

LAMPIRAN

Lampiran 1 PROFIL RESPONDEN

		jenis_kelamin			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Pria	49	36.3	36.3	36.3
	Wanita	86	63.7	63.7	100.0
	Total	135	100.0	100.0	

		usia			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	> 41 tahun	21	15.6	15.6	15.6
	17 - 22 tahun	69	51.1	51.1	66.7
	23 - 28 tahun	25	18.5	18.5	85.2
	29 - 33 tahun	9	6.7	6.7	91.9
	34 - 40 tahun	11	8.1	8.1	100.0
	Total	135	100.0	100.0	

		pendidikan			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Diploma	14	10.4	10.4	10.4
	S1	43	31.9	31.9	42.2
	S2	9	6.7	6.7	48.9

SMA/SMK	69	51.1	51.1	100.0
Total	135	100.0	100.0	

pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Karyawan Swasta	34	25.2	25.2	25.2
	Lain2	28	20.7	20.7	45.9
	Mahasiswa/Pelajar	52	38.5	38.5	84.4
	PNS	3	2.2	2.2	86.7
	Wirausaha	18	13.3	13.3	100.0
	Total	135	100.0	100.0	

penghasilan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	> 7.500.001	37	27.4	27.4	27.4
	3.500.000-4.500.000	58	43.0	43.0	70.4
	4.500.000-5.500.00	7	5.2	5.2	75.6
	4.500.000-5.500.000	10	7.4	7.4	83.0
	5.500.000-6.500.000	12	8.9	8.9	91.9
	6.500.000-7.500.000	11	8.1	8.1	100.0
	Total	135	100.0	100.0	

Lampiran 2 STATISTIK DESKRIPTIF

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
cm1	135	2.00	5.00	3.9407	.84432
cm2	135	2.00	5.00	4.0000	.79175
cm3	135	2.00	5.00	3.9778	.77716

cm4	135	2.00	5.00	3.9630	.76692
cm5	135	2.00	5.00	3.8963	.84883
citra_merek	135	10.00	25.00	19.7778	3.37388
Valid N (listwise)	135				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
kd1	135	2.00	5.00	4.1111	.85227
kd2	135	2.00	5.00	3.9926	.82404
kd3	135	2.00	5.00	3.9481	.84038
kd4	135	2.00	5.00	3.9556	.80915
kd5	135	2.00	5.00	4.0074	.75801
kd6	135	2.00	5.00	3.3556	.97327
kd7	135	2.00	5.00	3.7556	.84170
kesesuaian_diri	135	14.00	35.00	27.1259	4.80272
Valid N (listwise)	135				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
pk1	135	1.00	5.00	3.9037	.85409
pk2	135	1.00	5.00	3.9111	.81467
pk3	135	1.00	5.00	3.9778	.78671
pk4	135	2.00	5.00	4.0593	.80819
pk5	135	2.00	5.00	3.7556	.78671
persepsi_kualitas	135	11.00	25.00	19.6074	3.36376
Valid N (listwise)	135				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
pi1	135	2.00	5.00	3.9111	.79613
pi2	135	2.00	5.00	3.9852	.73287
pi3	135	2.00	5.00	4.0444	.74179

pi4	135	2.00	5.00	4.0074	.75801
pi5	135	2.00	5.00	4.0148	.76280
pi6	135	2.00	5.00	4.0889	.73775
pi7	135	2.00	5.00	4.0444	.76164
pi8	135	2.00	5.00	4.0148	.74298
pi9	135	2.00	5.00	3.8074	.85951
pi10	135	2.00	5.00	3.8963	.83999
niat_beli	135	20.00	50.00	39.8148	6.44400
Valid N (listwise)	135				

Lampiran 3 UJI INSTRUMEN

- Uji Validitas

		Correlations					
		cm1	cm2	cm3	cm4	cm5	citra_merek
cm1	Pearson Correlation	1	.569**	.714**	.527**	.564**	.810**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	135	135	135	135	135	135
cm2	Pearson Correlation	.569**	1	.643**	.725**	.633**	.849**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	135	135	135	135	135	135
cm3	Pearson Correlation	.714**	.643**	1	.587**	.573**	.838**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	135	135	135	135	135	135
cm4	Pearson Correlation	.527**	.725**	.587**	1	.739**	.850**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	135	135	135	135	135	135
cm5	Pearson Correlation	.564**	.633**	.573**	.739**	1	.841**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	135	135	135	135	135	135
citra_merek	Pearson Correlation	.810**	.849**	.838**	.850**	.841**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	135	135	135	135	135	135

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

Correlations

		kd1	kd2	kd3	kd4	kd5	kd6	kd7	kesesuaian_diri
kd1	Pearson Correlation	1	.617**	.571**	.505**	.553**	.438**	.496**	.731**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135
kd2	Pearson Correlation	.617**	1	.732**	.671**	.609**	.515**	.557**	.820**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135
kd3	Pearson Correlation	.571**	.732**	1	.787**	.786**	.543**	.678**	.887**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135
kd4	Pearson Correlation	.505**	.671**	.787**	1	.767**	.532**	.609**	.846**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135
kd5	Pearson Correlation	.553**	.609**	.786**	.767**	1	.553**	.693**	.861**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	135	135	135	135	135	135	135	135
kd6	Pearson Correlation	.438**	.515**	.543**	.532**	.553**	1	.635**	.752**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	135	135	135	135	135	135	135	135
kd7	Pearson Correlation	.496**	.557**	.678**	.609**	.693**	.635**	1	.818**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	135	135	135	135	135	135	135	135
kesesuaian_diri	Pearson Correlation	.731**	.820**	.887**	.846**	.861**	.752**	.818**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	135	135	135	135	135	135	135	135

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

Correlations

		pk1	pk2	pk3	pk4	pk5	persepsi_kualitas
pk1	Pearson Correlation	1	.717**	.552**	.614**	.542**	.831**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	135	135	135	135	135	135
pk2	Pearson Correlation	.717**	1	.567**	.631**	.630**	.856**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	135	135	135	135	135	135
pk3	Pearson Correlation	.552**	.567**	1	.624**	.558**	.792**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	135	135	135	135	135	135
pk4	Pearson Correlation	.614**	.631**	.624**	1	.680**	.854**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	135	135	135	135	135	135
pk5	Pearson Correlation	.542**	.630**	.558**	.680**	1	.818**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	135	135	135	135	135	135
persepsi_kualitas	Pearson Correlation	.831**	.856**	.792**	.854**	.818**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	135	135	135	135	135	135

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

Correlations

		pi1	pi2	pi3	pi4	pi5	pi6	pi7	pi8	pi9	pi10	diat_bel
pi1	Pearson Correlation	1	.676**	.588**	.669**	.580**	.636**	.659**	.608**	.651**	.667**	.810**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135
pi2	Pearson Correlation	.676**	1	.743**	.645**	.695**	.706**	.656**	.631**	.576**	.579**	.824**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135
pi3	Pearson Correlation	.588**	.743**	1	.676**	.737**	.702**	.657**	.595**	.482**	.451**	.789**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135
pi4	Pearson Correlation	.669**	.645**	.676**	1	.774**	.773**	.672**	.689**	.655**	.669**	.865**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135
pi5	Pearson Correlation	.580**	.695**	.737**	.774**	1	.754**	.628**	.618**	.619**	.608**	.839**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135
pi6	Pearson Correlation	.636**	.706**	.702**	.773**	.754**	1	.803**	.760**	.592**	.653**	.881**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135
pi7	Pearson Correlation	.659**	.656**	.657**	.672**	.628**	.803**	1	.764**	.583**	.649**	.846**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135
pi8	Pearson Correlation	.608**	.631**	.595**	.689**	.618**	.760**	.764**	1	.682**	.684**	.842**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135
pi9	Pearson Correlation	.651**	.576**	.482**	.655**	.619**	.592**	.583**	.682**	1	.871**	.814**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	135	135	135	135	135	135	135	135	135	135	135
pi10	Pearson Correlation	.667**	.579**	.451**	.669**	.608**	.653**	.649**	.684**	.871**	1	.828**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	135	135	135	135	135	135	135	135	135	135	135
diat_bel	Pearson Correlation	.810**	.824**	.789**	.865**	.839**	.881**	.846**	.842**	.814**	.828**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135

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

- Uji Reliabilitas

Case Processing Summary

		N	%
Cases	Valid	135	100.0
	Excluded ^a	0	.0
	Total	135	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.893	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
cm1	15.8370	7.481	.691	.881
cm2	15.7778	7.473	.759	.865
cm3	15.8000	7.594	.744	.868
cm4	15.8148	7.570	.764	.864
cm5	15.8815	7.284	.737	.870

Case Processing Summary

		N	%
Cases	Valid	135	100.0
	Excluded ^a	0	.0
	Total	135	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.914	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
kd1	23.0148	17.806	.630	.912
kd2	23.1333	17.251	.750	.900
kd3	23.1778	16.610	.839	.890
kd4	23.1704	17.142	.786	.896
kd5	23.1185	17.374	.810	.895
kd6	23.7704	16.984	.640	.914
kd7	23.3704	17.160	.745	.900

Case Processing Summary

		N	%
Cases	Valid	135	100.0
	Excluded ^a	0	.0
	Total	135	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.887	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pk1	15.7037	7.270	.720	.865
pk2	15.6963	7.288	.765	.854
pk3	15.6296	7.742	.675	.874
pk4	15.5481	7.324	.763	.854
pk5	15.8519	7.605	.712	.866

Case Processing Summary

		N	%
Cases	Valid	135	100.0
	Excluded ^a	0	.0
	Total	135	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.951	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pi1	35.9037	33.849	.760	.947
pi2	35.8296	34.277	.782	.946
pi3	35.7704	34.536	.738	.948
pi4	35.8074	33.649	.830	.944
pi5	35.8000	33.863	.798	.945
pi6	35.7259	33.693	.851	.943
pi7	35.7704	33.805	.806	.945
pi8	35.8000	34.012	.803	.945
pi9	36.0074	33.246	.761	.947
pi10	35.9185	33.269	.779	.946

Lampiran 4 REGRESI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834 ^a	.696	.689	3.59595

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3870.431	3	1290.144	99.773	.000 ^b
	Residual	1693.939	131	12.931		
	Total	5564.370	134			

Coefficients^a

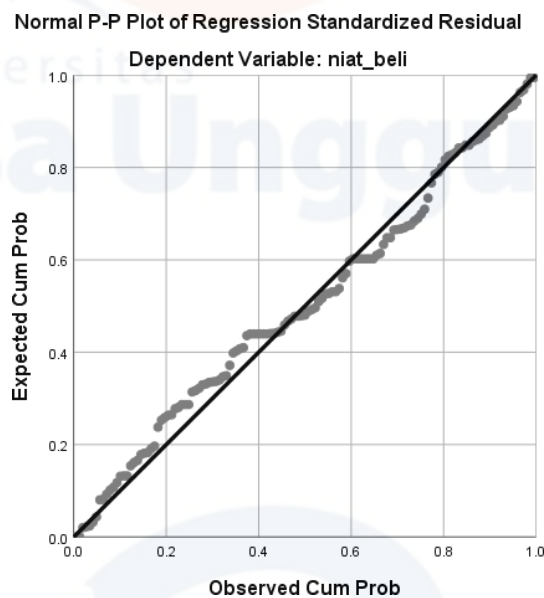
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.461	2.006		3.221	.002
	citra_merek	.294	.143	.154	2.060	.041
	kesesuaian_diri	.348	.137	.259	2.544	.012
	persepsi_kualitas	.924	.173	.482	5.341	.000

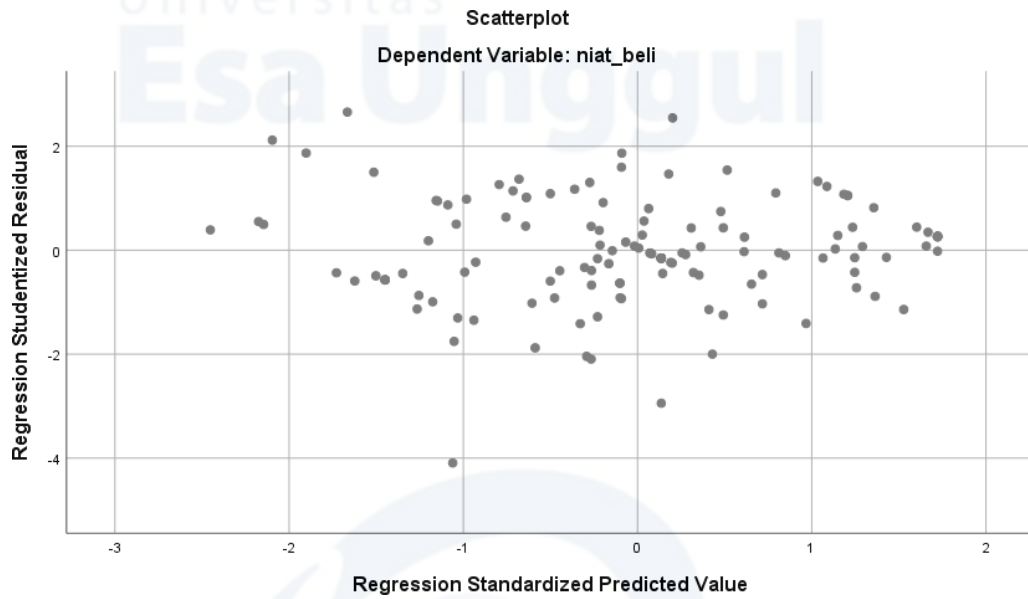
Lampiran 5 UJI ASUMSI KLASIK

Coefficients^a

Collinearity Statistics

Model		Tolerance	VIF
1	(Constant)		
	citra_merek	.417	2.400
	kesesuaian_diri	.224	4.466
	persepsi_kualitas	.285	3.507





One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		135
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.55546565
Most Extreme Differences	Absolute	.065
	Positive	.056
	Negative	-.065
Test Statistic		.065
Asymp. Sig. (2-tailed)		.200 ^{c,d}