

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 19 - 29 tahun	61	35,9	35,9	35,9
30 - 40 tahun	57	33,5	33,5	69,4
41 - 51 tahun	39	22,9	22,9	92,4
> 52 tahun	13	7,6	7,6	100,0
Total	170	100,0	100,0	

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-laki	98	57,6	57,6	57,6
Perempuan	72	42,4	42,4	100,0
Total	170	100,0	100,0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Mahasiswa	75	44,1	44,1	44,1
Wiraswasta	49	28,8	28,8	72,9
Pegawai	27	15,9	15,9	88,8
Lainnya	19	11,2	11,2	100,0
Total	170	100,0	100,0	

Pendapatan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < Rp 5.000.000	43	25,3	25,3	25,3
Rp 5.000.000 - Rp 10.000.000	89	52,4	52,4	77,6
Rp 10.100.000 - Rp 20.000.000	29	17,1	17,1	94,7
> Rp 20.000.000	9	5,3	5,3	100,0
Total	170	100,0	100,0	

Case Processing Summary

		N	%
Cases	Valid	170	100,0
	Excluded ^a	0	,0
	Total	170	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,802	7

Item Statistics

	Mean	Std. Deviation	N
X1.1	3,1706	,60595	170
X1.2	3,0353	,65175	170
X1.3	3,1059	,68843	170
X1.4	2,9882	,59573	170
X1.5	2,9412	,68549	170
X1.6	3,0353	,59479	170
X1.7	2,8882	,74927	170

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	17,9941	7,888	,404	,799
X1.2	18,1294	6,989	,643	,757
X1.3	18,0588	7,357	,481	,787
X1.4	18,1765	7,531	,533	,778
X1.5	18,2235	7,098	,565	,771
X1.6	18,1294	7,273	,624	,762
X1.7	18,2765	7,018	,516	,782

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21,1647	9,630	3,10315	7

Case Processing Summary

		N	%
Cases	Valid	170	100,0
	Excluded ^a	0	,0
	Total	170	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,709	4

Item Statistics

	Mean	Std. Deviation	N
X2.1	2,8941	,69697	170
X2.2	2,9000	,62160	170
X2.3	2,9529	,57370	170
X2.4	2,7294	,75976	170

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	8,5824	2,280	,492	,650
X2.2	8,5765	2,506	,462	,667
X2.3	8,5235	2,570	,490	,654
X2.4	8,7471	2,024	,555	,610

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11,4765	3,801	1,94967	4

Case Processing Summary

		N	%
Cases	Valid	170	100,0
	Excluded ^a	0	,0
	Total	170	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,837	13

Item Statistics

	Mean	Std. Deviation	N
X3.1	2,9176	,73318	170
X3.2	2,9824	,63873	170
X3.3	3,0059	,63894	170
X3.4	2,9765	,57516	170
X3.5	3,0353	,57455	170
X3.6	2,9412	,69407	170
X3.7	3,0706	,60154	170
X3.8	2,9235	,54396	170
X3.9	2,6824	,78010	170
X3.10	2,9824	,75740	170
X3.11	3,0765	,65274	170
X3.12	3,0353	,70412	170
X3.13	3,1824	,61224	170

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	35,8941	21,208	,453	,829
X3.2	35,8294	21,397	,508	,825
X3.3	35,8059	21,459	,496	,825
X3.4	35,8353	21,476	,562	,822
X3.5	35,7765	22,092	,441	,829
X3.6	35,8706	20,681	,577	,819
X3.7	35,7412	21,518	,524	,824
X3.8	35,8882	21,591	,577	,821
X3.9	36,1294	20,374	,543	,822
X3.10	35,8294	20,403	,560	,820
X3.11	35,7353	22,586	,289	,839
X3.12	35,7765	21,311	,461	,828
X3.13	35,6294	22,388	,352	,835

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
38,8118	24,805	4,98042	13

Case Processing Summary

		N	%
Cases	Valid	170	100,0
	Excluded ^a	0	,0
	Total	170	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,856	10

Item Statistics

	Mean	Std. Deviation	N
Y.1	2,8706	,60154	170
Y.2	2,7412	,80902	170
Y.3	2,9176	,69165	170
Y.4	2,8882	,69178	170
Y.5	2,9765	,62448	170
Y.6	2,9059	,57817	170
Y.7	2,9824	,67477	170
Y.8	2,8706	,73442	170
Y.9	3,0059	,70917	170
Y.10	2,8824	,60397	170

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	26,1706	16,355	,644	,836
Y.2	26,3000	16,034	,488	,851
Y.3	26,1235	16,606	,491	,848
Y.4	26,1529	16,000	,609	,838
Y.5	26,0647	16,664	,548	,843
Y.6	26,1353	16,461	,651	,836
Y.7	26,0588	16,505	,527	,845
Y.8	26,1706	16,000	,563	,842
Y.9	26,0353	16,366	,520	,846
Y.10	26,1588	16,371	,637	,837

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
29,0412	19,850	4,45537	10

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Citra Merek (X1)	170	10,00	28,00	21,1647	3,10315
Harga (X2)	170	7,00	16,00	11,4765	1,94967
Kualitas Layanan (X3)	170	23,00	50,00	38,8118	4,98042
Keputusan Pembelian (Y)	170	14,00	40,00	29,0412	4,45537
Valid N (listwise)	170				

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas Layanan (X3), Citra Merek (X1), Harga (X2) ^b		Enter

a. Dependent Variable: Keputusan Pembelian (Y)

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,947 ^a	,896	,894	1,44936

a. Predictors: (Constant), Kualitas Layanan (X3), Citra Merek (X1), Harga (X2)

b. Dependent Variable: Keputusan Pembelian (Y)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3006,006	3	1002,002	476,999	,000 ^b
	Residual	348,706	166	2,101		
	Total	3354,712	169			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Kualitas Layanan (X3), Citra Merek (X1), Harga (X2)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-3,393	,904		-3,755	,000
1 Citra Merek (X1)	,141	,051	,098	2,794	,006
Harga (X2)	,730	,089	,319	8,163	,000
Kualitas Layanan (X3)	,543	,039	,607	3,985	,000

a. Dependent Variable: Keputusan Pembelian (Y)

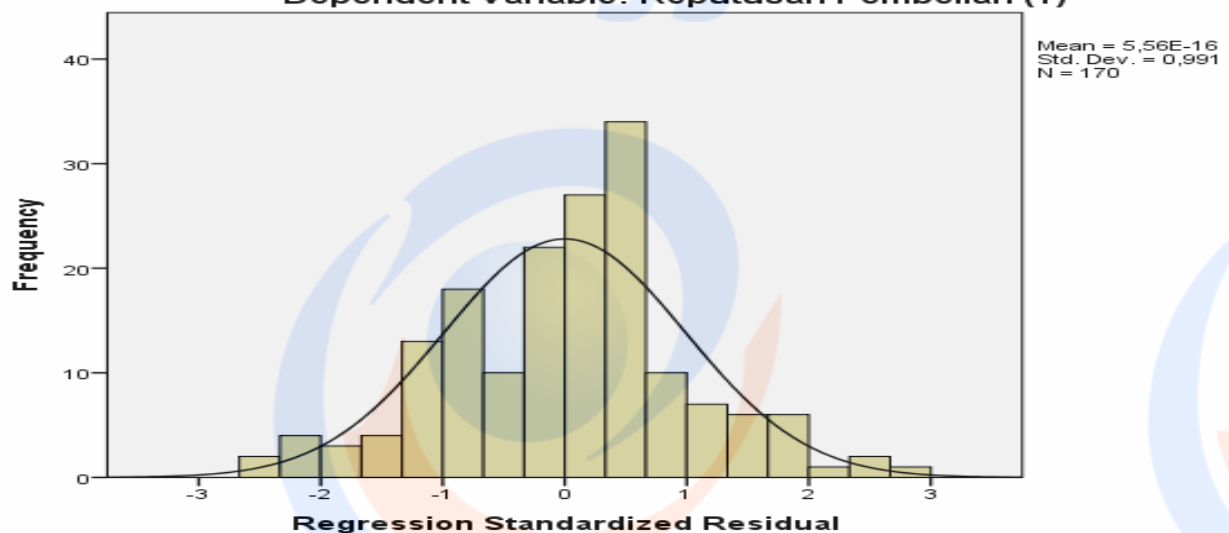
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	15,8962	39,2404	29,0412	4,21747	170
Std. Predicted Value	-3,117	2,418	,000	1,000	170
Standard Error of Predicted Value	,116	,474	,208	,079	170
Adjusted Predicted Value	16,0448	39,2508	29,0435	4,21511	170
Residual	-3,70744	4,11717	,00000	1,43644	170
Std. Residual	-2,558	2,841	,000	,991	170
Stud. Residual	-2,593	2,926	-,001	1,007	170
Deleted Residual	-3,80868	4,36888	-,00237	1,48242	170
Stud. Deleted Residual	-2,639	2,996	-,001	1,014	170
Mahal. Distance	,090	17,101	2,982	3,219	170
Cook's Distance	,000	,131	,008	,016	170
Centered Leverage Value	,001	,101	,018	,019	170

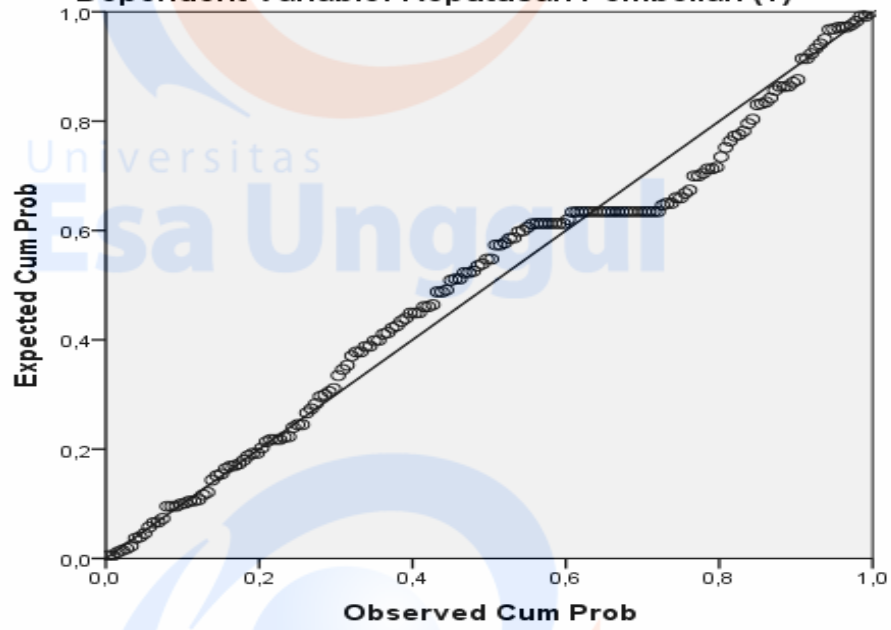
a. Dependent Variable: Keputusan Pembelian (Y)

Histogram

Dependent Variable: Keputusan Pembelian (Y)

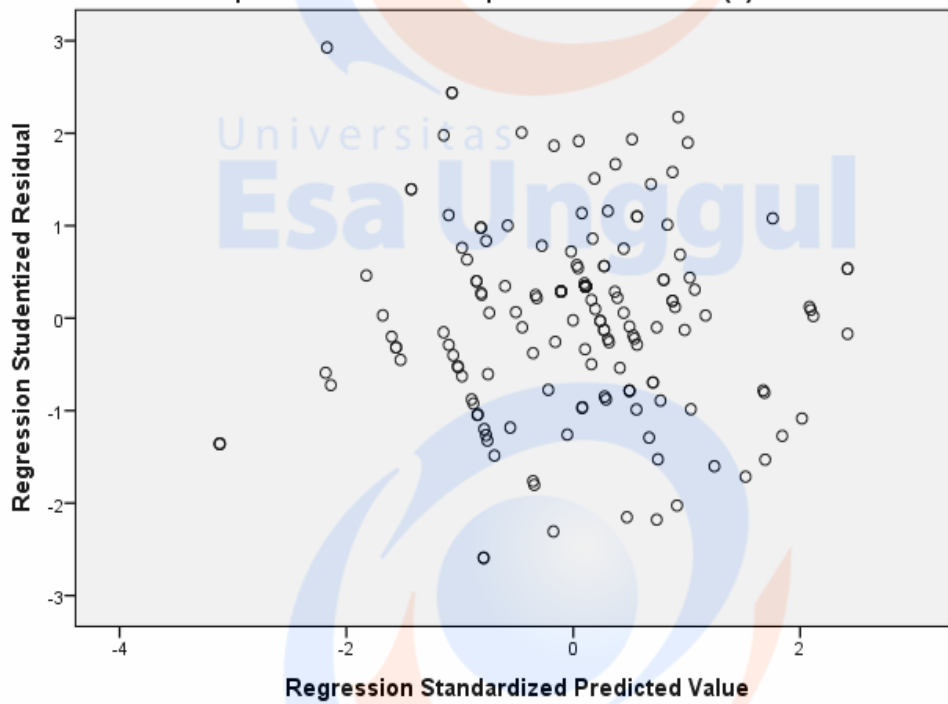


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Keputusan Pembelian (Y)



Scatterplot

Dependent Variable: Keputusan Pembelian (Y)



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		170
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,43643595
Most Extreme Differences	Absolute	,092
	Positive	,092
	Negative	-,068
Kolmogorov-Smirnov Z		1,198
Asymp. Sig. (2-tailed)		,113

a. Test distribution is Normal.

b. Calculated from data.

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Citra Merek (X1)	,504	1,982
	Harga (X2)	,409	2,445
	Kualitas Layanan (X3)	,333	3,006

a. Dependent Variable: Keputusan Pembelian (Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	1,872	,570		3,283	,001
	Citra Merek (X1)	-,015	,032	-,050	-,464	,643
	Harga (X2)	-,084	,056	-,178	-1,483	,140
	Kualitas Layanan (X3)	,013	,024	,070	,530	,597

a. Dependent Variable: Abs_Residual

Correlations

		Citra Merek (X1)	Harga (X2)	Kualitas Layanan (X3)	Keputusan Pembelian (Y)
Citra Merek (X1)	Pearson Correlation	1	,603**	,695**	,713**
	Sig. (2-tailed)		,000	,000	,000
	N	170	170	170	170
Harga (X2)	Pearson Correlation	,603**	1	,762**	,841**
	Sig. (2-tailed)	,000		,000	,000
	N	170	170	170	170
Kualitas Layanan (X3)	Pearson Correlation	,695**	,762**	1	,818**
	Sig. (2-tailed)	,000	,000		,000
	N	170	170	170	170
Keputusan Pembelian (Y)	Pearson Correlation	,713**	,841**	,818**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	170	170	170	170

** . Correlation is significant at the 0.01 level (2-tailed).