

LAMPIRAN

LAMPIRAN 1

KUISIONER PENELITIAN

KUISIONER

**ANALISIS PENGARUH CITRA MEREK DAN IKLAN TERHADAP KEPUTUSAN
PEMBELIAN**

(Studi kasus di Benton Lippo Karawaci Tangerang)

Kepada Yth,

Responden

Saya dari Mahasiswi Universitas Esa Unggul yang sedang melakukan penelitian. Penelitian ini bertujuan untuk mengetahui Pengaruh Citra Merek dan Iklan Terhadap Keputusan Pembelian pada KFC. Kami mohon ketersediaannya untuk mengisi kuisioner ini dengan tepat. Atas partisipasinya, kami ucapkan terima kasih. Silahkan memberi tanda centang/check ($\checkmark$) pada kotak sesuai pernyataan yang anda anggap benar.

**ANALISIS PENGARUH CITRA MEREK DAN IKLAN TERHADAP KEPUTUSAN
PEMBELIAN PADA KFC (Studi kasus di Benton Lippo Karawaci Tangerang)**

Data Responden

Petunjuk

Pilihlah Isilah data responden kemudian pilihan jawaban dimasukkan ke dalam kotak yang tersedia.

- | | | |
|---|---|--------------------------|
| 1. Jenis kelamin | : | ☐ |
| a. Laki-laki | | |
| b. Perempuan | | |
| | | |
| 2. Usia | : | ☐ |
| a. 17 – 22 tahun | | |
| b. 23 - 28 tahun | | |
| c. 29 – 34 tahun | | |
| d. > 35 tahun | | |
| | | |
| 3. Pendidikan Terakhir | : | ☐ |
| a. SMP | | |
| b. SMA | | |
| c. S1 | | |
| d. S2 | | |
| e. S3 | | |
| | | |
| 4. Pekerjaan | : | ☐ |
| a. Pelajar / Mahasiswa | | |
| b. PNS | | |
| c. Wirausaha | | |
| d. Karyawan Swasta | | |
| e. dll. | | |
| (pilihan (e) isi sesuai responden adalah.....) | | |

KUISIONER

PETUNJUK

Isilah semua pernyataan dalam kuesioner sesuai dengan kenyataan, dengan cara memberikan tanda (√) pada kotak pilihan yang sudah tersedia.

Keterangan :

1. STS : Sangat Tidak Setuju
2. TS : Tidak Setuju
3. S : Setuju
4. SS : Sangat Setuju

No	Pertanyaan	STS	TS	S	SS
Citra Merek					
1	KFC merupakan makanan yang praktis				
2	KFC merupakan makanan yang higienis				
3	KFC sesuai dengan selera Indonesia				
4	KFC bisa dinikmati oleh semua kalangan				
5	KFC merupakan merek terkenal				
Iklan					
6	Pesan yang di sampaikan iklan KFC sangat jelas				
7	Saya mengerti maksud dari pesan iklan KFC				
8	Slogan KFC “Jagonya Ayam” sangat menarik.				
9	Slogan KFC “Jagonya Ayam” mudah diingat				

10	Tampilan iklan KFC sangat menarik				
11	Tampilan iklan KFC sangat kreatif				
12	Iklan KFC menarik karena dibintangi artis terkenal				
13	Bintang iklan yang dipilih dapat menarik saya untuk membeli KFC				
14	Konsep KFC sudah mewakili karakter produk				
15	Musik yang energik dan menarik mendukung iklan KFC				

PETUNJUK :

Untuk Keputusan Pembelian berilah tanda (√) pada kotak yang sudah tersedia.

Dalam pembelian 1 - 2 kali = Jarang Membeli

3 – 4 kali = Sering Membeli

Keputusan Pembelian		
1	Jarang membeli	
2	Sering membeli	

TERIMA KASIH

LAMPIRAN 2

TABULASI DATA *PRE TEST* 30 RESPONDEN

No	Citra Merek							Iklan											Keputusan Pembelian
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19
1	3	4	3	3	4	2	2	3	3	3	4	3	3	3	2	2	4	3	0
2	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	0
3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	1
4	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	0
5	3	3	4	4	4	3	3	4	4	3	3	4	4	4	4	3	4	4	0
6	4	3	4	4	3	3	3	3	3	2	3	2	3	3	4	3	3	4	0
7	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	0
8	2	3	2	3	3	2	3	3	3	2	3	2	3	3	3	3	3	3	1
9	3	3	3	3	3	2	2	3	3	3	3	2	3	3	3	2	2	2	1
10	4	3	3	4	4	3	3	3	4	3	4	2	3	3	2	3	3	4	0
11	4	4	3	3	3	2	3	3	2	3	3	4	2	2	2	3	1	2	1
12	3	3	4	2	3	4	4	3	3	4	4	3	3	4	4	4	3	3	0
13	3	3	3	4	4	3	4	4	4	4	4	3	3	3	3	3	3	4	0
14	3	3	4	4	4	3	4	3	3	3	3	2	3	2	2	2	3	3	0
15	3	3	3	3	3	3	2	2	3	3	3	3	3	3	2	3	2	3	0
16	3	3	3	3	4	3	2	3	3	4	4	3	3	3	3	2	3	3	1
17	4	4	4	4	4	3	3	4	3	3	4	3	3	3	4	3	3	3	1
18	4	3	3	4	3	3	4	4	4	3	3	3	3	3	2	2	3	3	1
19	3	3	2	3	3	3	2	1	2	2	2	3	3	3	2	2	3	3	1
20	3	4	3	4	3	4	4	4	4	4	3	2	3	3	4	3	4	4	0
21	2	3	3	4	3	3	3	3	3	4	3	3	4	3	3	3	3	3	1
22	4	3	3	4	4	3	4	2	2	2	3	2	2	2	1	2	3	3	1
23	4	2	4	2	4	3	3	3	4	4	2	3	3	4	4	2	3	3	0
24	3	3	2	4	4	1	3	2	2	3	3	2	3	3	4	3	3	4	0
25	3	3	3	3	4	2	3	3	3	3	3	3	3	3	3	3	3	3	0
26	3	3	3	3	4	2	4	2	2	3	3	3	3	3	2	2	3	3	1
27	3	3	4	4	4	3	4	3	4	4	4	3	4	3	3	3	3	4	0
28	2	4	3	3	3	3	3	3	2	3	3	2	2	2	2	2	2	3	0
29	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	0
30	3	3	3	3	2	2	3	2	2	3	2	2	3	2	2	2	3	3	0

LAMPIRAN 3
HASIL UJI VALIDITAS *PRE TEST* 30 RESPONDEN

[illegible]

X4	Pears on Correl ation Sig. (2- tailed) N	,187 30	,218 30	,066 30	1 30	,303 30	,030 30	,344 30	,319 30	,211 30	-,121 30	,265 30	-,191 30	,250 30	-,255 30	-,023 30	,035 30	,260 30	,571* 30	,039 30	,389* 30
		,322	,247	,728		,104	,874	,063	,085	,263	,526	,156	,312	,183	,174	,905	,856	,165	,001	,839	,034
X5	Pears on Correl ation Sig. (2- tailed) N	,282 30	-,085 30	,257 30	,303 30	1 30	-,117 30	,167 30	,189 30	,222 30	,136 30	,471* 30	,164 30	,135 30	,212 30	,073 30	-,112 30	,294 30	,346 30	-,050 30	,435* 30
		,131	,657	,170	,104		,537	,379	,317	,239	,473	,009	,385	,478	,262	,700	,556	,115	,061	,793	,016
X6	Pears on Correl ation Sig. (2- tailed) N	,063 30	-,008 30	,476** 30	,030 30	-,117 30	1 30	,308 30	,333 30	,478* 30	,345 30	,186 30	,083 30	,121 30	,268 30	,187 30	,269 30	,239 30	,225 30	-,161 30	,512** 30
		,739	,965	,008	,874	,537		,098	,072	,008	,062	,324	,662	,524	,152	,322	,151	,203	,232	,395	,004
X7	Pears on Correl ation	,146	-,048	,328	,344	,167	,308	1	,315	,210	,215	,146	-,096	,000	-,080	,031	,191	,197	,344	-,117	,428*

	Sig. (2- tailed) N	,442 30	,801 30	,076 30	,063 30	,379 30	,098 30		,090 30	,265 30	,253 30	,442 30	,613 30	1,00 0 30	,674 30	,870 30	,313 30	,298 30	,063 30	,538 30	,018 30
X8	Pears on Correl ation Sig. (2- tailed) N	,104 30	,268 30	,458* 30	,319 30	,189 30	,333 30	,315 30	1 30	,681* 30	,416* 30	,458* 30	,171 30	,213 30	,260 30	,436* 30	,266 30	,232 30	,228 30	-,188 30	,732** 30
		,586 30	,153 30	,011 30	,085 30	,317 30	,072 30	,090 30		,000 30	,022 30	,011 30	,367 30	,259 30	,165 30	,016 30	,156 30	,216 30	,225 30	,320 30	,000 30
X9	Pears on Correl ation Sig. (2- tailed) N	,150 30	-,236 30	,409* 30	,211 30	,222 30	,478* 30	,210 30	,681* 30	1 30	,524* 30	,325 30	,185 30	,528* 30	,559** 30	,413* 30	,293 30	,417* 30	,437* 30	-,330 30	,770** 30
		,428 30	,210 30	,025 30	,263 30	,239 30	,008 30	,265 30	,000 30		,003 30	,080 30	,327 30	,003 30	,001 30	,023 30	,117 30	,022 30	,016 30	,075 30	,000 30
X10	Pears on Correl ation Sig. (2- tailed) N	-,126 30	-,067 30	,333 30	-,121 30	,136 30	,345 30	,215 30	,416* 30	,524* 30	1 30	,333 30	,294 30	,362* 30	,344 30	,373* 30	,234 30	,119 30	,138 30	-,276 30	,546** 30
		,506 30	,724 30	,072 30	,526 30	,473 30	,062 30	,253 30	,022 30	,003 30		,072 30	,114 30	,050 30	,063 30	,043 30	,213 30	,531 30	,468 30	,140 30	,002 30

X11	Pears on Correl ation Sig. (2- tailed) N	,060 30	,343 30	,261 30	,265 30	,471* 30	,186 30	,146 30	,458* 30	,325 30	,333 30	1 30	,122 30	,133 30	,147 30	,121 30	,368* 30	,131 30	,265 30	-,057 30	,567** 30
		,754	,064	,164	,156	,009	,324	,442	,011	,080	,072		,522	,485	,439	,525	,045	,490	,156	,763	,001
X12	Pears on Correl ation Sig. (2- tailed) N	,086 30	,027 30	,223 30	-,191 30	,164 30	,083 30	-,096 30	,171 30	,185 30	,294 30	,122 30	1 30	,254 30	,378* 30	,104 30	,212 30	-,060 30	-,164 30	,153 30	,325 30
		,652	,889	,237	,312	,385	,662	,613	,367	,327	,114	,522		,175	,040	,584	,261	,755	,388	,418	,079
X13	Pears on Correl ation Sig. (2- tailed) N	-,250 30	-,349 30	,265 30	,250 30	,135 30	,121 30	,000 30	,213 30	,528* 30	,362* 30	,133 30	,254 30	1 30	,582** 30	,455* 30	,277 30	,520* 30	,429* 30	-,155 30	,542** 30
		,183	,059	,156	,183	,478	,524	1,00 0	,259	,003	,050	,485	,175		,001	,012	,138	,003	,018	,414	,002
X14	Pears on Correl ation	,022	- ,417*	,263	-,255	,212	,268	-,080	,260	,559* *	,344	,147	,378*	,582* *	1	,688* *	,404*	,439*	,291	-,171	,580**

	Sig. (2- tailed) N	,909 30	,022 30	,161 30	,174 30	,262 30	,152 30	,674 30	,165 30	,001 30	,063 30	,439 30	,040 30	,001 30	 30	,000 30	,027 30	,015 30	,119 30	,366 30	,001 30
X15	Pears on Correl ation Sig. (2- tailed) N	-,034 30	-,127 30	,338 30	-,023 30	,073 30	,187 30	,031 30	,436* 30	,413* 30	,373* 30	,121 30	,104 30	,455* 30	,688** 30	1 30	,555* 30	,331 30	,377* 30	-,267 30	,605** 30
		,858 30	,504 30	,068 30	,905 30	,700 30	,322 30	,870 30	,016 30	,023 30	,043 30	,525 30	,584 30	,012 30	,000 30		,001 30	,074 30	,040 30	,154 30	,000 30
X16	Pears on Correl ation Sig. (2- tailed) N	-,104 30	,048 30	,147 30	,035 30	-,112 30	,269 30	,191 30	,266 30	,293 30	,234 30	,368* 30	,212 30	,277 30	,404* 30	,555* 30	1 30	,036 30	,317 30	-,300 30	,483** 30
		,585 30	,799 30	,438 30	,856 30	,556 30	,151 30	,313 30	,156 30	,117 30	,213 30	,045 30	,261 30	,138 30	,027 30	,001 30		,850 30	,088 30	,107 30	,007 30
X17	Pears on Correl ation Sig. (2- tailed) N	-,078 30	-,100 30	,131 30	,260 30	,294 30	,239 30	,197 30	,232 30	,417* 30	,119 30	,131 30	-,060 30	,520* 30	,439* 30	,331 30	,036 30	1 30	,594* 30	-,273 30	,506** 30
		,683 30	,600 30	,490 30	,165 30	,115 30	,203 30	,298 30	,216 30	,022 30	,531 30	,490 30	,755 30	,003 30	,015 30	,074 30	,850 30		,001 30	,144 30	,004 30

X18	Pears on Correl ation Sig. (2- tailed) N	,053 30	-,100 30	,152 30	,571* 30	,346 30	,225 30	,344 30	,228 30	,437* 30	,138 30	,265 30	-,164 30	,429* 30	,291 30	,377* 30	,317 30	,594* 30	1 30	- -,508* 30	,577** 30
Y	Pears on Correl ation Sig. (2- tailed) N	,104 30	,086 30	-,304 30	,039 30	-,050 30	-,161 30	-,117 30	-,188 30	-,330 30	-,276 30	-,057 30	,153 30	-,155 30	-,171 30	-,267 30	-,300 30	-,273 30	- -,508* 30	1 30	-,231 30
BUTIR_TOT	Pears on Correl ation Sig. (2- tailed) N	,232 30	,014 30	,601** 30	,389* 30	,435* 30	,512* 30	,428* 30	,732* 30	,770* 30	,546* 30	,567* 30	,325 30	,542* 30	,580** 30	,605* 30	,483* 30	,506* 30	,577* 30	-,231 30	1 30

*. Correlation is significant at the 0.05 level (2-tailed).

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

LAMPIRAN 4

HASIL UJI RELIABILITAS

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
,824	18

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	51,2667	29,857	-,074	,835
X2	51,0000	27,379	,339	,819
X3	51,6333	26,585	,421	,815
X4	51,2667	26,202	,542	,808
X5	51,3000	27,045	,322	,821
X6	51,3000	28,631	,107	,832
X7	51,0667	27,582	,274	,823
X8	51,5000	24,534	,660	,799
X9	51,3667	24,102	,720	,795
X10	51,2667	26,271	,470	,812
X11	51,2667	26,547	,479	,812
X12	51,7000	28,079	,200	,826
X13	51,4000	27,214	,480	,813
X14	51,4667	26,671	,512	,811
X15	51,5667	24,806	,505	,810
X16	51,7333	27,030	,417	,815
X17	51,4667	26,740	,434	,814
X18	51,2333	26,461	,541	,809

LAMPIRAN 5**DATA KARAKTERISTIK**

No	Jenis Kelamin	Usia	Pendidikan Terakhir	Pekerjaan
1	1	1	2	1
2	1	1	2	1
3	2	1	2	1
4	2	1	2	1
5	2	1	2	1
6	2	1	2	1
7	2	1	2	1
8	2	1	2	1
9	2	1	2	1
10	2	1	2	1
11	1	1	2	1
12	1	3	4	3
13	1	2	3	4
14	1	2	3	4
15	1	2	4	2
16	2	1	2	1
17	1	1	2	1
18	2	1	2	1
19	1	1	2	1
20	2	2	3	4
21	2	2	2	4
22	2	2	3	4
23	1	2	2	4
24	1	2	2	4
25	2	2	2	4
26	2	1	2	1
27	2	1	2	1
28	2	1	2	1
29	2	1	3	5
30	1	1	2	1
31	1	1	2	1
32	1	1	2	1
33	2	1	3	5
34	1	4	3	3

35	1	4	2	3
36	2	3	2	4
37	2	3	2	4
38	2	3	2	4
39	2	1	2	1
40	2	1	2	1
41	2	1	2	1
42	2	1	2	1
43	1	1	2	1
44	1	1	2	1
45	2	2	3	4
46	2	2	3	4
47	2	2	3	4
48	2	2	3	4
49	2	2	3	4
50	2	2	3	3
51	2	2	3	4
52	2	2	3	3
53	2	1	3	5
54	2	1	3	5
55	1	1	3	4
56	1	1	2	3
57	2	2	4	4
58	2	2	2	4
59	2	2	2	4
60	2	2	2	4
61	2	1	2	4
62	2	1	2	1
63	2	1	3	4
64	2	1	2	1
65	2	1	2	1
66	1	4	1	3
67	2	4	1	5
68	1	4	2	3
69	1	4	2	4
70	1	4	3	2
71	2	4	2	5
72	1	4	3	2

73	2	1	2	1
74	2	1	2	1
75	2	1	2	1
76	2	1	2	1
77	1	1	2	1
78	1	1	2	1
79	1	1	2	1
80	1	1	2	1
81	1	1	2	1
82	2	1	3	5
83	2	3	3	4
84	2	3	3	4
85	1	3	3	4
86	2	2	3	4
87	1	3	3	4
88	1	4	3	3
89	2	4	3	4
90	2	1	2	1
91	1	1	2	1
92	1	3	3	2
93	2	2	3	2
94	2	2	2	3
95	2	2	3	4
96	2	1	2	1
97	2	1	2	1
98	1	4	4	2
99	1	3	3	2
100	2	3	3	4

TABULASI 100 RESPONDEN

No	Citra Merek					Iklan												Keputusan Pembelian
	X1	X2	X3	X4	X5	Average	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	Average	X16
1	2	1	3	3	4	3	3	3	3	2	3	4	4	4	3	4	3	0
2	3	1	3	3	2	2	3	3	4	4	1	3	2	4	4	4	3	0
3	1	3	3	3	2	2	3	2	2	2	3	2	2	2	3	2	2	1
4	2	3	3	3	2	3	3	3	4	4	3	3	3	2	3	2	3	0
5	1	2	2	3	3	2	2	2	2	3	3	3	3	3	3	2	3	0
6	3	4	4	3	2	3	4	3	4	4	4	4	2	1	4	3	3	0
7	1	2	2	3	3	2	2	3	2	3	3	3	3	1	3	1	2	1
8	2	3	3	3	3	3	3	2	3	4	3	3	2	3	3	2	3	1
9	2	3	3	1	3	2	3	1	3	2	3	2	1	3	1	2	2	1
10	3	3	2	3	3	3	3	4	2	2	3	3	2	2	3	3	3	0
11	1	2	3	2	2	2	3	3	2	2	4	3	2	2	3	2	3	1
12	3	4	2	3	3	3	3	3	2	3	3	3	2	2	3	1	3	0
13	2	3	2	3	4	3	3	3	1	1	4	3	4	1	3	1	2	1
14	3	3	4	3	2	3	3	3	3	3	3	4	3	3	4	3	3	0
15	2	4	3	4	4	3	1	2	1	1	4	4	4	1	3	1	2	0
16	3	4	2	4	4	3	4	2	3	2	1	2	3	3	3	3	3	0
17	2	3	4	3	3	3	4	3	2	2	4	3	3	3	3	3	3	0
18	2	3	4	3	3	3	3	2	3	2	3	3	2	2	3	2	3	0

19	3	3	4	4	4	4	4	3	4	3	4	4	4	3	2	3	3	0
20	2	3	4	3	3	3	3	3	3	4	3	2	1	4	4	3	3	0
21	2	3	3	3	3	3	2	3	3	2	3	3	3	3	3	2	3	0
22	2	3	3	3	3	3	2	3	2	3	2	1	3	2	3	2	2	1
23	2	2	3	3	3	3	4	3	1	3	1	1	3	3	3	1	2	0
24	3	4	3	3	3	3	2	4	4	2	3	1	4	1	4	2	3	0
25	3	4	4	3	3	3	3	4	4	4	3	4	3	3	3	4	4	0
26	3	3	3	3	3	3	3	3	2	4	3	2	3	4	2	2	3	0
27	2	3	4	3	3	3	3	3	3	3	3	3	3	2	3	3	3	1
28	3	3	4	4	3	3	3	3	4	4	4	4	4	3	3	3	4	0
29	4	3	3	3	3	3	4	3	3	4	3	3	3	3	3	3	3	1
30	2	3	3	2	3	3	3	3	2	2	3	2	2	2	3	2	2	0
31	2	3	3	3	3	3	3	3	1	2	3	2	2	3	3	2	2	0
32	2	2	2	3	3	2	3	2	3	3	2	2	1	2	3	2	2	0
33	3	3	3	3	3	3	3	3	1	2	3	3	3	3	3	1	3	0
34	2	3	2	3	3	3	4	3	3	2	4	4	4	1	3	2	3	0
35	3	3	4	3	3	3	3	3	4	4	3	3	3	3	3	2	3	1
36	3	4	4	3	3	3	3	3	3	3	4	4	3	2	2	2	3	1
37	1	2	4	4	3	3	4	4	4	4	4	4	4	3	3	3	4	0
38	3	4	3	3	3	3	4	3	4	4	3	3	1	4	3	4	3	0
39	3	3	3	3	3	3	3	4	3	3	3	3	3	2	3	2	3	0
40	2	3	3	2	3	3	3	2	2	2	2	3	2	2	3	2	2	0
41	2	3	3	3	3	3	2	3	3	2	4	4	4	3	4	3	3	1
42	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	0
43	3	3	3	4	3	3	4	3	3	3	3	1	2	1	3	1	2	0

[illegible]

69	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	0
70	2	2	3	1	3	2	2	3	3	3	3	2	2	3	2	3	3	0
71	3	2	3	2	1	2	2	2	2	1	3	2	3	3	3	2	2	1
72	2	3	2	2	3	2	2	3	3	3	3	2	3	3	2	3	3	0
73	3	2	3	3	1	2	3	2	3	2	3	2	2	2	2	3	2	1
74	2	3	2	2	2	2	2	2	3	1	3	3	3	2	3	3	3	0
75	2	2	3	2	3	2	1	2	3	3	3	2	2	3	2	3	2	0
76	3	2	3	2	2	2	3	3	2	2	3	2	3	2	3	2	3	0
77	2	2	3	2	3	2	1	3	3	4	3	2	3	3	2	3	3	0
78	2	3	4	3	4	3	3	2	3	3	3	2	3	3	3	2	3	0
79	3	3	4	2	2	3	3	2	3	3	3	2	3	2	3	3	3	0
80	2	2	3	2	3	2	4	3	3	2	3	2	3	2	3	3	3	0
81	1	2	2	3	3	2	3	3	2	3	3	3	3	2	3	1	3	1
82	3	3	2	2	3	3	3	3	3	2	3	2	2	2	3	3	3	0
83	2	2	1	2	2	2	2	2	3	2	3	2	2	2	3	2	2	0
84	2	3	1	2	2	2	2	3	2	2	3	2	2	2	2	2	2	1
85	2	2	1	2	2	2	2	2	2	1	3	2	2	1	2	1	2	0
86	3	3	3	2	3	3	3	3	3	3	3	3	1	1	3	3	3	0
87	2	2	2	3	2	2	2	2	3	3	3	3	2	2	3	2	3	1
88	2	3	2	2	3	2	2	3	3	3	3	2	2	2	3	2	3	1
89	2	3	2	3	2	2	2	3	2	3	3	3	2	2	3	3	3	0
90	4	2	2	1	3	2	1	2	4	2	3	3	2	3	3	3	3	1
91	1	3	2	1	2	2	2	3	3	2	3	2	2	2	2	2	2	1
92	2	1	3	3	4	3	3	3	3	2	3	2	4	2	3	4	3	0
93	3	3	3	3	2	3	2	3	1	4	3	3	2	4	4	2	3	0

94	1	3	3	3	2	2	2	2	2	2	3	2	2	2	3	2	2	1
95	2	3	2	3	2	2	2	3	1	2	3	3	2	2	3	2	2	1
96	1	2	2	3	3	2	2	2	2	3	3	3	3	3	3	2	3	0
97	3	1	2	3	2	2	1	3	4	1	3	2	2	1	2	3	2	1
98	1	2	2	3	3	2	2	3	2	3	3	3	3	1	3	1	2	0
99	2	3	3	3	3	3	3	2	3	4	3	3	2	2	3	2	3	0
100	2	3	3	1	3	2	3	1	3	2	3	2	1	3	1	2	2	1

LAMPIRAN 7**HASIL UJI ANALISIS DISKRIMINAN****1. Hasil Variabel Yang Mempengaruhi Keputusan Pembelian..**

Step	Entered	Min. D Squared					
		Statistic	Between Groups	Exact F			
				Statistic	df1	df2	Sig.
1	citra merek	,611	sering membeli and jarang membeli	6,689	1	97,000	,002
2	iklan	,394	sering membeli and jarang membeli	8,715	2	98,000	,004

2. Hasil Nilai Persamaan Diskriminan (*Canonical Diskriminant Funcion Coeficients*)

	Function
	1
citra merek	1,177
Iklan	1,375
(Constant)	-6,849

3. Hasil Kelompok Sering Membeli dan Jarang Membeli

Functions at Group Centroids.

keputusan_pembelian	Function
	1
sering membeli	,258
— jarang membeli	-,524

4. *Clasification Results.*

keputusan_pembelian			Predicted Group Membership		Total
			sering membeli	jarang membeli	
Original	Count	sering membeli	39	28	67
		jarang membeli	11	22	33
	%	sering membeli	58,2	41,8	100,0
		jarang membeli	33,3	66,7	100,0
Cross-validated ^a	Count	sering membeli	39	28	67
		jarang membeli	11	22	33
	%	sering membeli	58,2	41,8	100,0
		jarang membeli	33,3	66,7	100,0

a. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.

b. 61,0% of original grouped cases correctly classified.

c. 61,0% of cross-validated grouped cases correctly classified.