

LAMPIRAN



DAFTAR KUESIONER

**MODEL PENINGKATAN MINAT BELI ULANG BAJU
BATIK MELALUI IKLAN KUALITAS ENDORSER DAN
KESADAN MEREK**

Semarang, 29 Agustus 2019

Hal : Permohonan Pengisian Kuesioner
Kepada Yth:
Saudara/saudari Responden
Di tempat

Dengan hormat,

Dalam rangka penyelesaian penyusunan skripsi jurusan Manajemen Universitas Islam Sultan Agung saya bermaksud untuk melakukan penelitian dengan judul **“MODEL PENINGKATAN MINAT BELI ULANG BAJU BATIK MELALUI IKLAN KUALITAS ENDORSER DAN KESADAN MEREK”** Kuesioner ini terdiri atas sejumlah pernyataan. Perlu saudara/saudari ketahui bahwa keberhasilan penelitian ini sangat tergantung dari partisipasi saudara/saudari dalam menjawab kuesioner.

Untuk mendapatkan data yang maksimal maka saya mengharapkan partisipasi saudara/saudari untuk menjawab beberapa pertanyaan dengan sebaik baiknya sesuai pengetahuan dan pengalaman yang dimiliki.

Sebelumnya saya ucapkan terimakasih sebesar-besarnya atas kesediaan bapak atau ibu yang telah membantu penelitian ini.

Hormat Saya,

Aan Haris Muflihan

Lampiran 1. KUESIONER PENELITIAN

Assalamualaikum Wr. Wb

Bersama ini saya mengharapkan bantuan dari teman-teman untuk mengisi kuesioner yang saya berikan. Adapun Kuesioner ini merupakan survey tentang Model Peningkatan Minat Beli Ulang melalui Iklan Endorser dan Kesadaran Merek di Batik Bisri Rohmah yang saya gunakan sebagai bahan untuk membuat skripsi.

Atas perhatiannya dan kerja samanya saya ucapkan terima kasih.

Identitas Responden

1. Nama :
2. Jenis Kelamin :
3. Usia :
4. Pekerjaan :

Isilah daftar pertanyaan di bawah ini dengan memberikan tanda (X) pada kolom jawaban yang sudah tersedia sesuai dengan jawaban anda :

SS= Sangat Setuju

N= Netral

STS= Sangat Tidak Setuju

S = Setuju

TS= Tidak Setuj

Iklan

NO	Pertanyaan	Pilihan Jawaban				
		STS	TS	N	S	SS
1	Setelah adanya key visual iklan yang lebih jelas dalam pemaparannya saya tertarik untuk melakukan pembelian kembali pada Batik Bisri Rohmah					
2	Iklan Batik Bisri Rohmah memberikan informasi kepada saya yang begitu singkat jelas penyampaiannya sehingga saya tertarik untuk membeli ulang					
3	Saya membeli ulang Batik Bisri Rohmah karna iklan yang di tampilkan sangat menarik sekali					
4	Iklan Batik Bisri Rohmah menggunakan suatu isyarat sehingga membujuk saya untuk melakukan pembelian ulang					
Menurut anda sejauh mana Iklan yang dilakukan oleh Batik Bisri Rohmah Pekalongan berpengaruh terhadap kebutuhan anda?						

Kualitas Endorser

NO	Pertanyaan	Pilihan Jawaban				
		STS	TS	N	SS	S
1	Kualitas Endorser Batik Bisri Rohmah dapat di percaya dalam penyampaian pesan iklannya sehingga saya mengulangi pembelian					
2	Saya melihat dari Kualitas Endorser Batik Bisri Rohmah yang berpengetahuan luas membuat saya empati dalam melakukan pembelian berulang-ulang					
3	Setelah saya melihat Penampilan yang elok dari Kualitas Endorser Batik Bisri Rohmah dalam memerankan pemakaian fashion memancing saya untuk membeli lagi					
4	Saya melihat Kualitas Endorser Batik Bisri Rohmah dapat di andalkan dan performanya sangat baik dalam mengiklankan produk sehingga membuat rasa memiliki batik tersebut yang kesekian kalinya					

Bagaimana tanggapan anda mengenai Kualitas Endorser Batik Bisri Rohmah yang sesuai dengan harapan anda?

Kesadaran Merek

NO	Pertanyaan					
		STS	TS	N	SS	S
1	Dengan adanya sering mengingat batik Bisri Rohmah saya sering sekali mengulangi pembelian batik tersebut.					
2	Dengan menggunakan merek yang mudah disebut Batik Bisri Rohmah memudahkan saya pembelian ulang					
3	Saya sering melihat Slogan Batik Bisri Rohmah yang unik sehingga membujuk untuk membeli ulang					
4	Penggunaan isyarat Batik Bisri Rohmah yang mempunyai ciri khas tersendiri membuat saya terkesima dan tergerak untuk melakukan minat beli ulang					
Menurut anda apa yang harus dilakukan Batik Bisri Rohmah mengenai Kesadaran Merek agar lebih unggul?						

Minat Beli Ulang

NO	Pertanyaan	Pilihan Jawaban				
		STS	TS	N	SS	S
1	Saya membeli ulang Batik Bisri Rohmah karena faktor kebutuhan					
2	Setelah saya membeli ulang Batik Bisri Rohmah setelah menggunakan produk sebelumnya					
3	Saya melakukan pembelian berkali-kali pada Batik Bisri Rohmah karena produknya sesuai kriteria yang saya harapkan					
4	Setelah banyak pengaruh orang disekitar mengenai produk Batik Bisri Rohmah saya merasa tertarik untuk memilikinya kembali dan segera melakukan pembelian ulang					
Menurut anda bagaimana cara untuk dapat meningkatkan minat beli ulang Batik Bisri Rohmah						

Lampiran 2. Tabulasi

X1.1	X1.2	X1.3	X1.4	X1	X2.1	X2.2	X2.3	X2.4	X2	Y1.1	Y1.2	Y1.3	Y1.4	Y1	Y2.1	Y2.2	Y2.3	Y2.4	Y2
5	3	4	4	16	4	3	3	5	15	4	4	3	5	16	3	3	4	3	13
3	4	3	3	13	3	3	4	4	14	4	3	3	4	14	3	3	4	2	12
4	3	3	4	14	5	4	4	5	18	4	4	4	5	17	3	4	3	3	13
3	3	3	3	12	3	3	3	4	13	3	3	3	4	13	3	3	3	3	12
4	3	4	4	15	4	4	4	4	16	4	4	4	4	16	4	4	4	3	15
3	2	3	3	11	3	3	3	3	12	3	4	3	4	14	3	3	3	3	12
3	3	3	3	12	3	4	4	4	15	5	5	4	5	19	4	4	4	4	16
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4	3	3	3	13	3	4	3	4	14	3	3	3	3	12	4	3	4	3	14
2	2	2	3	9	3	2	3	3	11	2	3	2	3	10	3	3	3	3	12
4	3	3	4	14	4	3	4	4	15	4	4	4	4	16	4	4	4	4	16
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4	3	3	4	14	4	3	4	4	15	4	4	4	4	16	4	4	4	4	16
4	4	5	5	18	4	4	4	5	17	4	4	4	5	17	4	4	5	4	17

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4	4	4	4	16	4	4	4	4	16	5	4	4	4	17	4	4	5	4	17
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3	3	3	3	12	3	3	3	4	13	4	3	3	3	13	3	3	3	4	13

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

Lampiran 3. Hasil Distribusi

Frequencies

Statistics

		X1.1	X1.2	X1.3	X1.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.70	3.43	3.53	3.65

Frequency Table

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	33	33.0	33.0	37.0
	S	52	52.0	52.0	89.0
	SS	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	8	8.0	8.0	8.0
	N	47	47.0	47.0	55.0
	S	39	39.0	39.0	94.0
	SS	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	49	49.0	49.0	53.0
	S	37	37.0	37.0	90.0
	SS	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	36	36.0	36.0	40.0
	S	51	51.0	51.0	91.0
	SS	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Frequencies

		Statistics			
		X2.1	X2.2	X2.3	X2.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.61	3.42	3.50	3.77

Frequency Table**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	5	5.0	5.0	6.0
	N	36	36.0	36.0	42.0
	S	48	48.0	48.0	90.0
	SS	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	11	11.0	11.0	12.0
	N	41	41.0	41.0	53.0
	S	39	39.0	39.0	92.0
	SS	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	7.0	7.0	7.0
	N	46	46.0	46.0	53.0
	S	37	37.0	37.0	90.0
	SS	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	5	5.0	5.0	5.0
N	32	32.0	32.0	37.0
S	44	44.0	44.0	81.0
SS	19	19.0	19.0	100.0
Total	100	100.0	100.0	

Frequencies**Statistics**

	Y1.1	Y1.2	Y1.3	Y1.4
N Valid	100	100	100	100
Missing	0	0	0	0
Mean	3.68	3.65	3.49	3.89

Frequency Table

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	6.0	6.0	6.0
	N	34	34.0	34.0	40.0
	S	46	46.0	46.0	86.0
	SS	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	42	42.0	42.0	46.0
	S	39	39.0	39.0	85.0
	SS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	8	8.0	8.0	8.0
	N	45	45.0	45.0	53.0
	S	37	37.0	37.0	90.0
	SS	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5.0	5.0	5.0
	N	23	23.0	23.0	28.0
	S	50	50.0	50.0	78.0
	SS	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

Frequencies

Statistics

		Y2.1	Y2.2	Y2.3	Y2.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.41	3.36	3.65	3.25

Frequency Table

Y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	9	9.0	9.0	9.0
	N	45	45.0	45.0	54.0
	S	42	42.0	42.0	96.0
	SS	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	11	11.0	11.0	11.0
	N	46	46.0	46.0	57.0
	S	39	39.0	39.0	96.0
	SS	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	6.0	6.0	6.0
	N	35	35.0	35.0	41.0
	S	47	47.0	47.0	88.0
	SS	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Y2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.0	3.0	3.0
	TS	11	11.0	11.0	14.0
	N	48	48.0	48.0	62.0
	S	34	34.0	34.0	96.0
	SS	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Lampiran 4. Uji Validitas dan Reliabilitas Iklan

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.824	5

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	24.92	17.771	.740	.790
X1.2	25.19	17.570	.764	.784
X1.3	25.09	17.093	.850	.769
X1.4	24.97	17.928	.731	.793
Iklan	14.31	5.691	1.000	.848

Uji Validitas dan Reliabilitas *Kualitas Endorser*

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.837	5

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	24.99	24.697	.820	.801
X2.2	25.18	23.826	.878	.786
X2.3	25.10	24.717	.824	.801
X2.4	24.83	24.223	.842	.794
Kualitas Endorser	14.30	7.909	1.000	.903

Uji Validitas dan Reliabilitas *Kesadaran Merek*

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.837	5

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	25.74	23.972	.856	.795
Y1.2	25.77	23.835	.885	.791
Y1.3	25.93	24.227	.825	.800
Y1.4	25.53	24.110	.820	.799
Kesadaran Merek	14.71	7.804	1.000	.907

Uji Validitas dan Reliabilitas *Minat Beli Ulang*

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.839	5

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	23.93	22.914	.880	.800
Y2.2	23.98	22.646	.895	.796
Y2.3	23.69	22.721	.831	.801
Y2.4	24.09	22.285	.833	.795
<i>Minat Beli Ulang</i>	13.67	7.355	1.000	.914

Lampiran 5. Regression_1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas Endorser, Iklan ^b		Enter

a. Dependent Variable: Kesadaran Merek

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787 ^a	.620	.612	1.740

a. Predictors: (Constant), Kualitas Endorser, Iklan

b. Dependent Variable: Kesadaran Merek

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	478.788	2	239.394	79.037	.000 ^b
	Residual	293.802	97	3.029		
	Total	772.590	99			

a. Dependent Variable: Kesadaran Merek

b. Predictors: (Constant), Kualitas Endorser, Iklan

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.302	1.108		1.176	.243		
Iklan	.452	.093	.386	4.859	.000	.621	1.609
Kualitas Endorser	.485	.079	.489	6.150	.000	.621	1.609

a. Dependent Variable: Kesadaran Merek

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Iklan	Kualitas Endorser
1	1	2.970	1.000	.00	.00	.00
	2	.019	12.619	.72	.00	.56
	3	.011	16.378	.28	.99	.44

a. Dependent Variable: Kesadaran Merek

Residuals Statistics^a

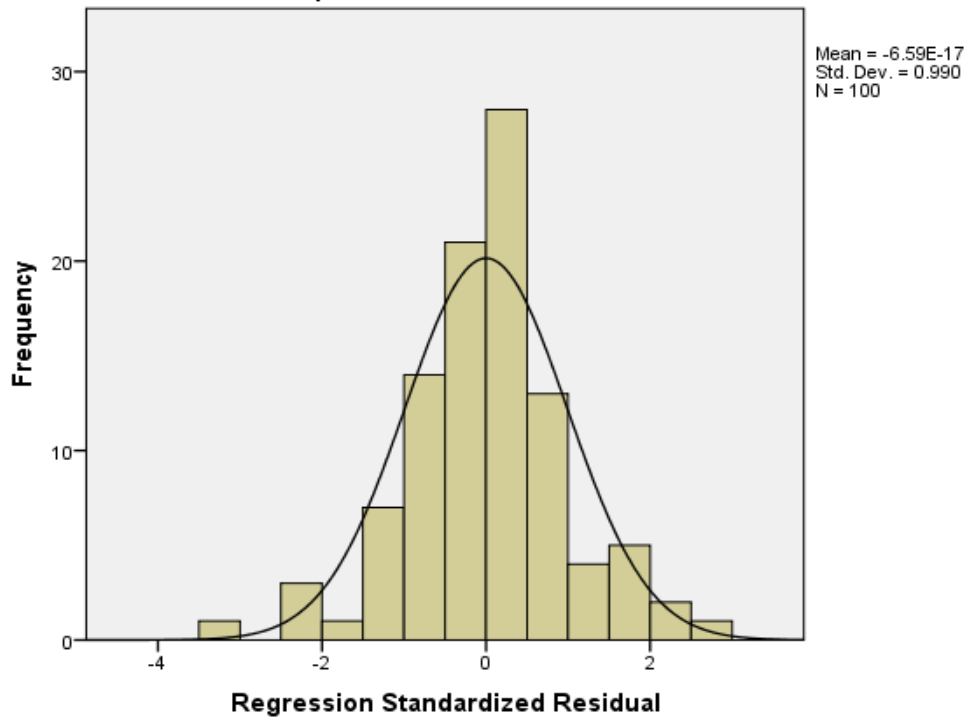
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7.83	20.05	14.71	2.199	100
Std. Predicted Value	-3.128	2.427	.000	1.000	100
Standard Error of Predicted Value	.176	.679	.288	.090	100
Adjusted Predicted Value	7.81	20.05	14.70	2.196	100
Residual	-5.755	4.994	.000	1.723	100
Std. Residual	-3.307	2.870	.000	.990	100
Stud. Residual	-3.375	2.915	.002	1.010	100
Deleted Residual	-5.994	5.155	.008	1.793	100
Stud. Deleted Residual	-3.573	3.036	.001	1.028	100
Mahal. Distance	.018	14.096	1.980	2.134	100
Cook's Distance	.000	.343	.014	.040	100
Centered Leverage Value	.000	.142	.020	.022	100

a. Dependent Variable: Kesadaran Merek

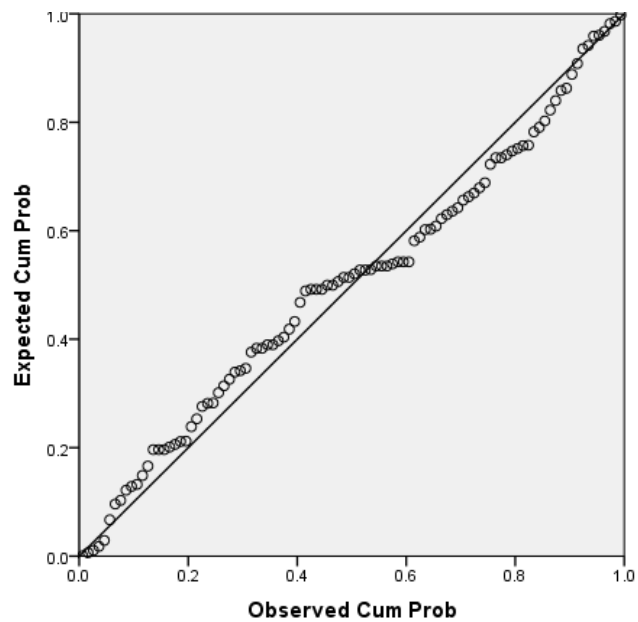
Charts

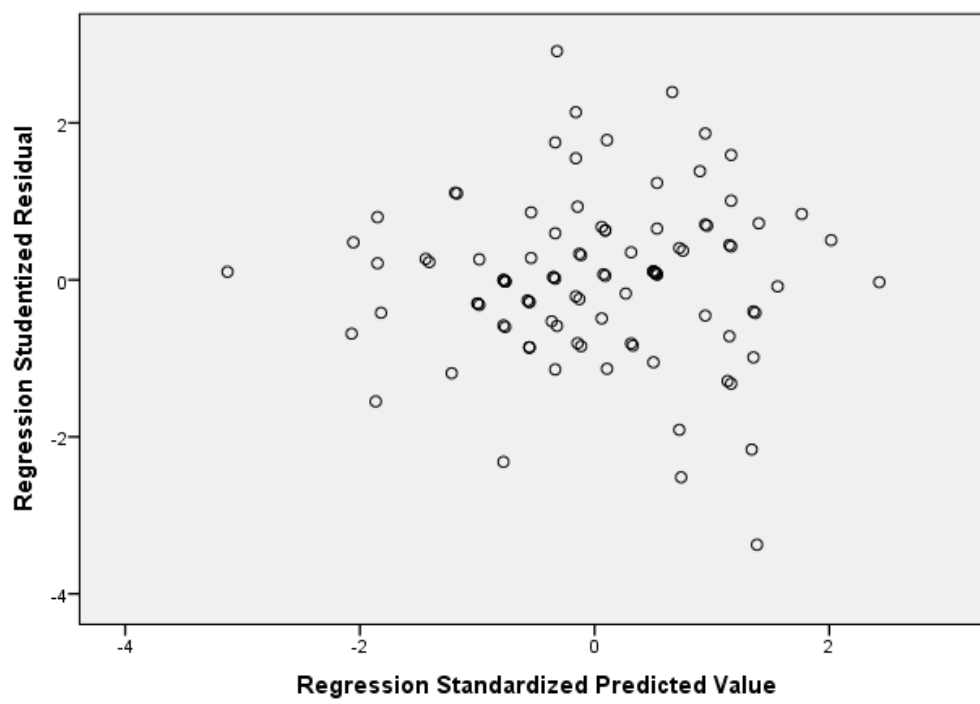
Histogram

Dependent Variable: Kesadaran Merek



Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Kesadaran Merek



Scatterplot**Dependent Variable: Kesadaran Merek**

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.72270171
Most Extreme Differences	Absolute	.079
	Positive	.070
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed)		.128 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Nonparametric Correlations

Correlations

			Iklan	Kualitas Endorser	Unstandardized Residual
Spearman's rho	Iklan	Correlation Coefficient	1.000	.604**	.032
		Sig. (1-tailed)	.	.000	.376
		N	100	100	100
	Kualitas Endorser	Correlation Coefficient	.604**	1.000	.072
		Sig. (1-tailed)	.000	.	.237
		N	100	100	100
	Unstandardized Residual	Correlation Coefficient	.032	.072	1.000
		Sig. (1-tailed)	.376	.237	.
		N	100	100	100

** . Correlation is significant at the 0.01 level (1-tailed).

Uji Heteros

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.665	.750		.087	.931
	iklan	.069	.063	.138	1.091	.376
	Kualitas endorser	.023	.053	.054	.424	.237

a. Dependent Variable: abs_res1

Lampiran 6. Regression_2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kesadaran Merek, Iklan, Kualitas Endorser		. Enter

a. Dependent Variable: Minat Beli Ulang

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849 ^a	.721	.713	1.454

a. Predictors: (Constant), Kesadaran Merek, Iklan, Kualitas Endorser

b. Dependent Variable: Minat Beli Ulang

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	525.164	3	175.055	82.806	.000 ^b
	Residual	202.946	96	2.114		
	Total	728.110	99			

a. Dependent Variable: Minat Beli Ulang

b. Predictors: (Constant), Kesadaran Merek, Iklan, Kualitas Endorser

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.017	.932		.018	.985		
Iklan	.189	.087	.166	2.182	.032	.500	2.001
Kualitas Endorser	.361	.078	.374	4.639	.000	.447	2.237
Kesadaran Merek	.394	.085	.406	4.642	.000	.380	2.630

a. Dependent Variable: Minat Beli Ulang

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Iklan	Kualitas Endorser	Kesadaran Merek
1	1	3.959	1.000	.00	.00	.00	.00
	2	.021	13.799	.76	.00	.17	.09
	3	.011	18.630	.17	.51	.60	.08
	4	.009	21.500	.07	.48	.23	.84

a. Dependent Variable: Minat Beli Ulang

Residuals Statistics^a

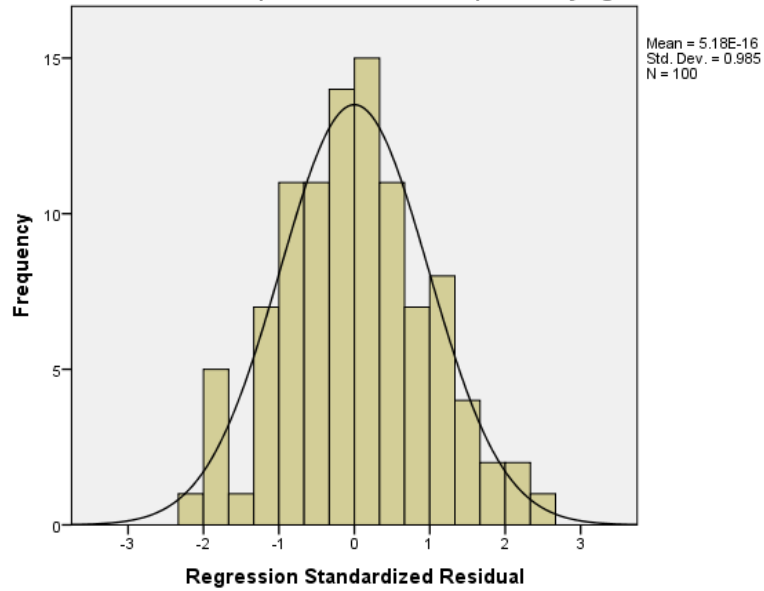
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6.84	18.88	13.67	2.303	100
Std. Predicted Value	-2.964	2.264	.000	1.000	100
Standard Error of Predicted Value	.151	.654	.275	.095	100
Adjusted Predicted Value	6.70	18.80	13.66	2.304	100
Residual	-3.166	3.834	.000	1.432	100
Std. Residual	-2.177	2.637	.000	.985	100
Stud. Residual	-2.205	2.671	.003	1.011	100
Deleted Residual	-3.248	3.992	.010	1.512	100
Stud. Deleted Residual	-2.252	2.762	.004	1.023	100
Mahal. Distance	.079	19.050	2.970	3.054	100
Cook's Distance	.000	.288	.015	.037	100
Centered Leverage Value	.001	.192	.030	.031	100

a. Dependent Variable: Minat Beli Ulang

Charts

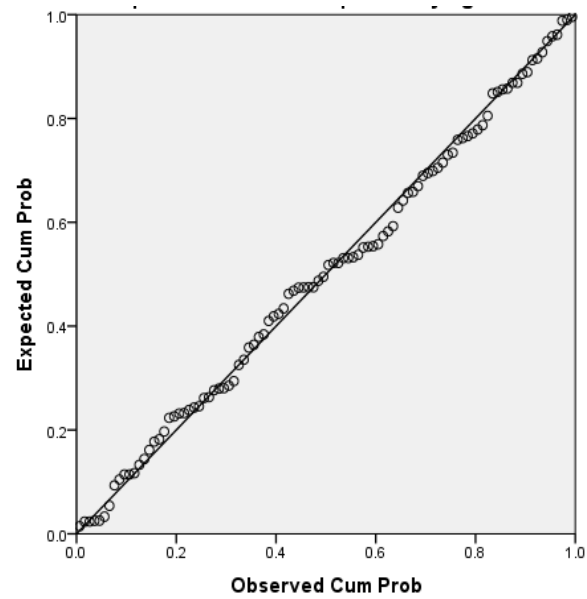
Histogram

Dependent Variable: Minat Beli Ulang



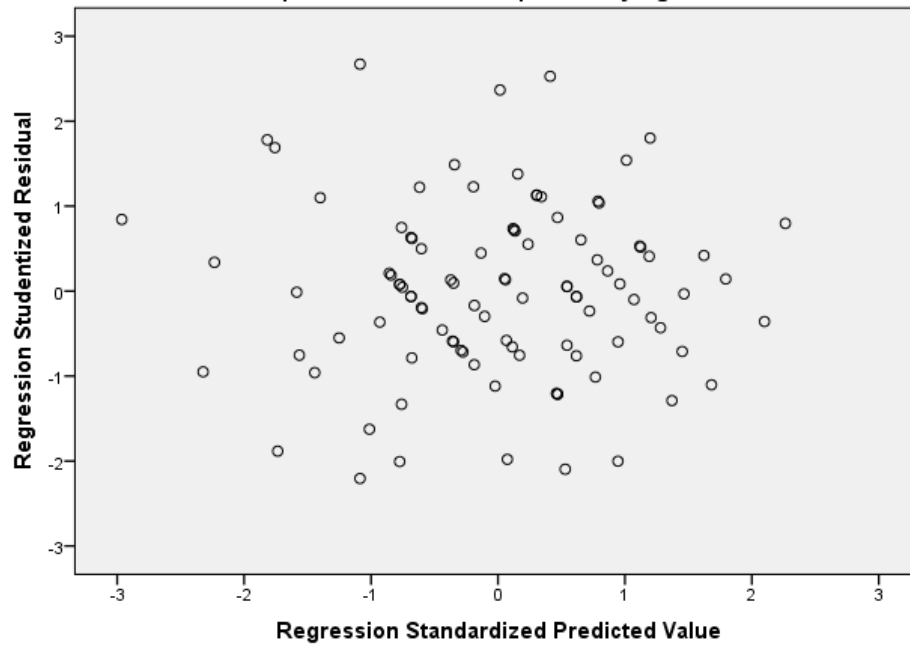
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Minat Beli Ulang



Scatterplot

Dependent Variable: Minat Beli Ulang



NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.43176881
Most Extreme Differences	Absolute	.051
	Positive	.051
	Negative	-.042
Test Statistic		.051
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Nonparametric Correlations

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

Correlations

		Iklan	Kualitas Endorser	Kesadaran Merek	Unstandardized Residual
Spearman's Iklan rho	Correlation Coefficient	1.000	.604**	.679**	.032
	Sig. (1-tailed)	.	.000	.000	.375
	N	100	100	100	100
Kualitas Endorser	Correlation Coefficient	.604**	1.000	.695**	-.005
	Sig. (1-tailed)	.000	.	.000	.481
	N	100	100	100	100
Kesadaran Merek	Correlation Coefficient	.679**	.695**	1.000	.009
	Sig. (1-tailed)	.000	.000	.	.466
	N	100	100	100	100
Unstandardized Residual	Correlation Coefficient	.032	-.005	.009	1.000
	Sig. (1-tailed)	.375	.481	.466	.
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (1-tailed).

Uji Heteros

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.514	.572		2.648	.009
	Iklan	.063	.053	.169	1.192	.375
	Kualitas endorser	.082	.048	.076	.087	.481
	Kesadaran merek	.087	.052	.272	1.679	.466

a. Dependent Variable: abs_res2