

UJI VALIDITAS

Correlations

		X1.1	X1.2	X1.3	X1.4	TOTAL_X1
X1.1	Pearson Correlation	1	,463**	,417*	,153	,777**
	Sig. (2-tailed)		,010	,022	,418	,000
	N	30	30	30	30	30
X1.2	Pearson Correlation	,463**	1	,256	,508**	,803**
	Sig. (2-tailed)	,010		,172	,004	,000
	N	30	30	30	30	30
X1.3	Pearson Correlation	,417*	,256	1	,221	,638**
	Sig. (2-tailed)	,022	,172		,242	,000
	N	30	30	30	30	30
X1.4	Pearson Correlation	,153	,508**	,221	1	,601**
	Sig. (2-tailed)	,418	,004	,242		,000
	N	30	30	30	30	30
TOTAL_X1	Pearson Correlation	,777**	,803**	,638**	,601**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	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).

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2.13	Total_X2
X2.1	Pearson Correlation	1	,745**	,707**	,703**	,681**	,753**	,627**	,636**	,333	,558**	,717**	,627**	,300	,818**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,072	,001	,000	,000	,107	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	,745**	1	,800**	,770**	,572**	,654**	,666**	,693**	,587**	,727**	,737**	,579**	,366*	,875**
	Sig. (2-tailed)	,000		,000	,000	,001	,000	,000	,000	,001	,000	,000	,001	,047	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	,707**	,800**	1	,733**	,570**	,580**	,671**	,624**	,412*	,671**	,690**	,675**	,479**	,846**
	Sig. (2-tailed)	,000	,000		,000	,001	,001	,000	,000	,024	,000	,000	,000	,007	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	,703**	,770**	,733**	1	,585**	,629**	,794**	,701**	,533**	,636**	,793**	,678**	,514**	,895**

	Sig. (2-tailed)	,000	,000	,000		,001	,000	,000	,000	,002	,000	,000	,000	,004	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	,681**	,572**	,570**	,585**	1	,735**	,511**	,487**	,422*	,511**	,637**	,697**	,405*	,749**
	Sig. (2-tailed)	,000	,001	,001	,001		,000	,004	,006	,020	,004	,000	,000	,026	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	,753**	,654**	,580**	,629**	,735**	1	,617**	,579**	,428*	,617**	,650**	,563**	,283	,782**
	Sig. (2-tailed)	,000	,000	,001	,000	,000		,000	,001	,018	,000	,000	,001	,130	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	,627**	,666**	,671**	,794**	,511**	,617**	1	,766**	,555**	,571**	,601**	,521**	,523**	,826**
	Sig. (2-tailed)	,000	,000	,000	,000	,004	,000		,000	,001	,001	,000	,003	,003	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	,636**	,693**	,624**	,701**	,487**	,579**	,766**	1	,581**	,460*	,573**	,528**	,596**	,803**
	Sig. (2-tailed)	,000	,000	,000	,000	,006	,001	,000		,001	,011	,001	,003	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.9	Pearson Correlation	,333	,587**	,412*	,533**	,422*	,428*	,555**	,581**	1	,634**	,593**	,476**	,312	,663**
	Sig. (2-tailed)	,072	,001	,024	,002	,020	,018	,001	,001		,000	,001	,008	,093	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.10	Pearson Correlation	,558**	,727**	,671**	,636**	,511**	,617**	,571**	,460*	,634**	1	,735**	,434*	,196	,758**
	Sig. (2-tailed)	,001	,000	,000	,000	,004	,000	,001	,011	,000		,000	,016	,299	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.11	Pearson Correlation	,717**	,737**	,690**	,793**	,637**	,650**	,601**	,573**	,593**	,735**	1	,650**	,367*	,856**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,001	,001	,000		,000	,046	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.12	Pearson Correlation	,627**	,579**	,675**	,678**	,697**	,563**	,521**	,528**	,476**	,434*	,650**	1	,668**	,783**
	Sig. (2-tailed)	,000	,001	,000	,000	,000	,001	,003	,003	,008	,016	,000		,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.13	Pearson Correlation	,300	,366*	,479**	,514**	,405*	,283	,523**	,596**	,312	,196	,367*	,668**	1	,586**
	Sig. (2-tailed)	,107	,047	,007	,004	,026	,130	,003	,001	,093	,299	,046	,000		,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Tota L_X2	Pearson Correlation	,818**	,875**	,846**	,895**	,749**	,782**	,826**	,803**	,663**	,758**	,856**	,783**	,586**	1
	Sig. (2- tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,001	
	N	30	30	30	30	30	30	30	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).

Correlations

		X3.1	X3.2	X3.3	X3.4	Total_X3
X3.1	Pearson Correlation	1	,685**	,548**	,684**	,867**
	Sig. (2- tailed)		,000	,002	,000	,000
	N	30	30	30	30	30
X3.2	Pearson Correlation	,685**	1	,415*	,570**	,803**
	Sig. (2- tailed)	,000		,023	,001	,000
	N	30	30	30	30	30
X3.3	Pearson Correlation	,548**	,415*	1	,644**	,790**
	Sig. (2- tailed)	,002	,023		,000	,000
	N	30	30	30	30	30
X3.4	Pearson Correlation	,684**	,570**	,644**	1	,869**
	Sig. (2- tailed)	,000	,001	,000		,000
	N	30	30	30	30	30
Total_X3	Pearson Correlation	,867**	,803**	,790**	,869**	1
	Sig. (2- tailed)	,000	,000	,000	,000	
	N	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).

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Total_Y
Y.1	Pearson Correlation	1	,539**	,541**	,511**	,715**	,488**	,758**

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	Sig. (2-tailed)		,002	,002	,004	,000	,006	,000
	N	30	30	30	30	30	30	30
Y.2	Pearson Correlation	,539**	1	,751**	,733**	,689**	,420*	,817**
	Sig. (2-tailed)	,002		,000	,000	,000	,021	,000
	N	30	30	30	30	30	30	30
Y.3	Pearson Correlation	,541**	,751**	1	,780**	,826**	,693**	,903**
	Sig. (2-tailed)	,002	,000		,000	,000	,000	,000
	N	30	30	30	30	30	30	30
Y.4	Pearson Correlation	,511**	,733**	,780**	1	,746**	,676**	,875**
	Sig. (2-tailed)	,004	,000	,000		,000	,000	,000
	N	30	30	30	30	30	30	30
Y.5	Pearson Correlation	,715**	,689**	,826**	,746**	1	,689**	,921**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30	30
Y.6	Pearson Correlation	,488**	,420*	,693**	,676**	,689**	1	,784**
	Sig. (2-tailed)	,006	,021	,000	,000	,000		,000
	N	30	30	30	30	30	30	30
Total_Y	Pearson Correlation	,758**	,817**	,903**	,875**	,921**	,784**	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).

UJI RELIABILITAS

Reliability Statistics (X1)

Cronbach's Alpha	N of Items
,668	4

Reliability Statistics (X2)

Cronbach's Alpha	N of Items
,948	13

Reliability Statistics (X3)

Cronbach's Alpha	N of Items
,849	4

Reliability Statistics (Y)

Cronbach's Alpha	N of Items
,916	6

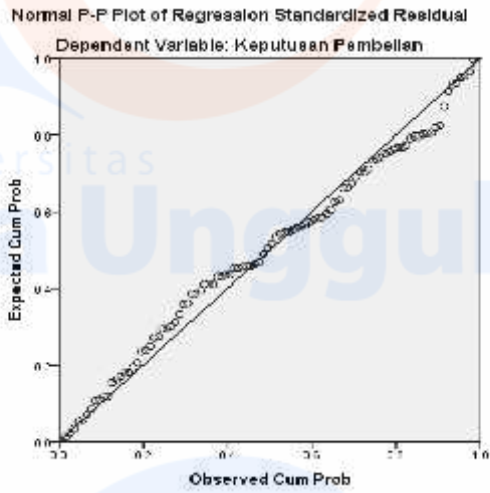
UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	2.00769277
	Absolute	.083
Most Extreme Differences	Positive	.083
	Negative	-.075
Kolmogorov-Smirnov Z		.825
Asymp. Sig. (2-tailed)		.503

a. Test distribution is Normal.

b. Calculated from data.

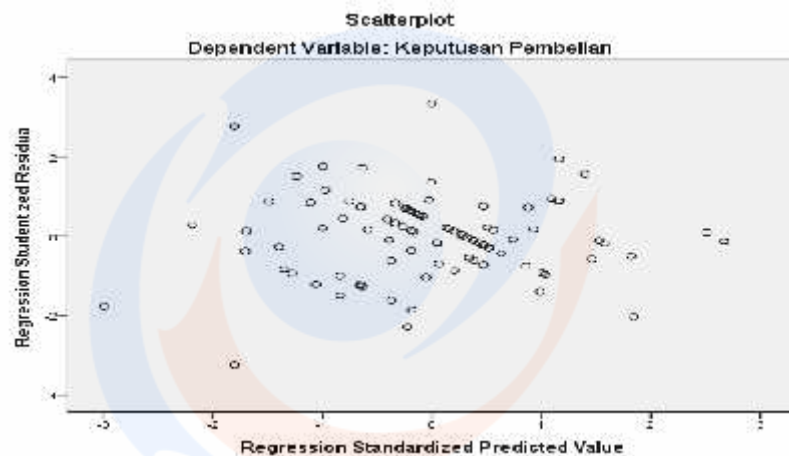


UJI MULTIKOLINEARITAS

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	1.122	2.200		.510	.611		
	Harga	-.122	.158	-.049	-.772	.442	.948	1.055
	Kualitas Produk	.353	.058	.565	6.064	.000	.441	2.266
	Citra Merek	.422	.133	.290	3.159	.002	.455	2.195

a. Dependent Variable: Keputusan Pembelian

UJI HETEROSKEDASTISITAS



UJI REGRESI LINEAR BERGANDA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,122	2,200		,510	,611
	Harga	-,122	,158	-,049	-,772	,442
	Kualitas Produk	,353	,058	,565	6,064	,000
	Citra Merek	,422	,133	,290	3,159	,002

a. Dependent Variable: Keputusan Pembelian

UJI F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	684.108	3	228.036	54.859	.000 ^b
	Residual	399.052	96	4.157		
	Total	1083.160	99			

a. Dependent Variable: Keputusan Pembelian

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

UJI t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.122	2.200		.510	.611
	Harga	-,122	,158	-,049	-,772	,442
	Kualitas Produk	,353	,058	,565	6.064	,000
	Citra Merek	,422	,133	,290	3.159	,002

a. Dependent Variable: Keputusan Pembelian

KOEFISIEN DETERMINAN**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795 ^a	.632	.620	2.039

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