

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

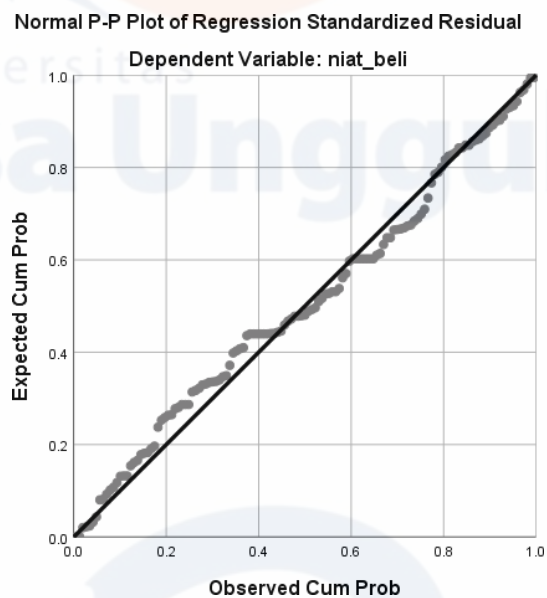
Coefficients^a

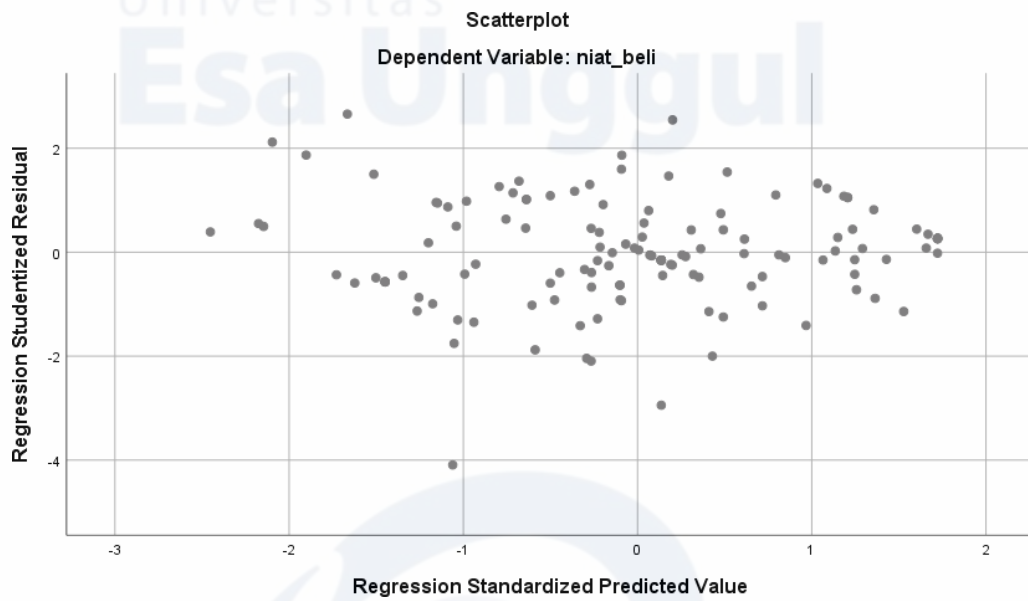
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 6.461 | 2.006 | | 3.221 | .002 |
| | citra_merek | .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

| Model | | Collinearity Statistics | |
|-------|-------------------|-------------------------|-------|
| | | 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} |