

LAMPIRAN 1 KUESIONER PENELITIAN

KUESIONER PENELITIAN

Kuesioner ini bertujuan untuk mengetahui Analisis Pengaruh Promosi dan Kualitas produk Terhadap Keputusan Pembelian Dengan Citra Merek Sebagai Variabel Intervening (Studi Kasus Pada Pengguna motor suzuki). Data-data dari kuesioner ini akan digunakan untuk keperluan pembuatan skripsi S1 Manajemen Fakultas Ekonomi Universitas Islam Sultan Agung. Oleh karena itu saya berharap Bapak/Ibu dapat meluangkan waktu untuk mengisi kuesioner ini. Saya menjamin tanggapan Bapak/Ibu diberlakukan secara rahasia dan identitas Bapak/Ibu tidak dimunculkan dalam studi ini. Maka jawablah kuesioner ini dengan jujur dan sebenarnya. Atas partisipasi bapak/ibu, saya ucapkan terima kasih.

Hormat saya,

Edwind Maylando Purnomo

IDENTITAS RESPONDEN

Beri tanda (✓) dan isilah titik-titik yang telah disediakan.

1. Jenis Kelamin : Pria Wanita
2. Usia : 25 Tahun 26 Tahun - 35 Tahun
 36 Tahun - 45 Tahun > 46
3. Pendidikan Terakhir : SD/SMP/SMU Diploma Sarjana
4. Frekuensi pembelian : 1 kali > 1 kali

1. Promosi

No	Pertanyaan	SS	S	N	TS	STS
1	Menurut saya, tampilan iklan Suzuki sangat menarik dan mudah diingat.					
2	Menurut saya, sales Suzuki mampu memberikan informasi yang jelas, sehingga meningkatkan minat terhadap produk Suzuki					
3	Promosi yang dilakukan Suzuki mampu menarik perhatian saya.					
4	Suzuki dalam melakukan promosi melakukan penawaran langsung dipameran-pameran otomotif					

2. Kualitas Produk

No	Pertanyaan	SS	S	N	TS	STS
1	Menurut saya, Suzuki memiliki daya tahan mesin yang lama.					
2	Menurut saya, Suzuki memiliki kualitas bahan baku yang baik.					
3	Menurut saya, Model <i>body</i> Suzuki yang ramping dan nyaman sehingga aman untuk digunakan.					
4	Menurut saya, Suzuki memiliki jok yang dapat menampung 2 orang.					

3. Citra merek

No	Pertanyaan	SS	S	N	TS	STS
1	Menurut saya, Produk Suzuki memiliki reputasi yang baik dimata konsumen.					
2	Selama menggunakan produk Suzuki, saya tidak pernah mengalami masalah yang berarti.					
3	Saya merasa produk motor suzuki memberikan selalu menjalin hubungan yang baik terhadap konsumen.					
4	Saya akan membeli produk Suzuki di dibanding produk lain					

4. Keputusan Pembelian

No	Pertanyaan	SS	S	N	TS	STS
1	Saya memutuskan untuk membeli produk Suzuki karena sesuai dengan selera saya.					
2	Saya akan memilih membeli prosuk Suzuki dibanding produk lain.					
3	Saya bersedia mengeluarkan uang lebih, guna membeli produk Suzuki					
4	Saya memutuskan untuk menggunakan produk Suzuki karena sesuai dengan kebutuhan saya.					

**LAMPIRAN 2 TABULASI DATA
RESPONDEN**

x1.1	x1.2	x1.3	x1.4	x1	x2.1	x2.2	x2.3	x2.4	x2
4	5	4	4	17	4	3	4	4	15
4	5	4	3	16	3	3	4	3	13
4	4	4	3	15	3	3	3	3	12
5	5	5	4	19	4	4	5	5	18
3	4	4	3	14	4	3	4	4	15
3	3	3	3	12	4	4	5	4	17
4	4	3	3	14	5	4	5	4	18
4	4	4	4	16	4	4	4	4	16
4	5	4	4	17	4	4	5	4	17
3	4	3	3	13	3	3	4	3	13
4	3	4	3	14	4	3	4	4	15
3	3	3	3	12	3	4	4	3	14
4	4	3	3	14	4	4	4	4	16
5	4	5	5	19	4	5	5	4	18
3	3	3	3	12	4	3	4	3	14
2	3	2	2	9	3	3	3	3	12
4	4	4	4	16	4	5	4	4	17
4	5	5	4	18	5	4	5	4	18
3	3	4	3	13	4	4	5	4	17
4	4	4	4	16	5	4	4	5	18
3	3	3	4	13	4	4	4	4	16
4	4	4	3	15	4	4	5	4	17
3	3	3	2	11	4	3	3	4	14
4	5	4	4	17	3	4	4	5	16
4	3	4	3	14	3	3	5	4	15
4	4	4	4	16	4	4	4	4	16
4	3	4	3	14	4	3	3	3	13
5	4	4	4	17	4	4	4	3	15
4	5	4	5	18	4	4	5	3	16
5	5	5	5	20	4	4	5	5	18
4	4	5	4	17	5	4	4	4	17
5	5	4	5	19	4	3	3	3	13
5	5	5	5	20	4	4	4	4	16
3	3	3	3	12	4	3	3	3	13
4	4	4	4	16	3	3	4	4	14
4	4	3	3	14	4	3	3	3	13
4	5	4	4	17	4	4	4	4	16
2	2	2	2	8	2	2	3	2	9
3	4	4	3	14	3	3	3	3	12
4	4	4	4	16	4	3	4	3	14

3	4	3	3	13	3	3	3	4	13
3	3	3	3	12	3	3	3	3	12
4	4	4	4	16	5	4	5	4	18
4	5	4	4	17	5	5	5	4	19
5	5	5	5	20	5	5	5	5	20
4	4	3	4	15	4	3	4	3	14
3	3	4	3	13	3	3	3	4	13
4	4	4	4	16	4	4	4	4	16
4	4	3	3	14	3	3	3	3	12
4	3	4	4	15	4	4	4	3	15
3	3	3	3	12	3	3	4	4	14
4	4	4	4	16	4	4	4	4	16
4	5	4	5	18	3	4	3	3	13
5	5	5	5	20	4	3	4	5	16
4	4	4	4	16	4	4	3	4	15
3	3	3	3	12	3	3	3	3	12
4	4	4	3	15	4	4	4	4	16
3	3	4	4	14	3	3	4	4	14
4	5	5	4	18	5	4	5	4	18
4	4	4	4	16	3	3	4	3	13
4	3	3	3	13	3	3	3	3	12
2	3	2	3	10	2	2	3	2	9
4	4	4	4	16	4	3	4	3	14
4	4	4	3	15	3	3	3	3	12
4	5	5	4	18	4	4	4	4	16
3	3	4	3	13	4	3	4	3	14
3	3	3	2	11	3	2	3	2	10
4	4	4	4	16	4	3	4	3	14
4	3	4	3	14	3	3	3	3	12
3	4	4	4	15	4	4	4	4	16
3	3	3	3	12	4	4	3	4	15
3	3	2	2	10	3	3	4	3	13
4	4	4	4	16	4	4	5	4	17
4	4	3	4	15	4	4	4	4	16
5	5	5	4	19	5	4	5	5	19
4	4	4	4	16	3	4	3	4	14
5	4	5	3	17	4	3	5	5	17
3	3	4	4	14	4	4	3	4	15
3	3	3	3	12	3	3	4	3	13
3	4	3	3	13	3	4	4	4	15
4	5	4	4	17	4	4	4	4	16

4	4	4	4	16	4	3	4	4	15
3	3	4	3	13	3	3	3	3	12
4	4	3	3	14	3	4	3	4	14
3	3	3	3	12	3	3	3	3	12
3	4	3	3	13	4	3	4	4	15
4	3	4	4	15	4	4	4	4	16
2	2	3	3	10	3	3	3	3	12
4	4	4	4	16	4	4	4	5	17
4	4	3	3	14	3	3	3	4	13
3	3	3	2	11	3	3	3	3	12
4	4	4	5	17	4	4	5	4	17
4	3	4	3	14	4	3	4	3	14
3	4	4	3	14	3	4	3	3	13
4	4	4	4	16	4	4	4	5	17
3	3	3	3	12	3	3	4	3	13
3	4	3	2	12	3	3	3	3	12
4	4	5	5	18	5	4	4	4	17
4	3	3	4	14	4	4	4	4	16
5	5	5	5	20	5	5	5	5	20

y1.1	y1.2	y1.3	y1.4	y1	y2.1	y2.2	y2.3	y2.4	y2
5	4	5	5	19	4	5	5	4	18
5	3	4	4	16	3	4	5	4	16
4	3	4	4	15	3	4	4	4	15
5	4	5	4	18	4	4	5	5	18
4	3	3	3	13	3	4	4	4	15
4	3	4	3	14	4	4	4	4	16
4	4	4	4	16	3	5	5	4	17
3	4	3	3	13	3	3	4	3	13
4	3	3	3	13	4	4	4	4	16
3	3	3	3	12	3	3	3	3	12
5	4	4	5	18	3	4	4	4	15
5	4	4	4	17	3	3	4	3	13
5	4	5	5	19	4	4	5	4	17
5	5	5	5	20	5	5	5	5	20
3	4	3	4	14	4	4	4	4	16
3	3	3	3	12	3	3	3	3	12
4	4	4	4	16	5	5	5	4	19
5	4	4	4	17	5	5	5	5	20
3	3	3	3	12	3	4	4	4	15

4	4	4	4	16	3	5	5	4	17
4	3	3	4	14	4	4	4	4	16
4	4	4	4	16	4	5	5	5	19
3	3	4	3	13	3	3	4	3	13
4	3	3	4	14	4	4	4	4	16
3	2	3	2	10	3	4	4	4	15
4	3	4	3	14	4	4	5	4	17
3	4	3	3	13	4	3	5	3	15
5	4	4	5	18	4	5	4	5	18
4	5	5	4	18	5	4	5	5	19
5	5	5	5	20	5	5	5	5	20
4	3	4	4	15	3	4	4	4	15
3	3	3	3	12	5	4	5	4	18
4	4	4	4	16	5	5	5	5	20
4	3	3	4	14	3	3	4	4	14
4	4	4	3	15	3	4	4	4	15
3	3	3	4	13	4	4	3	3	14
4	4	4	4	16	5	5	5	4	19
3	3	3	3	12	3	3	4	3	13
4	3	3	4	14	4	4	4	4	16
4	4	4	3	15	4	5	4	5	18
3	3	3	3	12	3	4	3	4	14
3	2	2	3	10	3	3	3	3	12
4	3	4	4	15	4	5	5	4	18
4	4	4	4	16	5	4	5	5	19
5	4	4	5	18	5	5	5	5	20
4	3	3	3	13	3	3	4	3	13
3	3	3	3	12	2	2	3	2	9
4	4	4	4	16	3	4	4	3	14
4	3	3	3	13	4	3	3	3	13
4	4	4	4	16	3	4	4	4	15
3	3	3	4	13	3	3	4	3	13
4	4	4	3	15	4	4	4	4	16
3	3	3	3	12	4	4	5	5	18
4	4	4	3	15	5	5	5	4	19
3	3	4	4	14	4	4	4	5	17
4	3	3	3	13	3	4	3	4	14
4	4	4	4	16	4	4	4	4	16
3	4	3	3	13	3	3	4	3	13
4	3	4	4	15	4	5	4	4	17
3	3	3	3	12	4	4	4	4	16

3	2	3	3	11	3	4	3	3	13
2	2	2	2	8	2	2	2	2	8
3	4	3	4	14	3	4	4	3	14
4	3	3	3	13	3	3	3	3	12
4	4	4	4	16	4	5	5	4	18
4	3	4	3	14	3	4	4	3	14
3	4	3	3	13	3	4	3	3	13
4	4	4	4	16	4	4	4	4	16
4	3	3	3	13	4	4	5	4	17
4	4	3	4	15	4	5	5	4	18
3	3	3	3	12	3	4	3	3	13
3	3	3	3	12	3	3	3	3	12
4	4	4	4	16	4	4	4	4	16
4	3	4	3	14	5	4	4	5	18
5	4	4	4	17	4	5	5	5	19
4	4	3	4	15	3	3	4	4	14
4	4	4	4	16	4	4	4	4	16
4	3	3	3	13	3	3	4	3	13
3	3	3	3	12	2	3	3	3	11
4	4	4	4	16	3	4	4	3	14
4	4	4	4	16	3	4	4	4	15
3	4	3	3	13	3	3	4	3	13
3	3	3	3	12	3	3	3	3	12
4	3	4	4	15	4	4	4	4	16
3	4	4	3	14	5	3	3	4	15
4	4	4	4	16	4	5	4	4	17
4	4	4	5	17	5	5	5	5	20
3	3	3	3	12	3	4	4	4	15
4	4	3	3	14	4	4	4	4	16
4	3	3	3	13	4	3	4	3	14
3	3	3	3	12	3	3	3	3	12
4	4	4	4	16	4	4	5	5	18
4	4	3	4	15	5	5	4	5	19
4	3	4	4	15	4	3	4	4	15
4	4	5	4	17	4	4	4	4	16
3	4	3	3	13	3	3	3	3	12
4	3	3	3	13	3	3	3	3	12
4	4	4	4	16	4	5	4	4	17
3	3	3	4	13	4	4	4	4	16
5	5	5	5	20	5	5	5	5	20

LAMPIRAN 3 HASIL ANALISIS

DATA

Analisi Deskriptif

Statistics

		X1.1	X1.2	X1.3	X1.4	Promosi
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.7200	3.8300	3.7500	3.5500	14.8500
Std. Deviation		.71181	.76614	.74366	.78335	2.60681

X1.1

		Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00		4	4.0	4.0	4.0
3.00		31	31.0	31.0	35.0
Valid	4.00	54	54.0	54.0	89.0
5.00		11	11.0	11.0	100.0
Total		100	100.0	100.0	

X1.2

		Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00		2	2.0	2.0	2.0
3.00		33	33.0	33.0	35.0
Valid	4.00	45	45.0	45.0	80.0
5.00		20	20.0	20.0	100.0
Total		100	100.0	100.0	

X1.3

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
3.00	31	31.0	31.0	35.0
Valid 4.00	51	51.0	51.0	86.0
5.00	14	14.0	14.0	100.0
Total	100	100.0	100.0	

X1.4

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	7	7.0	7.0	7.0
3.00	42	42.0	42.0	49.0
Valid 4.00	40	40.0	40.0	89.0
5.00	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Statistics

	X2.1	X2.2	X2.3	X2.4	Kualitas Produk
N Valid	100	100	100	100	100
Missing	0	0	0	0	0
Mean	3.7200	3.5300	3.8800	3.6800	14.8100
Std. Deviation	.68283	.64283	.71464	.70896	2.27723

X2.1

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
Valid 3.00	35	35.0	35.0	37.0
4.00	52	52.0	52.0	89.0
5.00	11	11.0	11.0	100.0

Total	100	100.0	100.0
-------	-----	-------	-------

X2.2

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	3	3.0	3.0	3.0
3.00	46	46.0	46.0	49.0
Valid 4.00	46	46.0	46.0	95.0
5.00	5	5.0	5.0	100.0
Total	100	100.0	100.0	

X2.3

	Frequenc y	Percent	Valid Percent	Cumulative Percent
3.00	32	32.0	32.0	32.0
Valid 4.00	48	48.0	48.0	80.0
5.00	20	20.0	20.0	100.0
Total	100	100.0	100.0	

X2.4

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	3	3.0	3.0	3.0
3.00	37	37.0	37.0	40.0
Valid 4.00	49	49.0	49.0	89.0
5.00	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Statistics

	Y1.1	Y1.2	Y1.3	Y1.4	Citra Merek
N Valid	100	100	100	100	100
Missing	0	0	0	0	0
Mean	3.7900	3.5100	3.5800	3.6100	14.4900

Std. Deviation	.67112	.64346	.66939	.68009	2.26745
----------------	--------	--------	--------	--------	---------

Y1.1

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	1	1.0	1.0	1.0
3.00	32	32.0	32.0	33.0
Valid 4.00	54	54.0	54.0	87.0
5.00	13	13.0	13.0	100.0
Total	100	100.0	100.0	

Y1.2

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
3.00	45	45.0	45.0	49.0
Valid 4.00	47	47.0	47.0	96.0
5.00	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Y1.3

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	46	46.0	46.0	48.0
Valid 4.00	44	44.0	44.0	92.0
5.00	8	8.0	8.0	100.0
Total	100	100.0	100.0	

Y1.4

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	44	44.0	44.0	46.0
Valid 4.00	45	45.0	45.0	91.0
5.00	9	9.0	9.0	100.0
Total	100	100.0	100.0	

Statistics

	Y2.1	Y2.2	Y2.3	Y2.4	Keputusan Pembelian
N Valid	100	100	100	100	100
Missing	0	0	0	0	0
Mean	3.6800	3.9400	4.0800	3.8500	15.5500
Std. Deviation	.77694	.76303	.72027	.74366	2.59905

Y2.1

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	3	3.0	3.0	3.0
3.00	42	42.0	42.0	45.0
Valid 4.00	39	39.0	39.0	84.0
5.00	16	16.0	16.0	100.0
Total	100	100.0	100.0	

Y2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	26	26.0	26.0	28.0
Valid 4.00	48	48.0	48.0	76.0
5.00	24	24.0	24.0	100.0
Total	100	100.0	100.0	

Y2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	1	1.0	1.0	1.0
3.00	19	19.0	19.0	20.0
Valid 4.00	51	51.0	51.0	71.0
5.00	29	29.0	29.0	100.0
Total	100	100.0	100.0	

Y2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	30	30.0	30.0	32.0
Valid 4.00	49	49.0	49.0	81.0
5.00	19	19.0	19.0	100.0
Total	100	100.0	100.0	

HASIL UJI VALIDITAS

Correlations

		X1.1	X1.2	X1.3	X1.4	Promosi
X1.1	Pearson Correlation	1	.690**	.725**	.678**	.886**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.690**	1	.616**	.629**	.847**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.725**	.616**	1	.689**	.871**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.678**	.629**	.689**	1	.867**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Promosi	Pearson Correlation	.886**	.847**	.871**	.867**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations

		X2.1	X2.2	X2.3	X2.4	Kualitas Produk
X2.1	Pearson Correlation	1	.618**	.614**	.564**	.842**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.618**	1	.536**	.620**	.829**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.614**	.536**	1	.541**	.818**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.564**	.620**	.541**	1	.825**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Kualitas Produk	Pearson Correlation	.842**	.829**	.818**	.825**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Citra Merek
Y1.1	Pearson Correlation	1	.508**	.701**	.682**	.852**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Y1.2	Pearson Correlation	.508**	1	.643**	.598**	.803**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y1.3	Pearson Correlation	.701**	.643**	1	.657**	.882**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y1.4	Pearson Correlation	.682**	.598**	.657**	1	.865**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Citra Merek	Pearson Correlation	.852**	.803**	.882**	.865**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations

		Y2.1	Y2.2	Y2.3	Y2.4	Keputusan Pembelian
Y2.1	Pearson Correlation	1	.615**	.606**	.720**	.853**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Y2.2	Pearson Correlation	.615**	1	.652**	.732**	.867**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y2.3	Pearson Correlation	.606**	.652**	1	.664**	.840**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y2.4	Pearson Correlation	.720**	.732**	.664**	1	.900**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Keputusan Pembelian	Pearson Correlation	.853**	.867**	.840**	.900**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

HASIL UJI RELIABILITAS

X1

Reliability Statistics

Cronbach's Alpha	N of Items
.890	4

X2

Reliability Statistics

Cronbach's Alpha	N of Items
.847	4

Y1

Reliability Statistics

Cronbach's Alpha	N of Items
.873	4

Y2

Reliability Statistics

Cronbach's Alpha	N of Items
.888	4

HASIL UJI REGRESI LINEAR BERGANDA

Output Regresi I

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk, Promosi ^b		Enter

a. Dependent Variable: Citra Merek

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.707 ^a	.499	.489	1.62089

a. Predictors: (Constant), Kualitas Produk, Promosi

b. Dependent Variable: Citra Merek

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	254.145	2	127.072	48.367	.000 ^b
	Residual	254.845	97	2.627		
	Total	508.990	99			

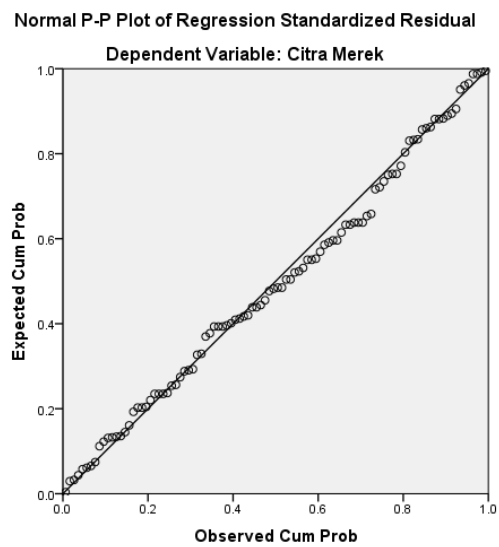
a. Dependent Variable: Citra Merek

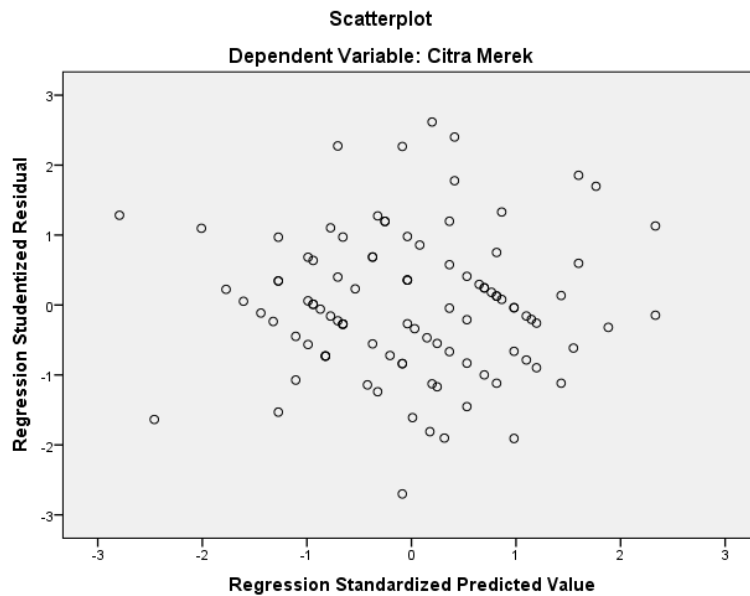
b. Predictors: (Constant), Kualitas Produk, Promosi

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.781	1.104		3.426	.001
	Promosi	.267	.087	.307	3.058	.003
	Kualitas Produk	.456	.100	.458	4.561	.000

a. Dependent Variable: Citra Merek





NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.60442976
	Absolute	.071
Most Extreme Differences	Positive	.071
	Negative	-.042
Kolmogorov-Smirnov Z		.707
Asymp. Sig. (2-tailed)		.700

a. Test distribution is Normal.

b. Calculated from data.

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Promosi	.513	1.950
	Kualitas Produk	.513	1.950

a. Dependent Variable: Citra Merek

**UJI GLETSER
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.145	.695		1.647	.103
	Promosi	.052	.055	.134	.946	.346
	Kualitas Produk	-.046	.063	-.103	-.731	.466

a. Dependent Variable: Absres1

Output Regresi 2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Citra Merek, Promosi, Kualitas Produk ^b		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 ^a	.658	.647	1.54358

a. Predictors: (Constant), Citra Merek, Promosi, Kualitas Produk

b. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	440.016	3	146.672	61.559	.000 ^b

Residual	228.734	96	2.383	
Total	668.750	99		

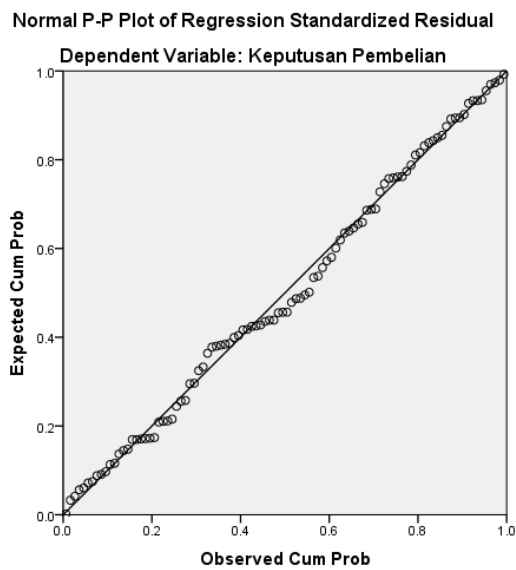
a. Dependent Variable: Keputusan Pembelian

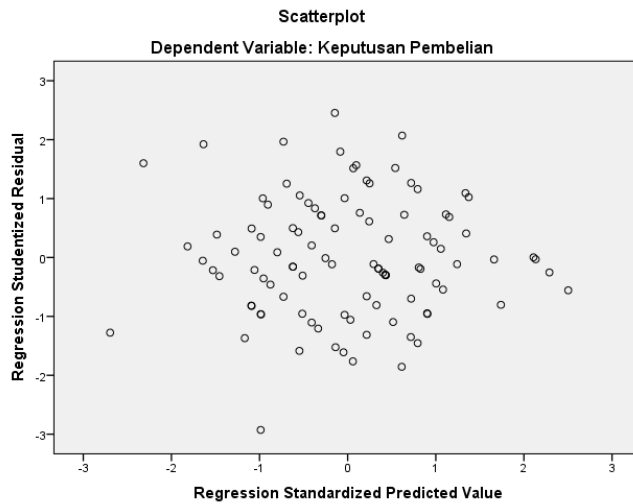
b. Predictors: (Constant), Citra Merek, Promosi, Kualitas Produk

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.917	1.113		.824	.412
	Promosi	.381	.087	.382	4.379	.000
	Kualitas Produk	.225	.105	.197	2.146	.034
	Citra Merek	.390	.097	.340	4.029	.000

a. Dependent Variable: Keputusan Pembelian





NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.52001352
	Absolute	.059
Most Extreme Differences	Positive	.059
	Negative	-.046
Kolmogorov-Smirnov Z		.586
Asymp. Sig. (2-tailed)		.882

a. Test distribution is Normal.

b. Calculated from data.

Coefficients^a

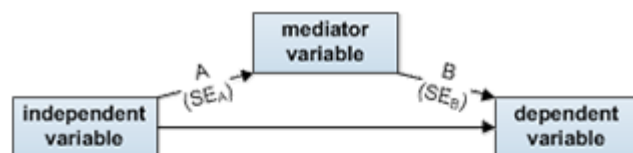
Model		Collinearity Statistics	
		Tolerance	VIF
1	Promosi	.468	2.138
	Kualitas Produk	.422	2.368
	Citra Merek	.501	1.997

a. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.294	.654		3.506	.001
	Promosi	.036	.051	.103	.706	.482
	Kualitas Produk	-.055	.062	-.137	-.889	.376
	Citra Merek	-.056	.057	-.139	-.980	.330

a. Dependent Variable: Absres2



A: ?

B: ?

SE_A: ?

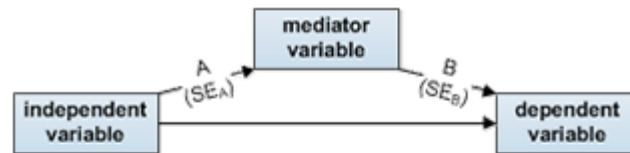
SE_B: ?

Calculate!

Sobel test statistic: 2.48681383

One-tailed probability: 0.00644464

Two-tailed probability: 0.01288928



A: ?

B: ?

SE_A: ?

SE_B: ?

Calculate!

Sobel test statistic: 2.78352520

One-tailed probability: 0.00268858

Two-tailed probability: 0.00537717