

LAMPIRAN

LAMPIRAN 2

Karakteristik Responden

No	USIA	TINGKAT PENDIDIKAN
1	16-20 Tahun	SMA
2	21-25 Tahun	KULIAH
3	21-25 Tahun	KULIAH
4	15 Tahun	SMP
5	15 Tahun	SMP
6	21-25 Tahun	KULIAH
7	21-25 Tahun	KULIAH
8	21-25 Tahun	KULIAH
9	21-25 Tahun	KULIAH
10	15 Tahun	SMP
11	15 Tahun	SMP
12	15 Tahun	SMP
13	21-25 Tahun	KULIAH
14	16-20 Tahun	SMA
15	21-25 Tahun	KULIAH
16	16-20 Tahun	SMA
17	21-25 Tahun	KULIAH
18	16-20 Tahun	SMA
19	21-25 Tahun	KULIAH
20	16-20 Tahun	SMA
21	16-20 Tahun	SMA
22	16-20 Tahun	SMA
23	15 Tahun	SMP
24	15 Tahun	SMP
25	15 Tahun	SMP
26	21-25 Tahun	KULIAH
27	16-20 Tahun	SMA
28	16-20 Tahun	SMA
29	21-25 Tahun	KULIAH
30	15 Tahun	SMP
31	15 Tahun	SMP
32	21-25 Tahun	KULIAH
33	21-25 Tahun	KULIAH
34	16-20 Tahun	SMA
35	21-25 Tahun	KULIAH
36	16-20 Tahun	SMA

37	21-25 Tahun	KULIAH
38	21-25 Tahun	KULIAH
39	21-25 Tahun	KULIAH
40	21-25 Tahun	KULIAH
41	21-25 Tahun	KULIAH
42	21-25 Tahun	KULIAH
43	21-25 Tahun	KULIAH
44	15 Tahun	SMP
45	15 Tahun	SMP
46	21-25 Tahun	KULIAH
47	16-20 Tahun	SMA
48	16-20 Tahun	SMA
49	16-20 Tahun	SMA
50	21-25 Tahun	KULIAH
51	21-25 Tahun	KULIAH
52	21-25 Tahun	KULIAH
53	15 Tahun	SMP
54	15 Tahun	SMP
55	21-25 Tahun	KULIAH
56	21-25 Tahun	KULIAH
57	21-25 Tahun	KULIAH
58	21-25 Tahun	KULIAH
59	16-20 Tahun	SMA
60	16-20 Tahun	SMA
61	16-20 Tahun	SMA
62	21-25 Tahun	KULIAH
63	21-25 Tahun	KULIAH
64	21-25 Tahun	KULIAH
65	21-25 Tahun	KULIAH
66	21-25 Tahun	KULIAH
67	16-20 Tahun	SMA
68	16-20 Tahun	SMA
69	21-25 Tahun	KULIAH
70	21-25 Tahun	KULIAH
71	21-25 Tahun	KULIAH
72	21-25 Tahun	KULIAH
73	16-20 Tahun	SMA
74	21-25 Tahun	KULIAH
75	21-25 Tahun	KULIAH
76	21-25 Tahun	KULIAH
77	21-25 Tahun	KULIAH

78	16-20 Tahun	SMA
79	21-25 Tahun	KULIAH
80	16-20 Tahun	SMA
81	21-25 Tahun	KULIAH
82	21-25 Tahun	KULIAH
83	21-25 Tahun	KULIAH
84	21-25 Tahun	KULIAH
85	16-20 Tahun	SMA
86	21-25 Tahun	KULIAH
87	21-25 Tahun	KULIAH
88	21-25 Tahun	KULIAH
89	21-25 Tahun	KULIAH
90	16-20 Tahun	SMA
91	21-25 Tahun	KULIAH
92	16-20 Tahun	SMA
93	21-25 Tahun	KULIAH
94	21-25 Tahun	KULIAH
95	21-25 Tahun	KULIAH
96	21-25 Tahun	KULIAH
97	21-25 Tahun	KULIAH
98	21-25 Tahun	KULIAH
99	16-20 Tahun	SMA
100	21-25 Tahun	KULIAH

LAMPIRAN 3

JAWABAN RESPONDEN *BRAND AWARENES* (X1)

No Res	<i>Brand Awareness (X1)</i>								Skor Total
	Btr1	Btr2	Btr3	Btr4	Btr5	Btr6	Btr7	Btr8	
1	4	3	3	3	3	3	5	3	27
2	2	5	4	4	4	4	5	4	32
3	5	3	5	4	4	4	5	4	34
4	4	4	4	4	4	4	5	4	33
5	3	3	3	5	3	3	5	4	29
6	4	4	4	5	4	3	5	3	32
7	4	4	4	5	4	5	5	4	35
8	4	4	4	5	4	4	5	4	34

42	5	4	4	4	3	4	5	5	34
43	3	3	5	4	4	4	5	5	33
44	4	4	3	3	3	5	5	5	32
45	3	5	4	5	4	4	5	5	35
46	3	4	4	3	3	2	3	3	25
47	5	5	5	5	5	5	4	5	39
48	4	4	5	5	5	5	4	4	36
49	4	4	5	5	5	5	4	3	35
50	4	4	4	4	4	4	3	4	31
51	3	3	5	4	3	4	3	3	28
52	4	4	3	3	3	3	4	4	28
53	4	4	4	4	4	4	5	3	32
54	4	4	3	5	5	5	5	4	35
55	4	4	3	4	4	4	5	4	32
56	3	3	3	5	3	4	5	4	30
57	4	4	4	5	4	4	5	4	34
58	3	4	4	5	4	3	5	3	31
59	4	4	4	5	4	4	5	4	34
60	4	4	3	5	4	4	5	4	33
61	4	4	3	5	3	4	5	4	32
62	4	5	5	5	4	3	5	4	35
63	4	3	4	5	4	4	5	4	33
64	3	4	5	5	4	3	5	4	33
65	4	4	3	5	4	4	5	4	33
66	4	3	4	5	4	3	5	4	32
67	4	4	4	5	4	4	5	4	34
68	4	4	4	5	4	3	5	4	33
69	4	5	4	5	4	3	5	4	34
70	4	4	4	5	4	5	4	5	35
71	4	3	3	5	4	5	4	4	32
72	5	4	3	5	4	3	3	2	29
73	5	5	5	4	5	5	5	5	39
74	5	4	5	4	4	5	5	5	37
75	5	4	3	3	2	5	5	5	32

76	4	5	5	5	5	4	4	4	36
77	3	5	5	5	5	4	3	4	34
78	4	5	5	5	5	3	3	3	33
79	4	4	4	4	4	4	4	4	32
80	3	5	4	3	4	5	5	5	34
81	4	3	3	3	3	4	4	4	28
82	2	4	4	4	4	5	4	4	31
83	5	3	5	5	5	4	2	4	33
84	4	3	4	4	4	4	4	3	30
85	3	5	5	4	4	4	4	4	33
86	4	4	4	2	4	3	4	4	29
87	4	4	4	4	3	4	4	4	31
88	4	4	4	4	4	4	4	3	31
89	4	3	3	4	4	4	4	4	30
90	4	4	4	4	4	4	4	3	31
91	3	4	4	4	3	5	4	4	31
92	4	4	4	4	4	3	3	3	29
93	4	4	4	4	3	4	3	5	31
94	4	3	5	4	4	3	4	5	32
95	4	4	3	3	3	4	4	5	30
96	4	5	5	5	5	4	4	5	37
97	4	5	4	3	5	5	5	5	36
98	4	5	3	4	5	5	5	5	36
99	5	5	4	4	5	5	5	5	38
100	5	4	4	4	5	5	5	5	37

JAWABAN RESPONDEN

BRAND IMAGE (X2)

No Res	<i>Brand Image (X2)</i>						Skor Total
	Btr1	Btr2	Btr3	Btr4	Btr5	Btr6	

1	5	4	5	4	3	5	26
2	4	4	5	4	5	4	26
3	3	3	5	4	5	4	24
4	4	3	5	4	3	5	24
5	5	5	4	5	5	5	29
6	4	5	4	4	5	3	25
7	4	3	3	2	5	3	20
8	5	5	5	5	4	5	29
9	5	5	5	5	4	4	28
10	5	5	5	5	3	3	26
11	4	4	4	4	4	5	25
12	5	4	3	4	5	4	25
13	3	3	3	3	4	5	21
14	4	4	4	4	5	3	24
15	3	5	5	5	4	4	26
16	3	4	4	4	4	4	23
17	5	5	4	4	4	4	26
18	4	4	2	4	3	4	21
19	4	4	4	3	4	4	23
20	4	4	4	4	4	5	25
21	3	3	4	4	4	3	21
22	4	4	4	4	4	4	24
23	4	4	4	3	5	4	24
24	4	4	4	4	3	3	22
25	4	4	4	3	4	4	23
26	5	4	5	4	5	4	27
27	5	3	5	4	3	5	25
28	4	4	4	4	4	4	24
29	3	3	5	3	4	3	21
30	4	2	4	3	3	4	20
31	5	4	5	5	5	5	29
32	5	3	5	5	3	3	24
33	5	4	5	5	4	4	27
34	5	3	5	5	5	5	28

35	5	3	4	4	5	4	25
36	5	4	4	4	5	4	26
37	5	3	4	4	5	4	25
38	4	4	4	4	5	2	23
39	4	3	4	4	5	4	24
40	5	5	5	5	5	5	30
41	4	4	4	3	5	4	24
42	4	4	3	3	5	4	23
43	4	4	3	3	4	3	21
44	4	4	5	4	5	4	26
45	4	4	3	3	4	4	22
46	5	5	4	4	4	4	26
47	4	3	3	3	4	3	20
48	3	3	3	4	4	4	21
49	3	3	4	3	3	3	19
50	5	4	4	4	2	4	23
51	3	3	3	3	4	4	20
52	4	4	5	5	5	5	28
53	3	3	4	3	4	4	21
54	3	4	4	4	4	3	22
55	4	3	3	3	4	4	21
56	4	4	2	4	4	4	22
57	3	3	4	4	3	5	22
58	5	5	5	5	4	4	28
59	3	4	5	5	4	4	25
60	5	3	5	5	3	4	25
61	5	5	5	5	5	5	30
62	4	4	5	4	4	5	26
63	4	4	5	4	4	5	26
64	4	4	5	4	4	5	26
65	4	4	5	4	4	5	26
66	4	4	5	4	4	5	26
67	5	5	5	5	5	5	30

68	4	3	5	4	3	5	24
69	3	3	5	3	3	5	22
70	3	3	4	3	3	4	20
71	5	4	5	5	4	5	28
72	3	3	4	3	3	4	20
73	4	4	4	4	4	4	24
74	3	3	4	3	3	4	20
75	3	4	4	3	4	4	22
76	4	3	3	4	3	3	20
77	4	4	2	4	4	2	20
78	3	3	4	3	3	4	20
79	5	5	5	5	5	5	30
80	4	3	5	5	4	3	24
81	4	4	5	4	4	4	25
82	2	2	5	5	2	2	18
83	4	3	5	4	4	3	23
84	4	4	5	4	4	4	25
85	4	4	5	2	4	4	23
86	3	3	5	4	3	3	21
87	4	5	5	4	4	5	27
88	4	4	5	4	4	4	25
89	4	3	5	3	4	3	22
90	4	3	5	4	4	3	23
91	4	5	5	4	5	5	28
92	5	4	3	4	4	4	24
93	4	5	3	3	4	4	23
94	4	4	5	5	4	5	27
95	2	4	5	3	3	4	21
96	4	4	5	5	3	5	26
97	4	4	4	4	5	4	25
98	4	3	5	4	4	4	24
99	4	2	4	2	3	2	17
100	4	4	3	3	3	4	21

JAWABAN RESPONDEN**MINAT BELI (Y)**

No Res	Minat Beli (Y)						Skor Total
	Btr1	Btr2	Btr3	Btr4	Btr5	Btr6	
1	4	2	5	5	5	4	25
2	3	4	5	5	5	5	27
3	4	4	5	5	4	4	26
4	4	4	5	5	5	4	27
5	5	4	5	5	5	4	28
6	4	4	5	5	5	5	28
7	4	2	5	5	5	4	25
8	3	4	5	5	5	5	27
9	4	4	5	5	4	4	26
10	4	4	5	5	5	4	27
11	5	4	4	4	5	5	27
12	5	4	4	3	5	5	26
13	5	4	4	4	5	4	26
14	5	4	5	5	5	5	29
15	5	4	4	4	5	4	26
16	5	4	4	4	5	5	27
17	5	4	4	3	5	5	26
18	5	4	4	4	5	4	26
19	5	4	5	5	5	5	29
20	5	4	4	4	5	4	26
21	5	4	5	5	5	4	28
22	5	4	4	3	5	4	25
23	5	4	4	4	5	4	26
24	4	5	2	2	5	2	20
25	4	4	4	3	5	3	23
26	3	2	4	4	5	4	22
27	5	5	4	4	5	4	27
28	5	5	3	3	5	3	24
29	5	5	4	5	5	4	28
30	4	4	4	4	5	5	26

31	3	4	4	3	5	2	21
32	3	3	4	3	5	4	22
33	4	4	4	5	5	4	26
34	5	5	4	4	5	5	28
35	4	4	4	3	5	2	22
36	4	4	4	3	5	4	24
37	2	4	4	4	4	4	22
38	3	2	3	4	3	4	19
39	5	4	5	5	4	5	28
40	4	4	4	3	4	4	23
41	3	4	3	3	3	3	19
42	4	4	5	5	4	5	27
43	3	4	4	3	4	4	22
44	3	4	1	3	3	3	17
45	4	4	4	3	4	4	23
46	3	4	4	5	5	4	25
47	4	5	4	4	4	2	23
48	4	4	3	3	3	3	20
49	3	2	5	4	4	5	23
50	4	5	3	5	4	4	25
51	4	4	4	4	4	3	23
52	3	3	4	3	3	4	20
53	4	4	3	4	3	3	21
54	3	4	4	4	4	4	23
55	4	4	4	4	4	4	24
56	4	4	2	2	4	2	18
57	2	4	4	3	3	3	19
58	4	4	4	4	5	5	26
59	3	4	4	3	5	2	21
60	3	3	4	3	5	4	22
61	4	4	4	5	5	4	26
62	5	5	4	4	5	5	28
63	4	4	4	3	5	2	22

64	4	4	4	3	5	4	24
65	2	4	4	4	4	4	22
66	3	2	3	4	3	4	19
67	5	4	5	5	4	5	28
68	4	4	4	3	4	4	23
69	3	4	3	3	3	3	19
70	4	4	5	5	4	5	27
71	3	4	4	3	4	4	22
72	3	4	1	3	3	3	17
73	4	4	4	3	4	4	23
74	3	4	4	5	5	4	25
75	4	5	4	4	4	2	23
76	4	4	3	3	3	3	20
77	3	2	5	4	4	5	23
78	4	5	3	5	4	4	25
79	4	4	4	4	4	3	23
80	3	3	4	3	3	4	20
81	4	4	3	4	3	3	21
82	3	4	4	4	4	4	23
83	4	4	4	4	4	4	24
84	4	4	2	2	4	2	18
85	2	4	4	3	3	3	19
86	3	4	4	4	4	4	23
87	4	4	4	5	4	4	25
88	4	5	5	5	2	5	26
89	4	2	4	5	4	3	22
90	4	4	4	5	2	4	23
91	5	3	3	5	3	5	24
92	4	3	3	5	3	4	22
93	4	4	4	5	4	3	24
94	4	3	3	5	3	5	23
95	4	3	3	5	3	4	22
96	4	3	4	4	4	3	22
97	5	4	5	5	5	5	29

98	5	4	4	5	5	5	28
99	3	3	2	4	5	4	21
100	5	5	5	4	5	4	28

LAMPIRAN 4

KARATERISTIK RESPONDEN

		Usia			
		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	15 Tahun	14	14.0	14.0	14.0
	16-20 Tahun	26	26.0	26.0	40.0
	21-25 Tahun	60	60.0	60.0	100.0

Total	100	100.0	100.0
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Tingkat Pendidikan

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid SMP	14	14.0	14.0	14.0
SMA	26	26.0	26.0	40.0
Kuliah	60	60.0	60.0	100.0
Total	100	100.0	100.0	

Mengetahui Produk Emina

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid Iya	31	31.0	31.0	31.0
Tidak	69	69.0	69.0	100.0
Total	100	100.0	100.0	

LAMPIRAN 5

UJI VALIDITAS *BRAND AWARENESS* (X1)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Brand Awaress
X1.1	Pearson Correlation	1	,056	,039	,271	,238	,251	.479**	,181	.568**
	Sig. (2- tailed)		,770	,840	,147	,205	,181	,007	,338	,001
	N	30	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	,056	1	,161	,219	,315	,216	,220	-,133	.474**
	Sig. (2- tailed)	,770		,396	,245	,090	,252	,244	,485	,008
	N	30	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	,039	,161	1	,318	,065	,283	,267	,229	.499**
	Sig. (2- tailed)	,840	,396		,086	,732	,130	,154	,223	,005
	N	30	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	,271	,219	,318	1	,227	,314	.703**	,234	.716**
	Sig. (2- tailed)	,147	,245	,086		,229	,091	,000	,213	,000
	N	30	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	,238	,315	,065	,227	1	-,035	.395*	,132	.508**
	Sig. (2- tailed)	,205	,090	,732	,229		,854	,031	,487	,004
	N	30	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	,251	,216	,283	,314	-,035	1	.436*	,339	.599**
	Sig. (2- tailed)	,181	,252	,130	,091	,854		,016	,067	,000
	N	30	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	.479**	,220	,267	.703**	.395*	.436*	1	,252	.820**
	Sig. (2- tailed)	,007	,244	,154	,000	,031	,016		,179	,000

X1.8	N	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,181	-,133	,229	,234	,132	,339	,252	1	,424*
	Sig. (2-tailed)	,338	,485	,223	,213	,487	,067	,179		,020
Brand Awaress	N	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.568**	.474**	.499**	.716**	.508**	.599**	.820**	.424*	1
	Sig. (2-tailed)	,001	,008	,005	,000	,004	,000	,000	,020	
	N	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).

UJI VALIDITAS *BRAND IMAGE*(X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Brand Image
X2.1	Pearson Correlation	1	.266	.375*	.472**	.131	.165	.672**
	Sig. (2-tailed)		.156	.041	.008	.490	.383	.000
	N	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.266	1	.177	.238	.155	-.014	.490**
	Sig. (2-tailed)	.156		.348	.206	.413	.940	.006
	N	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.375*	.177	1	.760**	.052	.244	.738**
	Sig. (2-tailed)	.041	.348		.000	.783	.194	.000
	N	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.472**	.238	.760**	1	.009	.322	.783**
	Sig. (2-tailed)	.008	.206	.000		.960	.083	.000
	N	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.131	.155	.052	.009	1	.170	.424*
	Sig. (2-tailed)	.490	.413	.783	.960		.368	.019
	N	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.165	-.014	.244	.322	.170	1	.502**
	Sig. (2-tailed)	.383	.940	.194	.083	.368		.005
	N	30	30	30	30	30	30	30
Brand Image	Pearson Correlation	.672**	.490**	.738**	.783**	.424*	.502**	1
	Sig. (2-tailed)	.000	.006	.000	.000	.019	.005	
	N	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).

UJI VALIDITAS MINAT BELI (Y)

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Minat Beli
Y1.1	Pearson Correlation	1	.298	.472**	.191	.166	.148	.668**
	Sig. (2-tailed)		.110	.008	.313	.380	.434	.000
	N	30	30	30	30	30	30	30
Y1.2	Pearson Correlation	.298	1	.106	.139	.201	-.093	.500**
	Sig. (2-tailed)	.110		.576	.464	.288	.625	.005
	N	30	30	30	30	30	30	30
Y1.3	Pearson Correlation	.472**	.106	1	.161	.073	.111	.574**
	Sig. (2-tailed)	.008	.576		.396	.700	.559	.001
	N	30	30	30	30	30	30	30
Y1.4	Pearson Correlation	.191	.139	.161	1	.512**	.504**	.675**
	Sig. (2-tailed)	.313	.464	.396		.004	.005	.000
	N	30	30	30	30	30	30	30
Y1.5	Pearson Correlation	.166	.201	.073	.512**	1	.403*	.606**
	Sig. (2-tailed)	.380	.288	.700	.004		.027	.000
	N	30	30	30	30	30	30	30
Y1.6	Pearson Correlation	.148	-.093	.111	.504**	.403*	1	.540**
	Sig. (2-tailed)	.434	.625	.559	.005	.027		.002
	N	30	30	30	30	30	30	30
Minat Beli	Pearson Correlation	.668**	.500**	.574**	.675**	.606**	.540**	1
	Sig. (2-tailed)	.000	.005	.001	.000	.000	.002	
	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).

LAMPIRAN 6

UJI REABILITAS *BRAND AWERENESS* (X1)

Case Processing Summary

		N	%
Valid		30	100.0
Cases 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
.714	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	27.1333	10.120	.361	.698
X1.2	26.8667	10.809	.261	.719
X1.3	26.9333	10.823	.314	.705
X1.4	27.2333	9.495	.577	.647
X1.5	26.8000	10.786	.327	.702
X1.6	27.0333	10.240	.432	.680
X1.7	27.2000	8.924	.724	.612
X1.8	27.1000	11.610	.287	.708

UJI REABILITAS *BRAND IMAGE* (X2)

Case Processing Summary

		N	%
	Valid	30	100.0
Cases	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
.653	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	19.7000	5.321	.466	.578
X2.2	20.1333	6.189	.261	.651
X2.3	19.8333	4.902	.544	.543
X2.4	19.8667	4.878	.630	.513
X2.5	19.6667	6.368	.150	.694
X2.6	19.9667	6.171	.282	.643

UJI REABILITAS MINAT BELI (Y)

Case Processing Summary

		N	%
Valid		30	100.0
Cases 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
.622	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	19.6333	5.206	.445	.539
Y1.2	20.4000	5.903	.204	.643
Y1.3	20.0667	5.582	.308	.598
Y1.4	20.1333	5.292	.473	.530
Y1.5	20.2000	5.890	.435	.557
Y1.6	20.0667	5.926	.314	.593

FREKUENSI JAWABAN RESPONDEN *BRAND AWERENESS* (X1)

X1.1

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	17	17.0	17.0	19.0
Valid 4.00	65	65.0	65.0	84.0
5.00	16	16.0	16.0	100.0
Total	100	100.0	100.0	

X1.2

	Frequenc y	Percent	Valid Percent	Cumulative Percent
3.00	21	21.0	21.0	21.0
Valid 4.00	56	56.0	56.0	77.0
5.00	23	23.0	23.0	100.0
Total	100	100.0	100.0	

X1.3

	Frequenc y	Percent	Valid Percent	Cumulative Percent
3.00	25	25.0	25.0	25.0
Valid 4.00	49	49.0	49.0	74.0
5.00	26	26.0	26.0	100.0
Total	100	100.0	100.0	

X1.4

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	12	12.0	12.0	14.0
Valid 4.00	38	38.0	38.0	52.0
5.00	48	48.0	48.0	100.0
Total	100	100.0	100.0	

X1.5

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	18	18.0	18.0	20.0
Valid 4.00	61	61.0	61.0	81.0
5.00	19	19.0	19.0	100.0
Total	100	100.0	100.0	

X1.6

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	1	1.0	1.0	1.0
3.00	22	22.0	22.0	23.0
Valid 4.00	53	53.0	53.0	76.0
5.00	24	24.0	24.0	100.0
Total	100	100.0	100.0	

X1.7

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	12	12.0	12.0	14.0
Valid 4.00	35	35.0	35.0	49.0
5.00	51	51.0	51.0	100.0
Total	100	100.0	100.0	

X1.8

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	17	17.0	17.0	19.0
Valid 4.00	57	57.0	57.0	76.0
5.00	24	24.0	24.0	100.0
Total	100	100.0	100.0	

FREKUENSI JAWABAN RESPONDEN *BRAND IMAGE* (X2)

X2.1

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	20	20.0	20.0	22.0
Valid 4.00	52	52.0	52.0	74.0
5.00	26	26.0	26.0	100.0
Total	100	100.0	100.0	

X2.2

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	3	3.0	3.0	3.0
3.00	33	33.0	33.0	36.0
Valid 4.00	48	48.0	48.0	84.0
5.00	16	16.0	16.0	100.0
Total	100	100.0	100.0	

X2.3

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	3	3.0	3.0	3.0
3.00	14	14.0	14.0	17.0
Valid 4.00	35	35.0	35.0	52.0
5.00	48	48.0	48.0	100.0
Total	100	100.0	100.0	

X2.4

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	3	3.0	3.0	3.0
Valid 3.00	25	25.0	25.0	28.0
4.00	50	50.0	50.0	78.0

5.00	22	22.0	22.0	100.0
Total	100	100.0	100.0	

X2.5

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	23	23.0	23.0	25.0
Valid 4.00	49	49.0	49.0	74.0
5.00	26	26.0	26.0	100.0
Total	100	100.0	100.0	

X2.6

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
3.00	18	18.0	18.0	22.0
Valid 4.00	50	50.0	50.0	72.0
5.00	28	28.0	28.0	100.0
Total	100	100.0	100.0	

FREKUENSI JAWABAN RESPONDEN MINAT BELI (Y)

Y1.1

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
3.00	25	25.0	25.0	29.0
Valid 4.00	46	46.0	46.0	75.0
5.00	25	25.0	25.0	100.0
Total	100	100.0	100.0	

Y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	8	8.0	8.0	8.0
3.00	10	10.0	10.0	18.0
Valid 4.00	70	70.0	70.0	88.0
5.00	12	12.0	12.0	100.0
Total	100	100.0	100.0	

Y1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	2	2.0	2.0	2.0
2.00	4	4.0	4.0	6.0
Valid 3.00	15	15.0	15.0	21.0
4.00	57	57.0	57.0	78.0
5.00	22	22.0	22.0	100.0
Total	100	100.0	100.0	

Y1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	3	3.0	3.0	3.0
3.00	29	29.0	29.0	32.0
Valid 4.00	33	33.0	33.0	65.0
5.00	35	35.0	35.0	100.0
Total	100	100.0	100.0	

Y1.5

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	18	18.0	18.0	20.0
Valid 4.00	33	33.0	33.0	53.0
5.00	47	47.0	47.0	100.0
Total	100	100.0	100.0	

Y1.6

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	9	9.0	9.0	9.0
3.00	17	17.0	17.0	26.0
Valid 4.00	50	50.0	50.0	76.0
5.00	24	24.0	24.0	100.0
Total	100	100.0	100.0	

LAMPIRAN 8**UJI NORMALITAS****One-Sample Kolmogorov-Smirnov Test**

		Unstandardiz ed Residual
N		100
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	2.87793898
	Absolute	.090
Most Extreme Differences	Positive	.054
	Negative	-.090
Kolmogorov-Smirnov Z		.895
Asymp. Sig. (2-tailed)		.399

a. Test distribution is Normal.

b. Calculated from data.

LAMPIRAN 9**UJI LINEARITAS****BRAND AWARENESS (X1)****ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Minat Beli * Brand Awaress		(Combined)	134.946	13	10.380	1.181	.307
	Between	Linearity	28.430	1	28.430	3.235	.076
	Groups	Deviation from	106.516	12	8.876	1.010	.447
		Linearity					
		Within Groups	755.804	86	8.788		
	Total	890.750	99				

UJI LINEARITAS**BRAND IMAGE (X2)****ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Minat Beli * Brand Image		(Combined)	105.479	13	8.114	.889	.568
	Between	Linearity	25.249	1	25.249	2.765	.100
	Groups	Deviation from	80.230	12	6.686	.732	.716
		Linearity					
		Within Groups	785.271	86	9.131		
	Total	890.750	99				

LAMPIRAN 10

UJI HOMOGENITAS

BRAND AWARENESS (X1)

ANOVA

Brand Awareness

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	134.946	13	10.380	1.181	.307
Within Groups	755.804	86	8.788		
Total	890.750	99			

ANOVA

Brand Image

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	105.479	13	8.114	.889	.568
Within Groups	785.271	86	9.131		
Total	890.750	99			

LAMPIRAN 11

UJI MULTIKOLINEARITAS

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	9.728	4.928		1.974	.051		
Brand Awarness	.262	.113	.233	2.321	.022	.942	1.062
Brand Image	.233	.104	.225	2.238	.027	.942	1.062

a. Dependent Variable: Minat Beli

LAMPIRAN 12

UJI REGRESI LINEAR BERGANDA

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	9.728	4.928	
Brand Awarness	.262	.113	.233
Brand Image	.233	.104	.225

a. Dependent Variable: Minat Beli

LAMPIRAN 13

UJI T

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.728	4.928		1.974	.051
Brand Awaress	.262	.113	.233	2.321	.022
Brand Image	.233	.104	.225	2.238	.027

a. Dependent Variable: Minat Beli

LAMPIRAN 14

UJI F

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	70.779	2	35.390	4.186	.018 ^b
Residual	819.971	97	8.453		
Total	890.750	99			

a. Dependent Variable: Minat Beli

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