

## ANALISIS PERBUTIR VARIABEL X (PENGARUH KREDIBILITAS)

### BUTIR1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	9	9.0	9.0	9.0
4	28	28.0	28.0	37.0
5	63	63.0	63.0	100.0
Total	100	100.0	100.0	

### BUTIR2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	3.0	3.0	3.0
3	10	10.0	10.0	13.0
4	25	25.0	25.0	38.0
5	62	62.0	62.0	100.0
Total	100	100.0	100.0	

### BUTIR3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	11	11.0	11.0	11.0
4	31	31.0	31.0	42.0
5	58	58.0	58.0	100.0
Total	100	100.0	100.0	

**BUTIR4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.0	2.0	2.0
3	7	7.0	7.0	9.0
4	17	17.0	17.0	26.0
5	74	74.0	74.0	100.0
Total	100	100.0	100.0	

**BUTIR5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	8	8.0	8.0	9.0
4	18	18.0	18.0	27.0
5	73	73.0	73.0	100.0
Total	100	100.0	100.0	

**BUTIR6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.0	2.0	2.0
3	4	4.0	4.0	6.0
4	10	10.0	10.0	16.0
5	84	84.0	84.0	100.0
Total	100	100.0	100.0	

**BUTIR7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.0	2.0	2.0
3	3	3.0	3.0	5.0
4	9	9.0	9.0	14.0
5	86	86.0	86.0	100.0
Total	100	100.0	100.0	

**BUTIR8**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	3.0	3.0	3.0
3	6	6.0	6.0	9.0
4	16	16.0	16.0	25.0
5	75	75.0	75.0	100.0
Total	100	100.0	100.0	

**BUTIR9**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	3.0	3.0	3.0
3	4	4.0	4.0	7.0
4	16	16.0	16.0	23.0
5	77	77.0	77.0	100.0
Total	100	100.0	100.0	

**BUTIR10**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	3	3.0	3.0	4.0
Valid 4	21	21.0	21.0	25.0
5	75	75.0	75.0	100.0
Total	100	100.0	100.0	

## ANALISIS PERBUTIR VARIABEL Y (BRAND IMAGE)

### BUTIR1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	19	19.0	19.0	19.0
4	55	55.0	55.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

### BUTIR2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	19	19.0	19.0	20.0
4	51	51.0	51.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

### BUTIR3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	9	9.0	9.0	10.0
4	59	59.0	59.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

**BUTIR4**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	3	3.0	3.0	3.0
4	76	76.0	76.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

**BUTIR5**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	6	6.0	6.0	6.0
4	60	60.0	60.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	