

Lampiran I

KUESIONER PENELITIAN

PENGARUH *BRAND IMAGE* DAN *BRAND LOVE* TERHADAP KEPUTUSAN PEMBELIAN *OUTFIT EIGER* (PADA KONSUMEN DI BANDAR LAMPUNG)

Kepada Yth. Responden

Di Tempat

Assalamualaikum wr wb. Nama saya Apriyansyah, Mahasiswa IIB Darmajaya, Program Studi Manajemen, Fakultas Ekonomi dan Bisnis. Disini saya ingin minta tolong kepada saudara/saudari untuk bersedia mengisi kuesioner ini, kuesioner ini ditujukan untuk meminta informasi dari saudara/saudari guna dijadikan data dalam skripsi saya dengan judul “Pengaruh *Brand Image* dan *Brand Love* Terhadap Keputusan Pembelian Outfit Eiger”

Untuk itu saya memohon bantuan kepada saudara/saudari agar bersedia meluangkan waktunya untuk mengisi kuesioner ini dengan sebenar-benarnya. Informasi yang diberikan hanya digunakan untuk penelitian dan informasi saudara/saudari akan dijaga kerahasiaannya. Atas ketersediaannya, saya mengucapkan banyak terima kasih.

Hormat Saya,

Apriyansyah

NPM. 1512110048

PETUNJUK PENGISIAN

1. Jawablah setiap pernyataan sesuai dengan pendapat Anda.
2. Pilihlah jawaban dengan memberi tanda silang (\surd) pada salah satu jawaban yang paling sesuai menurut Anda.
3. Adapun makna dari tanda tersebut adalah sebagai berikut:
 - STS : Sangat Tidak Setuju / Sangat Tidak Sesuai (1)
 - TS : Tidak Setuju / Tidak Sesuai (2)
 - N : Netral (3)
 - S : Setuju / Sesuai (4)
 - SS : Sangat Setuju / Sangat Sesuai (5)

A. IDENTITAS RESPONDEN

- Nama responden :
1. Jenis Kelamin : Laki-Laki
 Perempuan
 2. Pendidikan Terakhir : SD / Sederajat S1
 SMP / Sederajat S2
 SMA / Sederajat S3
 D3 Lainnya
 3. Pekerjaan/Profesi : Pelajar / Mahasiswa Ibu Rumah Tangga
 PNS Paruh Waktu
 Karyawan Swasta Lainnya
 Karyawan BUMN
 4. Sudah berapa kali Anda membeli produk Eiger ?
 - a. 1x
 - b. 2-3x
 - c. 4-5x
 - d. >5x

5. Sudah berapa lama Anda menggunakan produk Eiger ?

- a. 1 th
- b. 1-3 th
- c. 4-6 th
- d. >6 th

6. Usia :

- a. 17-22 th
- b. 23-28 th
- c. 29-34 th
- d. 35-40 th
- e. >52 th
- c. 41-46 th
- d. 47-52 th

7. Berapakah penghasilan perbulan ?

- a. < Rp 1.000.000
- b. Rp 1.000.001 s/d Rp 2.000.000
- c. Rp 2.000.001 s/d Rp 3.000.000
- d. Rp 3.000.001 s/d Rp 4.000.000
- e. Rp 4.000.001 s/d Rp 5.000.000
- f. Rp 5.000.001 s/d Rp 6.000.000
- g. Rp 6.000.001 s/d Rp 7.000.000
- h. Rp 7.000.001 s/d Rp 8.000.000
- i. >Rp 8.000.000

8. Berapakah pengeluaran untuk Outfit perbulan ?

- a. < Rp 500.000
- b. Rp 500.001 s/d Rp 1.000.000
- c. Rp 1.000.001 s/d Rp 1.500.000
- d. Rp 1.500.001 s/d Rp 2.000.000
- e. Rp 2.000.001 s/d Rp 2.500.000
- e. Rp 2.500.001 s/d Rp 3.000.000
- f. Rp 3.000.001 s/d Rp 3.500.000
- g. Rp 3.500.001 s/d Rp 4.000.000
- h. >Rp 4.000.000

No.	Pernyataan	1	2	3	4	5
	BRAND IMAGE	STS	TS	N	S	SS
1	Produk Eiger sudah terkenal di kalangan masyarakat Indonesia.					
2	Produk Eiger merupakan produk yang kuat.					
3	Merek Eiger memiliki citra merek yang positif dimata konsumen.					
4	Produk Eiger merupakan produk yang awet.					
5	Produk Eiger menggunakan bahan yang berkualitas.					
6	Produk Eiger memiliki desain yang unik.					
7	Egier memiliki harga yang lebih terjangkau dari pesaing.					
8	Produk Eiger dikembangkan di pabrik yang berteknologi tinggi.					
9	Merek Eiger mudah diingat.					
10	Simbol Eiger mudah dikenali.					
11	Saya menggunakan outfit merek Eiger untuk meningkatkan kepercayaan diri.					
	BRAND LOVE	STS	TS	N	S	SS
1	Saya fanatik terhadap Eiger.					
2	Saya memilih merek Eiger diantara merek lainnya.					
3	Saya merasa bangga menggunakan					

	Eiger.					
4	Saya merasa dekat secara emosional dengan merek Eiger.					
5	Keinginan untuk mengoleksi produk Eiger.					
6	Produk Eiger merupakan produk yang berkualitas.					
7	Saya merasa merek Eiger cocok/sesuai dengan style saya.					
8	Saya menggunakan outfit Eiger dalam waktu yang cukup lama.					
9	Merek Eiger selalu mengikuti perkembangan.					

	KEPUTUSAN PEMBELIAN	STS	TS	N	S	SS
1	Saya menggunakan produk Eiger karena sesuai dengan harga dan kualitas yang saya harapkan.					
2	Saya selalu mencari informasi sebelum memutuskan pembelian produk/jasa.					
3	Setelah melihat konsumen lain banyak menggunakan produk Eiger saya tertarik untuk menggunakan produknya.					
4	Saya menggunakan produk Eiger karena adanya bujukan/rekomendasi orang lain.					
5	Saya puas menggunakan produk dari Eiger sehingga saya merekomendasikan ke orang lain.					
6	Hasil yang sesuai dengan harapan saya sehingga saya akan menggunakan produk dari Eiger kembali.					

Lampiran II (Hasil Jawaban Responden)

Variabel Brand Image

No	BI1	BI2	BI3	BI4	BI5	BI6	BI7	BI8	BI9	BI10	BI11	Total BI
1	1	2	2	4	3	3	3	3	3	3	4	31
2	3	4	4	4	4	3	3	3	4	4	5	41
3	3	2	4	4	5	5	5	5	5	5	5	48
4	2	2	3	4	1	1	2	1	3	3	5	27
5	3	3	4	4	5	3	4	3	3	4	4	40
6	3	3	4	3	2	1	2	2	3	3	5	31
7	4	5	5	5	4	4	4	4	5	5	5	50
8	4	4	5	5	3	4	4	4	5	5	4	47
9	4	4	5	5	5	4	5	4	4	5	3	48
10	4	4	5	3	4	4	4	4	3	3	3	41
11	4	4	4	5	2	4	4	4	3	4	3	41
12	5	5	5	5	3	5	4	5	3	3	4	47
13	4	4	4	4	2	3	1	4	3	3	4	36
14	5	4	5	5	3	3	4	3	3	3	3	41
15	5	5	5	5	3	3	4	5	4	5	2	46
16	5	5	5	5	4	5	3	5	5	4	4	50
17	5	5	5	4	4	4	4	3	4	5	4	47
18	4	5	4	2	5	5	5	4	4	4	4	46
19	4	3	4	4	4	3	3	4	4	5	4	42
20	5	4	3	3	3	3	2	4	2	2	5	36
21	5	4	4	4	4	4	5	5	4	5	3	47
22	3	5	5	5	4	4	5	5	4	5	4	49
23	4	4	4	4	4	5	5	5	5	4	5	49
24	4	5	5	4	5	5	5	4	5	4	3	49
25	5	5	5	5	5	5	5	5	5	5	4	54
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31	3	4	4	4	3	2	3	2	3	3	4	35
32	3	5	5	5	3	3	4	4	3	4	4	43
33	4	2	4	4	3	2	3	1	3	3	5	34
34	4	5	3	4	2	3	3	3	3	3	5	38
35	3	4	3	3	3	4	4	3	3	3	5	38
36	4	4	4	4	4	4	5	4	4	5	5	47
37	5	3	5	5	3	3	3	2	5	4	5	43
38	4	3	4	5	3	2	3	3	4	5	5	41
39	2	2	3	3	2	2	3	3	4	4	5	33
40	4	5	5	5	3	3	4	4	4	5	5	47
41	4	5	4	4	3	4	4	3	3	3	5	42
42	3	5	5	5	4	3	3	3	3	4	5	43
43	3	4	5	5	4	4	4	4	4	4	5	46
44	2	4	4	5	3	4	3	4	3	4	5	41
45	5	4	2	5	3	3	4	3	3	5	5	42
46	3	4	3	5	4	4	4	3	3	3	5	41
47	4	3	3	3	3	3	4	4	4	4	5	40
48	4	5	3	5	4	3	4	4	3	5	5	45
49	4	4	4	5	4	3	4	3	5	5	5	46
50	5	4	4	4	3	3	3	3	4	4	5	42
51	4	4	3	4	3	4	4	3	5	5	5	44
52	4	4	4	5	5	3	5	3	3	3	4	43

53	5	4	4	5	3	5	5	3	5	5	5	49
54	4	3	3	4	3	3	3	4	4	4	3	38
55	3	5	3	4	3	4	4	3	3	4	3	39
56	4	4	4	4	4	4	5	3	3	4	5	44
57	3	4	3	4	3	2	3	4	3	4	5	38
58	3	3	3	3	3	3	2	4	3	4	5	36
59	3	4	5	4	4	4	3	2	4	4	5	42
60	4	4	3	4	3	3	5	3	4	4	5	42
61	5	4	3	5	3	3	2	3	4	5	5	42
62	5	4	4	4	4	5	4	2	4	3	5	44
63	5	5	2	4	5	5	5	4	4	4	5	48
64	3	4	4	4	4	4	3	4	4	5	3	42
65	3	4	4	4	5	5	4	2	4	4	5	44
66	4	5	5	4	3	3	4	3	4	3	3	41
67	3	4	4	5	3	4	3	4	3	3	3	39
68	5	5	4	4	3	4	4	2	2	4	5	42
69	2	4	4	5	4	4	5	1	3	5	4	41
70	5	5	5	4	3	3	5	2	4	5	5	46
71	3	4	3	5	3	4	4	4	5	5	4	44
72	4	4	4	4	4	3	4	3	4	4	4	42
73	3	5	3	4	4	4	5	3	4	4	5	44
74	3	4	4	5	4	4	5	4	4	4	4	45
75	2	2	5	4	2	3	4	4	4	4	4	38
76	4	5	5	3	3	5	5	4	4	4	4	46
77	4	4	3	5	4	3	3	3	3	3	1	36
78	3	5	5	4	4	4	4	3	4	4	3	43
79	2	4	5	5	3	5	3	4	4	4	4	43
80	3	4	5	5	5	4	3	4	5	4	4	46
81	4	5	5	5	5	5	4	4	5	5	2	49
82	3	4	4	5	5	3	3	3	4	5	2	41
83	5	4	5	5	3	5	4	4	4	4	3	46
84	5	5	5	5	5	4	5	5	5	5	4	53
85	5	3	3	4	4	2	2	3	5	4	2	37
86	3	5	1	5	4	4	4	2	4	4	3	39
87	3	5	3	3	4	4	4	3	4	4	4	41
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89	2	5	3	5	5	3	2	3	4	4	3	39
90	5	5	4	5	5	5	3	4	4	4	3	47
91	4	4	4	4	5	5	4	4	3	3	4	44
92	5	4	5	4	5	5	4	2	4	4	3	45
93	3	4	5	3	3	4	5	2	4	4	4	41
94	3	3	4	4	4	4	4	3	3	4	3	39
95	3	4	4	5	5	5	4	2	4	4	3	43
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102	3	2	4	4	5	5	5	5	5	5	5	48
103	2	2	3	4	1	1	2	1	1	2	1	20
104	3	3	4	4	5	3	4	3	4	3	4	40
105	3	3	4	3	2	1	2	2	2	2	2	26
106	4	5	5	5	4	4	4	4	4	4	4	47
107	4	4	5	5	3	4	4	4	4	3	4	44
108	4	4	5	5	5	4	5	4	4	3	4	47
109	4	4	5	3	4	4	4	4	5	5	4	46
110	4	4	4	5	2	4	4	4	4	3	4	42
111	5	5	5	5	3	5	4	5	4	3	4	48

112	4	4	4	4	2	3	1	4	4	4	4	38
113	5	4	5	5	3	3	4	3	3	4	3	42
114	5	5	5	5	3	3	4	5	3	3	4	45
115	5	5	5	5	4	5	3	5	5	5	4	51
116	5	5	5	4	4	4	4	3	3	5	4	46
117	4	5	4	2	5	5	5	4	4	2	3	43
118	4	3	4	4	4	3	3	4	2	1	3	35
119	5	4	3	3	3	3	2	4	2	1	3	33
120	5	4	4	4	4	4	5	5	5	5	5	50
121	3	5	5	5	4	4	5	5	5	5	5	51
122	4	4	4	4	4	5	5	5	5	3	5	48
123	4	5	5	4	5	5	5	4	4	4	4	49
124	5	5	5	5	5	5	5	5	5	3	5	53
125	5	5	5	5	4	4	4	5	4	5	4	50
126	5	3	5	5	5	5	5	5	5	5	5	53
127	4	3	4	5	5	5	5	5	5	5	5	51
128	5	5	5	5	5	5	5	5	5	5	5	55
129	4	5	5	5	4	3	4	2	3	2	3	40
130	1	2	2	4	3	3	3	3	4	3	3	31

Variabel Brand Love

No	BL1	BL2	BL3	BL4	BL5	BL6	BL7	BL8	BL9	Total BL
1	4	3	3	3	4	4	4	4	4	33
2	3	3	3	3	4	5	4	4	5	34
3	5	5	5	5	5	5	3	4	3	40
4	1	2	1	1	4	4	2	2	4	21
5	4	3	4	3	3	1	3	4	2	27
6	2	2	2	2	3	3	4	3	3	24
7	4	4	4	5	5	4	4	4	5	39
8	4	3	4	4	4	5	4	4	5	37
9	4	3	4	5	5	4	5	4	4	38
10	5	5	4	5	5	5	5	4	5	43
11	4	3	4	3	5	5	5	4	5	38
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16	5	5	4	4	3	2	2	5	4	34
17	3	5	4	5	5	4	5	3	4	38
18	4	2	3	3	4	4	4	4	3	31
19	2	1	3	3	5	5	5	4	5	33
20	2	1	3	2	5	5	5	4	5	32
21	5	5	5	5	5	5	5	5	5	45
22	5	5	5	4	3	5	5	5	5	42
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42	3	3	3	3	4	3	3	3	5	30
43	4	2	3	3	2	5	2	4	3	28
44	3	4	2	3	5	5	5	4	5	36
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62	2	3	3	2	4	3	4	2	5	28
63	3	3	3	3	3	3	3	4	4	29
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67	3	3	2	2	5	5	5	4	3	32
68	3	2	2	2	3	3	3	2	3	23
69	2	3	2	2	3	4	3	1	3	23
70	3	3	2	3	3	3	3	2	3	25
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72	3	3	3	4	4	3	4	3	4	31
73	3	2	2	3	4	2	4	3	3	26
74	4	2	4	3	2	4	5	4	3	31
75	3	2	3	3	4	4	4	4	4	31
76	4	3	3	5	4	2	2	5	3	31
77	3	3	4	3	3	3	2	3	2	26
78	2	2	4	3	3	4	3	4	3	28
79	4	2	3	3	4	4	5	4	4	33
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81	4	2	3	3	4	2	3	5	4	30
82	2	3	3	3	3	3	3	3	2	25
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92	2	2	2	4	2	5	2	2	2	23
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95	2	3	1	3	2	2	3	3	3	22
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101	3	4	5	4	4	5	4	4	4	37
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103	1	4	4	2	2	4	4	3	3	27
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105	2	3	3	4	3	3	3	3	2	26
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109	5	5	5	5	4	5	4	4	3	40
110	3	5	5	5	4	5	4	4	3	38
111	3	3	5	5	4	5	4	3	3	35
112	4	4	4	5	4	4	3	3	3	34

Variabel Keputusan Pembelian

No	KP1	KP2	KP3	KP4	KP5	KP6	Total KP
1	4	3	5	3	5	5	25
2	4	4	4	4	4	4	24
3	5	5	5	5	5	5	30
4	4	3	3	3	3	3	19
5	4	4	4	3	4	4	23
6	3	3	2	3	3	2	16
7	5	5	4	5	5	4	28
8	5	5	5	5	5	5	30
9	3	3	4	4	5	4	23
10	4	4	3	3	3	3	20
11	4	4	3	3	4	3	21
12	4	3	3	3	3	3	19
13	3	3	3	3	3	3	18
14	3	4	3	3	3	3	19
15	5	5	5	4	5	5	29
16	5	5	4	5	4	4	27
17	5	5	5	4	5	5	29
18	4	4	3	4	4	3	22
19	4	5	5	4	5	5	28
20	5	5	5	5	5	5	30
21	5	5	5	5	5	5	30
22	5	5	5	5	5	5	30
23	5	5	5	5	5	5	30
24	5	5	5	5	5	5	30
25	5	5	5	5	5	5	30
26	5	5	5	5	5	5	30
27	5	4	5	5	4	5	28
28	5	5	5	5	5	5	30
29	5	5	5	5	5	5	30
30	3	5	5	5	4	5	27
31	4	4	3	3	3	3	20
32	4	4	3	3	4	3	21
33	4	3	3	3	3	3	19
34	3	3	3	3	3	3	18
35	3	4	3	3	3	3	19
36	5	5	5	4	5	5	29
37	5	5	4	5	4	4	27
38	5	5	5	4	5	5	29
39	4	4	3	4	4	3	22
40	4	5	5	4	5	5	28
41	4	4	3	3	3	3	20
42	5	5	3	3	4	3	23
43	4	4	3	4	4	3	22
44	5	3	3	3	4	3	21
45	5	3	4	3	5	4	24
46	4	3	3	3	3	3	19
47	5	4	3	4	4	3	23
48	5	4	4	3	5	4	25

49	5	5	2	5	5	2	24
50	4	3	4	4	4	4	23
51	5	5	4	5	5	4	28
52	5	4	4	3	3	4	23
53	5	5	4	5	5	4	28
54	4	4	3	4	4	3	22
55	4	3	4	3	4	4	22
56	4	5	3	3	4	3	22
57	4	4	3	3	4	3	21
58	3	4	2	3	4	2	18
59	5	4	3	4	4	3	23
60	5	4	3	4	4	3	23
61	3	2	1	4	5	1	16
62	4	4	1	4	3	1	17
63	4	4	3	4	4	3	22
64	5	5	4	4	5	4	27
65	4	4	2	4	4	2	20
66	5	4	3	4	3	3	22
67	5	4	4	3	3	4	23
68	4	4	2	2	4	2	18
69	4	4	4	3	5	4	24
70	5	4	4	4	5	4	26
71	5	5	4	5	5	4	28
72	4	4	5	4	4	5	26
73	4	4	5	4	4	5	26
74	5	5	5	4	4	5	28
75	4	4	4	4	4	4	24
76	4	4	4	4	4	4	24
77	4	4	3	3	3	3	20
78	5	5	4	4	4	4	26
79	4	4	4	4	4	4	24
80	4	4	4	4	4	4	24
81	5	5	5	5	5	5	30
82	5	5	4	4	4	4	26
83	4	4	5	4	4	5	26
84	5	5	5	5	5	5	30
85	5	5	2	2	2	5	21
86	3	3	5	4	4	5	24
87	4	4	4	4	4	4	24
88	5	5	3	5	5	2	25
89	4	4	3	4	4	3	22
90	3	3	4	4	4	4	22
91	5	5	4	4	3	4	25
92	4	4	3	4	5	3	23
93	4	4	4	4	4	4	24
94	5	5	4	3	4	4	25
95	4	4	5	4	4	5	26
96	5	5	4	3	3	4	24
97	4	4	4	4	4	4	24
98	4	4	3	4	4	3	22
99	4	4	5	4	4	5	26
100	4	4	3	4	4	3	22
101	4	4	4	4	4	4	24

102	5	5	5	5	5	5	30
103	3	3	3	3	3	3	18
104	3	4	4	3	4	4	22
105	3	3	2	3	3	2	16
106	5	5	4	5	5	4	28
107	5	5	5	5	5	5	30
108	4	5	4	4	5	4	26
109	3	3	3	3	3	3	18
110	3	4	3	3	4	3	20
111	3	3	3	3	3	3	18
112	3	3	3	3	3	3	18
113	3	3	3	3	3	3	18
114	4	5	5	4	5	5	28
115	5	4	4	5	4	4	26
116	4	5	5	4	5	5	28
117	4	4	3	4	4	3	22
118	4	5	5	4	5	5	28
119	5	5	5	2	2	5	24
120	5	5	5	4	5	5	29
121	5	5	5	4	5	5	29
122	5	5	5	5	4	5	29
123	5	5	5	5	4	5	29
124	5	5	5	5	5	5	30
125	5	5	5	5	5	5	30
126	5	4	5	5	4	5	28
127	5	5	5	5	5	5	30
128	5	5	5	5	5	5	30
129	5	4	5	2	2	2	20
130	1	1	1	1	1	1	6

Lampiran III (Hasil Uji Deskriptif)

Karakteristik Responden

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	104	80.0	80.0	80.0
Perempuan	26	20.0	20.0	100.0
Total	130	100.0	100.0	

Pendidikan Terakhir

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid D3	26	20.0	20.0	20.0
S1	33	25.4	25.4	45.4
S2	4	3.1	3.1	48.5
S3	3	2.3	2.3	50.8
SD/Sederajat	8	6.2	6.2	56.9
SMA/Sederajat	38	29.2	29.2	86.2
SMP/Sederajat	18	13.8	13.8	100.0
Total	130	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Karyawan BUMN	10	7.7	7.7	7.7
Karyawan Swasta	45	34.6	34.6	42.3
Lainnya	3	2.3	2.3	44.6
Valid Paruh Waktu	8	6.2	6.2	50.8
Pelajar/Mahasiswa	56	43.1	43.1	93.8
PNS	8	6.2	6.2	100.0
Total	130	100.0	100.0	

Banyak Pembelian

	Frequency	Percent	Valid Percent	Cumulative Percent
>5 Kali	18	13.8	13.8	13.8
1 Kali	44	33.8	33.8	47.7
Valid 2-3 Kali	53	40.8	40.8	88.5
4-5 Kali	15	11.5	11.5	100.0
Total	130	100.0	100.0	

Lama Menggunakan

	Frequency	Percent	Valid Percent	Cumulative Percent
>6 Tahun	30	23.1	23.1	23.1
1 Tahun	21	16.2	16.2	39.2
Valid 1-3 Tahun	53	40.8	40.8	80.0
4-6 Tahun	26	20.0	20.0	100.0
Total	130	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
>52 Tahun	1	.8	.8	.8
17-22 Tahun	56	43.1	43.1	43.8
23-28 Tahun	45	34.6	34.6	78.5
Valid 29-24 Tahun	10	7.7	7.7	86.2
35-40 Tahun	13	10.0	10.0	96.2
41-46 Tahun	3	2.3	2.3	98.5
47-52 Tahun	2	1.5	1.5	100.0
Total	130	100.0	100.0	

Penghasilan

	Frequency	Percent	Valid Percent	Cumulative Percent
< Rp 1.000.000	56	43.1	43.1	43.1
>Rp 8.000.000	3	2.3	2.3	45.4
Rp 1.000.001 s/d Rp 2.000.000	8	6.2	6.2	51.5
Rp 2.000.001 s/d Rp 3.000.000	18	13.8	13.8	65.4
Rp 3.000.001 s/d Rp 4.000.000	14	10.8	10.8	76.2
Valid Rp 4.000.001 s/d Rp 5.000.000	11	8.5	8.5	84.6
Rp 5.000.001 s/d Rp 6.000.000	10	7.7	7.7	92.3
Rp 6.000.001 s/d Rp 7.000.000	5	3.8	3.8	96.2
Rp 7.000.001 s/d Rp 8.000.000	5	3.8	3.8	100.0
Total	130	100.0	100.0	

Pengeluaran

	Frequency	Percent	Valid Percent	Cumulative Percent
< Rp 500.000	79	60.8	60.8	60.8
>Rp 4.000.000	2	1.5	1.5	62.3
Rp 1.000.001 s/d Rp 1.500.000	1	.8	.8	63.1
Rp 1.500.001 s/d Rp 2.000.000	18	13.8	13.8	76.9
Rp 2.000.001 s/d Rp 2.500.000	14	10.8	10.8	87.7
Valid Rp 2.500.001 s/d Rp 3.000.000	5	3.8	3.8	91.5
Rp 3.000.001 s/d Rp 3.500.000	4	3.1	3.1	94.6
Rp 3.500.001 s/d Rp 4.000.000	4	3.1	3.1	97.7
Rp 500.001 s/d Rp 1.000.000	3	2.3	2.3	100.0
Total	130	100.0	100.0	

Variabel Brand Image

BI1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.5	1.5	1.5
2	9	6.9	6.9	8.5
3	35	26.9	26.9	35.4
Valid 4	47	36.2	36.2	71.5
5	37	28.5	28.5	100.0
Total	130	100.0	100.0	

BI2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	6.9	6.9	6.9
Valid 3	17	13.1	13.1	20.0
4	56	43.1	43.1	63.1

5	48	36.9	36.9	100.0
Total	130	100.0	100.0	

BI3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.8	.8	.8
2	4	3.1	3.1	3.8
3	23	17.7	17.7	21.5
Valid 4	50	38.5	38.5	60.0
5	52	40.0	40.0	100.0
Total	130	100.0	100.0	

BI4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	1.5	1.5	1.5
3	14	10.8	10.8	12.3
Valid 4	52	40.0	40.0	52.3
5	62	47.7	47.7	100.0
Total	130	100.0	100.0	

BI5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.5	1.5	1.5
2	9	6.9	6.9	8.5
3	41	31.5	31.5	40.0
Valid 4	48	36.9	36.9	76.9
5	30	23.1	23.1	100.0
Total	130	100.0	100.0	

BI6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	3.1	3.1	3.1
2	6	4.6	4.6	7.7
3	41	31.5	31.5	39.2
Valid 4	44	33.8	33.8	73.1
5	35	26.9	26.9	100.0
Total	130	100.0	100.0	

BI7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.5	1.5	1.5
2	11	8.5	8.5	10.0
3	30	23.1	23.1	33.1
4	52	40.0	40.0	73.1

5	35	26.9	26.9	100.0
Total	130	100.0	100.0	

BI8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	3.8	3.8	3.8
2	16	12.3	12.3	16.2
3	39	30.0	30.0	46.2
Valid 4	45	34.6	34.6	80.8
5	25	19.2	19.2	100.0
Total	130	100.0	100.0	

BI9

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.8	.8	.8
2	5	3.8	3.8	4.6
3	36	27.7	27.7	32.3
Valid 4	56	43.1	43.1	75.4
5	32	24.6	24.6	100.0
Total	130	100.0	100.0	

BI10

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.5	1.5	1.5
2	5	3.8	3.8	5.4
3	30	23.1	23.1	28.5
Valid 4	53	40.8	40.8	69.2
5	40	30.8	30.8	100.0
Total	130	100.0	100.0	

BI11

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.5	1.5	1.5
2	7	5.4	5.4	6.9
3	28	21.5	21.5	28.5
Valid 4	43	33.1	33.1	61.5
5	50	38.5	38.5	100.0
Total	130	100.0	100.0	

Variabel Brand Love

BL1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.5	1.5	1.5
2	19	14.6	14.6	16.2
3	45	34.6	34.6	50.8
4	42	32.3	32.3	83.1
5	22	16.9	16.9	100.0
Total	130	100.0	100.0	

BL2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	3.1	3.1	3.1
2	32	24.6	24.6	27.7
3	46	35.4	35.4	63.1
4	24	18.5	18.5	81.5
5	24	18.5	18.5	100.0
Total	130	100.0	100.0	

BL3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	4.6	4.6	4.6
2	16	12.3	12.3	16.9
3	41	31.5	31.5	48.5
4	45	34.6	34.6	83.1
5	22	16.9	16.9	100.0
Total	130	100.0	100.0	

BL4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.5	1.5	1.5
2	21	16.2	16.2	17.7
3	38	29.2	29.2	46.9
4	36	27.7	27.7	74.6
5	33	25.4	25.4	100.0
Total	130	100.0	100.0	

BL5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	9	6.9	6.9	7.7
3	33	25.4	25.4	33.1
4	57	43.8	43.8	76.9
5	30	23.1	23.1	100.0
Total	130	100.0	100.0	

BL6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	10	7.7	7.7	8.5
3	30	23.1	23.1	31.5
4	48	36.9	36.9	68.5
5	41	31.5	31.5	100.0
Total	130	100.0	100.0	

BL7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	10	7.7	7.7	7.7
3	35	26.9	26.9	34.6
4	45	34.6	34.6	69.2
5	40	30.8	30.8	100.0
Total	130	100.0	100.0	

BL8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.5	1.5	1.5
2	12	9.2	9.2	10.8
3	40	30.8	30.8	41.5
4	42	32.3	32.3	73.8
5	34	26.2	26.2	100.0
Total	130	100.0	100.0	

BL9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	8	6.2	6.2	6.2
3	36	27.7	27.7	33.8
4	39	30.0	30.0	63.8
5	47	36.2	36.2	100.0
Total	130	100.0	100.0	

Variabel Keputusan Pembelian

KP1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.8	.8	.8
3	19	14.6	14.6	15.4
Valid 4	50	38.5	38.5	53.8
5	60	46.2	46.2	100.0
Total	130	100.0	100.0	

KP2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.8	.8	.8
2	1	.8	.8	1.5
Valid 3	21	16.2	16.2	17.7
4	53	40.8	40.8	58.5
5	54	41.5	41.5	100.0
Total	130	100.0	100.0	

KP3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.3	2.3	2.3
2	7	5.4	5.4	7.7
Valid 3	39	30.0	30.0	37.7
4	36	27.7	27.7	65.4
5	45	34.6	34.6	100.0
Total	130	100.0	100.0	

KP4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.8	.8	.8
2	4	3.1	3.1	3.8
Valid 3	38	29.2	29.2	33.1
4	53	40.8	40.8	73.8
5	34	26.2	26.2	100.0
Total	130	100.0	100.0	

KP5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.8	.8	.8
Valid 2	3	2.3	2.3	3.1
3	25	19.2	19.2	22.3
4	54	41.5	41.5	63.8

5	47	36.2	36.2	100.0
Total	130	100.0	100.0	

KP6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.3	2.3	2.3
2	8	6.2	6.2	8.5
3	38	29.2	29.2	37.7
Valid 4	36	27.7	27.7	65.4
5	45	34.6	34.6	100.0
Total	130	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)

Variabel Brand Image

Correlations

		BI1	BI2	BI3	BI4	BI5	BI6	BI7	BI8	BI9	BI10	BI11	Total_BI
BI1	Pearson Correlation	1	.655**	.654**	.287	.258	.469**	.281	.542**	.223	.255	.430*	.613**
	Sig. (2-tailed)		.000	.000	.125	.168	.009	.132	.002	.237	.173	.018	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
BI2	Pearson Correlation	.655**	1	.699**	.244	.227	.407*	.281	.351	.223	.174	.288	.546**
	Sig. (2-tailed)	.000		.000	.194	.228	.026	.132	.058	.237	.357	.122	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30
BI3	Pearson Correlation	.654**	.699**	1	.502**	.384*	.441*	.475**	.372*	.348	.441*	.442*	.693**
	Sig. (2-tailed)	.000	.000		.005	.036	.015	.008	.043	.059	.015	.015	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
BI4	Pearson Correlation	.287	.244	.502**	1	.078	.257	.296	.318	.285	.358	.412*	.475**
	Sig. (2-tailed)	.125	.194	.005		.680	.171	.112	.087	.127	.052	.024	.008
	N	30	30	30	30	30	30	30	30	30	30	30	30
BI5	Pearson Correlation	.258	.227	.384*	.078	1	.705**	.753**	.494**	.603**	.374*	.621**	.705**
	Sig. (2-tailed)	.168	.228	.036	.680		.000	.000	.006	.000	.042	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
BI6	Pearson Correlation	.469**	.407*	.441*	.257	.705**	1	.740**	.798**	.819**	.523**	.804**	.887**
	Sig. (2-tailed)	.009	.026	.015	.171	.000		.000	.000	.000	.003	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
BI7	Pearson Correlation	.281	.281	.475**	.296	.753**	.740**	1	.544**	.665**	.438*	.692**	.782**
	Sig. (2-tailed)	.132	.132	.008	.112	.000	.000		.002	.000	.016	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
BI8	Pearson Correlation	.542**	.351	.372*	.318	.494**	.798**	.544**	1	.749**	.498**	.851**	.826**
	Sig. (2-tailed)	.002	.058	.043	.087	.006	.000	.002		.000	.005	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
BI9	Pearson Correlation	.223	.223	.348	.285	.603**	.819**	.665**	.749**	1	.710**	.880**	.837**
	Sig. (2-tailed)	.237	.237	.059	.127	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
BI10	Pearson Correlation	.255	.174	.441*	.358	.374*	.523**	.438*	.498**	.710**	1	.668**	.698**
	Sig. (2-tailed)	.173	.357	.015	.052	.042	.003	.016	.005	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
BI11	Pearson Correlation	.430*	.288	.442*	.412*	.621**	.804**	.692**	.851**	.880**	.668**	1	.899**
	Sig. (2-tailed)	.018	.122	.015	.024	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
Total_BI	Pearson Correlation	.613**	.546**	.693**	.475**	.705**	.887**	.782**	.826**	.837**	.698**	.899**	1
	Sig. (2-tailed)	.000	.002	.000	.008	.000	.000	.000	.000	.000	.000	.000	
	N	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).

Variabel Brand Love

Correlations

		BL1	BL2	BL3	BL4	BL5	BL6	BL7	BL8	BL9	Total_BL
BL1	Pearson Correlation	1	.320	.119	.294	.421*	.168	.345	.442*	.480**	.638**
	Sig. (2-tailed)		.085	.531	.115	.021	.374	.062	.014	.007	.000
	N	30	30	30	30	30	30	30	30	30	30
BL2	Pearson Correlation	.320	1	.563**	.386*	.069	.259	.200	.244	.306	.568**
	Sig. (2-tailed)	.085		.001	.035	.719	.167	.289	.193	.100	.001
	N	30	30	30	30	30	30	30	30	30	30
BL3	Pearson Correlation	.119	.563**	1	.509**	.139	.604**	.262	.205	.281	.628**
	Sig. (2-tailed)	.531	.001		.004	.463	.000	.161	.276	.133	.000
	N	30	30	30	30	30	30	30	30	30	30
BL4	Pearson Correlation	.294	.386*	.509**	1	.369*	.470**	.068	.113	.243	.595**
	Sig. (2-tailed)	.115	.035	.004		.045	.009	.721	.554	.195	.001
	N	30	30	30	30	30	30	30	30	30	30
BL5	Pearson Correlation	.421*	.069	.139	.369*	1	.203	.635**	.399*	.442*	.623**
	Sig. (2-tailed)	.021	.719	.463	.045		.281	.000	.029	.015	.000
	N	30	30	30	30	30	30	30	30	30	30
BL6	Pearson Correlation	.168	.259	.604**	.470**	.203	1	.243	.337	.313	.606**
	Sig. (2-tailed)	.374	.167	.000	.009	.281		.195	.069	.092	.000
	N	30	30	30	30	30	30	30	30	30	30
BL7	Pearson Correlation	.345	.200	.262	.068	.635**	.243	1	.723**	.694**	.696**
	Sig. (2-tailed)	.062	.289	.161	.721	.000	.195		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
BL8	Pearson Correlation	.442*	.244	.205	.113	.399*	.337	.723**	1	.834**	.724**
	Sig. (2-tailed)	.014	.193	.276	.554	.029	.069	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30
BL9	Pearson Correlation	.480**	.306	.281	.243	.442*	.313	.694**	.834**	1	.783**
	Sig. (2-tailed)	.007	.100	.133	.195	.015	.092	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30
Total_BL	Pearson Correlation	.638**	.568**	.628**	.595**	.623**	.606**	.696**	.724**	.783**	1
	Sig. (2-tailed)	.000	.001	.000	.001	.000	.000	.000	.000	.000	
	N	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).

Variabel Keputusan Pembelian

Correlations

		KP1	KP2	KP3	KP4	KP5	KP6	Total_KP
KP1	Pearson Correlation	1	.799**	.841**	.788**	.571**	.841**	.906**
	Sig. (2-tailed)		.000	.000	.000	.001	.000	.000
	N	30	30	30	30	30	30	30
KP2	Pearson Correlation	.799**	1	.866**	.609**	.770**	.866**	.916**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
KP3	Pearson Correlation	.841**	.866**	1	.649**	.646**	1.000**	.938**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30
KP4	Pearson Correlation	.788**	.609**	.649**	1	.738**	.649**	.830**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30
KP5	Pearson Correlation	.571**	.770**	.646**	.738**	1	.646**	.815**
	Sig. (2-tailed)	.001	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30
KP6	Pearson Correlation	.841**	.866**	1.000**	.649**	.646**	1	.938**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30
Total_KP	Pearson Correlation	.906**	.916**	.938**	.830**	.815**	.938**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

Lampiran V (Hasil Uji Reliabilitas)

Variabel Brand Image

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.910	11

Variabel Brand Love

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.827	9

Variabel Keputusan Pembelian

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.948	6

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		Brand Image	Brand Love	Keputusan Pembelian
N		130	130	130
Normal Parameters ^{a,b}	Mean	43.10	33.08	24.22
	Std. Deviation	5.899	5.893	4.339
Most Extreme Differences	Absolute	.092	.090	.116
	Positive	.039	.090	.092
	Negative	-.092	-.080	-.116
Kolmogorov-Smirnov Z		1.046	1.030	1.319
Asymp. Sig. (2-tailed)		.224	.239	.062

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Brand Image	Between Groups	(Combined)	1229.442	26	47.286	4.062	.000
		Linearity	992.659	1	992.659	85.268	.000
		Deviation from Linearity	236.782	25	9.471	.814	.717
	Within Groups	1199.089	103	11.642			
	Total	2428.531	129				

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Brand Love	Between Groups	(Combined)	976.995	24	40.708	2.945	.000
		Linearity	585.466	1	585.466	42.351	.000
		Deviation from Linearity	391.528	23	17.023	1.231	.236
	Within Groups	1451.536	105	13.824			
	Total	2428.531	129				

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.243	2.205		1.017	.311		
1	Brand Image	.387	.057	.526	6.791	.000	.730	1.370

Brand Love	.160	.057	.217	2.806	.006	.730	1.370
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a. Dependent Variable: Keputusan Pembelian

Lampiran IX (Hasil Uji Analisis Berganda)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Love, Brand Image ^b		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.666 ^a	.443	.434	3.263

a. Predictors: (Constant), Brand Love, Brand Image

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.243	2.205		1.017	.311
	Brand Image	.387	.057	.526	6.791	.000
	Brand Love	.160	.057	.217	2.806	.006

a. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1076.480	2	538.240	50.558	.000 ^b
	Residual	1352.051	127	10.646		
	Total	2428.531	129			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Brand Love, Brand Image