

LAMPIRAN

Lampiran I

PRA SURVEY

Kepada responden yang terhormat,

Perkenalkan saya Deny Purnomo Aji, mahasiswa Fakultas Ekonomi dan Bisnis Program Studi Manajemen Universitas Esa Unggul Jakarta yang sedang melakukan pra survey dalam penulisan skripsi untuk mendapat gelar sarjana S1 Manajemen. Terima kasih atas partisipasi anda untuk meluangkan waktu dalam mengisi daftar pertanyaan pra survey ini, dengan tujuan sebagai data penelitian saya mengenai pengaruh iklan dan desain kemasan terhadap keputusan pembelian air minum dalam kemasan (AMDK) merek Ades dengan citra merek sebagai variabel intervening di daerah Muara Karang, Pluit, Jakarta Utara.

Saya berharap responden dapat menjawab dengan sebaik-baiknya.

TANGGAPAN RESPONDEN

PETUNJUK :

Isilah semua pertanyaan dalam Pra survey sesuai dengan kenyataan, dengan cara memberikan tanda (X) pada jawaban yang telah tersedia.

No	Pertanyaan Pra Survey	
1	Apakah anda mengetahui produk Air Minum Dalam Kemasan (AMDK) merek Ades ?	
	a. Mengetahui	b. Tidak Mengetahui
	Alasan :	
2	Apakah iklan yang dilakukan Ades melalui media sudah maksimal ?	
	a. Maksimal	b. Tidak Maksimal
	Alasan :	
3	Apakah desain kemasan Air Minum Dalam Kemasan (AMDK) merek Ades sudah menarik ?	
	a. Menarik	b. Tidak Menarik
	Alasan :	
4	Apakah Ades memiliki reputasi citra merek yang cukup dikenal di masyarakat ?	
	a. Dikenal	b. Kurang Dikenal
	Alasan :	

Lampiran II

KUESIONER PENELITIAN

Kepada responden yang terhormat,
Saya, mahasiswa Fakultas Ekonomi dan Bisnis Program Studi Manajemen Universitas Esa Unggul Jakarta

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NIM : 20160101039

Bersama ini saya sampaikan daftar pertanyaan kepada konsumen yang pernah membeli dan mengonsumsi Produk air mineral merek Ades. Pertanyaan dalam kuesioner ini berkenaan dengan penelitian saya yang berjudul “Pengaruh Iklan Dan Desain Kemasan Terhadap Keputusan Pembelian Air Minum Dalam Kemasan (AMDK) Merek Ades Dengan Citra Merek Sebagai Variabel Intervening di daerah Muara Karang, Pluit, Jakarta Utara”, maka dari itu saya meminta kesediaan saudara untuk mengisi kuesioner ini.

DATA RESPONDEN

PETUNJUK

Isilah data responden dibawah ini kemudian pilihlah jawaban dengan tanda (X) pada jawaban yang tersedia.

No	Data Responden	
1	Jenis Kelamin :	
	a. Laki-laki	
	b. Perempuan	
2	Usia :	
	a. 18-22 tahun	c. 28-32 tahun
	b. 23-27 tahun	d. > 32 tahun
3	Pendidikan terakhir :	
	a. SMA/SMK	c. S1
	b. Diploma (D1-D3)	d. S2
	e. lainnya	
4	Pekerjaan :	
	a. Pegawai swasta	c. Pegawai negeri sipil
	b. Wirausaha	d. Mahasiswa
	e. lainnya	
5	Lama mengonsumsi air minum dalam kemasan (AMDK) merek Ades :	
	a. 1-6 bulan	c. 1-2 tahun
	b. 7-12 bulan	d. > 2 tahun

TANGGAPAN RESPONDEN

PETUNJUK :

Isilah semua pertanyaan dalam kuesioner sesuai dengan kenyataan, dengan cara memberikan tanda (X) pada kotak yang telah tersedia.

KETERANGAN

No	Alternatif jawaban	Skor
1	Sangat Tidak Setuju (STS)	1
2	Tidak Setuju (TS)	2
3	Setuju (S)	3
4	Sangat Setuju (SS)	4

Iklan (X1)

No.	Pertanyaan	STS	TS	S	SS
		1	2	3	4
1	Saya merasa pesan iklan yang disampaikan Ades mudah dimengerti				
2	Saya melihat penayangan iklan yang dilakukan Ades secara terus menerus di berbagai media				
3	Saya mengerti pesan yang disampaikan oleh Ades melalui iklan di media				
4	Saya yakin media iklan yang digunakan Ades sudah efektif				
5	Saya akan tertarik untuk membeli produk AMDK Ades setelah melihat iklan di media				
6	Saya merasa iklan AMDK Ades yang ditampilkan sudah jelas				
7	Saya memperoleh informasi iklan Ades di berbagai media				
8	Saya suka dengan iklan Ades yang ditampilkan dalam berbagai media				
9	Saya percaya terhadap kualitas produk Ades setelah melihat iklan di berbagai media				
10	Saya yakin akan membeli produk AMDK Ades setelah mendapatkan informasi mengenai produk tersebut pada iklan				
11	Saya tertarik untuk membeli produk Ades setelah yakin akan kesesuaian produk dengan iklan yang ditampilkan				
12	Saya yakin dengan kesesuaian produk Ades dengan iklan yang ditampilkan				

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Desain Kemasan (X2)

No.	Pertanyaan	STS	TS	S	SS
		1	2	3	4
1	Nama merek yang ditampilkan dalam kemasan Ades sudah jelas				
2	Warna yang ditampilkan pada kemasan produk Ades sudah menarik				
3	Bentuk desain kemasan Produk AMDK Ades sudah sesuai keinginan konsumen				
4	Ukuran desain kemasan produk AMDK Ades sudah sesuai dengan keinginan konsumen				
5	Material bahan yang digunakan dalam membuat kemasan produk AMDK Ades sudah ramah lingkungan				

Citra Merek (Z)

No.	Pertanyaan	STS	TS	S	SS
		1	2	3	4
1	Produk AMDK Ades sudah cukup dikenal				
2	Ades lebih dikenal dibanding kompetitor sejenis karena citra merek yang dimilikinya				
3	Reputasi yang dimiliki Ades sudah baik				
4	Citra perusahaan Ades sudah cukup dikenal				
5	Produk AMDK Ades sudah cukup dikenal sehingga memiliki daya tarik konsumen				

6	Ades memiliki kemampuan untuk menarik perhatian konsumen dengan memanfaatkan media sosial untuk memperkenalkan produknya				
7	Ades memiliki ciri kemasan berwarna hijau putih sehingga produknya mudah dikenal				
8	Ades memiliki keunikan dibanding kompetitor lainnya berupa kepedulian terhadap lingkungan yang membuat merek Ades cukup dikenal				

Keputusan Pembelian (Y)

No.	Pertanyaan	STS	TS	S	SS
		1	2	3	4
1	Saya membeli produk Ades karena Ades memiliki keunggulan dibandingkan produk sejenis				
2	Saya membeli produk Ades karena manfaat Ades sudah terasa bagi konsumen				
3	Saya membeli produk Ades karena saya tertarik pada merek Ades				
4	Saya akan membeli produk Ades dikemudian hari				
5	Saya membeli produk Ades karena mudah untuk mendapatkan produk tersebut				
6	Saya membeli produk Ades karena pelayanan yang diberikan perusahaan terhadap konsumen sudah baik				
7	Saya membeli produk Ades sesuai kebutuhan				
8	Saya membeli produk Ades untuk persediaan di rumah				

Lampiran III – Hasil Uji Validitas

Correlations														
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	Total_X1
X1.1	Pearson Correlation	1	.421*	.725**	.814**	.763**	.596**	.579**	.761**	.540**	.579**	.669**	.915**	.868**
	Sig. (2-tailed)		.020	.000	.000	.000	.001	.001	.000	.002	.001	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.421*	1	.385*	.421*	.432*	.486**	.335	.371*	.377*	.335	.326	.283	.560**
	Sig. (2-tailed)	.020		.036	.020	.017	.006	.071	.044	.040	.071	.079	.130	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.725**	.385*	1	.562**	.521**	.552**	.552**	.552**	.379*	.552**	.613**	.636**	.728**
	Sig. (2-tailed)	.000	.036		.001	.003	.002	.002	.002	.039	.002	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.814**	.421*	.562**	1	.763**	.761**	.579**	.761**	.647**	.579**	.669**	.737**	.868**
	Sig. (2-tailed)	.000	.020	.001		.000	.000	.001	.000	.000	.001	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.763**	.432*	.521**	.763**	1	.581**	.344	.689**	.631**	.540**	.511**	.718**	.797**
	Sig. (2-tailed)	.000	.017	.003	.000		.001	.063	.000	.000	.002	.004	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

X1.6	Pearson Correlation	.596**	.486**	.552**	.761**	.581**	1	.403*	.559**	.671**	.537**	.750**	.538**	.787**
	Sig. (2-tailed)	.001	.006	.002	.000	.001		.027	.001	.000	.002	.000	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	.579**	.335	.552**	.579**	.344	.403*	1	.671**	.437*	.633**	.590**	.530**	.694**
	Sig. (2-tailed)	.001	.071	.002	.001	.063	.027		.000	.016	.000	.001	.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.8	Pearson Correlation	.761**	.371*	.552**	.761**	.689**	.559**	.671**	1	.575**	.805**	.750**	.855**	.872**
	Sig. (2-tailed)	.000	.044	.002	.000	.000	.001	.000		.001	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.9	Pearson Correlation	.540**	.377*	.379*	.647**	.631**	.671**	.437*	.575**	1	.700**	.674**	.619**	.787**
	Sig. (2-tailed)	.002	.040	.039	.000	.000	.000	.016	.001		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.10	Pearson Correlation	.579**	.335	.552**	.579**	.540**	.537**	.633**	.805**	.700**	1	.708**	.674**	.810**
	Sig. (2-tailed)	.001	.071	.002	.001	.002	.002	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.11	Pearson Correlation	.669**	.326	.613**	.669**	.511**	.750**	.590**	.750**	.674**	.708**	1	.752**	.842**
	Sig. (2-tailed)	.000	.079	.000	.000	.004	.000	.001	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

X1.12	Pearson Correlation	.915**	.283	.636**	.737**	.718**	.538**	.530**	.855**	.619**	.674**	.752**	1	.860**
	Sig. (2-tailed)	.000	.130	.000	.000	.000	.002	.003	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Total_X1	Pearson Correlation	.868**	.560**	.728**	.868**	.797**	.787**	.694**	.872**	.787**	.810**	.842**	.860**	1
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.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).														

Correlations							
		X2.1	X2.2	X2.3	X2.4	X2.5	Total_X2
X2.1	Pearson Correlation	1	.749**	.471**	.396*	.471**	.767**
	Sig. (2-tailed)		.000	.009	.030	.009	.000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	.749**	1	.445*	.733**	.325	.797**
	Sig. (2-tailed)	.000		.014	.000	.080	.000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	.471**	.445*	1	.493**	.726**	.825**
	Sig. (2-tailed)	.009	.014		.006	.000	.000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	.396*	.733**	.493**	1	.388*	.754**
	Sig. (2-tailed)	.030	.000	.006		.034	.000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	.471**	.325	.726**	.388*	1	.773**
	Sig. (2-tailed)	.009	.080	.000	.034		.000
	N	30	30	30	30	30	30
Total_X2	Pearson Correlation	.767**	.797**	.825**	.754**	.773**	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).

		Correlations								
		Z.1	Z.2	Z.3	Z.4	Z.5	Z.6	Z.7	Z.8	Total_Z
Z.1	Pearson Correlation	1	.692**	.610**	.686**	.614**	.426*	.536**	.473**	.824**
	Sig. (2-tailed)		.000	.000	.000	.000	.019	.002	.008	.000
	N	30	30	30	30	30	30	30	30	30
Z.2	Pearson Correlation	.692**	1	.482**	.703**	.692**	.344	.465**	.679**	.866**
	Sig. (2-tailed)	.000		.007	.000	.000	.062	.010	.000	.000
	N	30	30	30	30	30	30	30	30	30
Z.3	Pearson Correlation	.610**	.482**	1	.669**	.508**	.198	.487**	.081	.653**
	Sig. (2-tailed)	.000	.007		.000	.004	.294	.006	.670	.000
	N	30	30	30	30	30	30	30	30	30
Z.4	Pearson Correlation	.686**	.703**	.669**	1	.742**	.482**	.425*	.375*	.840**
	Sig. (2-tailed)	.000	.000	.000		.000	.007	.019	.041	.000
	N	30	30	30	30	30	30	30	30	30
Z.5	Pearson Correlation	.614**	.692**	.508**	.742**	1	.439*	.732**	.432*	.848**
	Sig. (2-tailed)	.000	.000	.004	.000		.015	.000	.017	.000
	N	30	30	30	30	30	30	30	30	30
Z.6	Pearson Correlation	.426*	.344	.198	.482**	.439*	1	.549**	.484**	.619**
	Sig. (2-tailed)	.019	.062	.294	.007	.015		.002	.007	.000
	N	30	30	30	30	30	30	30	30	30
Z.7	Pearson Correlation	.536**	.465**	.487**	.425*	.732**	.549**	1	.502**	.746**
	Sig. (2-tailed)	.002	.010	.006	.019	.000	.002		.005	.000
	N	30	30	30	30	30	30	30	30	30
Z.8	Pearson Correlation	.473**	.679**	.081	.375*	.432*	.484**	.502**	1	.674**

	Sig. (2-tailed)	.008	.000	.670	.041	.017	.007	.005		.000
	N	30	30	30	30	30	30	30	30	30
Total_Z	Pearson Correlation	.824**	.866**	.653**	.840**	.848**	.619**	.746**	.674**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	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										
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Total_Y
Y.1	Pearson Correlation	1	.755**	.617**	.399*	.619**	.417*	.413*	.692**	.827**
	Sig. (2-tailed)		.000	.000	.029	.000	.022	.023	.000	.000
	N	30	30	30	30	30	30	30	30	30
Y.2	Pearson Correlation	.755**	1	.721**	.613**	.674**	.640**	.721**	.702**	.923**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Y.3	Pearson Correlation	.617**	.721**	1	.716**	.649**	.674**	.619**	.623**	.860**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Y.4	Pearson Correlation	.399*	.613**	.716**	1	.261	.781**	.716**	.474**	.720**
	Sig. (2-tailed)	.029	.000	.000		.163	.000	.000	.008	.000
	N	30	30	30	30	30	30	30	30	30
Y.5	Pearson Correlation	.619**	.674**	.649**	.261	1	.477**	.331	.520**	.730**

	Sig. (2-tailed)	.000	.000	.000	.163		.008	.074	.003	.000
	N	30	30	30	30	30	30	30	30	30
Y.6	Pearson Correlation	.417*	.640**	.674**	.781**	.477**	1	.543**	.573**	.759**
	Sig. (2-tailed)	.022	.000	.000	.000	.008		.002	.001	.000
	N	30	30	30	30	30	30	30	30	30
Y.7	Pearson Correlation	.413*	.721**	.619**	.716**	.331	.543**	1	.338	.686**
	Sig. (2-tailed)	.023	.000	.000	.000	.074	.002		.068	.000
	N	30	30	30	30	30	30	30	30	30
Y.8	Pearson Correlation	.692**	.702**	.623**	.474**	.520**	.573**	.338	1	.819**
	Sig. (2-tailed)	.000	.000	.000	.008	.003	.001	.068		.000
	N	30	30	30	30	30	30	30	30	30
Total_Y	Pearson Correlation	.827**	.923**	.860**	.720**	.730**	.759**	.686**	.819**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	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).										

Lampiran IV – Hasil Uji Reliabilitas

Iklan	
Cronbach's Alpha	N of Items
.938	12

Desain Kemasan	
Cronbach's Alpha	N of Items
.839	5

Citra Merek	
Cronbach's Alpha	N of Items
.889	8

Keputusan Pembelian	
Cronbach's Alpha	N of Items
.901	8

Lampiran V – Tabulasi Data

No	Iklan												Desain Kemasan					Citra Merek								Keputusan Pembelian											
	X 1.1	X 1.2	X 1.3	X 1.4	X 1.5	X 1.6	X 1.7	X 1.8	X 1.9	X 1.10	X 1.11	X 1.12	Total_X1	X 2.1	X 2.2	X 2.3	X 2.4	X 2.5	Total_X2	Z 1	Z 2	Z 3	Z 4	Z 5	Z 6	Z 7	Z 8	Total_Z	Y 1	Y 2	Y 3	Y 4	Y 5	Y 6	Y 7	Y 8	Total_Y
1	3	4	4	3	3	4	3	3	3	3	4	3	40	4	3	2	3	3	15	4	3	4	3	3	3	4	3	27	3	3	4	4	3	4	3	4	28
2	3	3	3	3	3	3	3	3	3	3	3	3	36	4	4	3	4	3	18	4	3	4	3	4	3	4	3	28	4	3	4	3	4	3	3	4	28
3	3	3	3	3	3	3	3	3	3	3	3	3	36	4	3	4	3	4	18	4	4	3	3	3	3	3	4	27	4	3	3	3	3	3	3	3	25
4	3	3	3	3	3	2	3	3	2	3	2	3	33	3	3	3	3	3	15	3	2	4	3	2	3	3	3	23	2	3	3	3	3	3	3	3	23
5	3	3	3	3	3	3	3	3	3	3	3	3	36	4	3	4	3	4	18	4	4	3	3	3	3	3	4	27	4	3	3	3	3	3	3	3	25
6	4	3	4	4	4	3	4	4	3	3	4	4	44	3	3	4	3	4	17	4	4	3	4	3	4	3	4	29	4	4	4	3	4	3	4	4	30
7	3	3	3	3	3	3	3	3	3	3	3	3	36	3	3	3	3	3	15	3	3	3	3	3	3	3	3	24	3	3	3	3	3	3	4	3	25
8	3	3	3	3	3	3	3	3	3	3	3	3	36	4	4	4	4	4	20	4	4	4	4	4	4	4	4	32	4	3	3	3	3	3	3	3	25
9	3	3	3	4	4	4	2	3	4	3	3	3	39	3	3	3	3	3	15	3	4	3	3	4	3	4	4	28	3	3	3	3	4	4	3	4	27
10	3	3	3	3	2	3	3	3	3	3	3	3	35	3	3	3	3	3	15	3	3	3	3	3	3	3	3	24	2	2	3	3	3	3	3	2	21
11	3	2	3	3	3	3	3	3	2	3	3	3	34	3	3	3	3	3	15	3	1	3	2	2	3	3	3	20	1	2	3	3	3	3	3	2	20
12	3	3	3	3	3	3	3	3	2	2	2	3	33	3	3	3	3	3	15	3	2	3	3	3	3	3	3	23	2	2	3	3	2	3	3	2	20
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No	Iklan													Desain Kemasan					Citra Merek								Keputusan Pembelian										
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	Totall_X1	X2.1	X2.2	X2.3	X2.4	X2.5	Totall_X2	Z.1	Z.2	Z.3	Z.4	Z.5	Z.6	Z.7	Z.8	Totall_Z	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Totall_Y
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Lampiran VI – Uji Asumsi Klasik

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		165
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1.67121423
Most Extreme Differences	Absolute	.095
	Positive	.074
	Negative	-.095
Kolmogorov-Smirnov Z		1.221
Asymp. Sig. (2-tailed)		.102
a. Test distribution is Normal.		
b. Calculated from data.		

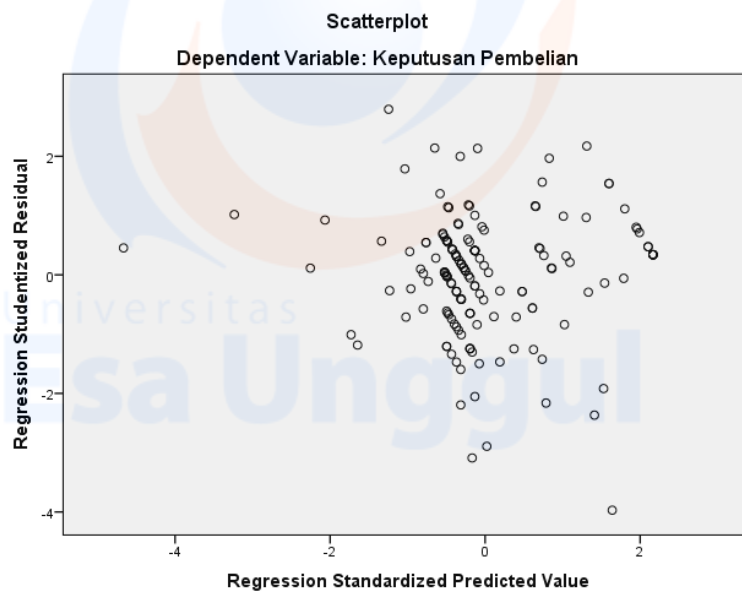
Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.047	.972		-1.077	.283		
	Iklan	.223	.045	.320	4.896	.000	.266	3.755
	Desain Kemasan	.100	.095	.059	1.047	.297	.355	2.820
	Citra Merek	.619	.061	.581	10.225	.000	.351	2.845

a. Dependent Variable: Keputusan Pembelian

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.904 ^a	.817	.814	1.687	2.027

a. Predictors: (Constant), Citra Merek, Desain Kemasan, Iklan

b. Dependent Variable: Keputusan Pembelian



**Lampiran VII – Hasil Uji Analisis Jalur
Model 1**

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.156	1.219		3.409	.001
	Iklan	.403	.050	.616	8.082	.000
	Desain	.354	.120	.224	2.946	.004
	Kemasan					
a. Dependent Variable: Citra Merek						

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805 ^a	.649	.644	2.189
a. Predictors: (Constant), Desain Kemasan, Iklan				

Model 2

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.047	.972		-1.077	.283
	Iklan	.223	.045	.320	4.896	.000
	Desain	.100	.095	.059	1.047	.297
	Kemasan					
	Citra Merek	.619	.061	.581	10.225	.000
a. Dependent Variable: Keputusan Pembelian						

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.904 ^a	.817	.814	1.687
a. Predictors: (Constant), Citra Merek, Desain Kemasan, Iklan				