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LAMPIRAN

Lampiran 2 Tabulasi Data untuk Uji Validitas dan Reliabilitas

Varabel Inovasi Produk (X1)

No	X1 INOVASI PRODUK																		Jumlah
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
1	4	2	5	4	2	5	2	5	2	4	4	3	3	2	2	4	5	5	63
2	5	4	4	5	4	4	5	4	5	4	4	5	4	4	5	4	5	4	79
3	5	4	4	5	4	4	5	4	5	4	4	5	4	4	5	4	5	4	79
4	3	3	3	3	3	3	3	4	4	3	3	3	3	3	4	4	3	3	58
5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	4	88
6	4	3	4	4	3	3	4	3	3	4	4	3	3	4	3	4	3	3	63
7	4	5	5	4	4	4	4	5	5	5	5	4	4	4	4	5	5	5	81
8	3	3	3	3	4	3	3	4	4	4	3	3	4	3	3	4	4	4	62
9	5	5	4	5	4	5	5	4	5	4	4	5	4	5	5	4	5	4	82
10	3	3	3	3	4	4	3	3	4	3	3	3	4	4	3	3	4	3	60
11	4	4	4	4	4	5	5	4	4	5	4	4	5	5	4	4	4	5	78
12	4	4	4	4	4	5	5	5	4	5	4	4	4	5	5	5	4	5	80
13	5	5	5	5	4	5	4	5	3	5	5	5	4	5	4	5	3	5	82
14	5	5	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	3	72
15	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	3	74
16	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	4	4	3	58
17	4	5	5	4	4	4	5	3	4	4	5	4	4	4	5	3	4	4	75
18	5	5	5	5	4	5	5	5	5	5	5	5	4	5	5	5	5	5	88
19	3	3	3	2	2	2	3	3	4	4	3	2	2	2	3	3	4	4	52
20	4	4	4	4	2	4	4	4	4	4	4	4	2	4	4	4	4	4	68
21	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	71
22	3	3	2	4	2	3	3	4	4	4	2	4	2	3	3	4	4	4	58
23	2	2	3	3	3	2	2	3	3	2	3	3	2	2	2	3	3	2	46
24	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	73
25	2	5	4	4	4	3	4	3	4	5	4	4	4	3	4	3	4	5	69
26	3	3	3	3	3	3	2	2	3	3	3	3	3	3	2	2	3	3	50
27	4	4	4	4	2	4	4	2	4	4	4	4	2	4	4	2	4	4	64
28	3	3	3	3	3	4	3	4	3	3	3	3	3	4	3	4	3	3	58
29	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	72
30	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	72
31	5	4	5	3	5	4	2	3	2	4	4	3	2	4	5	4	2	4	65
32	4	3	3	5	5	4	2	4	3	4	2	4	3	4	4	5	2	5	66
33	4	4	3	2	5	4	2	4	3	3	2	3	3	2	5	4	2	4	59
34	4	4	5	4	4	1	1	3	2	4	4	4	4	2	4	3	1	4	58
35	5	4	4	4	5	1	1	4	3	4	4	2	4	5	5	4	1	4	64
36	5	4	3	4	5	4	2	3	2	2	5	3	5	4	5	3	3	3	65
37	5	4	3	5	5	4	2	4	1	4	5	4	4	4	5	2	4	4	69
38	3	4	4	4	4	4	2	5	3	4	4	4	2	4	4	2	3	4	64
39	3	5	4	5	5	4	5	5	4	4	4	4	4	5	4	4	5	2	76
40	5	5	4	4	4	5	5	4	5	5	5	4	4	4	4	4	4	4	79
41	4	4	5	4	5	3	3	4	3	3	4	3	3	4	3	4	4	2	64
42	4	4	4	4	4	5	5	5	4	4	5	5	5	4	5	5	4	4	80
43	4	4	4	4	5	2	3	4	4	3	3	4	4	3	4	4	5	5	69
44	4	4	4	4	4	5	4	4	5	4	5	5	4	5	4	4	5	2	76
45	4	5	5	5	5	4	3	4	4	3	3	4	3	4	3	4	5	2	70
46	4	4	4	4	4	4	3	3	3	4	4	4	2	5	2	4	4	4	67
47	5	4	5	5	3	4	3	3	3	4	4	3	3	4	3	3	4	4	67
48	4	4	4	4	4	2	3	3	3	4	2	4	4	4	4	2	4	3	63
49	5	4	5	5	5	3	3	4	5	5	4	5	4	5	4	5	5	2	77
50	4	4	4	4	3	5	5	3	5	4	4	5	4	4	4	4	5	1	73
51	5	5	5	5	4	3	3	4	4	4	3	4	4	3	4	4	5	4	73
52	5	4	4	4	4	4	4	2	4	4	3	4	4	3	4	3	4	3	67
53	4	3	4	4	5	3	3	3	3	4	4	3	3	4	3	3	4	3	63
54	5	3	4	4	4	5	5	5	5	4	4	5	5	5	5	5	5	5	83
55	4	4	4	4	4	2	3	4	4	4	5	4	4	3	4	4	4	4	69
56	5	5	5	4	4	3	3	3	2	4	2	3	3	4	3	4	3	4	64
57	4	4	4	4	4	4	3	4	3	4	4	4	5	4	5	4	5	5	74
58	5	4	4	4	5	4	3	3	4	4	4	4	4	3	4	4	4	4	71
59	4	4	5	4	4	3	2	3	3	3	3	3	3	3	3	3	3	4	60
60	4	4	4	4	4	2	3	3	2	3	3	3	2	2	2	3	5	4	57
61	2	5	2	4	4	3	4	4	4	4	3	4	5	4	5	4	5	4	70
62	3	4	3	4	4	2	2	2	3	4	2	4	4	5	4	5	4	4	63
63	4	5	2	3	5	3	3	2	2	2	2	2	2	2	2	2	4	4	51
64	4	4	4	4	4	4	2	2	4	2	4	3	4	4	4	3	4	4	64
65	4	4	4	4	4	3	2	2	4	3	3	2	2	3	2	3	3	4	56
66	4	5	5	5	5	3	3	3	4	4	3	4	4	3	4	5	5	4	73
67	4	4	4	4	4	2	3	4	4	4	3	4	3	4	3	4	4	4	66
68	4	4	4	3	3	5	4	5	3	5	1	1	3	2	4	4	3	4	62
69	5	5	5	5	5	4	3	3	5	5	4	2	4	3	4	2	4	4	72
70	4	4	4	4	4	4	4	3	2	5	4	2	4	3	3	2	3	4	63
71	4	5	3	4	4	4	4	5	4	4	1	1	3	2	4	4	4	4	64
72	4	5	4	4	4	4	4	4	4	4	4	4	3	3	4	4	2	5	70
73	4	2	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	68
74	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	72
75	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	72
76	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	72
77	4	5	4	5	4	4	4	4	4	5	4	4	4	4	4	4	5	4	76
78	3	4	3	4	4	3	3	3	3	4	3	4	3	3	3	4	4	3	61
79	4	4	4	5	5	4	4	4	4	4	4	5	4	4	4	5	5	5	78
80	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	72
81	4	5	4	5	5	4	3	4	3	5	4	2	4	2	4	4	5	5	72
82	3	4	3	4	4	3	3	3	4	4	3	4	4	3	3	4	4	3	63
83	5	4	2	4	4	4	3	4	4	2	5	4	4	2	5	4	4	4	68
84	3	4	3	4	4	3	3	3	4	4	3	4	4	3	3	4	4	3	63
85	5	3	3	3	3	3	4	3	5	3	3	4	3	3	3	5	3	5	62
86	5	5	1	5	5	5	5	5	5	4	5	5	5	5	5	4	5	5	84
87	5	3	4	4	4	2	5	3	1	4	4	4	2	4	4	3	3	4	63
88	4	4	4	4	5	5	4	4	4	5	4	4	5	5	4	4	4	5	78
89	4	4	4	4	4	5	5	4	5	5	4	4	4	5	5	4	5	5	80
90	5	5	5	5	4	5	4	5	3	5	5	5	4	5	4	5	3	5	82
91	5	5	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	3	72
92	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	5	74
93	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	4	4	3	58
94	4	5	5	4	4	4	5	3	4	4	5	4	4	4	5	3	4	4	75
95	5	5	5	5	4	5	5	5	5	5	5	5	4	5	5	5	5	5	88

Variabel Word Of Mouth (X2)

No	X2 Word Of Mouth									Jumlah
	1	2	3	4	5	6	7	8	9	
1	4	4	3	2	4	4	2	4	4	32
2	4	2	4	3	4	4	5	2	5	33
3	3	2	3	3	2	4	5	2	4	28
4	4	4	4	4	4	2	4	3	1	20
5	4	4	2	4	5	5	4	1	4	33
6	2	5	3	5	4	5	3	3	3	33
7	4	5	4	4	4	5	2	4	4	36
8	4	4	4	2	4	4	2	3	4	31
9	4	4	4	4	5	4	4	5	2	36
10	5	5	4	4	4	4	4	4	4	38
11	3	4	3	3	4	3	3	4	2	29
12	4	5	5	5	4	5	5	4	4	41
13	3	3	4	4	3	4	4	5	5	35
14	4	5	5	4	5	4	4	5	2	38
15	3	3	4	3	4	3	4	5	2	31
16	4	4	4	2	5	2	4	4	4	33
17	4	4	3	3	4	3	3	4	4	32
18	4	2	4	4	4	4	3	4	3	32
19	5	4	5	4	5	4	5	5	2	39
20	5	4	5	5	4	4	4	5	4	36
21	4	3	4	4	4	4	4	5	4	39
22	4	4	4	3	3	4	4	3	4	31
23	4	4	3	3	4	3	3	4	3	31
24	4	4	5	5	5	5	5	5	5	43
25	4	5	4	4	3	4	4	4	4	36
26	4	2	3	3	4	3	4	3	4	30
27	4	4	4	5	4	5	4	5	5	40
28	4	4	4	4	3	4	4	4	4	35
29	3	3	3	3	3	3	3	3	4	28
30	3	3	3	2	2	2	3	3	4	27
31	4	5	5	5	4	4	2	5	3	34
32	4	4	4	4	4	5	4	5	4	39
33	4	4	5	4	4	5	4	5	4	39
34	3	3	3	3	3	4	4	3	3	29
35	4	5	5	5	5	5	5	5	4	43
36	4	4	4	3	3	4	3	3	4	32
37	5	5	4	3	4	3	5	5	2	36
38	4	3	3	4	3	3	4	4	4	32
39	4	4	5	4	5	5	4	5	4	40
40	3	3	3	4	4	3	3	4	3	30
41	5	4	4	5	5	4	4	4	5	40
42	5	4	4	4	4	5	4	5	5	41
43	5	5	4	4	5	4	5	3	5	41
44	5	4	4	4	4	4	4	4	3	34
45	5	4	4	4	4	4	4	4	5	38
46	3	3	3	3	3	3	4	4	3	29
47	4	5	4	4	4	5	3	4	4	37
48	5	5	5	4	5	5	5	5	5	44
49	4	3	2	2	2	3	3	4	4	27
50	4	4	4	2	4	4	4	4	4	34
51	4	4	4	4	4	4	4	4	4	36
52	2	2	4	2	2	3	4	4	4	30
53	2	3	3	2	3	3	3	3	4	23
54	4	4	4	4	4	4	4	4	4	36
55	5	4	4	4	3	4	3	4	5	35
56	3	3	3	3	3	2	2	3	3	25
57	4	4	4	2	4	4	2	4	4	32
58	3	3	3	3	4	3	4	3	3	29
59	4	4	4	4	4	4	4	4	4	36
60	4	4	4	4	4	4	4	4	4	36
61	4	3	4	5	4	5	4	5	4	38
62	4	2	4	4	5	4	5	4	4	36
63	2	2	2	2	2	2	2	4	4	22
64	2	3	3	2	3	2	3	4	4	22
65	3	3	2	3	3	3	3	3	4	26
66	4	3	4	3	3	4	5	5	4	35
67	4	3	4	3	4	3	4	4	4	33
68	5	1	1	3	2	4	4	3	4	27
69	5	4	2	4	3	4	2	4	4	32
70	5	4	2	4	3	3	2	3	4	30
71	4	1	1	3	2	4	4	4	4	27
72	4	4	4	4	4	4	4	5	4	37
73	4	4	4	4	4	4	4	4	4	36
74	4	4	4	4	4	4	4	4	4	36
75	4	4	4	4	4	4	4	4	4	36
76	4	4	4	4	4	4	4	4	4	36
77	5	4	4	4	4	4	4	5	4	38
78	4	3	4	3	3	3	4	4	3	31
79	4	4	5	4	4	4	5	5	5	40
80	4	4	4	4	4	4	4	4	4	36
81	5	4	5	4	4	4	4	5	5	40
82	4	3	4	4	3	3	4	4	3	32
83	4	5	4	4	4	5	4	4	4	38
84	4	3	4	4	3	3	4	4	3	32
85	3	3	3	3	3	3	3	3	3	27
86	4	5	5	5	5	5	4	5	5	43
87	4	4	4	4	4	4	3	3	4	32
88	4	4	5	4	2	4	4	4	4	33
89	5	4	4	5	5	4	2	2	3	34
90	3	3	4	5	2	4	4	4	4	33
91	5	5	5	3	3	3	3	3	4	34
92	5	5	5	4	5	5	4	4	4	41
93	4	4	3	3	3	3	4	4	4	32
94	4	5	5	2	4	5	5	4	2	36
95	4	4	3	4	4	4	4	5	2	31
96	5	5	5	4	5	5	5	4	4	38
Jumlah	380	359	366	347	356	369	360	376	358	3271

Variabel Brand Awareness (X3)

No	X3 BRAND AWARENESS												Jumlah
	1	2	3	4	5	6	7	8	9	10	11	12	
1	4	5	5	5	4	4	4	4	4	4	5	5	53
2	4	4	3	3	4	4	4	4	4	4	5	4	47
3	4	4	4	4	4	4	4	4	4	4	4	5	49
4	4	4	3	4	4	4	4	4	4	4	4	5	45
5	4	4	5	5	4	4	4	4	4	5	5	4	48
6	4	4	5	5	5	4	4	4	4	5	5	5	48
7	3	4	4	4	4	3	3	3	4	4	4	4	42
8	4	4	4	4	4	4	4	4	5	3	4	3	47
9	4	4	4	4	4	4	4	4	4	5	4	5	49
10	4	5	3	3	5	4	4	4	4	4	4	5	48
11	3	4	2	3	4	4	4	3	3	4	3	3	39
12	5	4	3	4	4	4	4	4	5	4	3	5	47
13	3	4	2	2	4	4	3	3	4	5	4	5	43
14	4	4	3	3	3	3	3	3	3	4	5	4	42
15	5	5	4	2	2	4	2	4	3	2	2	4	39
16	5	4	3	2	2	4	3	3	2	4	3	4	39
17	3	2	2	4	3	3	2	2	3	2	3	3	32
18	4	3	4	4	3	4	3	4	4	5	4	3	45
19	4	4	4	4	3	3	2	5	4	4	2	4	43
20	4	4	4	4	4	4	2	4	3	2	3	3	41
21	5	4	5	4	2	4	5	5	4	4	4	4	50
22	5	4	5	4	3	5	4	5	3	4	4	2	48
23	5	4	5	4	4	4	4	5	2	2	5	3	47
24	3	4	3	4	4	2	4	4	2	4	5	4	43
25	3	5	3	5	4	4	5	4	4	4	4	4	49
26	5	5	5	5	4	4	4	4	4	4	3	4	51
27	4	4	4	4	4	3	3	4	3	3	4	2	42
28	4	4	4	4	4	5	5	4	5	5	4	3	51
29	4	4	4	4	4	4	4	3	4	4	5	2	47
30	4	4	4	4	4	5	4	5	4	4	2	5	49
31	4	5	4	5	4	3	4	3	4	5	2	4	47
32	4	4	4	4	4	2	5	2	4	5	2	5	45
33	5	4	5	4	3	3	4	3	3	4	3	4	45
34	4	4	4	4	4	4	4	4	3	4	3	4	46
35	5	4	5	4	5	4	5	4	5	4	3	4	52
36	4	4	4	4	4	5	4	4	5	4	4	5	51
37	5	5	5	5	4	4	3	4	4	4	3	4	50
38	5	4	5	4	4	4	4	3	4	3	4	5	49
39	4	3	4	3	3	3	4	3	3	5	4	3	42
40	5	3	5	3	5	5	5	5	5	4	3	4	52
41	4	4	4	4	4	4	3	4	4	5	2	4	46
42	5	5	5	5	3	3	4	3	4	4	2	4	47
43	4	4	4	4	4	5	4	5	4	3	3	2	46
44	5	4	5	4	4	4	4	3	4	4	3	2	46
45	4	4	4	4	3	3	3	3	3	4	4	3	42
46	4	4	2	2	3	2	2	2	3	4	2	4	34
47	2	5	4	5	4	5	4	5	4	2	5	4	49
48	3	4	5	5	4	4	5	4	5	4	4	5	52
49	4	5	3	3	2	2	2	2	2	4	4	4	37
50	4	4	5	5	3	4	4	4	3	3	3	4	46
51	4	4	2	3	2	2	3	2	3	5	5	4	39
52	4	5	5	4	4	4	3	4	5	4	4	5	51
53	4	4	4	3	4	3	4	3	4	4	4	5	46
54	4	4	4	3	1	3	2	4	4	3	4	5	41
55	5	5	4	3	2	4	3	4	2	2	4	4	42
56	4	4	2	3	2	4	3	3	2	3	3	4	37
57	4	5	3	3	1	3	2	4	4	4	3	4	40
58	3	5	5	4	4	5	5	5	4	2	5	4	51
59	4	5	5	4	4	4	4	4	5	4	4	5	52
60	5	5	4	5	5	5	4	4	4	4	4	4	53
61	3	3	4	3	3	4	3	3	4	3	3	4	40
62	5	5	5	4	4	4	5	5	5	4	5	4	56
63	2	3	4	4	3	3	4	4	3	4	4	5	43
64	5	4	4	4	5	4	5	5	4	5	4	5	54
65	4	3	4	4	3	3	4	3	4	3	4	5	44
66	4	3	3	4	4	4	4	2	5	2	4	4	43
67	4	3	3	3	4	4	3	3	4	3	3	4	41
68	5	5	4	4	4	5	5	4	4	4	3	4	52
69	3	3	4	4	5	4	5	4	5	4	5	4	51
70	5	5	3	5	5	4	5	4	4	4	5	4	53
71	3	3	4	4	4	3	4	4	3	4	4	5	45
72	4	4	2	4	4	3	4	4	3	4	3	4	43
73	3	3	3	3	4	4	3	3	4	3	3	4	40
74	5	5	5	5	4	4	5	5	5	5	5	5	58
75	2	3	4	4	4	5	4	4	3	4	4	4	45
76	3	3	3	2	4	2	3	3	4	3	4	4	37
77	4	3	4	3	4	4	4	5	4	5	4	5	49
78	4	3	3	4	4	4	4	4	3	3	4	4	45
79	3	3	3	3	3	3	3	3	3	3	3	3	33
80	2	2	4	4	2	3	3	2	2	2	3	3	39
81	3	4	4	4	4	3	4	4	4	4	5	4	49
82	2	2	2	3	4	4	3	4	5	4	2	4	41
83	5	5	4	4	5	5	5	4	2	2	2	4	47
84	4	2	2	4	2	4	3	4	4	4	3	4	40
85	3	2	2	4	3	3	2	2	3	2	3	3	32
86	3	3	3	4	4	3	4	4	3	4	5	5	45
87	2	3	4	4	4	3	4	3	4	3	4	4	42
88	4	5	2	3	4	4	4	4	4	5	5	5	49
89	3	4	3	3	4	3	3	3	4	4	4	4	42
90	4	4	4	3	5	4	4	4	5	3	4	3	47
91	4	4	4	3	4	4	4	4	4	5	4	5	49
92	4	5	3	3	5	4	4	4	4	4	4	4	48
93	3	4	2	3	4	4	3	3	4	3	3	3	39
94	5	4	3	4	4	4	4	5	4	2	3	5	47
95	3	4	3	2	4	4	3	3	4	5	4	5	43
96	4	4	3	3	3	3	3	3	3	4	5	4	42
Jumlah	375	381	351	352	358	356	355	359	360	359	349	394	4349

Keputusan Pembelian (Y)

Y Keputusan Pembelian													Jumlah
No	1	2	3	4	5	6	7	8	9	10	11	12	
1	4	5	5	5	4	4	2	2	3	4	4	5	47
2	4	4	5	4	4	5	4	5	4	5	4	4	52
3	4	4	5	4	4	5	4	5	4	3	3	4	49
4	3	3	3	3	3	4	4	3	3	5	5	5	44
5	4	5	5	5	5	5	5	5	4	5	5	5	58
6	4	4	4	3	3	4	3	3	4	4	4	3	43
7	5	5	4	3	4	3	5	5	2	4	5	5	50
8	4	3	3	4	3	3	4	4	4	4	4	3	43
9	4	4	5	4	4	5	4	5	4	5	5	5	55
10	3	3	3	4	4	3	3	4	3	3	5	3	41
11	5	4	4	4	5	5	4	4	5	4	4	3	51
12	5	4	4	4	4	5	5	4	5	5	5	4	54
13	5	4	5	4	4	5	4	5	3	5	5	5	56
14	3	4	4	4	4	4	4	4	4	4	5	3	46
15	5	4	4	4	4	4	4	4	3	3	4	3	48
16	3	3	3	3	3	3	3	4	4	3	2	2	36
17	4	5	4	4	4	5	3	4	4	5	5	5	52
18	5	5	5	4	5	5	5	5	5	5	5	5	59
19	4	3	2	2	2	3	3	4	4	2	2	4	35
20	4	4	4	2	4	4	4	4	4	4	4	3	45
21	4	4	4	4	4	4	4	4	4	4	4	5	49
22	4	2	4	4	2	3	3	4	4	4	4	3	41
23	2	3	3	3	2	2	3	3	2	3	3	2	31
24	4	4	4	4	4	4	4	4	4	5	4	3	48
25	5	4	4	4	3	4	3	4	5	4	4	4	48
26	3	3	3	3	3	2	2	3	3	2	2	3	32
27	4	4	4	2	4	4	2	4	4	4	4	4	44
28	3	3	3	3	4	3	4	3	3	3	3	4	39
29	4	4	4	4	4	4	4	4	4	4	4	4	48
30	4	4	4	3	2	4	5	4	4	4	4	2	45
31	4	4	4	3	2	4	4	5	4	5	4	2	44
32	4	2	4	3	3	2	5	4	2	4	5	4	39
33	3	2	3	3	2	3	2	5	4	2	4	2	39
34	4	4	4	4	2	4	3	1	4	4	3	1	38
35	4	4	2	4	5	5	4	1	4	5	4	1	43
36	2	5	3	5	4	5	3	3	3	5	3	3	44
37	4	5	4	4	4	5	2	4	4	5	2	4	47
38	4	4	4	2	4	4	2	3	4	4	2	3	40
39	4	4	4	4	4	5	4	4	5	2	4	4	49
40	5	5	4	4	4	4	4	4	4	4	4	4	50
41	3	4	3	3	4	3	3	4	2	3	3	4	39
42	4	5	5	5	4	5	5	4	4	5	5	4	55
43	3	3	4	4	4	3	4	4	5	5	4	4	48
44	4	5	5	4	5	4	4	5	2	4	4	5	51
45	3	3	4	3	4	3	4	5	2	3	4	5	43
46	4	4	4	2	5	2	4	4	4	2	4	4	43
47	4	4	3	3	4	4	3	4	4	3	3	4	42
48	4	2	4	4	4	4	3	4	3	4	4	4	43
49	5	4	5	4	5	4	5	5	2	4	5	5	53
50	5	4	5	4	4	4	5	4	1	4	5	4	49
51	4	3	4	4	3	4	4	5	4	4	4	5	48
52	4	3	4	4	3	4	3	4	3	4	3	4	43
53	4	4	3	3	4	3	3	4	3	3	3	4	41
54	4	4	5	5	5	5	5	5	5	5	5	5	58
55	4	5	4	4	3	4	4	4	4	4	4	4	48
56	4	2	3	3	4	3	4	3	4	3	4	3	40
57	4	4	4	5	4	5	4	5	5	5	4	5	54
58	4	4	4	4	3	4	4	4	4	4	4	4	47
59	3	3	3	3	3	3	3	3	4	3	3	3	37
60	3	3	3	2	2	2	3	5	4	2	3	5	37
61	4	3	4	5	4	5	4	5	4	5	4	5	52
62	4	2	4	4	4	5	4	5	4	4	5	4	49
63	2	2	2	2	2	2	2	4	4	2	2	4	30
64	2	4	3	4	4	4	3	4	4	3	4	4	43
65	3	3	2	2	3	2	3	3	4	2	3	3	33
66	4	3	4	4	3	4	5	5	4	4	5	5	50
67	4	3	4	3	4	3	4	4	4	3	4	4	44
68	5	1	1	3	2	4	4	3	4	4	4	3	38
69	5	4	2	4	3	4	2	4	4	4	2	4	42
70	5	4	2	4	3	3	2	3	4	3	2	3	38
71	4	1	1	3	2	4	4	4	4	4	4	4	39
72	4	4	4	4	4	4	4	5	4	4	4	5	50
73	4	4	4	4	4	4	4	4	4	4	4	4	48
74	4	4	4	4	4	4	4	4	4	4	4	4	48
75	4	4	4	4	4	4	4	4	4	4	4	4	48
76	4	4	4	4	4	4	4	4	4	4	4	4	48
77	5	4	4	4	4	4	4	5	4	4	4	5	51
78	4	3	4	3	3	3	4	4	3	3	4	4	42
79	4	4	5	4	4	4	5	5	5	4	5	5	54
80	4	4	4	4	4	4	4	4	4	4	4	4	48
81	5	4	5	4	4	4	4	5	5	4	4	5	53
82	4	3	4	4	4	3	4	4	4	3	4	4	43
83	4	5	4	4	4	5	4	4	4	5	4	4	51
84	4	3	4	4	3	3	4	4	3	3	4	4	43
85	3	3	3	3	3	3	3	3	3	3	3	3	36
86	4	5	5	5	5	5	4	5	5	4	3	3	53
87	4	4	4	2	4	4	3	3	4	4	4	5	45
88	3	3	3	4	4	3	3	4	3	3	5	3	41
89	5	4	4	5	5	4	4	4	5	4	4	3	51
90	5	4	4	4	5	5	4	5	5	4	5	4	54
91	5	5	5	4	5	4	5	3	5	5	5	5	56
92	3	4	4	4	4	4	4	4	3	4	5	3	46
93	5	4	4	4	4	4	4	4	5	3	4	3	48
94	3	3	3	3	3	3	4	4	3	3	2	2	36
95	4	5	4	4	4	5	3	4	4	5	5	5	52
96	5	5	5	4	5	5	5	5	5	5	5	5	59
Jumlah	379	357	363	351	364	372	361	379	367	372	374	371	4410

Lampiran 3 Hasil Uji Validitas dan Reliabilitas

Uji Validitas Inovasi Produk (X1)

		Correlations																		
		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	Jumlah
X1	Pearson Correlation	1	.589	.665	.786	.407	.734	.686	.500	.444	.394	.685	.764	.435	.666	.686	.514	.514	.389	.603
	Sig. (2-tailed)		.001	.000	.000	.026	.000	.000	.005	.014	.031	.000	.000	.016	.000	.000	.004	.004	.033	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2	Pearson Correlation	.589	1	.634	.658	.572	.529	.776	.283	.624	.575	.749	.730	.520	.731	.776	.382	.399	.473	.816
	Sig. (2-tailed)	.001		.000	.000	.001	.003	.000	.130	.000	.001	.000	.000	.003	.000	.000	.037	.029	.008	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X3	Pearson Correlation	.665	.634	1	.679	.420	.695	.552	.468	.225	.573	.972	.599	.504	.498	.552	.420	.467	.620	.772
	Sig. (2-tailed)	.000	.000		.000	.021	.000	.002	.009	.233	.001	.000	.000	.005	.005	.002	.021	.009	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X4	Pearson Correlation	.786	.658	.679	1	.454	.718	.722	.488	.469	.529	.700	.972	.484	.673	.722	.501	.539	.519	.854
	Sig. (2-tailed)	.000	.000	.000		.012	.000	.000	.006	.009	.003	.000	.000	.007	.000	.000	.005	.002	.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X5	Pearson Correlation	.407	.572	.420	.454	1	.472	.556	.338	.500	.342	.519	.523	.978	.658	.556	.432	.286	.254	.688
	Sig. (2-tailed)	.026	.001	.021	.012		.008	.001	.068	.005	.064	.003	.003	.000	.000	.001	.017	.126	.175	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X6	Pearson Correlation	.734	.529	.695	.718	.472	1	.541	.574	.307	.517	.662	.644	.553	.807	.541	.537	.537	.560	.804
	Sig. (2-tailed)	.000	.003	.000	.000	.008		.002	.001	.098	.003	.000	.000	.002	.000	.002	.002	.002	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X7	Pearson Correlation	.686	.776	.552	.722	.556	.541	1	.294	.733	.535	.666	.795	.501	.750	1.000	.397	.510	.432	.850
	Sig. (2-tailed)	.000	.000	.002	.000	.001	.002		.114	.000	.002	.000	.000	.005	.000	.000	.030	.004	.017	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X8	Pearson Correlation	.500	.283	.468	.488	.338	.574	.294	1	.218	.389	.418	.412	.418	.380	.294	.973	.462	.442	.605
	Sig. (2-tailed)	.005	.130	.009	.006	.068	.001	.114		.246	.034	.021	.024	.022	.038	.114	.000	.010	.014	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X9	Pearson Correlation	.444	.624	.225	.469	.500	.307	.733	.218	1	.411	.352	.573	.417	.591	.733	.344	.721	.286	.660
	Sig. (2-tailed)	.014	.000	.233	.009	.005	.098	.000	.246		.024	.056	.001	.022	.001	.000	.063	.000	.125	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X10	Pearson Correlation	.394	.575	.573	.529	.342	.517	.535	.389	.411	1	.594	.515	.362	.491	.535	.403	.461	.973	.700
	Sig. (2-tailed)	.031	.001	.001	.003	.064	.003	.002	.034	.024		.001	.004	.049	.006	.002	.027	.010	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X11	Pearson Correlation	.685	.749	.972	.700	.519	.662	.666	.418	.352	.594	1	.674	.556	.609	.666	.425	.423	.566	.828
	Sig. (2-tailed)	.000	.000	.000	.000	.003	.000	.000	.021	.056	.001		.000	.001	.000	.000	.019	.020	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X12	Pearson Correlation	.764	.730	.599	.972	.523	.644	.795	.412	.573	.515	.674	1	.504	.746	.795	.479	.467	.451	.860
	Sig. (2-tailed)	.000	.000	.000	.000	.003	.000	.000	.024	.001	.004	.000		.005	.000	.000	.007	.009	.012	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X13	Pearson Correlation	.435	.520	.504	.484	.978	.553	.501	.418	.417	.362	.556	.504	1	.610	.501	.466	.358	.321	.701
	Sig. (2-tailed)	.016	.003	.005	.007	.000	.002	.005	.022	.022	.049	.001	.005		.000	.005	.010	.052	.083	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X14	Pearson Correlation	.686	.731	.498	.673	.658	.807	.750	.380	.591	.491	.609	.746	.610	1	.750	.485	.359	.390	.834
	Sig. (2-tailed)	.000	.000	.005	.000	.000	.000	.000	.038	.001	.006	.000	.000	.000		.000	.007	.051	.033	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X15	Pearson Correlation	.686	.776	.552	.722	.556	.541	1.000	.294	.733	.535	.666	.795	.501	.750	1	.397	.510	.432	.850
	Sig. (2-tailed)	.000	.000	.002	.000	.001	.002	.000	.114	.000	.002	.000	.000	.005	.000		.030	.004	.017	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X16	Pearson Correlation	.514	.382	.420	.501	.432	.537	.397	.973	.344	.403	.425	.479	.466	.485	.397	1	.419	.403	.654
	Sig. (2-tailed)	.004	.037	.021	.005	.017	.002	.030	.000	.063	.027	.019	.007	.010	.007	.030		.021	.027	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X17	Pearson Correlation	.514	.399	.467	.539	.286	.537	.510	.482	.721	.461	.423	.467	.358	.359	.510	.419	1	.506	.647
	Sig. (2-tailed)	.004	.029	.009	.002	.126	.002	.004	.010	.000	.010	.020	.009	.052	.051	.004	.021		.004	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X18	Pearson Correlation	.389	.473	.620	.519	.254	.560	.432	.442	.286	.973	.586	.451	.321	.390	.432	.403	.506	1	.656
	Sig. (2-tailed)	.033	.008	.000	.003	.175	.001	.017	.014	.125	.000	.001	.012	.083	.033	.017	.027	.004		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Jumlah	Pearson Correlation	.803	.816	.772	.854	.688	.804	.850	.605	.660	.700	.828	.860	.701	.834	.850	.654	.647	.656	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

Uji Reliabilitas Inovasi Produk (X1)

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

a. Listwise deletion based on all variables in

Reliability Statistics	
Cronbach's Alpha	N of Items
,956	18

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	65,3000	108,976	,772	,952
X2	65,3667	108,309	,785	,952
X3	65,3000	111,528	,741	,953
X4	65,2667	110,409	,834	,952
X5	65,6333	111,826	,644	,955
X6	65,3000	109,597	,774	,952
X7	65,3333	107,816	,825	,951
X8	65,3333	114,230	,557	,956
X9	65,2000	113,614	,618	,955
X10	65,2000	112,924	,663	,954
X11	65,3333	111,057	,805	,952
X12	65,3000	110,010	,840	,951
X13	65,6000	112,179	,661	,954
X14	65,4000	108,386	,807	,952
X15	65,3333	107,816	,825	,951
X16	65,3667	113,757	,613	,955
X17	65,1000	114,783	,609	,955
X18	65,1667	113,385	,612	,955

Uji Validitas *Word Of Mouth* (X2)

		Correlations									
		X1	X2	X3	X4	X5	X6	X7	X8	X9	Total
X1	Pearson Correlation	1	.573**	.513**	.295	.532**	.517**	.367*	.411*	.748**	.756**
	Sig. (2-tailed)		.001	.004	.113	.003	.003	.046	.024	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
X2	Pearson Correlation	.573**	1	.721**	.540**	.657**	.644**	.265	.225	.284	.752**
	Sig. (2-tailed)	.001		.000	.002	.000	.000	.157	.233	.128	.000
	N	30	30	30	30	30	30	30	30	30	30
X3	Pearson Correlation	.513**	.721**	1	.524**	.720**	.752**	.343	.341	.404*	.817**
	Sig. (2-tailed)	.004	.000		.003	.000	.000	.063	.065	.027	.000
	N	30	30	30	30	30	30	30	30	30	30
X4	Pearson Correlation	.295	.540**	.524**	1	.580**	.488**	.234	.137	.290	.635**
	Sig. (2-tailed)	.113	.002	.003		.001	.006	.214	.470	.120	.000
	N	30	30	30	30	30	30	30	30	30	30
X5	Pearson Correlation	.532**	.657**	.720**	.580**	1	.689**	.483**	.423*	.455*	.853**
	Sig. (2-tailed)	.003	.000	.000	.001		.000	.007	.020	.012	.000
	N	30	30	30	30	30	30	30	30	30	30
X6	Pearson Correlation	.517**	.644**	.752**	.488**	.689**	1	.336	.517**	.593**	.853**
	Sig. (2-tailed)	.003	.000	.000	.006	.000		.070	.003	.001	.000
	N	30	30	30	30	30	30	30	30	30	30
X7	Pearson Correlation	.367*	.265	.343	.234	.483**	.336	1	.530**	.233	.582**
	Sig. (2-tailed)	.046	.157	.063	.214	.007	.070		.003	.215	.001
	N	30	30	30	30	30	30	30	30	30	30
X8	Pearson Correlation	.411*	.225	.341	.137	.423*	.517**	.530**	1	.315	.594**
	Sig. (2-tailed)	.024	.233	.065	.470	.020	.003	.003		.090	.001
	N	30	30	30	30	30	30	30	30	30	30
X9	Pearson Correlation	.748**	.284	.404*	.290	.455*	.593**	.233	.315	1	.665**
	Sig. (2-tailed)	.000	.128	.027	.120	.012	.001	.215	.090		.000
	N	30	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.756**	.752**	.817**	.635**	.853**	.853**	.582**	.594**	.665**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.001	.001	.000	
	N	30	30	30	30	30	30	30	30	30	30

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

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

Uji Reliabilitas *Word Of Mouth* (X2)

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

a. Listwise deletion based on all variables in

Cronbach's Alpha	N of Items
,886	9

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	30,6333	22,378	,683	,870
X2	30,7333	22,340	,676	,870
X3	30,6667	21,747	,757	,863
X4	31,0000	22,897	,523	,883
X5	30,7667	21,082	,800	,859
X6	30,7333	20,892	,797	,859
X7	30,8667	23,499	,464	,887
X8	30,6333	23,689	,488	,885
X9	30,7667	22,737	,562	,879

Uji Validitas *Brand Awareness* (X3)

		Correlations												
		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	Jumlah
X1	Pearson Correlation	1	.677	.236	.466	.365	.621	.537	.378	.250	.216	.006	.013	.651
	Sig. (2-tailed)		.000	.210	.009	.047	.000	.002	.039	.182	.251	.977	.944	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2	Pearson Correlation	.677	1	.408	.324	.589	.509	.660	.465	.078	.362	.174	.148	.725
	Sig. (2-tailed)	.000		.025	.081	.001	.004	.000	.010	.681	.049	.359	.435	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X3	Pearson Correlation	.236	.408	1	.341	.332	.444	.584	.444	.192	.252	.211	.367	.631
	Sig. (2-tailed)	.210	.025		.065	.073	.014	.001	.014	.309	.179	.262	.046	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X4	Pearson Correlation	.466	.324	.341	1	.192	.413	.623	.413	.161	.310	.259	.290	.625
	Sig. (2-tailed)	.009	.081	.065		.310	.023	.000	.023	.395	.095	.167	.120	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X5	Pearson Correlation	.365	.589	.332	.192	1	.344	.645	.344	.262	.151	.272	-.021	.583
	Sig. (2-tailed)	.047	.001	.073	.310		.062	.000	.062	.180	.425	.146	.911	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X6	Pearson Correlation	.621	.509	.444	.413	.344	1	.509	.323	.096	.147	-.116	.080	.587
	Sig. (2-tailed)	.000	.004	.014	.023	.062		.004	.082	.612	.439	.540	.673	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X7	Pearson Correlation	.537	.660	.584	.623	.645	.509	1	.661	.274	.458	.451	.424	.893
	Sig. (2-tailed)	.002	.000	.001	.000	.000	.004		.000	.143	.011	.012	.020	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X8	Pearson Correlation	.378	.465	.444	.413	.344	.323	.661	1	.193	.851	.432	.381	.779
	Sig. (2-tailed)	.039	.010	.014	.023	.062	.082	.000		.307	.000	.017	.038	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X9	Pearson Correlation	.250	.078	.192	.161	.262	.096	.274	.193	1	.298	.507	.024	.440
	Sig. (2-tailed)	.182	.681	.309	.395	.180	.612	.143	.307		.109	.004	.900	.015
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X10	Pearson Correlation	.216	.362	.252	.310	.151	.147	.458	.851	.298	1	.614	.469	.678
	Sig. (2-tailed)	.251	.049	.179	.095	.425	.439	.011	.000	.109		.000	.009	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X11	Pearson Correlation	.006	.174	.211	.259	.272	-.116	.451	.432	.507	.614	1	.368	.538
	Sig. (2-tailed)	.977	.359	.262	.167	.146	.540	.012	.017	.004	.000		.046	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X12	Pearson Correlation	.013	.148	.367	.290	-.021	.080	.424	.381	.024	.469	.368	1	.445
	Sig. (2-tailed)	.944	.435	.046	.120	.911	.673	.020	.038	.900	.009	.046		.014
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Jumlah	Pearson Correlation	.651	.725	.631	.625	.583	.587	.893	.779	.440	.678	.538	.445	1
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.001	.000	.000	.015	.000	.002	.014	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

Uji Reliabilitas *Brand Awareness* (X3)

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

a. Listwise deletion based on all variables in

Reliability Statistics	
Cronbach's Alpha	N of Items
,863	12

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	41,1667	33,592	,545	,853
X2	41,2333	33,151	,644	,845
X3	41,3333	34,575	,536	,853
X4	41,0333	35,482	,545	,853
X5	40,8000	36,166	,503	,855
X6	41,0333	35,344	,490	,856
X7	40,8000	32,441	,862	,832
X8	41,0333	33,275	,718	,841
X9	40,9000	36,921	,324	,867
X10	41,0667	33,789	,586	,850
X11	40,8333	36,006	,437	,859
X12	40,4667	37,568	,354	,863

Uji Validitas Keputusan Pembelian (Y)

		Correlations												
		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	Jumlah
X1	Pearson Correlation	1	.573	.513	.295	.532	.517	.367	.411	.748	.360	.390	.419	.711
	Sig. (2-tailed)		.001	.004	.113	.003	.003	.046	.024	.000	.051	.033	.021	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2	Pearson Correlation	.573	1	.721	.540	.657	.644	.265	.225	.284	.549	.533	.624	.777
	Sig. (2-tailed)	.001		.000	.002	.000	.000	.157	.233	.128	.002	.002	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X3	Pearson Correlation	.513	.721	1	.524	.720	.752	.343	.341	.404	.651	.524	.493	.819
	Sig. (2-tailed)	.004	.000		.003	.000	.000	.063	.065	.027	.000	.003	.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X4	Pearson Correlation	.295	.540	.524	1	.580	.488	.234	.137	.290	.381	.409	.297	.610
	Sig. (2-tailed)	.113	.002	.003		.001	.006	.214	.470	.120	.038	.025	.111	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X5	Pearson Correlation	.532	.657	.720	.580	1	.689	.483	.423	.455	.556	.631	.486	.847
	Sig. (2-tailed)	.003	.000	.000	.001		.000	.007	.020	.012	.001	.000	.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X6	Pearson Correlation	.517	.644	.752	.488	.689	1	.336	.517	.593	.680	.567	.563	.864
	Sig. (2-tailed)	.003	.000	.000	.006	.000		.070	.003	.001	.000	.001	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X7	Pearson Correlation	.367	.265	.343	.234	.483	.336	1	.530	.233	.454	.416	.249	.574
	Sig. (2-tailed)	.046	.157	.063	.214	.007	.070		.003	.215	.012	.022	.185	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X8	Pearson Correlation	.411	.225	.341	.137	.423	.517	.530	1	.315	.256	.293	.182	.534
	Sig. (2-tailed)	.024	.233	.065	.470	.020	.003	.003		.090	.172	.116	.336	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X9	Pearson Correlation	.748	.284	.404	.290	.455	.593	.233	.315	1	.317	.230	.181	.566
	Sig. (2-tailed)	.000	.128	.027	.120	.012	.001	.215	.090		.087	.221	.337	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X10	Pearson Correlation	.360	.549	.651	.381	.556	.680	.454	.256	.317	1	.773	.530	.773
	Sig. (2-tailed)	.051	.002	.000	.038	.001	.000	.012	.172	.087		.000	.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X11	Pearson Correlation	.390	.533	.524	.409	.631	.567	.416	.293	.230	.773	1	.515	.749
	Sig. (2-tailed)	.033	.002	.003	.025	.000	.001	.022	.116	.221	.000		.004	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X12	Pearson Correlation	.419	.624	.493	.297	.486	.563	.249	.182	.181	.530	.515	1	.662
	Sig. (2-tailed)	.021	.000	.006	.111	.006	.001	.185	.336	.337	.003	.004		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Jumlah	Pearson Correlation	.711	.777	.819	.610	.847	.864	.574	.534	.566	.773	.749	.662	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.001	.002	.001	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

Uji Reliabilitas Keputusan Pembelian (Y)

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

a. Listwise deletion based on all variables in

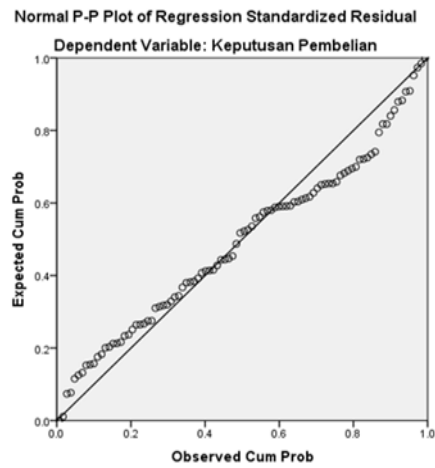
Reliability Statistics	
Cronbach's Alpha	N of Items
,909	12

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	42,4333	43,633	,651	,902
X2	42,5333	42,809	,728	,898
X3	42,4667	42,257	,777	,896
X4	42,8000	44,097	,526	,907
X5	42,5667	41,426	,808	,894
X6	42,5333	40,947	,828	,893
X7	42,6667	44,713	,488	,909
X8	42,4333	45,564	,450	,910
X9	42,5667	44,530	,501	,908
X10	42,4667	41,982	,717	,898
X11	42,3667	41,757	,682	,900
X12	42,5667	42,737	,577	,906

Lampiran 4

Hasil Uji Asumsi Klasik

A. Output Hasil Uji Normalitas

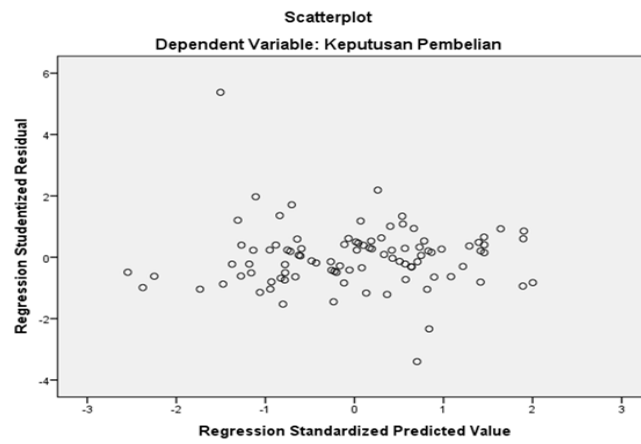


B. Output Hasil Uji Multikolinearitas

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VF
(Constant)	5,2	5,48		0,949	0,345		
Inovasi Produk	0,533	0,048	0,729	11,108	0	0,942	1,061
¹ Word Of Mouth	0,241	0,092	0,172	2,627	0,01	0,949	1,053
Brand Awareness	-0,091	0,079	-0,075	-1,162	0,248	0,976	1,025

a. Dependent Variable: Keputusan Pembelian

C. Output Hasil Uji Heteroskedastisitas



Lampiran 5 Hasil Uji Hipotesis

A. Output Hasil Uji t

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.200	5.480		.949	.345
Inovasi Produk (X1)	.533	.048	.729	11.108	.000
1 Word Of Mouth (X2)	.241	.092	.172	2.627	.010
Brand Awareness (X3)	-.091	.079	-.075	-1.162	.248

a. Dependent Variable: Keputusan Pembelian (Y)

B. Output Hasil Uji F

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2499,296	3	833,099	51,567	.000 ^b
Residual	1486,329	92	16,156		
Total	3985,625	95			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Brand Awareness (X3), Word Of Mouth (X2), Inovasi Produk (X1)

Lampiran 6 Hasil SPSS

A. Output Hasil Uji Regresi Linear Berganda

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.200	5.480		.949	.345
1 Inovasi Produk (X1)	.533	.048	.729	11.108	.000
Word Of Mouth (X2)	.241	.092	.172	2.627	.010
Brand Awareness (X3)	-.091	.079	-.075	-1.162	.248

a. Dependent Variable: Keputusan Pembelian (Y)

B. Output Hasil Uji Koefisien Korelasi

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.792 ^a	.627	.615	4,01942	.627	51,567	3	92	.000

a. Predictors: (Constant), Brand Awareness , Word Of Mouth , Inovasi Produk

C. Output Hasil Uji Koefisien Determinasi

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792 ^a	0,627	0,615	4,019

a. Predictors: (Constant), Brand Awareness (X3), Word Of Mouth (X2), Inovasi Produk (X1)

Lampiran 7
Tabel Uji t

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954

Titik Persentase Distribusi F untuk Probabilita = 0,05

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85	1.82	1.79	1.77
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.78	1.76
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
111	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
112	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.96	1.92	1.88	1.84	1.81	1.78	1.76
113	3.93	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92	1.87	1.84	1.81	1.78	1.76
114	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
115	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
116	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
117	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
118	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
119	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
121	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
122	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
123	3.92	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
124	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
125	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
126	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.87	1.83	1.80	1.77	1.75
127	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
128	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
129	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
130	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
131	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
132	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
133	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
134	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
135	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.77	1.74

Lampiran 8
Tabel uji F

Lampiran 10
Tabel Uji r

Tabel r untuk df = 1 - 50

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432