

LAMPIRAN 7

UJI RERATA SEL

1. Median Split

| | | BRAND IMAGE | HARGA | PURCHASE INTENTION |
|--------|---------|-------------|----------|--------------------|
| N | Valid | 120 | 120 | 120 |
| | Missing | 0 | 0 | 0 |
| Median | | -.0477388 | .1142603 | .4110730 |

Between-Subjects Factors

| | | Value Label | N |
|--------|---|-------------|----|
| BICODE | 1 | TINGGI | 58 |
| | 2 | RENDAH | 62 |
| HCODE | 1 | MURAH | 62 |
| | 2 | MAHAL | 58 |

2. Rerata Sel

Tests of Between-Subjects Effects

Dependent Variable: PI

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared | Noncent. Parameter | Observed Power ^b |
|-----------------|-------------------------|-----|-------------|----------|------|---------------------|--------------------|-----------------------------|
| Corrected Model | 22.963 ^a | 3 | 7.654 | 41.225 | .000 | .516 | 123.675 | 1.000 |
| Intercept | 687.750 | 1 | 687.750 | 3704.201 | .000 | .970 | 3704.201 | 1.000 |
| BICODE | 3.931 | 1 | 3.931 | 21.172 | .000 | .154 | 21.172 | .995 |
| BICODE * HCODE | 7.537 | 2 | 3.769 | 20.297 | .000 | .259 | 40.594 | 1.000 |
| Error | 21.537 | 116 | .186 | | | | | |
| Total | 952.000 | 120 | | | | | | |
| Corrected Total | 44.500 | 119 | | | | | | |

a. R Squared = .516 (Adjusted R Squared = .503)

b. Computed using alpha = .05

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UJI RERATA SEL (lanjutan)

Parameter Estimates

Dependent Variable: PI

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval | | Partial Eta Squared | Noncent. Parameter | Observed Power ^b |
|------------------------|----------------|------------|--------|------|-------------------------|-------------|---------------------|--------------------|-----------------------------|
| | | | | | Lower Bound | Upper Bound | | | |
| | | | | | Intercept | 3.222 | | | |
| [BICODE=1] | -.299 | .136 | -2.205 | .029 | -.568 | -.030 | .040 | 2.205 | .590 |
| [BICODE=2] | 0 ^a | . | . | . | . | . | . | . | . |
| [BICODE=1] * [HCODE=1] | -.701 | .136 | -5.166 | .000 | -.970 | -.432 | .187 | 5.166 | .999 |
| [BICODE=1] * [HCODE=2] | 0 ^a | . | . | . | . | . | . | . | . |
| [BICODE=2] * [HCODE=1] | -.458 | .123 | -3.730 | .000 | -.700 | -.215 | .107 | 3.730 | .959 |
| [BICODE=2] * [HCODE=2] | 0 ^a | . | . | . | . | . | . | . | . |

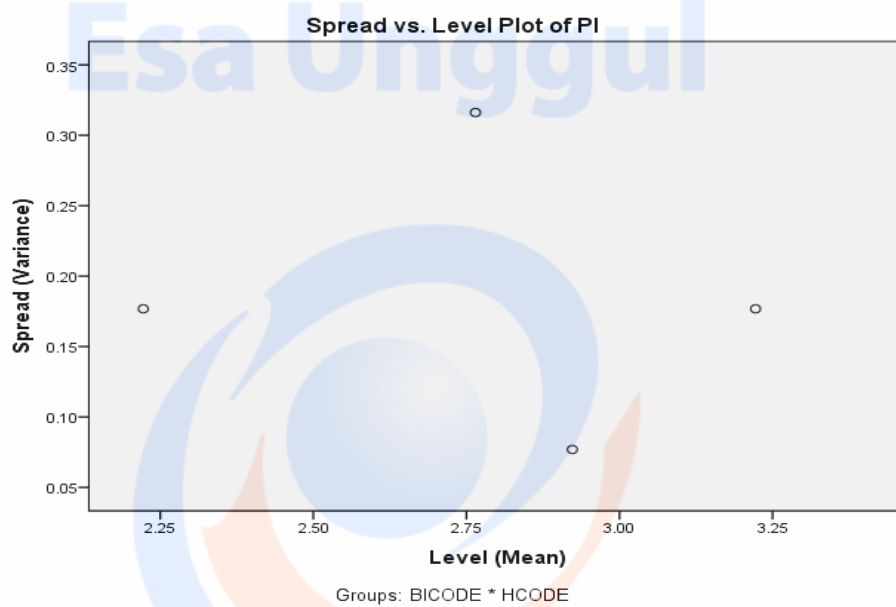
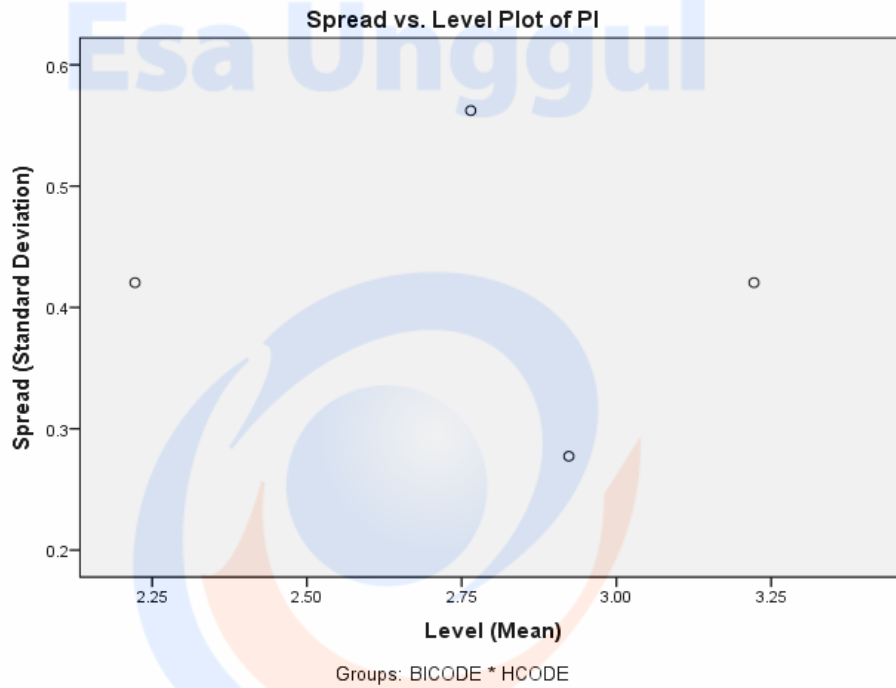
a. This parameter is set to zero because it is redundant.

b. Computed using alpha = .05

Estimates

Dependent Variable: Purchase Intention

| BICODE | Mean | Std. Error | 95% Confidence Interval | |
|--------|-------|------------|-------------------------|-------------|
| | | | Lower Bound | Upper Bound |
| TINGGI | 2.573 | .068 | 2.438 | 2.707 |
| RENDAH | 2.993 | .061 | 2.872 | 3.115 |

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