

1.LAMPIRAN KUESIONER PRETEST

Kuesioner : Analisis Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Intensi Pembelian Air Minum Dalam Kemasan Botol 600ml Merek Aqua di Jakarta Barat

Dengan hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Sarjana S1 di Universitas Esa Unggul, peneliti berusaha untuk mengumpulkan data dan informasi mengenai **Analisis Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Intensi Pembelian Air Minum Dalam Kemasan Botol 600ml Merek Aqua di Jakarta Barat.**

Oleh karena itu, saya ingin mengajak Bapak/Ibu/Saudara/i untuk ikut berpartisipasi dalam pengisian kuesioner ini agar hasil penelitian ini dapat memiliki kredibilitas yang tinggi. Saya sangat berterima kasih atas kesediaan dan partisipasi Bapak/Ibu/Saudara/i dalam meluangkan waktu untuk mengisi kuesioner ini.

Atas perhatian dan kerjasamanya, saya ucapkan terima kasih.

Hormat saya,

Beliam Belina

Petunjuk Pengisian :

1. Bacalah setiap pertanyaan dengan seksama sebelum menjawab.
2. Anda hanya dapat memberikan satu jawaban setiap pertanyaan.
3. Isilah kuesioner dengan memberi tanda (\surd) pada kolom yang tersedia dan pilih sesuai dengan keadaan yang sebenarnya.

Keterangan :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

S : Setuju

SS : Sangat Setuju

Contoh Pengisian :

No.	Pernyataan	STS	TS	S	SS
1	Rasa air minum dalam kemasan botol 600ml merek Aqua rasanya menyegarkan				√

Data responden :

1. Jenis kelamin anda :
 - a. Pria
 - b. Wanita
2. Usia anda saat ini :
 - a. 17-19 tahun
 - b. 20-24 tahun
 - c. 25-29 tahun
 - d. 30-34 tahun
 - e. >34 tahun

I. Kualitas Produk

No	Pernyataan	STS	TS	S	SS
1.	Rasa air minum dalam kemasan botol 600ml merek Aqua rasanya menyegarkan				
2.	Air minum dalam kemasan botol 600ml merek Aqua dapat mengatasi dahaga				
3.	Air minum dalam kemasan botol 600ml merek Aqua tidak mudah rusak				
4.	Daya tahan air minum dalam kemasan botol 600ml merek Aqua mencantumkan tanggal				

	kadaluarsa yang jelas				
5.	Air minum dalam kemasan botol 600ml merek Aqua memiliki kemasan yang menarik				
6.	Air minum dalam kemasan botol 600ml merek Aqua memiliki desain botol yang bagus				

II. Harga

No	Pernyataan	STS	TS	S	SS
1.	Harga air minum dalam kemasan botol 600ml merek Aqua sangat terjangkau				
2.	Harga air minum dalam kemasan botol 600ml merek Aqua termasuk dalam kategori murah				
3.	Harga air minum dalam kemasan botol 600ml merek Aqua bersaing dengan produk lainnya				
4.	Harga air minum dalam kemasan botol 600ml merek Aqua lebih murah dari pada produk lain				
5.	Harga air minum dalam kemasan botol 600ml merek Aqua sesuai dengan kualitas produknya				
6.	Harga air minum dalam kemasan botol 600ml merek Aqua sesuai dengan manfaat				

III. Promosi

No	Pernyataan	STS	TS	S	SS
1.	Promosi pada media cetak membuat saya membeli air minum dalam kemasan botol 600ml merek Aqua				
2.	Promosi melalui elektronik sangat menarik membuat saya membeli air minum dalam kemasan botol 600ml merek Aqua				
3.	Promosi melalui event-event yang ada membuat saya membeli air minum dalam kemasan botol 600ml merek Aqua				

IV. Intensi Pembelian

No	Pernyataan	STS	TS	S	SS
1.	Produk air minum dalam kemasan botol 600ml merek Aqua dapat membangun kepercayaan dalam diri anda setelah digunakan				
2.	Anda percaya bahwa produk air minum dalam kemasan botol 600ml merek Aqua memberikan efek yang baik terhadap kesehatan tubuh anda				
3.	Kualitas produk air minum dalam kemasan botol 600ml merek Aqua sudah teruji di laboratorium BMKG				
4.	Produk air minum dalam kemasan botol 600ml merek Aqua memiliki kualitas atau mutu produk yang baik				
5.	Desain produk air minum dalam kemasan botol 600ml merek Aqua 600ml mempengaruhi minat anda dalam membeli produk				

4.LAMPIRAN HASIL PRETEST UJI VALIDITAS

Factor Analysis Kualitas Produk

Correlation Matrix

		KP1	KP2	KP3	KP4	KP5	KP6
Correlation	KP1	1,000	,559	,540	,391	,427	,371
	KP2	,559	1,000	,191	,473	,477	,519
	KP3	,540	,191	1,000	,267	-,073	-,011
	KP4	,391	,473	,267	1,000	,445	,266
	KP5	,427	,477	-,073	,445	1,000	,555
	KP6	,371	,519	-,011	,266	,555	1,000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,670
Bartlett's Test of Sphericity	Approx. Chi-Square	55,844
	Df	15
	Sig.	,000

Anti-image Matrices

		KP1	KP2	KP3	KP4	KP5	KP6
Anti-image Covariance	KP1	,415	-,156	-,286	,028	-,150	-,037
	KP2	-,156	,516	,041	-,164	-,019	-,174
	KP3	-,286	,041	,553	-,149	,194	,041
	KP4	,028	-,164	-,149	,654	-,192	,053
	KP5	-,150	-,019	,194	-,192	,494	-,191
	KP6	-,037	-,174	,041	,053	-,191	,598
Anti-image Correlation	KP1	,647 ^a	-,338	-,596	,053	-,332	-,074
	KP2	-,338	,781 ^a	,077	-,283	-,037	-,313
	KP3	-,596	,077	,417 ^a	-,248	,371	,071
	KP4	,053	-,283	-,248	,729 ^a	-,338	,084
	KP5	-,332	-,037	,371	-,338	,654 ^a	-,351
	KP6	-,074	-,313	,071	,084	-,351	,767 ^a

Anti-image Matrices

		KP1	KP2	KP3	KP4	KP5	KP6
Anti-image Covariance	KP1	,415	-,156	-,286	,028	-,150	-,037
	KP2	-,156	,516	,041	-,164	-,019	-,174
	KP3	-,286	,041	,553	-,149	,194	,041
	KP4	,028	-,164	-,149	,654	-,192	,053
	KP5	-,150	-,019	,194	-,192	,494	-,191
	KP6	-,037	-,174	,041	,053	-,191	,598
Anti-image Correlation	KP1	,647 ^a	-,338	-,596	,053	-,332	-,074
	KP2	-,338	,781 ^a	,077	-,283	-,037	-,313
	KP3	-,596	,077	,417 ^a	-,248	,371	,071
	KP4	,053	-,283	-,248	,729 ^a	-,338	,084
	KP5	-,332	-,037	,371	-,338	,654 ^a	-,351
	KP6	-,074	-,313	,071	,084	-,351	,767 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP1	1,000	,762
KP2	1,000	,666
KP3	1,000	,882
KP4	1,000	,480
KP5	1,000	,737
KP6	1,000	,661

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,893	48,214	48,214	2,893	48,214	48,214
2	1,295	21,583	69,797	1,295	21,583	69,797
3	,693	11,546	81,343			
4	,473	7,881	89,224			
5	,413	6,886	96,110			
6	,233	3,890	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
KP1	,787	,378
KP2	,813	-,068
KP3	,371	,863
KP4	,686	,097
KP5	,730	-,451
KP6	,686	-,436

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Factor Analysis Harga

Correlation Matrix

		H1	H2	H3	H4	H5	H6
Correlation	H1	1,000	,751	,086	,327	,292	,569
	H2	,751	1,000	-,202	,307	,333	,331
	H3	,086	-,202	1,000	,000	,383	,298
	H4	,327	,307	,000	1,000	,089	,282
	H5	,292	,333	,383	,089	1,000	,383
	H6	,569	,331	,298	,282	,383	1,000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,541
Bartlett's Test of Sphericity	Approx. Chi-Square
	55,415
	Df
	15
	Sig.
	,000

Anti-image Matrices

		H1	H2	H3	H4	H5	H6
Anti-image Covariance	H1	,291	-,216	-,119	-,023	,093	-,181
	H2	-,216	,297	,208	-,063	-,179	,067
	H3	-,119	,208	,615	-,006	-,282	-,070
	H4	-,023	-,063	-,006	,861	,052	-,111
	H5	,093	-,179	-,282	,052	,629	-,139
	H6	-,181	,067	-,070	-,111	-,139	,566
Anti-image Correlation	H1	,557 ^a	-,733	-,282	-,046	,218	-,447
	H2	-,733	,482 ^a	,488	-,124	-,415	,164
	H3	-,282	,488	,345 ^a	-,008	-,453	-,119
	H4	-,046	-,124	-,008	,858 ^a	,071	-,158
	H5	,218	-,415	-,453	,071	,506 ^a	-,233
	H6	-,447	,164	-,119	-,158	-,233	,701 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
H1	1,000	,799
H2	1,000	,805
H3	1,000	,813
H4	1,000	,320
H5	1,000	,586
H6	1,000	,630

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,571	42,853	42,853	2,571	42,853	42,853
2	1,382	23,030	65,883	1,382	23,030	65,883
3	,839	13,984	79,867			
4	,621	10,344	90,211			
5	,439	7,322	97,533			
6	,148	2,467	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
H1	,868	-,215
H2	,767	-,465
H3	,237	,870
H4	,500	-,266
H5	,594	,483
H6	,756	,242

Extraction Method: Principal
Component Analysis.

a. 2 components extracted.

Factor Analysis Promosi

Correlation Matrix

		P1	P2	P3
Correlation	P1	1,000	,420	,782
	P2	,420	1,000	,276
	P3	,782	,276	1,000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,549
Bartlett's Test of Sphericity	Approx. Chi-Square	31,215
	Df	3
	Sig.	,000

Anti-image Matrices

		P1	P2	P3
Anti-image Covariance	P1	,343	-,181	-,278
	P2	-,181	,817	,052
	P3	-,278	,052	,385
Anti-image Correlation	P1	,530 ^a	-,341	-,764
	P2	-,341	,668 ^a	,093
	P3	-,764	,093	,537 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
P1	1,000	,863
P2	1,000	,384
P3	1,000	,773

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,020	67,348	67,348	2,020	67,348	67,348
2	,778	25,930	93,278			
3	,202	6,722	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
P1	,929
P2	,620
P3	,879

Extraction Method:

Principal Component
Analysis.

a. 1 components
extracted.

Factor Analysis Intensi Pembelian**Correlation Matrix**

		IP1	IP2	IP3	IP4	IP5
Correlation	IP1	1,000	,375	,649	,163	,383
	IP2	,375	1,000	,483	,143	,350
	IP3	,649	,483	1,000	,115	,395
	IP4	,163	,143	,115	1,000	-,073
	IP5	,383	,350	,395	-,073	1,000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,705
Bartlett's Test of Sphericity	Approx. Chi-Square	29,815
	Df	10
	Sig.	,001

Anti-image Matrices

		IP1	IP2	IP3	IP4	IP5
Anti-image Covariance	IP1	,547	-,025	-,280	-,098	-,121
	IP2	-,025	,723	-,182	-,101	-,150
	IP3	-,280	-,182	,502	-,004	-,085
	IP4	-,098	-,101	-,004	,936	,148
	IP5	-,121	-,150	-,085	,148	,764
Anti-image Correlation	IP1	,683 ^a	-,040	-,534	-,137	-,187
	IP2	-,040	,776 ^a	-,303	-,123	-,202
	IP3	-,534	-,303	,676 ^a	-,006	-,137
	IP4	-,137	-,123	-,006	,504 ^a	,175
	IP5	-,187	-,202	-,137	,175	,775 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
IP1	1,000	,663
IP2	1,000	,515
IP3	1,000	,721
IP4	1,000	,898
IP5	1,000	,614

Extraction Method: Principal

Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,358	47,152	47,152	2,358	47,152	47,152
2	1,054	21,087	68,239	1,054	21,087	68,239
3	,656	13,128	81,367			
4	,600	12,003	93,370			
5	,332	6,630	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
IP1	,812	,063
IP2	,716	,054
IP3	,849	,002
IP4	,210	,924
IP5	,649	-,439

Extraction Method: Principal

Component Analysis.

a. 2 components extracted.

5.LAMPIRAN HASIL UJI RELIABILITAS

Reliability Kualitas Produk

Scale: ALL VARIABLES

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
,757	6

Reliability Harga

Scale: ALL VARIABLES

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
,680	6

Reliability Promosi**Scale: ALL VARIABLES****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
,753	3

Reliability Intensi Pembelian**Scale: ALL VARIABLES****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
,620	5

6.LAMPIRAN KUESIONER PENELITIAN

Kuesioner : Analisis Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Intensi Pembelian Air Minum Dalam Kemasan Botol 600ml Merek Aqua di Jakarta Barat

Dengan hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Sarjana S1 di Universitas Esa Unggul, peneliti berusaha untuk mengumpulkan data dan informasi mengenai **Analisis Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Intensi Pembelian Air Minum Dalam Kemasan Botol 600ml Merek Aqua di Jakarta Barat**.

Oleh karena itu, saya ingin mengajak Bapak/Ibu/Saudara/i untuk ikut berpartisipasi dalam pengisian kuesioner ini agar hasil penelitian ini dapat memiliki kredibilitas yang tinggi. Saya sangat berterima kasih atas kesediaan dan partisipasi Bapak/Ibu/Saudara/i dalam meluangkan waktu untuk mengisi kuesioner ini.

Atas perhatian dan kerjasamanya, saya ucapkan terima kasih.

Hormat saya,

Beliam Belina

Petunjuk Pengisian :

1. Bacalah setiap pertanyaan dengan seksama sebelum menjawab.
2. Anda hanya dapat memberikan satu jawaban setiap pertanyaan.
3. Isilah kuesioner dengan memberi tanda (\surd) pada kolom yang tersedia dan pilih sesuai dengan keadaan yang sebenarnya.

Keterangan :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

S : Setuju

SS : Sangat Setuju

Contoh Pengisian :

No.	Pernyataan	STS	TS	S	SS
1	Rasa air minum dalam kemasan botol 600ml merek Aqua rasanya menyegarkan				√

Data responden :

3. Jenis kelamin anda :

b. Pria

b. Wanita

4. Usia anda saat ini :

c. 17-19 tahun

c. 25-29 tahun

e. >34

tahun

d. 20-24 tahun

d. 30-34 tahun

I. Kualitas Produk

No	Pernyataan	STS	TS	S	SS
1.	Rasa air minum dalam kemasan botol 600ml merek Aqua rasanya menyegarkan				
2.	Air minum dalam kemasan botol 600ml merek Aqua dapat mengatasi dahaga				
3.	Daya tahan air minum dalam kemasan botol 600ml merek Aqua mencantumkan tanggal kadaluarsa yang jelas				

4.	Air minum dalam kemasan botol 600ml merek Aqua memiliki kemasan yang menarik				
5.	Air minum dalam kemasan botol 600ml merek Aqua memiliki desain botol yang bagus				

II. Harga

No	Pernyataan	STS	TS	S	SS
1.	Harga air minum dalam kemasan botol 600ml merek Aqua sangat terjangkau				
2.	Harga air minum dalam kemasan botol 600ml merek Aqua termasuk dalam kategori murah				
3.	Harga air minum dalam kemasan botol 600ml merek Aqua lebih murah dari pada produk lain				
4.	Harga air minum dalam kemasan botol 600ml merek Aqua sesuai dengan kualitas produknya				
5.	Harga air minum dalam kemasan botol 600ml merek Aqua sesuai dengan manfaat				

III. Promosi

No	Pernyataan	STS	TS	S	SS
1.	Promosi pada media cetak membuat saya membeli air minum dalam kemasan botol 600ml merek Aqua				
2.	Promosi melalui elektronik sangat menarik membuat saya membeli air minum dalam kemasan botol 600ml merek Aqua				
3.	Promosi melalui event-event yang ada membuat saya membeli air minum dalam kemasan botol 600ml merek Aqua				

IV. Intensi Pembelian

No	Pernyataan	STS	TS	S	SS
1.	Produk air minum dalam kemasan botol 600ml merek Aqua dapat membangun kepercayaan dalam diri anda setelah digunakan				
2.	Anda percaya bahwa produk air minum dalam kemasan botol 600ml merek Aqua memberikan efek yang baik terhadap kesehatan tubuh anda				
3.	Kualitas produk air minum dalam kemasan botol 600ml merek Aqua sudah teruji di laboratorium BMKG				
4.	Desain produk air minum dalam kemasan botol 600ml merek Aqua 600ml mempengaruhi minat anda dalam membeli produk				

9.LAMPIRAN 9 HASIL UJI VALIDITAS

Factor Analysis Kualitas Produk

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.736
Bartlett's Test of Sphericity	Approx. Chi-Square
	83.541
	Df
	10
	Sig.
	.000

Anti-image Matrices

		KP1	KP2	KP4	KP5	KP6
Anti-image Covariance	KP1	.713	-.103	.020	-.117	-.264
	KP2	-.103	.750	-.221	-.035	-.128
	KP4	.020	-.221	.776	-.056	-.163
	KP5	-.117	-.035	-.056	.879	-.109
	KP6	-.264	-.128	-.163	-.109	.628
Anti-image Correlation	KP1	.709 ^a	-.140	.026	-.148	-.394
	KP2	-.140	.766 ^a	-.290	-.043	-.187
	KP4	.026	-.290	.731 ^a	-.068	-.233
	KP5	-.148	-.043	-.068	.832 ^a	-.146
	KP6	-.394	-.187	-.233	-.146	.709 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP1	1.000	.490
KP2	1.000	.481
KP4	1.000	.412
KP5	1.000	.286
KP6	1.000	.632

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.301	46.027	46.027	2.301	46.027	46.027
2	.895	17.893	63.919			
3	.755	15.109	79.029			
4	.590	11.806	90.835			
5	.458	9.165	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KP1	.700
KP2	.694
KP4	.642
KP5	.535
KP6	.795

Extraction Method:

Principal Component
Analysis.

a. 1 components
extracted.

Component Score**Coefficient Matrix**

	Component
	1
KP1	.304
KP2	.301
KP4	.279
KP5	.232
KP6	.346

Component Score**Coefficient Matrix**

	Component
	1
KP1	.304
KP2	.301
KP4	.279
KP5	.232
KP6	.346

Extraction Method:

Principal Component

Analysis.

Component Scores.

Component Score**Covariance Matrix**

Component	1
1	1.000

Extraction Method:

Principal Component

Analysis.

Component Scores.

Factor Analysis Harga**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.747
Bartlett's Test of Sphericity	Approx. Chi-Square
	160.776
	Df
	10
	Sig.
	.000

Anti-image Matrices

		H1	H2	H4	H5	H6
Anti-image Covariance	H1	.674	-.097	-.074	-.063	-.207
	H2	-.097	.793	-.069	-.037	-.124
	H4	-.074	-.069	.378	-.263	-.030
	H5	-.063	-.037	-.263	.388	-.035
	H6	-.207	-.124	-.030	-.035	.755
Anti-image Correlation	H1	.841 ^a	-.132	-.146	-.123	-.290
	H2	-.132	.887 ^a	-.126	-.068	-.161
	H4	-.146	-.126	.679 ^a	-.686	-.057
	H5	-.123	-.068	-.686	.680 ^a	-.065
	H6	-.290	-.161	-.057	-.065	.822 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
H1	1.000	.534
H2	1.000	.391
H4	1.000	.701
H5	1.000	.685
H6	1.000	.413

Extraction Method: Principal

Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.723	54.453	54.453	2.723	54.453	54.453
2	.814	16.282	70.734			
3	.698	13.963	84.697			
4	.538	10.764	95.462			
5	.227	4.538	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
H1	.731
H2	.625
H4	.837
H5	.827
H6	.642

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

Component Score**Coefficient Matrix**

	Component
	1
H1	.268
H2	.230
H4	.308
H5	.304
H6	.236

Extraction Method:

Principal Component

Analysis.

Component Scores.

Component Score**Covariance Matrix**

Component	1
1	1.000

Component Score**Covariance Matrix**

Component	1
1	1.000

Extraction Method:

Principal Component

Analysis.

Component Scores.

Factor Analysis Promosi**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.631
Bartlett's Test of Sphericity	Approx. Chi-Square	62.748
	df	3
	Sig.	.000

Anti-image Matrices

		P1	P2	P3
Anti-image Covariance	P1	.636	-.325	-.091
	P2	-.325	.594	-.198
	P3	-.091	-.198	.812
Anti-image Correlation	P1	.614 ^a	-.530	-.127
	P2	-.530	.594 ^a	-.285
	P3	-.127	-.285	.750 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
P1	1.000	.679
P2	1.000	.739
P3	1.000	.494

Communalities

	Initial	Extraction
P1	1.000	.679
P2	1.000	.739
P3	1.000	.494

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.912	63.747	63.747	1.912	63.747	63.747
2	.691	23.024	86.770			
3	.397	13.230	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
P1	.824
P2	.860
P3	.703

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Component Score**Coefficient Matrix**

	Component
	1
P1	.431
P2	.450
P3	.368

Extraction Method:

Principal Component

Analysis.

Component Scores.

Component Score**Covariance Matrix**

Component	1
1	1.000

Extraction Method:

Principal Component

Analysis.

Component Scores.

Factor Analysis Intensi Pembelian**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.658
Bartlett's Test of Sphericity	Approx. Chi-Square
	126.161
	Df
	6
	Sig.
	.000

Anti-image Matrices

		IP1	IP2	IP3	IP5
Anti-image Covariance	IP1	.642	-.185	-.218	.037
	IP2	-.185	.393	-.088	-.290
	IP3	-.218	-.088	.758	.005
	IP5	.037	-.290	.005	.501
Anti-image Correlation	IP1	.718 ^a	-.368	-.313	.065
	IP2	-.368	.615 ^a	-.161	-.653
	IP3	-.313	-.161	.779 ^a	.007
	IP5	.065	-.653	.007	.611 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
IP1	1.000	.566
IP2	1.000	.779
IP3	1.000	.432
IP5	1.000	.587

Extraction Method: Principal

Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.364	59.097	59.097	2.364	59.097	59.097
2	.848	21.196	80.292			
3	.535	13.368	93.661			
4	.254	6.339	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
IP1	.753
IP2	.882
IP3	.657
IP5	.766

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Component Score Coefficient Matrix

	Component
	1
IP1	.318
IP2	.373
IP3	.278
IP5	.324

Extraction Method: Principal

Component Analysis.

Component Scores.

Component Score Covariance Matrix

Component	1
1	1.000

Extraction Method: Principal Component Analysis.

Component Scores.

10.LAMPIRAN HASIL UJI RELIABILITAS

Reliability Kualitas Produk

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.702	5

Reliability Harga

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.759	5

Reliability Promosi

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.709	3

Reliability Intensi Pembelian

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.757	4

11.LAMPIRAN HASIL UJI REGRESI LINIER BERGANDA

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	P, KP, H	.	Enter

a. All requested variables entered.

b. Dependent Variable: IP

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,899 ^a	,808	,802	,20516	,808	134,918	3	96	,000

a. Predictors: (Constant), P, KP, H

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17,037	3	5,679	134,918	,000 ^a
	Residual	4,041	96	,042		
	Total	21,078	99			

a. Predictors: (Constant), P, KP, H

b. Dependent Variable: IP

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	-,148		
	KP	,310	,092	,303	3,358	,001
	H	,404	,115	,335	3,513	,001
	P	,335	,072	,333	4,683	,000

a. Dependent Variable: IP