

Lampiran 5

Hasil Uji Reliabilitas Variabel

1. Citra Merek (X_1), Promosi (X_2), Harga (X_3) dan Keputusan Pembelian (Y)

Tabel 4.2 Hasil Uji Reliabilitas

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	64.0333	14.516	-.118	.561
VAR00002	64.2000	13.614	.069	.538
VAR00003	64.4333	13.357	.141	.526
VAR00004	64.6000	14.455	-.127	.585
VAR00005	64.3667	13.275	.215	.515
VAR00006	64.3333	10.782	.615	.419
VAR00007	64.5667	12.392	.357	.487
VAR00008	64.5333	12.878	.262	.505
VAR00009	64.3000	13.045	.255	.508
VAR00010	64.6667	13.816	.019	.548
VAR00011	64.4667	11.913	.336	.484
VAR00012	64.4333	13.633	.103	.531
VAR00013	64.5000	14.466	-.104	.547
VAR00014	64.2667	13.995	.006	.546
VAR00015	64.2667	12.685	.342	.494
VAR00016	64.3667	13.206	.191	.517
VAR00017	64.5000	14.466	-.104	.547
VAR00018	64.2667	13.995	.006	.546
VAR00019	64.2667	12.685	.342	.494
VAR00020	64.3667	13.206	.191	.517
VAR00021	64.2667	12.685	.342	.494

Cronbach's Alpha	N of Items
.731	21

Sumber : Data diolah dengan alat hitung statistik, 2018

Hasil Uji Normalitas

		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.34097314
Most Extreme Differences	Absolute	.071
	Positive	.033
	Negative	-.071
Kolmogorov-Smirnov Z		.690
Asymp. Sig. (2-tailed)		.728

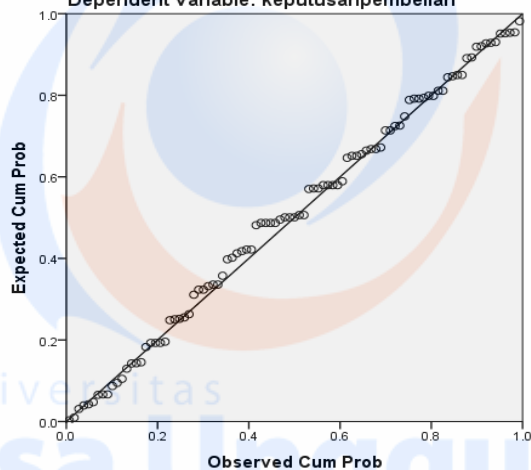
a. Test distribution is Normal.

b. Calculated from data.

Sumber: diolah penulis, 2018.

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: keputusanpembelian



Hasil Uji Multikolinieritas

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Citra_Merek	.981	1.020
	Promosi	.992	1.008
	Harga	.973	1.027

a. Dependent Variable: Keputusan Pembelian

Sumber: diolah penulis, 2018.

Hasil Uji Heteroskedastisitas

Scatterplot

Dependent Variable: Keputusan_Pembelian

