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Vixion Generasi Pertama



Vixion Generasi Kedua



Vixion Generasi Ketiga



TABEL DESKRIPSI DATA VARIABEL KUALITAS PRODUK (X1)

KUALITAS PRODUK										TOTAL
1	2	3	4	5	6	7	8	9	10	
3	4	4	4	3	4	3	4	4	5	38
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4	4	4	4	5	4	4	4	3	5	41
4	4	4	3	3	4	4	4	5	5	40
5	4	4	4	5	4	4	4	4	4	42
4	4	4	3	4	3	3	3	4	4	36
4	4	4	3	5	3	4	3	4	4	38
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3	4	5	5	4	4	4	4	4	4	41
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4	4	4	4	4	3	4	4	5	5	41
3	3	4	3	4	3	3	3	5	5	36
4	4	5	5	5	5	5	5	5	4	47
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3	4	5	4	4	4	3	4	4	4	39
3	3	4	3	4	3	4	4	4	4	36
4	4	5	4	5	4	4	5	4	4	43
3	4	5	4	5	4	3	5	4	4	41
5	5	4	4	5	3	4	4	5	5	44
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3	3	4	3	4	3	3	3	5	5	36
3	3	4	3	5	3	3	3	5	5	37
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4	4	3	3	5	4	4	5	5	5	42
3	3	4	3	5	3	4	4	4	4	37
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4	4	4	4	5	5	5	5	4	3	43
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TABEL DESKRIPSI DATA VARIABEL BRAND IMAGE (X2)

BRAND IMAGE										TOTAL
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4	4	4	4	4	5	5	3	4	4	41

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1	4	4	4	4	5	5	2	4	4	37
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TABEL DESKRIPSI DATA VARIABEL KEPUTUSAN PEMBELIAN (Y)

KEPUTUSAN PEMBELIAN										TOTAL
1	2	3	4	5	6	7	8	9	10	
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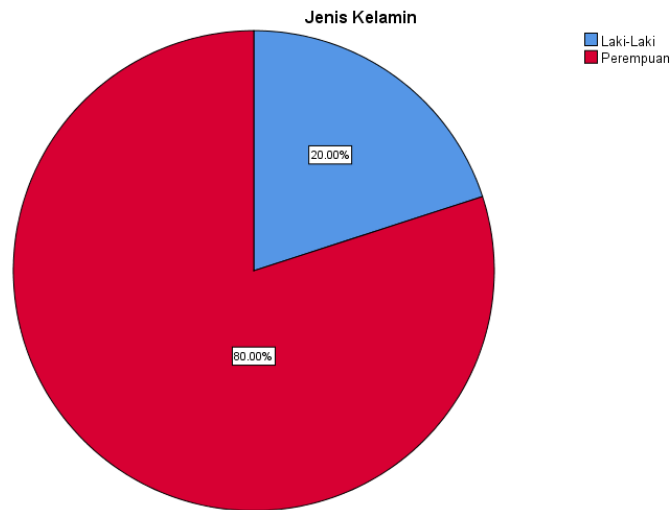
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4	4	4	4	4	4	5	5	2	4	40

KARAKTERISTIK RESPONDEN BERDASARKAN JENIS KELAMIN

		Jenis Kelamin			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Laki-Laki	20	20.0	20.0	20.0
	Perempuan	80	80.0	80.0	100.0
	Total	100	100.0	100.0	

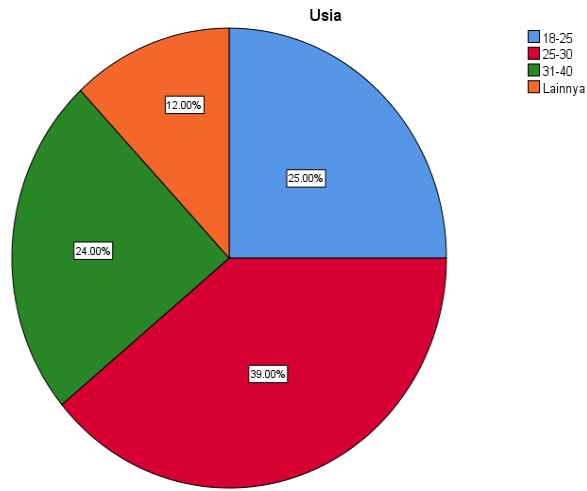
GAMBAR PIE CHART BERDASARKAN JENIS KELAMIN



KARAKTERISTIK RESPONDEN BERDASARKAN USIA

		Usia			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	18-25	25	25.0	25.0	25.0
	25-30	39	39.0	39.0	64.0
	31-40	24	24.0	24.0	88.0
	Lainnya	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

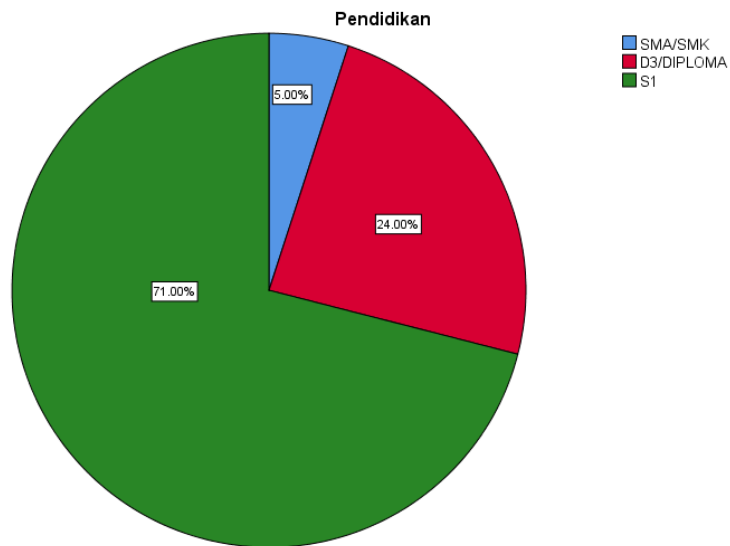
GAMBAR PIE CHART BERDASARKAN USIA



KARAKTERISTIK RESPONDEN BERDASARKAN PENDIDIKAN

		Pendidikan			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA/SMK	5	5.0	5.0	5.0
	D3/DIPLOMA	24	24.0	24.0	29.0
	S1	71	71.0	71.0	100.0
Total		100	100.0	100.0	

GAMBAR PIE CHART BERDASARKAN PENDIDIKAN



TABEL KUALITAS PRODUK 1

Kualitas_Produk 1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-Ragu	34	34.0	34.0	34.0
	Setuju	42	42.0	42.0	76.0
	Sangat Setuju	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

TABEL KUALITAS PRODUK 2

Kualitas_Produk 2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-Ragu	35	35.0	35.0	35.0
	Setuju	49	49.0	49.0	84.0
	Sangat Setuju	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

TABEL KUALITAS PRODUK 3

Kualitas_Produk 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-Ragu	34	34.0	34.0	34.0
	Setuju	42	42.0	42.0	76.0
	Sangat Setuju	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

TABEL KUALITAS PRODUK 4

Kualitas Produk 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	3.0	3.0	3.0
	Ragu-Ragu	45	45.0	45.0	48.0
	Setuju	41	41.0	41.0	89.0
	Sangat Setuju	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

TABEL KUALITAS PRODUK 5

Kualitas Produk 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-Ragu	5	5.0	5.0	5.0
	Setuju	35	35.0	35.0	40.0
	Sangat Setuju	60	60.0	60.0	100.0
	Total	100	100.0	100.0	

TABEL KUALITAS PRODUK 6

Kualitas Produk 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	2	2.0	2.0	3.0
	Ragu-Ragu	32	32.0	32.0	35.0
	Setuju	34	34.0	34.0	69.0
	Sangat Setuju	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

TABEL KUALITAS PRODUK 7**Kualitas Produk 7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-Ragu	31	31.0	31.0	31.0
	Setuju	42	42.0	42.0	73.0
	Sangat Setuju	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

TABEL KUALITAS PRODUK 8**Kualitas Produk 8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	1.0	1.0	1.0
	Ragu-Ragu	33	33.0	33.0	34.0
	Setuju	49	49.0	49.0	83.0
	Sangat Setuju	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

TABEL KUALITAS PRODUK 9

Kualitas_Produk 9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-Ragu	5	5.0	5.0	5.0
	Setuju	35	35.0	35.0	40.0
	Sangat Setuju	60	60.0	60.0	100.0
	Total	100	100.0	100.0	

TABEL KUALITAS PRODUK 10

Kualitas_Produk 10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	2	2.0	2.0	3.0
	Ragu-Ragu	32	32.0	32.0	35.0
	Setuju	34	34.0	34.0	69.0
	Sangat Setuju	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

TABEL BRAND IMAGE 1

Brand_Image 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	19	19.0	19.0	19.0
	Tidak Setuju	16	16.0	16.0	35.0
	Ragu-Ragu	23	23.0	23.0	58.0
	Setuju	30	30.0	30.0	88.0
	Sangat Setuju	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

TABEL BRAND IMAGE 2

Brand_Image 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	10	10.0	10.0	10.0
	Tidak Setuju	12	12.0	12.0	22.0
	Ragu-Ragu	11	11.0	11.0	33.0
	Setuju	45	45.0	45.0	78.0
	Sangat Setuju	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

TABEL BRAND IMAGE 3

Brand_Image 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	4.0	4.0	4.0
	Tidak Setuju	4	4.0	4.0	8.0
	Ragu-Ragu	11	11.0	11.0	19.0
	Setuju	47	47.0	47.0	66.0
	Sangat Setuju	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

TABEL BRAND IMAGE 4

Brand_Image 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	10	10.0	10.0	11.0
	Ragu-Ragu	19	19.0	19.0	30.0
	Setuju	45	45.0	45.0	75.0
	Sangat Setuju	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

TABEL BRAND IMAGE 5

Brand Image 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	1.0	1.0	1.0
	Ragu-Ragu	6	6.0	6.0	7.0
	Setuju	51	51.0	51.0	58.0
	Sangat Setuju	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

TABEL BRAND IMAGE 6

Brand Image 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-Ragu	5	5.0	5.0	5.0
	Setuju	40	40.0	40.0	45.0
	Sangat Setuju	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

TABEL BRAND IMAGE 7

Brand Image 7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	2.0	2.0	2.0
	Ragu-Ragu	6	6.0	6.0	8.0
	Setuju	52	52.0	52.0	60.0
	Sangat Setuju	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

TABEL BRAND IMAGE 8

Brand Image 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	1.0	1.0	1.0
	Ragu-Ragu	8	8.0	8.0	9.0
	Setuju	63	63.0	63.0	72.0
	Sangat Setuju	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

TABEL BRAND IMAGE 9

Brand Image 9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	10	10.0	10.0	10.0
	Tidak Setuju	12	12.0	12.0	22.0
	Ragu-Ragu	11	11.0	11.0	33.0
	Setuju	45	45.0	45.0	78.0
	Sangat Setuju	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

TABEL BRAND IMAGE 10**Brand Image 10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	5	5.0	5.0	5.0
	Tidak Setuju	5	5.0	5.0	10.0
	Ragu-Ragu	21	21.0	21.0	31.0
	Setuju	62	62.0	62.0	93.0
	Sangat Setuju	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

TABEL KEPUTUSAN PEMBELIAN 1**Keputusan Pembelian 1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	1	1.0	1.0	2.0
	Ragu-Ragu	2	2.0	2.0	4.0
	Setuju	43	43.0	43.0	47.0
	Sangat Setuju	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

TABEL KEPUTUSAN PEMBELIAN 2

Keputusan Pembelian 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	2	2.0	2.0	3.0
	Ragu-Ragu	14	14.0	14.0	17.0
	Setuju	60	60.0	60.0	77.0
	Sangat Setuju	23	23.0	23.0	100.0
	Total		100	100.0	100.0

TABEL KEPUTUSAN PEMBELIAN 3

Keputusan Pembelian 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-Ragu	6	6.0	6.0	6.0
	Setuju	64	64.0	64.0	70.0
	Sangat Setuju	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

TABEL KEPUTUSAN PEMBELIAN 4

Keputusan Pembelian 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-Ragu	2	2.0	2.0	2.0
	Setuju	69	69.0	69.0	71.0
	Sangat Setuju	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

TABEL KEPUTUSAN PEMBELIAN 5

Keputusan Pembelian 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.0	2.0	2.0
	Tidak Setuju	2	2.0	2.0	4.0
	Ragu-Ragu	8	8.0	8.0	12.0
	Setuju	68	68.0	68.0	80.0
	Sangat Setuju	20	20.0	20.0	100.0
	Total		100	100.0	100.0

TABEL KEPUTUSAN PEMBELIAN 6

Kualitas Pembelian 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	5	5.0	5.0	5.0
	Tidak Setuju	8	8.0	8.0	13.0
	Ragu-Ragu	38	38.0	38.0	51.0
	Setuju	37	37.0	37.0	88.0
	Sangat Setuju	12	12.0	12.0	100.0
	Total		100	100.0	100.0

TABEL KEPUTUSAN PEMBELIAN 7

Keputusan Pembelian 7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.0	2.0	2.0
	Ragu-Ragu	2	2.0	2.0	4.0
	Setuju	58	58.0	58.0	62.0
	Sangat Setuju	38	38.0	38.0	100.0
	Total		100	100.0	100.0

TABEL KEPUTUSAN PEMBELIAN 8

Keputusan Pembelian 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	3.0	3.0	3.0
	Tidak Setuju	9	9.0	9.0	12.0
	Ragu-Ragu	18	18.0	18.0	30.0
	Setuju	58	58.0	58.0	88.0
	Sangat Setuju	12	12.0	12.0	100.0
	Total		100	100.0	100.0

TABEL KEPUTUSAN PEMBELIAN 9

Keputusan Pembelian 9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	5	5.0	5.0	5.0
	Tidak Setuju	5	5.0	5.0	10.0
	Ragu-Ragu	21	21.0	21.0	31.0
	Setuju	62	62.0	62.0	93.0
	Sangat Setuju	7	7.0	7.0	100.0
	Total		100	100.0	100.0

TABEL KEPUTUSAN PEMBELIAN 10

Keputusan Pembelian 10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	1	1.0	1.0	2.0
	Ragu-Ragu	9	9.0	9.0	11.0
	Setuju	59	59.0	59.0	70.0
	Sangat Setuju	30	30.0	30.0	100.0
	Total		100	100.0	100.0

UJI VALIDITAS KUALITAS PRODUK (X1)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Kualitas_Produk 1	36.03	19.383	.690	.836
Kualitas_Produk 2	36.12	20.430	.586	.845
Kualitas_Produk 3	36.03	19.383	.690	.836
Kualitas_Produk 4	36.33	21.597	.363	.863
Kualitas_Produk 5	35.38	21.551	.485	.853
Kualitas_Produk 6	36.01	18.515	.682	.836
Kualitas_Produk 7	35.97	19.706	.631	.841
Kualitas_Produk 8	36.11	21.493	.386	.861
Kualitas_Produk 9	35.38	21.551	.485	.853
Kualitas_Produk 10	36.01	18.515	.682	.836

UJI VALIDITAS BRAND IMAGE (X2)**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Brand_Image 1	35.93	21.743	.423	.745
Brand_Image 2	35.36	20.314	.606	.709
Brand_Image 3	34.90	22.636	.533	.723
Brand_Image 4	35.10	23.687	.434	.738
Brand_Image 5	34.59	26.386	.280	.756
Brand_Image 6	34.43	26.227	.337	.752
Brand_Image 7	34.63	25.427	.404	.744
Brand_Image 8	34.75	26.210	.329	.752
Brand_Image 9	35.36	20.314	.606	.709
Brand_Image 10	35.32	25.169	.301	.755

UJI VALIDITAS KEPUTUSAN PEMBELIAN (Y)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Keputusan_Pembelian 1	35.72	14.183	.436	.713
Keputusan_Pembelian 2	36.16	13.449	.540	.696
Keputusan_Pembelian 3	35.94	14.542	.491	.710
Keputusan_Pembelian 4	35.91	15.133	.406	.721
Keputusan_Pembelian 5	36.16	14.237	.383	.720
Keputusan_Pembelian 6	36.75	14.230	.235	.752
Keputusan_Pembelian 7	35.88	14.187	.422	.714
Keputusan_Pembelian 8	36.51	13.202	.436	.712
Keputusan_Pembelian 9	36.57	13.298	.438	.712
Keputusan_Pembelian 10	36.02	14.545	.347	.725

UJI RELIABILITAS KUALITAS PRODUK (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.860	10

UJI RELIABILITAS BRAND IMAGE (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.759	10

UJI RELIABILITAS KEPUTUSAN PEMBELIAN (Y)

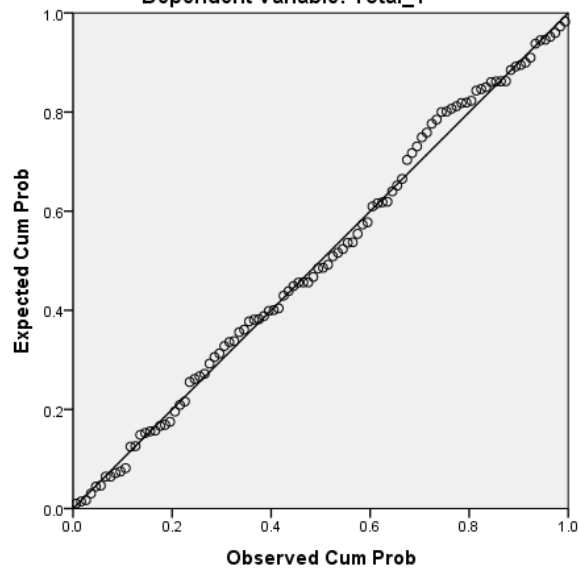
Reliability Statistics

Cronbach's Alpha	N of Items
.739	10

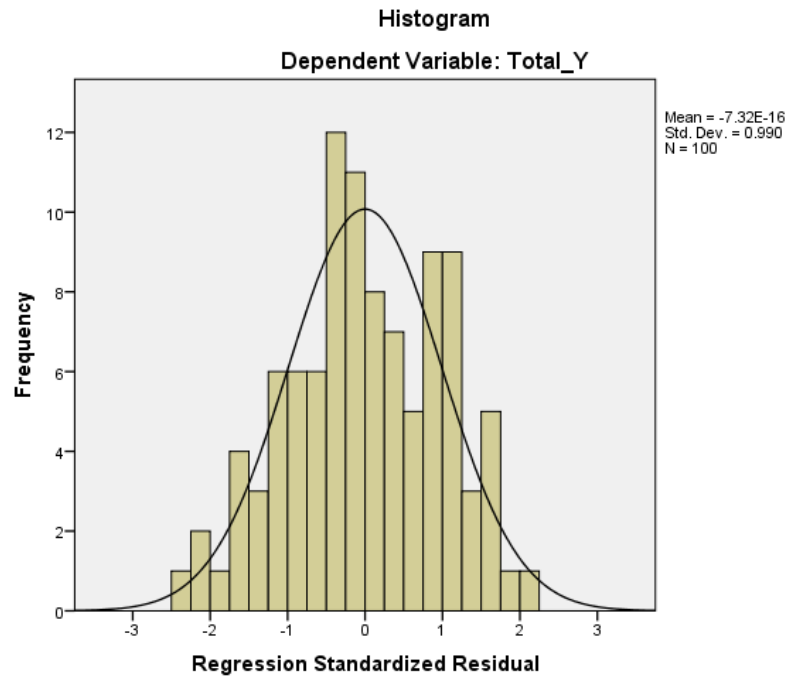
UJI NORMALITAS

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Total_Y



HISTOGRAM NORMALITAS



UJI KORELASI PARSIAL (*PERSON CORRELATION*)

Correlations

		Total_X1	Total_X2	Total_Y
Total_X1	Pearson Correlation	1	.157	.317**
	Sig. (1-tailed)		.118	.001
	N	100	100	100
Total_X2	Pearson Correlation	.157	1	.628**
	Sig. (1-tailed)	.118		.000
	N	100	100	100
Total_Y	Pearson Correlation	.317**	.628**	1
	Sig. (1-tailed)	.001	.000	
	N	100	100	100

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

KOEFSIEN KORELASI (MODEL SUMMARY)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.666 ^a	.443	.432	2.975

a. Predictors: (Constant), Total_X2, Total_X1

b. Dependent Variable: Total_Y

HASIL ANALISIS REGRESI LINEAR BERGANDA

Coefficients^a

Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
			Beta		
1 (Constant)	16.140	3.033		5.322	.000
Total_X1	.178	.061	.224	2.915	.004
Total_X2	.437	.057	.593	7.727	.000

a. Dependent Variable: Total_Y

HASIL ANALISIS REGRESI LINEAR BERGANDA

UJI T_{hitung}

Coefficients^a

Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	T	Sig.
			Beta		
1 (Constant)	16.140	3.033		5.322	.000
Total_X1	.178	.061	.224	2.915	.004
Total_X2	.437	.057	.593	7.727	.000

a. Dependent Variable: Total_Y

**UJI SIMULTAN (UJI F)
HASIL F HITUNG**

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	683.305	2	341.653	38.607	.000 ^b
	Residual	858.405	97	8.850		
	Total	1541.710	99			

a. Dependent Variable: Total_Y

b. Predictors: (Constant), Total_X2, Total_X1

DAFTAR RIWAYAT HIDUP

Nama : JASON FIKRIE
Tempat, Tanggal Lahir : WONOSOBO, 20 FEBRUARI 1999
Alamat : PERUM MEDITERANIA BLOK G2/25, RT40/10
KEL.SUKAMULYA, KEC.CIKUPA-TANGERANG
Agama : ISLAM
Jenis Kelamin : LAKI-LAKI
No. HP : 089629924743
Email : jasonfikrie@gmail.com

Riwayat Pendidikan

1. SMKN 1 KAB.TANGERANG (2017)
2. MTs. MIFTAHUL JANNAH (2014)
3. SDN CIKUPA 1 (2011)

Demikian Riwayat hidup ini saya buat dengan sebenar-benarnya.

Tangerang, 24 Juni 2023

Jason Fikrie