

## DAFTAR LAMPIRAN

Lampiran 1. Kuesioner Penelitian

Lampiran 2. Entry Coding

Lampiran 3. Output Validitas Variabel Harga (X<sub>1</sub>)

Lampiran 4. Output Validitas Variabel Merek (X<sub>2</sub>)

Lampiran 5. Output Validitas Variabel Kemasan (X<sub>3</sub>)

Lampiran 6. Output Validitas Variabel Rasa (X<sub>4</sub>)

Lampiran 7. Output Validitas Variabel Pelayanan (X<sub>5</sub>)

Lampiran 8. Output Validitas Variabel Keputusan Pembelian (Y)

Lampiran 9. Output Reliabilitas Variabel Harga (X<sub>1</sub>)

Lampiran 10. Output Reliabilitas Variabel Merek (X<sub>2</sub>)

Lampiran 11. Output Reliabilitas Variabel Kemasan (X<sub>3</sub>)

Lampiran 12. Output Reliabilitas Variabel Rasa (X<sub>4</sub>)

Lampiran 13. Output Reliabilitas Variabel Pelayanan (X<sub>5</sub>)

Lampiran 14. Output Reliabilitas Variabel Keputusan Pembelian (Y)

Lampiran 15. Tabel Frekuensi Variabel Harga (X<sub>1</sub>)

Lampiran 16. Tabel Frekuensi Variabel Merek (X<sub>2</sub>)

Lampiran 17. Tabel Frekuensi Variabel Kemasan (X<sub>3</sub>)

Lampiran 18. Tabel Frekuensi Variabel Rasa ( $X_4$ )

Lampiran 19. Tabel Frekuensi Variabel Pelayanan ( $X_5$ )

Lampiran 20. Tabel Frekuensi Variabel Keputusan Pembelian (Y)

Lampiran 21. Output Analisis Regresi Linear Berganda

Lampiran 22. Uji Normalitas

Lampiran 23. Uji Heteroskedastisitas

Lampiran 24. Tabel t

Lampiran 25. Tabel Durbin Watson

Lampiran 26. Tabel f

Lampiran 27. Tabel r