LAMPIRAN 3

HASIL UJI *PRETEST*

1. *Factor Analysis* Variabel *Brand Image*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.770
Bartlett's Test of Sphericity	Approx. Chi-Square	36.060
	df	15
	Sig.	.002

Anti-image Matrices

		BI1	BI2	BI3	BI4	BI5	BI6
Anti-image Covariance	BI1	.727	-.191	-.139	-.022	-.053	.002
	BI2	-.191	.564	-.082	-.048	-.262	-.006
	BI3	-.139	-.082	.675	-.189	.025	-.217
	BI4	-.022	-.048	-.189	.748	-.130	-.062
	BI5	-.053	-.262	.025	-.130	.619	-.097
	BI6	.002	-.006	-.217	-.062	-.097	.801
Anti-image Correlation	BI1	.812[a]	-.298	-.199	-.030	-.080	.003
	BI2	-.298	.737[a]	-.133	-.074	-.443	-.009
	BI3	-.199	-.133	.758[a]	-.266	.038	-.295
	BI4	-.030	-.074	-.266	.826[a]	-.191	-.081
	BI5	-.080	-.443	.038	-.191	.742[a]	-.137
	BI6	.003	-.009	-.295	-.081	-.137	.788[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
BI1	.655
BI2	.764
BI3	.694
BI4	.652
BI5	.721
BI6	.559

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

2. *Factor Analysis* Variabel Harga

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.855
Bartlett's Test of Sphericity	Approx. Chi-Square	132.098
	df	28
	Sig.	.000

Anti-image Matrices

		H1	H2	H3	H4	H5	H6	H7	H8
Anti-image Covariance	H1	.366	-.146	-.104	.120	-.059	-.086	-.013	-.041
	H2	-.146	.281	-.028	-.144	-.033	-.031	-.033	.030
	H3	-.104	-.028	.392	-.083	.153	.024	-.105	-.119
	H4	.120	-.144	-.083	.324	-.125	-.038	.003	-.067
	H5	-.059	-.033	.153	-.125	.488	.020	-.024	-.151
	H6	-.086	-.031	.024	-.038	.020	.406	-.154	-.083
	H7	-.013	-.033	-.105	.003	-.024	-.154	.476	-.008
	H8	-.041	.030	-.119	-.067	-.151	-.083	-.008	.351
Anti-image Correlation	H1	.823[a]	-.457	-.273	.350	-.141	-.223	-.032	-.113
	H2	-.457	.854[a]	-.084	-.478	-.088	-.093	-.091	.096
	H3	-.273	-.084	.839[a]	-.233	.350	.059	-.243	-.321
	H4	.350	-.478	-.233	.811[a]	-.315	-.104	.007	-.199
	H5	-.141	-.088	.350	-.315	.803[a]	.045	-.050	-.365
	H6	-.223	-.093	.059	-.104	.045	.908[a]	-.350	-.219
	H7	-.032	-.091	-.243	.007	-.050	-.350	.916[a]	-.020
	H8	-.113	.096	-.321	-.199	-.365	-.219	-.020	.882[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
H1	.785
H2	.863
H3	.773
H4	.801
H5	.658
H6	.812
H7	.764
H8	.836

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

3. *Factor Analysis* Variabel *Purchase Intention*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.598
Bartlett's Test of Sphericity	Approx. Chi-Square	42.211
	df	3
	Sig.	.000

Anti-image Matrices

		PI1	PI2	PI3
Anti-image Covariance	PI1	.378	.063	-.230
	PI2	.063	.549	-.212
	PI3	-.230	-.212	.267
Anti-image Correlation	PI1	.603[a]	.139	-.723
	PI2	.139	.665[a]	-.554
	PI3	-.723	-.554	.560[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
PI1	.864
PI2	.799
PI3	.945

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

4. ***Reliability* Variabel *Brand Image***

Reliability Statistics

Cronbach's Alpha	N of Items
.754	6

5. ***Reliability* Variabel Harga**

Reliability Statistics

Cronbach's Alpha	N of Items
.908	8

6. ***Reliability* Variabel *Purchase Intention***

Reliability Statistics

Cronbach's Alpha	N of Items
.841	3