

## LAMPIRAN

### Lampiran 1. Kuesioner Penelitian

#### KUESIONER PENELITIAN

#### **PENGARUH *BRAND AWARENESS, BRAND ASSOCIATION, BRAND LOYALTY, PERCEIVED QUALITY, PRICING POLICY, CELEBRITY ENDORSEMENT, LIFESTYLE* DAN LABEL HALAL TERHADAP KEPUTUSAN PEMBELIAN PRODUK SCARLETT WHITENING**

Bapak/Ibu/Saudara/I yang saya hormati,

Saya Ade Putri Yunia Sari, mahasiswa S1 Program Sarjana Fakultas Ekonomika dan Bisnis, Program Studi Manajemen Universitas Peradaban. Saat ini saya sedang melakukan penelitian dengan judul diatas sebagai tugas akhir.

Saya mohon ketersediaan Bapak/Ibu/Saudara/I untuk mengisi daftar kuesioner yang diberikan. Informasi yang diberikan merupakan bantuan yang sangat berarti dalam menyelesaikan penelitian ini. Atas perhatiannya saya ucapkan terima kasih.

#### A. IDENTITAS RESPONDEN

- 1) Nama :
- 2) Usia :
- 3) Jenis Kelamin :
- 4) Jenjang Pendidikan Terakhir :
- 5) Alamat :
- 6) Apakah anda pernah membeli dan menggunakan produk Scarlett Whitening?

Jika YA silahkan lanjut pertanyaan selanjutnya, jika TIDAK silahkan *stop*.

#### B. PETUNJUK PENGISIAN

- 1) Bapak/Ibu/Saudara/I dapat memberikan jawaban dengan memberi tanda centang (√) pada pertanyaan atau pernyataan di bawah ini, setiap pernyataan hanya boleh diisi satu jawaban.

### Lampiran 1. Kuesioner Penelitian (Lanjutan)

2) Keterangan pilihan jawaban pernyataan:

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

#### A. Variabel Keputusan Pembelian (Y)

No.	Pernyataan	SS	S	N	TS	STS
1.	Saya mantap menggunakan produk Scarlett Whitening karena kualitas yang baik.					
2.	Saya terbiasa membeli produk Scarlett Whitening.					
3.	Saya menggunakan produk Scarlett Whitening karna bujukan/rekomendasi orang lain.					
4.	Saya menggunakan produk Scarlett Whitening kembali karena hasil yang didapat sesuai dengan harapan.					

#### B. Variabel *Brand Awareness* (X1)

No.	Pernyataan	SS	S	N	TS	STS
1.	Saya hanya mengenal Scarlett Whitening sebagai produk perawatan wajah dan tubuh.					
2.	Saya menyadari keberadaan produk Scarlett Whitening karena banyak iklan yang muncul di media elektronik/sosial.					
3.	Saat melakukan perawatan wajah dan tubuh, Scarlett Whitening merupakan pilihan pertama saya.					
4.	Saat menyebutkan produk perawatan, Scarlett Whitening yang pertama muncul di benak saya.					

## Lampiran 1. Kuesioner Penelitian (Lanjutan)

### C. Variabel *Brand Association* (X2)

No.	Pernyataan	SS	S	N	TS	STS
1.	Scarlett Whitening merupakan produk dengan kualitas yang baik.					
2.	Produk Scarlett Whitening telah teruji secara dermatologis dan lulus BPOM sehingga aman dan terbebas dari senyawa yang memberikan reaksi sensitif pada kulit.					
3.	Kemasan produk Scarlett Whitening memiliki ciri khusus yang mudah dikenali.					
4.	Produk Scarlett Whitening dibuat dengan bahan yang telah teruji sehingga aman digunakan.					
5.	Scarlett Whitening merupakan produk perawatan dengan harga terjangkau.					
6.	Scarlett Whitening lebih unggul dibandingkan dengan produk pesaing lainnya.					

### D. Variabel *Brand Loyalty* (X3)

No.	Pernyataan	SS	S	N	TS	STS
1.	Saya lebih memilih menggunakan produk Scarlett Whitening dibanding dengan produk perawatan lain.					
2.	Meskipun harga Scarlett Whitening lebih tinggi dibanding produk lain, saya tetap menggunakan produk Scarlett Whitening.					
3.	Saya mengajak orang lain untuk membeli Scarlett Whitening.					
4.	Saya akan melakukan pembelian kembali produk Scarlett Whitening tanpa pertimbangan.					
5.	Saya mengatakan hal-hal positif mengenai Scarlett Whitening kepada orang lain.					

### Lampiran 1. Kuesioner Penelitian (Lanjutan)

#### E. Variabel *Perceived Quality* (X4)

No.	Pernyataan	SS	S	N	TS	STS
1.	Scarlett Whitening memiliki bahan baku dengan kualitas yang tinggi.					
2.	Scarlett Whitening merupakan produk perawatan tubuh unggulan yang dimiliki PT Motto Beringin Abadi.					
3.	Kualitas yang ditawarkan Scarlett Whitening sangat baik.					

#### F. Variabel *Pricing Policy* (X5)

No.	Pernyataan	SS	S	N	TS	STS
1.	Harga yang ditetapkan oleh Scarlett Whitening terjangkau di mata konsumen.					
2.	Harga yang ditawarkan Scarlett Whitening sesuai dengan kualitas produk yang ditawarkan.					
3.	Scarlett Whitening memiliki harga yang lebih terjangkau dibanding produk perawatan lainnya.					
4.	Harga yang ditawarkan Scarlett Whitening sesuai dengan manfaat yang didapatkan.					

#### G. Variabel *Celebrity Endorsement* (X6)

No.	Pernyataan	SS	S	N	TS	STS
1.	Scarlett Whitening memiliki seorang <i>celebrity endorsement</i> yang cocok dengan produk.					
2.	Scarlett Whitening menggaet selebriti yang dikenal Masyarakat dalam kegiatan promosinya.					
3.	Selebriti yang digunakan oleh Scarlett Whitening mampu menyampaikan keunggulan produk.					

## Lampiran 1. Kuesioner Penelitian (Lanjutan)

### H. Variabel *Lifestyle* (X7)

No.	Pernyataan	SS	S	N	TS	STS
1.	Saya menggunakan produk Scarlett Whitening karena sesuai dengan kegiatan yang saya lakukan.					
2.	Saya menggunakan produk Scarlett Whitening karena saya ingin melakukan perawatan sesuai gaya hidup saya.					
3.	Saya menggunakan produk Scarlett Whitening agar terlihat lebih percaya diri.					

### I. Variabel Label Halal

No.	Pernyataan	SS	S	N	TS	STS
1.	Scarlett Whitening telah bersertifikat halal dengan logo halal tertera pada kemasan.					
2.	Scarlett Whitening menggunakan bahan baku yang halal.					
3.	Saya telah mengetahui bahwa Scarlett Whitening telah berlabel halal secara resmi.					

**Lampiran 2. Tabulasi Data Keputusan Pembelian (Y)**

No Responden	Keputusan Pembelian (Y)				Total Y
	1	2	3	4	
1	3	3	4	4	14
2	4	4	3	4	15
3	4	3	2	4	13
4	4	5	4	5	18
5	4	4	4	4	16
6	4	3	3	4	14
7	4	3	2	3	12
8	4	3	2	3	12
9	4	3	4	3	14
10	5	3	4	5	17
11	4	3	2	4	13
12	4	4	4	4	16
13	3	3	4	4	14
14	4	4	4	3	15
15	4	3	2	3	12
16	4	3	3	4	14
17	5	4	5	4	18
18	5	4	4	4	17
19	4	3	3	4	14
20	5	4	4	4	17
21	4	4	4	4	16
22	3	2	2	2	9
23	4	4	4	4	16
24	4	3	3	4	14
25	4	3	4	4	15
26	3	3	4	4	14
27	4	3	3	4	14
28	4	4	4	4	16
29	5	3	5	5	18
30	4	2	4	3	13
31	4	4	4	4	16
32	3	3	2	3	11
33	4	3	2	3	12
34	5	4	5	5	19
35	4	3	2	4	13
36	4	4	4	3	15
37	3	3	4	2	12

38	4	4	3	4	15
39	4	4	4	4	16
40	4	4	2	4	14
41	3	3	2	2	10
42	4	3	3	3	13
43	4	4	4	5	17
44	5	3	2	4	14
45	3	3	2	3	11
46	4	2	1	4	11
47	4	3	4	3	14
48	4	4	5	5	18
49	4	4	4	4	16
50	4	5	3	4	16
51	4	5	4	5	18
52	4	4	4	5	17
53	5	3	4	3	15
54	5	5	4	4	18
55	3	4	4	4	15
56	4	5	4	3	16
57	5	4	2	4	15
58	2	1	4	1	8
59	4	3	5	4	16
60	5	5	3	5	18
61	5	5	3	4	17
62	5	4	3	3	15
63	4	4	4	4	16
64	4	4	5	3	16
65	5	5	2	5	17
66	4	3	4	3	14
67	4	4	5	4	17
68	3	2	4	3	12
69	5	4	2	4	15
70	5	4	5	4	18
71	4	3	2	3	12
72	5	4	5	5	19
73	5	3	4	5	17
74	5	5	4	5	19
75	4	4	5	4	17
76	5	4	5	4	18
77	5	4	5	4	18
78	5	4	5	5	19

79	4	3	5	3	15
80	3	4	3	5	15
81	3	2	4	2	11
82	4	2	4	3	13
83	4	3	2	4	13
84	4	4	5	5	18
85	4	4	4	5	17
86	4	4	4	4	16
87	4	3	5	4	16
88	5	2	2	5	14
89	4	3	4	4	15
90	5	4	4	5	18
91	4	5	4	5	18
92	5	4	3	5	17
93	5	4	5	4	18
94	4	4	4	4	16
95	4	3	5	4	16
96	3	3	5	3	14
97	4	5	4	4	17
98	4	3	4	4	15
99	5	5	4	5	19
100	4	4	4	4	16
101	5	4	3	4	16
102	4	3	4	4	15
103	3	3	3	3	12
104	4	5	5	4	18
105	4	2	4	2	12
106	4	3	2	3	12
107	4	5	4	3	16
108	4	4	4	5	17
109	4	4	4	4	16
110	5	4	3	4	16
111	5	4	4	5	18
112	4	4	3	4	15
113	5	5	5	5	20
114	4	3	3	4	14
115	4	4	2	4	14
116	4	5	4	4	17
117	4	4	4	3	15
118	4	2	5	3	14
119	5	5	5	5	20



120	4	4	4	4	16
121	3	2	2	2	9
122	5	5	5	5	20
123	4	4	2	3	13
124	5	4	3	5	17
125	4	4	5	5	18
126	5	4	5	4	18
127	5	4	5	3	17
128	4	5	4	3	16
129	4	2	3	4	13
130	5	4	5	4	18
131	4	4	3	4	15
132	5	4	4	5	18
133	4	4	4	3	15
134	4	4	5	4	17
135	4	4	3	4	15
136	5	4	3	4	16
137	4	3	5	4	16
138	5	4	3	5	17
139	5	4	4	5	18
140	5	5	5	5	20
141	4	4	2	4	14
142	4	4	3	4	15
143	4	3	5	3	15
144	4	5	5	4	18
145	4	4	5	4	17
146	4	3	3	4	14
147	5	4	3	4	16
148	4	2	4	2	12
149	4	4	5	4	17
150	4	4	5	4	17
151	4	5	4	4	17
152	4	4	3	4	15
153	4	4	4	5	17
154	5	5	4	5	19
155	4	4	5	5	18
156	4	4	5	5	18
157	5	5	4	4	18
158	3	3	4	3	13
159	4	5	5	4	18
160	4	3	5	4	16

161	4	4	4	5	17
162	4	4	3	5	16
163	4	3	4	3	14
164	5	4	5	3	17
165	3	4	4	4	15
166	5	4	4	5	18
167	4	4	5	4	17
168	5	4	5	5	19
169	4	3	4	4	15
170	5	4	4	5	18
171	5	3	5	4	17
172	4	5	4	4	17
173	4	5	3	5	17
174	4	4	5	5	18
175	4	4	5	5	18
176	4	2	4	4	14
177	3	4	4	3	14
178	3	1	4	2	10
179	5	3	4	4	16

**Lampiran 3. Tabulasi Data *Brand Awareness* (X1)**

No Responden	Brand Awareness (X1)				Total X1
	1	2	3	4	
1	5	3	4	4	16
2	4	4	4	4	16
3	4	4	4	3	15
4	4	4	3	5	16
5	3	4	3	3	13
6	4	4	3	3	14
7	3	4	2	2	11
8	5	5	3	4	17
9	4	4	3	2	13
10	2	5	3	3	13
11	4	4	2	2	12
12	4	4	3	3	14
13	5	4	3	4	16
14	4	4	4	4	16
15	4	5	2	2	13
16	4	4	2	3	13
17	5	5	5	4	19
18	4	4	4	4	16
19	4	4	3	3	14
20	3	5	4	4	16
21	4	4	4	4	16
22	3	2	2	2	9
23	4	4	3	4	15
24	4	4	4	4	16
25	4	5	3	3	15
26	1	5	1	2	9
27	3	4	3	3	13
28	4	5	4	4	17
29	3	3	3	3	12
30	4	5	2	3	14
31	4	4	4	4	16
32	2	4	2	4	12
33	3	4	2	3	12
34	5	4	5	5	19
35	3	5	3	3	14
36	4	4	2	2	12
37	4	5	2	4	15

38	4	4	3	4	15
39	4	4	4	4	16
40	4	4	2	4	14
41	4	5	2	3	14
42	5	5	4	3	17
43	4	4	4	4	16
44	5	5	2	3	15
45	4	4	2	2	12
46	5	5	1	4	15
47	4	5	3	3	15
48	5	4	5	4	18
49	5	4	5	5	19
50	5	3	5	3	16
51	5	4	5	4	18
52	4	4	4	4	16
53	4	5	3	3	15
54	5	4	4	5	18
55	5	5	3	3	16
56	5	4	5	5	19
57	4	5	4	5	18
58	4	5	2	1	12
59	4	4	3	3	14
60	4	4	3	3	14
61	3	4	5	4	16
62	3	4	4	4	15
63	4	4	4	4	16
64	3	4	4	5	16
65	5	5	4	5	19
66	4	5	2	2	13
67	2	5	4	4	15
68	4	4	2	2	12
69	4	5	4	4	17
70	5	4	5	4	18
71	5	5	3	3	16
72	4	4	5	5	18
73	5	4	4	5	18
74	4	5	4	4	17
75	5	5	4	4	18
76	5	5	4	5	19
77	4	5	4	5	18
78	5	5	3	4	17

79	4	4	4	3	15
80	4	5	3	4	16
81	5	5	1	1	12
82	2	5	4	5	16
83	4	4	5	5	18
84	5	5	4	4	18
85	5	4	4	4	17
86	4	4	2	2	12
87	5	5	2	2	14
88	5	4	4	2	15
89	5	5	3	3	16
90	3	4	5	4	16
91	4	5	4	5	18
92	3	4	4	5	16
93	4	5	3	4	16
94	4	4	4	4	16
95	5	4	3	3	15
96	1	5	2	2	10
97	4	5	3	4	16
98	5	5	4	4	18
99	5	5	4	4	18
100	4	5	4	4	17
101	5	4	3	4	16
102	2	4	4	4	14
103	3	3	3	3	12
104	4	4	5	5	18
105	4	5	1	1	11
106	5	5	2	2	14
107	4	5	5	4	18
108	5	5	5	5	20
109	2	4	4	4	14
110	4	5	5	4	18
111	4	5	2	4	15
112	5	5	4	3	17
113	5	1	5	5	16
114	4	3	4	3	14
115	2	4	4	4	14
116	5	5	4	4	18
117	4	5	2	2	13
118	4	4	2	2	12
119	1	5	5	5	16

120	5	5	3	2	15
121	4	4	2	2	12
122	4	5	5	5	19
123	1	5	2	2	10
124	5	5	5	4	19
125	5	4	5	5	19
126	4	5	4	5	18
127	3	5	4	5	17
128	4	5	3	3	15
129	4	5	1	2	12
130	4	5	3	4	16
131	3	3	4	4	14
132	2	5	3	4	14
133	5	5	3	4	17
134	4	5	4	5	18
135	5	4	4	4	17
136	5	5	4	5	19
137	3	5	3	4	15
138	5	4	4	5	18
139	4	5	4	4	17
140	5	5	5	5	20
141	5	5	1	2	13
142	4	5	4	4	17
143	3	4	5	4	16
144	4	4	3	5	16
145	2	5	4	4	15
146	5	5	3	3	16
147	4	5	5	4	18
148	5	4	2	1	12
149	4	5	3	3	15
150	4	5	4	4	17
151	5	5	4	5	19
152	4	4	4	5	17
153	4	5	4	5	18
154	4	5	4	5	18
155	4	5	5	4	18
156	5	5	3	3	16
157	3	4	3	3	13
158	4	5	4	4	17
159	4	5	5	4	18
160	5	5	3	4	17

161	4	5	4	4	17
162	3	4	5	4	16
163	4	4	3	3	14
164	4	5	3	4	16
165	2	5	4	3	14
166	3	4	4	5	16
167	3	5	4	4	16
168	4	5	5	4	18
169	5	5	2	4	16
170	5	4	4	5	18
171	5	5	3	3	16
172	4	5	4	4	17
173	3	3	4	4	14
174	4	5	4	4	17
175	5	5	3	4	17
176	5	5	2	2	14
177	4	5	3	3	15
178	5	5	2	2	14
179	4	5	3	2	14

**Lampiran 4. Tabulasi Data *Brand Association* (X2)**

No Responden	Brand Association (X2)						Total X2
	1	2	3	4	5	6	
1	4	4	4	4	4	5	25
2	4	4	4	4	4	4	24
3	4	4	4	4	4	4	24
4	4	5	5	3	4	5	26
5	3	4	4	4	4	4	23
6	4	4	4	4	3	3	22
7	4	4	4	4	4	3	23
8	3	4	4	4	4	3	22
9	4	4	4	4	3	3	22
10	5	4	5	5	4	3	26
11	4	5	4	4	3	3	23
12	4	5	3	5	3	3	23
13	4	5	4	5	4	4	26
14	4	4	3	3	3	4	21
15	4	4	5	4	3	3	23
16	4	4	3	4	4	3	22
17	5	5	5	5	3	3	26
18	4	5	5	5	4	4	27
19	4	5	4	4	4	4	25
20	4	4	4	4	4	4	24
21	4	4	4	4	4	4	24
22	3	3	2	3	3	1	15
23	4	4	5	4	3	4	24
24	4	4	4	4	4	4	24
25	4	4	4	4	3	3	22
26	3	3	3	3	3	3	18
27	4	4	4	5	4	3	24
28	4	4	5	4	4	4	25
29	5	5	5	3	5	5	28
30	4	5	5	4	4	3	25
31	4	4	4	4	4	4	24
32	3	4	5	5	3	3	23
33	4	3	4	4	3	4	22
34	4	5	5	5	4	3	26
35	4	5	5	4	3	3	24
36	4	4	5	4	4	4	25
37	3	3	4	3	4	3	20



38	4	4	4	4	4	4	24
39	4	4	5	4	4	4	25
40	4	4	4	4	4	4	24
41	3	4	5	4	1	3	20
42	4	4	4	4	4	3	23
43	4	4	5	5	5	5	28
44	4	5	3	4	3	3	22
45	3	4	3	4	3	3	20
46	4	5	2	5	2	3	21
47	4	4	5	5	3	3	24
48	4	5	5	4	5	4	27
49	4	4	5	5	4	5	27
50	4	5	3	4	5	4	25
51	5	4	4	4	5	5	27
52	4	4	4	5	5	5	27
53	4	4	5	5	4	4	26
54	4	4	4	5	4	5	26
55	3	5	5	5	4	3	25
56	5	3	4	4	5	5	26
57	4	5	4	4	5	4	26
58	2	4	4	4	2	2	18
59	4	4	3	4	4	4	23
60	5	5	4	4	3	3	24
61	4	4	4	5	4	5	26
62	4	4	5	4	4	3	24
63	4	4	4	4	4	4	24
64	4	3	4	5	4	4	24
65	4	5	4	5	4	5	27
66	4	4	4	4	4	4	24
67	4	5	4	4	5	4	26
68	3	3	4	3	2	2	17
69	4	5	5	4	4	5	27
70	5	4	5	4	5	4	27
71	3	4	5	4	4	3	23
72	4	4	5	5	5	5	28
73	4	5	5	4	3	3	24
74	4	5	5	5	4	4	27
75	4	5	5	5	5	4	28
76	5	4	5	4	5	4	27
77	4	3	4	5	4	3	23
78	5	5	2	4	4	4	24

79	4	5	5	5	4	3	26
80	4	4	4	5	4	5	26
81	3	4	4	3	4	2	20
82	5	4	5	4	5	4	27
83	4	5	4	5	3	3	24
84	4	5	5	4	5	4	27
85	4	5	5	5	4	3	26
86	4	4	4	4	4	2	22
87	4	4	4	4	3	2	21
88	5	4	4	5	3	5	26
89	4	3	5	4	4	3	23
90	4	5	4	4	5	4	26
91	4	5	4	5	4	5	27
92	5	5	5	4	5	4	28
93	4	5	5	4	5	4	27
94	4	4	4	4	4	4	24
95	4	4	4	4	3	3	22
96	4	5	5	4	5	2	25
97	4	5	5	4	4	4	26
98	4	5	5	4	4	4	26
99	5	5	5	5	5	4	29
100	4	5	4	4	4	5	26
101	5	5	4	4	4	3	25
102	4	4	4	4	5	5	26
103	3	3	3	3	3	3	18
104	5	4	4	5	5	4	27
105	4	5	5	4	4	2	24
106	3	3	3	3	4	3	19
107	5	3	4	3	5	4	24
108	3	4	5	5	5	5	27
109	4	4	5	4	4	5	26
110	4	5	4	4	5	5	27
111	5	4	4	5	4	2	24
112	4	4	5	4	3	4	24
113	5	5	5	5	5	5	30
114	4	4	4	4	3	4	23
115	5	4	5	4	4	4	26
116	4	5	5	4	5	4	27
117	4	4	4	4	4	2	22
118	4	5	5	5	4	3	26
119	5	5	5	5	5	4	29

120	4	5	5	5	5	3	27
121	3	4	4	4	3	4	22
122	4	4	5	4	5	4	26
123	4	4	4	5	2	2	21
124	5	5	5	5	3	4	27
125	5	4	5	5	4	4	27
126	4	5	4	5	4	5	27
127	4	5	4	3	5	4	25
128	4	3	5	4	5	3	24
129	4	4	2	5	4	2	21
130	3	4	5	3	4	3	22
131	4	4	4	3	4	4	23
132	4	3	5	4	4	2	22
133	4	5	4	4	3	3	23
134	5	4	5	5	3	5	27
135	4	5	5	4	4	5	27
136	4	5	5	4	3	4	25
137	5	4	5	4	4	5	27
138	5	4	5	4	4	5	27
139	5	5	4	5	4	5	28
140	5	5	5	5	5	5	30
141	5	5	5	5	5	2	27
142	4	4	5	5	5	4	27
143	5	3	4	3	5	4	24
144	4	3	3	5	4	4	23
145	5	4	4	5	4	4	26
146	3	4	5	5	4	3	24
147	5	4	5	5	4	5	28
148	4	4	5	3	4	2	22
149	4	5	4	5	4	4	26
150	4	5	5	4	4	5	27
151	5	4	5	5	4	4	27
152	5	5	3	5	4	5	27
153	4	5	4	5	5	4	27
154	5	5	4	4	5	5	28
155	4	4	4	4	4	4	24
156	3	4	5	4	5	3	24
157	4	5	5	4	3	3	24
158	3	4	5	4	4	4	24
159	5	3	5	5	5	3	26
160	4	5	4	4	5	3	25

161	4	4	5	4	5	4	26
162	4	4	4	3	5	5	25
163	4	4	4	4	4	3	23
164	3	5	4	5	3	4	24
165	5	5	4	5	3	4	26
166	5	4	5	3	4	4	25
167	5	4	4	5	4	5	27
168	5	3	5	4	4	3	24
169	4	4	5	4	5	4	26
170	5	5	5	4	4	4	27
171	4	5	5	5	4	3	26
172	5	5	4	5	4	5	28
173	5	4	5	5	4	3	26
174	4	5	4	4	5	5	27
175	4	4	5	5	5	4	27
176	4	4	5	4	4	2	23
177	4	5	5	5	4	3	26
178	2	4	3	4	3	1	17
179	5	5	4	4	3	2	23

**Lampiran 5. Tabulasi Data *Brand Loyalty* (X3)**

No Responden	Brand Loyalty (X3)					Total X3
	1	2	3	4	5	
1	5	4	3	4	4	20
2	4	4	4	4	4	20
3	4	4	4	4	4	20
4	5	5	4	4	4	22
5	3	3	3	3	4	16
6	3	3	3	3	4	16
7	3	2	3	3	4	15
8	3	3	3	3	3	15
9	3	2	2	3	3	13
10	3	3	3	4	4	17
11	3	2	2	3	3	13
12	3	3	3	3	3	15
13	4	4	5	4	4	21
14	3	2	4	3	3	15
15	2	2	3	2	4	13
16	3	2	3	3	4	15
17	3	3	4	3	4	17
18	4	5	4	4	4	21
19	3	3	3	3	4	16
20	4	4	4	4	4	20
21	4	4	4	4	4	20
22	1	2	2	2	3	10
23	4	4	4	4	4	20
24	3	4	4	4	4	19
25	3	3	4	3	4	17
26	3	3	3	3	3	15
27	3	3	4	4	4	18
28	4	4	4	4	4	20
29	4	4	4	4	5	21
30	2	2	3	2	4	13
31	4	4	4	4	4	20
32	3	3	4	3	4	17
33	4	3	4	3	4	18
34	5	5	4	4	4	22
35	4	3	3	3	4	17
36	2	3	3	3	4	15
37	3	3	3	2	3	14

38	4	4	4	4	4	20
39	4	3	4	3	4	18
40	4	4	4	4	4	20
41	2	2	3	2	3	12
42	3	3	4	4	4	18
43	5	5	5	5	5	25
44	3	3	2	3	4	15
45	2	3	3	3	3	14
46	2	4	5	5	5	21
47	4	4	3	3	4	18
48	4	2	4	4	4	18
49	4	5	4	4	5	22
50	3	4	5	4	3	19
51	4	5	3	4	4	20
52	5	5	5	5	5	25
53	3	3	3	4	4	17
54	4	4	5	4	5	22
55	3	3	3	3	3	15
56	5	3	3	3	4	18
57	4	4	4	4	4	20
58	5	2	3	2	2	14
59	4	3	3	3	3	16
60	3	4	3	5	4	19
61	4	4	4	5	5	22
62	3	4	4	3	4	18
63	4	4	4	4	4	20
64	4	3	4	4	4	19
65	4	5	5	4	5	23
66	2	2	4	3	4	15
67	4	5	5	4	5	23
68	2	2	2	2	3	11
69	4	5	1	2	3	15
70	5	4	4	5	5	23
71	3	3	2	3	4	15
72	5	3	4	5	5	22
73	4	3	4	5	4	20
74	4	4	4	5	5	22
75	4	4	4	5	5	22
76	5	4	5	4	5	23
77	5	4	3	3	4	19
78	3	3	4	2	4	16

79	4	4	4	4	5	21
80	4	4	5	4	4	21
81	1	1	2	3	3	10
82	2	2	4	3	4	15
83	2	3	4	3	4	16
84	4	4	5	4	5	22
85	5	4	4	4	5	22
86	2	2	2	2	4	12
87	2	1	1	2	4	10
88	5	4	5	3	4	21
89	3	3	4	4	5	19
90	4	5	5	4	4	22
91	4	5	4	5	5	23
92	3	3	4	5	5	20
93	4	5	4	4	4	21
94	4	4	4	4	4	20
95	3	3	3	4	4	17
96	2	2	3	3	4	14
97	4	5	4	4	5	22
98	4	4	4	4	5	21
99	4	4	4	5	4	21
100	4	4	4	4	4	20
101	3	4	5	3	5	20
102	2	4	4	2	4	16
103	3	3	3	3	3	15
104	5	4	3	5	4	21
105	1	1	1	2	3	8
106	2	2	4	2	3	13
107	4	4	5	3	5	21
108	3	4	4	2	3	16
109	4	4	4	4	4	20
110	5	4	5	4	4	22
111	4	2	4	2	4	16
112	4	5	3	3	4	19
113	5	5	5	5	5	25
114	3	3	4	4	5	19
115	4	4	5	4	4	21
116	5	4	3	4	4	20
117	2	2	2	3	4	13
118	3	4	4	4	4	19
119	5	4	5	5	5	24

120	3	3	2	3	3	14
121	2	2	2	2	3	11
122	5	4	5	4	4	22
123	1	1	4	3	4	13
124	4	4	4	4	4	20
125	5	4	4	5	5	23
126	4	5	4	5	4	22
127	5	4	5	5	4	23
128	4	3	4	3	3	17
129	4	2	1	2	4	13
130	4	5	3	2	3	17
131	4	4	3	3	4	18
132	4	5	3	2	4	18
133	3	3	4	4	4	18
134	5	5	4	5	5	24
135	5	4	4	4	5	22
136	5	5	4	5	4	23
137	3	4	4	4	5	20
138	4	5	4	4	5	22
139	5	4	5	4	5	23
140	5	5	5	5	5	25
141	3	4	4	4	4	19
142	4	5	4	5	4	22
143	5	3	4	3	5	20
144	5	4	3	4	5	21
145	2	4	5	4	5	20
146	3	3	3	3	4	16
147	4	5	3	4	5	21
148	2	2	1	2	1	8
149	4	3	4	3	4	18
150	4	4	4	4	5	21
151	5	4	5	4	5	23
152	5	4	4	5	5	23
153	4	5	5	5	4	23
154	5	5	4	4	5	23
155	3	4	4	4	4	19
156	3	4	4	5	4	20
157	3	4	5	4	4	20
158	3	4	4	4	4	19
159	5	5	5	4	5	24
160	4	4	3	4	4	19



161	4	4	5	4	5	22
162	5	4	5	3	5	22
163	3	3	4	3	4	17
164	3	4	3	4	4	18
165	4	5	3	4	5	21
166	5	4	3	5	4	21
167	4	4	5	5	4	22
168	5	4	5	4	4	22
169	3	2	4	4	4	17
170	4	5	4	4	5	22
171	3	3	4	3	5	18
172	4	5	5	4	5	23
173	3	4	4	4	3	18
174	4	4	5	5	5	23
175	4	5	4	5	5	23
176	3	2	4	4	4	17
177	3	3	4	3	4	17
178	1	2	2	2	3	10
179	3	2	4	2	4	15

**Lampiran 6. Tabulasi Data *Perceived Quality* (X4)**

No Responden	Perceived Quality (X4)			Total X4
	1	2	3	
1	4	5	3	12
2	4	4	4	12
3	4	4	3	11
4	5	5	4	14
5	4	4	3	11
6	4	4	4	12
7	4	4	4	12
8	3	4	3	10
9	3	4	4	11
10	5	5	4	14
11	3	3	3	9
12	4	4	4	12
13	5	4	4	13
14	4	3	4	11
15	3	4	4	11
16	4	4	4	12
17	5	5	5	15
18	4	4	4	12
19	4	4	4	12
20	4	4	4	12
21	4	4	4	12
22	3	2	2	7
23	4	5	4	13
24	4	4	4	12
25	4	4	4	12
26	3	3	3	9
27	4	4	4	12
28	4	4	4	12
29	5	5	3	13
30	4	4	4	12
31	4	4	4	12
32	4	4	4	12
33	3	4	4	11
34	4	4	5	13
35	4	4	4	12
36	3	3	3	9
37	3	3	3	9

38	4	4	4	12
39	4	4	4	12
40	4	4	4	12
41	3	3	3	9
42	4	4	4	12
43	5	5	5	15
44	4	5	3	12
45	3	3	3	9
46	4	4	2	10
47	4	3	5	12
48	4	5	4	13
49	3	4	3	10
50	5	4	3	12
51	4	5	5	14
52	4	4	4	12
53	5	5	4	14
54	5	4	5	14
55	4	4	4	12
56	5	4	4	13
57	5	4	5	14
58	3	2	3	8
59	3	4	4	11
60	5	5	3	13
61	5	5	5	15
62	4	4	4	12
63	3	4	4	11
64	5	4	4	13
65	4	4	4	12
66	4	4	4	12
67	4	4	5	13
68	3	3	3	9
69	3	4	4	11
70	5	5	4	14
71	3	4	4	11
72	5	4	5	14
73	3	4	4	11
74	4	5	4	13
75	4	4	5	13
76	5	5	4	14
77	5	3	4	12
78	4	4	4	12

79	4	4	4	12
80	4	5	4	13
81	3	3	3	9
82	4	4	5	13
83	4	5	5	14
84	5	4	5	14
85	5	5	5	15
86	4	4	3	11
87	4	4	4	12
88	5	4	4	13
89	3	3	4	10
90	4	5	4	13
91	4	5	4	13
92	5	5	5	15
93	5	5	4	14
94	4	4	4	12
95	3	4	3	10
96	3	3	5	11
97	4	4	5	13
98	5	5	4	14
99	5	5	5	15
100	4	4	4	12
101	5	5	4	14
102	4	4	5	13
103	3	3	3	9
104	4	5	4	13
105	3	4	3	10
106	3	3	4	10
107	4	4	4	12
108	4	3	5	12
109	5	4	4	13
110	5	4	4	13
111	5	4	5	14
112	4	4	4	12
113	5	5	5	15
114	4	4	5	13
115	5	5	4	14
116	4	4	5	13
117	4	4	4	12
118	4	4	4	12
119	5	5	5	15

120	4	3	4	11
121	3	3	4	10
122	5	5	4	14
123	3	4	4	11
124	4	4	4	12
125	5	4	5	14
126	5	4	5	14
127	4	5	4	13
128	3	4	5	12
129	3	4	4	11
130	4	2	4	10
131	4	4	3	11
132	4	5	4	13
133	4	4	5	13
134	5	4	5	14
135	4	5	3	12
136	4	5	4	13
137	5	4	4	13
138	5	4	5	14
139	5	4	5	14
140	5	5	5	15
141	4	5	3	12
142	5	4	4	13
143	4	4	5	13
144	5	4	3	12
145	4	5	5	14
146	4	4	3	11
147	4	5	4	13
148	4	4	3	11
149	4	4	5	13
150	4	4	4	12
151	5	4	5	14
152	5	5	4	14
153	3	4	4	11
154	5	5	4	14
155	5	5	4	14
156	4	5	3	12
157	5	5	4	14
158	3	4	4	11
159	5	5	5	15
160	4	4	5	13

161	4	5	4	13
162	3	3	4	10
163	4	4	4	12
164	4	4	4	12
165	5	4	5	14
166	4	5	4	13
167	5	3	4	12
168	5	5	4	14
169	4	4	3	11
170	5	5	4	14
171	5	5	4	14
172	4	5	5	14
173	4	4	5	13
174	4	5	4	13
175	4	4	5	13
176	4	5	4	13
177	4	4	4	12
178	4	3	3	10
179	5	5	4	14

**Lampiran 7. Tabulasi Data Pricing Policy (X5)**

No Responden	Pricing Policy (X5)				Total X5
	1	2	3	4	
1	4	5	5	4	18
2	4	4	4	4	16
3	4	4	4	4	16
4	4	4	5	4	17
5	4	4	4	4	16
6	4	3	3	4	14
7	4	4	4	4	16
8	4	4	3	4	15
9	3	3	3	4	13
10	4	5	3	5	17
11	3	3	3	4	13
12	3	3	3	3	12
13	4	4	4	4	16
14	4	3	3	3	13
15	3	4	3	4	14
16	4	4	4	4	16
17	3	4	3	5	15
18	4	4	4	4	16
19	4	4	4	4	16
20	4	4	4	4	16
21	4	4	4	4	16
22	3	3	2	2	10
23	4	4	3	5	16
24	4	4	4	4	16
25	3	4	4	4	15
26	3	4	2	2	11
27	4	4	3	4	15
28	4	4	4	4	16
29	3	5	5	5	18
30	4	3	4	4	15
31	4	4	4	4	16
32	3	3	2	3	11
33	4	3	4	3	14
34	3	5	5	4	17
35	3	4	3	4	14
36	3	3	3	3	12
37	3	3	3	3	12

38	4	4	3	4	15
39	4	4	4	4	16
40	4	4	4	4	16
41	1	2	2	2	7
42	4	4	3	4	15
43	5	5	5	5	20
44	3	3	2	4	12
45	3	3	3	3	12
46	4	2	1	4	11
47	3	3	2	4	12
48	5	4	5	5	19
49	5	5	5	4	19
50	3	4	5	3	15
51	4	5	4	5	18
52	4	4	4	4	16
53	4	4	3	5	16
54	5	5	4	5	19
55	3	3	3	3	12
56	5	5	5	5	20
57	5	4	5	4	18
58	4	4	2	3	13
59	4	4	2	4	14
60	3	4	3	4	14
61	5	5	5	5	20
62	4	4	3	4	15
63	4	4	4	4	16
64	4	4	5	4	17
65	4	5	5	5	19
66	4	4	4	4	16
67	4	5	4	5	18
68	2	3	2	3	10
69	4	4	4	4	16
70	5	4	5	4	18
71	3	3	4	4	14
72	4	5	5	5	19
73	4	5	3	5	17
74	5	5	4	5	19
75	5	4	4	5	18
76	5	5	4	5	19
77	5	4	3	5	17
78	4	4	3	5	16



79	4	4	4	4	16
80	4	5	4	5	18
81	4	3	2	2	11
82	5	4	4	5	18
83	4	4	3	4	15
84	5	4	4	5	18
85	4	4	4	4	16
86	4	4	2	4	14
87	3	4	3	4	14
88	5	4	4	5	18
89	5	4	5	4	18
90	5	4	4	5	18
91	4	4	4	5	17
92	3	5	3	4	15
93	5	4	5	4	18
94	4	4	4	4	16
95	3	4	4	4	15
96	5	4	4	4	17
97	4	4	5	4	17
98	4	4	3	4	15
99	5	5	4	5	19
100	4	4	4	4	16
101	5	4	4	4	17
102	4	4	5	4	17
103	3	3	3	3	12
104	5	4	5	4	18
105	4	2	4	2	12
106	5	5	3	3	16
107	5	3	4	5	17
108	5	5	5	5	20
109	4	5	4	4	17
110	5	5	4	5	19
111	4	5	2	4	15
112	4	4	4	4	16
113	4	5	1	5	15
114	4	5	4	5	18
115	4	5	4	5	18
116	4	5	4	5	18
117	4	4	4	4	16
118	3	3	4	4	14
119	5	5	4	5	19

120	5	5	5	3	18
121	2	3	2	3	10
122	5	4	4	4	17
123	2	2	1	4	9
124	3	4	2	4	13
125	5	5	4	5	19
126	4	5	4	5	18
127	5	4	4	5	18
128	4	5	5	4	18
129	5	4	5	4	18
130	3	3	2	4	12
131	4	3	4	4	15
132	4	4	2	4	14
133	3	4	3	4	14
134	3	4	4	5	16
135	4	5	5	4	18
136	4	5	4	4	17
137	3	4	3	5	15
138	4	5	4	5	18
139	4	5	4	5	18
140	5	5	5	5	20
141	4	4	4	4	16
142	5	4	5	5	19
143	5	3	4	5	17
144	4	3	4	5	16
145	4	5	5	5	19
146	4	3	4	4	15
147	5	4	5	4	18
148	5	4	4	4	17
149	4	5	4	5	18
150	4	5	4	4	17
151	5	4	5	4	18
152	5	4	4	4	17
153	4	4	5	5	18
154	4	5	5	5	19
155	4	4	4	5	17
156	5	5	4	5	19
157	4	3	4	5	16
158	5	4	5	4	18
159	5	5	5	5	20
160	4	4	5	4	17

161	4	5	4	5	18
162	4	4	4	5	17
163	4	4	4	4	16
164	3	4	3	4	14
165	3	4	3	4	14
166	5	5	4	5	19
167	3	4	4	5	16
168	5	4	4	3	16
169	5	4	5	4	18
170	4	4	5	4	17
171	4	4	4	4	16
172	5	5	5	4	19
173	3	4	3	4	14
174	5	5	4	5	19
175	3	4	5	4	16
176	4	5	2	5	16
177	4	5	3	4	16
178	5	3	3	4	15
179	3	4	2	4	13

**Lampiran 8. Tabulasi Data *Celebrity Endorsement* (X6)**

No Responden	Celebrity Endorsement (X6)			Total X6
	1	2	3	
1	4	3	3	10
2	4	4	4	12
3	4	4	4	12
4	5	5	4	14
5	4	4	4	12
6	3	4	4	11
7	4	4	4	12
8	3	4	4	11
9	4	4	4	12
10	5	5	5	15
11	4	4	4	12
12	3	3	3	9
13	5	5	5	15
14	4	4	4	12
15	4	5	5	14
16	5	5	5	15
17	5	5	5	15
18	5	5	5	15
19	4	4	4	12
20	4	4	4	12
21	4	4	4	12
22	3	3	2	8
23	4	4	4	12
24	4	5	4	13
25	4	4	4	12
26	2	5	3	10
27	4	4	4	12
28	4	4	4	12
29	3	4	4	11
30	5	5	5	15
31	4	4	4	12
32	4	5	5	14
33	4	3	4	11
34	5	4	4	13
35	5	5	5	15
36	4	4	4	12
37	4	4	4	12

38	4	4	4	12
39	4	4	4	12
40	4	4	4	12
41	4	4	3	11
42	5	4	4	13
43	5	4	4	13
44	5	5	4	14
45	4	4	3	11
46	5	4	5	14
47	4	5	5	14
48	4	5	5	14
49	4	4	5	13
50	3	4	5	12
51	4	5	4	13
52	5	4	4	13
53	5	5	4	14
54	4	5	5	14
55	4	5	4	13
56	5	4	4	13
57	5	5	5	15
58	4	5	5	14
59	3	4	4	11
60	5	5	5	15
61	5	5	5	15
62	4	4	4	12
63	4	4	3	11
64	4	4	4	12
65	4	5	5	14
66	4	4	4	12
67	5	5	4	14
68	2	4	2	8
69	4	5	3	12
70	5	4	4	13
71	4	4	4	12
72	5	4	4	13
73	5	4	4	13
74	4	5	5	14
75	5	5	4	14
76	5	4	5	14
77	5	4	3	12
78	5	5	5	15

79	5	5	3	13
80	5	5	4	14
81	4	4	4	12
82	5	4	4	13
83	4	5	3	12
84	5	4	5	14
85	5	4	4	13
86	4	4	4	12
87	4	4	2	10
88	5	5	5	15
89	3	5	4	12
90	5	5	4	14
91	4	5	4	13
92	5	5	5	15
93	5	5	4	14
94	4	4	4	12
95	3	5	5	13
96	4	4	4	12
97	4	5	4	13
98	4	5	5	14
99	5	5	5	15
100	4	4	4	12
101	5	5	5	15
102	4	5	4	13
103	3	3	3	9
104	4	5	5	14
105	4	5	5	14
106	4	5	4	13
107	3	4	3	10
108	5	5	5	15
109	5	5	4	14
110	5	4	5	14
111	4	5	5	14
112	4	4	4	12
113	1	5	5	11
114	5	4	5	14
115	5	4	4	13
116	4	5	4	13
117	4	4	4	12
118	4	4	4	12
119	5	5	5	15

120	5	5	5	15
121	3	3	4	10
122	5	4	5	14
123	1	4	2	7
124	4	3	4	11
125	5	4	5	14
126	4	5	4	13
127	4	4	5	13
128	3	4	4	11
129	5	4	5	14
130	2	3	2	7
131	4	4	3	11
132	4	5	4	13
133	4	5	4	13
134	4	5	5	14
135	4	5	4	13
136	4	5	5	14
137	4	4	4	12
138	5	4	5	14
139	5	4	5	14
140	5	5	5	15
141	5	5	5	15
142	5	5	4	14
143	4	5	3	12
144	5	4	3	12
145	5	4	4	13
146	4	3	4	11
147	4	5	4	13
148	2	5	4	11
149	4	5	4	13
150	5	5	4	14
151	5	4	5	14
152	4	5	5	14
153	4	5	4	13
154	4	5	4	13
155	4	4	5	13
156	3	5	4	12
157	5	4	5	14
158	4	5	4	13
159	5	4	3	12
160	3	4	4	11

161	4	5	4	13
162	4	3	5	12
163	4	4	4	12
164	5	4	5	14
165	5	5	4	14
166	5	4	4	13
167	5	4	4	13
168	5	5	4	14
169	4	4	5	13
170	5	5	5	15
171	4	5	5	14
172	3	4	4	11
173	5	4	4	13
174	4	4	3	11
175	5	5	5	15
176	4	5	5	14
177	5	5	5	15
178	2	4	3	9
179	5	4	5	14



**Lampiran 9. Tabulasi Data *Lifestyle* (X7)**

No Responden	Lifestyle (X7)			Total X7
	1	2	3	
1	3	4	5	12
2	4	4	4	12
3	4	4	4	12
4	4	4	5	13
5	4	4	4	12
6	3	3	3	9
7	3	3	3	9
8	3	3	3	9
9	4	4	4	12
10	4	4	4	12
11	4	3	3	10
12	3	3	3	9
13	4	5	3	12
14	4	4	3	11
15	3	3	3	9
16	3	3	3	9
17	4	4	5	13
18	5	5	5	15
19	3	3	4	10
20	4	4	4	12
21	4	4	4	12
22	2	2	2	6
23	4	5	4	13
24	4	4	4	12
25	4	4	4	12
26	2	1	2	5
27	3	4	4	11
28	4	4	4	12
29	3	3	5	11
30	4	4	4	12
31	4	4	4	12
32	3	3	3	9
33	3	4	3	10
34	5	4	4	13
35	4	4	4	12
36	4	3	2	9
37	4	3	3	10

38	3	3	4	10
39	4	4	4	12
40	4	4	4	12
41	3	3	3	9
42	4	4	4	12
43	4	4	4	12
44	4	3	3	10
45	3	3	3	9
46	5	4	5	14
47	4	4	3	11
48	4	5	5	14
49	3	3	5	11
50	3	4	5	12
51	4	5	4	13
52	5	5	5	15
53	5	4	4	13
54	5	4	5	14
55	3	3	3	9
56	5	4	4	13
57	4	4	4	12
58	2	2	2	6
59	4	3	4	11
60	4	3	5	12
61	5	5	5	15
62	4	4	4	12
63	4	4	4	12
64	5	5	4	14
65	4	4	4	12
66	4	4	4	12
67	4	5	5	14
68	3	2	2	7
69	2	4	4	10
70	5	4	4	13
71	3	3	3	9
72	4	4	4	12
73	4	5	4	13
74	4	4	5	13
75	4	5	5	14
76	4	5	5	14
77	5	4	3	12
78	5	4	4	13

79	3	4	5	12
80	4	5	4	13
81	2	2	2	6
82	4	5	4	13
83	3	3	3	9
84	5	4	5	14
85	4	4	4	12
86	4	4	2	10
87	4	4	4	12
88	4	4	4	12
89	4	4	3	11
90	4	5	4	13
91	4	5	4	13
92	4	5	5	14
93	5	4	5	14
94	4	4	4	12
95	4	5	4	13
96	3	4	3	10
97	4	4	5	13
98	3	4	4	11
99	5	5	4	14
100	4	4	5	13
101	3	4	4	11
102	4	2	4	10
103	3	3	3	9
104	4	4	5	13
105	2	5	5	12
106	3	3	2	8
107	5	3	3	11
108	5	5	3	13
109	4	4	4	12
110	5	4	5	14
111	4	5	4	13
112	4	5	4	13
113	1	1	5	7
114	5	4	5	14
115	5	2	5	12
116	5	4	5	14
117	2	4	2	8
118	4	4	4	12
119	5	5	5	15

120	4	3	4	11
121	3	3	2	8
122	5	5	5	15
123	2	4	2	8
124	4	4	5	13
125	5	4	4	13
126	5	4	5	14
127	4	5	4	13
128	4	4	3	11
129	4	5	4	13
130	4	4	5	13
131	4	4	3	11
132	5	4	5	14
133	4	4	3	11
134	5	4	5	14
135	4	5	4	13
136	5	4	4	13
137	3	4	5	12
138	5	4	5	14
139	5	4	5	14
140	5	5	5	15
141	4	5	5	14
142	5	4	4	13
143	5	3	5	13
144	5	3	4	12
145	4	4	5	13
146	3	3	4	10
147	4	5	4	13
148	4	4	5	13
149	4	5	4	13
150	4	5	4	13
151	5	4	5	14
152	4	4	4	12
153	4	4	4	12
154	5	5	4	14
155	4	4	4	12
156	4	5	4	13
157	3	3	4	10
158	4	4	5	13
159	3	5	3	11
160	4	4	5	13

161	4	5	4	13
162	4	4	3	11
163	4	4	4	12
164	4	5	4	13
165	5	4	3	12
166	3	4	4	11
167	5	4	4	13
168	5	4	5	14
169	4	4	4	12
170	4	4	5	13
171	4	4	5	13
172	5	4	5	14
173	4	4	4	12
174	4	4	4	12
175	4	5	5	14
176	4	4	5	13
177	4	4	4	12
178	4	4	3	11
179	4	4	3	11

**Lampiran 10. Tabulasi Data Label Halal (X8)**

No Responden	Label Halal			Total X8
	1	2	3	
1	4	3	5	12
2	4	4	4	12
3	4	4	4	12
4	5	5	5	15
5	4	4	4	12
6	4	3	4	11
7	4	4	4	12
8	4	4	4	12
9	5	4	4	13
10	5	5	5	15
11	4	4	4	12
12	3	3	3	9
13	5	4	4	13
14	4	4	4	12
15	4	3	4	11
16	4	4	5	13
17	5	5	5	15
18	5	4	4	13
19	5	4	4	13
20	4	4	4	12
21	4	5	5	14
22	3	3	3	9
23	4	4	4	12
24	4	4	5	13
25	4	4	4	12
26	3	3	3	9
27	4	4	4	12
28	4	4	4	12
29	5	5	5	15
30	5	5	5	15
31	4	4	4	12
32	4	4	4	12
33	3	3	3	9
34	5	5	5	15
35	5	4	4	13
36	5	4	4	13
37	4	3	4	11

38	4	4	4	12
39	4	4	4	12
40	4	4	4	12
41	4	4	4	12
42	3	3	3	9
43	4	4	4	12
44	5	4	5	14
45	4	4	4	12
46	5	4	5	14
47	5	4	5	14
48	5	4	5	14
49	3	4	5	12
50	3	4	5	12
51	4	5	5	14
52	4	4	4	12
53	5	4	5	14
54	4	4	5	13
55	3	3	3	9
56	5	5	3	13
57	5	5	5	15
58	4	4	4	12
59	3	3	3	9
60	5	3	4	12
61	5	5	5	15
62	4	3	4	11
63	3	4	3	10
64	4	4	5	13
65	5	5	5	15
66	4	4	4	12
67	4	4	5	13
68	4	3	4	11
69	5	4	4	13
70	5	4	4	13
71	4	4	4	12
72	5	4	4	13
73	5	4	4	13
74	5	5	5	15
75	5	5	5	15
76	4	5	4	13
77	3	4	5	12
78	4	4	4	12

79	4	4	4	12
80	5	5	5	15
81	4	4	4	12
82	4	5	4	13
83	5	5	4	14
84	5	5	5	15
85	5	4	4	13
86	3	3	2	8
87	4	4	4	12
88	5	5	4	14
89	4	4	5	13
90	4	5	5	14
91	4	5	4	13
92	4	4	5	13
93	5	5	4	14
94	4	4	4	12
95	4	4	4	12
96	4	4	4	12
97	5	4	5	14
98	4	4	4	12
99	5	5	5	15
100	5	5	5	15
101	5	5	5	15
102	4	4	4	12
103	3	3	3	9
104	5	4	4	13
105	5	4	4	13
106	4	4	4	12
107	4	5	3	12
108	3	3	4	10
109	4	5	4	13
110	5	4	5	14
111	5	4	5	14
112	4	4	4	12
113	5	5	5	15
114	5	3	4	12
115	5	5	4	14
116	5	4	5	14
117	4	4	4	12
118	5	5	5	15
119	5	5	5	15



120	5	5	5	15
121	4	4	4	12
122	4	4	5	13
123	5	5	5	15
124	5	5	5	15
125	5	5	4	14
126	4	5	4	13
127	3	5	4	12
128	5	4	5	14
129	5	4	5	14
130	4	5	4	13
131	4	4	4	12
132	4	4	5	13
133	5	4	5	14
134	5	5	4	14
135	4	5	5	14
136	5	5	4	14
137	4	5	4	13
138	4	3	4	11
139	5	4	5	14
140	5	5	5	15
141	5	5	5	15
142	5	4	5	14
143	3	5	3	11
144	4	5	4	13
145	5	5	4	14
146	3	4	3	10
147	5	4	5	14
148	5	4	4	13
149	4	4	5	13
150	4	5	4	13
151	5	4	5	14
152	4	3	4	11
153	4	5	5	14
154	4	5	4	13
155	4	4	4	12
156	4	4	2	10
157	5	5	4	14
158	5	5	5	15
159	5	5	4	14
160	5	5	4	14

161	4	5	4	13
162	5	4	5	14
163	4	4	4	12
164	5	4	4	13
165	5	5	4	14
166	5	4	5	14
167	5	4	5	14
168	4	5	5	14
169	5	4	5	14
170	5	4	5	14
171	5	5	5	15
172	5	4	5	14
173	5	5	5	15
174	4	5	5	14
175	4	5	5	14
176	5	5	4	14
177	5	5	5	15
178	4	5	5	14
179	5	5	4	14

**Lampiran 11. Hasil Analisis Deskriptif Keputusan Pembelian (Y)**

**Y\_1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.6	.6	.6
	3	19	10.6	10.6	11.2
	4	108	60.3	60.3	71.5
	5	51	28.5	28.5	100.0
	Total	179	100.0	100.0	

**Y\_2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.1	1.1	1.1
	2	13	7.3	7.3	8.4
	3	51	28.5	28.5	36.9
	4	86	48.0	48.0	84.9
	5	27	15.1	15.1	100.0
	Total	179	100.0	100.0	

**Y\_3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.6	.6	.6
	2	24	13.4	13.4	14.0
	3	31	17.3	17.3	31.3
	4	77	43.0	43.0	74.3
	5	46	25.7	25.7	100.0
	Total	179	100.0	100.0	

**Y\_4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.6	.6	.6
	2	8	4.5	4.5	5.0
	3	36	20.1	20.1	25.1
	4	89	49.7	49.7	74.9
	5	45	25.1	25.1	100.0
	Total	179	100.0	100.0	

**TOTALY**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	1	.6	.6	.6
	9	2	1.1	1.1	1.7
	10	2	1.1	1.1	2.8
	11	4	2.2	2.2	5.0
	12	11	6.1	6.1	11.2
	13	10	5.6	5.6	16.8
	14	23	12.8	12.8	29.6
	15	25	14.0	14.0	43.6
	16	30	16.8	16.8	60.3
	17	30	16.8	16.8	77.1
	18	30	16.8	16.8	93.9
	19	7	3.9	3.9	97.8
	20	4	2.2	2.2	100.0
	Total	179	100.0	100.0	

**Lampiran 12. Hasil Analisis Deskriptif *Brand Awareness* (X1)**

**X1\_1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	2.2	2.2	2.2
	2	10	5.6	5.6	7.8
	3	23	12.8	12.8	20.7
	4	85	47.5	47.5	68.2
	5	57	31.8	31.8	100.0
	Total	179	100.0	100.0	

**X1\_2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.6	.6	.6
	2	1	.6	.6	1.1
	3	7	3.9	3.9	5.0
	4	72	40.2	40.2	45.3
	5	98	54.7	54.7	100.0
	Total	179	100.0	100.0	

**X1\_3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	3.4	3.4	3.4
	2	30	16.8	16.8	20.1
	3	47	26.3	26.3	46.4
	4	68	38.0	38.0	84.4
	5	28	15.6	15.6	100.0
	Total	179	100.0	100.0	

**X1\_4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	2.2	2.2	2.2
	2	25	14.0	14.0	16.2
	3	38	21.2	21.2	37.4
	4	77	43.0	43.0	80.4
	5	35	19.6	19.6	100.0
	Total	179	100.0	100.0	

**TOTALX1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	2	1.1	1.1	1.1
	10	2	1.1	1.1	2.2
	11	2	1.1	1.1	3.4
	12	15	8.4	8.4	11.7
	13	10	5.6	5.6	17.3
	14	23	12.8	12.8	30.2
	15	21	11.7	11.7	41.9
	16	41	22.9	22.9	64.8
	17	22	12.3	12.3	77.1
	18	28	15.6	15.6	92.7
	19	11	6.1	6.1	98.9
	20	2	1.1	1.1	100.0
	Total	179	100.0	100.0	

**Lampiran 13. Hasil Analisis Deskriptif *Brand Association* (X2)**

**X2\_1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.1	1.1	1.1
	3	21	11.7	11.7	12.8
	4	113	63.1	63.1	76.0
	5	43	24.0	24.0	100.0
	Total	179	100.0	100.0	

**X2\_2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	10.1	10.1	10.1
	4	91	50.8	50.8	60.9
	5	70	39.1	39.1	100.0
	Total	179	100.0	100.0	

**X2\_3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	2.2	2.2	2.2
	3	13	7.3	7.3	9.5
	4	78	43.6	43.6	53.1
	5	84	46.9	46.9	100.0
	Total	179	100.0	100.0	



**X2\_4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	10.1	10.1	10.1
	4	97	54.2	54.2	64.2
	5	64	35.8	35.8	100.0
	Total	179	100.0	100.0	

**X2\_5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.6	.6	.6
	2	4	2.2	2.2	2.8
	3	36	20.1	20.1	22.9
	4	92	51.4	51.4	74.3
	5	46	25.7	25.7	100.0
	Total	179	100.0	100.0	

**X2\_6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.1	1.1	1.1
	2	16	8.9	8.9	10.1
	3	53	29.6	29.6	39.7
	4	71	39.7	39.7	79.3
	5	37	20.7	20.7	100.0
	Total	179	100.0	100.0	

**TOTALX2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15	1	.6	.6	.6
	17	2	1.1	1.1	1.7
	18	3	1.7	1.7	3.4
	19	1	.6	.6	3.9
	20	4	2.2	2.2	6.1
	21	5	2.8	2.8	8.9
	22	14	7.8	7.8	16.8
	23	18	10.1	10.1	26.8
	24	34	19.0	19.0	45.8
	25	15	8.4	8.4	54.2
	26	33	18.4	18.4	72.6
	27	36	20.1	20.1	92.7
	28	9	5.0	5.0	97.8
	29	2	1.1	1.1	98.9
	30	2	1.1	1.1	100.0
	Total	179	100.0	100.0	

**Lampiran 14. Hasil Analisis Deskriptif *Brand Loyalty* (X3)**

**X3\_1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	2.8	2.8	2.8
	2	19	10.6	10.6	13.4
	3	52	29.1	29.1	42.5
	4	68	38.0	38.0	80.4
	5	35	19.6	19.6	100.0
	Total	179	100.0	100.0	

**X3\_2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	2.2	2.2	2.2
	2	26	14.5	14.5	16.8
	3	43	24.0	24.0	40.8
	4	74	41.3	41.3	82.1
	5	32	17.9	17.9	100.0
	Total	179	100.0	100.0	

**X3\_3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	2.8	2.8	2.8
	2	12	6.7	6.7	9.5
	3	42	23.5	23.5	33.0

4	86	48.0	48.0	81.0
5	34	19.0	19.0	100.0
Total	179	100.0	100.0	

**X3\_4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	23	12.8	12.8	12.8
3	49	27.4	27.4	40.2
4	77	43.0	43.0	83.2
5	30	16.8	16.8	100.0
Total	179	100.0	100.0	

**X3\_5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.6	.6	.6
2	1	.6	.6	1.1
3	26	14.5	14.5	15.6
4	100	55.9	55.9	71.5
5	51	28.5	28.5	100.0
Total	179	100.0	100.0	

**TOTALX3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	2	1.1	1.1	1.1
	10	4	2.2	2.2	3.4
	11	2	1.1	1.1	4.5
	12	2	1.1	1.1	5.6
	13	8	4.5	4.5	10.1
	14	5	2.8	2.8	12.8
	15	15	8.4	8.4	21.2
	16	10	5.6	5.6	26.8
	17	13	7.3	7.3	34.1
	18	15	8.4	8.4	42.5
	19	13	7.3	7.3	49.7
	20	26	14.5	14.5	64.2
	21	18	10.1	10.1	74.3
	22	23	12.8	12.8	87.2
	23	16	8.9	8.9	96.1
	24	3	1.7	1.7	97.8
	25	4	2.2	2.2	100.0
	Total	179	100.0	100.0	

**Lampiran 15. Hasil Analisis Deskriptif *Perceived Quality* (X4)**

**X4\_1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	33	18.4	18.4	18.4
	4	92	51.4	51.4	69.8
	5	54	30.2	30.2	100.0
	Total	179	100.0	100.0	

**X4\_2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	1.7	1.7	1.7
	3	21	11.7	11.7	13.4
	4	101	56.4	56.4	69.8
	5	54	30.2	30.2	100.0
	Total	179	100.0	100.0	

**X4\_3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.1	1.1	1.1
	3	31	17.3	17.3	18.4
	4	102	57.0	57.0	75.4
	5	44	24.6	24.6	100.0
	Total	179	100.0	100.0	

**TOTALX4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	1	.6	.6	.6
	8	1	.6	.6	1.1
	9	9	5.0	5.0	6.1
	10	11	6.1	6.1	12.3
	11	22	12.3	12.3	24.6
	12	52	29.1	29.1	53.6
	13	39	21.8	21.8	75.4
	14	34	19.0	19.0	94.4
	15	10	5.6	5.6	100.0
	Total	179	100.0	100.0	

**Lampiran 16. Hasil Analisis Deskriptif *Pricing Policy* (X5)**

**X5\_1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.6	.6	.6
2	3	1.7	1.7	2.2
3	37	20.7	20.7	22.9
4	90	50.3	50.3	73.2
5	48	26.8	26.8	100.0
Total	179	100.0	100.0	

**X5\_2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	2.2	2.2	2.2
3	29	16.2	16.2	18.4
4	96	53.6	53.6	72.1
5	50	27.9	27.9	100.0
Total	179	100.0	100.0	



**X5\_3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	1.7	1.7	1.7
	2	18	10.1	10.1	11.7
	3	37	20.7	20.7	32.4
	4	82	45.8	45.8	78.2
	5	39	21.8	21.8	100.0
	Total	179	100.0	100.0	

**X5\_4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	2.8	2.8	2.8
	3	16	8.9	8.9	11.7
	4	98	54.7	54.7	66.5
	5	60	33.5	33.5	100.0
	Total	179	100.0	100.0	

**TOTALX5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	1	.6	.6	.6
	9	1	.6	.6	1.1
	10	3	1.7	1.7	2.8
	11	4	2.2	2.2	5.0
	12	10	5.6	5.6	10.6
	13	6	3.4	3.4	14.0
	14	15	8.4	8.4	22.3
	15	19	10.6	10.6	33.0
	16	40	22.3	22.3	55.3
	17	23	12.8	12.8	68.2
	18	33	18.4	18.4	86.6
	19	18	10.1	10.1	96.6
	20	6	3.4	3.4	100.0
	Total	179	100.0	100.0	

**Lampiran 17. Hasil Analisis Deskriptif *Celebrity Endorsement* (X6)**

**X6\_1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.1	1.1	1.1
	2	5	2.8	2.8	3.9
	3	16	8.9	8.9	12.8
	4	87	48.6	48.6	61.5
	5	69	38.5	38.5	100.0
	Total	179	100.0	100.0	

**X6\_2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	5.6	5.6	5.6
	4	88	49.2	49.2	54.7
	5	81	45.3	45.3	100.0
	Total	179	100.0	100.0	

**X6\_3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	2.8	2.8	2.8
	3	18	10.1	10.1	12.8
	4	94	52.5	52.5	65.4
	5	62	34.6	34.6	100.0
	Total	179	100.0	100.0	

**TOTALX6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	2	1.1	1.1	1.1
	8	2	1.1	1.1	2.2
	9	3	1.7	1.7	3.9
	10	5	2.8	2.8	6.7
	11	17	9.5	9.5	16.2
	12	44	24.6	24.6	40.8
	13	39	21.8	21.8	62.6
	14	44	24.6	24.6	87.2
	15	23	12.8	12.8	100.0
	Total	179	100.0	100.0	

**Lampiran 18. Hasil Analisis Deskriptif *Lifestyle* (X7)**

**X7\_1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.6	.6	.6
	2	8	4.5	4.5	5.0
	3	33	18.4	18.4	23.5
	4	97	54.2	54.2	77.7
	5	40	22.3	22.3	100.0
	Total	179	100.0	100.0	

**X7\_2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.1	1.1	1.1
	2	6	3.4	3.4	4.5
	3	31	17.3	17.3	21.8
	4	101	56.4	56.4	78.2
	5	39	21.8	21.8	100.0
	Total	179	100.0	100.0	

**X7\_3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	6.1	6.1	6.1
	3	33	18.4	18.4	24.6
	4	81	45.3	45.3	69.8
	5	54	30.2	30.2	100.0
	Total	179	100.0	100.0	

**TOTALX7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	1	.6	.6	.6
	6	3	1.7	1.7	2.2
	7	2	1.1	1.1	3.4
	8	4	2.2	2.2	5.6
	9	14	7.8	7.8	13.4
	10	12	6.7	6.7	20.1
	11	19	10.6	10.6	30.7
	12	48	26.8	26.8	57.5
	13	45	25.1	25.1	82.7
	14	25	14.0	14.0	96.6
	15	6	3.4	3.4	100.0
	Total	179	100.0	100.0	

**Lampiran 19. Hasil Analisis Deskriptif Label Halal (X8)**

**X8\_1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	17	9.5	9.5	9.5
	4	80	44.7	44.7	54.2
	5	82	45.8	45.8	100.0
	Total	179	100.0	100.0	

**X8\_2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	20	11.2	11.2	11.2
	4	93	52.0	52.0	63.1
	5	66	36.9	36.9	100.0
	Total	179	100.0	100.0	

**X8\_3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.1	1.1	1.1
	3	13	7.3	7.3	8.4
	4	91	50.8	50.8	59.2
	5	73	40.8	40.8	100.0
	Total	179	100.0	100.0	

**TOTALX8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	1	.6	.6	.6
	9	8	4.5	4.5	5.0
	10	4	2.2	2.2	7.3
	11	8	4.5	4.5	11.7
	12	48	26.8	26.8	38.5
	13	37	20.7	20.7	59.2
	14	45	25.1	25.1	84.4
	15	28	15.6	15.6	100.0
	Total	179	100.0	100.0	



**Lampiran 20. Hasil Uji Validitas Keputusan Pembelian (Y)**

**Correlations**

		Y_1	Y_2	Y_3	Y_4	TOTAL Y
Y_1	Pearson Correlation	1	.344*	.313*	.399*	.638**
	Sig. (1-tailed)		.031	.046	.014	.000
	N	30	30	30	30	30
Y_2	Pearson Correlation	.344*	1	.425**	.456**	.738**
	Sig. (1-tailed)	.031		.010	.006	.000
	N	30	30	30	30	30
Y_3	Pearson Correlation	.313*	.425**	1	.493**	.807**
	Sig. (1-tailed)	.046	.010		.003	.000
	N	30	30	30	30	30
Y_4	Pearson Correlation	.399*	.456**	.493**	1	.779**
	Sig. (1-tailed)	.014	.006	.003		.000
	N	30	30	30	30	30
TOTAL Y	Pearson Correlation	.638**	.738**	.807**	.779**	1
	Sig. (1-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

\*. Correlation is significant at the 0.05 level (1-tailed).

\*\* . Correlation is significant at the 0.01 level (1-tailed).

**Lampiran 21. Hasil Uji Validitas *Brand Awareness* (X1)**

**Correlations**

		X1_1	X1_2	X1_3	X1_4	TOTALX 1
X1_1	Pearson	1	-.048	.486**	.479**	.720**
	Correlation					
	Sig. (1-tailed)		.401	.003	.004	.000
	N	30	30	30	30	30
X1_2	Pearson	-.048	1	.028	.099	.334*
	Correlation					
	Sig. (1-tailed)	.401		.442	.301	.036
	N	30	30	30	30	30
X1_3	Pearson	.486**	.028	1	.716**	.835**
	Correlation					
	Sig. (1-tailed)	.003	.442		.000	.000
	N	30	30	30	30	30
X1_4	Pearson	.479**	.099	.716**	1	.847**
	Correlation					
	Sig. (1-tailed)	.004	.301	.000		.000
	N	30	30	30	30	30
TOTALX 1	Pearson	.720**	.334*	.835**	.847**	1
	Correlation					
	Sig. (1-tailed)	.000	.036	.000	.000	
	N	30	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (1-tailed).

\* . Correlation is significant at the 0.05 level (1-tailed).

**Lampiran 22. Hasil Uji Validitas *Brand Associations* (X2)**

		<b>Correlations</b>				
		X2_1	X2_2	X2_3	X2_4	X2_5
X2_1	Pearson	1	.524**	.566**	.347*	.214
	Correlation					
	Sig. (1-tailed)		.001	.001	.030	.128
	N	30	30	30	30	30
X2_2	Pearson	.524**	1	.504**	.372*	.259
	Correlation					
	Sig. (1-tailed)	.001		.002	.022	.084
	N	30	30	30	30	30
X2_3	Pearson	.566**	.504**	1	.288	.332*
	Correlation					
	Sig. (1-tailed)	.001	.002		.061	.036
	N	30	30	30	30	30
X2_4	Pearson	.347*	.372*	.288	1	.034
	Correlation					
	Sig. (1-tailed)	.030	.022	.061		.429
	N	30	30	30	30	30
X2_5	Pearson	.214	.259	.332*	.034	1
	Correlation					
	Sig. (1-tailed)	.128	.084	.036	.429	
	N	30	30	30	30	30
X2_6	Pearson	.303	.390*	.466**	-.105	.565**
	Correlation					
	Sig. (1-tailed)	.052	.017	.005	.291	.001
	N	30	30	30	30	30
TOTALX 2	Pearson	.703**	.742**	.807**	.449**	.600**
	Correlation					
	Sig. (1-tailed)	.000	.000	.000	.006	.000
	N	30	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (1-tailed).

\* . Correlation is significant at the 0.05 level (1-tailed).

**Lampiran 23. Hasil Uji Validitas *Brand Loyalty* (X3)**

**Correlations**

		X3_1	X3_2	X3_3	X3_4	X3_5
X3_1	Pearson	1	.811**	.572**	.844**	.409*
	Correlation					
	Sig. (1-tailed)		.000	.000	.000	.012
	N	30	30	30	30	30
X3_2	Pearson	.811**	1	.686**	.825**	.477**
	Correlation					
	Sig. (1-tailed)	.000		.000	.000	.004
	N	30	30	30	30	30
X3_3	Pearson	.572**	.686**	1	.654**	.548**
	Correlation					
	Sig. (1-tailed)	.000	.000		.000	.001
	N	30	30	30	30	30
X3_4	Pearson	.844**	.825**	.654**	1	.447**
	Correlation					
	Sig. (1-tailed)	.000	.000	.000		.007
	N	30	30	30	30	30
X3_5	Pearson	.409*	.477**	.548**	.447**	1
	Correlation					
	Sig. (1-tailed)	.012	.004	.001	.007	
	N	30	30	30	30	30
TOTALX 3	Pearson	.889**	.928**	.818**	.910**	.632**
	Correlation					
	Sig. (1-tailed)	.000	.000	.000	.000	.000
	N	30	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (1-tailed).

\* . Correlation is significant at the 0.05 level (1-tailed).

**Lampiran 24. Hasil Uji Validitas *Perceived Quality* (X4)**

**Correlations**

		X4_1	X4_2	X4_3	TOTALX 4
X4_1	Pearson	1	.455**	.674**	.857**
	Correlation				
	Sig. (1-tailed)		.006	.000	.000
	N	30	30	30	30
X4_2	Pearson	.455**	1	.466**	.757**
	Correlation				
	Sig. (1-tailed)	.006		.005	.000
	N	30	30	30	30
X4_3	Pearson	.674**	.466**	1	.873**
	Correlation				
	Sig. (1-tailed)	.000	.005		.000
	N	30	30	30	30
TOTALX 4	Pearson	.857**	.757**	.873**	1
	Correlation				
	Sig. (1-tailed)	.000	.000	.000	
	N	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (1-tailed).

**Lampiran 25. Hasil Uji Validitas *Pricing Policy* (X5)**

**Correlations**

		X5_1	X5_2	X5_3	X5_4	TOTALX 5
X5_1	Pearson	1	.233	.423**	.257	.586**
	Correlation					
	Sig. (1-tailed)		.108	.010	.085	.000
	N	30	30	30	30	30
X5_2	Pearson	.233	1	.502**	.500**	.750**
	Correlation					
	Sig. (1-tailed)	.108		.002	.002	.000
	N	30	30	30	30	30
X5_3	Pearson	.423**	.502**	1	.466**	.838**
	Correlation					
	Sig. (1-tailed)	.010	.002		.005	.000
	N	30	30	30	30	30
X5_4	Pearson	.257	.500**	.466**	1	.774**
	Correlation					
	Sig. (1-tailed)	.085	.002	.005		.000
	N	30	30	30	30	30
TOTALX 5	Pearson	.586**	.750**	.838**	.774**	1
	Correlation					
	Sig. (1-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (1-tailed).

**Lampiran 26. Hasil Uji Validitas *Celebrity Endorsement* (X6)**

**Correlations**

		X6_1	X6_2	X6_3	TOTALX 6
X6_1	Pearson	1	.519**	.738**	.866**
	Correlation				
	Sig. (1-tailed)		.002	.000	.000
	N	30	30	30	30
X6_2	Pearson	.519**	1	.759**	.843**
	Correlation				
	Sig. (1-tailed)	.002		.000	.000
	N	30	30	30	30
X6_3	Pearson	.738**	.759**	1	.941**
	Correlation				
	Sig. (1-tailed)	.000	.000		.000
	N	30	30	30	30
TOTALX 6	Pearson	.866**	.843**	.941**	1
	Correlation				
	Sig. (1-tailed)	.000	.000	.000	
	N	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (1-tailed).

**Lampiran 27. Hasil Uji Validitas *Lifestyle* (X7)**

**Correlations**

		X7_1	X7_2	X7_3	TOTALX 7
X7_1	Pearson	1	.850**	.585**	.898**
	Correlation				
	Sig. (1-tailed)		.000	.000	.000
	N	30	30	30	30
X7_2	Pearson	.850**	1	.640**	.932**
	Correlation				
	Sig. (1-tailed)	.000		.000	.000
	N	30	30	30	30
X7_3	Pearson	.585**	.640**	1	.843**
	Correlation				
	Sig. (1-tailed)	.000	.000		.000
	N	30	30	30	30
TOTALX 7	Pearson	.898**	.932**	.843**	1
	Correlation				
	Sig. (1-tailed)	.000	.000	.000	
	N	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (1-tailed).



**Lampiran 28. Hasil Uji Validitas Label Halal (X8)**

**Correlations**

		X8_1	X8_2	X8_3	TOTALX 8
X8_1	Pearson	1	.703**	.630**	.875**
	Correlation				
	Sig. (1-tailed)		.000	.000	.000
	N	30	30	30	30
X8_2	Pearson	.703**	1	.703**	.908**
	Correlation				
	Sig. (1-tailed)	.000		.000	.000
	N	30	30	30	30
X8_3	Pearson	.630**	.703**	1	.875**
	Correlation				
	Sig. (1-tailed)	.000	.000		.000
	N	30	30	30	30
TOTALX 8	Pearson	.875**	.908**	.875**	1
	Correlation				
	Sig. (1-tailed)	.000	.000	.000	
	N	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (1-tailed).

**Lampiran 29. Hasil Uji Reliabilitas Keputusan Pembelian (Y)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

Cronbach's Alpha	N of Items
.721	4

**Lampiran 30. Hasil Uji Reliabilitas *Brand Awareness* (X1)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

Cronbach's Alpha	N of Items
.650	4

**Lampiran 31. Hasil Uji Reliabilitas *Brand Association* (X2)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

Cronbach's Alpha	N of Items
.743	6

**Lampiran 32. Hasil Uji Reliabilitas *Brand Loyalty* (X3)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

Cronbach's Alpha	N of Items
.893	5

### Lampiran 33. Hasil Uji Reliabilitas Perceived Quality (X4)

#### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

Cronbach's Alpha	N of Items
.774	3

**Lampiran 34. Hasil Uji Reliabilitas *Pricing Policy* (X5)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

Cronbach's Alpha	N of Items
.725	4

*Lampiran 35. Hasil Uji Reliabilitas Celebrity Endorsement (X6)***Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

Cronbach's Alpha	N of Items
.858	3



**Lampiran 36. Hasil Uji Reliabilitas *Lifestyle* (X7)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

Cronbach's Alpha	N of Items
.864	3

### Lampiran 37. Hasil Uji Reliabilitas Label Halal (X8)

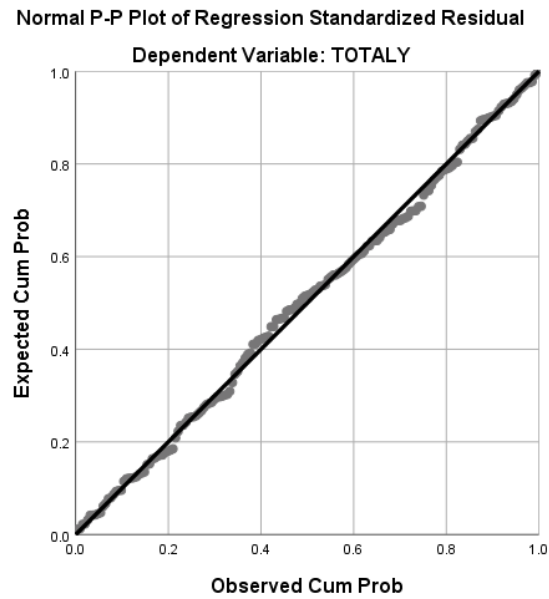
#### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

Cronbach's Alpha	N of Items
.864	3

### Lampiran 38. Hasil Uji Normalitas



### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		179
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.39652835
Most Extreme Differences	Absolute	.036
	Positive	.036
	Negative	-.033
Test Statistic		.036
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

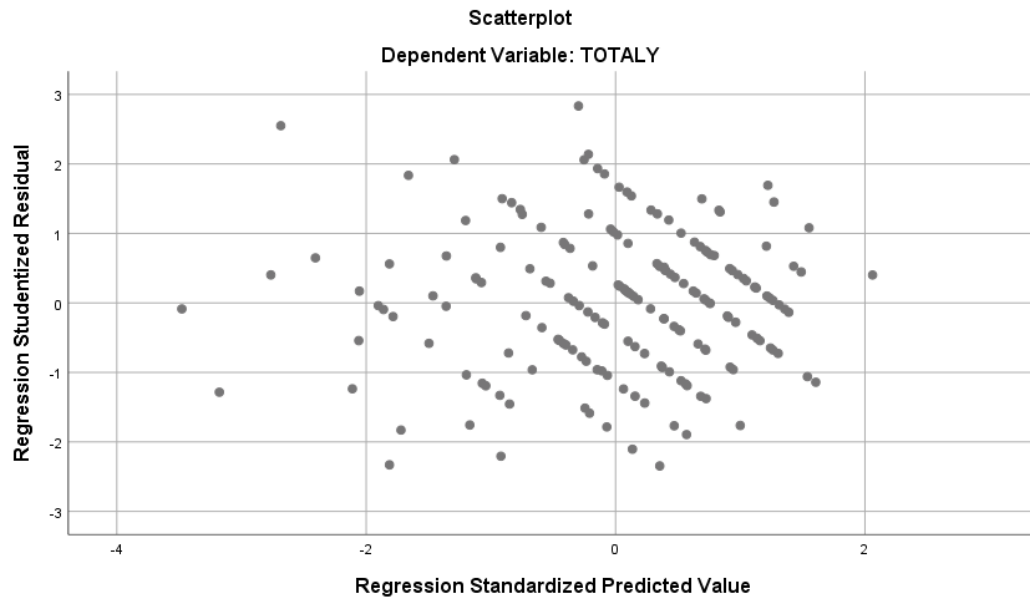
a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

### Lampiran 39. Hasil Uji Heterokedastisitas



### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.316	.727		3.187	.002
TOTALX1	-.034	.041	-.091	-.822	.412
TOTALX2	-.064	.047	-.193	-1.369	.173
TOTALX3	.007	.029	.031	.250	.803
TOTALX4	.071	.064	.131	1.099	.274
TOTALX5	-.031	.039	-.089	-.785	.433
TOTALX6	.057	.050	.108	1.144	.254
TOTALX7	-.007	.049	-.016	-.141	.888
TOTALX8	-.020	.049	-.036	-.399	.690

**Lampiran 40. Hasil Uji Multikolinearitas**

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

Model	Collinearity Statistics	
	Tolerance	VIF
1 TOTALX1	.460	2.174
TOTALX2	.282	3.547
TOTALX3	.356	2.806
TOTALX4	.394	2.536
TOTALX5	.439	2.280
TOTALX6	.622	1.608
TOTALX7	.453	2.206
TOTALX8	.687	1.456

a. Dependent Variable: TOTALY

### Lampiran 41. Hasil Analisis Regresi Linear Berganda

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.800 <sup>a</sup>	.640	.623	1.429

a. Predictors: (Constant), TOTALX8, TOTALX1, TOTALX6, TOTALX5, TOTALX4, TOTALX7, TOTALX3, TOTALX2

#### ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	617.887	8	77.236	37.822	.000 <sup>b</sup>
	Residual	347.152	170	2.042		
	Total	965.039	178			

a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALX8, TOTALX1, TOTALX6, TOTALX5, TOTALX4, TOTALX7, TOTALX3, TOTALX2

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.170	1.236		.947	.345
	TOTALX1	.154	.070	.149	2.196	.029
	TOTALX2	.182	.079	.199	2.293	.023
	TOTALX3	.112	.049	.175	2.267	.025
	TOTALX4	.489	.109	.328	4.479	.000
	TOTALX5	.036	.067	.038	.541	.589
	TOTALX6	-.218	.085	-.149	-2.562	.011
	TOTALX7	.204	.083	.169	2.474	.014
	TOTALX8	-.063	.084	-.042	-.748	.455

a. Dependent Variable: TOTALY

## **Lampiran 42. Lampiran Riwayat Hidup Peneliti**

### **RIWAYAT HIDUP PENELITI**

Penelitian skripsi ini ditulis oleh Ade Putri Yunia Sari, dilahirkan di Brebes pada tanggal 28 Juni 1999. Peneliti merupakan anak pertama dari Bapak Tohir Slamet dan Ibu Maryati Yuliana serta memiliki ibu sambung dengan nama Sumyati. Peneliti bertempat tinggal di Grengseng, RT 002 RW 002, Desa Taraban, Kecamatan Paguyangan, Kabupaten Brebes, Jawa Tengah.

Pendidikan formal yang pernah ditempuh oleh peneliti dimulai dari TK Pertiwi Dharma Wanita Paguyangan (2004). Pendidikan selanjutnya yaitu di SD Negeri Paguyangan 02 (2005-2011). Pendidikan SMP yang ditempuh bertempat di SMP Negeri 01 Paguyangan (2012-2014). Dilanjutkan Pendidikan SMA di SMA Negeri 01 Bumiayu (2015-2017). Lalu melanjutkan Pendidikan S1 di Universitas Peradaban Bumiayu jurusan Manajemen Fakultas Ekonomika dan Bisnis (2020-2024). Sebelumnya, peneliti telah bekerja di Bekasi selama tiga tahun di PT Funworld Prima yang merupakan Perusahaan dibidang rekreasi keluarga sebagai kasir sebelum akhirnya memutuskan untuk melanjutkan Pendidikan.

No. Telepon : +62 878-7256-8035

Email : [adeputri068@gmail.com](mailto:adeputri068@gmail.com)