

Lampiran 6

Factor Analysis

Communalities

	Initial	Extraction
Iklan1	1,000	,609
Iklan2	1,000	,419
Iklan3	1,000	,659
Iklan4	1,000	,387
Iklan5	1,000	,627
Iklan7	1,000	,719

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	3,420	56,997	56,997	3,420	56,997	56,997
2	,863	14,392	71,389			
3	,646	10,774	82,162			
4	,458	7,633	89,795			
5	,334	5,559	95,354			
6	,279	4,646	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Iklan1	,780
Iklan2	,647
Iklan3	,812
Iklan4	,622
Iklan5	,792
Iklan7	,848

Extraction Method: Principal

Component Analysis.

a. 1 components extracted.

Component Score

Coefficient Matrix

	Component
	1
Iklan1	,228
Iklan2	,189
Iklan3	,237
Iklan4	,182
Iklan5	,232
Iklan7	,248

Extraction Method:

Principal Component

Analysis.

Component Scores.

Factor Analysis

Communalities

	Initial	Extraction
CitraMerek1	1,000	,320
CitraMerek2	1,000	,445
CitraMerek3	1,000	,297
CitraMerek4	1,000	,542
CitraMerek5	1,000	,431
CitraMerek6	1,000	,388
CitraMerek7	1,000	,444
CitraMerek8	1,000	,233
CitraMerek9	1,000	,411

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	3,511	39,012	39,012	3,511	39,012	39,012
2	,991	11,016	50,029			
3	,905	10,056	60,085			
4	,851	9,455	69,539			
5	,729	8,102	77,641			
6	,624	6,937	84,579			
7	,583	6,478	91,057			
8	,497	5,524	96,581			
9	,308	3,419	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
CitraMerek1	,566
CitraMerek2	,667
CitraMerek3	,545
CitraMerek4	,736
CitraMerek5	,657
CitraMerek6	,623
CitraMerek7	,666
CitraMerek8	,483
CitraMerek9	,641

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Component Score**Coefficient Matrix**

	Componen t
	1
CitraMerek1	,161
CitraMerek2	,190
CitraMerek3	,155
CitraMerek4	,210
CitraMerek5	,187
CitraMerek6	,177
CitraMerek7	,190
CitraMerek8	,137
CitraMerek9	,183

Extraction Method: Principal

Component Analysis.

Component Scores.

Factor Analysis**Communalities**

	Initial	Extraction
MinatBeli1	1,000	,775
MinatBeli2	1,000	,625
MinatBeli3	1,000	,710
MinatBeli4	1,000	,698

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	2,808	70,212	70,212	2,808	70,212	70,212
2	,575	14,372	84,585			
3	,333	8,316	92,901			
4	,284	7,099	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
MinatBeli1	,880
MinatBeli2	,791
MinatBeli3	,843
MinatBeli4	,835

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Component Score**Coefficient Matrix**

	Component
	1
MinatBeli1	,313
MinatBeli2	,281
MinatBeli3	,300
MinatBeli4	,297

Extraction Method:
Principal Component
Analysis.
Component Scores.