

Lampiran 7 : Karakteristik Responden

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-Laki	71	73,2	73,2	73,2
Valid Perempuan	26	26,8	26,8	100,0
Total	97	100,0	100,0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-25 Tahun	52	53,6	53,6	53,6
26-35 Tahun	36	37,1	37,1	90,7
36-45 Tahun	9	9,3	9,3	100,0
Total	97	100,0	100,0	

Lampiran 8 : Deskripsi Jawaban Responden

X1.P1

	Frequency	Percent	Valid Percent	Cumulative Percent
4	78	80,4	80,4	80,4
Valid 5	19	19,6	19,6	100,0
Total	97	100,0	100,0	

X1.P2

	Frequency	Percent	Valid Percent	Cumulative Percent
4	75	77,3	77,3	77,3
Valid 5	22	22,7	22,7	100,0
Total	97	100,0	100,0	

X1.P3

	Frequency	Percent	Valid Percent	Cumulative Percent
4	81	83,5	83,5	83,5
Valid 5	16	16,5	16,5	100,0
Total	97	100,0	100,0	

X1.P4

	Frequency	Percent	Valid Percent	Cumulative Percent
4	83	85,6	85,6	85,6
Valid 5	14	14,4	14,4	100,0
Total	97	100,0	100,0	

X1.P5

	Frequency	Percent	Valid Percent	Cumulative Percent
4	78	80,4	80,4	80,4
Valid 5	19	19,6	19,6	100,0
Total	97	100,0	100,0	

X1.P6

	Frequency	Percent	Valid Percent	Cumulative Percent
4	77	79,4	79,4	79,4
Valid 5	20	20,6	20,6	100,0
Total	97	100,0	100,0	

X1.P7

	Frequency	Percent	Valid Percent	Cumulative Percent
4	79	82,4	79,4	79,4
Valid 5	18	18,6	20,6	100,0
Total	97	100,0	100,0	

X2.P1

	Frequency	Percent	Valid Percent	Cumulative Percent
4	59	60,8	60,8	60,8
Valid 5	38	39,2	39,2	100,0
Total	97	100,0	100,0	

X2.P2

	Frequency	Percent	Valid Percent	Cumulative Percent
4	71	73,2	73,2	73,2
Valid 5	26	26,8	26,8	100,0
Total	97	100,0	100,0	

X2.P3

	Frequency	Percent	Valid Percent	Cumulative Percent
4	69	71,1	71,1	71,1
Valid 5	28	28,9	28,9	100,0
Total	97	100,0	100,0	

X3.P1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	19	19,6	19,6	19,6

	3	78	80,4	80,4	100,0
	Total	97	100,0	100,0	

X3.P2

		Frequency	Percent	Valid Percent	Cumulative Percent
	2	18	18,6	18,6	18,6
Valid	3	79	81,4	81,4	100,0
	Total	97	100,0	100,0	

X3.P3

		Frequency	Percent	Valid Percent	Cumulative Percent
	4	12	12,4	12,4	12,4
Valid	5	85	87,6	87,6	100,0
	Total	97	100,0	100,0	

X3.P4

		Frequency	Percent	Valid Percent	Cumulative Percent
	4	16	16,5	16,5	16,5
Valid	5	81	83,5	83,5	100,0
	Total	97	100,0	100,0	

X3.P5

		Frequency	Percent	Valid Percent	Cumulative Percent
	2	23	23,7	23,7	23,7
Valid	3	74	76,3	76,3	100,0
	Total	97	100,0	100,0	

X3.P6

		Frequency	Percent	Valid Percent	Cumulative Percent
	2	78	80,4	80,4	80,4
Valid	3	19	19,6	19,6	100,0
	Total	97	100,0	100,0	

X3.P7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	75	77,3	77,3	77,3
Valid 3	22	22,7	22,7	100,0
Total	97	100,0	100,0	

X3.P8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	83	85,6	85,6	85,6
Valid 3	14	14,4	14,4	100,0
Total	97	100,0	100,0	

X3.P9

	Frequency	Percent	Valid Percent	Cumulative Percent
4	27	27,8	27,8	27,8
Valid 5	70	72,2	72,2	100,0
Total	97	100,0	100,0	

X3.P10

	Frequency	Percent	Valid Percent	Cumulative Percent
4	20	20,6	20,6	20,6
Valid 5	77	79,4	79,4	100,0
Total	97	100,0	100,0	

Y.P1

	Frequency	Percent	Valid Percent	Cumulative Percent
4	54	55,7	55,7	55,7
Valid 5	43	44,3	44,3	100,0
Total	97	100,0	100,0	

Y.P2

	Frequency	Percent	Valid Percent	Cumulative Percent
4	69	71,1	71,1	71,1
Valid 5	28	28,9	28,9	100,0
Total	97	100,0	100,0	

Y.P3

	Frequency	Percent	Valid Percent	Cumulative Percent
4	68	70,1	70,1	70,1
Valid 5	29	29,9	29,9	100,0
Total	97	100,0	100,0	

Y.P4

	Frequency	Percent	Valid Percent	Cumulative Percent
4	43	44,3	44,3	44,3
Valid 5	54	55,7	55,7	100,0
Total	97	100,0	100,0	

Y.P5

	Frequency	Percent	Valid Percent	Cumulative Percent
4	59	60,8	60,8	60,8
Valid 5	38	39,2	39,2	100,0
Total	97	100,0	100,0	

Lampiran 9 : Hasil Uji Validitas

Citra Merek (X1)

		Correlations							
		P1	P2	P3	P4	P5	P6	P7	X1
P1	Pearson Correlation	1	,283	,868**	,698**	,316*	,675**	,273	,917**
	Sig. (1-tailed)		,052	,000	,000	,035	,000	,052	,000
	N	97	97	97	97	97	97	97	97
P2	Pearson Correlation	,283	1	,228	,283	,164	,350*	,283	,475**
	Sig. (1-tailed)	,052		,097	,052	,178	,021	,052	,002
	N	97	97	97	97	97	97	97	97
P3	Pearson Correlation	,868**	,228	1	,868**	,245	,525**	,228	,897**
	Sig. (1-tailed)	,000	,097		,000	,081	,001	,097	,000
	N	97	97	97	97	97	97	97	97
P4	Pearson Correlation	,698**	,283	,868**	1	-,061	,407**	,283	,772**
	Sig. (1-tailed)	,000	,052	,000		,366	,008	,052	,000
	N	97	97	97	97	97	97	97	97
P5	Pearson Correlation	,316*	,164	,245	-,061	1	,300*	,164	,423**
	Sig. (1-tailed)	,035	,178	,081	,366		,042	,178	,006
	N	97	97	97	97	97	97	97	97
P6	Pearson Correlation	,675**	,350*	,525**	,407**	,300*	1	,350*	,777**
	Sig. (1-tailed)	,000	,021	,001	,008	,042		1	,000
	N	97	97	97	97	97	97	97	97
X1	Pearson Correlation	,917**	,475**	,897**	,772**	,423**	,777**	97	1
	Sig. (1-tailed)	,000	,002	,000	,000	,006	,000	,002	
	N	97	97	97	97	97	97	97	97

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

* . Correlation is significant at the 0.05 level (1-tailed).

Harga (X2)

Correlations

		P1	P2	P3	X2
P1	Pearson Correlation	1	,127	,283	,768**
	Sig. (1-tailed)		,236	,052	,000
	N	97	97	97	97
P2	Pearson Correlation	,127	1	,164	,619**
	Sig. (1-tailed)	,236		,178	,000
	N	97	97	97	97
P3	Pearson Correlation	,283	,164	1	,633**
	Sig. (1-tailed)	,052	,178		,000
	N	97	97	97	97
X2	Pearson Correlation	,768**	,619**	,633**	1
	Sig. (1-tailed)	,000	,000	,000	
	N	97	97	97	97

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

Promosi (X3)

Correlations

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	X3	
P1	Pearson Correlation	1	,283	,868**	,698**	,316*	,675**	,868**	,367*	,283	,868**	,918**
	Sig. (1-tailed)		,052	,000	,000	,035	,000	,000	,016	,052	,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97
P2	Pearson Correlation	,283	1	,228	,283	,164	,350*	,228	,050	1,000**	,228	,464**
	Sig. (1-tailed)	,052		,097	,052	,178	,021	,097	,390	,000	,097	,003
	N	97	97	97	97	97	97	97	97	97	97	97
P3	Pearson Correlation	,868**	,228	1	,868**	,245	,525**	1,000**	,195	,228	1,000**	,914**
	Sig. (1-tailed)	,000	,097		,000	,081	,001	,000	,134	,097	,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97
P4	Pearson Correlation	,698**	,283	,868**	1	-,061	,407**	,868**	,096	,283	,868**	,785**
	Sig. (1-tailed)	,000	,052	,000		,366	,008	,000	,295	,052	,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97
P5	Pearson Correlation	,316*	,164	,245	-,061	1	,300*	,245	,179	,164	,245	,380*
	Sig. (1-tailed)	,035	,178	,081	,366		,042	,081	,156	,178	,081	,013
	N	97	97	97	97	97	97	97	97	97	97	97
P6	Pearson Correlation	,675**	,350*	,525**	,407**	,300*	1	,525**	,382*	,350*	,525**	,734**
	Sig. (1-tailed)	,000	,021	,001	,008	,042		,001	,013	,021	,001	,000
	N	97	97	97	97	97	97	97	97	97	97	97
P7	Pearson Correlation	,868**	,228	1,000**	,868**	,245	,525**	1	,195	,228	1,000**	,914**
	Sig. (1-tailed)	,000	,097	,000	,000	,081	,001		,134	,097	,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97
P8	Pearson Correlation	,367*	,050	,195	,096	,179	,382*	,195	1	,050	,195	,417**
	Sig. (1-tailed)	,016	,390	,134	,295	,156	,013	,134		,390	,134	,007
	N	97	97	97	97	97	97	97	97	97	97	97
P9	Pearson Correlation	,283	1,000**	,228	,283	,164	,350*	,228	,050	1	,228	,464**
	Sig. (1-tailed)	,052	,000	,097	,052	,178	,021	,097	,390		,097	,003
	N	97	97	97	97	97	97	97	97	97	97	97
P10	Pearson Correlation	,868**	,228	1,000**	,868**	,245	,525**	1,000**	,195	,228	1	,914**
	Sig. (1-tailed)	,000	,097	,000	,000	,081	,001	,000	,134	,097		,000
	N	97	97	97	97	97	97	97	97	97	97	97
X3	Pearson Correlation	,918**	,464**	,914**	,785**	,380*	,734**	,914**	,417**	,464**	,914**	1
	Sig. (1-tailed)	,000	,003	,000	,000	,013	,000	,000	,007	,003	,000	
	N	97	97	97	97	97	97	97	97	97	97	97

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

*. Correlation is significant at the 0.05 level (1-tailed).

Keputusan Pembelian

		Correlations					
		P1	P2	P3	P4	P5	Y
P1	Pearson Correlation	1	,127	,283	,369*	,195	,666**
	Sig. (1-tailed)		,236	,052	,016	,135	,000
	N	97	97	97	97	97	97
P2	Pearson Correlation	,127	1	,164	,108	,106	,446**
	Sig. (1-tailed)	,236		,178	,272	,275	,004
	N	97	97	97	97	97	97
P3	Pearson Correlation	,283	,164	1	,330*	,852**	,742**
	Sig. (1-tailed)	,052	,178		,028	,000	,000
	N	97	97	97	97	97	97
P4	Pearson Correlation	,369*	,108	,330*	1	,204	,704**
	Sig. (1-tailed)	,016	,272	,028		,123	,000
	N	97	97	97	97	97	97
P5	Pearson Correlation	,195	,106	,852**	,204	1	,646**
	Sig. (1-tailed)	,135	,275	,000	,123		,000
	N	97	97	97	97	97	97
Y	Pearson Correlation	,666**	,446**	,742**	,704**	,646**	1
	Sig. (1-tailed)	,000	,004	,000	,000	,000	
	N	97	97	97	97	97	97

*. Correlation is significant at the 0.05 level (1-tailed).

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

Lampiran 10 : Hasil Uji Reliabilitas

Citra Merek

Reliability Statistics

Cronbach's Alpha	N of Items
,703	7

Harga

Reliability Statistics

Cronbach's Alpha	N of Items
,798	3

Promosi

Reliability Statistics

Cronbach's Alpha	N of Items
,784	10

Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
,722	5

Lampiran 11 : Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Citra Merek (X1)	Harga (X2)	Promosi (X3)	Keputusan Pembelian (Y)
N		97	97	97	97
Normal Parameters ^{a,b}	Mean	42,05	43,94	28,88	11,16
	Std. Deviation	1,341	1,694	,832	1,448
Most Extreme Differences	Absolute	,289	,245	,266	,185
	Positive	,289	,245	,266	,185
	Negative	-,278	-,228	-,200	-,114
Kolmogorov-Smirnov Z		2,842	2,411	2,621	1,817
Asymp. Sig. (2-tailed)		,234	,065	,504	,081

a. Test distribution is Normal.

b. Calculated from data.

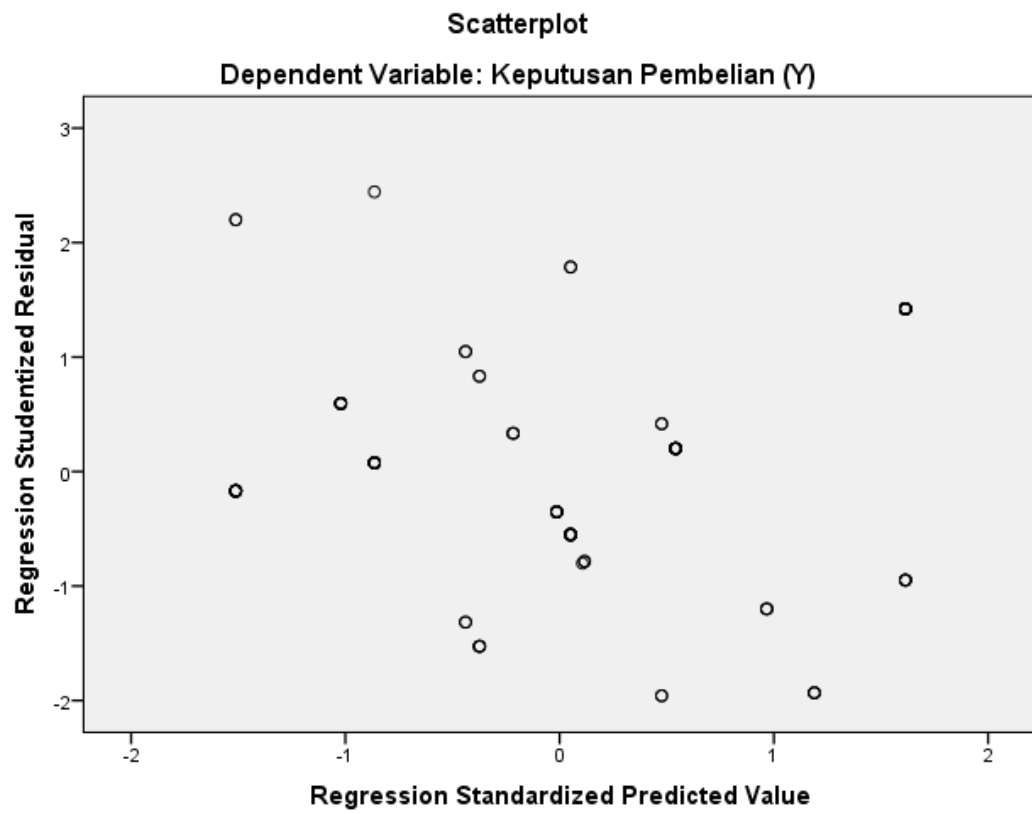
Lampiran 12 : Hasil Uji Multikolinearitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-39,607	1,658		-23,890	,000		
1 Citra Merek (X1)	,448	,042	,415	10,720	,000	,613	1,633
Harga (X2)	,340	,032	,397	10,656	,000	,661	1,512
Promosi (X3)	,589	,068	,338	8,609	,000	,595	1,681

a. Dependent Variable: Keputusan Pembelian (Y)

Lampiran 13 : Hasil Uji Heteroskedastisitas



Lampiran 14 : Hasil Analisis Regresi Linear Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	(Constant)	-39,607	1,658				-23,890
1 Citra Merek (X1)	,448	,042	,415	10,720	,000	,613	1,633
Harga (X2)	,340	,032	,397	10,656	,000	,661	1,512
Promosi (X3)	,589	,068	,338	8,609	,000	,595	1,681

a. Dependent Variable: Keputusan Pembelian (Y)

Lampiran 15 : Hasil Uji t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-39,607	1,658		-23,890	,000		
1 Citra Merek (X1)	,448	,042	,415	10,720	,000	,613	1,633
Harga (X2)	,340	,032	,397	10,656	,000	,661	1,512
Promosi (X3)	,589	,068	,338	8,609	,000	,595	1,681

a. Dependent Variable: Keputusan Pembelian (Y)

Lampiran 16 : Hasil Uji F

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	184,148	3	61,383	331,644	,000 ^b
Residual	17,213	93	,185		
Total	201,361	96			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Promosi (X3), Harga (X2), Citra Merek (X1)

Lampiran 17 : Hasil Uji Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,956 ^a	,915	,912	,430

a. Predictors: (Constant), Promosi (X3), Harga (X2), Citra Merek (X1)

b. Dependent Variable: Keputusan Pembelian (Y)