

Lampiran 4
Hasil Uji Validitas

1. Citra Merek

		Correlations							
		Citra1	Citra2	Citra3	Citra4	Citra5	Citra6	Citra7	Citra
Citra1	Pearson Correlation	1	.613**	.530**	.570**	.570**	.402*	.643**	.781**
	Sig. (2-tailed)		.000	.003	.001	.001	.028	.000	.000
	N	30	30	30	30	30	30	30	30
Citra2	Pearson Correlation	.613**	1	.510**	.395*	.592**	.420*	.520**	.753**
	Sig. (2-tailed)	.000		.004	.031	.001	.021	.003	.000
	N	30	30	30	30	30	30	30	30
Citra3	Pearson Correlation	.530**	.510**	1	.571**	.429*	.456*	.766**	.803**
	Sig. (2-tailed)	.003	.004		.001	.018	.011	.000	.000
	N	30	30	30	30	30	30	30	30
Citra4	Pearson Correlation	.570**	.395*	.571**	1	.600**	.622**	.645**	.693**
	Sig. (2-tailed)	.001	.031	.001		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
Citra5	Pearson Correlation	.570**	.592**	.429*	.600**	1	.705**	.403*	.717**
	Sig. (2-tailed)	.001	.001	.018	.000		.000	.027	.000
	N	30	30	30	30	30	30	30	30
Citra6	Pearson Correlation	.402*	.420*	.456*	.622**	.705**	1	.374*	.670**
	Sig. (2-tailed)	.028	.021	.011	.000	.000		.041	.000
	N	30	30	30	30	30	30	30	30
Citra7	Pearson Correlation	.643**	.520**	.766**	.645**	.403*	.374*	1	.779**
	Sig. (2-tailed)	.000	.003	.000	.000	.027	.041		.000
	N	30	30	30	30	30	30	30	30
Citra	Pearson Correlation	.781**	.753**	.803**	.693**	.717**	.670**	.779**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30

2. Kualitas Produk

Correlations

		KP1	KP2	KP3	KP4	KP5	KP6	Kualitas
KP1	Pearson Correlation	1	.733**	.251	.521**	.718**	.578**	.728**
	Sig. (2-tailed)		.000	.182	.003	.000	.001	.000
	N	30	30	30	30	30	30	30
KP2	Pearson Correlation	.733**	1	.314	.537**	.632**	.732**	.758**
	Sig. (2-tailed)	.000		.091	.002	.000	.000	.000
	N	30	30	30	30	30	30	30
KP3	Pearson Correlation	.251	.314	1	.619**	.399*	.340	.621**
	Sig. (2-tailed)	.182	.091		.000	.029	.066	.000
	N	30	30	30	30	30	30	30
KP4	Pearson Correlation	.521**	.537**	.619**	1	.662**	.600**	.859**
	Sig. (2-tailed)	.003	.002	.000		.000	.000	.000
	N	30	30	30	30	30	30	30
KP5	Pearson Correlation	.718**	.632**	.399*	.662**	1	.627**	.748**
	Sig. (2-tailed)	.000	.000	.029	.000		.000	.000
	N	30	30	30	30	30	30	30
KP6	Pearson Correlation	.578**	.732**	.340	.600**	.627**	1	.727**
	Sig. (2-tailed)	.001	.000	.066	.000	.000		.000
	N	30	30	30	30	30	30	30
Kualitas	Pearson Correlation	.728**	.758**	.621**	.859**	.748**	.727**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

3. Harga

Correlations

		Harga1	Harga2	Harga3	Harga4	Harga
Harga1	Pearson Correlation	1	.607**	.717**	.543**	.841**
	Sig. (2-tailed)		.000	.000	.002	.000
	N	30	30	30	30	30
Harga2	Pearson Correlation	.607**	1	.845**	.546**	.878**
	Sig. (2-tailed)	.000		.000	.002	.000
	N	30	30	30	30	30
Harga3	Pearson Correlation	.717**	.845**	1	.531**	.892**
	Sig. (2-tailed)	.000	.000		.003	.000
	N	30	30	30	30	30
Harga4	Pearson Correlation	.543**	.546**	.531**	1	.670**
	Sig. (2-tailed)	.002	.002	.003		.000
	N	30	30	30	30	30
Harga	Pearson Correlation	.841**	.878**	.892**	.670**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

4. Keputusan Pembelian

Correlations

		Kep1	Kep2	Kep3	Kep4	Kep5	Kep6	Kep7	Kep8	Keputusan
Kep1	Pearson Correlation	1	.518**	.665**	.725**	.627**	.717**	.329	.446*	.637**
	Sig. (2-tailed)		.003	.000	.000	.000	.000	.076	.014	.000
	N	30	30	30	30	30	30	30	30	30
Kep2	Pearson Correlation	.518**	1	.665**	.634**	.499**	.629**	.556**	.322	.691**
	Sig. (2-tailed)	.003		.000	.000	.005	.000	.001	.083	.000
	N	30	30	30	30	30	30	30	30	30
Kep3	Pearson Correlation	.665**	.665**	1	.859**	.870**	.558**	.487**	.711**	.830**
	Sig. (2-tailed)	.000	.000		.000	.000	.001	.006	.000	.000
	N	30	30	30	30	30	30	30	30	30
Kep4	Pearson Correlation	.725**	.634**	.859**	1	.738**	.644**	.398*	.497**	.711**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.029	.005	.000
	N	30	30	30	30	30	30	30	30	30
Kep5	Pearson Correlation	.627**	.499**	.870**	.738**	1	.467**	.285	.674**	.670**
	Sig. (2-tailed)	.000	.005	.000	.000		.009	.127	.000	.000
	N	30	30	30	30	30	30	30	30	30
Kep6	Pearson Correlation	.717**	.629**	.558**	.644**	.467**	1	.497**	.230	.648**
	Sig. (2-tailed)	.000	.000	.001	.000	.009		.005	.221	.000
	N	30	30	30	30	30	30	30	30	30
Kep7	Pearson Correlation	.329	.556**	.487**	.398*	.285	.497**	1	.365*	.712**
	Sig. (2-tailed)	.076	.001	.006	.029	.127	.005		.047	.000
	N	30	30	30	30	30	30	30	30	30
Kep8	Pearson Correlation	.446*	.322	.711**	.497**	.674**	.230	.365*	1	.670**
	Sig. (2-tailed)	.014	.083	.000	.005	.000	.221	.047		.000
	N	30	30	30	30	30	30	30	30	30
Keputusan	Pearson Correlation	.637**	.691**	.830**	.711**	.670**	.648**	.712**	.670**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

Sumber : Data diolah sendiri, Tahun 2018

Lampiran 5
Hasil Uji Reliabilitas

1. Citra Merek (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.887	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Citra1	21.70	9.528	.712	.868
Citra2	21.33	10.506	.647	.874
Citra3	21.33	10.644	.680	.871
Citra4	21.43	9.702	.720	.866
Citra5	21.43	9.771	.703	.868
Citra6	21.23	11.220	.637	.877
Citra7	21.13	10.878	.717	.869

2. Kualitas Produk (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.870	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KP1	18.27	5.099	.684	.845
KP2	18.23	5.013	.733	.837
KP3	18.53	5.223	.456	.896
KP4	17.93	5.030	.752	.834
KP5	18.07	5.168	.766	.834
KP6	18.13	5.154	.715	.841

3. Harga (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.870	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Harga1	11.23	2.530	.718	.836
Harga2	11.27	2.547	.787	.814
Harga3	11.33	2.092	.819	.793
Harga4	11.47	2.602	.596	.884

4. Keputusan pembelian (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.908	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Kep1	25.93	11.030	.745	.894
Kep2	25.93	11.168	.702	.897
Kep3	25.90	9.955	.892	.879
Kep4	25.97	9.757	.833	.885
Kep5	25.87	11.154	.759	.894
Kep6	26.07	10.271	.678	.901
Kep7	25.87	11.637	.517	.912
Kep8	25.90	11.679	.566	.908

Sumber : Data diolah sendiri, Tahun 2018

Lampiran 6

Hasil Uji Regresi Linier Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.229	.305		.750	.455		
1 Citra	.462	.087	.488	5.312	.000	.390	2.563
Kualitas	.356	.079	.275	4.490	.000	.882	1.134
Harga	.240	.090	.253	2.665	.009	.366	2.732

Sumber : Data diolah sendiri, Tahun 2018

Lampiran 7
Hasil Uji t dan Uji F

Uji t

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.229	.305		.750	.455		
1 Citra	.462	.087	.488	5.312	.000	.390	2.563
Kualitas	.356	.079	.275	4.490	.000	.882	1.134
Harga	.240	.090	.253	2.665	.009	.366	2.732

Uji F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.054	3	6.351	69.053	.000 ^b
	Residual	8.830	96	.092		
	Total	27.884	99			

Sumber : Data diolah sendiri, Tahun 2018

Lampiran 8
Hasil Koefisien Determinasi (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 ^a	.683	.673	.303280

Sumber : Data diolah sendiri, Tahun 2018