LAMPIRAN

LAMPIRAN 1 DATA PRA SURVEY 20 RESPONDEN

Tabel Data Pra Survey *Brand Awareness*, Persepsi dan Sikap Konsumen pada produk makanan ringan (*snack*) *Private Brand* Superindo wilayah Daan mogot Jakarta Barat

Variabel	Pernyataan	Alternatif Jawaban			
		1	2	3	4
		STS	TS	S	SS
***Brand Awareness* (X)**	***Brand Recognition***				
	1. Kemasan makanan ringan Superindo dapat dikenal dengan baik	6	12	2	0
	2. Saya mengetahui makanan ringan merek Superindo karena harga yang murah	1	15	4	0
	Brand Recall				
	3. Merek makanan ringan Superindo pertama yang muncul dalam pikiran saya	16	4	0	0
	4. Makanan ringan Superindo dapat diingat dengan baik	3	11	6	0
	Jumlah	26	**42**	12	0
Persepsi *Intrinsik* (Z_1)	***Perceived Quality***				
	5. Makanan ringan merek Superindo memiliki mutu yang bersaing	5	12	3	0
	6. Makanan ringan merek Superindo memiliki kualitas yang baik	1	10	7	2
	Perceived Risk				
	7. Pembagian sampel makanan dapat mengurangi resiko untuk membeli makanan ringan merek Superindo	2	8	6	4
	8. Murahnya makanan ringan merek Superindo menunjukkan produk tersebut memiliki beberapa resiko	5	13	2	0
	Perceived Value				
	9. Harga makanan ringan merek Superindo sesuai kualitas	1	17	2	0

Variabel	Pernyataan	Alternatif Jawaban			
		1	2	3	4
		STS	TS	S	SS
	10. Kualitas makanan ringan merek Superindo sesuai dengan uang yang saya keluarkan	0	11	9	0
	Jumlah	14	**71**	29	6
Persepsi *Ekstrinsik* (Z_2)	***Perceived Price***				
	11. Harga makanan ringan merek Superindo lebih murah dari merek lain	3	13	4	0
	12. Makanan ringan merek Superindo memiliki harga yang terjangkau	0	8	9	3
	Packaging				
	13. Makanan ringan merek Superindo memiliki kemasan yang menarik	2	17	1	0
	14. Makanan ringan merek Superindo memiliki kemasan yang baik	1	14	3	2
	Store Image				
	15. Saya tertarik membeli makanan ringan merek Superindo karena merek yang ditampilkan pada Supermarket	2	7	8	3
	16. Saya tertarik untuk membeli makanan ringan merek Superindo karena *atmosphere* supermarket yang menarik	0	12	6	2
	Jumlah	8	**98**	40	12
Sikap Konsumen (Z_3)	***Trust***				
	17. Saya merasa yakin untuk membeli makanan ringan merek Superindo dari merek lain	2	10	6	2
	18. Makanan ringan merek Superindo sesuai untuk dibeli	4	8	6	2
	Perceived Economic Situation				
	19. Saya membeli makanan ringan Superindo untuk lebih menghemat uang	0	7	9	4

Variabel	Pernyataan	Alternatif Jawaban			
		1	**2**	**3**	**4**
		STS	**TS**	**S**	**SS**
	20. Saya membeli makanan kering ringan yang sudah terkenal ketika kondisi keuangan saya sedang baik	1	9	6	4
	Jumlah	7	**34**	27	12

Sumber : Data diolah, 2016.

Keterangan :

Sangat Setuju (SS) = 4

Setuju (S) = 3

Tidak Setuju (TS) = 2

Sangat Tidak Setuju (STS) = 1

LAMPIRAN 2 KUISIONER PENELITIAN

Bersama ini saya sampaikan daftar pernyataan kepada konsumen produk *private brand* Superindo khususnya pada produk makanan ringan (*snack*) *private brand* Superindo. Pertanyaan dalam kuisioner ini berkaitan dengan penelitian saya yang berjudul "Pengaruh *Brand Awareness* Terhadap Minat Beli yang dimediasi Persepsi dan Sikap Konsumen pada Makanan Ringan (*snack*) *Private Brand* Superindo wilayah Daan mogot Jakarta Barat". Atas kesediaan anda memberikan jawaban, sebelum dan sesudahnya saya ucapkan terimakasih.

No. Responden

DATA RESPONDEN

Nama :

Petunjuk

Isi dan pilihlah data responden dibawah ini dengan beri tanda silang (X)

1. **Jenis Kelamin**
   a. Laki – laki
   b. Perempuan
2. **Usia**

a. 17 – 22 tahun c. 29 – 34 tahun

b. 23 – 28 tahun d. > 35 tahun

3. Pendidikan Terakhir

a. SMP
b. SMA
c. S1
d. Lainnya (sebutkan).....

4. Pekerjaan

a. Pelajar / Mahasiswa
b. Wirausaha
c. Kayawan Swasta
d. Lainnya (sebutkan).....

5. Pengeluaran Perbulan

a. < Rp 1.000.000
b. Rp 1.500.000 – Rp 2.000.000
c. Rp 2.500.00 – Rp 3.000.000
d. > Rp 3.500.000

6. Berapa kali anda mengkonsumsi produk makanan ringan (*snack*) merek Superindo dalam sebulan.

a. 1 – 2 kali
b. 3 – 4 kali
c. 5 – 6 kali
d. > 7 kali

7. Pernah mengkonsumsi makanan ringan (*snack*) merek lain selain dari merek Superindo

a. Ya
b. Tidak

Jika jawab “Ya” sebutkan nama merek : .....

DAFTAR ISIAN

Petunjuk :

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

Keterangan :

No.	Kategori	Skor
1.	Sangat Tidak Setuju (STS)	1
2.	Tidak Setuju (TS)	2
3.	Setuju (S)	3
4.	Sangat Setuju (SS)	4

No.	Pernyataan	STS	TS	S	SS
		1	**2**	**3**	**4**
Brand Awareness					
1.	Saya mengenali makanan ringan (*snack*) merek Superindo dilihat dari kemasannya.				
2.	Saya mengenali makanan ringan (*snack*) merek Superindo karena harganya yang murah.				
3.	Saya mengenali makanan ringan (*snack*) merek Superindo karena namanya.				
4.	Saya dapat mengingat makanan ringan (*snack*) merek Superindo karena logonya.				
Persepsi *Intrinsik*					
5.	Kualitas hal yang penting ketika saya membeli makanan ringan (*snack*)				
6.	Makanan ringan (*snack*) merek Superindo memiliki kualitas yang sama dengan merek lain.				
7.	Makanan ringan (*snack*) merek Superindo memiliki kualitas yang baik.				
8.	Sampel secara gratis dapat mengurangi resiko untuk membeli produk makanan ringan (*snack*) merek Superindo.				
9.	Saya memiliki pertimbangan untuk membeli produk makanan ringan (*snack*) merek Superindo.				
10.	Walaupun dengan harga yang murah dibandingkan dengan merek lain makanan ringan (*snack*) merek Superindo memiliki mutu yang bersaing.				
11.	Makanan ringan (*snack*) merek Superindo sesuai dengan uang yang saya keluarkan.				

No.	Pernyataan	STS	TS	S	SS
		1	2	3	4
12.	Harga makanan ringan (*snack*) merek Superindo sesuai dengan kualitas.				
13.	Makanan ringan (*snack*) merek Superindo dapat bersaing dengan merek lain.				
Persepsi *Ekstrinsik*					
14.	Harga hal yang penting ketika saya membeli produk makanan ringan (*snack*).				
15.	Saya akan membandingkan harga makanan ringan (*snack*) merek Superindo dengan snack merek lain.				
16.	Saya membeli makanan ringan (*snack*) merek Superindo karena harga yang lebih murah.				
17.	Saya membeli makanan ringan (*snack*) merek Superindo karena kemasan yang menarik.				
18.	Kemasan makanan ringan (*snack*) merek Suerindo sama dengan merek lain.				
19.	Kemasan makanan ringan (*snack*) merek Superindo memiliki ciri yang khas.				
20.	Karakteristik supermarket hal yang penting ketika saya membeli produk makanan ringan (*snack*).				
21.	Merek makanan ringan (*snack*) Superindo yang ditampilkan di supermarket membuat saya tertarik untuk membeli produk tersebut.				
22.	Superindo memiliki pelayanan yang baik sehingga mampu menarik saya untuk membeli produk merek Superindo.				
Sikap Konsumen					
23.	Produk makanan ringan (*snack*) merek Superindo pantas untuk dibeli.				
24.	Saya percaya pada produk makanan ringan (*snack*) merek Superindo.				
25.	Makanan ringan (*snack*) merek Superindo memiliki rasa yang enak.				
26.	Saya membeli makanan ringan (*snack*) merek Superindo untuk menghemat uang ketika kondisi ekonomi saya sedang sulit.				
27.	Saya membeli makanan ringan (*snack*) dengan merek yang sudah terkenal ketika kondisi ekonomi saya sedang baik.				
28.	Makanan ringan (*snack*) merek Superindo cocok untuk dibeli ketika kondisi ekonomi saya sedang tidak baik.				

No.	Pernyataan	STS	TS	S	SS
		1	2	3	4
Minat Beli					
29.	Saya memiliki keinginan untuk membeli produk makanan ringan (*snack*) merek Superindo.				
30.	Saya ingin membeli makanan ringan (*snack*) merek Superindo karena harga yang murah.				
31.	Saya menyarankan orang lain untuk membeli produk makanan ringan (*snack*) merek Superindo.				
32.	Karena harga yang murah saya menyarankan kpada kerabat dan keluarga untuk membeli produk makanan ringan (*snack*) merek Superindo.				
33.	Saya menyukai makanan ringan (*snack*) merek Superindo.				
34.	Saya menyukai makanan ringan (*snack*) merek Superindo karena harga yang murah dan mutu yang bersaing.				

-TerimaKasih-

LAMPIRAN 3 TABULASI PRA TEST 30 RESPONDEN

No.	Minat Beli (Y)						Persepsi *Intrinsik* (Z_1)									Persepsi *Ekstrinsik* (Z_2)									Sikap Konsumen (Z_3)						Brand Awareness (X)				
	p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	p13	p14	p15	p16	p17	p18	p19	p20	p21	p22	p23	p24	p25	p26	p27	p28	p29	p30	p31	p32	p33	p34	p35
1.	3	3	3	2	2	3	4	2	2	2	2	3	3	3	3	3	3	4	2	2	4	3	2	3	3	3	3	3	3	3	4	4	4	1	4
2.	3	2	3	3	3	3	3	3	3	3	2	3	3	3	3	2	3	3	2	1	3	2	2	3	3	3	3	1	2	1	4	3	3	4	4
3.	3	3	2	2	2	3	4	3	3	2	3	3	4	3	3	2	1	3	3	3	3	3	3	2	3	3	3	4	3	3	2	2	2	2	4
4.	2	1	2	1	2	2	4	3	3	1	1	2	3	3	3	1	2	1	3	2	2	4	2	2	3	3	3	2	3	2	2	2	1	1	4
5.	2	2	2	3	3	3	3	3	3	3	4	4	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1	2	3	3	3
6.	3	3	2	2	3	3	4	3	3	3	3	3	3	3	3	3	4	3	2	3	2	3	3	3	3	3	3	3	2	2	4	3	3	1	4
7.	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	4	2	2	2	3	3	2
8.	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
9.	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	4	3
10.	4	4	3	3	4	4	4	3	3	2	1	4	4	4	4	4	4	4	3	4	3	3	4	4	4	4	4	4	3	4	4	4	4	1	4
11.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
12.	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	3	2	3	3	3	3	3	3	3	3	3	3	3	3	2	3
13.	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	3
14.	3	2	3	4	3	3	4	3	3	4	4	3	3	3	3	2	4	1	2	1	4	4	2	2	3	3	3	2	1	1	4	4	4	2	4
15.	3	3	2	2	3	3	4	3	3	3	3	3	3	3	3	3	2	4	3	3	2	4	3	3	3	2	3	3	4	3	3	4	4	2	3
16.	3	2	3	3	3	3	4	4	4	3	3	4	3	3	4	1	3	2	3	3	3	3	2	4	4	4	4	2	2	3	4	3	4	3	4
17.	2	3	2	3	3	4	4	2	3	2	2	3	3	3	4	2	3	3	2	2	2	3	3	3	4	3	4	3	2	3	2	2	3	3	3
18.	3	2	3	3	3	3	3	3	3	2	2	3	3	3	3	2	2	2	2	1	3	2	2	3	3	3	3	1	1	2	4	2	3	2	3
19.	2	2	2	2	3	3	2	2	3	2	3	3	2	3	3	3	3	3	1	1	2	1	2	3	3	3	3	3	3	2	3	2	3	1	1
20.	2	3	3	2	2	3	4	2	2	3	3	3	3	3	2	2	3	2	1	1	3	3	2	3	3	3	2	3	3	3	4	2	2	2	3
21.	3	1	4	3	2	2	3	3	3	2	3	3	3	3	3	3	4	2	2	1	2	2	3	2	3	2	3	1	2	1	3	4	3	2	2
22.	3	3	3	3	3	3	3	3	3	1	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	2	3	3	2	2	2	3
23.	3	4	3	3	3	3	3	3	3	3	3	4	3	2	3	3	4	4	3	3	3	3	3	3	4	3	4	3	3	3	3	3	4	3	2
24.	3	4	2	2	3	4	4	4	3	2	3	4	3	4	3	4	4	4	2	3	4	2	3	4	4	4	3	4	3	4	3	3	3	2	4

No.	Minat Beli (Y)						Persepsi *Intrinsik* (Z_1)									Persepsi *Ekstrinsik* (Z_2)									Sikap Konsumen (Z_3)						*Brand Awareness* (X)				
	p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	p13	p14	p15	p16	p17	p18	p19	p20	p21	p22	p23	p24	p25	p26	p27	p28	p29	p30	p31	p32	p33	p34	p35
25.	3	3	4	3	4	4	2	4	4	3	3	2	3	4	3	3	4	3	4	2	3	3	4	4	3	3	3	4	2	3	3	4	2	3	3
26.	3	3	1	2	3	3	4	2	3	3	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	3	2	2	3	2	3	2	3
27.	2	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	2	2	2	2	3	2	2	2	3	3	3	2	2	3	3	3	3	2	3
28.	4	3	4	3	3	4	4	3	4	3	4	4	3	4	4	4	3	4	3	3	3	4	4	2	4	4	4	4	2	4	3	3	4	3	3
29.	3	3	3	3	4	4	4	3	3	3	2	3	3	4	4	2	3	2	3	2	3	4	3	3	3	4	4	2	2	2	3	3	4	2	4
30.	2	2	2	2	2	2	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	2	3	3	3	3	2	2	4	2	4

LAMPIRAN 4 UJI VALIDITAS DAN RELIABILITAS 30 RESPONDEN

1. Uji validitas variabel Minat Beli (Y)

Correlations

		P1	P2	P3	P4	P5	P6	Skor_Total
P1	Pearson Correlation	1	,434*	,464**	,387*	,460*	,472**	**,740****
	Sig. (2-tailed)		,017	,010	,035	,011	,008	,000
	N	30	30	30	30	30	30	30
P2	Pearson Correlation	,434*	1	,020	,127	,467**	,678**	**,652****
	Sig. (2-tailed)	,017		,918	,503	,009	,000	,000
	N	30	30	30	30	30	30	30
P3	Pearson Correlation	,464**	,020	1	,615**	,241	,219	**,604****
	Sig. (2-tailed)	,010	,918		,000	,200	,245	,000
	N	30	30	30	30	30	30	30
P4	Pearson Correlation	,387*	,127	,615**	1	,543**	,359	**,701****
	Sig. (2-tailed)	,035	,503	,000		,002	,051	,000
	N	30	30	30	30	30	30	30
P5	Pearson Correlation	,460*	,467**	,241	,543**	1	,752**	**,791****
	Sig. (2-tailed)	,011	,009	,200	,002		,000	,000
	N	30	30	30	30	30	30	30
P6	Pearson Correlation	,472**	,678**	,219	,359	,752**	1	**,806****
	Sig. (2-tailed)	,008	,000	,245	,051	,000		,000
	N	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

2. Uji validitas variabel Persepsi *Intrinsik* (Y_1)

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	Skor_Total
P1	Pearson Correlation	1	,065	0,000	,114	-,067	,343	,544**	,306	,285	**,533****
	Sig. (2-tailed)		,732	1,000	,549	,723	,063	,002	,101	,126	,002
	N	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	,065	1	,663**	,105	,171	,264	,272	,379*	,176	**,605****
	Sig. (2-tailed)	,732		,000	,581	,365	,158	,146	,039	,353	,000
	N	30	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	0,000	,663**	1	,208	,312	,277	,183	,437*	,473**	**,692****
	Sig. (2-tailed)	1,000	,000		,269	,093	,139	,333	,016	,008	,000
	N	30	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	,114	,105	,208	1	,518**	,199	-,050	-,012	-,069	**,506****
	Sig. (2-tailed)	,549	,581	,269		,003	,292	,795	,949	,717	,004
	N	30	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	-,067	,171	,312	,518**	1	,320	-,256	-,139	-,325	**,416***
	Sig. (2-tailed)	,723	,365	,093	,003		,085	,173	,462	,079	,022
	N	30	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	,343	,264	,277	,199	,320	1	,167	,097	,223	**,607****
	Sig. (2-tailed)	,063	,158	,139	,292	,085		,377	,611	,237	,000
	N	30	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	,544**	,272	,183	-,050	-,256	,167	1	,491**	,364*	**,483****
	Sig. (2-tailed)	,002	,146	,333	,795	,173	,377		,006	,048	,007
	N	30	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	,306	,379*	,437*	-,012	-,139	,097	,491**	1	,523**	**,563****
	Sig. (2-tailed)	,101	,039	,016	,949	,462	,611	,006		,003	,001
	N	30	30	30	30	30	30	30	30	30	30
P9	Pearson Correlation	,285	,176	,473**	-,069	-,325	,223	,364*	,523**	1	**,456***
	Sig. (2-tailed)	,126	,353	,008	,717	,079	,237	,048	,003		,011
	N	30	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

3. Uji validitas variabel Persepsi *Ekstrinsik* (Y_2)

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	Skor_Total
P1	Pearson Correlation	1	,425*	,724**	,089	,449*	,224	-,083	,664**	,234	**,696****
	Sig. (2-tailed)		,019	,000	,639	,013	,235	,663	,000	,213	,000
	N	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	,425*	1	,232	-,009	,035	,259	,044	,375*	,452*	**,509****
	Sig. (2-tailed)	,019		,217	,964	,856	,167	,817	,041	,012	,004
	N	30	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	,724**	,232	1	,239	,539**	,237	,004	,574**	,424*	**,743****
	Sig. (2-tailed)	,000	,217		,204	,002	,207	,985	,001	,020	,000
	N	30	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	,089	-,009	,239	1	,582**	,133	,538**	,593**	,170	**,595****
	Sig. (2-tailed)	,639	,964	,204		,001	,483	,002	,001	,369	,001
	N	30	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	,449*	,035	,539**	,582**	1	,067	,354	,617**	,294	**,733****
	Sig. (2-tailed)	,013	,856	,002	,001		,725	,055	,000	,114	,000
	N	30	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	,224	,259	,237	,133	,067	1	,170	,035	,262	**,409***
	Sig. (2-tailed)	,235	,167	,207	,483	,725		,368	,853	,162	,025
	N	30	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	-,083	,044	,004	,538**	,354	,170	1	,364*	-,049	**,416***
	Sig. (2-tailed)	,663	,817	,985	,002	,055	,368		,048	,799	,022
	N	30	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	,664**	,375*	,574**	,593**	,617**	,035	,364*	1	,305	**,828****
	Sig. (2-tailed)	,000	,041	,001	,001	,000	,853	,048		,101	,000
	N	30	30	30	30	30	30	30	30	30	30
P9	Pearson Correlation	,234	,452*	,424*	,170	,294	,262	-,049	,305	1	**,553****
	Sig. (2-tailed)	,213	,012	,020	,369	,114	,162	,799	,101		,002
	N	30	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

4. Uji validitas variabel Sikap Konsumen (Y_3)

Correlations

		P1	P2	P3	P4	P5	P6	Skor_Total
P1	Pearson Correlation	1	,694**	,819**	,397*	-,105	,543**	**,743****
	Sig. (2-tailed)		,000	,000	,030	,579	,002	,000
	N	30	30	30	30	30	30	30
P2	Pearson Correlation	,694**	1	,643**	,338	-,241	,436*	**,632****
	Sig. (2-tailed)	,000		,000	,068	,199	,016	,000
	N	30	30	30	30	30	30	30
P3	Pearson Correlation	,819**	,643**	1	,203	-,224	,319	**,578****
	Sig. (2-tailed)	,000	,000		,282	,234	,086	,001
	N	30	30	30	30	30	30	30
P4	Pearson Correlation	,397*	,338	,203	1	,395*	,789**	**,827****
	Sig. (2-tailed)	,030	,068	,282		,031	,000	,000
	N	30	30	30	30	30	30	30
P5	Pearson Correlation	-,105	-,241	-,224	,395*	1	,401*	**,387***
	Sig. (2-tailed)	,579	,199	,234	,031		,028	,035
	N	30	30	30	30	30	30	30
P6	Pearson Correlation	,543**	,436*	,319	,789**	,401*	1	**,894****
	Sig. (2-tailed)	,002	,016	,086	,000	,028		,000
	N	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

5. Uji validitas variabel *Brand Awareness* (X)

Correlations

		P1	P2	P3	P4	P5	Skor_Total
P1	Pearson Correlation	1	,485**	,272	-,081	,208	**,656****
	Sig. (2-tailed)		,007	,145	,669	,271	,000
	N	30	30	30	30	30	30
P2	Pearson Correlation	,485**	1	,485**	-,022	,190	**,742****
	Sig. (2-tailed)	,007		,007	,909	,313	,000
	N	30	30	30	30	30	30
P3	Pearson Correlation	,272	,485**	1	,078	,092	**,676****
	Sig. (2-tailed)	,145	,007		,683	,627	,000
	N	30	30	30	30	30	30
P4	Pearson Correlation	-,081	-,022	,078	1	-,142	**,315**
	Sig. (2-tailed)	,669	,909	,683		,453	,090
	N	30	30	30	30	30	30
P5	Pearson Correlation	,208	,190	,092	-,142	1	**,461***
	Sig. (2-tailed)	,271	,313	,627	,453		,010
	N	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

6. Uji Reliabilitas 30 Responden

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
,913	34

LAMPRAN 5 DATA KARAKTERISTIK RESPONDEN

No.	Jenis Kelamin	Usia	Pendidikan	Pekerjaan	Pengelaran Perbulan	Berapa Kali Konsumsi Dalam Sebulan	Pernah Konsumsi selain Snack Merek Superindo
1.	2	3	3	3	4	1	1
2.	2	3	3	2	3	2	1
3.	1	1	2	1	1	1	1
4.	1	1	2	1	1	1	1
5.	2	2	3	1	1	1	1
6.	2	1	2	1	1	1	1
7.	1	1	2	1	3	1	1
8.	2	1	2	1	2	2	1
9.	2	1	2	1	1	2	1
10.	2	3	2	3	4	3	1
11.	1	2	3	4	4	2	1
12.	2	2	3	3	4	4	1
13.	2	2	3	3	4	4	1
14.	2	1	2	1	1	1	1
15.	1	1	2	3	2	1	1
16.	1	2	3	1	1	1	1
17.	2	1	2	1	3	2	1
18.	2	1	4	2	3	1	1
19.	2	1	2	3	2	2	1
20.	2	1	4	3	3	1	1
21.	2	1	2	1	2	1	1
22.	1	2	2	3	1	1	1
23.	1	2	4	3	3	1	1
24.	2	1	3	1	3	1	1
25.	1	2	4	2	2	3	1
26.	1	2	2	1	2	1	1
27.	1	1	2	3	1	2	1
28.	1	1	2	3	1	2	1
29.	1	2	2	1	2	1	1
30.	1	1	2	1	1	1	1
31.	2	1	2	1	3	2	1
32.	1	3	3	3	3	1	1
33.	1	3	2	3	2	2	1
34.	1	2	2	2	2	1	1
35.	2	2	4	1	1	1	1
36.	1	3	3	2	3	1	1
37.	2	2	2	1	2	1	1
38.	2	2	3	1	4	1	1
39.	2	1	2	1	2	2	1
40.	2	1	2	1	1	1	2
41.	2	1	3	1	2	3	1
42.	2	1	2	1	1	2	1

No.	Jenis Kelamin	Usia	Pendidikan	Pekerjaan	Pengelaran Perbulan	Berapa Kali Konsumsi Dalam Sebulan	Pernah Konsumsi selain Snack Merek Superindo
43.	2	2	3	1	2	1	1
44.	1	2	3	3	4	1	1
45.	1	1	2	3	2	1	1
46.	2	4	2	3	3	3	1
47.	1	4	2	3	3	3	1
48.	1	4	1	3	4	1	1
49.	1	2	2	3	2	2	1
50.	1	4	2	3	4	2	1
51.	1	4	2	3	3	2	1
52.	2	2	2	3	3	1	1
53.	1	4	2	3	3	2	1
54.	2	4	2	3	2	1	1
55.	2	2	2	3	3	1	1
56.	1	4	2	3	2	2	1
57.	1	2	2	3	2	2	1
58.	1	4	2	3	3	1	1
59.	1	2	2	3	2	2	2
60.	2	4	2	2	4	2	1
61.	1	4	2	3	4	1	2
62.	1	4	2	3	4	3	1
63.	1	4	1	3	3	2	1
64.	1	4	2	3	3	1	1
65.	2	1	2	1	1	1	1
66.	2	1	2	3	2	4	1
67.	1	1	2	1	4	1	1
68.	2	1	3	1	1	1	1
69.	2	2	3	3	2	1	1
70.	2	1	3	1	2	2	1
71.	2	1	2	3	2	2	1
72.	2	1	2	1	1	1	2
73.	1	2	2	1	2	3	2
74.	2	1	2	1	1	2	1
75.	1	2	2	3	4	4	1
76.	2	1	2	1	1	2	2
77.	1	2	2	3	4	1	1
78.	2	1	3	1	2	1	1
79.	2	1	2	1	2	2	1
80.	2	1	3	1	1	2	1
81.	2	1	2	1	1	1	1
82.	2	2	3	3	4	1	1
83.	2	1	2	1	1	2	1
84.	2	1	3	1	1	1	1

No.	Jenis Kelamin	Usia	Pendidikan	Pekerjaan	Pengelaran Perbulan	Berapa Kali Konsumsi Dalam Sebulan	Pernah Konsumsi selain Snack Merek Superindo
85.	2	2	2	1	4	1	1
86.	2	1	2	1	1	2	1
87.	2	1	2	1	1	1	1
88.	2	2	3	2	1	1	1
89.	2	1	2	1	1	1	1
90.	2	1	2	1	3	2	1
91.	2	1	2	1	1	1	1
92.	2	1	2	1	2	3	1
93.	2	1	3	3	4	1	1
94.	1	1	2	1	1	2	1
95.	2	1	3	4	2	1	1
96.	2	1	2	1	2	1	1
97.	2	2	2	4	2	2	1
98.	2	2	2	3	1	1	1
99.	2	1	3	1	1	2	1
100.	2	1	3	1	2	2	1

LAMPIRAN 6 TABULASI 100 RESPONDEN

No.	Minat Beli (Y)						Persepsi *Intrinsik* (Z_1)									Persepsi *Ekstrinsik* (Z_2)									Sikap Konsumen (Z_3)						*Brand Awareness* (X)			
	p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	p13	p14	p15	p16	p17	p18	p19	p20	p21	p22	p23	p24	p25	p26	p27	p28	p29	p30	p31	p32	p33	p34
1.	3	3	2	2	2	3	4	2	3	2	3	3	3	3	2	4	3	3	3	1	3	3	3	3	3	3	3	4	4	1	3	3	2	2
2.	3	3	2	3	3	2	4	2	3	4	4	2	4	4	2	3	3	3	4	3	2	2	3	4	3	2	3	2	2	2	4	3	4	4
3.	2	2	2	2	2	3	4	3	3	2	3	3	3	4	4	4	3	2	2	2	4	3	2	2	3	4	4	2	2	2	4	4	3	4
4.	2	2	2	2	2	2	4	3	3	2	3	3	3	3	3	3	3	2	2	1	4	3	2	2	3	3	3	2	2	2	4	2	3	4
5.	3	3	3	2	3	3	3	3	3	2	4	3	3	3	3	1	2	3	3	2	3	3	3	2	3	3	3	1	2	1	3	3	3	4
6.	4	3	4	4	3	3	4	4	4	3	3	3	3	4	4	3	4	3	4	3	3	4	3	3	3	4	4	3	4	3	3	3	3	3
7.	3	3	3	3	3	4	4	2	3	3	3	3	3	3	3	4	3	3	3	2	3	3	3	3	3	3	3	4	4	1	3	4	3	2
8.	3	3	3	2	3	3	4	2	3	3	3	3	3	3	4	3	3	2	3	2	3	3	3	3	2	3	3	1	3	1	3	3	3	3
9.	4	3	3	4	3	3	4	3	4	3	4	4	4	4	3	4	4	3	3	3	4	3	3	4	4	3	4	3	4	4	4	4	3	3
10.	3	2	3	3	3	3	4	3	3	1	2	3	3	3	3	2	2	2	2	3	2	3	3	3	3	3	3	3	3	2	4	2	4	4
11.	3	3	3	3	3	3	4	1	4	3	3	3	4	3	3	4	3	3	3	3	3	4	3	3	3	3	3	1	2	2	3	3	3	3
12.	3	2	2	2	3	2	3	2	2	2	2	2	2	3	3	4	4	1	3	2	2	2	2	2	3	3	3	2	2	2	1	4	1	2
13.	2	2	2	2	2	2	3	2	2	1	2	2	2	2	3	4	4	1	1	2	2	2	2	2	3	3	3	2	1	1	1	4	1	1
14.	3	3	3	3	3	3	3	4	3	4	3	3	3	3	3	3	3	4	4	2	3	4	4	3	3	3	4	3	4	3	3	3	3	2
15.	4	4	3	3	4	3	4	2	3	2	2	3	4	3	2	3	3	3	3	2	3	3	4	2	4	3	3	2	3	4	3	3	2	3
16.	3	2	2	2	2	3	4	2	3	2	3	3	3	3	4	2	2	2	3	2	3	4	3	3	3	3	3	2	2	2	4	3	4	4
17.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3
18.	3	3	3	3	3	3	4	3	3	4	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	2	2	2	4	3	4	4
19.	4	4	4	4	4	4	4	2	4	4	2	4	4	4	4	4	2	4	4	1	4	4	4	4	4	4	4	4	4	2	4	4	4	4
20.	3	3	3	3	2	2	3	2	3	3	3	3	2	3	3	3	2	2	2	3	3	3	3	3	3	2	3	2	2	3	3	3	3	2
21.	3	3	2	2	3	3	3	3	3	3	3	3	3	3	2	3	2	2	2	2	3	3	2	2	3	3	3	2	2	2	3	3	3	3
22.	3	2	2	2	3	2	2	3	3	3	3	2	2	2	2	4	4	2	2	3	2	3	2	2	2	3	3	2	3	3	2	3	2	3
23.	4	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	4	3	3	3	4	4	3	3	3	2	3	1	4	3	4	2	2	4
24.	3	4	1	1	2	3	4	2	2	3	2	2	2	2	3	4	3	3	3	3	2	3	3	2	3	3	2	4	4	4	2	2	2	3

No.	Minat Beli (Y)						Persepsi *Intrinsik* (Z1)									Persepsi *Ekstrinsik* (Z2)									Sikap Konsumen (Z3)						*Brand Awareness* (X)			
	p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	p13	p14	p15	p16	p17	p18	p19	p20	p21	p22	p23	p24	p25	p26	p27	p28	p29	p30	p31	p32	p33	p34
25.	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	1	4	1	4	4	4	4	4	4	4	4	4	4	4	1
26.	2	3	2	3	4	4	4	3	3	4	4	4	1	4	3	4	4	3	1	3	4	4	4	3	2	3	3	3	2	4	1	1	4	1
27.	2	3	3	3	3	4	4	2	2	3	3	3	3	3	3	4	3	3	2	2	3	4	2	4	3	3	3	3	4	4	4	3	2	3
28.	1	3	3	3	3	3	4	2	2	2	3	3	3	2	3	4	3	3	2	2	4	3	2	3	3	3	3	3	3	3	4	2	2	2
29.	2	2	2	2	2	2	3	3	2	2	2	2	2	2	3	2	2	2	2	2	2	2	2	3	2	3	3	3	3	3	2	2	2	2
30.	4	2	3	3	4	4	4	1	3	2	2	4	3	4	4	2	3	2	4	1	4	4	4	3	3	4	4	3	3	3	4	1	3	4
31.	3	4	2	2	2	3	3	2	2	3	3	3	3	3	3	4	4	4	3	2	2	2	3	2	3	2	3	3	4	3	3	2	2	3
32.	3	3	3	3	4	4	4	4	4	4	2	4	4	4	4	4	4	4	3	3	4	4	4	3	4	4	4	3	3	3	2	3	3	4
33.	4	4	4	4	4	4	4	2	4	3	2	4	4	2	3	3	4	4	4	2	4	4	3	4	3	2	3	3	2	3	4	4	3	4
34.	3	3	2	3	3	3	3	1	3	4	2	3	3	2	2	3	4	3	2	2	3	3	2	3	3	3	3	4	4	4	3	2	3	2
35.	3	3	3	4	3	3	3	3	3	2	3	3	3	3	3	3	4	3	2	3	3	3	3	3	3	3	3	4	4	3	3	3	2	3
36.	3	4	3	3	3	4	4	4	4	2	2	4	4	4	4	3	4	4	2	2	4	3	3	3	4	4	4	4	4	4	4	3	4	4
37.	2	2	3	2	2	2	2	2	2	2	2	3	2	2	3	3	1	1	1	2	1	2	2	2	3	2	3	3	2	3	2	2	2	3
38.	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	2	2	3	3	2	3	3	3	3	3	3	3	3	3	3	3
39.	3	3	3	3	3	4	4	2	3	4	3	4	3	3	3	4	3	3	1	4	3	1	3	4	4	3	4	4	3	3	2	2	4	2
40.	3	3	3	3	3	3	3	2	2	3	3	2	3	2	3	3	3	3	2	2	2	3	2	2	3	2	2	2	3	2	3	3	2	2
41.	4	4	3	3	3	3	3	2	3	3	4	3	4	3	4	3	4	3	4	2	4	4	3	3	3	3	3	3	3	4	4	3	3	2
42.	4	4	2	4	2	3	4	3	2	4	1	4	4	2	4	2	4	3	4	3	4	4	4	4	2	4	4	2	4	4	4	4	4	4
43.	2	3	3	3	2	3	4	2	2	2	2	2	3	3	3	2	3	3	3	2	2	1	2	2	2	2	3	3	2	3	1	2	2	1
44.	3	3	3	3	3	3	3	2	3	3	4	3	3	3	3	3	3	3	3	2	3	2	3	3	4	4	3	3	3	3	3	3	2	2
45.	3	3	3	3	3	3	4	3	3	4	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
46.	3	3	3	3	3	3	3	2	3	3	4	3	3	3	3	3	3	3	3	2	3	3	3	4	4	4	4	4	3	3	3	3	3	3
47.	3	2	3	3	3	3	4	2	3	2	3	3	3	3	4	2	3	2	2	2	3	3	3	3	3	3	3	2	2	2	3	2	3	3

No.	Minat Beli (Y)						Persepsi *Intrinsik* (Z_1)									Persepsi *Ekstrinsik* (Z_2)									Sikap Konsumen (Z_3)						*Brand Awareness* (X)			
	p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	p13	p14	p15	p16	p17	p18	p19	p20	p21	p22	p23	p24	p25	p26	p27	p28	p29	p30	p31	p32	p33	p34
48.	4	4	3	3	3	4	4	2	3	4	4	3	3	4	3	2	4	3	4	2	3	3	3	4	4	4	3	2	2	2	3	3	3	3
49.	3	3	2	2	3	3	3	3	3	3	2	3	3	3	4	3	3	3	2	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3
50.	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	2	3	3	2	3	3	3	3	3	3	3	3	2	2	2	3	3	3	3
51.	3	2	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	2
52.	3	3	3	3	3	3	3	3	3	3	2	3	2	3	2	2	3	3	2	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3
53.	3	3	4	4	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3
54.	3	3	3	3	3	3	4	2	3	2	3	3	3	3	3	2	3	2	2	2	3	2	2	3	3	3	3	2	2	2	3	3	3	3
55.	3	3	3	3	3	3	4	3	3	3	2	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
56.	3	4	3	3	3	4	4	3	3	1	3	3	3	4	4	4	4	4	2	3	3	3	3	3	3	3	3	3	3	3	4	3	2	3
57.	3	3	2	2	3	3	4	4	3	1	3	3	4	3	3	4	4	2	3	4	3	3	3	3	3	3	3	2	2	2	3	3	2	2
58.	3	2	3	3	3	3	4	3	4	3	3	3	3	3	4	3	2	2	2	3	3	2	2	3	3	3	4	2	2	2	3	3	4	3
59.	3	3	4	3	3	3	4	2	3	3	3	3	3	3	3	4	3	3	3	2	3	3	3	3	3	3	3	4	2	3	3	3	3	3
60.	4	4	4	4	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	3	3	3	3
61.	3	3	3	3	2	2	3	3	3	3	3	3	2	3	3	3	3	3	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3
62.	3	3	3	4	4	4	3	2	3	3	4	3	3	3	3	3	3	3	3	2	3	3	3	4	4	4	4	4	3	3	3	3	3	3
63.	3	3	3	3	3	4	3	4	3	3	3	4	3	3	3	3	2	3	3	3	3	3	3	4	3	3	3	3	3	2	3	3	3	3
64.	3	2	3	3	2	2	4	2	3	2	3	3	4	4	3	1	3	2	3	2	3	3	3	3	3	2	2	2	2	2	1	1	1	3
65.	3	4	3	3	3	4	3	1	3	3	3	3	3	3	4	4	4	3	2	2	3	4	3	4	3	3	3	4	3	4	3	3	3	3
66.	3	3	3	3	3	3	4	2	3	3	3	3	3	3	3	3	3	3	3	2	2	3	3	2	3	3	3	2	3	2	3	3	3	3
67.	3	3	2	2	1	3	4	2	2	2	4	2	2	2	2	2	4	2	1	1	2	1	2	2	2	2	2	3	4	3	3	2	3	3
68.	3	3	2	3	3	3	3	2	3	2	3	3	3	3	3	3	3	3	2	2	2	2	2	3	3	3	4	3	3	4	3	`3	3	3
69.	2	4	2	3	2	3	4	3	3	4	3	3	3	3	3	3	4	2	3	2	2	3	2	2	3	2	3	2	4	4	1	3	2	2
70.	3	4	3	3	3	4	3	3	4	3	2	4	3	3	4	3	3	3	3	3	3	2	2	3	3	3	4	2	3	3	3	3	3	4

No.	Minat Beli (Y)						Persepsi Intrinsik (Z1)									Persepsi Ekstrinsik (Z2)									Sikap Konsumen (Z3)						Brand Awareness (X)			
	p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	p13	p14	p15	p16	p17	p18	p19	p20	p21	p22	p23	p24	p25	p26	p27	p28	p29	p30	p31	p32	p33	p34
71.	2	4	2	3	2	4	3	3	4	4	3	4	3	3	3	3	4	2	3	2	3	3	2	3	3	2	4	2	4	4	3	3	3	4
72.	3	4	2	3	2	3	3	3	3	3	3	4	3	2	4	3	3	3	3	3	3	3	2	2	2	2	3	3	3	4	3	2	3	3
73.	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	2	3	2	3	2	3	3	4	2	2	4	2	4	2	1
74.	3	4	3	4	3	4	4	3	3	3	3	3	3	3	4	4	4	3	3	3	4	3	3	3	3	3	4	3	3	3	3	3	4	3
75.	3	4	3	4	4	4	3	2	3	3	2	4	3	4	3	3	3	3	2	2	2	3	3	2	3	3	3	3	4	4	3	3	4	3
76.	3	3	3	2	3	3	3	3	2	2	3	2	2	3	1	3	3	3	2	3	3	2	3	2	3	2	3	3	3	3	2	2	2	1
77.	3	3	2	2	2	3	3	3	2	2	4	4	3	3	4	2	2	2	2	1	2	3	2	1	3	3	3	2	2	2	2	2	4	4
78.	3	4	3	3	3	3	3	3	3	3	2	4	3	3	4	3	3	3	3	2	3	2	3	3	3	3	3	3	3	4	3	3	3	4
79.	3	3	3	3	3	3	4	2	3	2	2	3	3	4	4	2	2	3	3	2	4	3	3	3	3	3	3	2	2	3	3	3	4	4
80.	2	2	2	2	2	3	4	3	2	2	4	3	3	2	2	4	4	3	2	2	1	4	2	1	3	2	1	3	3	2	2	3	2	1
81.	3	4	2	2	3	4	4	4	3	2	3	4	3	4	3	4	4	4	2	3	4	2	3	4	4	4	3	4	3	4	3	3	3	4
82.	2	2	2	2	2	3	3	3	3	2	2	2	3	3	3	4	3	2	2	3	2	4	3	3	3	3	2	3	2	1	3	3	4	4
83.	3	3	3	3	3	4	4	3	3	3	3	4	3	3	4	3	4	3	4	3	3	4	3	3	3	3	4	4	3	3	3	3	4	4
84.	3	3	3	4	3	4	3	3	3	3	3	4	4	3	3	2	2	4	2	3	3	3	3	3	3	3	4	2	4	3	3	3	3	2
85.	2	2	2	3	3	3	3	2	2	2	3	3	2	2	2	2	3	3	2	2	2	2	2	1	2	2	3	3	3	3	3	2	3	2
86.	4	3	4	3	3	4	4	3	4	3	4	4	3	4	4	4	3	4	3	3	3	4	4	2	4	4	4	4	2	4	3	3	4	3
87.	3	3	3	4	3	4	4	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	4	2
88.	3	3	3	3	3	3	3	2	3	3	2	3	3	3	3	3	3	3	2	2	2	2	2	2	3	3	3	2	2	2	4	2	3	3
89.	3	3	2	3	3	3	3	2	3	3	3	2	2	3	2	3	3	3	3	2	3	3	2	2	3	2	2	2	3	3	3	2	2	2
90.	2	3	3	3	3	4	2	2	2	2	3	3	3	2	2	2	3	3	2	2	3	2	3	3	3	3	3	3	3	3	3	3	4	3
91.	3	4	3	3	3	4	4	3	3	4	3	3	3	3	4	4	3	3	2	3	3	3	3	3	3	3	3	4	3	3	3	3	3	2
92.	3	3	2	3	3	4	4	3	3	3	4	4	3	3	4	4	4	2	2	3	4	3	3	2	3	3	2	1	1	3	3	3	4	4
93.	3	3	3	2	2	3	4	2	2	2	2	3	3	3	3	3	3	4	2	2	4	3	2	3	3	3	3	3	3	3	4	4	4	4

No.	Minat Beli (Y)						Persepsi *Intrinsik* (Z_1)									Persepsi *Ekstrinsik* (Z_2)									Sikap Konsumen (Z_3)						*Brand Awareness* (X)			
	p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	p13	p14	p15	p16	p17	p18	p19	p20	p21	p22	p23	p24	p25	p26	p27	p28	p29	p30	p31	p32	p33	p34
94.	3	4	3	3	4	4	3	3	3	2	3	4	4	4	4	4	3	4	4	3	3	3	3	4	4	4	4	4	3	3	4	4	4	4
95.	3	3	3	3	3	4	3	2	3	3	3	3	3	3	4	3	3	2	3	2	2	2	3	3	3	3	3	3	3	2	3	2	3	2
96.	4	4	4	4	4	4	4	2	4	4	2	4	4	4	4	4	2	4	4	1	4	4	4	4	4	4	4	4	4	2	4	4	4	4
97.	3	2	3	3	3	3	4	4	4	3	3	4	3	3	4	1	3	2	3	3	3	3	2	4	4	4	4	2	2	3	4	3	4	4
98.	2	3	2	4	3	4	4	2	3	2	3	3	3	3	4	4	3	3	2	2	2	2	2	2	3	3	4	3	4	3	3	3	3	3
99.	2	3	3	3	3	4	4	3	3	3	3	4	3	3	3	3	3	3	3	2	3	2	2	3	3	3	3	3	2	2	4	3	4	4
100.	3	4	3	4	3	4	2	3	3	3	3	3	3	3	3	3	2	3	3	2	3	3	3	4	3	3	4	3	3	3	3	3	4	3
Total	**283**	**294**	**267**	**282**	**276**	**310**	**333**	**246**	**282**	**265**	**271**	**301**	**285**	**288**	**304**	**294**	**299**	**273**	**251**	**228**	**280**	**276**	**267**	**274**	**293**	**285**	**303**	**267**	**277**	**275**	**285**	**269**	**285**	**275**

LAMPIRAN 7

HASIL UJI ASUMSI KLASIK DAN STATISTIK DESKRIPTIF

1. Hasil Uji Normalitas

Variabel *Brand Awareness*, Persepsi *Intrinsik*, Persepsi *Ekstrinsik*, Sikap Konsumen dan Minat Beli

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Sikap_Konsumen, Brand_Awareness, Persepsi_Intrinsik, Persepsi_Ekstrinsik[b]	.	Enter

a. Dependent Variable: Minat_Beli
b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,758[a]	,575	,557	1,750

a. Predictors: (Constant), Sikap_Konsumen, Brand_Awareness, Persepsi_Intrinsik, Persepsi_Ekstrinsik
b. Dependent Variable: Minat_Beli

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	393,713	4	98,428	32,129	,000[b]
	Residual	291,037	95	3,064		
	Total	684,750	99			

a. Dependent Variable: Minat_Beli
b. Predictors: (Constant), Sikap_Konsumen, Brand_Awareness, Persepsi_Intrinsik, Persepsi_Ekstrinsik

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,090	1,631		,055	,956
	Brand_Awareness	,107	,092	,091	1,160	,249
	Persepsi_Intrinsik	,205	,077	,247	2,642	,010
	Persepsi_Ekstrinsik	,222	,069	,304	3,216	,002
	Sikap_Konsumen	,296	,080	,301	3,711	,000

a. Dependent Variable: Minat_Beli

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13,01	22,61	17,85	1,994	100
Residual	-4,988	4,741	,000	1,715	100
Std. Predicted Value	-2,426	2,387	,000	1,000	100
Std. Residual	-2,850	2,708	,000	,980	100

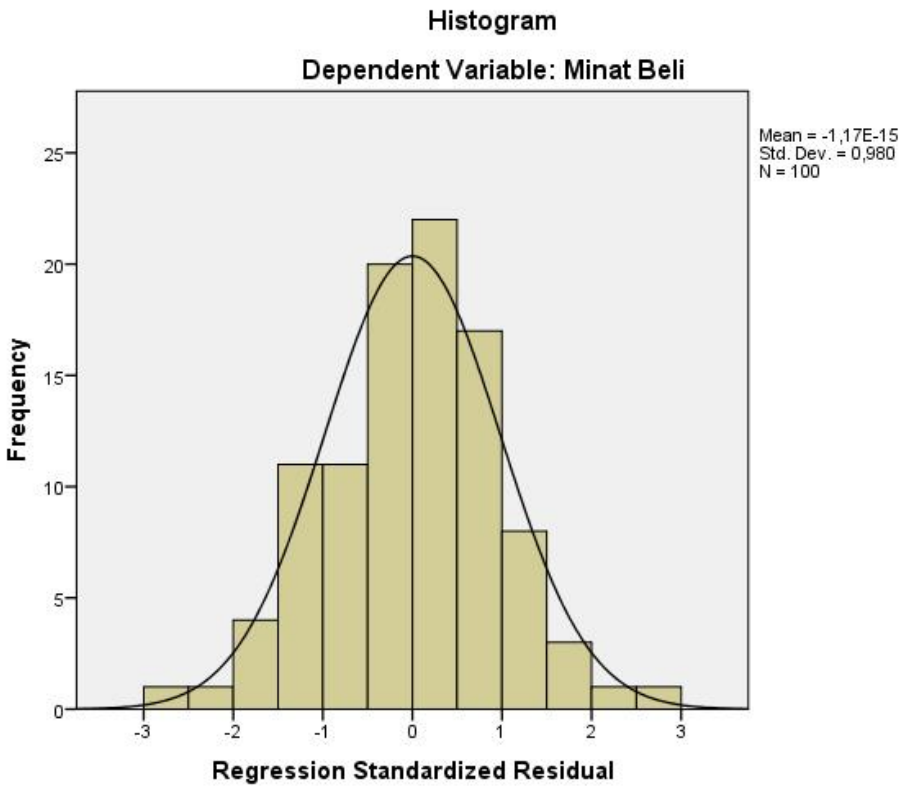
a. Dependent Variable: Minat_Beli

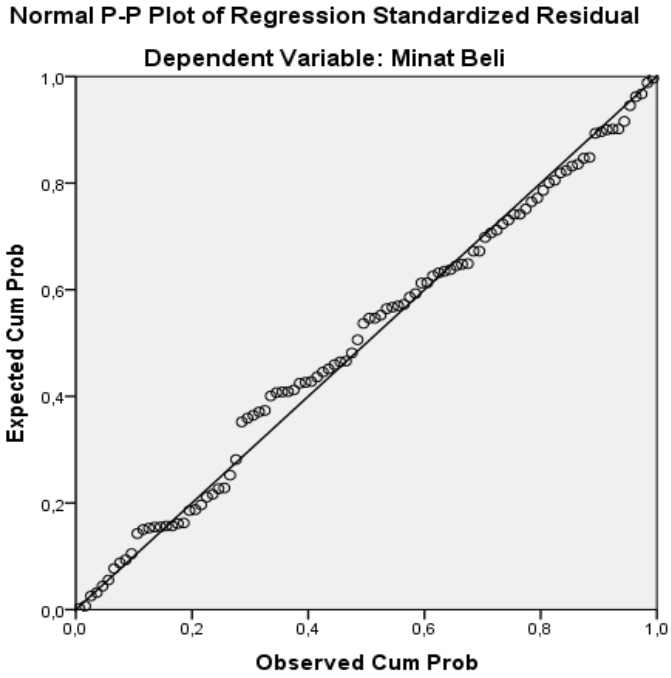
NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,71457523
Most Extreme Differences	Absolute	,069
	Positive	,037
	Negative	-,069
Kolmogorov-Smirnov Z		,691
Asymp. Sig. (2-tailed)		,725

a. Test distribution is Normal.
b. Calculated from data.





2. Hasil Uji Multikolonieritas

Variabel bebas *Brand Awareness*, Persepsi *Intrinsik*, Persepsi *Ekstrinsik*, dan Sikap Konsumen terhadap variabel dependen Minat Beli

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Sikap Konsumen, Brand Awareness, Persepsi Intrinsik, Persepsi Ekstrinsik[b]	.	Enter

a. Dependent Variable: Minat Beli
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,758[a]	,575	,557	1,750

a. Predictors: (Constant), Sikap Konsumen, Brand Awareness, Persepsi Intrinsik, Persepsi Ekstrinsik

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	393,713	4	98,428	32,129	,000[b]
	Residual	291,037	95	3,064		
	Total	684,750	99			

a. Dependent Variable: Minat Beli
b. Predictors: (Constant), Sikap Konsumen, Brand Awareness, Persepsi Intrinsik, Persepsi Ekstrinsik

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,090	1,631		,055	,956		
	Brand Awareness	,107	,092	,091	1,160	,249	,724	1,382
	Persepsi Intrinsik	,205	,077	,247	2,642	,010	,512	1,952
	Persepsi Ekstrinsik	,222	,069	,304	3,216	,002	,499	2,003
	Sikap Konsumen	,296	,080	,301	3,711	,000	,678	1,474

a. Dependent Variable: Minat Beli

Coefficient Correlations[a]

Model			Sikap Konsumen	Brand Awareness	Persepsi Intrinsik	Persepsi Ekstrinsik
1	Correlations	Sikap Konsumen	1,000	,004	-,129	-,397
		Brand Awareness	,004	1,000	-,364	-,112
		Persepsi Intrinsik	-,129	-,364	1,000	-,439
		Persepsi Ekstrinsik	-,397	-,112	-,439	1,000
	Covariances	Sikap Konsumen	,006	2,896E-005	-,001	-,002
		Brand Awareness	2,896E-005	,009	-,003	-,001
		Persepsi Intrinsik	-,001	-,003	,006	-,002
		Persepsi Ekstrinsik	-,002	-,001	-,002	,005

a. Dependent Variable: Minat Beli

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Brand Awareness	Persepsi Intrinsik	Persepsi Ekstrinsik	Sikap Konsumen
1	1	4,952	1,000	,00	,00	,00	,00	,00
	2	,023	14,660	,02	,78	,00	,02	,13
	3	,011	21,032	,49	,09	,04	,01	,53
	4	,009	23,456	,22	,06	,05	,59	,32
	5	,005	31,465	,28	,06	,91	,38	,02

a. Dependent Variable: Minat Beli

3. Hasil Uji Heterokedastisitas

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Sikap Konsumen, Brand Awareness, Persepsi Intrinsik, Persepsi Ekstrinsik[b]	.	Enter

a. Dependent Variable: Minat Beli
b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,758[a]	,575	,557	1,750

a. Predictors: (Constant), Sikap Konsumen, Brand Awareness, Persepsi Intrinsik, Persepsi Ekstrinsik
b. Dependent Variable: Minat Beli

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	393,713	4	98,428	32,129	,000[b]
	Residual	291,037	95	3,064		
	Total	684,750	99			

a. Dependent Variable: Minat Beli
b. Predictors: (Constant), Sikap Konsumen, Brand Awareness, Persepsi Intrinsik, Persepsi Ekstrinsik

Coefficients[a]

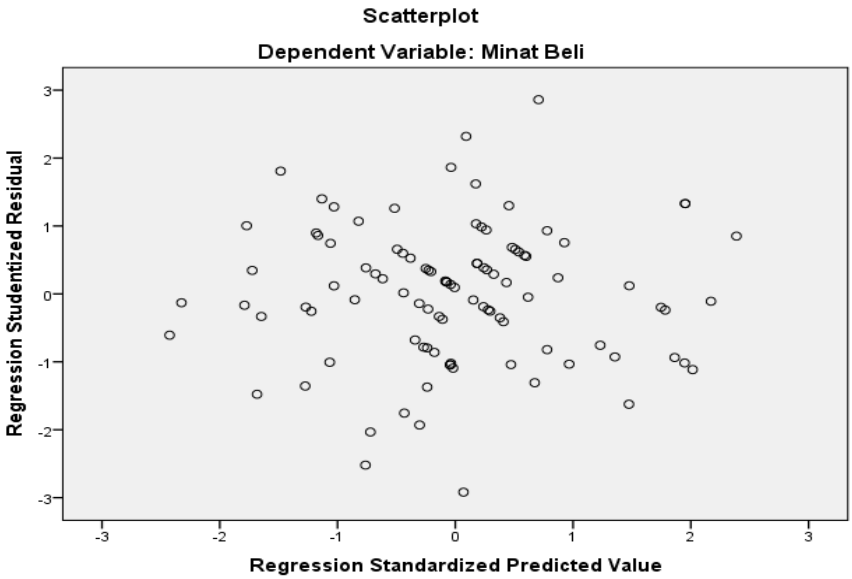
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,090	1,631		,055	,956
	Brand Awareness	,107	,092	,091	1,160	,249
	Persepsi Intrinsik	,205	,077	,247	2,642	,010
	Persepsi Ekstrinsik	,222	,069	,304	3,216	,002
	Sikap Konsumen	,296	,080	,301	3,711	,000

a. Dependent Variable: Minat Beli

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13,01	22,61	17,85	1,994	100
Std. Predicted Value	-2,426	2,387	,000	1,000	100
Standard Error of Predicted Value	,183	,685	,373	,119	100
Adjusted Predicted Value	13,12	22,40	17,86	1,992	100
Residual	-4,988	4,741	,000	1,715	100
Std. Residual	-2,850	2,708	,000	,980	100
Stud. Residual	-2,919	2,860	-,002	1,007	100
Deleted Residual	-5,232	5,287	-,009	1,811	100
Stud. Deleted Residual	-3,043	2,976	-,003	1,020	100
Mahal. Distance	,088	14,183	3,960	3,137	100
Cook's Distance	,000	,189	,011	,024	100
Centered Leverage Value	,001	,143	,040	,032	100

a. Dependent Variable: Minat Beli



4. Statistik Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Awareness	100	2	4	2,96	,555
Persepsi Intrinsik	100	2	4	3,01	,353
Persepsi Ekstrinsik	100	2	4	2,85	,402
Sikap Konsumen	100	2	4	2,96	,446
Minat Beli	100	2	4	2,97	,438
Valid N (listwise)	100				

LAMPIRAN 8

HASIL UJI ANALISIS JALUR

Analisis Jalur Tahap I

1. Pengaruh *Brand Awareness* terhadap Persepsi *Intrinsik*

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Awareness[b]	.	Enter

a. Dependent Variable: Persepsi *Intrinsik*
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	,515[a]	,266	,258	2,733	,266	35,460	1	98	,000

a. Predictors: (Constant), *Brand Awareness*

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	264,786	1	264,786	35,460	,000[b]
	Residual	731,774	98	7,467		
	Total	996,560	99			

a. Dependent Variable: Persepsi *Intrinsik*
b. Predictors: (Constant), Brand *Awareness*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18,498	1,473		12,555	,000
	Brand Awareness	,731	,123	,515	5,955	,000

a. Dependent Variable: Persepsi *Intrinsik*

2. Pengaruh *Brand Awareness* terhadap Persepsi *Ekstrinsik*

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Awareness[b]	.	Enter

a. Dependent Variable: Persepsi *Ekstrinsik*

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	,405[a]	,164	,156	3,321	,164	19,260	1	98	,000

a. Predictors: (Constant), *Brand Awareness*

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	212,430	1	212,430	19,260	,000[b]
	Residual	1080,880	98	11,029		
	Total	1293,310	99			

a. Dependent Variable: Persepsi *Ekstrinsik*

b. Predictors: (Constant), *Brand Awareness*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,908	1,791		10,000	,000
	Brand Awareness	,654	,149	,405	4,389	,000

a. Dependent Variable: Persepsi *Ekstrinsik*

3. Pengaruh *Brand Awareness* terhadap Sikap Konsumen

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Awareness[b]	.	Enter

a. Dependent Variable: Sikap Konsumen
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	,261[a]	,068	,058	2,594	,068	7,140	1	98	,009

a. Predictors: (Constant), *Brand Awareness*

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48,063	1	48,063	7,140	,009[b]
	Residual	659,647	98	6,731		
	Total	707,710	99			

a. Dependent Variable: Sikap Konsumen

b. Predictors: (Constant), *Brand Awareness*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,097	1,399		10,077	,000
	Brand Awareness	,311	,116	,261	2,672	,009

a. Dependent Variable: Sikap Konsumen

Analisis Jalur Tahap II

1. Pengaruh *Brand Awareness*, Persepsi *Intrinsik*, Persepsi *Ekstrinsik*, Sikap Konsumen dan Minat Beli Secara Gabungan

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Sikap Konsumen, *Brand Awareness*, Persepsi *Intrinsik*, Persepsi *Ekstrinsik*[b]	.	Enter

a. Dependent Variable: Minat Beli
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	,758[a]	,575	,557	1,750	,575	32,129	4	95	,000

a. Predictors: (Constant), Sikap Konsumen, *Brand Awareness*, Persepsi *Intrinsik*, Persepsi *Ekstrinsik*

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	393,713	4	98,428	32,129	,000[b]
	Residual	291,037	95	3,064		
	Total	684,750	99			

a. Dependent Variable: Minat Beli
b. Predictors: (Constant), Sikap Konsumen, *Brand Awareness*, Persepsi *Intrinsik*, Persepsi *Ekstrinsik*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,090	1,631		,055	,956
	Brand Awareness	,107	,092	,091	1,160	,249
	Persepsi *Intrinsik*	,205	,077	,247	2,642	,010
	Persepsi *Ekstrinsik*	,222	,069	,304	3,216	,002
	Sikap Konsumen	,296	,080	,301	3,711	,000

a. Dependent Variable: Minat Beli