

Kualitas produk	Pertanyaan	SS	S	N	TS	STS
		5	4	3	2	1
Kinerja	1. Produk specs aman dan nyaman digunakan					
	2. Produk specs menggunakan bahan standar nasional					
Kehandalan	1. Produk specs memiliki kehandalan tersendiri pada setiap katagorinya ?					
	2. Produk specs telah memberikan kepercayaan pada konsumennya					
Kesesuain	1. Konsumen merasa sesuai menggunakan sepatu futsal specs					
	2. Harga produk yang ditetapkan sesuai dengan kualitas produk					
Daya tahan	1. Produk specs memiliki masa pakai yang sesuai					
	2. Produk specs memiliki daya tahan terhadap sinar matahari					
Daya guna	1. Produk specs sangat nyaman saat digunakan					
	2. Produk specs memiliki kelenturan yang baik					

Estetika	1. Hasil dari pengguna prod specs berbeda dengan yang lain					
	2. Produk yang dihasilkan sudah sesuai dengan standar kelayakan					
Kualitas yang di persiapkan	1. Pengguna tidak ada keluhan saat menggunakan produk specs					
	2. Informasi yang diampaikan sesuai dengan kualitas pada produk					
Desain	1. Logo dari specs memiliki keunikan sendiri					
	2. Logo dari specs dan warna sudah menjadi ciri khas specs					

pertanyaan	SS	S	N	TS	STS
	5	4	3	2	1
1. Jenis produk yang dibeli sesuai adanya kebutuhan					
2. Brand image mempengaruhi untuk membeli produk specs					
3. Keluarga dan teman mempengaruhi untuk membeli produk specs					
4. Produk specs menggunakan bahan yang aman dan sesuai kebutuhan yang dapat mempengaruhi keputusan pembelian					
5. Produk specs merupakan pilihan terbaik dalam bermain futsal					
6. Produk specs telah bersaing dalam pasar internasional					
7. Informasi yang di peroleh dari merek specs mempengaruhi saya dalam mengambil keputusan					
8. Kepercayaan pada produk specs membuat saya menjadi loyal					
9. Warna atau desain pada produk specs dapat mempengaruhi keputusan pembelian					
10. Semua kategori produk specs membuat kebutuhan pelanggan terpenuhi					

## Lampiran 2

### Hasil Jawaban Responden

#### Kualitas Produk

X1.1	x1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14	X1.15	X1.16	Total
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*Brand image*

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### Keputusan Pembelian

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4	4	3	3	4	4	3	5	5	3	38
3	3	4	3	3	3	4	5	4	3	35
5	4	5	4	5	4	5	4	4	2	42
2	2	3	4	2	2	3	4	3	4	29
5	4	3	3	5	4	3	4	5	4	40

### Lampiran 3

#### Karakteristik Responden Berdasarkan

##### usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 16	68	68,0	68,0	68,0
Valid 17	32	32,0	32,0	100,0
Total	100	100,0	100,0	

##### Asal sekolah

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMAN 12	24	24,0	24,0	24,0
Valid SMAN 13	28	28,0	28,0	52,0
Valid SMAN 5	31	31,0	31,0	83,0
Valid SMK 4	7	7,0	7,0	90,0
Valid SMK SMTI	10	10,0	10,0	100,0
Total	100	100,0	100,0	

Lampiran 4

**Deskripsi Jawaban Responden Megenai Kualitas Produk**

**X1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	29	29,0	29,0	33,0
Valid 4	40	40,0	40,0	73,0
5	27	27,0	27,0	100,0
Total	100	100,0	100,0	

**X1.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6,0	6,0	6,0
3	34	34,0	34,0	40,0
Valid 4	40	40,0	40,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

**X1.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	28	28,0	28,0	35,0
Valid 4	43	43,0	43,0	78,0
5	22	22,0	22,0	100,0
Total	100	100,0	100,0	

**X1.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	34	34,0	34,0	41,0
Valid 4	45	45,0	45,0	86,0
5	14	14,0	14,0	100,0
Total	100	100,0	100,0	

**X1.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8,0	8,0	8,0
3	25	25,0	25,0	33,0
Valid 4	47	47,0	47,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

**X1.6**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6,0	6,0	6,0
3	38	38,0	38,0	44,0
Valid 4	38	38,0	38,0	82,0
5	18	18,0	18,0	100,0
Total	100	100,0	100,0	

**X1.7**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6,0	6,0	6,0
3	31	31,0	31,0	37,0
Valid 4	44	44,0	44,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

**X1.8**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2,0	2,0	2,0
3	31	31,0	31,0	33,0
Valid 4	49	49,0	49,0	82,0
5	18	18,0	18,0	100,0
Total	100	100,0	100,0	

**X1.9**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	25	25,0	25,0	32,0
Valid 4	41	41,0	41,0	73,0
5	27	27,0	27,0	100,0
Total	100	100,0	100,0	

**X1.10**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	35	35,0	35,0	42,0
Valid 4	40	40,0	40,0	82,0
5	18	18,0	18,0	100,0
Total	100	100,0	100,0	

**X1.11**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	9,0	9,0	9,0
3	32	32,0	32,0	41,0
Valid 4	42	42,0	42,0	83,0
5	17	17,0	17,0	100,0
Total	100	100,0	100,0	

**X1.12**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	33	33,0	33,0	40,0
Valid 4	44	44,0	44,0	84,0
5	16	16,0	16,0	100,0
Total	100	100,0	100,0	

**X1.13**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8,0	8,0	8,0
3	33	33,0	33,0	41,0
Valid 4	42	42,0	42,0	83,0
5	17	17,0	17,0	100,0
Total	100	100,0	100,0	

**X1.14**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	31	31,0	31,0	38,0
Valid 4	46	46,0	46,0	84,0
5	16	16,0	16,0	100,0
Total	100	100,0	100,0	

**X1.15**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	30	30,0	30,0	33,0
Valid 4	47	47,0	47,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

**X1.16**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	29	29,0	29,0	36,0
Valid 4	46	46,0	46,0	82,0
5	18	18,0	18,0	100,0
Total	100	100,0	100,0	

### Deskripsi Jawaban Responden Megenai *Brand image*

**X2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	28	28,0	28,0	32,0
Valid 4	39	39,0	39,0	71,0
5	29	29,0	29,0	100,0
Total	100	100,0	100,0	

**X2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6,0	6,0	6,0
3	27	27,0	27,0	33,0
Valid 4	39	39,0	39,0	72,0
5	28	28,0	28,0	100,0
Total	100	100,0	100,0	

**X2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8,0	8,0	8,0
3	26	26,0	26,0	34,0
Valid 4	46	46,0	46,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

**X2.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6,0	6,0	6,0
3	29	29,0	29,0	35,0
Valid 4	46	46,0	46,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

**X2.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5,0	5,0	5,0
3	28	28,0	28,0	33,0
Valid 4	39	39,0	39,0	72,0
5	28	28,0	28,0	100,0
Total	100	100,0	100,0	

**X2.6**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	31	31,0	31,0	34,0
Valid 4	40	40,0	40,0	74,0
5	26	26,0	26,0	100,0
Total	100	100,0	100,0	

## Deskripsi Jawaban Responden Megenai Keputusan Pembelian

Y1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2,0	2,0	2,0
3	31	31,0	31,0	33,0
Valid 4	47	47,0	47,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

Y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	10	10,0	10,0	10,0
3	33	33,0	33,0	43,0
Valid 4	41	41,0	41,0	84,0
5	16	16,0	16,0	100,0
Total	100	100,0	100,0	

Y1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	13	13,0	13,0	14,0
Valid 3	29	29,0	29,0	43,0
4	43	43,0	43,0	86,0
5	14	14,0	14,0	100,0
Total	100	100,0	100,0	

**Y1.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	3	3,0	3,0	4,0
3	29	29,0	29,0	33,0
4	50	50,0	50,0	83,0
5	17	17,0	17,0	100,0
Total	100	100,0	100,0	

**Y1.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	6	6,0	6,0	7,0
3	28	28,0	28,0	35,0
4	46	46,0	46,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

**Y1.6**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6,0	6,0	6,0
3	27	27,0	27,0	33,0
4	41	41,0	41,0	74,0
5	26	26,0	26,0	100,0
Total	100	100,0	100,0	

**Y1.7**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	34	34,0	34,0	41,0
4	40	40,0	40,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

**Y1.8**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	29	29,0	29,0	36,0
Valid 4	45	45,0	45,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

**Y1.9**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	22	22,0	22,0	26,0
Valid 4	49	49,0	49,0	75,0
5	25	25,0	25,0	100,0
Total	100	100,0	100,0	

**Y1.10**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8,0	8,0	8,0
3	35	35,0	35,0	43,0
Valid 4	40	40,0	40,0	83,0
5	17	17,0	17,0	100,0
Total	100	100,0	100,0	





	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	,077	,517**	,207	,390*	,299	,610**	1	,561**	,296	,278	,410*	,746**	,490**	,620**	,474**	,548**	,739**
	Sig. (2-tailed)	,687	,003	,272	,033	,109	,000		,001	,112	,137	,025	,000	,008	,000	,008	,002	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.8	Pearson Correlation	,296	,211	,156	-,069	,256	,425*	,561**	1	,517**	-,067	,174	,360	,308	,434*	,153	,324	,499**
	Sig. (2-tailed)	,112	,262	,412	,716	,172	,019	,001		,003	,725	,356	,051	,098	,016	,421	,081	,005
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.9	Pearson Correlation	,259	,448*	,524**	,125	,483**	,472**	,296	,517**	1	,469**	,323	,262	,521**	,246	,337	,198	,640**
	Sig. (2-tailed)	,168	,013	,003	,512	,007	,009	,112	,003		,009	,081	,162	,003	,190	,069	,294	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.10	Pearson Correlation	,236	,431*	,355	,345	,512**	,313	,278	-,067	,469**	1	,476**	,319	,540**	,375*	,513**	,335	,623**
	Sig. (2-tailed)	,208	,018	,054	,062	,004	,092	,137	,725	,009		,008	,085	,002	,041	,004	,070	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.11	Pearson Correlation	,375*	,496**	,315	,386*	,215	,464**	,410*	,174	,323	,476**	1	,365*	,453*	,285	,492**	,272	,629**
	Sig. (2-tailed)	,041	,005	,090	,035	,254	,010	,025	,356	,081	,008		,048	,012	,126	,006	,145	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.12	Pearson Correlation	,035	,642**	,349	,587**	,400*	,537**	,746**	,360	,262	,319	,365*	1	,429*	,531**	,430*	,660**	,748**
	Sig. (2-tailed)	,853	,000	,058	,001	,028	,002	,000	,051	,162	,085	,048		,018	,003	,018	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.13	Pearson	,397*	,394*	,020	,332	,487**	,687**	,490**	,308	,521**	,540**	,453*	,429*	1	,766**	,546**	,312	,763**

	Correlation																	
	Sig. (2-tailed)	,030	,031	,917	,073	,006	,000	,006	,098	,003	,002	,012	,018		,000	,002	,094	,00
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	3
X1.14	Pearson Correlation	,448*	,289	-,031	,224	,459*	,708**	,620**	,434*	,246	,375*	,285	,531**	,766**	1	,443*	,505**	,724
	Sig. (2-tailed)	,013	,122	,871	,235	,011	,000	,000	,016	,190	,041	,126	,003	,000		,014	,004	,00
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	3
X1.15	Pearson Correlation	-,035	,417*	,393*	,420*	,341	,649**	,474**	,153	,337	,513**	,492**	,430*	,546**	,443*	1	,390*	,689
	Sig. (2-tailed)	,853	,022	,032	,021	,065	,000	,008	,421	,069	,004	,006	,018	,002	,014		,033	,00
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	3
X1.16	Pearson Correlation	,148	,396*	,378*	,329	,525**	,262	,548**	,324	,198	,335	,272	,660**	,312	,505**	,390*	1	,637
	Sig. (2-tailed)	,435	,031	,039	,076	,003	,162	,002	,081	,294	,070	,145	,000	,094	,004	,033		,00
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	3
TotalKualitasProduk	Pearson Correlation	,368*	,694**	,498**	,537**	,650**	,768**	,739**	,499**	,640**	,623**	,629**	,748**	,763**	,724**	,689**	,637**	
	Sig. (2-tailed)	,045	,000	,005	,002	,000	,000	,000	,005	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	3

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

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

**Hasil Uji Validitas Kuisiner *Brand Image***

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TotalBrandImage
X2.1	Pearson Correlation	1	,814 <sup>**</sup>	,410 <sup>*</sup>	,499 <sup>**</sup>	,591 <sup>**</sup>	,509 <sup>**</sup>	,888 <sup>**</sup>
	Sig. (2-tailed)		,000	,025	,005	,001	,004	,000
	N	30	30	30	30	30	30	30
X2.2	Pearson Correlation	,814 <sup>**</sup>	1	,321	,394 <sup>*</sup>	,360	,361 <sup>*</sup>	,740 <sup>**</sup>
	Sig. (2-tailed)	,000		,083	,031	,051	,050	,000
	N	30	30	30	30	30	30	30
X2.3	Pearson Correlation	,410 <sup>*</sup>	,321	1	,520 <sup>**</sup>	,290	,311	,653 <sup>**</sup>
	Sig. (2-tailed)	,025	,083		,003	,120	,094	,000
	N	30	30	30	30	30	30	30
X2.4	Pearson Correlation	,499 <sup>**</sup>	,394 <sup>*</sup>	,520 <sup>**</sup>	1	,199	,159	,641 <sup>**</sup>
	Sig. (2-tailed)	,005	,031	,003		,291	,403	,000
	N	30	30	30	30	30	30	30
X2.5	Pearson Correlation	,591 <sup>**</sup>	,360	,290	,199	1	,489 <sup>**</sup>	,704 <sup>**</sup>
	Sig. (2-tailed)							
	N	30	30	30	30	30	30	30

	Sig. (2-tailed)	,001	,051	,120	,291		,006	,000
	N	30	30	30	30	30	30	30
X2.6	Pearson Correlation	,509**	,361*	,311	,159	,489**	1	,667**
	Sig. (2-tailed)	,004	,050	,094	,403	,006		,000
	N	30	30	30	30	30	30	30
TotalBrandImage	Pearson Correlation	,888**	,740**	,653**	,641**	,704**	,667**	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).

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





	N	27	27	27	27	27	27	27	27	27	27	27
Y1.10	Pearson Correlation	,379	,162	,241	,423*	,555**	,047	,121	,702**	,428*	1	,620**
	Sig. (2-tailed)	,051	,419	,225	,028	,003	,814	,548	,000	,026		,001
	N	27	27	27	27	27	27	27	27	27	27	27
TotalKeputusanPembelian	Pearson Correlation	,679**	,694**	,719**	,751**	,622**	,262	,718**	,761**	,647**	,620**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,001	,187	,000	,000	,000	,001	
	N	27	27	27	27	27	27	27	27	27	27	27

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

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

## Lampiran 6

### Hasil Uji Reliabilitas Semua Variabel

#### Case Processing Summary

		N	%
	Valid	100	100,0
Cases	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,856	32

## Lampiran 7

### Hasil Uji Normalitas

**One-Sample Kolmogorov-Smirnov Test**

		TotalKualitasPr одук	TotalBrandImag e	TotalKeputusan Pembelian
N		100	100	100
Normal Parameters <sup>a,b</sup>	Mean	60,07	23,17	37,54
	Std. Deviation	6,426	3,604	5,062
	Absolute	,072	,107	,092
Most Extreme Differences	Positive	,072	,107	,092
	Negative	-,042	-,086	-,071
Kolmogorov-Smirnov Z		,725	1,073	,921
Asymp. Sig. (2-tailed)		,670	,200	,365

a. Test distribution is Normal.

b. Calculated from data.

## Lampiran 8

### Hasil Uji Linieritas Kualitas Produk Terhadap Keputusan Pembelian

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total Keputusan Pembelian * Total Kualitas Produk	Between Groups	(Combined)	807,766	27	29,917	1,246	,228
		Linearity	339,537	1	339,537	14,139	,000
		Deviation from Linearity	468,229	26	18,009	,750	,792
	Within Groups		1729,074	72	24,015		
	Total		2536,840	99			

### Hasil Uji Linieritas *Brand Image* Terhadap Keputusan Pembelian

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total Keputusan Pembelian * Total <i>Brand Image</i>	Between Groups	(Combined)	786,230	14	56,159	2,727	,002
		Linearity	330,352	1	330,352	16,040	,000
		Deviation from Linearity	455,877	13	35,067	1,703	,075
	Within Groups		1750,610	85	20,595		
	Total		2536,840	99			

## Lampiran 9

### Hasil Uji Multikolinieritas

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
TotalKualitasProduk	,882	1,134
TotalBrandImage	,882	1,134

a. Dependent Variable: TotalKeputusanPembelian

## Lampiran 10

### Hasil Uji Regresi Linier Berganda

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

Model	Variables Entered	Variables Removed	Method
1	TotalBrandImage, TotalKualitasProduk <sup>b</sup>		Enter

a. Dependent Variable: TotalKeputusanPembelian

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,443 <sup>a</sup>	,196	,180	4,584

a. Predictors: (Constant), TotalBrandImage, TotalKualitasProduk

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	498,457	2	249,228	11,860	,000 <sup>b</sup>
	Residual	2038,383	97	21,014		
	Total	2536,840	99			

a. Dependent Variable: TotalKeputusanPembelian

b. Predictors: (Constant), TotalBrandImage, TotalKualitasProduk

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,894	4,609		3,448	,001
	TotalKualitasProduk	,216	,076	,274	2,828	,006
	TotalBrandImage	,374	,136	,267	2,750	,007

a. Dependent Variable: TotalKeputusanPembelian



## Lampiran 11

### Hasil Uji T (parsial)

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15,894	4,609		3,448	,001
Total Kualitas Produk	,216	,076	,274	2,828	,006
Total Brand Image	,374	,136	,267	2,750	,007

a. Dependent Variable: TotalKeputusanPembelian

## Lampiran 12

### Hasil Uji F ( simultan)

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

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	498,457	2	249,228	11,860	,000 <sup>b</sup>
Residual	2038,383	97	21,014		
Total	2536,840	99			

a. Dependent Variable: TotalKeputusanPembelian

b. Predictors: (Constant), Total Brand Image, Total Kualitas Produk