

Lampiran : III

Hasil output Uji Validitas Dan Reabilitas

1. Hasil Uji Validitas Citra Merek (X1)

		Correlations						SKOR_TO TAL
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	
X1.1	Pearson Correlation	1	.553**	.520**	.474**	.396**	.420**	.728**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	184	184	184	184	184	184	184
X1.2	Pearson Correlation	.553**	1	.509**	.539**	.403**	.364**	.733**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	184	184	184	184	184	184	184
X1.3	Pearson Correlation	.520**	.509**	1	.532**	.568**	.473**	.786**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	184	184	184	184	184	184	184
X1.4	Pearson Correlation	.474**	.539**	.532**	1	.580**	.472**	.793**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	184	184	184	184	184	184	184
X1.5	Pearson Correlation	.396**	.403**	.568**	.580**	1	.465**	.751**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	184	184	184	184	184	184	184
X1.6	Pearson Correlation	.420**	.364**	.473**	.472**	.465**	1	.736**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	184	184	184	184	184	184	184
SKOR_TOT AL	Pearson Correlation	.728**	.733**	.786**	.793**	.751**	.736**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	184	184	184	184	184	184	184

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

2. Hasil Uji Validitas Harga (X2)

		Correlations				
		X2.1	X2.2	X2.3	X2.4	Skor_total
X2.1	Pearson Correlation	1	.473**	.520**	.594**	.807**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	184	184	184	184	184
X2.2	Pearson Correlation	.473**	1	.662**	.410**	.770**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	184	184	184	184	184
X2.3	Pearson Correlation	.520**	.662**	1	.480**	.812**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	184	184	184	184	184
X2.4	Pearson Correlation	.594**	.410**	.480**	1	.812**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	184	184	184	184	184
Skor_total	Pearson Correlation	.807**	.770**	.812**	.812**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	184	184	184	184	184

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

3. Hasil Uji Validitas Keputusan Pembelian (Y) Validitas Keputusan Pembelian (Y)

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Skor_total
Y1	Pearson Correlation	1	.538**	.487**	.540**	.526**	.616**	.486**	.368**	.488**	.736**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	184	184	184	184	184	184	184	184	184	184
Y2	Pearson Correlation	.538**	1	.560**	.604**	.643**	.462**	.497**	.365**	.555**	.768**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	184	184	184	184	184	184	184	184	184	184
Y3	Pearson Correlation	.487**	.560**	1	.708**	.598**	.485**	.502**	.336**	.333**	.715**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	184	184	184	184	184	184	184	184	184	184
Y4	Pearson Correlation	.540**	.604**	.708**	1	.668**	.577**	.580**	.351**	.410**	.784**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	184	184	184	184	184	184	184	184	184	184
Y5	Pearson Correlation	.526**	.643**	.598**	.668**	1	.546**	.659**	.560**	.544**	.843**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	184	184	184	184	184	184	184	184	184	184
Y6	Pearson Correlation	.616**	.462**	.485**	.577**	.546**	1	.653**	.460**	.452**	.760**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	184	184	184	184	184	184	184	184	184	184
Y7	Pearson Correlation	.486**	.497**	.502**	.580**	.659**	.653**	1	.453**	.435**	.763**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	184	184	184	184	184	184	184	184	184	184
Y8	Pearson Correlation	.368**	.365**	.336**	.351**	.560**	.460**	.453**	1	.601**	.684**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	184	184	184	184	184	184	184	184	184	184
Y9	Pearson Correlation	.488**	.555**	.333**	.410**	.544**	.452**	.435**	.601**	1	.740**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	184	184	184	184	184	184	184	184	184	184
Skor_total	Pearson Correlation	.736**	.768**	.715**	.784**	.843**	.760**	.763**	.684**	.740**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	184	184	184	184	184	184	184	184	184	184

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

Hasil Uji Reliabilitas

1. Hasil Uji Reliabilitas Citra Merek (X1)

Case Processing Summary

		N	%
Cases	Valid	184	100.0
	Excluded ^a	0	.0
	Total	184	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.844	6

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	21.48	9.366	.611	.821
X1.2	21.58	9.131	.607	.821
X1.3	21.60	8.984	.684	.808
X1.4	21.66	8.718	.684	.806
X1.5	21.84	9.033	.631	.817
X1.6	21.84	8.396	.564	.837

2. Hasil Uji Reliabilitas Harga (X2)

Case Processing Summary

		N	%
Cases	Valid	184	100.0
	Excluded ^a	0	.0
	Total	184	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.805	4

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	11.86	4.872	.653	.741
X2.2	11.37	5.163	.606	.764
X2.3	11.47	4.939	.668	.737
X2.4	12.17	4.210	.593	.786

3. Hasil uji Reliabilitas Keputusan Pembelian (Y)

Case Processing Summary

		N	%
Cases	Valid	184	100.0
	Excluded ^a	0	.0
	Total	184	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.901	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	31.35	40.239	.660	.891
Y2	31.35	39.266	.696	.888
Y3	31.14	41.390	.645	.893
Y4	31.13	39.520	.719	.887
Y5	31.20	38.238	.792	.881
Y6	31.20	40.369	.695	.889
Y7	31.28	40.182	.697	.889
Y8	31.73	39.434	.577	.899
Y9	31.80	37.309	.633	.897

Lampiran : IV

Rekapitulasi Hasil Statistik

Descriptive Statistics

	Mean	Std. Deviation	N
KP (Y)	28.77074	6.166714	184
CM (X1)	22.10573	3.840536	184
HAR (X2)	13.64951	2.904311	184

Correlations

		KP (Y)	CM (X1)	HAR (X2)
Pearson Correlation	KP (Y)	1.000	.717	.821
	CM (X1)	.717	1.000	.643
	HAR (X2)	.821	.643	1.000
Sig. (1-tailed)	KP (Y)	.	.000	.000
	CM (X1)	.000	.	.000
	HAR (X2)	.000	.000	.
N	KP (Y)	184	184	184
	CM (X1)	184	184	184
	HAR (X2)	184	184	184

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.857 ^a	.734	.731	3.196480	1.874

a. Predictors: (Constant), HAR (X2), CM (X1)

b. Dependent Variable: KP (Y)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5109.825	2	2554.913	250.053	.000 ^b
	Residual	1849.365	181	10.217		
	Total	6959.190	183			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Harga, Citra Merek

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9.90220	37.88708	28.77074	5.284179	184
Std. Predicted Value	-3.571	1.725	.000	1.000	184
Standard Error of Predicted Value	.236	1.019	.386	.133	184
Adjusted Predicted Value	9.50593	38.03307	28.77133	5.296077	184
Residual	-10.291888	6.447317	.000000	3.178965	184
Std. Residual	-3.220	2.017	.000	.995	184
Stud. Residual	-3.238	2.032	.000	1.003	184
Deleted Residual	-10.408006	6.546538	-.000595	3.233281	184
Stud. Deleted Residual	-3.327	2.050	-.002	1.010	184
Mahal. Distance	.005	17.599	1.989	2.448	184
Cook's Distance	.000	.116	.006	.012	184
Centered Leverage Value	.000	.096	.011	.013	184

a. Dependent Variable: KP (Y)

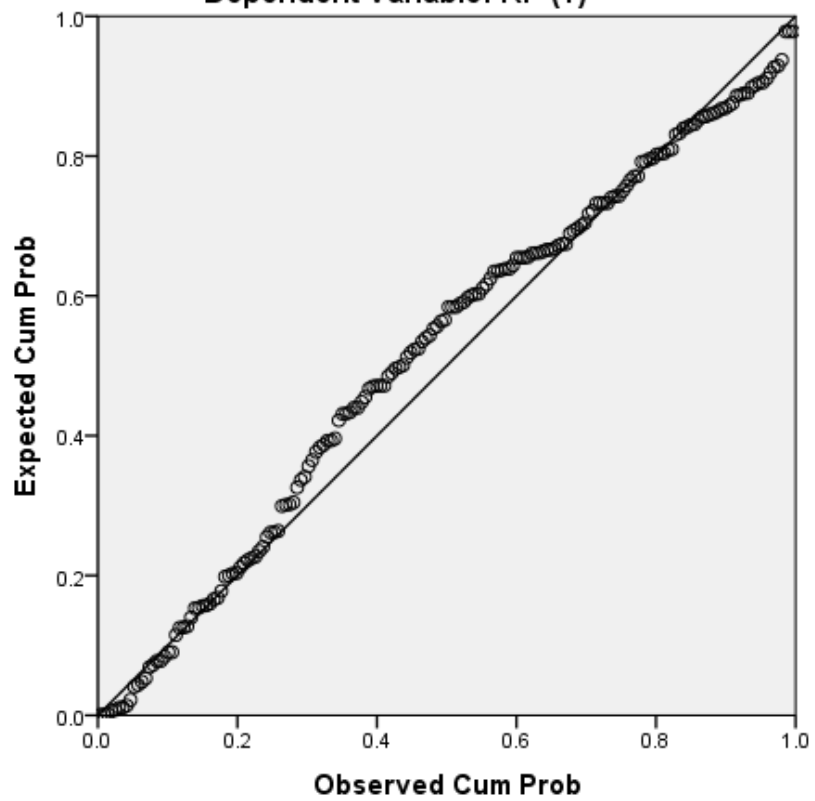
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9.90220	37.88708	28.77074	5.284179	184
Residual	-10.291888	6.447317	.000000	3.178965	184
Std. Predicted Value	-3.571	1.725	.000	1.000	184
Std. Residual	-3.220	2.017	.000	.995	184

a. Dependent Variable: Keputusan Pembelian

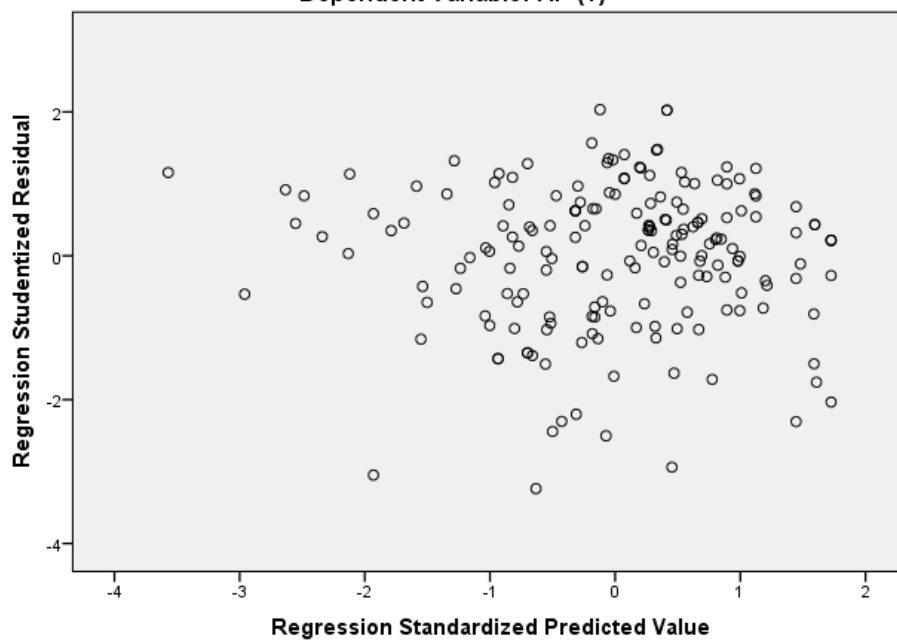
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: KP (Y)



Scatterplot

Dependent Variable: KP (Y)



Lampiran : V

Hasil Uji Hipotesis

1. Korelasi *Product Moment* Citra Merek Terhadap Keputusan Pembelian
Correlations

		Citra Merek	Keputusan Pembelian
Citra Merek	Pearson Correlation	1	.724**
	Sig. (2-tailed)		.000
	N	184	184
Keputusan Pembelian	Pearson Correlation	.724**	1
	Sig. (2-tailed)	.000	
	N	184	184

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

2. Korelasi *Product Moment* Harga Terhadap Keputusan Pembelian

Correlations

		Harga (X2)	Keputusan Pembelian (Y)
Harga (X2)	Pearson Correlation	1	.620**
	Sig. (2-tailed)		.000
	N	184	28
Keputusan Pembelian (Y)	Pearson Correlation	.620**	1
	Sig. (2-tailed)	.000	
	N	28	184

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

3. Korelasi ganda Uji Simultan Citra Merek, Harga Terhadap keputusan Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.846 ^a	.715	.712	3.77248	.715	227.398	2	181	.000

a. Predictors: (Constant), Harga, Citra Merek