

## KUESIONER

### **PENINGKATAN MINAT BELI KONSEMEN MELALUI BRAND TRUST, BRAND IMAGE, BRAND AWARENESS DAN BRAND LOYALTI PADA MOBIL HONDA (Studi Kasus PadaKonsumen Mobil Honda Di Honda Istana Cendrawasih Semarang)**

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Dengan Hormat,

Kami mohon kesediaan Anda untuk dapat berperan serta dalam penelitian yang saya lakukan ini. Mohon pertanyaan dibaca dengan cermat dan dijawab dengan sebenarnya dan sejujurnya. Atas perhatian dan bantuannya saya ucapkan terima kasih yang sebesar-besarnya.

#### **I. IDENTITAS RESPONDEN**

Petunjuk Pengisian :

- Mohon untuk mengisi pertanyaan di bawah ini dengan sebenar-benarnya.
- Berilah tanda silang ( X ) pada kolom yang telah disediakan.

- Nama : .....
- Jenis kelamin :  Laki-laki  Perempuan
- Umur : .....
- Pendidikan terakhir :  Tamat SD  Sarjana  
 Tamat SMP  Pasca Sarjana  
 Tamat SMA  Lainnya.....  
 Akademi/Diploma
- Pekerjaan :  TNI  Wiraswasta  
 POLRI  Pensiunan  
Pegawai swasta  PNS   
 Lainnya (Sebutkan)
- Berapa jumlah mobil Honda yang anda miliki ?
- Sudah berapa kali anda membeli mobil merek Honda ?
- Sudah berapa lama anda memakai mobil merek Honda ?

## II. MINAT BELI (Y<sub>2</sub>)

No.	Pernyataan	SS	S	N	TS	STS
1.	Saya berminat membeli mobil merek Honda					
2.	Saya akan mereferensikan mobil merek Honda kepada pihak lain					
3.	Saya tidak akan berubah pendirian untuk melakukan pembelian mobil Honda walaupun ada produk lain yang lebih murah					
4.	Saya selalu mencari informasi tentang produk baru mobil merek Honda					

## III. BRAND LOYALTY (Y<sub>1</sub>)

No.	Pernyataan	SS	S	N	TS	STS
1.	Jika akan membeli mobil ,saya akan memilih mobil merek Honda					
2.	Saya akan tetap memilih dan membeli mobil merek Honda pada masa yang akan datang					
3.	Saya akan selalu mengatakan hal –hal yang baik mengenai produk mobil merek Honda kepada pihak lain					

## IV. BRAND TRUST (X<sub>1</sub>)

No.	Pernyataan	SS	S	N	TS	STS
1.	Produk mobil merek Honda sudah mampu memenuhi kebutuhan saya					
2.	Saya merasa aman jika menggunakan mobil merek Honda					
3.	Saya percaya bahwa Honda selalu memberikan informasi yang benar dan terbuka kepada pembelinya					
4.	Saya percaya mobil merek Honda dapat di handalkan					

## . BRAND IMAGE (X<sub>2</sub>)

No.	Pernyataan	SS	S	N	TS	STS
1.	Produk mobil merek Honda memiliki keunggulan di bidang teknologi di					

	bandingkan mobil merek lain					
2.	Produk mobil merek Honda memiliki bentuk yang unik dan mudah di kenali					
3.	Mobil merek Honda selalu di ingat sebagai merek yang mewah dan populer					

#### **VI. BRAND AWARENESS (X<sub>3</sub>)**

<b>No.</b>	<b>Pernyataan</b>	<b>SS</b>	<b>S</b>	<b>N</b>	<b>TS</b>	<b>STS</b>
1.	Saya selalu menyadari ketika Honda meluncurkan mobil baru					
2.	Saya mudah mengenali mobil merek Honda dari logonya					
3.	Saya mampu mengenali mobil merek Honda dari bentuknya saja					
4.	Merek mobil yang muncul pertama kali dalam benak anda adalah Honda					

Lampiran 2  
**Frequencies**  
**Frequency Table Brand Trust**

**x1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	4	4,0	4,0	4,0
	2,00	2	2,0	2,0	6,0
	3,00	2	2,0	2,0	8,0
	4,00	57	57,0	57,0	65,0
	5,00	35	35,0	35,0	100,0
	Total	100	100,0	100,0	

**x1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	3	3,0	3,0	3,0
	2,00	2	2,0	2,0	5,0
	3,00	15	15,0	15,0	20,0
	4,00	53	53,0	53,0	73,0
	5,00	27	27,0	27,0	100,0
	Total	100	100,0	100,0	

**x1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	3	3,0	3,0	4,0
	3,00	23	23,0	23,0	27,0
	4,00	43	43,0	43,0	70,0
	5,00	30	30,0	30,0	100,0
	Total	100	100,0	100,0	

**x1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	3	3,0	3,0	5,0
	3,00	7	7,0	7,0	12,0
	4,00	42	42,0	42,0	54,0
	5,00	46	46,0	46,0	100,0
	Total	100	100,0	100,0	

## Brand Image

**x2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	3	3,0	3,0	3,0
	2,00	3	3,0	3,0	6,0
	3,00	9	9,0	9,0	15,0
	4,00	19	19,0	19,0	34,0
	5,00	66	66,0	66,0	100,0
	Total	100	100,0	100,0	

**x2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	5	5,0	5,0	7,0
	3,00	11	11,0	11,0	18,0
	4,00	23	23,0	23,0	41,0
	5,00	59	59,0	59,0	100,0
	Total	100	100,0	100,0	

**x2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	3	3,0	3,0	3,0
	2,00	4	4,0	4,0	7,0
	3,00	12	12,0	12,0	19,0
	4,00	17	17,0	17,0	36,0
	5,00	64	64,0	64,0	100,0
	Total	100	100,0	100,0	

## Brand Awareness

**x3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	3	3,0	3,0	4,0
	3,00	3	3,0	3,0	7,0
	4,00	38	38,0	38,0	45,0
	5,00	55	55,0	55,0	100,0
	Total	100	100,0	100,0	

**x3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	3	3,0	3,0	5,0
	3,00	7	7,0	7,0	12,0
	4,00	23	23,0	23,0	35,0
	5,00	65	65,0	65,0	100,0
	Total	100	100,0	100,0	

**x3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	3	3,0	3,0	3,0
	2,00	1	1,0	1,0	4,0
	3,00	3	3,0	3,0	7,0
	4,00	23	23,0	23,0	30,0
	5,00	70	70,0	70,0	100,0
	Total	100	100,0	100,0	

**x3.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	2	2,0	2,0	4,0
	3,00	8	8,0	8,0	12,0
	4,00	30	30,0	30,0	42,0
	5,00	58	58,0	58,0	100,0
	Total	100	100,0	100,0	

## Brand Loyalty

y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	4	4,0	4,0	6,0
	3,00	10	10,0	10,0	16,0
	4,00	40	40,0	40,0	56,0
	5,00	44	44,0	44,0	100,0
	Total	100	100,0	100,0	

y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	4	4,0	4,0	5,0
	3,00	17	17,0	17,0	22,0
	4,00	33	33,0	33,0	55,0
	5,00	45	45,0	45,0	100,0
	Total	100	100,0	100,0	

y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	4	4,0	4,0	5,0
	3,00	6	6,0	6,0	11,0
	4,00	41	41,0	41,0	52,0
	5,00	48	48,0	48,0	100,0
	Total	100	100,0	100,0	

## Minat Beli

y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	5	5,0	5,0	6,0
	3,00	3	3,0	3,0	9,0
	4,00	73	73,0	73,0	82,0
	5,00	18	18,0	18,0	100,0
	Total	100	100,0	100,0	

y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	3	3,0	3,0	5,0
	3,00	10	10,0	10,0	15,0
	4,00	66	66,0	66,0	81,0
	5,00	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	3	3,0	3,0	5,0
	3,00	10	10,0	10,0	15,0
	4,00	60	60,0	60,0	75,0
	5,00	25	25,0	25,0	100,0
	Total	100	100,0	100,0	

y2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	3	3,0	3,0	3,0
	2,00	2	2,0	2,0	5,0
	3,00	4	4,0	4,0	9,0
	4,00	64	64,0	64,0	73,0
	5,00	27	27,0	27,0	100,0
	Total	100	100,0	100,0	



Lampiran 3

**Tabel 4.9**  
**Uji Validitas**

Indikator	r table	r hitung	Ket.
<i>Brand trust</i>			
x1.1	0,1654	0,740	Valid
x1.2	0,1654	0,647	Valid
x1.3	0,1654	0,596	Valid
x1.4	0,1654	0,683	Valid
<i>Brand image</i>			
x2.1	0,1654	0,730	Valid
x2.2	0,1654	0,730	Valid
x2.3	0,1654	0,751	Valid
<i>Brand awareness</i>			
x3.1	0,1654	0,629	Valid
x3.2	0,1654	0,640	Valid
x3.3	0,1654	0,783	Valid
x3.4	0,1654	0,616	Valid
<i>Brand loyalty</i>			
y1.1	0,1654	0,667	Valid
y1.2	0,1654	0,666	Valid
y1.3	0,1654	0,704	Valid
Minat beli			
y2.1	0,1654	0,775	Valid
y2.2	0,1654	0,775	Valid
y2.3	0,1654	0,770	Valid
y2.4	0,1654	0,722	Valid

Lampiran 4  
**Validitas dan Reliabilitas Brand Trust**  
**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,835	4

**Item Statistics**

	Mean	Std. Deviation	N
x1.1	4,1700	,88825	100
x1.2	3,9900	,88186	100
x1.3	3,9800	,86433	100
x1.4	4,2700	,87450	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1.1	12,2400	4,629	,740	,758
x1.2	12,4200	4,933	,647	,800
x1.3	12,4300	5,157	,596	,822
x1.4	12,1400	4,849	,683	,784

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
16,4100	8,244	2,87130	4

## Validitas dan Reliabilitas Brand Image

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
,861	3

#### Item Statistics

	Mean	Std. Deviation	N
x2.1	4,4200	,98658	100
x2.2	4,3200	,99372	100
x2.3	4,3500	1,03840	100

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	8,6700	3,476	,730	,811
x2.2	8,7700	3,452	,730	,811
x2.3	8,7400	3,245	,751	,791

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13,0900	7,133	2,67081	3

**Validitas dan Reliabilitas Brand Awareness**  
**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,834	4

**Item Statistics**

	Mean	Std. Deviation	N
x3.1	4,4300	,78180	100
x3.2	4,4600	,90364	100
x3.3	4,5600	,85658	100
x3.4	4,4000	,87617	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x3.1	13,4200	5,014	,629	,807
x3.2	13,3900	4,543	,640	,803
x3.3	13,2900	4,309	,783	,736
x3.4	13,4500	4,715	,616	,812

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
17,8500	7,826	2,79746	4

## Validitas dan Reliabilitas Brand Loyalty

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
,822	3

#### Item Statistics

	Mean	Std. Deviation	N
y1.1	4,2000	,92113	100
y1.2	4,1700	,92174	100
y1.3	4,3100	,83720	100

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1.1	8,4800	2,515	,667	,767
y1.2	8,5100	2,515	,666	,768
y1.3	8,3700	2,680	,704	,733

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12,6800	5,311	2,30450	3

**Validitas dan Reliabilitas Minat Beli**  
**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,890	4

**Item Statistics**

	Mean	Std. Deviation	N
y2.1	4,0200	,71038	100
y2.2	3,9700	,77140	100
y2.3	4,0300	,80973	100
y2.4	4,1000	,81029	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y2.1	12,1000	4,434	,775	,855
y2.2	12,1500	4,210	,775	,853
y2.3	12,0900	4,083	,770	,855
y2.4	12,0200	4,202	,722	,873

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
16,1200	7,258	2,69410	4

Lampiran 5  
**Uji Normalitas**

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual	Unstandardized Residual
N		100	100
Normal Parameters <sup>a,b</sup>	Mean	,0000000	,0000000
	Std. Deviation	1,62523874	1,86946843
Most Extreme Differences	Absolute	,083	,122
	Positive	,049	,122
	Negative	-,083	-,057
Kolmogorov-Smirnov Z		,828	1,225
Asymp. Sig. (2-tailed)		,499	,100

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

**Regression Path 1**

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Brand awareness, Brand trust, Brand image	.	Enter

- a. All requested variables entered.  
 b. Dependent Variable: Brand loyalty

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,709 <sup>a</sup>	,503	,487	1,65044

- a. Predictors: (Constant), Brand awareness, Brand trust, Brand image  
 b. Dependent Variable: Brand loyalty

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	264,261	3	88,087	32,338	,000 <sup>a</sup>
	Residual	261,499	96	2,724		
	Total	525,760	99			

- a. Predictors: (Constant), Brand awareness, Brand trust, Brand image  
 b. Dependent Variable: Brand loyalty

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2,420	1,070		2,262	,026		
Brand trust	,241	,091	,300	2,662	,009	,407	2,456
Brand image	,200	,098	,273	2,034	,045	,288	3,477
Brand awareness	,208	,128	,202	1,634	,106	,337	2,963

a. Dependent Variable: Brand loyalty

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Brand trust	Brand image	Brand awareness
1	1	3,967	1,000	,00	,00	,00	,00
	2	,018	14,656	,96	,05	,07	,02
	3	,009	21,257	,00	,88	,07	,29
	4	,006	26,751	,04	,07	,86	,68

a. Dependent Variable: Brand loyalty

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	5,7009	14,1708	12,6800	1,63380	100
Residual	-4,58984	2,70143	,00000	1,62524	100
Std. Predicted Value	-4,272	,913	,000	1,000	100
Std. Residual	-2,781	1,637	,000	,985	100

a. Dependent Variable: Brand loyalty



Lampiran 6  
**Regression Path 2**

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Brand loyalty, Brand awareness, Brand trust, Brand image	.	Enter

- a. All requested variables entered.  
b. Dependent Variable: Minat beli

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,720 <sup>a</sup>	,518	,498	1,90842

- a. Predictors: (Constant), Brand loyalty, Brand awareness, Brand trust, Brand image  
b. Dependent Variable: Minat beli

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	372,564	4	93,141	25,574	,000 <sup>a</sup>
	Residual	345,996	95	3,642		
	Total	718,560	99			

- a. Predictors: (Constant), Brand loyalty, Brand awareness, Brand trust, Brand image  
b. Dependent Variable: Minat beli

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,444	1,269		2,713	,008		
	Brand trust	,219	,108	,233	2,017	,047	,379	2,637
	Brand image	,066	,116	,077	,569	,571	,276	3,627
	Brand awareness	,342	,149	,284	2,286	,024	,328	3,046
	Brand loyalty	,264	,118	,225	2,233	,028	,497	2,011

- a. Dependent Variable: Minat beli

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Brand trust	Brand image	Brand awareness	Brand loyalty
1	1	4,954	1,000	,00	,00	,00	,00	,00
	2	,019	16,272	,95	,03	,05	,01	,03
	3	,013	19,885	,00	,03	,07	,08	,95
	4	,009	23,830	,00	,88	,05	,25	,02
	5	,006	29,899	,04	,06	,83	,66	,00

a. Dependent Variable: Minat beli

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7,7717	17,8697	16,1200	1,93991	100
Residual	-4,60692	4,73466	,00000	1,86947	100
Std. Predicted Value	-4,303	,902	,000	1,000	100
Std. Residual	-2,414	2,481	,000	,980	100

a. Dependent Variable: Minat beli

**Uji Heteroskedastisitas-Path 1**

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Brand awareness, Brand trust, Brand image	.	Enter

a. All requested variables entered.

b. Dependent Variable: Abs1

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,030 <sup>a</sup>	,001	-,030	,90752

a. Predictors: (Constant), Brand awareness, Brand trust, Brand image

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,074	3	,025	,030	,993 <sup>a</sup>
	Residual	79,065	96	,824		
	Total	79,139	99			

a. Predictors: (Constant), Brand awareness, Brand trust, Brand image

b. Dependent Variable: Abs1

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,374	,588		2,335	,022
	Brand trust	,011	,050	,035	,219	,827
	Brand image	-,015	,054	-,051	-,271	,787
	Brand awareness	,004	,070	,010	,058	,954

a. Dependent Variable: Abs1

## Uji Heteroskedastisitas-Path 2

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Brand loyalty, Brand awareness, Brand trust, Brand image	.	Enter

a. All requested variables entered.

b. Dependent Variable: Abs2

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,214 <sup>a</sup>	,046	,005	1,09038

a. Predictors: (Constant), Brand loyalty, Brand awareness, Brand trust, Brand image

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,399	4	1,350	1,135	,345 <sup>a</sup>
	Residual	112,949	95	1,189		
	Total	118,347	99			

a. Predictors: (Constant), Brand loyalty, Brand awareness, Brand trust, Brand image

b. Dependent Variable: Abs2

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,920	,725		4,025	,000
	Brand trust	,015	,062	,038	,235	,815
	Brand image	,010	,066	,030	,157	,876
	Brand awareness	-,071	,085	-,146	-,836	,405
	Brand loyalty	-,069	,067	-,145	-1,023	,309

a. Dependent Variable: Abs2

Lampiran 7

**Sobel Test brand trust terhadap minat beli**

Input:		Test statistic:	Std. Error:	p-value:
a	0.273	Sobel test: 1.5734778	0.03903773	0.04560822
b	0.225	Aroian test: 1.50867632	0.0407145	0.03138152
s <sub>a</sub>	0.098	Goodman test: 1.64741752	0.03728563	0.03947226
s <sub>b</sub>	0.118	Reset all	Calculate	

**Sobel Test brand image terhadap minat beli**

Input:		Test statistic:	Std. Error:	p-value:
a	0.273	Sobel test: 1.5734778	0.03903773	0.04560822
b	0.225	Aroian test: 1.50867632	0.0407145	0.03138152
s <sub>a</sub>	0.098	Goodman test: 1.64741752	0.03728563	0.03947226
s <sub>b</sub>	0.118	Reset all	Calculate	

**Sobel Test Brand awarness terhadap Minat beli**

Input:		Test statistic:	Std. Error:	p-value:
a	0.202	Sobel test: 1.21574708	0.03738442	0.02408128
b	0.225	Aroian test: 1.12722406	0.04032029	0.02596476
s <sub>a</sub>	0.128	Goodman test: 1.32904732	0.03419743	0.01838336
s <sub>b</sub>	0.118	Reset all	Calculate	