

LAMPIRAN 6

HASIL UJI KUESIONER PENELITIAN

1. Faktor Analisis Variabel *Brand Image*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.778
Bartlett's Test of Sphericity	Approx. Chi-Square
	219.703
	df
	15
	Sig.
	.000

Anti-image Matrices

		BI1	BI2	BI3	BI4	BI5	BI6
Anti-image Covariance	BI1	.803	-.235	.046	.014	-.068	-.046
	BI2	-.235	.618	-.186	-.108	-.076	.043
	BI3	.046	-.186	.665	-.137	.080	-.149
	BI4	.014	-.108	-.137	.480	-.182	-.127
	BI5	-.068	-.076	.080	-.182	.526	-.194
	BI6	-.046	.043	-.149	-.127	-.194	.547
Anti-image Correlation	BI1	.751 ^a	-.333	.064	.022	-.105	-.069
	BI2	-.333	.767 ^a	-.291	-.199	-.133	.075
	BI3	.064	-.291	.758 ^a	-.243	.136	-.247
	BI4	.022	-.199	-.243	.805 ^a	-.363	-.248
	BI5	-.105	-.133	.136	-.363	.768 ^a	-.361
	BI6	-.069	.075	-.247	-.248	-.361	.794 ^a

a. Measures of Sampling Adequacy(MSA)

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HASIL UJI KUESIONER PENELITIAN (lanjutan)

Component Matrix^a

	Component
	1
B11	.494
B12	.708
B13	.655
B14	.824
B15	.766
B16	.764

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

2. Faktor Analisis Variabel Harga

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.821
Bartlett's Test of Sphericity	Approx. Chi-Square
	407.844
	df
	28
	Sig.
	.000

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HASIL UJI KUESIONER PENELITIAN (lanjutan)

		Anti-image Matrices							
		H1	H2	H3	H4	H5	H6	H7	H8
Anti-image Covariance	H1	.588	-.145	.001	-.019	-.109	.022	.034	-.160
	H2	-.145	.532	-.206	.011	.017	-.101	-.060	.020
	H3	.001	-.206	.502	-.107	.004	-.027	-.162	.034
	H4	-.019	.011	-.107	.494	-.159	-.007	-.063	-.107
	H5	-.109	.017	.004	-.159	.505	-.190	-.091	.063
	H6	.022	-.101	-.027	-.007	-.190	.466	.121	-.196
	H7	.034	-.060	-.162	-.063	-.091	.121	.530	-.158
	H8	-.160	.020	.034	-.107	.063	-.196	-.158	.419
Anti-image Correlation	H1	.862 ^a	-.259	.003	-.036	-.201	.042	.061	-.322
	H2	-.259	.836 ^a	-.400	.022	.033	-.203	-.113	.042
	H3	.003	-.400	.825 ^a	-.215	.008	-.056	-.315	.073
	H4	-.036	.022	-.215	.887 ^a	-.318	-.016	-.123	-.235
	H5	-.201	.033	.008	-.318	.817 ^a	-.392	-.176	.136
	H6	.042	-.203	-.056	-.016	-.392	.768 ^a	.244	-.443
	H7	.061	-.113	-.315	-.123	-.176	.244	.806 ^a	-.335
	H8	-.322	.042	.073	-.235	.136	-.443	-.335	.782 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component	
	1	
H1		.694
H2		.708
H3		.711
H4		.773
H5		.733
H6		.719
H7		.693
H8		.777

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

3. Faktor Analisis Variabel *Purchase Intention*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.705
Bartlett's Test of Sphericity	Approx. Chi-Square	170.592
	df	3
	Sig.	.000

Anti-image Matrices

		PI1	PI2	PI3
Anti-image Covariance	PI1	.424	-.080	-.231
	PI2	-.080	.535	-.188
	PI3	-.231	-.188	.355
Anti-image Correlation	PI1	.703 ^a	-.169	-.595
	PI2	-.169	.788 ^a	-.431
	PI3	-.595	-.431	.652 ^a

a. Measures of Sampling Adequacy(MSA)

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HASIL UJI KUESIONER PENELITIAN (lanjutan)

Component Matrix^a

	Component
	1
PI1	.884
PI2	.846
PI3	.918

Extraction Method: Principal
Component Analysis.

a. 1 components extracted.

4. *Reliability Variabel Brand Image*

Reliability Statistics

Cronbach's Alpha	N of Items
.798	6

5. *Reliability Variabel Harga*

Reliability Statistics

Cronbach's Alpha	N of Items
.871	8

6. *Reliability Variabel Purchase Intention*

Reliability Statistics

Cronbach's Alpha	N of Items
.859	3