

Citra Merek (X₁)

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.987	.987	10

Uji Validitas

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	20078.27	63323897.896	.916	.987
P2	20042.05	63394273.260	.906	.987
P3	20042.15	63093292.472	.930	.986
P4	20078.49	63391871.646	.910	.987
P5	19586.42	61866198.771	.954	.985
P6	19644.51	61843015.707	.958	.985
P7	19615.85	61897466.654	.952	.985
P8	19615.94	61872612.461	.954	.985
P9	20078.27	63323897.896	.916	.987
P10	19615.94	61872612.461	.954	.985

Kualitas Pelayanan (X₂)

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.983	.983	10

Uji Validitas

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P11	20506.20	60326054.202	.953	.980
P12	20474.21	60419307.056	.945	.980
P13	21011.07	62364219.056	.864	.982
P14	21011.21	62433110.713	.858	.983
P15	21010.80	62297271.919	.869	.982
P16	20474.21	60419307.056	.945	.980
P17	20506.20	60326054.202	.953	.980
P18	20474.02	60566561.979	.934	.980
P19	21010.80	62297271.919	.869	.982
P20	20474.21	60419307.056	.945	.980

Keputusan Pembelian (Y)

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.977	.977	10

Uji Validitas

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P21	21185.57	60776060.106	.803	.978
P22	21932.89	58711408.867	.924	.974
P23	21933.03	58570943.908	.934	.974
P24	21933.05	58706373.664	.924	.974
P25	21933.05	58780403.583	.919	.974
P26	21932.86	58637135.556	.929	.974
P27	22433.42	60578328.185	.846	.976
P28	22433.42	60578328.185	.846	.976
P29	22433.42	60578328.185	.846	.976
P30	21932.86	58637135.556	.929	.974

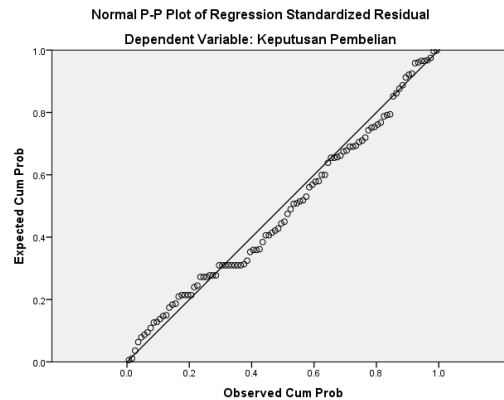
Uji Korelasi Pearson

Correlations

		Citra Merek	Kualitas Pelayanan	Keputusan Pembelian
Citra Merek	Pearson Correlation	1	.742	.721
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Kualitas Pelayanan	Pearson Correlation	.742	1	.748
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Keputusan Pembelian	Pearson Correlation	.721	.748	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

Uji Asumsi Klasik

Uji Normalitas



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	526.59102236
Most Extreme Differences	Absolute	.070
	Positive	.070
	Negative	-.047
Kolmogorov-Smirnov Z		.700
Asymp. Sig. (2-tailed)		.711

a. Test distribution is Normal.

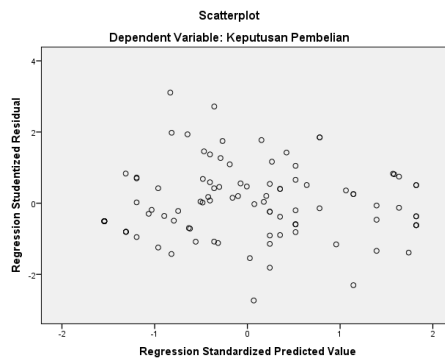
b. Calculated from data.

Uji Multikolenieritas

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Citra Merek	.450	2.223
Kualitas Pelayanan	.450	2.223

a. Dependent Variable: Keputusan Pembelian

Uji Heteroskedatisitas



Analisis Regresi Linear Berganda

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	577.977	157.367		3.673	.000
Citra Merek	.360	.091	.370	3.968	.000
Kualitas Pelayanan	.467	.092	.474	5.087	.000

a. Dependent Variable: Keputusan Pembelian

Pengujian Hipotesis

Uji t (Parsial)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	577.977	157.367		3.673	.000
Citra Merek	.360	.091	.370	3.968	.000
Kualitas Pelayanan	.467	.092	.474	5.087	.000

a. Dependent Variable: Keputusan Pembelian

Uji F (Simultan)

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	45019476.132	2	22509738.066	79.535	.000 ^a
Residual	27452512.378	97	283015.592		
Total	72471988.510	99			

a. Predictors: (Constant), Kualitas Pelayanan, Citra Merek

b. Dependent Variable: Keputusan Pembelian

Koefisien Determinasi Simultan

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788 ^a	.621	.613	531.992

a. Predictors: (Constant), Kualitas Pelayanan, Citra Merek

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model	Standardized Coefficients	Correlations
	Beta	Zero-order
1 (Constant)		
Citra Merek	.370	.721
Kualitas Pelayanan	.474	.748

a. Dependent Variable: Keputusan Pembelian