

## LAMPIRAN

### Lampiran 1 Kuosioner Penelitian

**PENGARUH BRAND IMAGE KWAJARAN HARGA DAN KUALITAS  
PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN PADA KONSUMEN  
PIZZA HUT DELIVERY DINOYO**

*Assalamualikum Wr. Wb.*

Dalam rangka penelitian guna penyusunan skripsi yang berjudul “**Pengaruh Brand Image Kwajaran Harga Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Konsumen Pizza Hut Delivery Dinoyo**”, saya mohon kesediaan Bapak/Ibu/Saudara untuk mengisi kuosioner. Pengumpulan data ini bertujuan untuk memenuhi kewajiban akademik dan untuk mendukung penelitian yang akan saya lakukan. Penelitian observasi ini tidak akan saya salah gunakan yang nantinya dapat merugikan Bapak/Ibu/Saudara. Atas kesediaan dan kerjasamanya saya ucapkan terima kasih.

*Wassalamu'alaikum Wr. Wb.*

Hormat Kami,

Peneliti

## A. PETUNJUK PENGISIAN KUOSIONER

Dimohon dengan hormat Bapak/Ibu/Saudara(i) untuk mengisi data responden dan selanjutnya memberikan jawaban/ tanggapan terhadap pertanyaan dibawah ini dengan cara memberikan tanda *check list* (☐) pada salah satu pilihan kolom jawaban yang tersedia.

Keterangan pilihan jawaban sebagai berikut:

SS: Sangat Setuju

S : Setuju

N: Netral

TS: Tidak Setuju

STS: Sangat Tidak Setuju

## B. SYARAT RESPONDEN

Jika Anda menjawab "**IYA**", maka silahkan melanjutkan mengisi pertanyaan berikutnya.

Jika Anda menjawab "**TIDAK**", maka silahkan berhenti mengisi kuisioner ini.

1. Apakah anda pernah mengunjungi langsung kedai Pizza Hut Delivery Dinoyo?
2. Apakah anda pernah melakukan pembelian Pizza Hut Delivery Dinoyo?

### C. DATA RESPONDEN

1. Nama:

2. Jenis Kelamin:

Laki-Laki

Perempuan

3. Usia:

18-24 tahun

25-31 tahun

32-38 tahun

39-44 tahun

4. Pekerjaan:

Wiraswasta

Karyawan Swasta

Karyawan Swasta

Lainnya:...

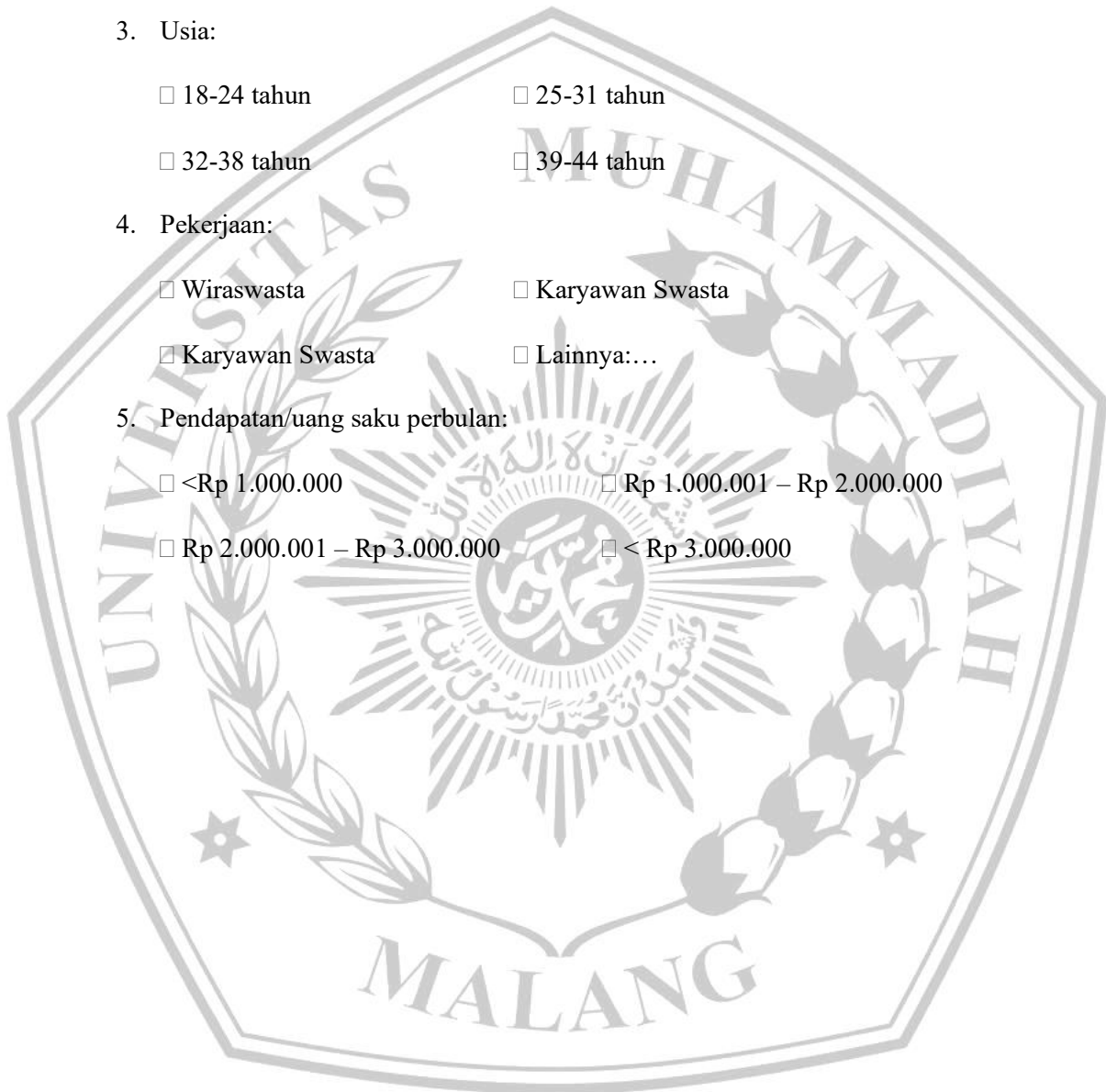
5. Pendapatan/uang saku perbulan:

<Rp 1.000.000

Rp 1.000.001 – Rp 2.000.000

Rp 2.000.001 – Rp 3.000.000

> Rp 3.000.000



## DAFTAR PERNYATAAN

### 1. KEPUTUSAN PEMBELIAN (Y)

No.	Pernyataan	SS	S	N	TS	STS
1.	Saya dengan cepat memutuskan untuk membeli produk Pizza Hut Delivery.					
2.	Saya merasa mantap untuk membeli produk Pizza Hut Delivery					
3.	Saya merasa yakin saat memutuskan untuk membeli produk Pizza Hut Delivery					
4.	Saya sedikit mempertimbangkan saat memutuskan untuk membeli produk Pizza Hut Delivery					

### 2. BRAND IMAGE (X1)

No.	Pernyataan	SS	S	N	TS	STS
1.	Merek Pizza Hut Delivery kuat					
2.	Merek Pizza Hut Delivery unggul					
3.	Merek Pizza Hut Delivery unik					
4.	Merek Pizza Hut Delivery mudah dikenali.					
5.	Reputasi merek Pizza Hut Delivery baik.					

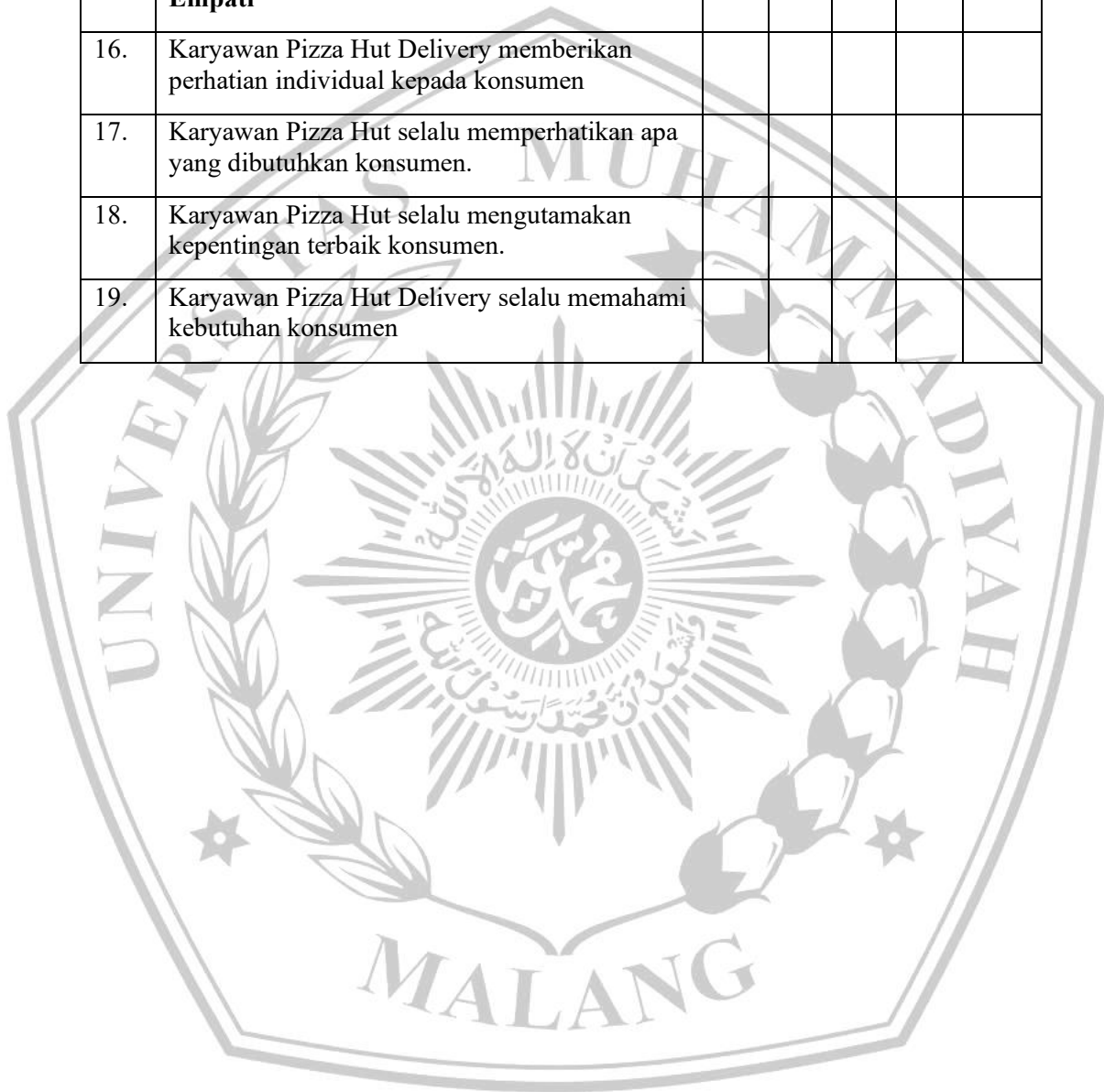
### 5. KEWAJARAN HARGA (X2)

No.	Pernyataan	SS	S	N	TS	STS
1.	Harga Pizza Hut Delivery terjangkau					
2.	Harga Pizza Hut Delivery sesuai dengan kualitas produk					
3.	Harga Pizza Hut Delivery sesuai dengan manfaat produk					
4.	Harga Pizza Hut Delivery bersaing dengan produk sejenis					

## 6. KUALITAS PELAYANAN (X3)

No.	Pernyataan	SS	S	N	TS	STS
	<b>Berwujud (Bukti Fisik)</b>					
1.	Peralatan yang digunakan Pizza Hut Delivery modern					
2.	Fasilitas Pizza Hut Delivery menarik secara visual					
3.	Karyawan Pizza Hut Delivery tampak berseragam rapi.					
4.	Jam operasional Pizza Hut Delivery tepat					
	<b>Keandalan</b>					
5.	Pizza Hut Delivery memberikan layanan sesuai yang dijanjikan					
6.	Karyawan Pizza Hut Delivery dapat menangani keluhan konsumen dengan efektif					
7.	Karyawan Pizza Hut Delivery memastikan bahwa proses pemesanan sampai dengan penyerahan dilakukan dengan benar.					
8.	Aplikasi Pizza Hut Delivery memudahkan konsumen untuk memantau pesanan					
	<b>Ketanggapan</b>					
9.	Karyawan Pizza Hut Delivery selalu cepat melayani pesanan konsumen.					
10.	Karyawan Pizza Hut Delivery selalu bersedia memberikan pelayanan yang diinginkan oleh konsumen.					
11.	Karyawan Pizza Hut Delivery selalu siap untuk merespon permintaan konsumen.					
	<b>Jaminan dan Kesiapan</b>					
12.	Karyawan Pizza Hut Delivery dapat dipercaya					
13.	Pizza Hut Delivery menjamin keamanan transaksi					

No.	Pernyataan	SS	S	N	TS	STS
14.	Karyawan Pizza Hut Delivery selalu sopan kepada para konsumen.					
15.	Karyawan Pizza Hut Delivery mampu menjawab pertanyaan konsumen dengan baik					
	<b>Empati</b>					
16.	Karyawan Pizza Hut Delivery memberikan perhatian individual kepada konsumen					
17.	Karyawan Pizza Hut selalu memperhatikan apa yang dibutuhkan konsumen.					
18.	Karyawan Pizza Hut selalu mengutamakan kepentingan terbaik konsumen.					
19.	Karyawan Pizza Hut Delivery selalu memahami kebutuhan konsumen					



Lampiran 2 Tabulasi Data

No. Res p	K P 1	K P 2	K P 3	K P 4	Tota l KP	BI 1	BI 2	BI 3	BI 4	BI 5	Tot al BI	K H 1	K H 2	K H 3	Tota l KH
1	2	4	4	4	14	5	5	5	5	3	23	4	5	5	14
2	4	2	3	4	13	2	3	4	4	2	15	5	5	4	14
3	3	4	4	5	16	5	5	5	5	4	24	2	4	4	10
4	4	4	4	3	15	4	4	4	5	4	21	4	4	4	12
5	4	5	4	5	18	4	4	4	5	4	21	3	4	4	11
6	3	3	3	3	12	4	3	4	5	3	19	5	5	5	15
7	3	3	3	4	13	3	3	3	5	4	18	3	4	3	10
8	4	4	4	2	14	5	5	4	5	5	24	4	4	4	12
9	3	3	4	2	12	4	3	3	5	4	19	3	4	4	11
10	4	4	3	3	14	4	4	3	5	5	21	3	4	4	11
11	1	2	2	4	9	5	5	5	5	5	25	3	4	4	11
12	4	5	3	5	17	5	4	5	5	4	23	5	4	5	14
13	4	3	2	3	12	3	4	5	4	4	20	2	3	3	8
14	4	5	5	4	18	5	4	5	5	4	23	3	4	4	11
15	3	2	2	4	11	5	4	1	4	3	17	3	4	3	10
16	4	5	4	4	17	4	4	5	4	3	20	4	4	4	12
17	3	2	3	4	12	3	3	3	3	3	15	3	3	3	9
18	5	5	5	5	20	5	5	5	5	5	25	4	5	5	14
19	2	4	4	4	14	3	2	2	4	4	15	4	2	4	10
20	5	4	4	4	17	5	4	3	4	4	20	4	5	4	13
21	3	4	4	3	14	5	5	3	5	5	23	3	4	4	11
22	4	5	5	3	17	3	4	4	5	5	21	5	5	5	15
23	2	3	3	3	11	5	4	4	5	4	22	2	3	3	8
24	2	3	3	3	11	4	4	3	3	2	16	3	4	5	12
25	5	5	5	4	19	4	4	4	5	5	22	5	5	5	15
26	4	4	4	3	15	4	4	4	4	4	20	3	4	4	11
27	4	3	5	3	15	5	4	5	4	5	23	5	4	5	14
28	4	4	4	4	16	5	5	5	5	5	25	3	4	4	11
29	4	4	4	3	15	3	3	3	3	3	15	3	4	4	11

No. Res p	K P 1	K P 2	K P 3	K P 4	Tota l KP	BI 1	BI 2	BI 3	BI 4	BI 5	Tot al BI	K H 1	K H 2	K H 3	Tota l KH
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31	5	4	5	4	18	4	4	4	5	3	20	4	4	4	12
32	4	4	4	2	14	4	4	4	4	5	21	4	4	4	12
33	5	5	5	5	20	5	5	5	5	5	25	5	5	5	15
34	3	4	3	4	14	4	5	4	5	3	21	3	4	4	11
35	5	5	5	1	16	5	5	5	5	5	25	5	5	5	15
36	4	4	4	3	15	4	5	4	5	4	22	3	5	4	12
37	3	3	3	4	13	5	4	4	5	4	22	3	4	4	11
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39	3	4	5	5	17	5	5	2	5	5	22	5	5	5	15
40	4	4	5	2	15	5	5	4	4	5	23	4	5	5	14
41	4	5	4	3	16	4	5	3	4	4	20	4	5	4	13
42	4	5	5	3	17	5	5	5	5	4	24	5	5	5	15
43	4	5	4	5	18	3	4	5	4	5	21	3	4	5	12
44	4	5	4	5	18	4	4	5	5	5	23	4	5	4	13
45	4	5	4	5	18	4	5	4	5	5	23	4	5	5	14
46	4	4	2	5	15	5	2	4	5	5	21	2	4	2	8
47	3	4	3	4	14	4	4	3	4	5	20	5	4	5	14
48	4	4	4	3	15	4	5	4	5	4	22	3	4	4	11
49	4	5	4	5	18	4	5	4	5	5	23	4	5	4	13
50	4	5	4	4	17	3	3	4	5	4	19	3	5	4	12
51	3	2	3	4	12	4	4	3	5	4	20	4	4	4	12
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54	4	4	4	3	15	4	4	5	5	4	22	4	5	5	14
55	4	4	4	4	16	3	2	2	4	2	13	2	2	4	8
56	4	5	4	3	16	4	3	3	4	3	17	3	4	4	11
57	4	3	4	2	13	4	4	3	4	3	18	3	4	4	11
58	3	4	4	4	15	3	3	4	5	3	18	3	4	3	10
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62	3	3	3	3	12	5	5	1	3	4	18	3	4	1	8

No. Res p	K P 1	K P 2	K P 3	K P 4	Tota l KP	BI 1	BI 2	BI 3	BI 4	BI 5	Tot al BI	K H 1	K H 2	K H 3	Tota l KH
63	4	4	4	4	16	4	4	4	4	4	20	4	4	4	12
64	5	5	5	3	18	4	5	3	5	5	22	4	5	3	12
65	4	4	4	3	15	4	4	3	4	4	19	3	4	3	10
66	4	4	4	4	16	5	5	5	5	5	25	4	5	4	13
67	3	4	4	3	14	4	4	3	4	4	19	3	4	3	10
68	5	5	5	5	20	5	5	4	5	5	24	5	5	5	15
69	4	4	4	3	15	4	4	4	5	4	21	4	4	4	12
70	3	4	5	4	16	4	5	4	5	4	22	4	5	4	13
71	3	3	3	4	13	5	4	4	5	3	21	3	3	3	9
72	3	4	4	3	14	3	4	3	4	4	18	5	4	3	12
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74	3	3	4	3	13	5	5	4	4	5	23	2	4	3	9
75	5	5	5	5	20	5	5	5	5	5	25	5	5	5	15
76	3	3	3	3	12	3	3	3	3	3	15	3	3	3	9
77	4	3	5	3	15	4	3	3	4	5	19	4	3	5	12
78	3	4	4	2	13	5	5	4	5	5	24	3	4	4	11
79	5	5	5	1	16	5	5	5	5	5	25	4	4	4	12
80	3	3	2	4	12	4	2	2	4	3	15	2	4	3	9
81	1	1	1	2	5	1	1	1	1	2	6	1	1	2	4
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85	5	5	4	2	16	5	5	4	5	5	24	4	4	4	12
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87	4	4	4	4	16	4	4	4	4	4	20	4	4	4	12
88	2	4	4	5	15	4	4	4	5	4	21	4	5	3	12
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92	4	5	4	5	18	4	4	5	5	4	22	4	5	4	13
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95	5	4	4	4	17	5	4	4	3	5	21	5	4	4	13

No. Res p	K P 1	K P 2	K P 3	K P 4	Tota l KP	BI 1	BI 2	BI 3	BI 4	BI 5	Tot al BI	K H 1	K H 2	K H 3	Tota l KH
96	4	5	4	3	16	5	5	4	5	5	24	4	4	4	12
97	4	4	5	4	17	4	3	4	4	5	20	3	3	4	10
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126	5	3	5	3	16	3	5	5	3	5	21	3	5	3	11
127	2	1	3	4	10	4	3	2	4	2	15	1	4	3	8
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No. Res p	K P 1	K P 2	K P 3	K P 4	Tota l KP	BI 1	BI 2	BI 3	BI 4	BI 5	Tot al BI	K H 1	K H 2	K H 3	Tota l KH
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131	3	3	4	3	13	4	4	3	4	5	20	4	5	5	14
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160	5	4	4	4	17	5	5	5	4	4	23	4	4	4	12

K L 1	K L 2	K L 3	K L 4	K L 5	K L 6	K L 7	K L 8	K L 9	K L 10	K L 11	K L 12	K L 13	K L 14	K L 15	K L 16	K L 17	K L 18	K L 19	Total KL
3	4	4	2	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	100
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4	5	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	96
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3	4	4	4	4	4	4	5	4	4	3	5	5	5	4	3	4	4	4	99
5	3	3	4	5	4	5	5	4	5	5	5	5	5	5	5	5	4	1	105
5	4	3	5	5	5	3	4	5	4	5	3	5	5	4	5	4	5	4	111
4	5	4	4	4	5	4	4	3	4	5	5	4	5	5	5	4	4	4	98
4	5	5	4	5	4	4	4	4	4	5	4	4	4	4	3	4	3		100
3	4	2	3	4	3	4	4	3	4	4	4	3	3	3	3	3	3	3	83
4	4	4	3	4	5	4	4	4	4	4	5	5	4	4	4	3	5	4	102
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	75
5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	4	4	5	119
4	4	5	3	4	4	4	4	4	4	4	4	5	5	5	5	5	4	4	101
4	4	5	5	5	4	4	5	5	4	4	4	5	4	5	4	5	5	4	111
5	4	5	5	4	3	4	5	5	4	4	4	4	5	5	3	4	4	4	103
4	4	4	4	5	5	4	5	5	4	5	5	5	5	5	4	4	5	5	117
4	4	5	3	3	3	4	3	4	3	4	3	3	4	5	4	3	3	3	84
5	5	4	4	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	92
3	4	5	5	4	4	4	5	5	5	5	5	5	5	5	4	4	4	5	116
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	96
4	5	5	5	5	4	4	5	5	4	4	4	3	4	1	4	5	3	5	107
4	5	4	5	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	102

K L 1	K L 2	K L 3	K L 4	K L 5	K L 6	K L 7	K L 8	K L 9	K L 10	K L 11	K L 12	K L 13	K L 14	K L 15	K L 16	K L 17	K L 18	K L 19	To tal KL
3	3	5	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	82
5	4	4	4	4	5	4	4	5	4	5	5	5	4	5	4	3	3	4	107
4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	3	99
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	100
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	125
4	5	5	4	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	104
5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	124
3	3	4	4	4	4	5	5	4	4	4	4	5	4	4	2	4	4	4	99
4	5	4	5	4	3	5	4	4	4	4	4	5	5	4	3	4	4	4	101
5	4	4	4	5	5	4	4	4	5	4	5	4	4	5	5	4	4	4	109
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	125
4	4	4	5	4	4	5	5	5	4	5	5	4	4	4	5	5	4	4	112
4	5	3	3	4	5	4	4	5	4	4	4	5	5	4	4	5	5	4	107
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	125
4	3	4	5	4	5	4	5	5	4	4	4	5	5	3	4	5	4	4	105
4	4	5	5	5	4	5	5	4	5	4	4	5	5	4	5	5	5	4	113
4	5	5	4	4	5	4	5	4	5	4	5	5	4	5	4	5	4	5	114
2	4	5	3	4	3	4	4	4	3	4	5	5	5	5	3	4	3	4	90
5	4	5	5	5	4	5	5	5	4	4	4	5	4	5	5	5	4	5	116
4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	100
5	5	4	4	4	5	5	5	5	4	5	5	4	5	4	4	5	4	5	113
4	5	5	5	4	5	5	4	5	5	5	5	5	5	5	4	4	5	5	114
4	4	5	5	4	3	4	4	4	4	4	4	4	4	4	3	3	4	4	99
5	4	5	4	5	4	5	5	4	5	4	4	5	5	4	4	5	4	5	114
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	125
5	4	4	5	4	5	5	5	4	5	4	4	5	4	5	4	5	4	4	113
3	3	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	89

<b>K L 1</b>	<b>K L 2</b>	<b>K L 3</b>	<b>K L 4</b>	<b>K L 5</b>	<b>K L 6</b>	<b>K L 7</b>	<b>K L 8</b>	<b>K L 9</b>	<b>K L 10</b>	<b>K L 11</b>	<b>K L 12</b>	<b>K L 13</b>	<b>K L 14</b>	<b>K L 15</b>	<b>K L 16</b>	<b>K L 17</b>	<b>K L 18</b>	<b>K L 19</b>	<b>To tal KL</b>
4	4	5	5	4	3	5	5	4	4	5	4	5	5	3	4	5	5	5	<b>106</b>
4	3	4	4	3	3	4	3	4	4	5	4	4	5	5	3	2	3	3	<b>92</b>
4	3	3	3	4	4	3	4	4	3	4	4	4	4	4	4	4	4	4	<b>91</b>
4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	5	<b>107</b>
5	5	4	4	5	4	4	4	5	4	3	4	5	4	4	5	4	4	5	<b>108</b>
4	5	4	4	5	3	5	4	4	5	4	4	5	5	4	4	5	4	4	<b>110</b>
5	3	3	1	2	2	3	3	3	3	3	4	4	2	4	3	3	3	3	<b>73</b>
4	4	4	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	<b>114</b>
4	5	5	5	5	5	4	4	5	4	4	4	5	4	3	4	5	4	4	<b>107</b>
3	4	4	3	4	4	4	4	4	3	4	4	4	4	4	3	4	4	4	<b>92</b>
5	5	5	5	4	5	5	5	5	4	4	5	5	5	5	4	4	5	5	<b>116</b>
4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	3	4	4	4	<b>94</b>
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	<b>125</b>
4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	<b>101</b>
4	5	4	5	5	4	3	5	4	5	4	5	3	4	4	4	3	4	4	<b>105</b>
3	5	4	4	4	3	4	3	4	4	4	4	4	4	4	4	4	5	3	<b>92</b>
3	4	4	5	4	3	4	3	5	4	4	3	4	4	4	3	4	4	4	<b>97</b>
5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	4	5	<b>118</b>
3	4	5	4	4	2	4	3	3	4	4	4	5	4	3	4	3	4	3	<b>88</b>
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	<b>125</b>
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	<b>94</b>
3	4	5	5	3	2	4	5	5	5	5	5	5	3	4	3	3	3	4	<b>100</b>
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	<b>98</b>
4	4	5	5	4	4	4	5	4	4	4	4	5	5	5	4	5	5	4	<b>108</b>
4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	<b>93</b>
1	1	2	1	1	2	1	1	2	1	1	2	1	2	1	1	1	1	1	<b>32</b>
3	4	4	5	4	3	3	4	5	5	4	4	3	5	5	4	4	3	3	<b>97</b>
5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	<b>124</b>
5	5	4	4	5	5	4	5	5	4	5	5	5	5	5	5	4	5	5	<b>118</b>
5	5	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	<b>103</b>

KL 1	KL 2	KL 3	KL 4	KL 5	KL 6	KL 7	KL 8	KL 9	KL 10	KL 11	KL 12	KL 13	KL 14	KL 15	KL 16	KL 17	KL 18	KL 19	Total KL
5	4	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	118
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	100
5	4	4	4	4	4	4	4	3	4	4	3	4	4	4	4	4	4	4	99
5	5	5	5	5	4	5	5	5	4	4	5	5	5	5	4	5	4	4	117
4	3	4	4	3	4	5	5	5	3	4	4	3	4	5	4	3	5	4	100
5	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	4	5	4	121
4	4	4	5	5	4	4	4	5	5	4	4	4	5	4	4	5	4	4	108
5	5	5	5	4	4	5	4	5	3	5	4	4	5	5	5	5	4	4	112
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	75
5	4	5	3	4	3	5	5	4	4	5	5	3	4	5	5	4	5	3	107
5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	4	5	5	4	115
5	5	5	3	4	3	4	5	3	3	4	4	5	3	4	3	4	4	5	96
4	5	3	5	4	5	3	5	4	5	4	5	2	3	5	4	5	4	5	104
4	3	5	4	5	3	4	3	4	5	3	5	3	4	3	4	3	5	3	97
5	4	3	5	4	5	3	5	4	3	5	5	4	5	3	4	5	3	4	103
4	3	5	5	3	5	4	5	5	4	4	4	4	5	5	3	5	5	4	108
5	4	5	5	4	5	4	4	5	4	4	5	4	4	5	4	5	5	4	111
4	5	4	5	4	3	4	5	4	5	4	3	5	4	5	4	5	4	5	108
5	4	5	4	5	4	4	5	5	4	4	5	4	4	5	4	4	5	4	110
4	5	4	3	4	4	4	5	4	4	4	4	5	5	4	4	4	4	4	107
5	4	5	5	4	5	5	4	4	4	5	4	5	4	5	4	5	4	4	111
4	5	3	5	5	4	5	3	4	5	3	4	5	4	3	4	5	4	3	102
1	4	4	5	3	4	4	5	1	5	3	5	3	1	5	3	4	5	2	83
4	5	4	4	3	4	5	4	4	5	4	4	5	4	3	4	5	4	5	104
4	5	3	5	4	4	5	3	4	5	4	4	5	4	3	4	5	4	4	107
3	4	3	4	3	3	4	3	3	4	4	3	3	4	3	3	3	4	3	82
5	3	4	5	5	4	5	4	5	5	5	5	4	3	4	3	4	5	4	104

K L 1	K L 2	K L 3	K L 4	K L 5	K L 6	K L 7	K L 8	K L 9	K L 10	K L 11	K L 12	K L 13	K L 14	K L 15	K L 16	K L 17	K L 18	K L 19	To tal KL
4	5	5	4	5	4	5	4	3	4	4	3	4	4	5	4	5	5	3	102
5	4	4	5	5	4	4	3	4	4	5	5	4	5	4	3	4	5	4	107
5	5	5	4	4	4	5	5	4	5	5	4	5	5	4	4	4	4	5	108
4	5	4	4	5	4	5	5	5	4	5	5	4	5	5	5	4	5	5	116
5	4	5	5	4	5	3	4	5	4	4	4	5	4	4	5	4	5	3	108
4	5	4	5	3	4	4	5	5	5	4	5	5	4	5	5	4	5	5	114
5	4	5	4	4	4	5	3	3	4	4	3	4	4	5	3	4	3	4	97
4	4	3	4	5	3	3	3	3	4	4	4	5	4	3	3	3	4	4	90
4	5	5	5	5	4	5	4	4	4	5	4	4	4	4	4	5	5	4	110
4	5	4	3	4	3	4	4	4	3	3	3	3	3	3	3	4	4	3	87
4	5	5	5	4	3	4	4	4	4	4	5	5	5	4	4	3	4	4	102
3	4	5	4	4	4	5	4	4	5	4	4	5	4	5	4	4	5	4	105
4	5	5	4	4	5	5	4	4	4	5	4	4	5	4	5	4	5	5	113
3	5	5	3	5	5	3	3	3	5	3	3	5	3	5	3	5	3	3	95
3	2	4	3	3	2	4	5	4	3	4	3	4	4	5	2	3	4	3	81
4	4	5	5	5	5	4	5	5	4	4	4	5	4	5	4	4	5	5	114
5	5	5	4	4	5	5	5	4	4	5	5	4	5	5	4	4	5	5	110
4	5	3	4	4	4	5	4	3	5	4	5	4	4	5	4	5	3	4	105
4	4	5	4	5	5	4	5	5	4	3	3	4	3	3	3	4	4	5	105
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	74
3	3	5	5	4	4	3	5	3	5	4	5	4	5	5	4	4	5	3	107
3	4	5	4	4	3	5	4	4	5	4	3	4	5	4	3	4	5	4	101
5	4	4	5	5	5	4	5	4	5	5	5	5	4	5	4	5	5	5	119
5	5	4	5	4	5	5	4	3	4	4	5	5	4	5	4	5	5	4	109
4	4	5	4	4	3	4	4	4	3	4	3	4	4	4	3	5	4	5	99
4	4	5	5	5	4	4	5	4	3	4	5	4	4	4	5	5	4	4	106
4	4	4	4	4	4	4	4	5	5	4	4	5	4	4	4	4	5	5	105
3	3	3	5	4	4	5	5	4	3	5	5	5	4	5	5	3	4	4	105

<b>K L 1</b>	<b>K L 2</b>	<b>K L 3</b>	<b>K L 4</b>	<b>K L 5</b>	<b>K L 6</b>	<b>K L 7</b>	<b>K L 8</b>	<b>K L 9</b>	<b>K L 10</b>	<b>K L 11</b>	<b>K L 12</b>	<b>K L 13</b>	<b>K L 14</b>	<b>K L 15</b>	<b>K L 16</b>	<b>K L 17</b>	<b>K L 18</b>	<b>K L 19</b>	<b>To tal KL</b>
4	5	4	3	5	3	4	4	5	4	4	5	4	4	5	5	4	4	3	<b>103</b>
4	5	4	5	4	5	4	3	5	4	5	5	4	5	3	5	4	5	5	<b>112</b>
5	4	5	4	4	5	5	5	4	5	5	4	5	5	4	4	4	5	5	<b>115</b>
5	4	3	3	4	3	4	5	5	4	3	4	4	5	2	3	4	3	3	<b>97</b>
5	4	4	4	4	4	4	5	4	3	4	4	4	5	4	4	4	3	4	<b>97</b>
5	5	4	4	5	5	4	4	4	5	4	4	4	5	4	4	5	4	5	<b>112</b>
3	4	5	4	3	4	5	5	4	5	3	4	5	5	4	3	4	5	5	<b>108</b>
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	<b>125</b>
5	4	5	4	4	5	4	5	2	5	4	4	4	4	5	2	4	4	5	<b>101</b>
5	5	4	4	5	4	3	4	3	3	4	5	3	5	5	4	5	5	4	<b>106</b>
5	5	5	5	5	3	5	5	5	5	5	4	5	4	5	5	5	5	5	<b>113</b>
4	5	4	5	5	4	4	5	4	4	4	4	4	5	5	3	3	4	4	<b>106</b>
5	4	3	5	4	3	4	5	4	3	5	4	5	3	5	4	3	5	4	<b>102</b>
4	4	5	5	5	4	5	4	4	5	4	5	4	3	4	5	3	5	4	<b>106</b>
5	4	4	5	5	4	4	5	4	5	5	4	4	5	4	5	4	5	5	<b>112</b>
5	4	5	5	5	5	4	4	5	5	4	5	4	4	4	4	4	5	5	<b>114</b>
4	4	5	5	4	5	5	4	5	4	4	5	4	4	4	5	4	5	5	<b>111</b>
5	3	4	3	5	5	3	4	5	4	4	5	5	3	4	5	4	4	3	<b>102</b>
5	5	4	5	4	5	3	5	5	4	4	4	5	4	5	5	4	4	5	<b>109</b>
4	5	4	5	5	4	4	5	5	5	5	5	5	5	3	5	5	5	5	<b>113</b>

### Lampiran 3 Uji Instrumen

#### A. Uji Validitas

##### 1. Keputusan Pembelian

Correlations

		KP1	KP2	KP3	KP4	Total
KP1	Pearson Correlation	1	.542**	.507**	.087	.765**
	Sig. (2-tailed)		.002	.004	.647	.000
	N	30	30	30	30	30
KP2	Pearson Correlation	.542**	1	.693**	.251	.879**
	Sig. (2-tailed)	.002		.000	.181	.000
	N	30	30	30	30	30
KP3	Pearson Correlation	.507**	.693**	1	-.009	.779**
	Sig. (2-tailed)	.004	.000		.961	.000
	N	30	30	30	30	30
KP4	Pearson Correlation	.087	.251	-.009	1	.427*
	Sig. (2-tailed)	.647	.181	.961		.019
	N	30	30	30	30	30
Total	Pearson Correlation	.765**	.879**	.779**	.427*	1
	Sig. (2-tailed)	.000	.000	.000	.019	
	N	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).



## 2. Brand Image

**Correlations**

		BI1	BI2	BI3	BI4	BI5	Total
BI1	Pearson Correlation	1	.701**	.276	.424*	.390*	.765**
	Sig. (2-tailed)		.000	.140	.019	.033	.000
	N	30	30	30	30	30	30
BI2	Pearson Correlation	.701**	1	.543**	.450*	.481**	.869**
	Sig. (2-tailed)	.000		.002	.013	.007	.000
	N	30	30	30	30	30	30
BI3	Pearson Correlation	.276	.543**	1	.389*	.289	.757**
	Sig. (2-tailed)	.140	.002		.033	.121	.000
	N	30	30	30	30	30	30
BI4	Pearson Correlation	.424*	.450*	.389*	1	.612**	.693**
	Sig. (2-tailed)	.019	.013	.033		.000	.000
	N	30	30	30	30	30	30
BI5	Pearson Correlation	.390*	.481**	.289	.612**	1	.550**
	Sig. (2-tailed)	.033	.007	.121	.000		.002
	N	30	30	30	30	30	30
Total	Pearson Correlation	.765**	.869**	.757**	.693**	.550**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.002	
	N	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).

## 3. Kewajaran Harga

**Correlations**

		KH1	KH2	KH3	Total
KH1	Pearson Correlation	1	.533**	.685**	.894**
	Sig. (2-tailed)		.002	.000	.000
	N	30	30	30	30
KH2	Pearson Correlation	.533**	1	.564**	.801**
	Sig. (2-tailed)	.002		.001	.000
	N	30	30	30	30
KH3	Pearson Correlation	.685**	.564**	1	.862**
	Sig. (2-tailed)	.000	.001		.000
	N	30	30	30	30
Total	Pearson Correlation	.894**	.801**	.862**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

## 4. Kualitas Pelayanan

		Correlations																			Total
		KL1	KL2	KL3	KL4	KL5	KL6	KL7	KL8	KL9	KL10	KL11	KL12	KL13	KL14	KL15	KL16	KL17	KL18	KL19	
KL1	Pearson Correlation	1	.303	.125	.462	.449	.436	.224	.268	.379	.232	.396	.188	.263	.286	.381	.399	.190	.310	.051	.515*
	Sig. (2-tailed)		.103	.511	.010	.013	.016	.234	.152	.039	.218	.030	.321	.161	.125	.038	.029	.314	.096	.790	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL2	Pearson Correlation	.303	1	.373	.375	.369	.246	.161	.209	.214	.354	.278	.304	.040	.223	-.046	.376	.239	.186	.494*	.457
	Sig. (2-tailed)	.103		.042	.041	.045	.190	.394	.269	.256	.055	.137	.102	.833	.237	.809	.041	.204	.326	.006	.011
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL3	Pearson Correlation	.125	.373	1	.349	.136	.082	.257	.342	.444	.146	.175	.193	.151	.247	.291	.240	.242	.078	.387	.441
	Sig. (2-tailed)	.511	.042		.059	.473	.668	.170	.065	.014	.442	.354	.306	.425	.189	.119	.202	.197	.680	.035	.015
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL4	Pearson Correlation	.462	.375	.349	1	.438	.274	.323	.723**	.642	.473**	.501**	.265	.376	.356	.138	.289	.449	.338	.405	.668**
	Sig. (2-tailed)	.010	.041	.059		.016	.143	.082	.000	.000	.008	.005	.158	.041	.053	.466	.121	.013	.068	.026	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL5	Pearson Correlation	.449	.369	.136	.438	1	.677**	.494	.639	.621	.599	.578	.567	.487	.488	.182	.386	.442	.451	.244	.744**
	Sig. (2-tailed)	.013	.045	.473	.016		.000	.005	.000	.000	.000	.001	.001	.006	.006	.035	.014	.012	.194	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL6	Pearson Correlation	.436	.246	.082	.274	.677**	1	.353	.396	.492	.510**	.639	.648	.628**	.488	.374	.436	.172	.510**	.422	.712**
	Sig. (2-tailed)	.016	.190	.668	.143	.000		.056	.030	.006	.004	.000	.000	.000	.006	.042	.016	.363	.004	.020	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL7	Pearson Correlation	.224	.161	.257	.323	.494**	.353	1	.648	.484	.523	.574**	.546	.416	.230	.358	.298	.435	.174	.131	.616**
	Sig. (2-tailed)	.234	.394	.170	.082	.005	.056		.000	.007	.003	.001	.002	.022	.221	.052	.109	.016	.357	.491	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL8	Pearson Correlation	.268	.209	.342	.723**	.639	.396	.646**	1	.674	.613**	.505**	.628**	.587**	.540**	.222	.268	.520**	.368	.319	.771**
	Sig. (2-tailed)	.152	.269	.065	.000	.000	.030	.000		.000	.000	.004	.000	.001	.002	.237	.152	.003	.034	.085	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL9	Pearson Correlation	.379	.214	.444	.642	.621**	.492**	.484	.674**	1	.515	.615**	.494	.635	.530**	.319	.379	.497**	.371	.517**	.805**
	Sig. (2-tailed)	.039	.256	.014	.000	.000	.004	.007	.000		.004	.000	.005	.000	.003	.085	.039	.005	.044	.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL10	Pearson Correlation	.232	.354	.146	.473**	.599**	.510**	.523**	.613**	.515	1	.688**	.719**	.597**	.575**	.320	.388	.450	.362	.265	.749**
	Sig. (2-tailed)	.218	.055	.442	.008	.000	.004	.003	.000	.004		.000	.000	.001	.001	.085	.034	.013	.050	.158	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL11	Pearson Correlation	.396	.278	.175	.501**	.578**	.639	.574**	.505**	.615**	.688**	1	.569	.527**	.474**	.479	.589	.271	.313	.207	.760**
	Sig. (2-tailed)	.030	.137	.354	.005	.001	.000	.001	.004	.000	.000		.001	.003	.008	.007	.001	.148	.092	.273	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL12	Pearson Correlation	.188	.304	.193	.265	.567**	.648**	.546**	.628**	.494	.719**	.569**	1	.655**	.608**	.427	.371	.305	.291	.282	.734**
	Sig. (2-tailed)	.321	.102	.306	.158	.001	.000	.002	.000	.005	.000	.001		.000	.000	.019	.044	.101	.119	.131	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL13	Pearson Correlation	.263	.040	.151	.376	.487**	.628**	.416	.587**	.635**	.597**	.527**	.655**	1	.691**	.548	.511	.450	.669	.268	.772**
	Sig. (2-tailed)	.161	.833	.425	.041	.006	.000	.022	.001	.000	.001	.003	.000		.000	.002	.004	.013	.000	.152	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL14	Pearson Correlation	.286	.223	.247	.356	.486**	.486**	.230	.540**	.530	.575**	.474**	.606	.691**	1	.457	.561**	.489**	.495**	.221	.726**
	Sig. (2-tailed)	.125	.237	.189	.053	.006	.006	.221	.002	.003	.001	.008	.000	.000		.011	.001	.006	.005	.241	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL15	Pearson Correlation	.381	-.046	.291	.138	.182	.374	.358	.222	.319	.320	.479**	.427	.548	.457	1	.327	.117	.382	.025	.523**
	Sig. (2-tailed)	.038	.809	.119	.466	.336	.042	.052	.237	.085	.085	.007	.019	.002	.011		.078	.536	.037	.896	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL16	Pearson Correlation	.399	.376	.240	.289	.386	.436	.298	.268	.379	.388	.589**	.371	.511**	.561**	.327	1	.580**	.388	.051	.631**
	Sig. (2-tailed)	.029	.041	.202	.121	.035	.016	.109	.152	.039	.034	.001	.044	.004	.001	.078		.001	.034	.790	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL17	Pearson Correlation	.190	.239	.242	.449	.442	.172	.435	.520**	.497**	.450	.271	.305	.450	.489**	.117	.580**	1	.374	.269	.603**
	Sig. (2-tailed)	.314	.204	.197	.013	.014	.363	.016	.003	.005	.013	.148	.101	.013	.006	.536	.001		.042	.150	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL18	Pearson Correlation	.310	.186	.078	.338	.451**	.510**	.174	.389	.371	.362	.313	.291	.669**	.495**	.382	.388	.374	1	.333	.596**
	Sig. (2-tailed)	.096	.326	.680	.068	.012	.004	.357	.034	.044	.050	.092	.119	.000	.005	.037	.034	.042		.072	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KL19	Pearson Correlation	.051	.494**	.387	.405	.244	.422	.131	.319	.517**	.265	.207	.282	.268	.221	.025	.051	.269	.333	1	.485**
	Sig. (2-tailed)	.790	.006	.035	.026	.194	.020	.491	.085	.003	.158	.273	.131	.152	.241	.896	.790	.150	.072		.007
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.515*	.457*	.441*	.668**	.744**	.712**	.616*	.771**	.805*	.749*	.760*	.734*	.772*	.726*	.523*	.631*	.603*	.596*	.485*	1
	Sig. (2-tailed)	.004	.011	.015	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.003	.000	.000	.001	.007	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

## B. Uji Reliabilitas

### 1. Brand Image (X1)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.792	5

### 2. Kewajaran Harga (X2)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.802	3

### 3. Kualitas Pelayanan (X3)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.921	19

### 4. Keputusan Pembelian (Y)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.694	4

## Lampiran 4 Uji Asumsi Klasik

### 1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		160
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.89707923
Most Extreme Differences	Absolute	.081
	Positive	.039
	Negative	-.081
Kolmogorov-Smirnov Z		1.027
Asymp. Sig. (2-tailed)		.242

a. Test distribution is Normal.

b. Calculated from data.

### 2. Uji Multikolinearitas

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	2.566	1.361		1.886	.061		
	TotalBI	.159	.072	.185	2.192	.030	.549	1.820
	TotalKH	.120	.162	.095	.743	.459	.240	4.168
	TotalKL	.079	.029	.402	2.762	.006	.185	5.410

a. Dependent Variable: TotalKP

### 3. Uji Heterokedastisitas

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.602	.870		.692	.490
	TotalBI	-.045	.046	-.105	-.979	.329
	TotalKH	-.131	.104	-.204	-1.262	.209
	TotalKL	.032	.018	.328	1.778	.077

a. Dependent Variable: Abs\_RES

### 4. Uji Koefisien Determinasi (R<sup>2</sup>)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.623 <sup>a</sup>	.388	.377	1.915

a. Predictors: (Constant), TotalKL, TotalBI, TotalKH

### 5. Uji Regresi Linear Berganda

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.566	1.361		1.886	.061
	TotalBI	.159	.072	.185	2.192	.030
	TotalKH	.120	.162	.095	.743	.459
	TotalKL	.079	.029	.402	2.762	.006

a. Dependent Variable: TotalKP


## 6. Uji t (Uji Parsial)

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.566	1.361		1.886	.061
	TotalBI	.159	.072	.185	2.192	.030
	TotalKH	.120	.162	.095	.743	.459
	TotalKL	.079	.029	.402	2.762	.006

a. Dependent Variable: TotalKP

## Lampiran 5 Scan Sertifikat Plagiasi



**Lembaga Informasi dan Publikasi**  
Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Malang  
**Tanda Terima Cek Plagiasi**

Tanggal : 20/5/2025

Kode : 2680422011

Nama : Nizar Revi Amelia Sandy


NIM : 202110160311462

Prodi : Manajemen

Judul Penelitian : Pengaruh Brand Image, Kewajaran Harga, dan Kualitas Pelayanan terhadap Keputusan Pembelian Pizza Hut Delivery Dinoyo

Persentase Plagiasi : 4%  
Keterangan : LULUS

Kepala LIP

  
Rinaldy Achmad Roberth Fathoni, S.AB., M.M

Dipindai dengan CamScanner