LAMPIRAN 1

PETUNJUK PENGISIAN

KUESIONER PENELITIAN

PETUNJUK PENGISIAN

Untuk mempermudah pengisian kuesioner, dapat digunakan petunjuk pengisian sebagai berikut :

1. Isi dan lengkapilah data responden sebelum pengisian kuesioner
2. Bacalah dengan masing-masing pernyataan pada kuesioner
3. Pilih jawaban yang sesuai dengan keadaan diri anda (tidak ada jawaban yang salah karena keadaan masing-masing responden berbeda)

Jawaban dengan memberikan tanda centang (√) pada jawaban yang sudah disediakan. Kuesioner ini akan dapat dipergunakan secara optimal apabila seluruh pernyataan telah terjawab, oleh karena itu dimohon untuk meneliti kembali kuesioner , untuk memastikan bahwa seluruh pernyataan sudah diberi jawaban.

1. Berilah tanda centang (√) pada jawaban yang dipilih.
   a. Sangat Setuju (SS)
   b. Setuju (S)
   c. Netral (N)
   d. Tidak Setuju (TS)
   e. Sangat tidak Setuju (STS)

Identitas responden

1. Usia : ……
2. Jenis kelamin : ……

LAMPIRAN 2

KUESIONER PENELITIAN

KUESIONER PENELITIAN

1. Kesadaran Merek (Brand Awareness)

No.	Pernyataan	Pilihan Jawaban				
		SS	S	N	TS	STS
1.	Apabila diminta untuk menyebutkan merek produk AMDK, maka Aqua adalah pertama kali yang muncul dalam benak saya					
2.	Saya dapat langsung mengenali produk Aqua hanya dengan melihat model dan bentuknya					
3.	Saya dapat mengingat produk Aqua ketika saya ingin minum					
4.	Saya dapat mengenali produk AMDK merek Aqua dengan hanya melihat desain kemasan pada Aqua					

2. Asosiasi Merek (*Brand Association*)

No.	Pernyataan	Pilihan Jawaban				
		SS	S	N	TS	STS
1.	Aqua sangat terjamin kualitasnya karena dibuat oleh perusahaan yang mempunyai reputasi baik					
2.	Saya merasakan manfaat baik setiap mengkonsumsi AMDK merek Aqua					
3.	Aqua mudah sekali ditemui diberbagai tempat					
4.	Saya memilih Aqua karena sesuai dengan kebutuhan gaya hidup saya sehari-hari					

3. Citra Merek (*Brand Image*)

No.	Pernyataan	Pilihan Jawaban				
		SS	S	N	TS	STS
1.	Saya dapat mengenali dengan mudah produk Aqua hanya dengan melihat logo pada Aqua					
2.	Aqua memberikan harga yang sesuai dengan kualitas yang diberikan					
3.	Aqua memiliki citra merek yang baik dikalangan masyarakat					
4.	Produk AMDK merek Aqua lebih unggul dibandingkan dengan yang lain					

4. Keputusan Pembelian (*Purchasing Decition*)

No.	Pernyataan	Pilihan Jawaban				
		SS	S	N	TS	STS
1.	Saya mantap membeli Aqua sebagai pilihan utama karena sesuai dengan kebutuhan					
2.	Saya merasa puas setiap membeli produk AMDK merek Aqua					
3.	Saya akan merekomendasikan Aqua kepada teman dan keluarga untuk menggunakan produk Aqua dalam memenuhi kebutuhan sehari-hari					
4.	Saya lebih tertarik untuk membeli AMDK merek Aqua daripada merek lain yang sejenis					

LAMPIRAN 3

REKAPITULASI PENELITIAN

REKAPITULASI KUESIONER

No.	X1.1	X1.2	X1.3	X1.4	X1	X2.1	X2.2	X2.3	X2.4	X2	X3.1	X3.2	X3.3	X3.4	X3	Y1	Y2	Y3	Y4	Y
1	5	3	5	3	**16**	3	4	5	5	**17**	5	5	5	4	**19**	3	3	3	4	**13**
2	3	5	3	5	**16**	4	3	5	3	**15**	5	4	5	4	**18**	5	4	5	5	**19**
3	5	5	4	5	**19**	5	5	5	5	**20**	5	5	5	4	**19**	5	5	5	5	**20**
4	2	5	2	4	**13**	5	3	4	2	**14**	4	4	5	4	**17**	2	3	3	5	**13**
5	5	2	3	3	**13**	3	3	5	3	**14**	4	4	4	3	**15**	3	3	3	5	**14**
6	5	4	3	4	**16**	4	3	5	3	**15**	4	3	3	3	**13**	3	3	3	4	**13**
7	4	5	4	5	**18**	2	3	5	2	**12**	5	3	5	3	**16**	3	3	3	3	**12**
8	4	4	3	4	**15**	5	4	5	3	**17**	5	4	5	3	**17**	3	4	3	3	**13**
9	3	4	4	4	**15**	3	3	3	3	**12**	5	4	4	3	**16**	5	3	2	4	**14**
10	5	5	4	5	**19**	4	4	5	4	**17**	5	4	4	5	**18**	4	4	4	3	**15**
11	4	4	4	5	**17**	5	5	5	4	**19**	4	5	4	5	**18**	4	4	3	4	**15**
12	4	3	2	4	**13**	3	2	4	3	**12**	4	4	3	3	**14**	3	3	4	3	**13**
13	4	4	4	5	**17**	5	4	5	4	**18**	4	5	5	5	**19**	4	4	4	4	**16**
14	5	5	4	4	**18**	4	5	5	3	**17**	5	4	5	5	**19**	4	4	4	4	**16**
15	4	5	4	5	**18**	3	3	3	3	**12**	5	5	4	4	**18**	5	5	4	5	**19**
16	4	5	4	5	**18**	4	3	5	3	**15**	5	4	5	4	**18**	4	4	4	4	**16**
17	5	4	5	4	**18**	5	3	5	4	**17**	5	5	5	4	**19**	5	5	4	5	**19**
18	5	5	4	5	**19**	5	4	5	5	**19**	5	4	5	5	**19**	5	5	4	5	**19**
19	3	4	3	3	**13**	3	3	4	3	**13**	4	4	4	3	**15**	4	3	3	3	**13**
20	2	3	4	4	**13**	2	3	5	3	**13**	4	4	5	2	**15**	3	4	3	3	**13**
21	4	5	5	5	**19**	5	5	5	5	**20**	4	5	5	5	**19**	4	4	4	4	**16**
22	5	4	5	4	**18**	4	5	5	4	**18**	4	4	5	4	**17**	4	5	4	5	**18**
23	4	3	4	3	**14**	4	4	5	3	**16**	4	5	5	4	**18**	4	4	5	4	**17**
24	4	4	4	4	**16**	5	5	5	4	**19**	4	5	5	4	**18**	4	4	4	5	**17**
25	4	5	4	5	**18**	4	5	4	5	**18**	5	4	5	4	**18**	4	5	4	5	**18**
26	4	5	4	5	**18**	5	4	5	4	**18**	4	5	4	5	**18**	4	5	4	5	**18**
27	5	4	5	5	**19**	5	5	4	5	**19**	5	5	4	5	**19**	5	4	5	4	**18**
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31	5	4	5	4	**18**	4	3	5	4	**16**	4	4	5	3	**16**	4	5	3	3	**15**
32	4	3	5	2	**14**	1	4	3	3	**11**	4	4	5	4	**17**	4	5	3	2	**14**
33	5	4	5	1	**15**	5	4	3	4	**16**	5	3	4	4	**16**	5	1	3	4	**13**
34	5	2	3	4	**14**	4	3	5	2	**14**	5	5	5	2	**17**	4	4	4	4	**16**
35	5	2	4	4	**15**	5	4	2	4	**15**	4	3	5	4	**16**	3	4	5	4	**16**
36	2	4	3	3	**12**	1	5	3	4	**13**	3	5	2	4	**14**	4	5	2	4	**15**
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40	4	5	3	4	**16**	1	4	5	3	**13**	5	4	3	5	**17**	5	4	5	3	**17**
41	4	5	1	3	**13**	5	4	5	4	**18**	1	3	5	4	**13**	5	4	3	5	**17**
42	2	2	3	1	**8**	3	2	4	2	**11**	4	5	4	4	**17**	3	4	2	3	**12**
43	4	4	5	3	**16**	5	4	5	3	**17**	5	4	4	3	**16**	4	4	3	3	**14**
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45	2	3	2	1	**8**	4	3	4	2	**13**	4	2	4	4	**14**	3	4	2	3	**12**
46	3	4	4	3	**14**	3	5	2	3	**13**	3	4	2	3	**12**	3	5	2	4	**14**
47	3	2	4	4	**13**	5	3	4	4	**16**	4	5	3	3	**15**	4	4	3	2	**13**
48	5	5	5	5	**20**	5	5	5	5	**20**	5	5	5	5	**20**	5	5	5	5	**20**
49	5	5	5	5	**20**	4	3	5	5	**17**	4	5	3	4	**16**	5	4	3	5	**17**
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53	5	5	3	4	**17**	4	5	5	5	**19**	4	4	3	3	**14**	5	5	5	5	**20**
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58	5	5	4	3	**17**	5	4	3	4	**16**	4	3	2	3	**12**	5	5	2	4	**16**
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62	4	4	3	3	**14**	5	4	4	3	**16**	5	5	4	4	**18**	4	4	2	2	**12**
63	3	4	5	5	**17**	4	3	3	4	**14**	4	5	5	5	**19**	5	5	5	3	**18**
64	4	4	3	4	**15**	5	4	4	5	**18**	4	5	4	5	**18**	5	5	2	3	**15**
65	5	4	4	5	**18**	5	5	5	5	**20**	5	5	5	3	**18**	4	4	5	2	**15**
66	5	5	5	3	**18**	5	4	4	3	**16**	5	5	5	4	**19**	5	5	2	2	**14**
67	4	4	3	4	**15**	5	4	5	5	**19**	5	5	5	5	**20**	4	4	4	2	**14**
68	4	4	5	3	**16**	4	4	3	3	**14**	4	4	3	2	**13**	4	4	3	2	**13**
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71	4	4	3	3	**14**	5	5	4	4	**18**	4	5	5	5	**19**	4	3	3	2	**12**
72	5	5	4	5	**19**	3	4	4	5	**16**	5	3	3	4	**15**	5	4	4	2	**15**
73	5	4	4	4	**17**	5	5	3	3	**16**	5	5	3	4	**17**	4	4	3	3	**14**
74	4	5	5	5	**19**	3	4	4	5	**16**	3	2	3	3	**11**	2	3	4	4	**13**
75	4	4	5	5	**18**	5	5	5	4	**19**	4	4	4	4	**16**	4	3	4	4	**15**
76	3	4	4	4	**15**	2	4	4	4	**14**	4	4	5	4	**17**	4	4	4	5	**17**
77	3	4	4	4	**15**	4	5	5	5	**19**	3	4	4	4	**15**	4	4	4	4	**16**
78	4	4	5	5	**18**	4	5	5	5	**19**	4	5	5	5	**19**	5	5	5	5	**20**
79	3	5	5	5	**18**	5	5	5	5	**20**	4	4	4	5	**17**	4	4	3	2	**13**

80	4	5	5	5	**19**	5	5	5	5	**20**	5	4	5	5	**19**	4	5	5	5	**19**
81	4	5	5	5	**19**	5	5	5	5	**20**	4	4	4	5	**17**	4	4	4	4	**16**
82	5	5	5	5	**20**	5	5	5	5	**20**	5	5	5	5	**20**	5	5	5	5	**20**
83	4	4	2	4	**14**	4	4	3	4	**15**	4	5	5	5	**19**	4	3	4	5	**16**
84	4	4	5	5	**18**	3	3	4	4	**14**	4	4	3	5	**16**	5	5	5	5	**20**
85	4	4	3	3	**14**	4	4	4	5	**17**	4	4	5	5	**18**	5	5	5	5	**20**
86	5	5	5	5	**20**	4	4	4	5	**17**	4	4	4	4	**16**	4	4	4	4	**16**
87	3	4	5	5	**17**	5	5	4	5	**19**	3	4	4	3	**14**	4	3	4	4	**15**
88	4	5	4	5	**18**	5	4	5	2	**16**	4	4	5	4	**17**	4	5	4	5	**18**
89	5	5	3	3	**16**	3	2	2	3	**10**	4	4	4	4	**16**	4	4	4	2	**14**
90	5	5	5	5	**20**	4	4	5	5	**18**	5	4	4	5	**18**	5	4	5	5	**19**
91	4	4	3	3	**14**	5	4	3	4	**16**	4	4	5	4	**17**	4	4	4	4	**16**
92	2	4	3	5	**14**	3	2	4	4	**13**	4	4	4	5	**17**	4	4	4	3	**15**
93	5	5	4	5	**19**	5	4	5	5	**19**	4	5	5	4	**18**	5	5	4	5	**19**
94	2	3	4	4	**13**	4	4	5	5	**18**	4	4	4	4	**16**	3	3	3	4	**13**
95	4	4	4	5	**17**	5	5	5	5	**20**	4	4	4	4	**16**	4	4	4	4	**16**
96	3	4	4	4	**15**	4	5	5	5	**19**	4	5	4	4	**17**	4	4	4	4	**16**
97	4	4	4	4	**16**	5	5	5	5	**20**	4	4	4	4	**16**	4	5	5	4	**18**
98	4	4	4	5	**17**	5	4	4	4	**17**	4	5	4	5	**18**	4	4	5	4	**17**
99	4	4	5	4	**17**	4	4	4	4	**16**	4	5	5	4	**18**	4	4	4	4	**16**
100	4	5	4	5	**18**	3	5	3	4	**15**	4	4	4	4	**16**	4	4	4	4	**16**

LAMPIRAN 4

FREKUENSI PERNYATAAN RESPONDEN

FREKUENSI PERNYATAAN KUESIONER

1. *Brand Awareness* (Kesadaran Merek)

Statistics

		X1_1	X1_2	X1_3	X1_4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4,0900	4,1800	3,9000	3,9500

X1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	8	8,0	8,0	8,0
	NETRAL	13	13,0	13,0	21,0
	SETUJU	41	41,0	41,0	62,0
	SANGAT SETUJU	38	38,0	38,0	100,0
	Total	100	100,0	100,0	

X1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	5	5,0	5,0	5,0
	NETRAL	11	11,0	11,0	16,0
	SETUJU	45	45,0	45,0	61,0
	SANGAT SETUJU	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

X1_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	1	1,0	1,0	1,0
	TIDAK SETUJU	6	6,0	6,0	7,0
	NETRAL	23	23,0	23,0	30,0
	SETUJU	42	42,0	42,0	72,0
	SANGAT SETUJU	28	28,0	28,0	100,0
	Total	100	100,0	100,0	

X1_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	5	5,0	5,0	5,0
	TIDAK SETUJU	3	3,0	3,0	8,0
	NETRAL	22	22,0	22,0	30,0
	SETUJU	32	32,0	32,0	62,0
	SANGAT SETUJU	38	38,0	38,0	100,0
	Total	100	100,0	100,0	

2. *Brand Association* (Asosiasi Merek)

Statistics

		X2_1	X2_2	X2_3	X2_4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4,1300	4,0500	4,2400	3,9700

X2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	5	5,0	5,0	5,0
	NETRAL	19	19,0	19,0	24,0
	SETUJU	42	42,0	42,0	66,0
	SANGAT SETUJU	34	34,0	34,0	100,0
	Total	100	100,0	100,0	

X2_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	1	1,0	1,0	1,0
	TIDAK SETUJU	5	5,0	5,0	6,0
	NETRAL	15	15,0	15,0	21,0
	SETUJU	27	27,0	27,0	48,0
	SANGAT SETUJU	52	52,0	52,0	100,0
	Total	100	100,0	100,0	

X2_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	7	7,0	7,0	7,0
	NETRAL	26	26,0	26,0	33,0
	SETUJU	30	30,0	30,0	63,0
	SANGAT SETUJU	37	37,0	37,0	100,0
	Total	100	100,0	100,0	

3. *Brand Image* (Citra Merek)

Statistics

		X3_1	X3_2	X3_3	X3_4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4,3000	4,2300	4,2100	3,9100

X3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	1	1,0	1,0	1,0
	NETRAL	6	6,0	6,0	7,0
	SETUJU	54	54,0	54,0	61,0
	SANGAT SETUJU	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

X3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	3	3,0	3,0	3,0
	NETRAL	10	10,0	10,0	13,0
	SETUJU	48	48,0	48,0	61,0
	SANGAT SETUJU	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

X3_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	4	4,0	4,0	4,0
	NETRAL	14	14,0	14,0	18,0
	SETUJU	39	39,0	39,0	57,0
	SANGAT SETUJU	43	43,0	43,0	100,0
	Total	100	100,0	100,0	

X3_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	1	1,0	1,0	1,0
	TIDAK SETUJU	5	5,0	5,0	6,0
	NETRAL	24	24,0	24,0	30,0
	SETUJU	42	42,0	42,0	72,0
	SANGAT SETUJU	28	28,0	28,0	100,0
	Total	100	100,0	100,0	

4. *Purchasing Decition* (Keputusan Pembelian)

Statistics

		Y1	Y2	Y3	Y4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4,1500	4,0600	3,7100	3,8200

Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	3	3,0	3,0	3,0
	NETRAL	14	14,0	14,0	17,0
	SETUJU	48	48,0	48,0	65,0
	SANGAT SETUJU	35	35,0	35,0	100,0
	Total	100	100,0	100,0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	1	1,0	1,0	1,0
	TIDAK SETUJU	1	1,0	1,0	2,0
	NETRAL	18	18,0	18,0	20,0
	SETUJU	51	51,0	51,0	71,0
	SANGAT SETUJU	29	29,0	29,0	100,0
	Total	100	100,0	100,0	

Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	13	13,0	13,0	13,0
	NETRAL	24	24,0	24,0	37,0
	SETUJU	42	42,0	42,0	79,0
	SANGAT SETUJU	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

Y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	14	14,0	14,0	14,0
	NETRAL	20	20,0	20,0	34,0
	SETUJU	36	36,0	36,0	70,0
	SANGAT SETUJU	30	30,0	30,0	100,0
	Total	100	100,0	100,0	

LAMPIRAN 5
UJI VALIDITAS DAN UJI RELIABILITAS

HASIL UJI VALIDITAS DAN UJI RELIABILITAS

1. *Brand Awareness* (Kesadaran Merek)

1.1 Uji Validitas

Correlations

		X1_1	X1_2	X1_3	X1_4	SUMX1
X1_1	Pearson Correlation	1	,289**	,168	,209*	,617**
	Sig. (2-tailed)		,004	,094	,037	,000
	N	100	100	100	100	100
X1_2	Pearson Correlation	,289**	1	,159	,418**	,679**
	Sig. (2-tailed)	,004		,115	,000	,000
	N	100	100	100	100	100
X1_3	Pearson Correlation	,168	,159	1	,259**	,597**
	Sig. (2-tailed)	,094	,115		,009	,000
	N	100	100	100	100	100
X1_4	Pearson Correlation	,209*	,418**	,259**	1	,749**
	Sig. (2-tailed)	,037	,000	,009		,000
	N	100	100	100	100	100
SUMX1	Pearson Correlation	,617**	,679**	,597**	,749**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

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

1.2 Uji Reliabilitas

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,758	,780	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1_1	28,15	19,846	,482	.	,739
X1_2	28,06	19,734	,573	.	,726
X1_3	28,34	20,004	,457	.	,745
X1_4	28,29	17,703	,624	.	,694
SUMX1	16,12	6,147	1,000	.	,569

2. *Brand Association* (Asosiasi Merek)

2.1 Uji Validitas

Correlations

		X2_1	X2_2	X2_3	X2_4	SUMX2
X2_1	Pearson Correlation	1	,370**	,235*	,210*	,705**
	Sig. (2-tailed)		,000	,019	,036	,000
	N	100	100	100	100	100
X2_2	Pearson Correlation	,370**	1	,109	,378**	,676**
	Sig. (2-tailed)	,000		,282	,000	,000
	N	100	100	100	100	100
X2_3	Pearson Correlation	,235*	,109	1	,228*	,599**
	Sig. (2-tailed)	,019	,282		,022	,000
	N	100	100	100	100	100
X2_4	Pearson Correlation	,210*	,378**	,228*	1	,676**
	Sig. (2-tailed)	,036	,000	,022		,000
	N	100	100	100	100	100
SUMX2	Pearson Correlation	,705**	,676**	,599**	,676**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

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

2.2 Uji Reliabilitas

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,760	,782	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1_1	28,15	19,846	,482	.	,739
X1_2	28,06	19,734	,573	.	,726
X1_3	28,34	20,004	,457	.	,745
X1_4	28,29	17,703	,624	.	,694
SUMX1	16,12	6,147	1,000	.	,569

3. ***Brand Image*** **(Citra Merek)**

3.1 Uji Validitas

Correlations

		X3_1	X3_2	X3_3	X3_4	SUMX3
X3_1	Pearson Correlation	1	,242*	,157	-,055	,479**
	Sig. (2-tailed)		,015	,120	,587	,000
	N	100	100	100	100	100
X3_2	Pearson Correlation	,242*	1	,165	,255*	,654**
	Sig. (2-tailed)	,015		,102	,010	,000
	N	100	100	100	100	100
X3_3	Pearson Correlation	,157	,165	1	,268**	,666**
	Sig. (2-tailed)	,120	,102		,007	,000
	N	100	100	100	100	100
X3_4	Pearson Correlation	-,055	,255*	,268**	1	,653**
	Sig. (2-tailed)	,587	,010	,007		,000
	N	100	100	100	100	100
SUMX3	Pearson Correlation	,479**	,654**	,666**	,653**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

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

3.2 Uji Reliabilitas

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,760	,782	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2_1	28,69	18,984	,576	.	,713
X2_2	28,77	20,138	,565	.	,727
X2_3	28,58	20,387	,455	.	,746
X2_4	28,83	19,738	,553	.	,724
SUMX2	16,41	6,305	1,000	.	,574

4. *Purchasing Decition* (Keputusan Pembelian)

4.1 Uji Validitas

Correlations

		Y1	Y2	Y3	Y4	SUMY
Y1	Pearson Correlation	1	,390**	,268**	,138	,621**
	Sig. (2-tailed)		,000	,007	,172	,000
	N	100	100	100	100	100
Y2	Pearson Correlation	,390**	1	,258**	,154	,625**
	Sig. (2-tailed)	,000		,010	,125	,000
	N	100	100	100	100	100
Y3	Pearson Correlation	,268**	,258**	1	,396**	,743**
	Sig. (2-tailed)	,007	,010		,000	,000
	N	100	100	100	100	100
Y4	Pearson Correlation	,138	,154	,396**	1	,685**
	Sig. (2-tailed)	,172	,125	,000		,000
	N	100	100	100	100	100
SUMY	Pearson Correlation	,621**	,625**	,743**	,685**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

4.2 Uji Reliabilitas

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,763	,789	5

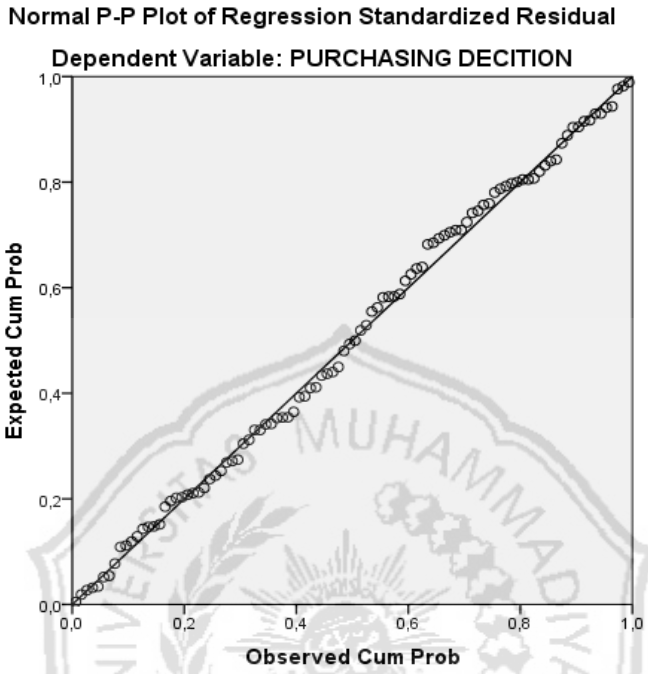
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1	27,33	18,425	,504	.	,745
Y2	27,42	18,367	,509	.	,744
Y3	27,77	16,603	,630	.	,705
Y4	27,66	16,792	,542	.	,724
SUMY	15,74	5,588	1,000	.	,587

LAMPIRAN 6

UJI ASUMSI KLASIK

1. **Uji Normalitas**



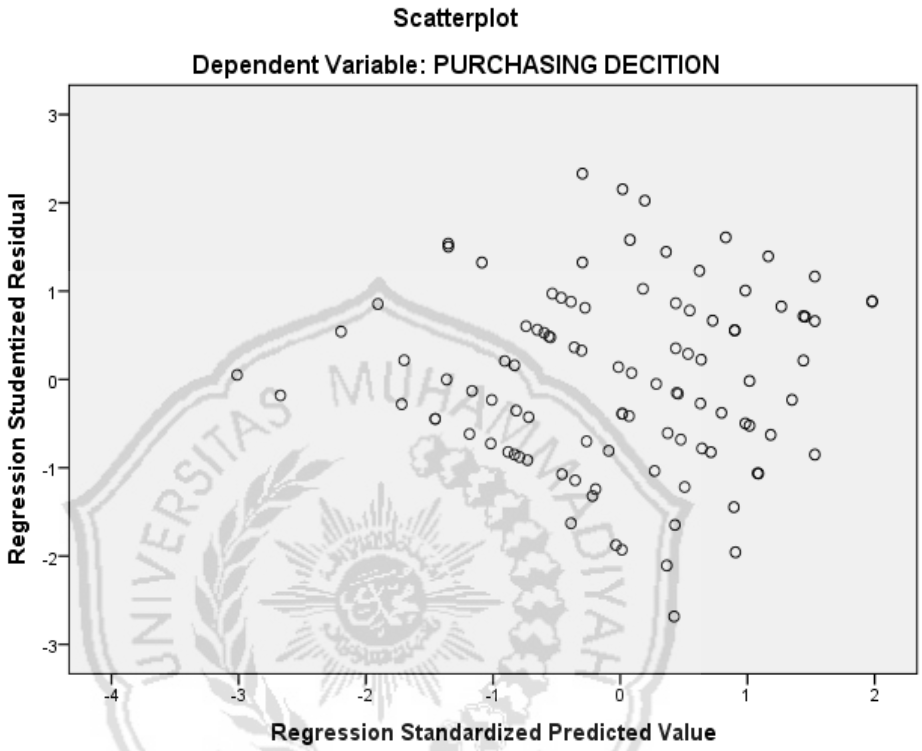
2. **Uji Multikolonearitas**

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,498	1,971		2,282	,025		
	BRAND AWARENESS	,353	,095	,370	3,698	,000	,739	1,353
	BRANG ASSOCIATION	,114	,093	,123	1,236	,219	,748	1,337
	BRAND IMAGE	,221	,113	,183	1,950	,054	,840	1,191

a. Dependent Variable: PURCHASING DECITION

3. Uji Heteroskedastisitas



LAMPIRAN 7

ANALISIS REGRESI LINEAR BERGANDA, UJI T PARSIAL DAN KOEFISIEN DETERMINASI

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	BRAND IMAGE, BRAND ASSOCIATION, BRAND AWARENESS[b]	.	Enter

a. Dependent Variable: PURCHASING DECITION

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,539[a]	,290	,268	2,022

a. Predictors: (Constant), BRAND IMAGE, BRAND ASSOCIATION, BRAND AWARENESS

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	160,617	3	53,539	13,091	,000[b]
	Residual	392,623	96	4,090		
	Total	553,240	99			

a. Dependent Variable: PURCHASING DECITION

b. Predictors: (Constant), BRAND IMAGE, BRAND ASSOCIATION, BRAND AWARENESS

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,498	1,971		2,282	,025
	BRAND AWARENESS	,353	,095	,370	3,698	,000
	BRAND ASSOCIATION	,214	,093	,223	1,536	,021
	BRAND IMAGE	,221	,113	,183	1,950	,054

a. Dependent Variable: PURCHASING DECITION

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