

**LAMPIRAN 5**  
**UJI ONE WAY ANOVA**

**1. Jenis Kelamin**

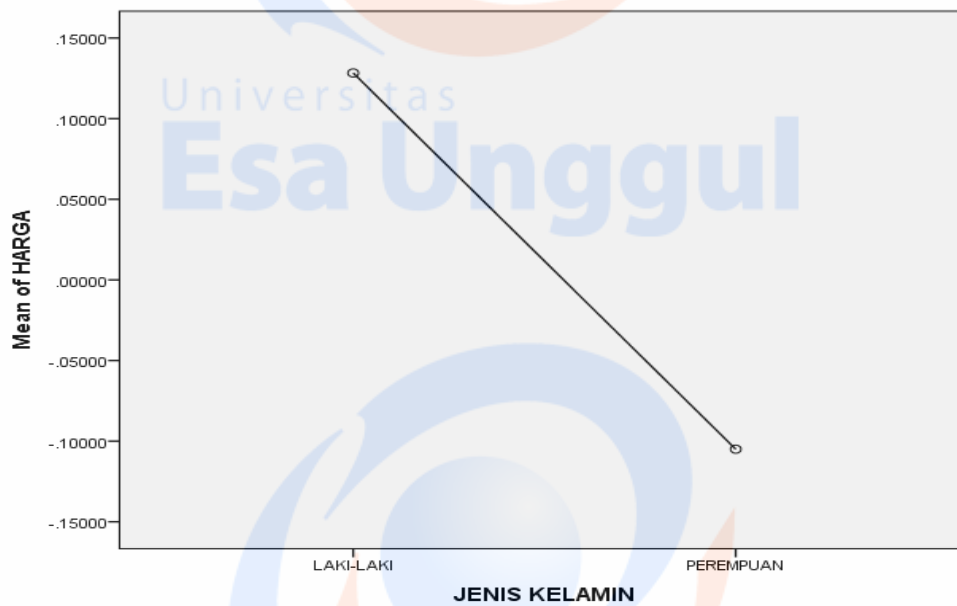
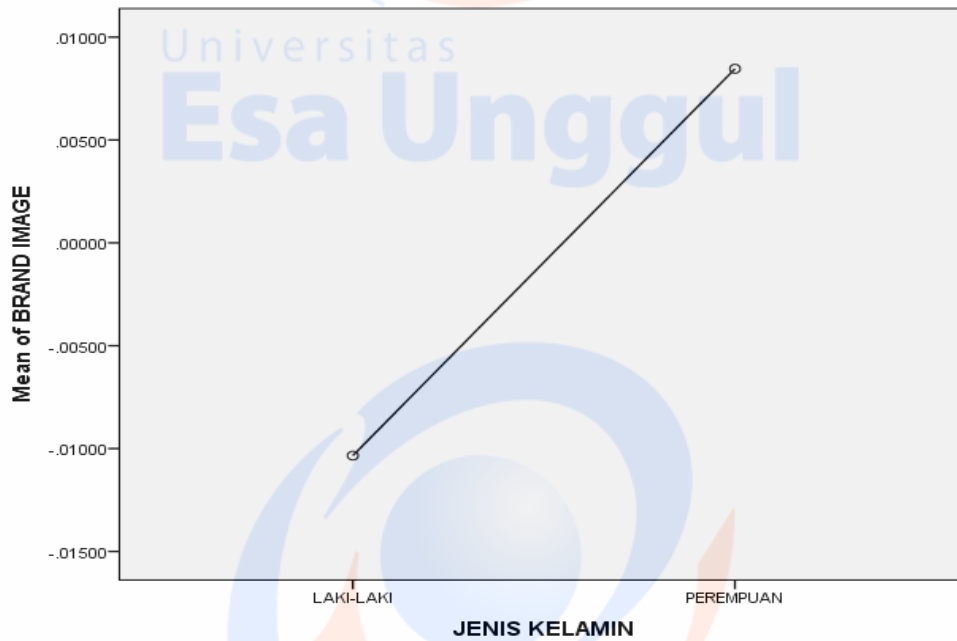
**Test of Homogeneity of Variances**

|                    | Levene Statistic | df1 | df2 | Sig. |
|--------------------|------------------|-----|-----|------|
| BRAND IMAGE        | .058             | 1   | 118 | .810 |
| HARGA              | .228             | 1   | 118 | .634 |
| PURCHASE INTENTION | .004             | 1   | 118 | .949 |

**ANOVA**

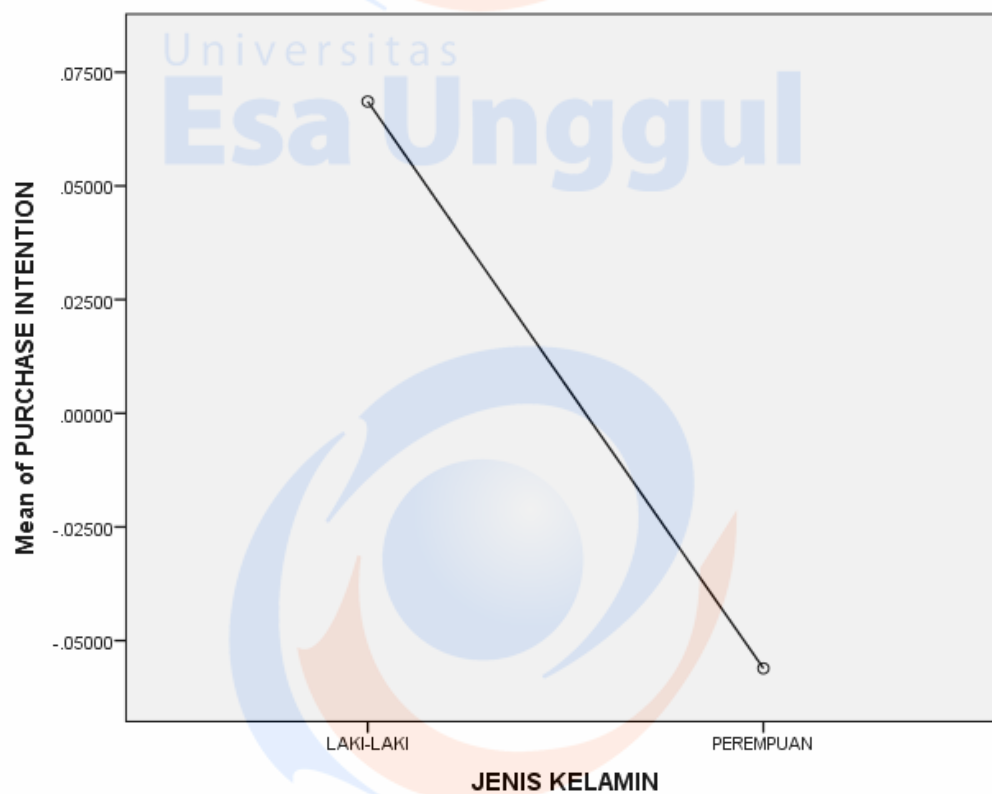
|                    |                | Sum of Squares | df  | Mean Square | F     | Sig. |
|--------------------|----------------|----------------|-----|-------------|-------|------|
| BRAND IMAGE        | Between Groups | .010           | 1   | .010        | .010  | .919 |
|                    | Within Groups  | 118.990        | 118 | 1.008       |       |      |
|                    | Total          | 119.000        | 119 |             |       |      |
| HARGA              | Between Groups | 1.616          | 1   | 1.616       | 1.625 | .205 |
|                    | Within Groups  | 117.384        | 118 | .995        |       |      |
|                    | Total          | 119.000        | 119 |             |       |      |
| PURCHASE INTENTION | Between Groups | .462           | 1   | .462        | .460  | .499 |
|                    | Within Groups  | 118.538        | 118 | 1.005       |       |      |
|                    | Total          | 119.000        | 119 |             |       |      |

**LAMPIRAN 5**  
**UJI ONE WAY ANOVA (lanjutan)**



## LAMPIRAN 5

### UJI ONE WAY ANOVA (lanjutan)



## 2. Usia

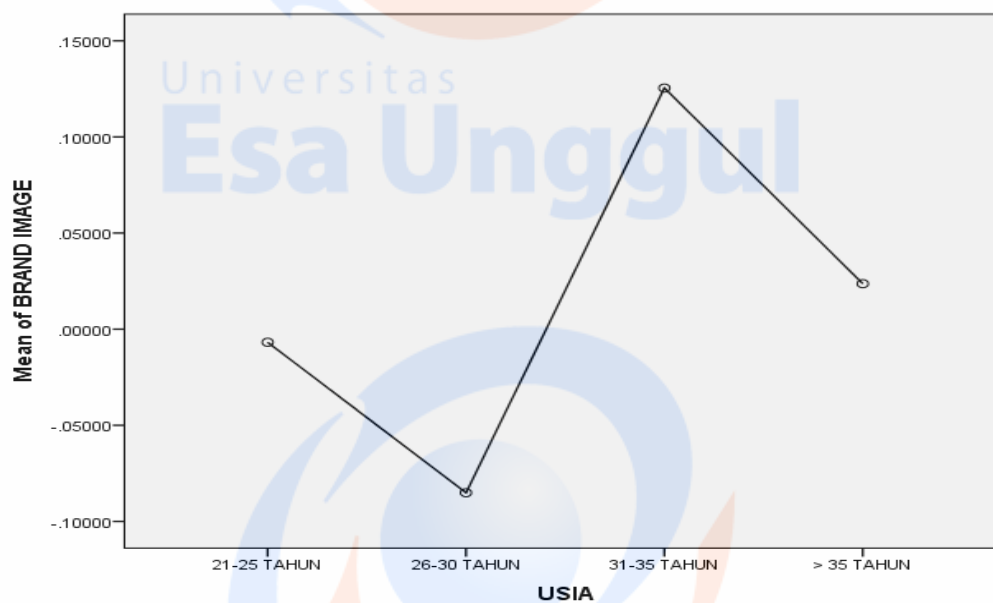
### Test of Homogeneity of Variances

|                    | Levene Statistic | df1 | df2 | Sig. |
|--------------------|------------------|-----|-----|------|
| BRAND IMAGE        | .621             | 3   | 116 | .603 |
| HARGA              | .595             | 3   | 116 | .620 |
| PURCHASE INTENTION | .490             | 3   | 116 | .690 |

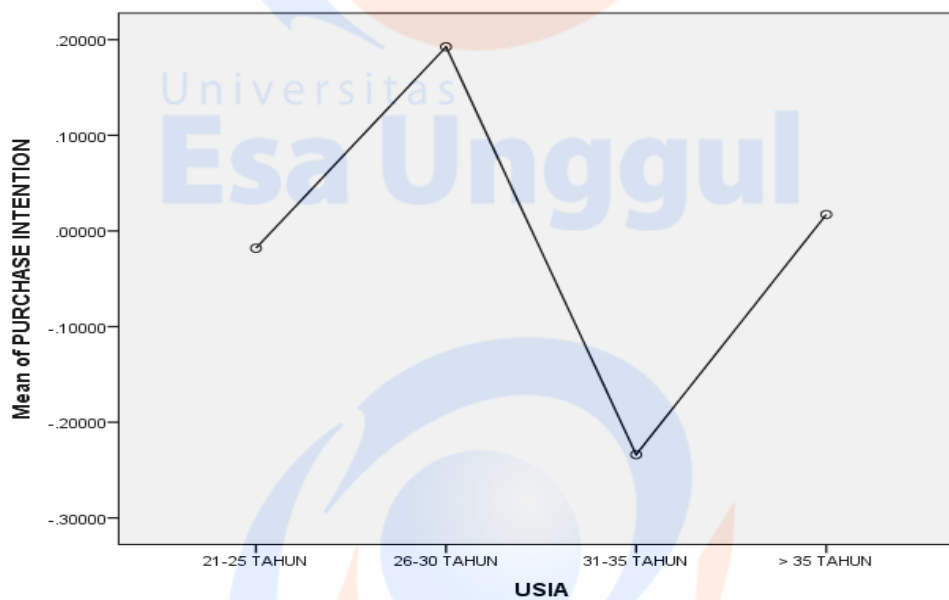
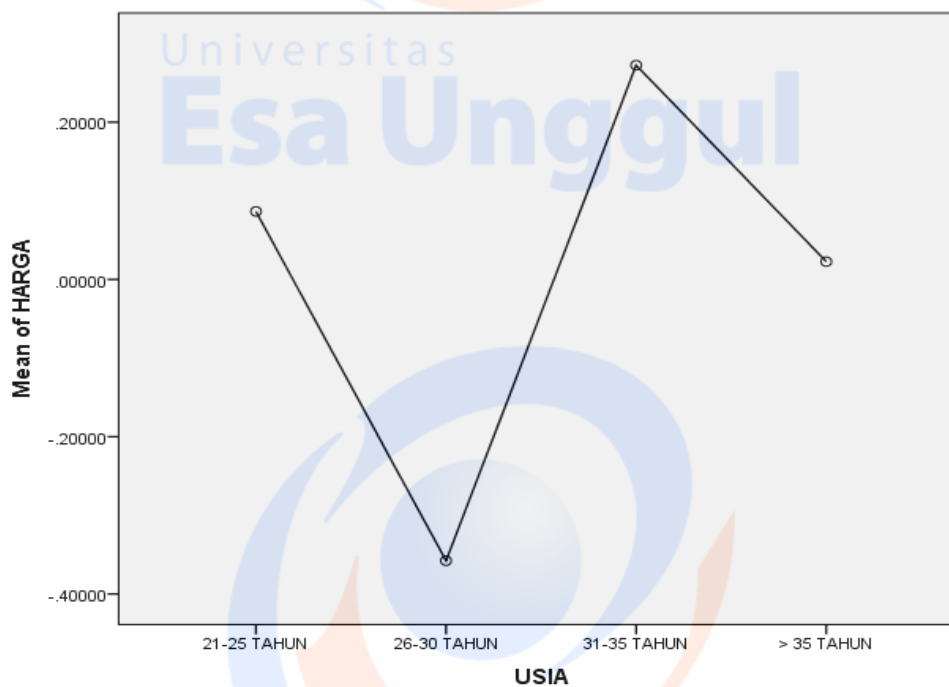
**LAMPIRAN 5**  
**UJI ONE WAY ANOVA (lanjutan)**

**ANOVA**

|                    |                | Sum of Squares | df  | Mean Square | F     | Sig. |
|--------------------|----------------|----------------|-----|-------------|-------|------|
| BRAND IMAGE        | Between Groups | .579           | 3   | .193        | .189  | .904 |
|                    | Within Groups  | 118.421        | 116 | 1.021       |       |      |
|                    | Total          | 119.000        | 119 |             |       |      |
| HARGA              | Between Groups | 6.025          | 3   | 2.008       | 2.062 | .109 |
|                    | Within Groups  | 112.975        | 116 | .974        |       |      |
|                    | Total          | 119.000        | 119 |             |       |      |
| PURCHASE INTENTION | Between Groups | 2.373          | 3   | .791        | .787  | .504 |
|                    | Within Groups  | 116.627        | 116 | 1.005       |       |      |
|                    | Total          | 119.000        | 119 |             |       |      |



**LAMPIRAN 5**  
**UJI ONE WAY ANOVA (lanjutan)**



## LAMPIRAN 5

### UJI ONE WAY ANOVA (lanjutan)

#### 3. Jenis Pekerjaan

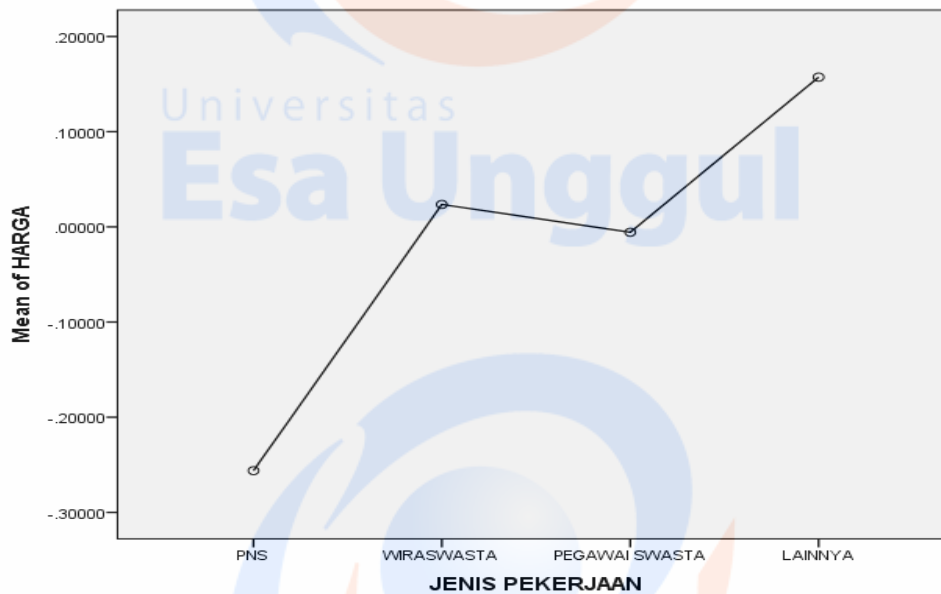
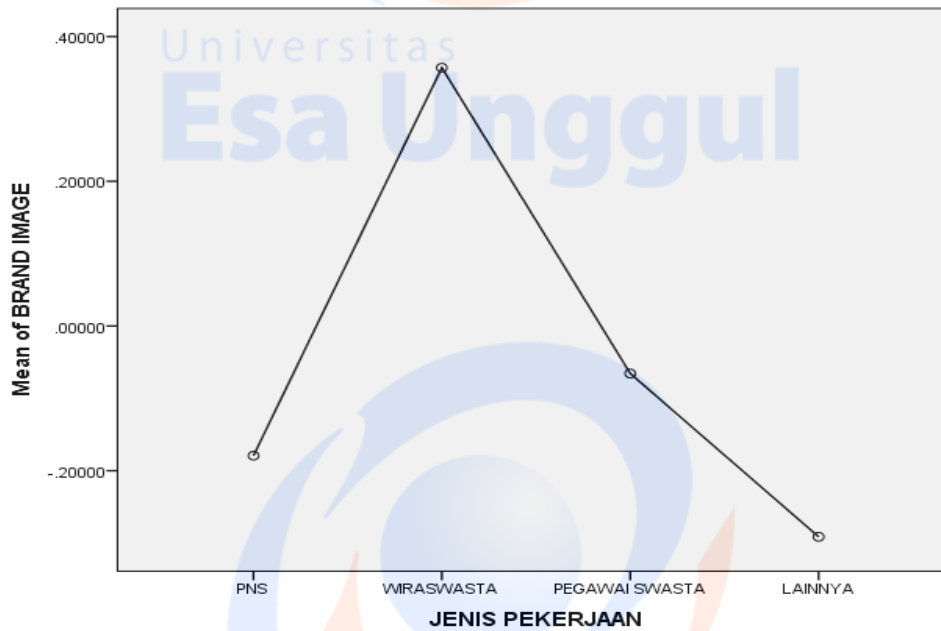
Test of Homogeneity of Variances

|                    | Levene Statistic | df1 | df2 | Sig. |
|--------------------|------------------|-----|-----|------|
| BRAND IMAGE        | .597             | 3   | 116 | .618 |
| HARGA              | .364             | 3   | 116 | .779 |
| PURCHASE INTENTION | .717             | 3   | 116 | .544 |

ANOVA

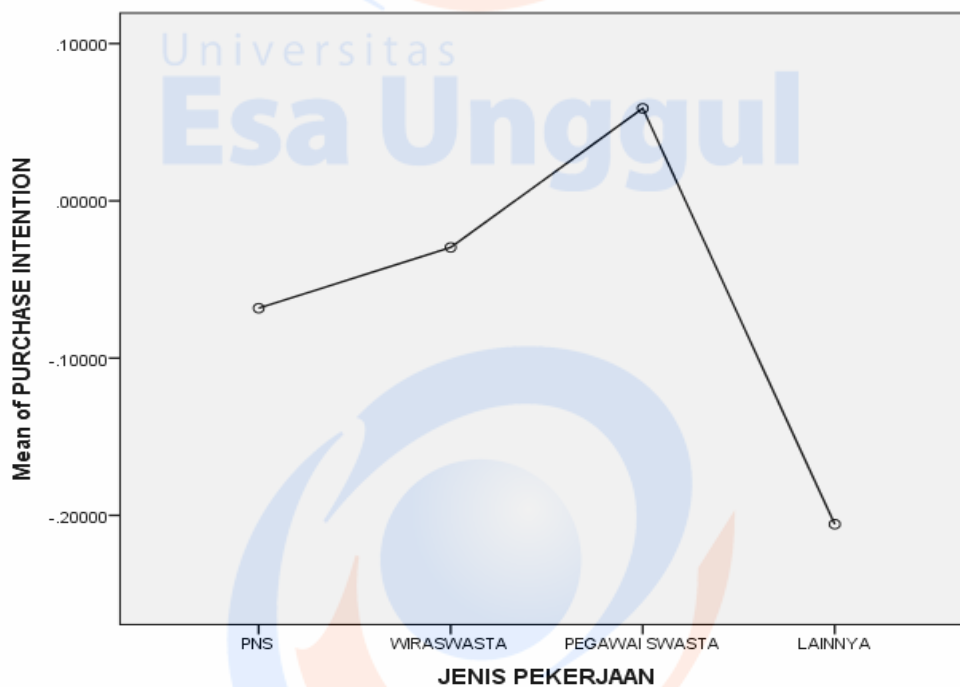
|                    |                | Sum of Squares | df  | Mean Square | F     | Sig. |
|--------------------|----------------|----------------|-----|-------------|-------|------|
| BRAND IMAGE        | Between Groups | 5.263          | 3   | 1.754       | 1.789 | .153 |
|                    | Within Groups  | 113.737        | 116 | .980        |       |      |
|                    | Total          | 119.000        | 119 |             |       |      |
| HARGA              | Between Groups | .930           | 3   | .310        | .305  | .822 |
|                    | Within Groups  | 118.070        | 116 | 1.018       |       |      |
|                    | Total          | 119.000        | 119 |             |       |      |
| PURCHASE INTENTION | Between Groups | .858           | 3   | .286        | .281  | .839 |
|                    | Within Groups  | 118.142        | 116 | 1.018       |       |      |
|                    | Total          | 119.000        | 119 |             |       |      |

**LAMPIRAN 5**  
**UJI ONE WAY ANOVA (lanjutan)**



## LAMPIRAN 5

### UJI ONE WAY ANOVA (lanjutan)



#### 4. Pendapatan Perbulan

Test of Homogeneity of Variances

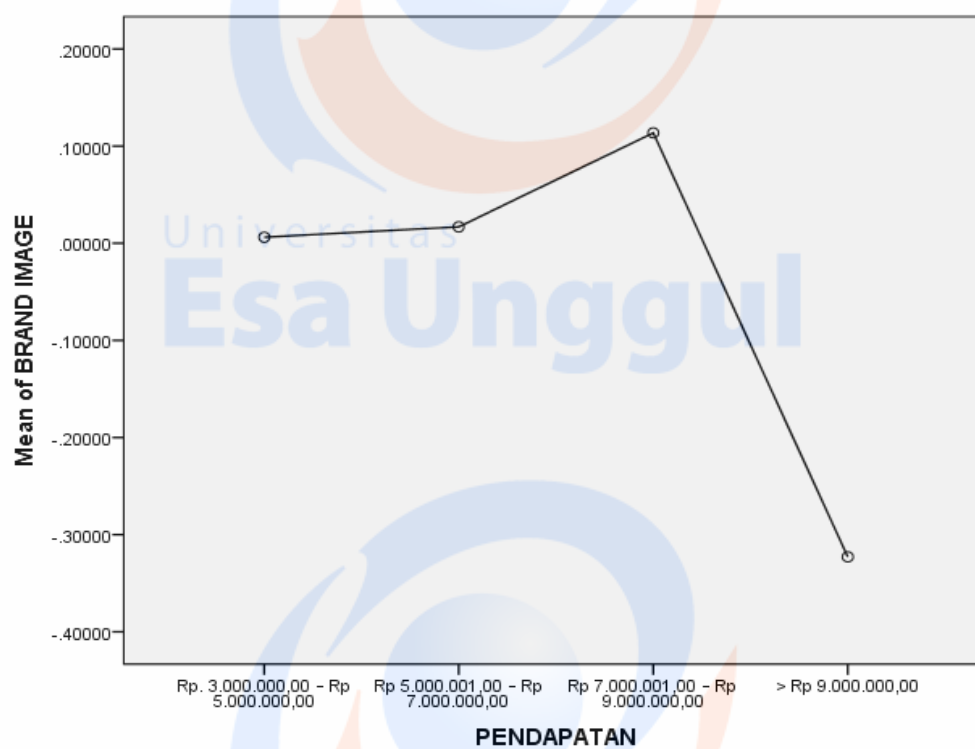
|                    | Levene Statistic | df1 | df2 | Sig. |
|--------------------|------------------|-----|-----|------|
| BRAND IMAGE        | .917             | 3   | 116 | .435 |
| HARGA              | 1.443            | 3   | 116 | .234 |
| PURCHASE INTENTION | 2.756            | 3   | 116 | .046 |



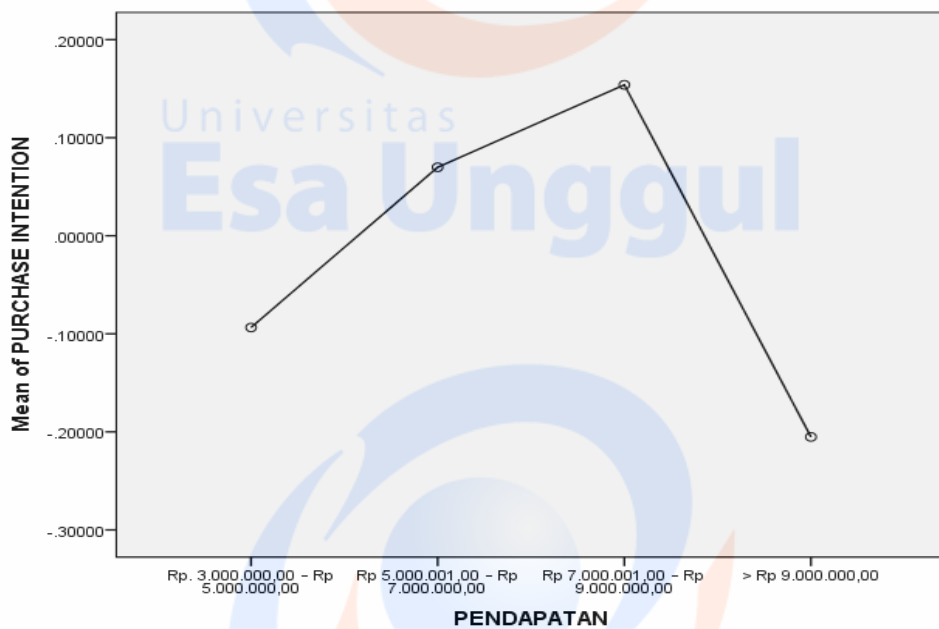
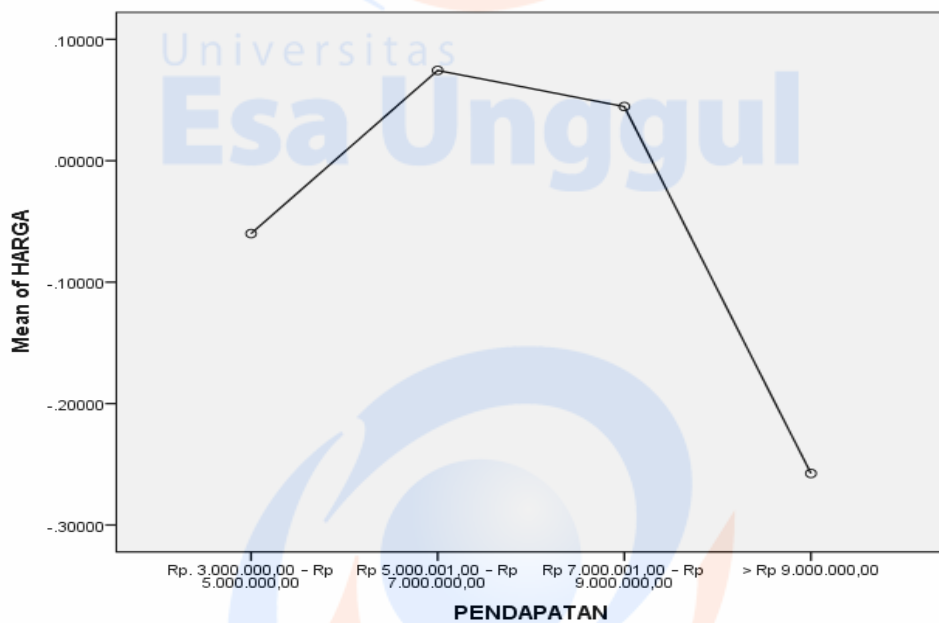
## LAMPIRAN 5

### UJI ONE WAY ANOVA (lanjutan)

|                    |                | ANOVA          |     |             |      |      |
|--------------------|----------------|----------------|-----|-------------|------|------|
|                    |                | Sum of Squares | df  | Mean Square | F    | Sig. |
| BRAND IMAGE        | Between Groups | 1.006          | 3   | .335        | .330 | .804 |
|                    | Within Groups  | 117.994        | 116 | 1.017       |      |      |
|                    | Total          | 119.000        | 119 |             |      |      |
| HARGA              | Between Groups | 1.023          | 3   | .341        | .335 | .800 |
|                    | Within Groups  | 117.977        | 116 | 1.017       |      |      |
|                    | Total          | 119.000        | 119 |             |      |      |
| PURCHASE INTENTION | Between Groups | 1.280          | 3   | .427        | .420 | .739 |
|                    | Within Groups  | 117.720        | 116 | 1.015       |      |      |
|                    | Total          | 119.000        | 119 |             |      |      |



**LAMPIRAN 5**  
**UJI ONE WAY ANOVA (lanjutan)**



## LAMPIRAN 5

### UJI ONE WAY ANOVA (lanjutan)

#### 5. Lama Penggunaan

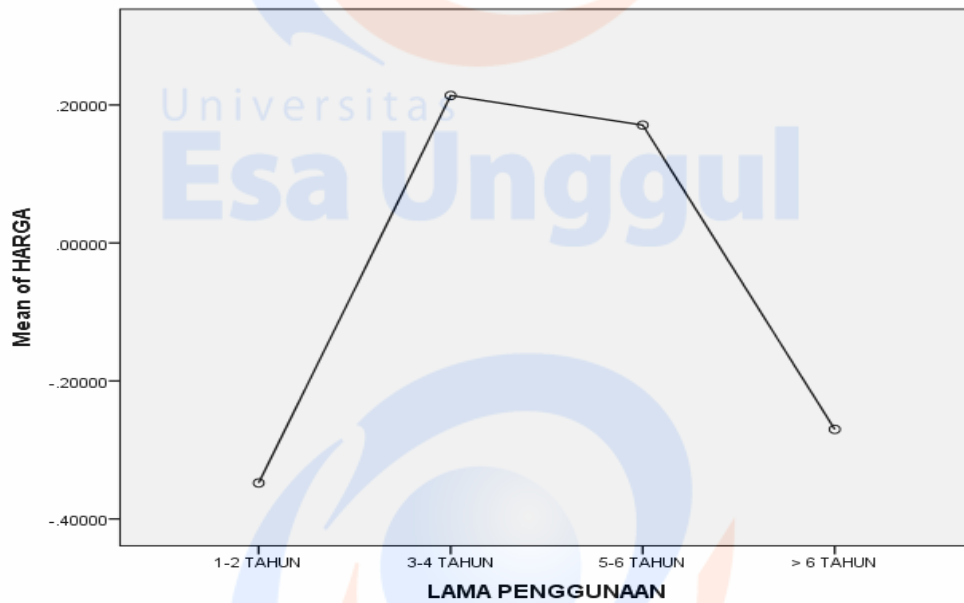
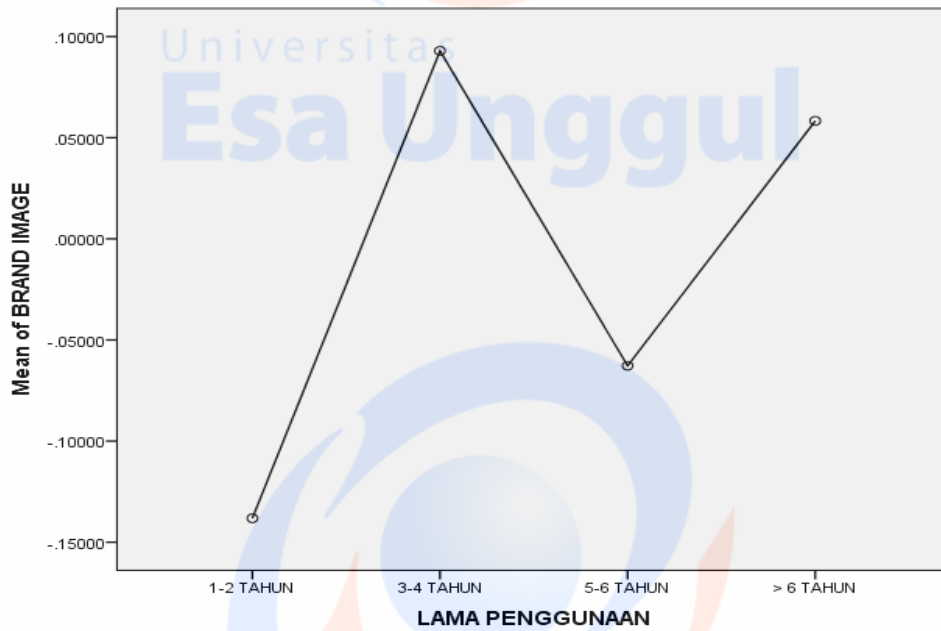
Test of Homogeneity of Variances

|                    | Levene Statistic | df1 | df2 | Sig. |
|--------------------|------------------|-----|-----|------|
| BRAND IMAGE        | .556             | 3   | 116 | .645 |
| HARGA              | .817             | 3   | 116 | .487 |
| PURCHASE INTENTION | 1.143            | 3   | 116 | .335 |

ANOVA

|                    |                | Sum of Squares | df  | Mean Square | F     | Sig. |
|--------------------|----------------|----------------|-----|-------------|-------|------|
| BRAND IMAGE        | Between Groups | 1.198          | 3   | .399        | .393  | .758 |
|                    | Within Groups  | 117.802        | 116 | 1.016       |       |      |
|                    | Total          | 119.000        | 119 |             |       |      |
| HARGA              | Between Groups | 7.928          | 3   | 2.643       | 2.760 | .045 |
|                    | Within Groups  | 111.072        | 116 | .958        |       |      |
|                    | Total          | 119.000        | 119 |             |       |      |
| PURCHASE INTENTION | Between Groups | 1.537          | 3   | .512        | .506  | .679 |
|                    | Within Groups  | 117.463        | 116 | 1.013       |       |      |
|                    | Total          | 119.000        | 119 |             |       |      |

**LAMPIRAN 5**  
**UJI ONE WAY ANOVA (lanjutan)**



**LAMPIRAN 5****UJI ONE WAY ANOVA (lanjutan)**