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Lampiran

Uji Validitas Citra Merek (X₁)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	CITRA_MEREK
X1.1	Pearson Correlation	1	.178	.222 ⁺	.049	.112	-.029	.474 ^{**}
	Sig. (2-tailed)		.115	.048	.667	.324	.799	.000
	N	80	80	80	80	80	80	80
X1.2	Pearson Correlation	.178	1	.176	.208	.225 ⁺	-.093	.498 ^{**}
	Sig. (2-tailed)	.115		.118	.064	.045	.411	.000
	N	80	80	80	80	80	80	80
X1.3	Pearson Correlation	.222 ⁺	.176	1	.234 ⁺	.170	-.050	.572 ^{**}
	Sig. (2-tailed)	.048	.118		.036	.133	.658	.000

	N	80	80	80	80	80	80	80
X1.4	Pearson Correlation	.049	.208	.234*	1	.319**	.219	.617**
	Sig. (2-tailed)	.667	.064	.036		.004	.051	.000
	N	80	80	80	80	80	80	80
X1.5	Pearson Correlation	.112	.225*	.170	.319**	1	.141	.612**
	Sig. (2-tailed)	.324	.045	.133	.004		.212	.000
	N	80	80	80	80	80	80	80
X1.6	Pearson Correlation	-.029	-.093	-.050	.219	.141	1	.407**
	Sig. (2-tailed)	.799	.411	.658	.051	.212		.000
	N	80	80	80	80	80	80	80
CITRA_	Pearson Correlation	.474**	.498**	.572**	.617**	.612**	.407**	1
MEREK	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	80	80	80	80	80	80	80

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

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

Uji Validitas Harga (X₂)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	HARGA
X2.1	Pearson Correlation	1	.327**	.229*	.342**	.041	-.104	.562**
	Sig. (2-tailed)		.003	.041	.002	.721	.358	.000
	N	80	80	80	80	80	80	80
X2.2	Pearson Correlation	.327**	1	.164	.425**	.219	.082	.643**
	Sig. (2-tailed)	.003		.147	.000	.051	.471	.000
	N	80	80	80	80	80	80	80
X2.3	Pearson Correlation	.229*	.164	1	.222*	.165	.005	.578**
	Sig. (2-tailed)	.041	.147		.048	.144	.963	.000
	N	80	80	80	80	80	80	80
X2.4	Pearson Correlation	.342**	.425**	.222*	1	.290**	.000	.680**
	Sig. (2-tailed)	.002	.000	.048		.009	.993	.000
	N	80	80	80	80	80	80	80
X2.5	Pearson Correlation	.041	.219	.165	.290**	1	.100	.551**
	Sig. (2-tailed)	.721	.051	.144	.009		.380	.000
	N	80	80	80	80	80	80	80
X2.6	Pearson Correlation	-.104	.082	.005	.000	.100	1	.299**
	Sig. (2-tailed)	.358	.471	.963	.993	.380		.007
	N	80	80	80	80	80	80	80

HARGA Pearson Correlation	.562**	.643**	.578**	.680**	.551**	.299**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.007	
N	80	80	80	80	80	80	80

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

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

Uji Validitas Promosi (X₃)

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	PROMOSI
X3.1	Pearson Correlation	1	.066	.176	.149	.098	.306**	.489**
	Sig. (2-tailed)		.560	.119	.187	.386	.006	.000
	N	80	80	80	80	80	80	80
X3.2	Pearson Correlation	.066	1	.290**	.270*	.174	.165	.558**
	Sig. (2-tailed)	.560		.009	.015	.124	.145	.000
	N	80	80	80	80	80	80	80
X3.3	Pearson Correlation	.176	.290**	1	.326**	.309**	.189	.627**

	Sig. (2-tailed)	.119	.009		.003	.005	.093	.000
	N	80	80	80	80	80	80	80
X3.4	Pearson Correlation	.149	.270*	.326**	1	.337**	.186	.657**
	Sig. (2-tailed)	.187	.015	.003		.002	.098	.000
	N	80	80	80	80	80	80	80
X3.5	Pearson Correlation	.098	.174	.309**	.337**	1	.309**	.620**
	Sig. (2-tailed)	.386	.124	.005	.002		.005	.000
	N	80	80	80	80	80	80	80
X3.6	Pearson Correlation	.306**	.165	.189	.186	.309**	1	.610**
	Sig. (2-tailed)	.006	.145	.093	.098	.005		.000
	N	80	80	80	80	80	80	80
PROM	Pearson Correlation	.489**	.558**	.627**	.657**	.620**	.610**	1
OSI	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	80	80	80	80	80	80	80

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

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

Uji Validitas Kualitas Produk (X₄)

Correlations

		X4.1	X4.2	X4.3	X4.4	X4.5	X4.6	X4.7	X4.8	X4.9	X4.10	KUALITAS_ PRODUK
X4.1	Pearson Correlation	1	.286 [*]	.216	.047	.096	.146	.209	.253 [*]	.235 [*]	.283 [*]	.347 ^{**}
	Sig. (2-tailed)		.010	.054	.682	.397	.197	.063	.024	.036	.011	.002
	N	80	80	80	80	80	80	80	80	80	80	80
X4.2	Pearson Correlation	.286 [*]	1	.371 ^{**}	.358 ^{**}	.119	.053	.079	.147	.244 [*]	.188	.349 ^{**}
	Sig. (2-tailed)	.010		.001	.001	.292	.640	.484	.192	.029	.095	.002
	N	80	80	80	80	80	80	80	80	80	80	80
X4.3	Pearson Correlation	.216	.371 ^{**}	1	.222 [*]	.130	.035	.184	.210	.233 [*]	.306 ^{**}	.331 ^{**}
	Sig. (2-tailed)	.054	.001		.048	.249	.759	.103	.062	.038	.006	.003
	N	80	80	80	80	80	80	80	80	80	80	80
X4.4	Pearson Correlation	.047	.358 ^{**}	.222 [*]	1	.275 [*]	.067	.016	.066	.276 [*]	.256 [*]	.293 ^{**}
	Sig. (2-tailed)	.682	.001	.048		.013	.557	.890	.558	.013	.022	.008
	N	80	80	80	80	80	80	80	80	80	80	80
X4.5	Pearson Correlation	.096	.119	.130	.275 [*]	1	.421 ^{**}	.171	.372 ^{**}	.557 ^{**}	.509 ^{**}	.292 ^{**}
	Sig. (2-tailed)	.397	.292	.249	.013		.000	.129	.001	.000	.000	.009
	N	80	80	80	80	80	80	80	80	80	80	80
X4.6	Pearson Correlation	.146	.053	.035	.067	.421 ^{**}	1	.151	.392 ^{**}	.384 ^{**}	.370 ^{**}	.413 ^{**}
	Sig. (2-tailed)	.197	.640	.759	.557	.000		.183	.000	.000	.001	.000

	N	80	80	80	80	80	80	80	80	80	80	80
X4.7	Pearson Correlation	.209	.079	.184	.016	.171	.151	1	.393**	.180	.193	.302**
	Sig. (2-tailed)	.063	.484	.103	.890	.129	.183		.000	.110	.086	.006
	N	80	80	80	80	80	80	80	80	80	80	80
X4.8	Pearson Correlation	.253*	.147	.210	.066	.372**	.392**	.393**	1	.321**	.291**	.370**
	Sig. (2-tailed)	.024	.192	.062	.558	.001	.000	.000		.004	.009	.001
	N	80	80	80	80	80	80	80	80	80	80	80
X4.9	Pearson Correlation	.235*	.244*	.233*	.276*	.557**	.384**	.180	.321**	1	.769**	.470**
	Sig. (2-tailed)	.036	.029	.038	.013	.000	.000	.110	.004		.000	.000
	N	80	80	80	80	80	80	80	80	80	80	80
X4.10	Pearson Correlation	.283*	.188	.306**	.256*	.509**	.370**	.193	.291**	.769**	1	.365**
	Sig. (2-tailed)	.011	.095	.006	.022	.000	.001	.086	.009	.000		.001
	N	80	80	80	80	80	80	80	80	80	80	80
KUALIT AS PROD UK	Pearson Correlation	.347**	.349**	.331**	.293**	.292**	.413**	.302**	.370**	.470**	.365**	1
	Sig. (2-tailed)	.002	.002	.003	.008	.009	.000	.006	.001	.000	.001	
	N	80	80	80	80	80	80	80	80	80	80	80

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

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

Uji Validitas Keputusan Pembelian (Y)

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	KEPUTUSAN_ PEMBELIAN
Y.1	Pearson Correlation	1	.327**	.229*	.072	.041	.041	.470**
	Sig. (2-tailed)		.003	.041	.524	.721	.721	.000
	N	80	80	80	80	80	80	80
Y.2	Pearson Correlation	.327**	1	.164	.202	.219	.219	.557**
	Sig. (2-tailed)	.003		.147	.072	.051	.051	.000
	N	80	80	80	80	80	80	80
Y.3	Pearson Correlation	.229*	.164	1	.231*	.165	.165	.562**
	Sig. (2-tailed)	.041	.147		.039	.144	.144	.000
	N	80	80	80	80	80	80	80
Y.4	Pearson Correlation	.072	.202	.231*	1	.319**	.319**	.568**
	Sig. (2-tailed)	.524	.072	.039		.004	.004	.000
	N	80	80	80	80	80	80	80
Y.5	Pearson Correlation	.041	.219	.165	.319**	1	1.000**	.751**

	Sig. (2-tailed)	.721	.051	.144	.004		.000	.000
	N	80	80	80	80	80	80	80
Y.6	Pearson Correlation	.041	.219	.165	.319**	1.000**	1	.751**
	Sig. (2-tailed)	.721	.051	.144	.004	.000		.000
	N	80	80	80	80	80	80	80
KEPUT	Pearson Correlation	.470**	.557**	.562**	.568**	.751**	.751**	1
USAN_	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
PEMBE	N	80	80	80	80	80	80	80
LIAN								

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

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

UjiReliabilitasCitra Merek (X₁)

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0

Total	80	100.0
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a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.699	7

UjiReliabilitasHarga(X₂)

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.716	7

UjiReliabilitasPromosi (X₃)

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.737	7

UjiReliabilitasKualitasProduk (X₄)

Case Processing Summary

		N	%
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Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.633	11

UjiReliabilitasKeputusanPembelian (Y)

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
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Reliability Statistics

Cronbach's Alpha	N of Items
.744	7

UjiNormalitas (K-S)

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		80
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	.71333928
Most Extreme Differences	Absolute	.079
	Positive	.058
	Negative	-.079
Kolmogorov-Smirnov Z		.711
Asymp. Sig. (2-tailed)		.693
a. Test distribution is Normal.		

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		80
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	.71333928
Most Extreme Differences	Absolute	.079
	Positive	.058
	Negative	-.079
Kolmogorov-Smirnov Z		.711
Asymp. Sig. (2-tailed)		.693

UjiMultikolinearitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.771	1.131		-1.566	.121		
	CITRA_MEREK	.543	.074	.481	7.315	.000	.305	3.274
	HARGA	.426	.077	.382	5.522	.000	.276	3.628
	PROMOSI	.145	.058	.148	2.502	.015	.378	2.645
	KUALITAS_PRODUK	-.019	.010	-.072	-1.934	.057	.951	1.051

a. Dependent Variable: KEPUTUSAN_PEMBELIAN

Uji Heteroskedastisitas (Uji Park)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.598	4.185		.143	.887
	CITRA_MEREK	.007	.275		.005	.979
	HARGA	.008	.285		.006	.977
	PROMOSI	-.053	.215		-.046	.805
	KUALITAS_PRODUK	-.057	.036		-.185	.116

a. Dependent Variable: LnRes_2

UjiLinieritasKeputusanPembelian*Citra Merek

Measures of Association

	R	R Squared	Eta	Eta Squared
KEPUTUSAN_PEMBELIAN * CITRA_MERЕК	.906	.821	.923	.852

UjiLinieritasKeputusanPembelian*Harga

Measures of Association

	R	R Squared	Eta	Eta Squared
KEPUTUSAN_PEMBELIAN * HARGA	.888	.788	.899	.807

UjiLinieritasKeputusanPembelian*Promosi

Measures of Association

	R	R Squared	Eta	Eta Squared
KEPUTUSAN_PEMBELIAN * PROMOSI	.784	.615	.880	.774

Uji Linieritas Keputusan Pembelian * Kualitas Produk

Measures of Association

	R	R Squared	Eta	Eta Squared
KEPUTUSAN_PEMBELIAN * KUALITAS_PRODUK	-.148	.022	.614	.377

Analisis Regresi Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.771	1.131		-1.566	.121
	CITRA_MEREK	.543	.074	.481	7.315	.000
	HARGA	.426	.077	.382	5.522	.000
	PROMOSI	.145	.058	.148	2.502	.015
	KUALITAS_PRODUK	-.019	.010	-.072	-1.934	.047

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-1.771	1.131		-1.566	.121
	CITRA_MEREK	.543	.074	.481	7.315	.000
	HARGA	.426	.077	.382	5.522	.000
	PROMOSI	.145	.058	.148	2.502	.015
	KUALITAS_PRODUK	-.019	.010	-.072	-1.934	.047

a. Dependent Variable: KEPUTUSAN_PEMBELIAN

Uji t(Parsial)**Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-1.771	1.131		-1.566	.121
	CITRA_MEREK	.543	.074	.481	7.315	.000
	HARGA	.426	.077	.382	5.522	.000
	PROMOSI	.145	.058	.148	2.502	.015
	KUALITAS_PRODUK	-.019	.010	-.072	-1.934	.047

Coefficients^a

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	CITRA_MEREK	.543	.074	.481	7.315	.000
	HARGA	.426	.077	.382	5.522	.000
	PROMOSI	.145	.058	.148	2.502	.015
	KUALITAS_PRODUK	-.019	.010	-.072	-1.934	.047

a. Dependent Variable: KEPUTUSAN_PEMBELIAN

Uji F (Simultan)

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	366.288	4	91.572	170.846	.000 ^a

Residual	40.199	75	.536		
Total	406.488	79			

a. Predictors: (Constant), KUALITAS_PRODUK, PROMOSI, CITRA_MEREK, HARGA

b. Dependent Variable: KEPUTUSAN_PEMBELIAN

Uji Koefisien Determinasi R Square

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.949 ^a	.901	.896	.73211

a. Predictors: (Constant), KUALITAS_PRODUK, PROMOSI, CITRA_MEREK, HARGA