

**PENGARUH *BRAND IMAGE* DAN HARGA TERHADAP  
KEPUTUSAN PEMBELIAN LAPTOP ASUS  
(Studi Kasus Pada Mahasiswa FEB UISU  
Prodi Manajemen Stambuk 2020)**

**SKRIPSI**

**Diajukan Untuk Memenuhi Syarat Mengikuti Sidang Meja Hijau  
Di Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara**

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**UNIVERSITAS ISLAM SUMATERA UTARA  
FAKULTAS EKONOMI DAN BISNIS  
MEDAN  
2024**

**LEMBAR PENGESAHAN PROPOSAL SKRIPSI**

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## LAMPIRAN

### Lampiran 1 Kuesioner Penelitian

#### KUESIONER PENELITIAN

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#### **Pengaruh *Brand Image* dan Harga Terhadap Keputusan Pembelian Laptop Asus (Studi Kasus Pada Mahasiswa FEB UISU Prodi Manajemen Stambuk 2020)**

Kepada Yth.  
Saudara/I Responden,  
Di

#### **Tempat**

Assalamu'alaikum, Wr. Wb.

Perkenalkan saya Wavira Eisy Nabila, mahasiswa Universitas Islam Sumatera Utara jurusan Manajemen Fakultas Ekonomi dan Bisnis. Saat ini sedang melakukan penelitian dalam rangka penyusunan tugas akhir (skripsi) yang berjudul “Pengaruh *Brand Image* dan Harga Terhadap Keputusan Pembelian Laptop Asus (Studi Kasus Pada Mahasiswa FEB UISU Prodi Manajemen Stambuk 2020)”. Untuk itu saya melakukan penyebaran kuesioner guna untuk mengumpulkan data yang diperlukan dalam penelitian tersebut.

Adapun kriteria responden yaitu :

1. Mahasiswa FEB UISU Prodi Manajemen Stambuk 2020
2. Pernah membeli dan sedang menggunakan laptop Asus

Sehubungan dengan hal tersebut, saya mohon partisipasi Saudara/I Responden untuk meluangkan waktu guna mengisi kuesioner yang telah saya lampirkan. Semua informasi yang diperoleh dari kuesioner ini hanya di gunakan untuk kepentingan penelitian ini. Atas kerja samanya untuk meluangkan waktu mengisi kuesioner ini saya ucapkan terima kasih.

Wassalamu'alaikum Wr. Wb.

Hormat saya,

Wavira Eisy Nabila

## 1. Identitas Responden

a. Nama lengkap :

b. Npm :

c. Jenis kelamin :

Laki-laki

Perempuan

d. Umur :

## 2. Petunjuk Pengisian

a. Jawablah pertanyaan ini sesuai dengan pendapat Saudara/i.

b. Pilihlah jawaban dengan memberi **tanda checklist** (√) pada salah satu jawaban yang paling sesuai menurut Saudara/i.

Adapun kriteria jawaban sebagai berikut:

1) Sangat Setuju : SS

2) Setuju : S

3) Netral : N

4) Tidak Setuju : TS

5) Sangat Tidak Setuju : STS

### 3. Pernyataan Penelitian

#### a. *Brand Image* (X<sub>1</sub>)

| <b>Indikator</b>  | <b>Pernyataan</b>  | <b>SS</b> | <b>S</b> | <b>N</b> | <b>TS</b> | <b>STS</b> |
|-------------------|--|-----------|----------|----------|-----------|------------|
| Kekuatan Merek    | 1. Secara luas kualitas laptop Asus sangat diakui<br>2. Laptop Asus unggul dalam berinovasi<br>3. Dalam industri laptop, Asus menjadi pemain utama dan banyak menghasilkan produk-produk berkualitas   |           |          |          |           |            |
| Keunikan Merek    | 4. Laptop Asus memiliki tampilan desain yang elegan dan daya tahan tinggi<br>5. Laptop Asus memiliki berbagai varian warna<br>6. Laptop Asus menggunakan teknologi yang canggih  |           |          |          |           |            |
| Keunggulan Produk | 7. Laptop Asus memiliki jaringan produk gaming yang sangat kuat<br>8. Laptop Asus memastikan kualitas laptop yang baik dan standard kualiatas yang tinggi<br>9. Asus memberikan garansi pada laptop yang rusak<br>10. Service center laptop Asus ada disetiap daerah |           |          |          |           |            |

**b. Harga (X<sub>2</sub>)**

| <b>Indikator</b>                 | <b>Pernyataan</b>  | <b>SS</b> | <b>S</b> | <b>N</b> | <b>TS</b> | <b>STS</b> |
|----------------------------------|--|-----------|----------|----------|-----------|------------|
| Keterjangkauan Harga             | 1. Harga laptop Asus dapat terjangkau dikalangan mahasiswa<br>2. Laptop Asus sering memberikan promosi harga sehingga lebih murah dan terjangkau<br>3. Harga yang terjangkau dapat memberi kepuasan konsumen<br>4. Saya merasa puas dengan harga laptop Asus |           |          |          |           |            |
| Kesesuaian Harga dengan Kualitas | 5. Perusahaan laptop Asus menetapkan harga sesuai dengan kualitas yang diterima konsumen<br>6. Pandangan konsumen bahwa harga yang mahal menggambarkan kualitas yang tinggi<br>7. Laptop Asus memiliki reputasi yang cukup baik dalam segi kualitas          |           |          |          |           |            |
| Daya Saing Harga                 | 8. Harga laptop Asus mampu bersaing di pasaran<br>9. Harga yang ditawarkan Perusahaan laptop Asus lebih murah dibandingkan dengan harga yang ditawarkan Perusahaan laptop lainnya  |           |          |          |           |            |
| Kesesuaian Harga dengan Manfaat  | 10. Harga laptop Asus sebanding dengan manfaat yang diberikan kepada konsumen<br>11. Saya lebih mengutamakan manfaat laptop daripada harga yang ditawarkan, walaupun harga laptop tersebut lebih mahal   |           |          |          |           |            |

**c. Keputusan Pembelian (Y)**

| <b>Indikator</b> | <b>Pernyataan</b>  | <b>SS</b> | <b>S</b> | <b>N</b> | <b>TS</b> | <b>STS</b> |
|------------------|--|-----------|----------|----------|-----------|------------|
| Pilihan Produk   | <p>1. Saya membeli laptop Asus karena sesuai kebutuhan</p> <p>2. Saya membeli laptop Asus karena memperoleh informasi dari orang yang telah menggunakannya</p>   |           |          |          |           |            |
| Pilihan Merek    | <p>3. Laptop Asus sudah dikenal dan mempunyai citra merek yang baik</p> <p>4. Saya membuat perbandingan laptop merek lain dengan laptop Asus</p> <p>5. Keputusan saya sangat tepat memilih laptop Asus</p>   |           |          |          |           |            |
| Pilihan Penyalur | <p>6. Laptop Asus mudah didapatkan karena jangkauan distribusi yang sangat luas</p> <p>7. Lokasi toko yang mudah ditemui</p>   |           |          |          |           |            |
| Waktu Pembelian  | <p>8. Saya membeli laptop Asus karena dibutuhkan untuk mengerjakan tugas-tugas kuliah terutama dalam pengerjaan skripsi</p> <p>9. Saya membeli laptop Asus, disaat ada tipe laptop keluaran terbaru</p> <p>10. Saya membeli laptop Asus pada saat adanya promo</p> |           |          |          |           |            |
| Jumlah Pembelian | <p>11. Berbagai tipe laptop Asus yang tersedia mendorong saya membeli laptop lebih dari satu tipe</p> <p>12. Saya membeli laptop Asus karena jumlah pembeli/pemakai yang banyak</p>  |           |          |          |           |            |

**Lampiran 2 Tabulasi Data**

**a. Tabulasi Data Variabel *Brand Image* (X1)**

| <i>Brand Image</i> (X1) |          |          |                |          |          |                   |          |          |           |             |
|-------------------------|----------|----------|----------------|----------|----------|-------------------|----------|----------|-----------|-------------|
| Kekuatan Merek          |          |          | Keunikan Merek |          |          | Keunggulan Produk |          |          |           | Total<br>x1 |
| x1<br>p1                | x1<br>p2 | x1<br>p3 | x1<br>p4       | x1<br>p5 | x1<br>p6 | x1<br>p7          | x1<br>p8 | x1<br>p9 | x1<br>p10 |             |
| 4                       | 4        | 3        | 4              | 4        | 4        | 3                 | 4        | 4        | 5         | 39          |
| 5                       | 5        | 5        | 5              | 5        | 5        | 5                 | 5        | 5        | 5         | 50          |
| 5                       | 3        | 3        | 3              | 5        | 3        | 4                 | 4        | 5        | 4         | 39          |
| 3                       | 3        | 4        | 2              | 5        | 3        | 2                 | 3        | 5        | 5         | 35          |
| 2                       | 3        | 2        | 3              | 3        | 3        | 3                 | 3        | 3        | 2         | 27          |
| 5                       | 5        | 5        | 5              | 5        | 5        | 5                 | 5        | 5        | 5         | 50          |
| 4                       | 4        | 3        | 3              | 3        | 4        | 4                 | 4        | 3        | 4         | 36          |
| 5                       | 5        | 4        | 4              | 3        | 5        | 4                 | 4        | 4        | 3         | 41          |
| 3                       | 3        | 3        | 3              | 4        | 4        | 3                 | 3        | 4        | 4         | 34          |
| 4                       | 3        | 3        | 3              | 3        | 3        | 3                 | 3        | 3        | 3         | 31          |
| 4                       | 4        | 3        | 4              | 5        | 3        | 4                 | 5        | 4        | 3         | 39          |
| 3                       | 3        | 3        | 3              | 4        | 3        | 3                 | 3        | 4        | 3         | 32          |
| 3                       | 4        | 4        | 4              | 4        | 4        | 4                 | 4        | 4        | 3         | 38          |
| 5                       | 5        | 5        | 5              | 2        | 5        | 3                 | 4        | 4        | 4         | 42          |
| 3                       | 2        | 3        | 4              | 2        | 2        | 3                 | 3        | 4        | 2         | 28          |
| 4                       | 3        | 3        | 4              | 4        | 4        | 5                 | 4        | 4        | 2         | 37          |
| 5                       | 5        | 4        | 5              | 5        | 5        | 5                 | 5        | 4        | 4         | 47          |
| 5                       | 4        | 4        | 4              | 5        | 5        | 4                 | 5        | 2        | 3         | 41          |
| 4                       | 4        | 4        | 4              | 3        | 3        | 3                 | 3        | 3        | 3         | 34          |
| 4                       | 4        | 4        | 4              | 4        | 4        | 4                 | 5        | 3        | 5         | 41          |
| 4                       | 3        | 4        | 3              | 4        | 3        | 3                 | 4        | 2        | 2         | 32          |
| 4                       | 4        | 4        | 4              | 3        | 4        | 3                 | 4        | 3        | 4         | 37          |
| 4                       | 3        | 4        | 4              | 3        | 3        | 3                 | 5        | 3        | 3         | 35          |
| 3                       | 2        | 2        | 3              | 4        | 3        | 2                 | 4        | 4        | 4         | 31          |
| 5                       | 4        | 5        | 5              | 5        | 5        | 5                 | 5        | 5        | 5         | 49          |
| 5                       | 5        | 5        | 5              | 5        | 5        | 5                 | 5        | 5        | 5         | 50          |
| 5                       | 5        | 5        | 5              | 5        | 5        | 5                 | 5        | 5        | 5         | 50          |
| 4                       | 5        | 3        | 4              | 3        | 4        | 5                 | 4        | 5        | 5         | 42          |
| 4                       | 4        | 3        | 4              | 4        | 4        | 4                 | 4        | 5        | 5         | 41          |
| 4                       | 4        | 4        | 4              | 3        | 4        | 3                 | 4        | 3        | 5         | 38          |
| 3                       | 3        | 3        | 3              | 4        | 3        | 4                 | 3        | 4        | 2         | 32          |
| 3                       | 3        | 3        | 4              | 4        | 4        | 3                 | 4        | 4        | 3         | 35          |
| 5                       | 5        | 5        | 5              | 5        | 5        | 5                 | 5        | 5        | 5         | 50          |
| 4                       | 4        | 3        | 4              | 4        | 3        | 4                 | 4        | 4        | 4         | 38          |
| 4                       | 4        | 3        | 4              | 5        | 4        | 4                 | 4        | 5        | 5         | 42          |
| 4                       | 4        | 4        | 4              | 4        | 4        | 5                 | 4        | 5        | 4         | 42          |
| 2                       | 3        | 3        | 5              | 5        | 3        | 3                 | 2        | 3        | 3         | 32          |
| 3                       | 3        | 2        | 3              | 3        | 4        | 4                 | 3        | 3        | 5         | 33          |
| 5                       | 4        | 3        | 2              | 1        | 5        | 4                 | 3        | 2        | 1         | 30          |
| 4                       | 4        | 4        | 4              | 3        | 4        | 4                 | 4        | 4        | 3         | 38          |

|   |   |   |   |   |   |   |   |   |   |           |
|---|---|---|---|---|---|---|---|---|---|-----------|
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | <b>40</b> |
| 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | <b>33</b> |
| 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 2 | 2 | <b>41</b> |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | <b>50</b> |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | <b>50</b> |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | <b>50</b> |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | <b>46</b> |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | <b>41</b> |
| 4 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | <b>39</b> |
| 4 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 3 | 3 | <b>37</b> |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | <b>42</b> |
| 4 | 4 | 3 | 2 | 4 | 3 | 3 | 4 | 4 | 3 | <b>34</b> |
| 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | <b>39</b> |
| 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | <b>40</b> |
| 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | <b>40</b> |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | <b>43</b> |
| 4 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | <b>39</b> |
| 5 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | <b>42</b> |
| 5 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | <b>40</b> |
| 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | <b>39</b> |
| 4 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | <b>39</b> |
| 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | <b>42</b> |

**b. Tabulasi Data Variabel Harga (X2)**

| Harga (X2)           |       |       |       |                                  |       |       |                  |       |                                 |        |          |
|----------------------|-------|-------|-------|----------------------------------|-------|-------|------------------|-------|---------------------------------|--------|----------|
| Keterjangkauan Harga |       |       |       | Kesesuaian Harga dengan Kualitas |       |       | Daya Saing Harga |       | Kesesuaian Harga dengan Manfaat |        | Total x2 |
| x2 p1                | x2 p2 | x2 p3 | x2 p4 | x2 p5                            | x2 p6 | x2 p7 | x2 p8            | x2 p9 | x2 p10                          | x2 p11 |          |
| 4                    | 4     | 4     | 4     | 4                                | 4     | 3     | 4                | 3     | 4                               | 4      | 42       |
| 4                    | 4     | 4     | 4     | 4                                | 3     | 4     | 5                | 4     | 4                               | 4      | 44       |
| 4                    | 4     | 4     | 3     | 4                                | 3     | 4     | 5                | 4     | 3                               | 5      | 43       |
| 5                    | 5     | 5     | 4     | 3                                | 5     | 2     | 5                | 5     | 3                               | 2      | 44       |
| 2                    | 2     | 4     | 3     | 2                                | 4     | 3     | 3                | 2     | 3                               | 3      | 31       |
| 3                    | 4     | 5     | 5     | 5                                | 5     | 5     | 5                | 5     | 5                               | 5      | 52       |
| 3                    | 2     | 4     | 3     | 3                                | 4     | 3     | 4                | 2     | 3                               | 3      | 34       |
| 3                    | 3     | 5     | 4     | 5                                | 5     | 5     | 5                | 3     | 4                               | 5      | 47       |
| 4                    | 4     | 4     | 3     | 3                                | 3     | 3     | 3                | 3     | 4                               | 4      | 38       |
| 3                    | 3     | 3     | 3     | 3                                | 3     | 3     | 3                | 3     | 3                               | 3      | 33       |
| 3                    | 3     | 4     | 4     | 4                                | 4     | 3     | 3                | 3     | 3                               | 4      | 38       |
| 3                    | 3     | 4     | 3     | 3                                | 4     | 3     | 3                | 3     | 3                               | 3      | 35       |
| 4                    | 4     | 4     | 4     | 4                                | 3     | 4     | 4                | 4     | 3                               | 4      | 42       |
| 3                    | 3     | 3     | 4     | 5                                | 5     | 4     | 5                | 3     | 4                               | 5      | 44       |
| 3                    | 2     | 4     | 3     | 2                                | 4     | 3     | 3                | 4     | 3                               | 4      | 35       |
| 2                    | 3     | 5     | 3     | 4                                | 5     | 4     | 3                | 1     | 4                               | 3      | 37       |
| 4                    | 5     | 5     | 5     | 5                                | 5     | 4     | 5                | 5     | 4                               | 5      | 52       |
| 5                    | 3     | 5     | 3     | 5                                | 5     | 5     | 4                | 2     | 4                               | 4      | 45       |
| 4                    | 3     | 5     | 4     | 4                                | 4     | 4     | 4                | 4     | 4                               | 4      | 44       |
| 4                    | 4     | 4     | 4     | 4                                | 4     | 4     | 5                | 5     | 5                               | 5      | 48       |
| 3                    | 3     | 2     | 3     | 3                                | 4     | 4     | 3                | 3     | 4                               | 3      | 35       |
| 4                    | 4     | 4     | 4     | 4                                | 4     | 4     | 4                | 4     | 4                               | 4      | 44       |
| 3                    | 4     | 3     | 3     | 3                                | 3     | 3     | 4                | 3     | 3                               | 3      | 35       |
| 3                    | 4     | 5     | 2     | 5                                | 5     | 4     | 5                | 3     | 5                               | 5      | 46       |
| 5                    | 5     | 5     | 5     | 4                                | 4     | 4     | 4                | 4     | 4                               | 5      | 49       |
| 5                    | 5     | 5     | 5     | 5                                | 5     | 5     | 5                | 5     | 5                               | 5      | 55       |
| 5                    | 5     | 5     | 5     | 5                                | 5     | 5     | 5                | 5     | 5                               | 5      | 55       |
| 4                    | 4     | 5     | 3     | 4                                | 5     | 4     | 4                | 4     | 3                               | 5      | 45       |
| 4                    | 3     | 5     | 5     | 5                                | 5     | 4     | 4                | 3     | 5                               | 5      | 48       |
| 3                    | 4     | 4     | 3     | 4                                | 4     | 4     | 4                | 4     | 5                               | 3      | 42       |
| 3                    | 3     | 3     | 3     | 3                                | 3     | 3     | 4                | 4     | 4                               | 4      | 37       |
| 4                    | 4     | 4     | 3     | 4                                | 4     | 4     | 4                | 3     | 3                               | 3      | 40       |
| 5                    | 5     | 5     | 5     | 5                                | 5     | 5     | 5                | 5     | 5                               | 5      | 55       |
| 4                    | 4     | 4     | 4     | 4                                | 4     | 4     | 4                | 3     | 4                               | 4      | 43       |
| 3                    | 4     | 5     | 3     | 4                                | 4     | 3     | 4                | 3     | 3                               | 4      | 40       |
| 3                    | 4     | 4     | 4     | 4                                | 4     | 4     | 4                | 3     | 4                               | 4      | 42       |
| 3                    | 2     | 3     | 2     | 3                                | 1     | 3     | 4                | 2     | 3                               | 1      | 27       |
| 4                    | 4     | 4     | 3     | 3                                | 3     | 3     | 3                | 3     | 3                               | 3      | 36       |
| 4                    | 5     | 3     | 2     | 1                                | 5     | 3     | 4                | 2     | 1                               | 5      | 35       |



|   |   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|---|----|
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 43 |
| 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 42 |
| 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 3 | 3 | 4 | 3 | 3 | 3 | 5 | 5 | 3 | 3 | 4 | 39 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 53 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 41 |
| 4 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 43 |
| 4 | 3 | 5 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 43 |
| 4 | 4 | 4 | 4 | 3 | 5 | 3 | 5 | 3 | 4 | 4 | 43 |
| 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 42 |
| 4 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 42 |
| 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 43 |
| 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 44 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 42 |
| 5 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 43 |
| 4 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 42 |
| 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 47 |
| 3 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 47 |
| 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 46 |

c. Tabulasi Data Variabel Keputusan Pembelian (Y)

| Keputusan Pembelian (Y) |      |               |      |      |                  |      |                 |      |       |                  |       |         |
|-------------------------|------|---------------|------|------|------------------|------|-----------------|------|-------|------------------|-------|---------|
| Pilihan Produk          |      | Pilihan Merek |      |      | Pilihan Penyalur |      | Waktu Pembelian |      |       | Jumlah Pembelian |       | Total Y |
| y p1                    | y p2 | y p3          | y p4 | y p5 | y p6             | y p7 | y p8            | y p9 | y p10 | y p11            | y p12 |         |
| 4                       | 4    | 4             | 3    | 3    | 4                | 4    | 4               | 4    | 2     | 3                | 3     | 42      |
| 4                       | 4    | 4             | 5    | 4    | 5                | 5    | 5               | 2    | 4     | 2                | 4     | 48      |
| 5                       | 4    | 4             | 3    | 3    | 4                | 5    | 5               | 4    | 3     | 4                | 4     | 48      |
| 4                       | 4    | 4             | 4    | 3    | 3                | 3    | 5               | 2    | 4     | 1                | 3     | 40      |
| 3                       | 2    | 3             | 3    | 2    | 3                | 3    | 3               | 1    | 3     | 1                | 2     | 29      |
| 5                       | 5    | 5             | 5    | 5    | 5                | 5    | 5               | 5    | 5     | 5                | 5     | 60      |
| 4                       | 4    | 4             | 4    | 2    | 3                | 4    | 3               | 3    | 4     | 2                | 3     | 40      |
| 5                       | 4    | 5             | 4    | 5    | 4                | 4    | 5               | 4    | 2     | 2                | 3     | 47      |
| 4                       | 4    | 4             | 4    | 2    | 4                | 4    | 3               | 3    | 3     | 3                | 3     | 41      |
| 3                       | 3    | 3             | 3    | 3    | 3                | 3    | 3               | 3    | 3     | 3                | 3     | 36      |
| 4                       | 4    | 4             | 3    | 3    | 4                | 4    | 4               | 3    | 3     | 3                | 4     | 43      |
| 3                       | 3    | 3             | 5    | 3    | 3                | 4    | 3               | 3    | 3     | 3                | 3     | 39      |
| 4                       | 4    | 4             | 3    | 4    | 4                | 4    | 4               | 4    | 3     | 4                | 4     | 46      |
| 5                       | 5    | 5             | 4    | 4    | 5                | 5    | 5               | 5    | 3     | 2                | 3     | 51      |
| 3                       | 4    | 3             | 4    | 3    | 2                | 2    | 3               | 4    | 4     | 4                | 3     | 39      |
| 3                       | 3    | 4             | 3    | 4    | 3                | 3    | 3               | 3    | 4     | 1                | 3     | 37      |
| 5                       | 5    | 5             | 5    | 5    | 5                | 4    | 5               | 4    | 5     | 5                | 5     | 58      |
| 5                       | 4    | 4             | 3    | 3    | 4                | 4    | 5               | 1    | 3     | 3                | 4     | 43      |
| 4                       | 4    | 4             | 3    | 4    | 4                | 4    | 4               | 2    | 2     | 1                | 3     | 39      |
| 5                       | 4    | 4             | 5    | 5    | 5                | 5    | 4               | 3    | 4     | 4                | 3     | 51      |
| 3                       | 4    | 3             | 3    | 3    | 3                | 2    | 3               | 2    | 3     | 3                | 3     | 35      |
| 4                       | 4    | 4             | 3    | 3    | 4                | 3    | 5               | 3    | 4     | 3                | 3     | 43      |
| 4                       | 3    | 3             | 3    | 3    | 3                | 4    | 3               | 3    | 3     | 2                | 2     | 36      |
| 5                       | 4    | 3             | 4    | 2    | 5                | 2    | 5               | 1    | 2     | 3                | 4     | 40      |
| 5                       | 4    | 5             | 5    | 4    | 4                | 4    | 5               | 5    | 3     | 4                | 5     | 53      |
| 5                       | 5    | 5             | 5    | 5    | 5                | 4    | 5               | 5    | 5     | 5                | 5     | 59      |
| 5                       | 5    | 5             | 5    | 5    | 5                | 5    | 5               | 5    | 4     | 5                | 5     | 59      |
| 4                       | 4    | 4             | 5    | 3    | 4                | 5    | 4               | 3    | 5     | 3                | 5     | 49      |
| 4                       | 4    | 5             | 5    | 5    | 5                | 5    | 5               | 3    | 3     | 5                | 3     | 52      |
| 2                       | 2    | 3             | 3    | 2    | 3                | 3    | 3               | 3    | 3     | 3                | 3     | 33      |
| 4                       | 4    | 3             | 3    | 3    | 3                | 3    | 3               | 3    | 3     | 4                | 3     | 39      |
| 3                       | 3    | 3             | 4    | 4    | 4                | 4    | 4               | 4    | 4     | 4                | 3     | 44      |
| 5                       | 5    | 5             | 5    | 5    | 5                | 5    | 5               | 5    | 5     | 5                | 5     | 60      |
| 4                       | 4    | 4             | 4    | 4    | 4                | 4    | 4               | 4    | 4     | 4                | 4     | 48      |
| 4                       | 4    | 3             | 4    | 3    | 4                | 4    | 4               | 3    | 4     | 3                | 4     | 44      |
| 5                       | 4    | 5             | 4    | 4    | 4                | 4    | 4               | 3    | 3     | 2                | 4     | 46      |
| 1                       | 1    | 2             | 3    | 2    | 3                | 4    | 1               | 1    | 1     | 1                | 3     | 23      |
| 3                       | 3    | 3             | 3    | 3    | 3                | 3    | 3               | 3    | 3     | 3                | 3     | 36      |
| 5                       | 4    | 3             | 2    | 1    | 3                | 5    | 1               | 2    | 5     | 3                | 4     | 38      |
| 4                       | 4    | 4             | 4    | 4    | 4                | 4    | 4               | 4    | 4     | 4                | 4     | 48      |
| 4                       | 4    | 4             | 4    | 5    | 4                | 4    | 4               | 3    | 4     | 2                | 5     | 47      |

|   |   |   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 4 | 4 | 4 | 3 | 4 | 3 | 3 | 5 | 2 | 2 | 2 | 3 | 39 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 59 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 4 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 3 | 3 | 2 | 3 | 45 |
| 5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 47 |
| 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 45 |
| 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 2 | 4 | 3 | 2 | 41 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 49 |
| 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 50 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 3 | 5 | 47 |
| 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 48 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 49 |
| 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 49 |
| 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 48 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 47 |
| 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 52 |
| 4 | 4 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 52 |

### Lampiran 3 Tabel Tanggapan Responden

#### a. Tabel Tanggapan Responden Tentang *Brand Image* (XI)

**x1p1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 2         | 3.2     | 3.2           | 3.2                |
|       | 3     | 10        | 16.1    | 16.1          | 19.4               |
|       | 4     | 29        | 46.8    | 46.8          | 66.1               |
|       | 5     | 21        | 33.9    | 33.9          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**x1p2**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 2         | 3.2     | 3.2           | 3.2                |
|       | 3     | 17        | 27.4    | 27.4          | 30.6               |
|       | 4     | 28        | 45.2    | 45.2          | 75.8               |
|       | 5     | 15        | 24.2    | 24.2          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**x1p3**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 3         | 4.8     | 4.8           | 4.8                |
|       | 3     | 20        | 32.3    | 32.3          | 37.1               |
|       | 4     | 28        | 45.2    | 45.2          | 82.3               |
|       | 5     | 11        | 17.7    | 17.7          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**x1p4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 3         | 4.8     | 4.8           | 4.8                |
|       | 3     | 15        | 24.2    | 24.2          | 29.0               |
|       | 4     | 29        | 46.8    | 46.8          | 75.8               |
|       | 5     | 15        | 24.2    | 24.2          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**xip5**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 1         | 1.6     | 1.6           | 1.6                |
|       | 2     | 2         | 3.2     | 3.2           | 4.8                |
|       | 3     | 16        | 25.8    | 25.8          | 30.6               |
|       | 4     | 24        | 38.7    | 38.7          | 69.4               |
|       | 5     | 19        | 30.6    | 30.6          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**x1p6**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 1         | 1.6     | 1.6           | 1.6                |
|       | 3     | 16        | 25.8    | 25.8          | 27.4               |
|       | 4     | 28        | 45.2    | 45.2          | 72.6               |
|       | 5     | 17        | 27.4    | 27.4          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**x1p7**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 2         | 3.2     | 3.2           | 3.2                |
|       | 3     | 19        | 30.6    | 30.6          | 33.9               |
|       | 4     | 25        | 40.3    | 40.3          | 74.2               |
|       | 5     | 16        | 25.8    | 25.8          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**x1p8**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 1         | 1.6     | 1.6           | 1.6                |
|       | 3     | 11        | 17.7    | 17.7          | 19.4               |
|       | 4     | 29        | 46.8    | 46.8          | 66.1               |
|       | 5     | 21        | 33.9    | 33.9          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**x1p9**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 4         | 6.5     | 6.5           | 6.5                |
|       | 3     | 12        | 19.4    | 19.4          | 25.8               |
|       | 4     | 30        | 48.4    | 48.4          | 74.2               |
|       | 5     | 16        | 25.8    | 25.8          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**x1p10**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 1         | 1.6     | 1.6           | 1.6                |
|       | 2     | 6         | 9.7     | 9.7           | 11.3               |
|       | 3     | 14        | 22.6    | 22.6          | 33.9               |
|       | 4     | 20        | 32.3    | 32.3          | 66.1               |
|       | 5     | 21        | 33.9    | 33.9          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**b. Tabel Tanggapan Responden Tentang Harga (X2)****x2p1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 2         | 3.2     | 3.2           | 3.2                |
|       | 3     | 18        | 29.0    | 29.0          | 32.3               |
|       | 4     | 29        | 46.8    | 46.8          | 79.0               |
|       | 5     | 13        | 21.0    | 21.0          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**x2p2**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 5         | 8.1     | 8.1           | 8.1                |
|       | 3     | 24        | 38.7    | 38.7          | 46.8               |
|       | 4     | 22        | 35.5    | 35.5          | 82.3               |
|       | 5     | 11        | 17.7    | 17.7          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**x2p3**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 1         | 1.6     | 1.6           | 1.6                |
|       | 3     | 7         | 11.3    | 11.3          | 12.9               |
|       | 4     | 28        | 45.2    | 45.2          | 58.1               |
|       | 5     | 26        | 41.9    | 41.9          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**x2p4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 3         | 4.8     | 4.8           | 4.8                |
|       | 3     | 22        | 35.5    | 35.5          | 40.3               |
|       | 4     | 25        | 40.3    | 40.3          | 80.6               |
|       | 5     | 12        | 19.4    | 19.4          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**x2p5**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 1         | 1.6     | 1.6           | 1.6                |
|       | 2     | 2         | 3.2     | 3.2           | 4.8                |
|       | 3     | 15        | 24.2    | 24.2          | 29.0               |
|       | 4     | 29        | 46.8    | 46.8          | 75.8               |
|       | 5     | 15        | 24.2    | 24.2          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**x2p6**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 1         | 1.6     | 1.6           | 1.6                |
|       | 3     | 13        | 21.0    | 21.0          | 22.6               |
|       | 4     | 26        | 41.9    | 41.9          | 64.5               |
|       | 5     | 22        | 35.5    | 35.5          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**x2p7**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 1         | 1.6     | 1.6           | 1.6                |
|       | 3     | 16        | 25.8    | 25.8          | 27.4               |
|       | 4     | 31        | 50.0    | 50.0          | 77.4               |
|       | 5     | 14        | 22.6    | 22.6          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**x2p8**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 10        | 16.1    | 16.1          | 16.1               |
|       | 4     | 34        | 54.8    | 54.8          | 71.0               |
|       | 5     | 18        | 29.0    | 29.0          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**x2p9**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 1         | 1.6     | 1.6           | 1.6                |
|       | 2     | 5         | 8.1     | 8.1           | 9.7                |
|       | 3     | 28        | 45.2    | 45.2          | 54.8               |
|       | 4     | 17        | 27.4    | 27.4          | 82.3               |
|       | 5     | 11        | 17.7    | 17.7          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**x2p10**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 1         | 1.6     | 1.6           | 1.6                |
|       | 3     | 18        | 29.0    | 29.0          | 30.6               |
|       | 4     | 29        | 46.8    | 46.8          | 77.4               |
|       | 5     | 14        | 22.6    | 22.6          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |



**x2p11**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 1         | 1.6     | 1.6           | 1.6                |
|       | 2     | 1         | 1.6     | 1.6           | 3.2                |
|       | 3     | 14        | 22.6    | 22.6          | 25.8               |
|       | 4     | 26        | 41.9    | 41.9          | 67.7               |
|       | 5     | 20        | 32.3    | 32.3          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**c. Tabel Tanggapan Responden Tentang Keputusan Pembelian (Y)****yp1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 1         | 1.6     | 1.6           | 1.6                |
|       | 2     | 1         | 1.6     | 1.6           | 3.2                |
|       | 3     | 9         | 14.5    | 14.5          | 17.7               |
|       | 4     | 27        | 43.5    | 43.5          | 61.3               |
|       | 5     | 24        | 38.7    | 38.7          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**yp2**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 1         | 1.6     | 1.6           | 1.6                |
|       | 2     | 2         | 3.2     | 3.2           | 4.8                |
|       | 3     | 7         | 11.3    | 11.3          | 16.1               |
|       | 4     | 40        | 64.5    | 64.5          | 80.6               |
|       | 5     | 12        | 19.4    | 19.4          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**yp3**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 1         | 1.6     | 1.6           | 1.6                |
|       | 3     | 14        | 22.6    | 22.6          | 24.2               |
|       | 4     | 29        | 46.8    | 46.8          | 71.0               |
|       | 5     | 18        | 29.0    | 29.0          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**yp4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 1         | 1.6     | 1.6           | 1.6                |
|       | 3     | 21        | 33.9    | 33.9          | 35.5               |
|       | 4     | 24        | 38.7    | 38.7          | 74.2               |
|       | 5     | 16        | 25.8    | 25.8          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**yp5**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 1         | 1.6     | 1.6           | 1.6                |
|       | 2     | 6         | 9.7     | 9.7           | 11.3               |
|       | 3     | 22        | 35.5    | 35.5          | 46.8               |
|       | 4     | 19        | 30.6    | 30.6          | 77.4               |
|       | 5     | 14        | 22.6    | 22.6          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**yp6**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 1         | 1.6     | 1.6           | 1.6                |
|       | 3     | 17        | 27.4    | 27.4          | 29.0               |
|       | 4     | 27        | 43.5    | 43.5          | 72.6               |
|       | 5     | 17        | 27.4    | 27.4          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**yp7**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 3         | 4.8     | 4.8           | 4.8                |
|       | 3     | 10        | 16.1    | 16.1          | 21.0               |
|       | 4     | 31        | 50.0    | 50.0          | 71.0               |
|       | 5     | 18        | 29.0    | 29.0          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**yp8**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 2         | 3.2     | 3.2           | 3.2                |
|       | 3     | 13        | 21.0    | 21.0          | 24.2               |
|       | 4     | 22        | 35.5    | 35.5          | 59.7               |
|       | 5     | 25        | 40.3    | 40.3          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**yp9**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 4         | 6.5     | 6.5           | 6.5                |
|       | 2     | 7         | 11.3    | 11.3          | 17.7               |
|       | 3     | 24        | 38.7    | 38.7          | 56.5               |
|       | 4     | 18        | 29.0    | 29.0          | 85.5               |
|       | 5     | 9         | 14.5    | 14.5          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**yp10**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 1         | 1.6     | 1.6           | 1.6                |
|       | 2     | 5         | 8.1     | 8.1           | 9.7                |
|       | 3     | 21        | 33.9    | 33.9          | 43.5               |
|       | 4     | 24        | 38.7    | 38.7          | 82.3               |
|       | 5     | 11        | 17.7    | 17.7          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

**yp11**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 5         | 8.1     | 8.1           | 8.1                |
|       | 2     | 9         | 14.5    | 14.5          | 22.6               |
|       | 3     | 23        | 37.1    | 37.1          | 59.7               |
|       | 4     | 14        | 22.6    | 22.6          | 82.3               |
|       | 5     | 11        | 17.7    | 17.7          | 100.0              |
|       | Total | 62        | 100.0   | 100.0         |                    |

yp12

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 2         | 3       | 4.8           | 4.8                |
|       | 3         | 23      | 37.1          | 41.9               |
|       | 4         | 19      | 30.6          | 72.6               |
|       | 5         | 17      | 27.4          | 100.0              |
| Total | 62        | 100.0   | 100.0         |                    |

Lampiran 4 Uji Instrumen

a. Uji Validitas

1. Brand Image

Correlations

|                |               |                         | x1p1   | x1p2   | x1p3   | x1p4   | x1p5   | x1p6   | x1p7   | x1p8   | x1p9   | x1p10  | BrandImage_x1 |
|----------------|---------------|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------|
| Spearman's rho | x1p1          | Correlation Coefficient | 1.000  | .700** | .647** | .404   | .319   | .694** | .508** | .620** | .304   | .296** | .720**        |
|                |               | Sig. (1-tailed)         | .      | .000   | .000   | .001   | .006   | .000   | .000   | .000   | .008   | .010   | .000          |
|                |               | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62            |
|                | x1p2          | Correlation Coefficient | .700** | 1.000  | .653** | .571** | .276   | .775** | .578** | .593** | .364   | .457** | .818**        |
|                |               | Sig. (1-tailed)         | .000   | .      | .000   | .000   | .015   | .000   | .000   | .000   | .002   | .000   | .000          |
|                |               | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62            |
|                | x1p3          | Correlation Coefficient | .647** | .653** | 1.000  | .585** | .361   | .626** | .400   | .572** | .318   | .388** | .718**        |
|                |               | Sig. (1-tailed)         | .000   | .000   | .      | .000   | .002   | .000   | .001   | .000   | .006   | .001   | .000          |
|                |               | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62            |
|                | x1p4          | Correlation Coefficient | .404   | .571** | .585** | 1.000  | .427** | .522** | .361   | .443** | .300   | .293   | .622**        |
|                |               | Sig. (1-tailed)         | .001   | .000   | .000   | .      | .000   | .000   | .002   | .000   | .009   | .011   | .000          |
|                |               | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62            |
|                | x1p5          | Correlation Coefficient | .319   | .276   | .361   | .427** | 1.000  | .325   | .329   | .443** | .508** | .390   | .549**        |
|                |               | Sig. (1-tailed)         | .006   | .015   | .002   | .000   | .      | .005   | .005   | .000   | .000   | .001   | .000          |
|                |               | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62            |
|                | x1p6          | Correlation Coefficient | .694** | .775** | .626** | .522** | .325   | 1.000  | .604** | .553** | .296** | .435** | .765**        |
|                |               | Sig. (1-tailed)         | .000   | .000   | .000   | .000   | .005   | .      | .000   | .000   | .010   | .000   | .000          |
|                |               | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62            |
|                | x1p7          | Correlation Coefficient | .508** | .578** | .400   | .361   | .329   | .604** | 1.000  | .583** | .541** | .439** | .722**        |
|                |               | Sig. (1-tailed)         | .000   | .000   | .001   | .002   | .005   | .000   | .      | .000   | .000   | .000   | .000          |
|                |               | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62            |
|                | x1p8          | Correlation Coefficient | .620** | .593** | .572** | .443** | .443** | .553** | .583** | 1.000  | .362   | .461** | .761**        |
|                |               | Sig. (1-tailed)         | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .      | .002   | .000   | .000          |
|                |               | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62            |
|                | x1p9          | Correlation Coefficient | .304   | .364   | .318   | .300   | .508** | .296** | .541** | .362   | 1.000  | .595** | .641**        |
|                |               | Sig. (1-tailed)         | .008   | .002   | .006   | .009   | .000   | .010   | .000   | .002   | .000   | .      | .000          |
|                |               | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62            |
|                | x1p10         | Correlation Coefficient | .296** | .457** | .388** | .293   | .390   | .435** | .439** | .461** | .595** | 1.000  | .680**        |
|                |               | Sig. (1-tailed)         | .010   | .000   | .001   | .011   | .001   | .000   | .000   | .000   | .000   | .      | .000          |
|                |               | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62            |
| BrandImage_x1  | BrandImage_x1 | Correlation Coefficient | .720** | .818** | .718** | .622** | .549** | .765** | .722** | .761** | .641** | .680** | 1.000         |
|                |               | Sig. (1-tailed)         | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .             |
|                |               | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62            |

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

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

## 2. Harga

Correlations

|                |          |                         | x2p1   | x2p2   | x2p3   | x2p4   | x2p5   | x2p6   | x2p7   | x2p8   | x2p9   | x2p10  | x2p11  | Harga_x2 |
|----------------|----------|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------|
| Spearman's rho | x2p1     | Correlation Coefficient | 1.000  | .559** | .430** | .526** | .390** | .222   | .437** | .376** | .496** | .368** | .285   | .623**   |
|                |          | Sig. (1-tailed)         | .      | .000   | .000   | .000   | .001   | .042   | .000   | .001   | .000   | .002   | .012   | .000     |
|                |          | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62       |
|                | x2p2     | Correlation Coefficient | .559** | 1.000  | .288   | .434** | .377** | .287   | .258   | .527** | .607** | .361** | .397** | .586**   |
|                |          | Sig. (1-tailed)         | .000   | .      | .012   | .000   | .001   | .012   | .021   | .000   | .000   | .002   | .001   | .000     |
|                |          | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62       |
|                | x2p3     | Correlation Coefficient | .430** | .288   | 1.000  | .559** | .553** | .546** | .546** | .392** | .386** | .481** | .412** | .697**   |
|                |          | Sig. (1-tailed)         | .000   | .012   | .      | .000   | .000   | .000   | .000   | .001   | .001   | .000   | .000   | .000     |
|                |          | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62       |
|                | x2p4     | Correlation Coefficient | .526** | .434** | .559** | 1.000  | .615** | .436** | .550** | .504** | .627** | .630** | .480** | .793**   |
|                |          | Sig. (1-tailed)         | .000   | .000   | .000   | .      | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000     |
|                |          | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62       |
|                | x2p5     | Correlation Coefficient | .390** | .377** | .553** | .615** | 1.000  | .581** | .697** | .587** | .441** | .677** | .572** | .803**   |
|                |          | Sig. (1-tailed)         | .001   | .001   | .000   | .000   | .      | .000   | .000   | .000   | .000   | .000   | .000   | .000     |
|                |          | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62       |
|                | x2p6     | Correlation Coefficient | .222   | .287   | .546** | .436** | .581** | 1.000  | .399** | .445** | .185   | .452** | .511** | .611**   |
|                |          | Sig. (1-tailed)         | .042   | .012   | .000   | .000   | .000   | .      | .001   | .000   | .075   | .000   | .000   | .000     |
|                |          | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62       |
|                | x2p7     | Correlation Coefficient | .437** | .258   | .546** | .550** | .697** | .399** | 1.000  | .543** | .411** | .600** | .503** | .711**   |
|                |          | Sig. (1-tailed)         | .000   | .021   | .000   | .000   | .000   | .001   | .      | .000   | .000   | .000   | .000   | .000     |
|                |          | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62       |
|                | x2p8     | Correlation Coefficient | .376** | .527** | .392** | .504** | .587** | .445** | .543** | 1.000  | .548** | .483** | .576** | .728**   |
|                |          | Sig. (1-tailed)         | .001   | .000   | .001   | .000   | .000   | .000   | .000   | .      | .000   | .000   | .000   | .000     |
|                |          | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62       |
|                | x2p9     | Correlation Coefficient | .496** | .607** | .386** | .627** | .441** | .185   | .411** | .548** | 1.000  | .517** | .403** | .683**   |
|                |          | Sig. (1-tailed)         | .000   | .000   | .001   | .000   | .000   | .075   | .000   | .000   | .      | .000   | .001   | .000     |
|                |          | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62       |
|                | x2p10    | Correlation Coefficient | .368** | .361** | .481** | .630** | .677** | .452** | .600** | .483** | .517** | 1.000  | .494** | .755**   |
|                |          | Sig. (1-tailed)         | .002   | .002   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .      | .000   | .000     |
|                |          | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62       |
|                | x2p11    | Correlation Coefficient | .285   | .397** | .412** | .480** | .572** | .511** | .503** | .576** | .403** | .494** | 1.000  | .696**   |
|                |          | Sig. (1-tailed)         | .012   | .001   | .000   | .000   | .000   | .000   | .000   | .000   | .001   | .000   | .      | .000     |
|                |          | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62       |
|                | Harga_x2 | Correlation Coefficient | .623** | .586** | .697** | .793** | .803** | .611** | .711** | .728** | .683** | .755** | .696** | 1.000    |
|                |          | Sig. (1-tailed)         | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .        |
|                |          | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62       |

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

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

### 3. Keputusan Pembelian

Correlations

|                      |                         | yp1                     | yp2    | yp3    | yp4    | yp5    | yp6    | yp7    | yp8    | yp9    | yp10   | yp11   | yp12   | KeputusanPembelian_y |        |
|----------------------|-------------------------|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------------------|--------|
| Spearman's rho       | yp1                     | Correlation Coefficient | 1.000  | .722** | .643** | .426*  | .495*  | .657** | .501*  | .641** | .451*  | .370*  | .426*  | .567**               | .716** |
|                      |                         | Sig. (1-tailed)         | .      | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .002   | .000   | .000                 | .000   |
|                      |                         | N                       | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62                   | 62     |
| yp2                  | Correlation Coefficient | .722**                  | 1.000  | .709** | .564*  | .600** | .715** | .557** | .630** | .594** | .537** | .560** | .645** | .803**               |        |
|                      | Sig. (1-tailed)         | .000                    | .      | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000                 |        |
|                      | N                       | 62                      | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62                   |        |
| yp3                  | Correlation Coefficient | .643**                  | .709** | 1.000  | .561*  | .681** | .625** | .587** | .681** | .585** | .361*  | .409** | .556** | .794**               |        |
|                      | Sig. (1-tailed)         | .000                    | .000   | .      | .000   | .000   | .000   | .000   | .000   | .000   | .002   | .000   | .000   | .000                 |        |
|                      | N                       | 62                      | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62                   |        |
| yp4                  | Correlation Coefficient | .426*                   | .564** | .561*  | 1.000  | .583** | .596** | .505** | .486*  | .457*  | .490** | .484** | .443** | .722**               |        |
|                      | Sig. (1-tailed)         | .000                    | .000   | .000   | .      | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000                 |        |
|                      | N                       | 62                      | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62                   |        |
| yp5                  | Correlation Coefficient | .495*                   | .600** | .681** | .583** | 1.000  | .625** | .449*  | .533** | .592** | .457*  | .520** | .516** | .775**               |        |
|                      | Sig. (1-tailed)         | .000                    | .000   | .000   | .000   | .      | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000                 |        |
|                      | N                       | 62                      | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62                   |        |
| yp6                  | Correlation Coefficient | .657**                  | .715** | .625** | .596** | .625** | 1.000  | .638** | .701** | .500*  | .356*  | .532** | .591** | .822**               |        |
|                      | Sig. (1-tailed)         | .000                    | .000   | .000   | .000   | .000   | .      | .000   | .000   | .000   | .002   | .000   | .000   | .000                 |        |
|                      | N                       | 62                      | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62                   |        |
| yp7                  | Correlation Coefficient | .501*                   | .557** | .587** | .505*  | .449*  | .638** | 1.000  | .436*  | .457*  | .428** | .382*  | .505** | .719**               |        |
|                      | Sig. (1-tailed)         | .000                    | .000   | .000   | .000   | .000   | .000   | .      | .000   | .000   | .000   | .001   | .000   | .000                 |        |
|                      | N                       | 62                      | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62                   |        |
| yp8                  | Correlation Coefficient | .641**                  | .630** | .681** | .486*  | .533** | .701** | .436*  | 1.000  | .414*  | .281*  | .321*  | .496** | .702**               |        |
|                      | Sig. (1-tailed)         | .000                    | .000   | .000   | .000   | .000   | .000   | .000   | .      | .000   | .013   | .006   | .000   | .000                 |        |
|                      | N                       | 62                      | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62                   |        |
| yp9                  | Correlation Coefficient | .451*                   | .594** | .585** | .457*  | .592** | .500*  | .457*  | .414*  | 1.000  | .440** | .664** | .533** | .739**               |        |
|                      | Sig. (1-tailed)         | .000                    | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .      | .000   | .000   | .000   | .000                 |        |
|                      | N                       | 62                      | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62                   |        |
| yp10                 | Correlation Coefficient | .370*                   | .537** | .361*  | .490** | .457*  | .356*  | .428** | .281*  | .440** | 1.000  | .519** | .618** | .616**               |        |
|                      | Sig. (1-tailed)         | .002                    | .000   | .002   | .000   | .000   | .002   | .000   | .013   | .000   | .      | .000   | .000   | .000                 |        |
|                      | N                       | 62                      | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62                   |        |
| yp11                 | Correlation Coefficient | .426*                   | .560** | .409** | .484** | .520** | .532** | .382*  | .321*  | .664** | .519** | 1.000  | .551** | .697**               |        |
|                      | Sig. (1-tailed)         | .000                    | .000   | .000   | .000   | .000   | .000   | .001   | .006   | .000   | .000   | .      | .000   | .000                 |        |
|                      | N                       | 62                      | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62                   |        |
| yp12                 | Correlation Coefficient | .567**                  | .645** | .556** | .443** | .516** | .591** | .505** | .496** | .533** | .618** | .551** | 1.000  | .757**               |        |
|                      | Sig. (1-tailed)         | .000                    | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .      | .000                 |        |
|                      | N                       | 62                      | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62                   |        |
| KeputusanPembelian_y | Correlation Coefficient | .716**                  | .803** | .794** | .722** | .775** | .822** | .719** | .702** | .739** | .616** | .697** | .757** | 1.000                |        |
|                      | Sig. (1-tailed)         | .000                    | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .                    |        |
|                      | N                       | 62                      | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62     | 62                   |        |

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

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

**b. Uji Reliabilitas****Item-Total Statistics**

|       | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| x1p1  | 124.10                     | 365.040                        | .666                             | .965                             |
| x1p2  | 124.31                     | 363.200                        | .717                             | .965                             |
| x1p3  | 124.45                     | 364.580                        | .671                             | .965                             |
| x1p4  | 124.31                     | 368.478                        | .526                             | .966                             |
| xip5  | 124.27                     | 367.940                        | .482                             | .966                             |
| x1p6  | 124.23                     | 364.374                        | .701                             | .965                             |
| x1p7  | 124.32                     | 364.747                        | .641                             | .965                             |
| x1p8  | 124.08                     | 363.518                        | .752                             | .965                             |
| x1p9  | 124.27                     | 365.251                        | .613                             | .965                             |
| x1p10 | 124.34                     | 358.982                        | .648                             | .965                             |
| x2p1  | 124.35                     | 366.856                        | .609                             | .965                             |
| x2p2  | 124.58                     | 365.395                        | .589                             | .965                             |
| x2p3  | 123.94                     | 368.324                        | .607                             | .965                             |
| x2p4  | 124.47                     | 359.138                        | .827                             | .964                             |
| x2p5  | 124.32                     | 359.599                        | .771                             | .964                             |
| x2p6  | 124.11                     | 368.462                        | .514                             | .966                             |
| x2p7  | 124.27                     | 365.120                        | .708                             | .965                             |
| x2p8  | 124.08                     | 368.272                        | .670                             | .965                             |
| x2p9  | 124.69                     | 360.708                        | .681                             | .965                             |
| x2p10 | 124.32                     | 364.812                        | .656                             | .965                             |
| x2p11 | 124.19                     | 362.880                        | .663                             | .965                             |
| yp1   | 124.05                     | 362.047                        | .710                             | .965                             |
| yp2   | 124.24                     | 362.350                        | .783                             | .964                             |
| yp3   | 124.18                     | 361.165                        | .825                             | .964                             |
| yp4   | 124.32                     | 363.796                        | .689                             | .965                             |
| yp5   | 124.58                     | 356.313                        | .758                             | .964                             |
| yp6   | 124.24                     | 361.072                        | .805                             | .964                             |
| yp7   | 124.18                     | 366.345                        | .607                             | .965                             |
| yp8   | 124.11                     | 357.872                        | .749                             | .964                             |
| yp9   | 124.87                     | 356.999                        | .684                             | .965                             |
| yp10  | 124.58                     | 364.707                        | .571                             | .966                             |
| yp11  | 124.94                     | 356.160                        | .645                             | .965                             |
| yp12  | 124.40                     | 359.949                        | .731                             | .965                             |

## Lampiran 5 Uji Asumsi Klasik

### a. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

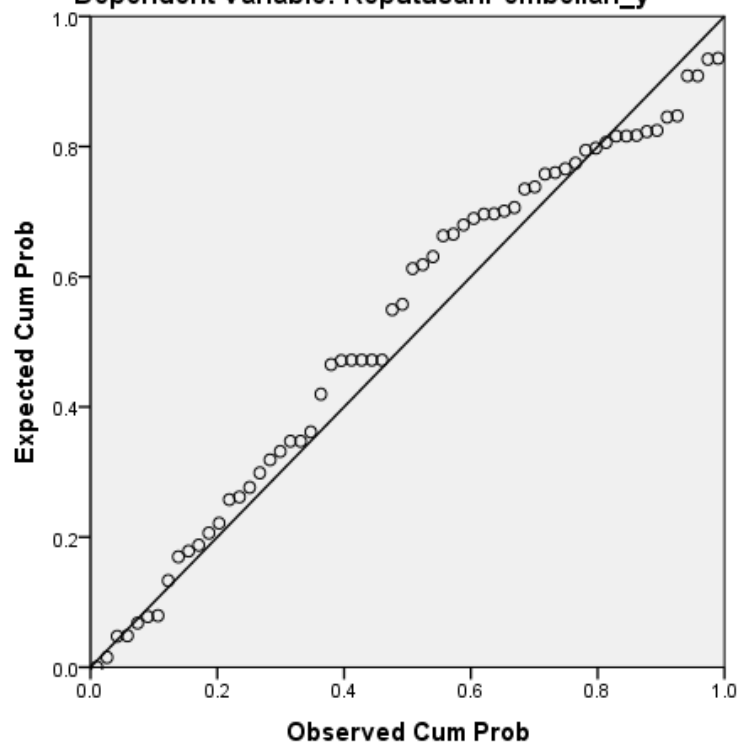
|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 62                      |
| Normal Parameters <sup>a,b</sup> | Mean           | .0E-7                   |
|                                  | Std. Deviation | 3.05472264              |
| Most Extreme Differences         | Absolute       | .117                    |
|                                  | Positive       | .084                    |
|                                  | Negative       | -.117                   |
| Kolmogorov-Smirnov Z             |                | .921                    |
| Asymp. Sig. (2-tailed)           |                | .364                    |

a. Test distribution is Normal.

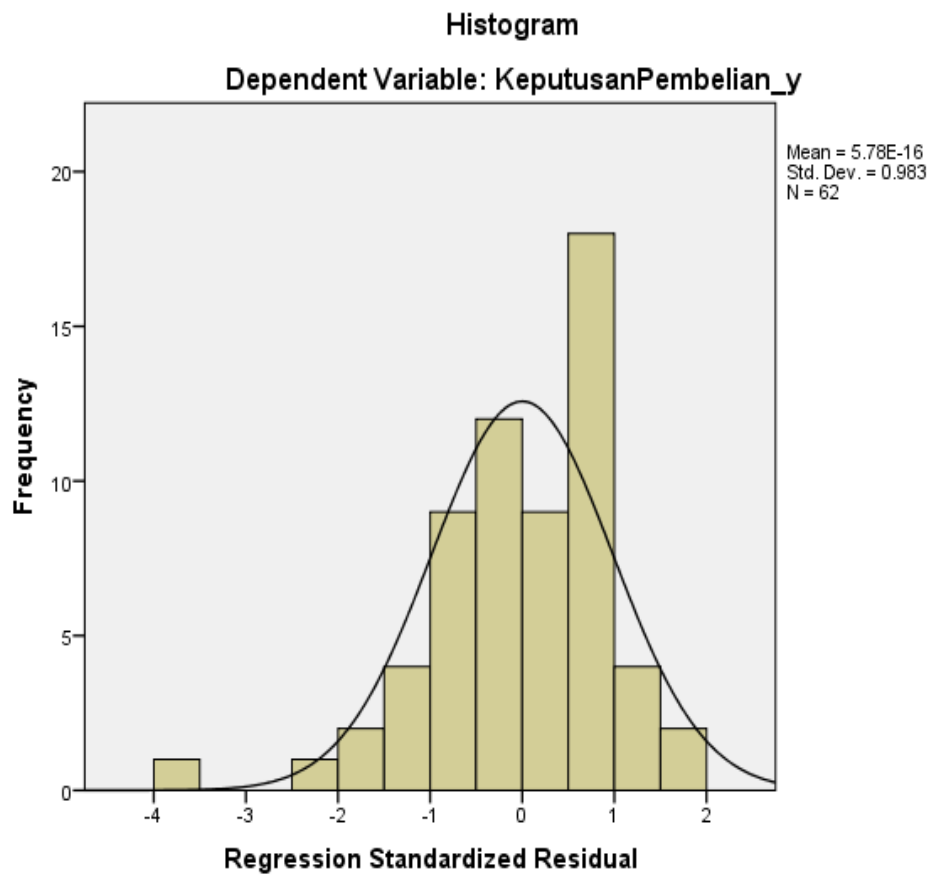
b. Calculated from data.

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: KeputusanPembelian\_y







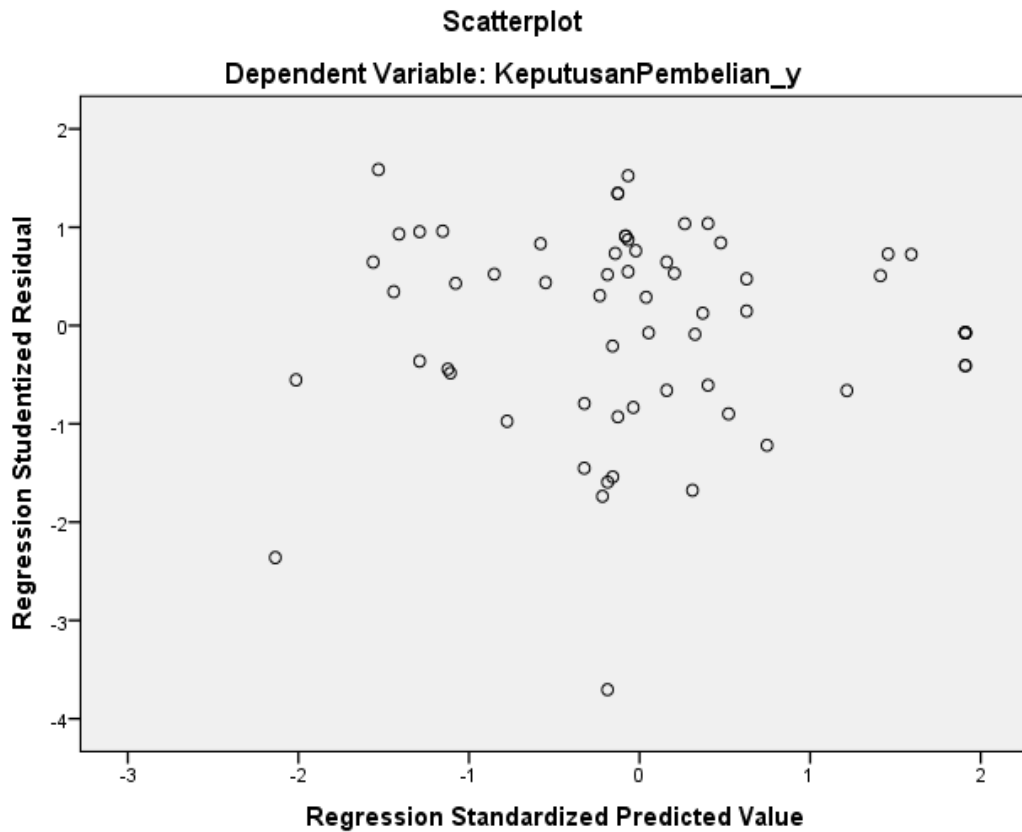
### b. Uji Multikolonieritas

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

| Model |               | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|-------|---------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|       |               | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| 1     | (Constant)    | -6.332                      | 2.786      |                           | -2.273 | .027 |                         |       |
|       | BrandImage_x1 | .454                        | .124       | .333                      | 3.673  | .001 | .291                    | 3.439 |
|       | Harga_x2      | .797                        | .115       | .629                      | 6.934  | .000 | .291                    | 3.439 |

a. Dependent Variable: KeputusanPembelian\_y

**c. Uji Heteroskedastisitas**



**d. Uji Aotokorelasi**

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .927 <sup>a</sup> | .859     | .854              | 3.106                      | 1.751         |

a. Predictors: (Constant), Harga\_x2, BrandImage\_x1

b. Dependent Variable: KeputusanPembelian\_y

**Lampiran 6 Analisis Regresi Linier Berganda**

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

| Model |               | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|-------|---------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|       |               | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| 1     | (Constant)    | -6.332                      | 2.786      |                           | -2.273 | .027 |                         |       |
|       | BrandImage_x1 | .454                        | .124       | .333                      | 3.673  | .001 | .291                    | 3.439 |
|       | Harga_x2      | .797                        | .115       | .629                      | 6.934  | .000 | .291                    | 3.439 |

a. Dependent Variable: KeputusanPembelian\_y

## Lampiran 7 Uji Hipotesis

### a. Uji T

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

| Model |               | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|-------|---------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|       |               | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| 1     | (Constant)    | -6.332                      | 2.786      |                           | -2.273 | .027 |                         |       |
|       | BrandImage_x1 | .454                        | .124       | .333                      | 3.673  | .001 | .291                    | 3.439 |
|       | Harga_x2      | .797                        | .115       | .629                      | 6.934  | .000 | .291                    | 3.439 |

a. Dependent Variable: KeputusanPembelian\_y

### b. Uji F

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .927 <sup>a</sup> | .859     | .854              | 3.106                      | 1.751         |

a. Predictors: (Constant), Harga\_x2, BrandImage\_x1

b. Dependent Variable: KeputusanPembelian\_y

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F       | Sig.              |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1     | Regression | 3465.837       | 2  | 1732.919    | 179.621 | .000 <sup>b</sup> |
|       | Residual   | 569.211        | 59 | 9.648       |         |                   |
|       | Total      | 4035.048       | 61 |             |         |                   |

a. Dependent Variable: KeputusanPembelian\_y

b. Predictors: (Constant), Harga\_x2, BrandImage\_x1

## Lampiran 8 Uji Koefisien Determinasi (R<sup>2</sup>)

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .927 <sup>a</sup> | .859     | .854              | 3.106                      | 1.751         |

a. Predictors: (Constant), Harga\_x2, BrandImage\_x1

b. Dependent Variable: KeputusanPembelian\_y

### Lampiran 9 Tabel Durbin Watson

Nilai Durbin-Watson batas bawah ( $d_L$ ) dan batas atas ( $d_U$ ) pada Tingkat signifikan ( $\alpha$ ) = 5%, banyaknya variabel prediktor ( $k$ ) sebesar 1 sampai 5, dan banyaknya data pengamatan ( $n$ ) sebesar 15 sampai 200

| $n$ | $k = 1$ |       | $k = 2$ |       | $k = 3$ |       | $k = 4$ |       | $k = 5$ |       |
|-----|---------|-------|---------|-------|---------|-------|---------|-------|---------|-------|
|     | $d_L$   | $d_U$ | $d_L$   | $d_U$ | $d_L$   | $d_U$ | $d_L$   | $d_U$ | $d_L$   | $d_U$ |
| 15  | 1.08    | 1.36  | 0.95    | 1.54  | 0.82    | 1.75  | 0.69    | 1.97  | 0.56    | 2.21  |
| 16  | 1.10    | 1.37  | 0.98    | 1.54  | 0.86    | 1.73  | 0.74    | 1.93  | 0.62    | 2.15  |
| 17  | 1.13    | 1.38  | 1.02    | 1.54  | 0.90    | 1.71  | 0.78    | 1.90  | 0.67    | 2.10  |
| 18  | 1.16    | 1.39  | 1.05    | 1.53  | 0.93    | 1.69  | 0.82    | 1.87  | 0.71    | 2.06  |
| 19  | 1.18    | 1.40  | 1.08    | 1.53  | 0.97    | 1.68  | 0.86    | 1.85  | 0.75    | 2.02  |
| 20  | 1.20    | 1.41  | 1.10    | 1.54  | 1.00    | 1.68  | 0.90    | 1.83  | 0.79    | 1.99  |
| 21  | 1.22    | 1.42  | 1.13    | 1.54  | 1.03    | 1.67  | 0.93    | 1.81  | 0.83    | 1.96  |
| 22  | 1.24    | 1.43  | 1.15    | 1.54  | 1.05    | 1.66  | 0.96    | 1.80  | 0.86    | 1.94  |
| 23  | 1.26    | 1.44  | 1.17    | 1.54  | 1.08    | 1.66  | 0.99    | 1.79  | 0.90    | 1.92  |
| 24  | 1.27    | 1.45  | 1.19    | 1.55  | 1.10    | 1.66  | 1.01    | 1.78  | 0.93    | 1.90  |
| 25  | 1.29    | 1.45  | 1.21    | 1.55  | 1.12    | 1.66  | 1.04    | 1.77  | 0.95    | 1.89  |
| 26  | 1.30    | 1.46  | 1.22    | 1.55  | 1.14    | 1.65  | 1.06    | 1.76  | 0.98    | 1.88  |
| 27  | 1.32    | 1.47  | 1.24    | 1.56  | 1.16    | 1.65  | 1.08    | 1.76  | 1.01    | 1.86  |
| 28  | 1.33    | 1.48  | 1.26    | 1.56  | 1.18    | 1.65  | 1.10    | 1.75  | 1.03    | 1.85  |
| 29  | 1.34    | 1.48  | 1.27    | 1.56  | 1.20    | 1.65  | 1.12    | 1.74  | 1.05    | 1.84  |
| 30  | 1.35    | 1.49  | 1.28    | 1.57  | 1.21    | 1.65  | 1.14    | 1.74  | 1.07    | 1.83  |
| 31  | 1.36    | 1.50  | 1.30    | 1.57  | 1.23    | 1.65  | 1.16    | 1.74  | 1.09    | 1.83  |
| 32  | 1.37    | 1.50  | 1.31    | 1.57  | 1.24    | 1.65  | 1.18    | 1.73  | 1.11    | 1.82  |
| 33  | 1.38    | 1.51  | 1.32    | 1.58  | 1.26    | 1.65  | 1.19    | 1.73  | 1.13    | 1.81  |
| 34  | 1.39    | 1.51  | 1.33    | 1.58  | 1.27    | 1.65  | 1.21    | 1.73  | 1.15    | 1.81  |
| 35  | 1.40    | 1.52  | 1.34    | 1.58  | 1.28    | 1.65  | 1.22    | 1.73  | 1.16    | 1.80  |
| 36  | 1.41    | 1.52  | 1.35    | 1.59  | 1.29    | 1.65  | 1.24    | 1.73  | 1.18    | 1.80  |
| 37  | 1.42    | 1.53  | 1.36    | 1.59  | 1.31    | 1.66  | 1.25    | 1.72  | 1.19    | 1.80  |
| 38  | 1.43    | 1.54  | 1.37    | 1.59  | 1.32    | 1.66  | 1.26    | 1.72  | 1.21    | 1.79  |
| 39  | 1.43    | 1.54  | 1.38    | 1.60  | 1.33    | 1.66  | 1.27    | 1.72  | 1.22    | 1.79  |
| 40  | 1.44    | 1.54  | 1.39    | 1.60  | 1.34    | 1.66  | 1.29    | 1.72  | 1.23    | 1.79  |
| 45  | 1.48    | 1.57  | 1.43    | 1.62  | 1.38    | 1.67  | 1.34    | 1.72  | 1.29    | 1.78  |
| 50  | 1.50    | 1.59  | 1.46    | 1.63  | 1.42    | 1.67  | 1.38    | 1.72  | 1.34    | 1.77  |
| 55  | 1.53    | 1.60  | 1.49    | 1.64  | 1.45    | 1.68  | 1.41    | 1.72  | 1.38    | 1.77  |
| 60  | 1.55    | 1.62  | 1.51    | 1.65  | 1.48    | 1.69  | 1.44    | 1.73  | 1.41    | 1.77  |
| 65  | 1.57    | 1.63  | 1.54    | 1.66  | 1.50    | 1.70  | 1.47    | 1.73  | 1.44    | 1.77  |
| 70  | 1.58    | 1.64  | 1.55    | 1.67  | 1.52    | 1.70  | 1.49    | 1.74  | 1.46    | 1.77  |
| 75  | 1.60    | 1.65  | 1.57    | 1.68  | 1.54    | 1.71  | 1.51    | 1.74  | 1.49    | 1.77  |
| 80  | 1.61    | 1.66  | 1.59    | 1.69  | 1.56    | 1.72  | 1.53    | 1.74  | 1.51    | 1.77  |
| 85  | 1.62    | 1.67  | 1.60    | 1.70  | 1.57    | 1.72  | 1.55    | 1.75  | 1.52    | 1.77  |
| 90  | 1.63    | 1.68  | 1.61    | 1.70  | 1.59    | 1.73  | 1.57    | 1.75  | 1.54    | 1.78  |
| 95  | 1.64    | 1.69  | 1.62    | 1.71  | 1.60    | 1.73  | 1.58    | 1.75  | 1.56    | 1.78  |
| 100 | 1.65    | 1.69  | 1.63    | 1.72  | 1.61    | 1.74  | 1.59    | 1.76  | 1.57    | 1.78  |
| 150 | 1.72    | 1.75  | 1.71    | 1.76  | 1.69    | 1.77  | 1.68    | 1.79  | 1.67    | 1.80  |
| 200 | 1.76    | 1.78  | 1.75    | 1.79  | 1.74    | 1.80  | 1.73    | 1.81  | 1.72    | 1.82  |

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Medan, Mei 2024  
Penulis,

(Wavira Eisyah Nabila)

## **SURAT PERNYATAAN TIDAK PLAGIAT**

Yang bertanda tangan di bawah ini :

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Program Studi : Manajemen

Konsentrasi : Pemasaran

Dengan ini saya menyatakan bahwa skripsi saya dengan judul “Pengaruh *Brand Image* dan Harga Terhadap Keputusan Pembelian Laptop Asus (Studi Kasus Pada Mahasiswa FEB UISU Prodi Manajemen Stambuk 2020)” adalah benar hasil karya tulis saya sendiri dan bukan plagiat.

Demikian surat pernyataan ini saya buat dengan sebenar-benarnya

Medan, Mei 2024  
Yang membuat pernyataan,

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