

LAMPIRAN 4
Hasil Uji Validitas Reliabilitas Faktor Analisis 30 Responden

Factor Analysis Kualitas Produk

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.714
Bartlett's Test of Sphericity	Approx. Chi-Square	89.075
	df	3
	Sig.	.000

Anti-image Matrices

		Kpr1	Kpr2	Kpr3
Anti-image Covariance	Kpr1	.212	.002	-.095
	Kpr2	.002	.178	-.097
	Kpr3	-.095	-.097	.106
Anti-image Correlation	Kpr1	.779 ^a	.012	-.637
	Kpr2	.012	.746 ^a	-.707
	Kpr3	-.637	-.707	.640 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Kpr1	1.000	.882
Kpr2	1.000	.896
Kpr3	1.000	.954

Extraction Method: Principal
Component Analysis.

Component Matrix^a

	Component
	1
Kpr1	.939
Kpr2	.946
Kpr3	.977

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

Reliabilitas Kualitas Produk

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.883	6

Faktor Analisis Citra Merek

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.768
Bartlett's Test of Sphericity	Approx. Chi-Square	140.046
	df	28
	Sig.	.000

Anti-image Matrices

		CM1	CM5	CM6	CM7	CM8	CM9	CM10	CM11
Anti-image Covariance	CM1	.446	.099	-.164	-.182	.098	.037	.016	-.088
	CM5	.099	.247	-.176	-.031	-.018	-.098	.090	-.077
	CM6	-.164	-.176	.269	.032	-.065	-.019	-.037	.109
	CM7	-.182	-.031	.032	.275	-.112	-.034	-.068	-.025
	CM8	.098	-.018	-.065	-.112	.322	.096	-.124	-.122
	CM9	.037	-.098	-.019	-.034	.096	.343	-.150	-.119
	CM10	.016	.090	-.037	-.068	-.124	-.150	.394	-.011
	CM11	-.088	-.077	.109	-.025	-.122	-.119	-.011	.347
	0								
	1								
Anti-image Correlation	CM1	.642 ^a	.298	-.474	-.519	.259	.094	.038	-.225
	CM5	.298	.713 ^a	-.684	-.117	-.065	-.338	.287	-.264
	CM6	-.474	-.684	.685 ^a	.116	-.221	-.064	-.113	.357
	CM7	-.519	-.117	.116	.838 ^a	-.378	-.110	-.207	-.083
	CM8	.259	-.065	-.221	-.378	.789 ^a	.289	-.349	-.366
	CM9	.094	-.338	-.064	-.110	.289	.811 ^a	-.408	-.345
	CM10	.038	.287	-.113	-.207	-.349	-.408	.823 ^a	-.030
	CM11	-.225	-.264	.357	-.083	-.366	-.345	-.030	.814 ^a
	0								
	1								

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CM1	1.000	.377
CM5	1.000	.582
CM6	1.000	.550
CM7	1.000	.733
CM8	1.000	.648
CM9	1.000	.628
CM10	1.000	.576
CM11	1.000	.638

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
CM1	.614
CM5	.763
CM6	.741
CM7	.856
CM8	.805
CM9	.792
CM10	.759
CM11	.799

Extraction Method:
Principal Component Analysis.

a. 1 components extracted.

Reliabilitas Citra Merek

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.898	8

Faktor Analisis Intensitas Pembelian (*Attitude toward the behavior*)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.724
Bartlett's Test of Sphericity	Approx. Chi-Square	79.342
	df	6
	Sig.	.000

Anti-image Matrices

		IP1	IP2	IP3	IP4
Anti-image Covariance	IP1	.346	-.135	.130	-.144
	IP2	-.135	.295	-.119	-.047
	IP3	.130	-.119	.332	-.154
	IP4	-.144	-.047	-.154	.213
Anti-image Correlation	IP1	.674 ^a	-.424	.383	-.531
	IP2	-.424	.818 ^a	-.381	-.188
	IP3	.383	-.381	.671 ^a	-.579
	IP4	-.531	-.188	-.579	.728 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
IP1	1.000	.680
IP2	1.000	.837
IP3	1.000	.687
IP4	1.000	.882

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
IP1	.825
IP2	.915
IP3	.829
IP4	.939

Extraction Method:
Principal Component Analysis.

a. 1 components
extracted.

Reliabilitas Intensitas Pembelian (*Attitude toward the behavior*)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.896	4

Faktor Analisis Intensitas Pembelian (*Subjective norm*)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.758
Bartlett's Test of Sphericity	Approx. Chi-Square	87.113
	df	6
	Sig.	.000

Anti-image Matrices

		IP5	IP6	IP7	IP8
Anti-image Covariance	IP5	.294	-.172	-.082	.048
	IP6	-.172	.270	-.037	-.053
	IP7	-.082	-.037	.212	-.171
	IP8	.048	-.053	-.171	.295
Anti-image Correlation	IP5	.752 ^a	-.611	-.326	.163
	IP6	-.611	.795 ^a	-.156	-.187
	IP7	-.326	-.156	.750 ^a	-.683
	IP8	.163	-.187	-.683	.737 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
IP5	1.000	.766
IP6	1.000	.822
IP7	1.000	.862
IP8	1.000	.741

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
IP5	.875
IP6	.906
IP7	.928
IP8	.861

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Reliabilitas Intensitas Pembelian (*Subjective norm*)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
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.913	4
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Faktor Analisis Intensitas Pembelian (*Perceived behavior control*)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.820
Bartlett's Test of Sphericity	Approx. Chi-Square	79.660
	df	6
	Sig.	.000

Anti-image Matrices

		IP9	IP10	IP11	IP12
Anti-image Covariance	IP9	.243	-.114	-.152	-.072
	IP10	-.114	.272	-.011	-.138
	IP11	-.152	-.011	.447	-.034
	IP12	-.072	-.138	-.034	.328
Anti-image Correlation	IP9	.788 ^a	-.445	-.463	-.254
	IP10	-.445	.803 ^a	-.031	-.461
	IP11	-.463	-.031	.855 ^a	-.089
	IP12	-.254	-.461	-.089	.848 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
IP9	1.000	.866
IP10	1.000	.828
IP11	1.000	.689
IP12	1.000	.793

Extraction Method: Principal

Component Analysis.

Component Matrix^a

	Component
	1
IP9	.931

IP10	.910
IP11	.830
IP12	.890

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

Reliabilitas Intensitas Pembelian (*Perceived behavior control*)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.909	4