

**LAMPIRAN 3**  
**HASIL UJI RELIABILITAS**

**Reliabilitas Kesadaran Merek**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.746	8

**Reliabilitas Asosiasi Merek**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.726	22

**Reliabilitas Keputusan Pembelian**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.541	10

**LAMPIRAN 4**  
**HASIL UJI NORMALITAS**

**One-Sample Kolmogorov-Smirnov Test**

		Total_Kesadaran_Merek	Total_Asosiasi_Merek	Total_Keputusan_Pembelian
N		100	100	100
Normal Parameters <sup>a,b</sup>	Mean	27.24	78.99	34.27
	Std. Deviation	5.021	7.566	3.895
Most Extreme Differences	Absolute	.101	.149	.082
	Positive	.101	.067	.082
	Negative	-.061	-.149	-.072
Kolmogorov-Smirnov Z		1.008	1.490	.817
Asymp. Sig. (2-tailed)		.262	.024	.517

a. Test distribution is Normal.

b. Calculated from data.

**LAMPIRAN 5**  
**HASIL UJI LINIERITAS**

**Keputusan Pembelian \* Kesadaran Merek**

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Total_Keputusan_Pembelian^	Between Groups (Combined)	767.633	23	33.382	4.131	.000
	Linearity	502.035	1	502.035	54.333	.000
	Deviation from Linearity	265.598	19	13.976	1.504	.107
Within Groups		734.077	79	9.292		
Total		1501.710	99			

**Keputusan Pembelian \* Asosiasi Merek**

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Total_Keputusan_Pembelian^	Between Groups (Combined)	334.243	31	10.782	3.371	.000
	Linearity	356.301	1	356.301	76.705	.000
	Deviation from Linearity	277.945	30	9.265	1.103	.356
Within Groups		567.467	68	8.345		
Total		901.710	99			

## LAMPIRAN 6

### HASIL UJI MULTIKOLINIERITAS

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Total_Asosiasi_Merek, Total_Kesadaran_Merek <sup>b</sup>		Enter

a. Dependent Variable:  
Total\_Keputusan\_Pembelian

b. All requested variables entered.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736 <sup>a</sup>	.542	.532	2.663

a. Predictors: (Constant), Total\_Asosiasi\_Merek,  
Total\_Kesadaran\_Merek

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	813.710	2	406.855	57.362	.000 <sup>b</sup>
	Residual	688.000	97	7.093		
	Total	1501.710	99			

a. Dependent Variable: Total\_Keputusan\_Pembelian

b. Predictors: (Constant), Total\_Asosiasi\_Merek, Total\_Kesadaran\_Merek

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
		B	Std. Error	Beta	t		Tolerance	VIF
1	(Constant)	5.129	2.820		2.174	.032		
	Total_Kesadaran_Merek	.278	.059	.359	4.723	.000	.812	1.232
	Total_Asosiasi_Merek	.260	.039	.506	6.623	.000	.812	1.232

a. Dependent Variable: Total\_Keputusan\_Pembelian

**LAMPIRAN 7**  
**HASIL ANALISIS REGRESI BERGANDA**

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Total_Asosiasi_Merek, Total_Kesadaran_Merek <sup>b</sup>		Enter

a. Dependent Variable:  
Total\_Keputusan\_Pembelian

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736 <sup>a</sup>	.542	.532	2.663

a. Predictors: (Constant), Total\_Asosiasi\_Merek,  
Total\_Kesadaran\_Merek

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	813.710	2	406.855	57.362	.000 <sup>b</sup>
	Residual	688.000	97	7.093		
	Total	1501.710	99			

a. Dependent Variable: Total\_Keputusan\_Pembelian

b. Predictors: (Constant), Total\_Asosiasi\_Merek, Total\_Kesadaran\_Merek

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.129	2.820		2.174	.032
	Total_Kesadaran_Merek	.278	.059	.359	4.703	.000
	Total_Asosias_Merek	.260	.039	.506	6.628	.000

a. Dependent Variable: Total\_Keputusan\_Pembelian