

LAMPIRAN VI
Uji Validitas Citra Merek
Correlations

		P1	P2	P3	P4	P5	P6	TOTAL
P1	Pearson Correlation	1	.478**	.506**	.620**	.450*	.692**	.778**
	Sig. (2-tailed)		.008	.004	.000	.013	.000	.000
	N	30	30	30	30	30	30	30
P2	Pearson Correlation	.478**	1	.620**	.436*	.321	.663**	.725**
	Sig. (2-tailed)	.008		.000	.016	.084	.000	.000
	N	30	30	30	30	30	30	30
P3	Pearson Correlation	.506**	.620**	1	.700**	.536**	.658**	.829**
	Sig. (2-tailed)	.004	.000		.000	.002	.000	.000
	N	30	30	30	30	30	30	30
P4	Pearson Correlation	.620**	.436*	.700**	1	.730**	.641**	.861**
	Sig. (2-tailed)	.000	.016	.000		.000	.000	.000
	N	30	30	30	30	30	30	30
P5	Pearson Correlation	.450*	.321	.536**	.730**	1	.528**	.749**
	Sig. (2-tailed)	.013	.084	.002	.000		.003	.000
	N	30	30	30	30	30	30	30
P6	Pearson Correlation	.692**	.663**	.658**	.641**	.528**	1	.870**
	Sig. (2-tailed)	.000	.000	.000	.000	.003		.000
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.778**	.725**	.829**	.861**	.749**	.870**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

P14	Pearson Correlation	.559**	.399*	.293	.191	.405*	.430*	.085	1	.231	.463*	.509**	.407*	.645**
	Sig. (2-tailed)	.001	.029	.116	.311	.027	.018	.656		.220	.010	.004	.026	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P15	Pearson Correlation	.313	.203	.429*	.325	.522**	.255	.463**	.231	1	.247	.463**	.333	.642**
	Sig. (2-tailed)	.092	.283	.018	.079	.003	.174	.010	.220		.189	.010	.072	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P16	Pearson Correlation	.349	.044	.349	.096	.466**	-.029	.124	.463**	.247	1	.272	.483**	.505**
	Sig. (2-tailed)	.058	.819	.058	.615	.009	.879	.515	.010	.189		.146	.007	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P17	Pearson Correlation	.499**	.367*	.499**	.543**	.249	.217	.321	.509**	.463**	.272	1	.340	.691**
	Sig. (2-tailed)	.005	.046	.005	.002	.185	.249	.083	.004	.010	.146		.066	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P18	Pearson Correlation	.750**	.189	.224	.144	.523**	.234	.340	.407*	.333	.483*	.340	1	.652**
	Sig. (2-tailed)	.000	.318	.235	.447	.003	.212	.066	.026	.072	.007	.066		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.722**	.633**	.657**	.555**	.711**	.548**	.605**	.645**	.642**	.505*	.691**	.652**	1
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.002	.000	.000	.000	.004	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

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

LAMPIRAN VI
Uji Validitas Iklan
Correlations

		P19	P20	P21	P22	P23	TOTAL
P19	Pearson Correlation	1	.473**	.403*	.403*	.386*	.695**
	Sig. (2-tailed)		.008	.027	.027	.035	.000
	N	30	30	30	30	30	30
P20	Pearson Correlation	.473**	1	.473**	.631**	.612**	.816**
	Sig. (2-tailed)	.008		.008	.000	.000	.000
	N	30	30	30	30	30	30
P21	Pearson Correlation	.403*	.473**	1	.701**	.386*	.777**
	Sig. (2-tailed)	.027	.008		.000	.035	.000
	N	30	30	30	30	30	30
P22	Pearson Correlation	.403*	.631**	.701**	1	.580**	.858**
	Sig. (2-tailed)	.027	.000	.000		.001	.000
	N	30	30	30	30	30	30
P23	Pearson Correlation	.386*	.612**	.386*	.580**	1	.737**
	Sig. (2-tailed)	.035	.000	.035	.001		.000
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	.695**	.816**	.777**	.858**	.737**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

LAMPIRAN VI
Uji Validitas Keputusan Pembelian
Correlations

		P24	P25	P26	P27	P28	TOTAL
P24	Pearson Correlation	1	.461*	.460*	.425*	.354	.671**
	Sig. (2-tailed)		.010	.010	.019	.055	.000
	N	30	30	30	30	30	30
P25	Pearson Correlation	.461*	1	.357	.192	.295	.551**
	Sig. (2-tailed)	.010		.053	.310	.113	.002
	N	30	30	30	30	30	30
P26	Pearson Correlation	.460*	.357	1	.766**	.604**	.858**
	Sig. (2-tailed)	.010	.053		.000	.000	.000
	N	30	30	30	30	30	30
P27	Pearson Correlation	.425*	.192	.766**	1	.702**	.846**
	Sig. (2-tailed)	.019	.310	.000		.000	.000
	N	30	30	30	30	30	30
P28	Pearson Correlation	.354	.295	.604**	.702**	1	.829**
	Sig. (2-tailed)	.055	.113	.000	.000		.000
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	.671**	.551**	.858**	.846**	.829**	1
	Sig. (2-tailed)	.000	.002	.000	.000	.000	
	N	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

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

Tabel Hasil Uji Reliabilitas

Reliability Statistics

Cronbach's	
Alpha	N of Items
.852	28

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.842 ^a	.708	.702	1.174

a. Predictors: (Constant), Iklan, Citra Merek, Kualitas Produk

b. Dependent Variable: Keputusan Pembelian

Tabel Hasil Uji F ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	455.346	3	151.782	110.107	.000 ^b
	Residual	187.475	136	1.378		
	Total	642.821	139			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Iklan, Citra Merek, Kualitas Produk

Tabel Hasil Uji t Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.206	.881		.234	.815		
	Citra Merek	.147	.047	.181	3.107	.002	.631	1.584
	Kualitas Produk	.249	.030	.537	8.339	.000	.516	1.936
	Iklan	.230	.053	.256	4.375	.000	.628	1.593

a. Dependent Variable: Keputusan Pembelian

Tabel Hasil Uji Regresi Linier Berganda

		Coefficients^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	.206	.881		.234	.815		
	Citra Merek	.147	.047	.181	3.107	.002	.631	1.584
	Kualitas Produk	.249	.030	.537	8.339	.000	.516	1.936
	Iklan	.230	.053	.256	4.375	.000	.628	1.593

a. Dependent Variable: Keputusan Pembelian