .589**          | .466**          | 1             | .489**       | -.089       | .148*                            | .228**                   | -.065                            | .674**      |
|                                  | Sig. (2-tailed)     | .000            | .000            |               | .000         | .171        | .022                             | .000                     | .314                             | .000        |
|                                  | N                   | 240             | 240             | 240           | 240          | 240         | 240                              | 240                      | 240                              | 240         |
| Nilai produk                     | Pearson Correlation | .688**          | .324**          | .489**        | 1            | -.031       | .058                             | .330**                   | .025                             | .718**      |
|                                  | Sig. (2-tailed)     | .000            | .000            | .000          |              | .636        | .371                             | .000                     | .696                             | .000        |
|                                  | N                   | 240             | 240             | 240           | 240          | 240         | 240                              | 240                      | 240                              | 240         |
| Efek produk                      | Pearson Correlation | -.020           | -.184**         | -.089         | -.031        | 1           | .154*                            | .107                     | .009                             | .221**      |
|                                  | Sig. (2-tailed)     | .756            | .004            | .171          | .636         |             | .017                             | .097                     | .891                             | .001        |
|                                  | N                   | 240             | 240             | 240           | 240          | 240         | 240                              | 240                      | 240                              | 240         |
| Potensi resiko penggunaan produk | Pearson Correlation | .170**          | .076            | .148*         | .058         | .154*       | 1                                | .437**                   | -.105                            | .444**      |
|                                  | Sig. (2-tailed)     | .008            | .242            | .022          | .371         | .017        |                                  | .000                     | .103                             | .000        |
|                                  | N                   | 240             | 240             | 240           | 240          | 240         | 240                              | 240                      | 240                              | 240         |
| Ketertarikan pada produk         | Pearson Correlation | .313**          | -.001           | .228**        | .330**       | .107        | .437**                           | 1                        | -.012                            | .537**      |
|                                  | Sig. (2-tailed)     | .000            | .991            | .000          | .000         | .097        | .000                             |                          | .852                             | .000        |
|                                  | N                   | 240             | 240             | 240           | 240          | 240         | 240                              | 240                      | 240                              | 240         |
| Kepercayaan pada produsen produk | Pearson Correlation | -.021           | .004            | -.065         | .025         | .009        | -.105                            | -.012                    | 1                                | .237**      |
|                                  | Sig. (2-tailed)     | .751            | .953            | .314          | .696         | .891        | .103                             | .852                     |                                  | .000        |
|                                  | N                   | 240             | 240             | 240           | 240          | 240         | 240                              | 240                      | 240                              | 240         |
| BRAND IMAGE                      | Pearson Correlation | .749**          | .506**          | .674**        | .718**       | .221**      | .444**                           | .537**                   | .237**                           | 1           |
|                                  | Sig. (2-tailed)     | .000            | .000            | .000          | .000         | .001        | .000                             | .000                     | .000                             |             |
|                                  | N                   | 240             | 240             | 240           | 240          | 240         | 240                              | 240                      | 240                              | 240         |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).



**Correlations**

|                                    |                     | Pengenalan produk | Informasi mengenai Produk | Keinginan untuk mengenal produk | Kemampuan pembedaan produk | Pemahaman Produk | Inisiatif mencari informasi produk | PRODUCT KNOWLEDGE |
|------------------------------------|---------------------|-------------------|---------------------------|---------------------------------|----------------------------|------------------|------------------------------------|-------------------|
| Pengenalan produk                  | Pearson Correlation | 1                 | .044                      | .246**                          | -.025                      | -.070            | -.066                              | .419**            |
|                                    | Sig. (2-tailed)     |                   | .494                      | .000                            | .704                       | .282             | .311                               | .000              |
|                                    | N                   | 240               | 240                       | 240                             | 240                        | 240              | 240                                | 240               |
| Informasi mengenai Produk          | Pearson Correlation | .044              | 1                         | .002                            | .181**                     | -.030            | .099                               | .408**            |
|                                    | Sig. (2-tailed)     | .494              |                           | .978                            | .005                       | .639             | .125                               | .000              |
|                                    | N                   | 240               | 240                       | 240                             | 240                        | 240              | 240                                | 240               |
| Keinginan untuk mengenal produk    | Pearson Correlation | .246**            | .002                      | 1                               | -.015                      | .014             | -.046                              | .484**            |
|                                    | Sig. (2-tailed)     | .000              | .978                      |                                 | .815                       | .835             | .477                               | .000              |
|                                    | N                   | 240               | 240                       | 240                             | 240                        | 240              | 240                                | 240               |
| Kemampuan pembedaan produk         | Pearson Correlation | -.025             | .181**                    | -.015                           | 1                          | -.121            | .103                               | .421**            |
|                                    | Sig. (2-tailed)     | .704              | .005                      | .815                            |                            | .060             | .112                               | .000              |
|                                    | N                   | 240               | 240                       | 240                             | 240                        | 240              | 240                                | 240               |
| Pemahaman Produk                   | Pearson Correlation | -.070             | -.030                     | .014                            | -.121                      | 1                | .173**                             | .402**            |
|                                    | Sig. (2-tailed)     | .282              | .639                      | .835                            | .060                       |                  | .007                               | .000              |
|                                    | N                   | 240               | 240                       | 240                             | 240                        | 240              | 240                                | 240               |
| Inisiatif mencari informasi produk | Pearson Correlation | -.066             | .099                      | -.046                           | .103                       | .173**           | 1                                  | .494**            |
|                                    | Sig. (2-tailed)     | .311              | .125                      | .477                            | .112                       | .007             |                                    | .000              |
|                                    | N                   | 240               | 240                       | 240                             | 240                        | 240              | 240                                | 240               |
| PRODUCT KNOWLEDGE                  | Pearson Correlation | .419**            | .408**                    | .484**                          | .421**                     | .402**           | .494**                             | 1                 |
|                                    | Sig. (2-tailed)     | .000              | .000                      | .000                            | .000                       | .000             | .000                               |                   |
|                                    | N                   | 240               | 240                       | 240                             | 240                        | 240              | 240                                | 240               |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Correlations**

|  |                     | Penataan produk menimbulkan impulse buying | Mudah mengidentifikasi | Pentingnya penataan | PRODUCT DISPLAY |
|--|---------------------|--|------------------------|---------------------|-----------------|
| Penataan produk menimbulkan impulse buying | Pearson Correlation | 1  | .123                   | -.261**             | .505**          |
|  | Sig. (2-tailed)     |  | .056                   | .000                | .000            |
|  | N                   | 240  | 240                    | 240                 | 240             |
| Mudah mengidentifikasi                     | Pearson Correlation | .123                                       | 1                      | .198**              | .753**          |
|  | Sig. (2-tailed)     | .056                                       |                        | .002                | .000            |
|  | N                   | 240  | 240                    | 240                 | 240             |
| Pentingnya penataan                        | Pearson Correlation | -.261**                                    | .198**                 | 1                   | .508**          |
|  | Sig. (2-tailed)     | .000                                       | .002                   |                     | .000            |
|  | N                   | 240  | 240                    | 240                 | 240             |
| PRODUCT DISPLAY                            | Pearson Correlation | .505**                                     | .753**                 | .508**              | 1               |
|  | Sig. (2-tailed)     | .000                                       | .000                   | .000                |                 |
|  | N                   | 240  | 240                    | 240                 | 240             |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Correlations**

|   |                     | Produk ekonomis | Penerimaan Harga Produk | Pembelian Produk adalah pilihan terbaik | Potongan harga menimbulkan keinginan beli | Menggunakan kesempatan potongan harga | PRICE DISCOUNT |
|---|---------------------|-----------------|-------------------------|---|---|---------------------------------------|----------------|
| Produk ekonomis                           | Pearson Correlation | 1               | .382**                  | .274**                                  | .177**                                    | .323**                                | .568**         |
|   | Sig. (2-tailed)     |                 | .000                    | .000                                    | .006                                      | .000                                  | .000           |
|   | N                   | 240             | 240                     | 240                                     | 240                                       | 240                                   | 240            |
| Penerimaan Harga Produk                   | Pearson Correlation | .382**          | 1                       | .740**                                  | .514**                                    | .480**                                | .855**         |
|   | Sig. (2-tailed)     | .000            |                         | .000                                    | .000                                      | .000                                  | .000           |
|   | N                   | 240             | 240                     | 240                                     | 240                                       | 240                                   | 240            |
| Pembelian Produk adalah pilihan terbaik   | Pearson Correlation | .274**          | .740**                  | 1                                       | .226**                                    | .071                                  | .539**         |
|   | Sig. (2-tailed)     | .000            | .000                    |   | .000                                      | .271                                  | .000           |
|   | N                   | 240             | 240                     | 240                                     | 240                                       | 240                                   | 240            |
| Potongan harga menimbulkan keinginan beli | Pearson Correlation | .177**          | .514**                  | .226**                                  | 1   | .450**                                | .651**         |
|   | Sig. (2-tailed)     | .006            | .000                    | .000                                    |   | .000                                  | .000           |
|   | N                   | 240             | 240                     | 240                                     | 240                                       | 240                                   | 240            |
| Menggunakan kesempatan potongan harga     | Pearson Correlation | .323**          | .480**                  | .071                                    | .450**                                    | 1                                     | .796**         |
|   | Sig. (2-tailed)     | .000            | .000                    | .271                                    | .000                                      |                                       | .000           |
|   | N                   | 240             | 240                     | 240                                     | 240                                       | 240                                   | 240            |
| PRICE DISCOUNT                            | Pearson Correlation | .568**          | .855**                  | .539**                                  | .651**                                    | .796**                                | 1              |
|   | Sig. (2-tailed)     | .000            | .000                    | .000                                    | .000                                      | .000                                  |                |
|   | N                   | 240             | 240                     | 240                                     | 240                                       | 240                                   | 240            |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Correlations**

|                          |                     | Kemungkinan<br>membeli | Keinginan<br>membeli | Mencari<br>informasi tempat | Mencari<br>informasi harga | PURCHASE<br>INTENTION |
|--------------------------|---------------------|------------------------|----------------------|-----------------------------|----------------------------|-----------------------|
| Kemungkinan membeli      | Pearson Correlation | 1                      | .110                 | .092                        | .062                       | .505**                |
|                          | Sig. (2-tailed)     |                        | .088                 | .155                        | .336                       | .000                  |
|                          | N                   | 240                    | 240                  | 240                         | 240                        | 240                   |
| Keinginan membeli        | Pearson Correlation | .110                   | 1                    | .303**                      | .073                       | .610**                |
|                          | Sig. (2-tailed)     | .088                   |                      | .000                        | .259                       | .000                  |
|                          | N                   | 240                    | 240                  | 240                         | 240                        | 240                   |
| Mencari informasi tempat | Pearson Correlation | .092                   | .303**               | 1                           | .356**                     | .731**                |
|                          | Sig. (2-tailed)     | .155                   | .000                 |                             | .000                       | .000                  |
|                          | N                   | 240                    | 240                  | 240                         | 240                        | 240                   |
| Mencari informasi harga  | Pearson Correlation | .062                   | .073                 | .356**                      | 1                          | .601**                |
|                          | Sig. (2-tailed)     | .336                   | .259                 | .000                        |                            | .000                  |
|                          | N                   | 240                    | 240                  | 240                         | 240                        | 240                   |
| PURCHASE INTENTION       | Pearson Correlation | .505**                 | .610**               | .731**                      | .601**                     | 1                     |
|                          | Sig. (2-tailed)     | .000                   | .000                 | .000                        | .000                       |                       |
|                          | N                   | 240                    | 240                  | 240                         | 240                        | 240                   |

\*\* . Correlation is significant at the 0.01 level (2-tailed).



# UJI RELIABILITAS

### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 240 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 240 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .707             | 9          |

### Item Statistics

|                                  | Mean  | Std. Deviation | N   |
|----------------------------------|-------|----------------|-----|
| Kualitas produk                  | 6.35  | .596           | 240 |
| Keunikan produk                  | 5.96  | .584           | 240 |
| Fungsi produk                    | 5.52  | .525           | 240 |
| Nilai produk                     | 6.34  | .606           | 240 |
| Efek produk                      | 5.78  | .552           | 240 |
| Potensi resiko penggunaan produk | 5.08  | .547           | 240 |
| Ketertarikan pada produk         | 6.10  | .423           | 240 |
| Kepercayaan pada produsen produk | 6.03  | .626           | 240 |
| BRAND IMAGE                      | 47.16 | 2.272          | 240 |

**Item-Total Statistics**

|                                     | Scale Mean if<br>Item Deleted | Scale Variance<br>if Item Deleted | Corrected Item-<br>Total<br>Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
|-------------------------------------|-------------------------------|-----------------------------------|---|--|
| Kualitas produk                     | 87.96                         | 16.948                            | .682                                    | .649                                   |
| Keunikan produk                     | 88.36                         | 18.306                            | .401                                    | .685                                   |
| Fungsi produk                       | 88.80                         | 17.709                            | .603                                    | .665                                   |
| Nilai produk                        | 87.98                         | 17.067                            | .643                                    | .653                                   |
| Efek produk                         | 88.53                         | 19.848                            | .102                                    | .718                                   |
| Potensi resiko penggunaan produk    | 89.24                         | 18.743                            | .340                                    | .693                                   |
| Ketertarikan pada produk            | 88.22                         | 18.767                            | .465                                    | .686                                   |
| Kepercayaan pada produsen<br>produk | 88.28                         | 19.693                            | .102                                    | .720                                   |
| BRAND IMAGE                         | 47.16                         | 5.163                             | 1.000                                   | .586                                   |

### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 240 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
| Total |                       | 240 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .621             | 7          |

### Item Statistics

|                                    | Mean  | Std. Deviation | N   |
|------------------------------------|-------|----------------|-----|
| Pengenalan produk                  | 6.25  | .569           | 240 |
| Informasi mengenai Produk          | 6.02  | .452           | 240 |
| Keinginan untuk mengenal produk    | 6.18  | .636           | 240 |
| Kemampuan pembedaan produk         | 6.03  | .606           | 240 |
| Pemahaman Produk                   | 6.02  | .634           | 240 |
| Inisiatif mencari informasi produk | 6.48  | .613           | 240 |
| PRODUCT KNOWLEDGE                  | 36.98 | 1.544          | 240 |



Item Statistics

|                                    | Mean  | Std. Deviation | N   |
|------------------------------------|-------|----------------|-----|
| Pengenalan produk                  | 6.25  | .569           | 240 |
| Informasi mengenai Produk          | 6.02  | .452           | 240 |
| Keinginan untuk mengenal produk    | 6.18  | .636           | 240 |
| Kemampuan pembedaan produk         | 6.03  | .606           | 240 |
| Pemahaman Produk                   | 6.02  | .634           | 240 |
| Inisiatif mencari informasi produk | 6.48  | .613           | 240 |
| PRODUCT KNOWLEDGE                  | 36.98 | 1.544          | 240 |

#### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 240 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 240 | 100.0 |

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

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .681             | 4          |

#### Item Statistics

|                            | Mean  | Std. Deviation | N   |
|----------------------------|-------|----------------|-----|
| Penataan produk            |       |                |     |
| menimbulkan impulse buying | 6.51  | .549           | 240 |
| Mudah mengidentifikasi     | 6.55  | .546           | 240 |
| Pentingnya penataan        | 6.58  | .519           | 240 |
| PRODUCT DISPLAY            | 19.65 | .952           | 240 |

#### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 240 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 240 | 100.0 |

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

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .732             | 6          |

#### Item Statistics

|   | Mean  | Std. Deviation | N   |
|---|-------|----------------|-----|
| Produk ekonomis                           | 5.67  | .507           | 240 |
| Penerimaan Harga Produk                   | 6.20  | .864           | 240 |
| Pembelian Produk adalah pilihan terbaik   | 6.59  | .542           | 240 |
| Potongan harga menimbulkan keinginan beli | 6.39  | .560           | 240 |
| Menggunakan kesempatan potongan harga     | 6.32  | .733           | 240 |
| PRICE DISCOUNT                            | 37.47 | 2.862          | 240 |

### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 240 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 240 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .730             | 5          |

### Item Statistics

|                                   | Mean  | Std. Deviation | N   |
|-----------------------------------|-------|----------------|-----|
| Besarnya kemungkinan membeli      | 6.68  | .466           | 240 |
| Besarnya keinginan membeli        | 6.70  | .479           | 240 |
| Besarnya usaha mencari informasi  | 6.53  | .508           | 240 |
| Besarnya usaha mencari info harga | 6.78  | .463           | 240 |
| PURCHASE INTENTION                | 26.69 | 1.178          | 240 |



*MODERATED REGRESSION  
ANALYSIS (MRA)*

| Model | Variables Entered              | Variables Removed | Method |
|-------|--------------------------------|-------------------|--------|
| 1     | BRAND IMAGE <sup>b</sup>       |                   | Enter  |
| 2     | PRICE<br>DISCOUNT <sup>b</sup> |                   | Enter  |
| 3     | moderat1 <sup>b</sup>          |                   | Enter  |

a. Dependent Variable: PURCHASE INTENTION

b. All requested variables entered.

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |               |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
|       |                   |          |                   |                            | R Square Change   | F Change | df1 | df2 | Sig. F Change |
| 1     | .305 <sup>a</sup> | .093     | .089              | 1.124                      | .093              | 24.351   | 1   | 238 | .000          |
| 2     | .312 <sup>b</sup> | .097     | .090              | 1.124                      | .005              | 1.197    | 1   | 237 | .275          |
| 3     | .349 <sup>c</sup> | .122     | .111              | 1.111                      | .025              | 6.652    | 1   | 236 | .011          |

a. Predictors: (Constant), BRAND IMAGE

b. Predictors: (Constant), BRAND IMAGE, PRICE DISCOUNT

c. Predictors: (Constant), BRAND IMAGE, PRICE DISCOUNT, moderat1

ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 30.775         | 1   | 30.775      | 24.351 | .000 <sup>b</sup> |
|       | Residual   | 300.787        | 238 | 1.264       |        |                   |
|       | Total      | 331.563        | 239 |             |        |                   |
| 2     | Regression | 32.287         | 2   | 16.143      | 12.784 | .000 <sup>c</sup> |
|       | Residual   | 299.276        | 237 | 1.263       |        |                   |
|       | Total      | 331.563        | 239 |             |        |                   |
| 3     | Regression | 40.491         | 3   | 13.497      | 10.943 | .000 <sup>d</sup> |
|       | Residual   | 291.072        | 236 | 1.233       |        |                   |
|       | Total      | 331.563        | 239 |             |        |                   |

a. Dependent Variable: PURCHASE INTENTION

b. Predictors: (Constant), BRAND IMAGE

c. Predictors: (Constant), BRAND IMAGE, PRICE DISCOUNT

d. Predictors: (Constant), BRAND IMAGE, PRICE DISCOUNT, moderat1

Coefficients<sup>a</sup>

| Model |                | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |         |
|-------|----------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|---------|
|       |                | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF     |
| 1     | (Constant)     | 19.240                      | 1.511      |                           | 12.734 | .000 |                         |         |
|       | BRAND IMAGE    | .158                        | .032       | .305                      | 4.935  | .000 | 1.000                   | 1.000   |
| 2     | (Constant)     | 18.410                      | 1.690      |                           | 10.891 | .000 |                         |         |
|       | BRAND IMAGE    | .153                        | .032       | .296                      | 4.749  | .000 | .983                    | 1.018   |
|       | PRICE DISCOUNT | .028                        | .026       | .068                      | 1.094  | .275 | .983                    | 1.018   |
| 3     | (Constant)     | -29.356                     | 18.595     |                           | -1.579 | .116 |                         |         |
|       | BRAND IMAGE    | 1.171                       | .396       | 2.259                     | 2.958  | .003 | .006                    | 156.785 |
|       | PRICE DISCOUNT | 1.346                       | .512       | 3.270                     | 2.631  | .009 | .002                    | 415.399 |
|       | moderat1       | -.028                       | .011       | -3.974                    | -2.579 | .011 | .002                    | 638.201 |

a. Dependent Variable: PURCHASE INTENTION



**Excluded Variables<sup>a</sup>**

| Model | Beta In        | t                   | Sig.   | Partial Correlation | Collinearity Statistics |      |                   |      |
|-------|----------------|---------------------|--------|---------------------|-------------------------|------|-------------------|------|
|       |                |                     |        |                     | Tolerance               | VIF  | Minimum Tolerance |      |
| 1     | PRICE DISCOUNT | .068 <sup>b</sup>   | 1.094  | .275                | .071                    | .983 | 1.018             | .983 |
|       | moderat1       | .075 <sup>b</sup>   | .966   | .335                | .063                    | .640 | 1.564             | .640 |
| 2     | moderat1       | -3.974 <sup>c</sup> | -2.579 | .011                | -.166                   | .002 | 638.201           | .002 |

a. Dependent Variable: PURCHASE INTENTION

b. Predictors in the Model: (Constant), BRAND IMAGE

c. Predictors in the Model: (Constant), BRAND IMAGE, PRICE DISCOUNT

**Collinearity Diagnostics<sup>a</sup>**

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |             |                |          |
|-------|-----------|------------|-----------------|----------------------|-------------|----------------|----------|
|       |           |            |                 | (Constant)           | BRAND IMAGE | PRICE DISCOUNT | moderat1 |
| 1     | 1         | 1.999      | 1.000           | .00                  | .00         |                |          |
|       | 2         | .001       | 41.619          | 1.00                 | 1.00        |                |          |
| 2     | 1         | 2.995      | 1.000           | .00                  | .00         | .00            |          |
|       | 2         | .004       | 27.465          | .04                  | .14         | .94            |          |
| 3     | 3         | .001       | 52.156          | .96                  | .86         | .06            |          |
|       | 1         | 3.992      | 1.000           | .00                  | .00         | .00            | .00      |
| 3     | 2         | .006       | 26.262          | .00                  | .00         | .00            | .00      |
|       | 3         | .002       | 42.810          | .00                  | .00         | .00            | .00      |
| 4     | 4         | 3.582E-006 | 1055.645        | 1.00                 | 1.00        | 1.00           | 1.00     |

a. Dependent Variable: PURCHASE INTENTION

**Variables Entered/Removed<sup>a</sup>**

| Model | Variables Entered              | Variables Removed | Method |
|-------|--------------------------------|-------------------|--------|
| 1     | PRODUCT KNOWLEDGE <sup>b</sup> |                   | Enter  |
| 2     | PRICE DISCOUNT <sup>b</sup>    |                   | Enter  |
| 3     | moderat2 <sup>b</sup>          |                   | Enter  |

a. Dependent Variable: PURCHASE INTENTION

b. All requested variables entered.

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |               |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
|       |                   |          |                   |                            | R Square Change   | F Change | df1 | df2 | Sig. F Change |
| 1     | .269 <sup>a</sup> | .072     | .068              | 1.137                      | .072              | 18.502   | 1   | 238 | .000          |
| 2     | .277 <sup>b</sup> | .076     | .069              | 1.137                      | .004              | 1.118    | 1   | 237 | .291          |
| 3     | .314 <sup>c</sup> | .099     | .087              | 1.125                      | .022              | 5.772    | 1   | 236 | .017          |

a. Predictors: (Constant), PRODUCT KNOWLEDGE

b. Predictors: (Constant), PRODUCT KNOWLEDGE, PRICE DISCOUNT

c. Predictors: (Constant), PRODUCT KNOWLEDGE, PRICE DISCOUNT, moderat2

ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 23.916         | 1   | 23.916      | 18.502 | .000 <sup>b</sup> |
|       | Residual   | 307.646        | 238 | 1.293       |        |                   |
|       | Total      | 331.563        | 239 |             |        |                   |
| 2     | Regression | 25.361         | 2   | 12.681      | 9.815  | .000 <sup>c</sup> |
|       | Residual   | 306.201        | 237 | 1.292       |        |                   |
|       | Total      | 331.563        | 239 |             |        |                   |
| 3     | Regression | 32.671         | 3   | 10.890      | 8.599  | .000 <sup>d</sup> |
|       | Residual   | 298.892        | 236 | 1.266       |        |                   |
|       | Total      | 331.563        | 239 |             |        |                   |

a. Dependent Variable: PURCHASE INTENTION

b. Predictors: (Constant), PRODUCT KNOWLEDGE

c. Predictors: (Constant), PRODUCT KNOWLEDGE, PRICE DISCOUNT

d. Predictors: (Constant), PRODUCT KNOWLEDGE, PRICE DISCOUNT, moderat2

Coefficients<sup>a</sup>

| Model |                   | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |         |
|-------|-------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|---------|
|       |                   | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF     |
| 1     | (Constant)        | 19.112                      | 1.763      |                           | 10.841 | .000 |                         |         |
|       | PRODUCT KNOWLEDGE | .205                        | .048       | .269                      | 4.301  | .000 | 1.000                   | 1.000   |
| 2     | (Constant)        | 18.375                      | 1.895      |                           | 9.697  | .000 |                         |         |
|       | PRODUCT KNOWLEDGE | .197                        | .048       | .258                      | 4.085  | .000 | .976                    | 1.025   |
|       | PRICE DISCOUNT    | .028                        | .026       | .067                      | 1.058  | .291 | .976                    | 1.025   |
| 3     | (Constant)        | -31.526                     | 20.856     |                           | -1.512 | .132 |                         |         |
|       | PRODUCT KNOWLEDGE | 1.548                       | .564       | 2.029                     | 2.743  | .007 | .007                    | 143.334 |
|       | PRICE DISCOUNT    | 1.376                       | .562       | 3.343                     | 2.449  | .015 | .002                    | 488.022 |
|       | moderat2          | -.036                       | .015       | -3.963                    | -2.402 | .017 | .001                    | 712.490 |

a. Dependent Variable: PURCHASE INTENTION

**Excluded Variables<sup>a</sup>**

| Model | Beta In        | t                   | Sig.   | Partial Correlation | Collinearity Statistics |      |                   |      |
|-------|----------------|---------------------|--------|---------------------|-------------------------|------|-------------------|------|
|       |                |                     |        |                     | Tolerance               | VIF  | Minimum Tolerance |      |
| 1     | PRICE DISCOUNT | .067 <sup>b</sup>   | 1.058  | .291                | .069                    | .976 | 1.025             | .976 |
|       | moderat2       | .072 <sup>b</sup>   | .947   | .345                | .061                    | .668 | 1.496             | .668 |
| 2     | moderat2       | -3.963 <sup>c</sup> | -2.402 | .017                | -.155                   | .001 | 712.490           | .001 |

a. Dependent Variable: PURCHASE INTENTION

b. Predictors in the Model: (Constant), PRODUCT KNOWLEDGE

c. Predictors in the Model: (Constant), PRODUCT KNOWLEDGE, PRICE DISCOUNT

**Collinearity Diagnostics<sup>a</sup>**

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |                   |                |          |
|-------|-----------|------------|-----------------|----------------------|-------------------|----------------|----------|
|       |           |            |                 | (Constant)           | PRODUCT KNOWLEDGE | PRICE DISCOUNT | moderat2 |
| 1     | 1         | 1.999      | 1.000           | .00                  | .00               |                |          |
|       | 2         | .001       | 48.020          | 1.00                 | 1.00              |                |          |
| 2     | 1         | 2.995      | 1.000           | .00                  | .00               | .00            |          |
|       | 2         | .004       | 27.967          | .05                  | .09               | .98            |          |
|       | 3         | .001       | 59.310          | .95                  | .91               | .02            |          |
| 3     | 1         | 3.993      | 1.000           | .00                  | .00               | .00            | .00      |
|       | 2         | .006       | 26.188          | .00                  | .00               | .00            | .00      |
|       | 3         | .002       | 49.127          | .00                  | .00               | .00            | .00      |
|       | 4         | 2.998E-006 | 1154.044        | 1.00                 | 1.00              | 1.00           | 1.00     |

a. Dependent Variable: PURCHASE INTENTION

**Variables Entered/Removed<sup>a</sup>**

| Model | Variables Entered            | Variables Removed | Method |
|-------|------------------------------|-------------------|--------|
| 1     | PRODUCT DISPLAY <sup>b</sup> |                   | Enter  |
| 2     | PRICE DISCOUNT <sup>b</sup>  |                   | Enter  |
| 3     | moderat3 <sup>b</sup>        |                   | Enter  |

a. Dependent Variable: PURCHASE INTENTION

b. All requested variables entered.

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |               |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
|       |                   |          |                   |                            | R Square Change   | F Change | df1 | df2 | Sig. F Change |
| 1     | .223 <sup>a</sup> | .050     | .046              | 1.151                      | .050              | 12.450   | 1   | 238 | .001          |
| 2     | .247 <sup>b</sup> | .061     | .053              | 1.146                      | .011              | 2.850    | 1   | 237 | .093          |
| 3     | .287 <sup>c</sup> | .082     | .071              | 1.135                      | .021              | 5.529    | 1   | 236 | .020          |

a. Predictors: (Constant), PRODUCT DISPLAY

b. Predictors: (Constant), PRODUCT DISPLAY, PRICE DISCOUNT

c. Predictors: (Constant), PRODUCT DISPLAY, PRICE DISCOUNT, moderat3

ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 16.482         | 1   | 16.482      | 12.450 | .001 <sup>b</sup> |
|       | Residual   | 315.080        | 238 | 1.324       |        |                   |
|       | Total      | 331.563        | 239 |             |        |                   |
| 2     | Regression | 20.226         | 2   | 10.113      | 7.698  | .001 <sup>c</sup> |
|       | Residual   | 311.337        | 237 | 1.314       |        |                   |
|       | Total      | 331.563        | 239 |             |        |                   |
| 3     | Regression | 27.352         | 3   | 9.117       | 7.073  | .000 <sup>d</sup> |
|       | Residual   | 304.210        | 236 | 1.289       |        |                   |
|       | Total      | 331.563        | 239 |             |        |                   |

a. Dependent Variable: PURCHASE INTENTION

b. Predictors: (Constant), PRODUCT DISPLAY

c. Predictors: (Constant), PRODUCT DISPLAY, PRICE DISCOUNT

d. Predictors: (Constant), PRODUCT DISPLAY, PRICE DISCOUNT, moderat3

**Coefficients<sup>a</sup>**

| Model |                 | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |         |
|-------|-----------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|---------|
|       |                 | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF     |
| 1     | (Constant)      | 21.267                      | 1.538      |                           | 13.827 | .000 |                         |         |
|       | PRODUCT DISPLAY | .276                        | .078       | .223                      | 3.528  | .001 | 1.000                   | 1.000   |
| 2     | (Constant)      | 19.639                      | 1.810      |                           | 10.847 | .000 |                         |         |
|       | PRODUCT DISPLAY | .275                        | .078       | .223                      | 3.536  | .000 | 1.000                   | 1.000   |
|       | PRICE DISCOUNT  | .044                        | .026       | .106                      | 1.688  | .093 | 1.000                   | 1.000   |
| 3     | (Constant)      | -26.939                     | 19.890     |                           | -1.354 | .177 |                         |         |
|       | PRODUCT DISPLAY | 2.641                       | 1.009      | 2.135                     | 2.617  | .009 | .006                    | 171.107 |
|       | PRICE DISCOUNT  | 1.295                       | .533       | 3.147                     | 2.431  | .016 | .002                    | 431.099 |
|       | moderat3        | -.064                       | .027       | -3.601                    | -2.351 | .020 | .002                    | 603.324 |

a. Dependent Variable: PURCHASE INTENTION

**Excluded Variables<sup>a</sup>**

| Model |                | Beta In             | t      | Sig. | Partial Correlation | Collinearity Statistics |         |                   |
|-------|----------------|---------------------|--------|------|---------------------|-------------------------|---------|-------------------|
|       |                |                     |        |      |                     | Tolerance               | VIF     | Minimum Tolerance |
| 1     | PRICE DISCOUNT | .106 <sup>b</sup>   | 1.688  | .093 | .109                | 1.000                   | 1.000   | 1.000             |
|       | moderat3       | .117 <sup>b</sup>   | 1.573  | .117 | .102                | .715                    | 1.400   | .715              |
| 2     | moderat3       | -3.601 <sup>c</sup> | -2.351 | .020 | -.151               | .002                    | 603.324 | .002              |

a. Dependent Variable: PURCHASE INTENTION

b. Predictors in the Model: (Constant), PRODUCT DISPLAY

c. Predictors in the Model: (Constant), PRODUCT DISPLAY, PRICE DISCOUNT



Collinearity Diagnostics<sup>a</sup>

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |                    |                   |          |
|-------|-----------|------------|-----------------|----------------------|--------------------|-------------------|----------|
|       |           |            |                 | (Constant)           | PRODUCT<br>DISPLAY | PRICE<br>DISCOUNT | moderat3 |
| 1     | 1         | 1.999      | 1.000           | .00                  | .00                |                   |          |
|       | 2         | .001       | 41.393          | 1.00                 | 1.00               |                   |          |
| 2     | 1         | 2.995      | 1.000           | .00                  | .00                | .00               |          |
|       | 2         | .004       | 26.176          | .03                  | .16                | .85               |          |
|       | 3         | .001       | 53.942          | .97                  | .84                | .15               |          |
| 3     | 1         | 3.992      | 1.000           | .00                  | .00                | .00               | .00      |
|       | 2         | .006       | 26.252          | .00                  | .00                | .00               | .00      |
|       | 3         | .002       | 41.529          | .00                  | .00                | .00               | .00      |
|       | 4         | 3.385E-006 | 1085.931        | 1.00                 | 1.00               | 1.00              | 1.00     |

a. Dependent Variable: PURCHASE INTENTION