

TABEL UJI VALIDITAS**BRAND IMAGE****Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
bi1	26.9700	85.039	.605	.931
bi2	26.7400	84.073	.646	.929
bi3	26.9600	84.140	.714	.925
bi4	26.7900	82.269	.791	.922
bi5	26.8500	81.098	.769	.923
bi6	26.7300	81.371	.752	.923
bi7	26.7700	80.583	.832	.919
bi8	26.9400	82.097	.755	.923
bi9	26.7900	83.663	.734	.924
bi10	26.7500	83.644	.719	.925

PROMOTION**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
prom1	28.0300	81.141	.727	.932
prom2	27.9800	80.424	.735	.931
prom3	28.0600	78.017	.788	.928
prom4	28.0800	78.175	.797	.928
prom5	28.1200	77.359	.794	.928
prom6	28.0600	78.057	.830	.927
prom7	28.1600	79.004	.735	.931
prom8	28.0700	80.207	.699	.933
prom9	28.0600	79.835	.738	.931
prom10	28.0900	81.315	.629	.936

PRICE**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
price1	27.9200	95.266	.730	.943
price2	28.0200	93.777	.771	.941
price3	28.0000	94.909	.748	.942
price4	27.9300	92.086	.812	.939
price5	27.8400	92.944	.790	.940
price6	27.8900	91.776	.817	.939
price7	27.8700	91.266	.820	.939
price8	27.9000	93.646	.787	.941
price9	27.9600	93.332	.798	.940
price10	27.9400	95.714	.683	.945

PURCHASE INTENTION**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pi1	21.8000	59.212	.745	.944
pi2	21.8000	59.111	.817	.939
pi3	21.7600	58.326	.860	.936
pi4	21.6900	57.065	.820	.939
pi5	21.7600	56.871	.863	.936
pi6	21.7200	59.577	.774	.942

TABEL UJI RELIABILITAS**BRAND IMAGE**

Reliability Statistics	
Cronbach's Alpha	N of Items
.932	10

PROMOTION

Reliability Statistics	
Cronbach's Alpha	N of Items
.937	10

PRICE

Reliability Statistics	
Cronbach's Alpha	N of Items
.947	10

PURCHASE INTENTION

Reliability Statistics	
Cronbach's Alpha	N of Items
.947	6

TABEL NORMALITAS**BRAND IMAGE****Tests of Normality**

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
bi_x1	.057	100	.200*	.982	100	.191

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

PROMOTION**Tests of Normality**

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
prom_x 2	.075	100	.183	.978	100	.089

a. Lilliefors Significance Correction

PRICE**Tests of Normality**

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
price_x 3	.069	100	.200*	.975	100	.051

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

PURCHASE INTENTION**Tests of Normality**

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
pi_y	.069	100	.200*	.972	100	.029

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

REGRESI LINIER BERGANDA

Model	Unstandardized Coefficients		Standardized Coefficients
	B		Beta
1	(Constant)	5.970	
	x1	.092	.485
	x2	.403	.365
	x3	.477	.469

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	5.970	1.214		3.452	.053
	x1	.092	.095	.485	2.965	.021
	x2	.403	.109	.365	3.705	.000
	x3	.477	.082	.469	5.835	.000

a. Dependent Variable: Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.108	3	27.369	74.476	.000 ^b
	Residual	35.279	96	.367		
	Total	117.387	99			

a. Dependent Variable: Y

b. Predictors: (Constant), x3, x1, x2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.836 ^a	.699	.690	.60621

a. Predictors: (Constant), x3, x1, x2

b. Dependent Variable: Y

