LAMPIRAN

Hal : Permohonan Pengisian Kuesioner

Kepada Yth
Saudara/i Responden Penelitian
di
tempat

Dengan hormat,

Dalam rangka penelitian mengenai **"Pengaruh Citra Merek, Kualitas Produk, dan Harga Terhadap Keputusan Pembelian Layanan Internet yang Dimediasi oleh Minat Beli (Studi Pada Mahasiswa Pengguna Provider Tri di Universitas Islam Sultan Agung Semarang)"**, maka kami mohon kesediaan Saudara/i untuk dapat mengisi kuesioner yang kami ajukan. Kami berharap Saudara/i bersedia mengisinya sesuai dengan apa yang Saudara/i benar–benar rasakan saat ini, agar peneliti bisa mendapatkan informasi yang menyeluruh mengenai aspek diatas.

Segala informasi apapun yang ada dijawaban ini tidak akan diserahkan ke pihak manapun. Kuesioner ini hanyalah untuk kepentingan akademis dan ilmiah saja, kerahasiaan Saudara/i akan saya utamakan. Setiap jawaban akan merupakan bantuan yang tidak ternilai besarnya bagi penelitian saya. Hasil dari penelitian ini hanya dipergunakan bagi keperluan akademik, oleh karena itu saya sangat mengharap ketelitian, kejujuran dan kesungguhan Saudara/i dalam mengisi kuesioner dimaksud, sehingga hasilnya dapat mencerminkan keberadaan yang sebenarnya.

Atas kerjasama dan bantuannya saya ucapkan banyak terimakasih.

Hormat Saya
Peneliti

Dedik Romsyah K

I. IDENTITAS RESPONDEN

Petunjuk:

a. Isilah titik-titik dibawah ini, sesuai dengan kondisiSaudara/i
b. Berilah tanda √ sesuai dengan kondisi Saudara/i

Pernyataan:

1. Jenis kelamin : a. Laki-laki b. Perempuan
2. Umur : a. 18-20 tahun b. 21-22 tahun c. > 22 tahun
3. Pemakaian : a. Belum pernah b. 1 kali

II. PENGARUH CITRA MEREK, KUALITAS PRODUK, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN LAYANAN INTERNET YANG DIMEDIASI OLEH MINAT BELI (STUDI PADA MAHASISWA PENGGUNA PROVIDER TRI DI SEMARANG)

Pedoman pengisian Kuesioner:

Untuk menjawab setiap pertanyaan dalam kuesioner, cukup Saudara/i membubuhkan **tanda chek (√) atau silang (X)** sesuai kotak tanggapan yang Saudara/i anggap paling mewakili kondisi atau realita yang terjadi.

1. STS = Sangat Tidak Setuju
2. TS = Tidak Setuju
3. CS = Cukup Setuju
4. S = Setuju
5. SS = Sangat Setuju

A. Citra Merek

PERNYATAAN		SS	S	N	TS	STS
		5	4	3	2	1
1	Produk Provider 3 mudah dikenali dengan paket internet murahnya					
2	Provider 3 memiliki reputasi yang baik					
3	Produk Provider 3 mudah diingat oleh saya					

B. Kualitas Produk

PERNYATAAN		SS	S	N	TS	STS
		5	4	3	2	1
1	Kartu Provider 3 memiliki fungsi untuk telepon, SMS, whatsapp, internet, dan MMS					
2	Fitur produk Provider memiliki tampilan simpel dan mudah dipakai					
3	Produk Provider 3 memiliki keandalan dalam kecepatan akses telepon dan internet					
4	Produk Provider 3 memiliki daya tahan yang kuat dan lama					
5	Menurut saya pelayanan di tempat Provider 3 berkualitas dan mampu melayani pelanggannya					
6	Tempat Provider 3 memiliki tempat yang menarik dan bersih					

C. Harga

PERNYATAAN		SS	S	N	TS	STS
		5	4	3	2	1
1	Harga produk Provider 3 terjangkau bagi pelanggannya					
2	Harga produk Provider 3 memiliki sudah sesuai dengan kualitas produknya					
3	Manfaat yang diberikan oleh produk Provider 3 sudah sesuai dengan harganya					
4	Harga produk Provider 3 memiliki harga yang lebih murah dibandingka produk yang sejenis					

D. Minat Beli

PERNYATAAN		SS	S	N	TS	STS
		5	4	3	2	1
1	Saya tertarik untuk mencari informasi tentang produk Provider 3					
2	Saya mempertimbangkan untuk membeli produk Provider 3					
3	Saya tertarik untuk mencoba produk Provider 3					
4	Saya ingin mengetahui produk Provider 3					
5	Saya ingin memiliki produk Provider 3					

E. Keputusan Pembelian

PERNYATAAN		SS	S	N	TS	STS
		5	4	3	2	1
1	Saya sangat membutuhkan produk Provider 3					
2	Saya mencari tahu tentang informasi produk Provider 3 sebelum mencobanya					
3	Saya sangat ingin memiliki dan mencoba produk Provider 3					

♠♠♠ TERIMA KASIH ♠♠♠

Lampiran 1. Analisa Data

Frequencies

Statistics

		Jenis Kelamin	Umur	Pemakaian
N	Valid	100	100	100
	Missing	0	0	0

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	66	66.0	66.0	66.0
	Perempuan	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20 Tahun	30	30.0	30.0	30.0
	21-22 Tahun	54	54.0	54.0	84.0
	> 22 Tahun	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Pemakaian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belum Pernah	100	100.0	100.0	100.0

Frequencies

Statistics

		X1.1	X1.2	X1.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.84	3.76	3.92
Median		4.00	4.00	4.00
Mode		4	4	4

Frequency Table

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	8	8.0	8.0	9.0
	3	24	24.0	24.0	33.0
	4	40	40.0	40.0	73.0
	5	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.0	3.0	3.0
	2	15	15.0	15.0	18.0
	3	17	17.0	17.0	35.0
	4	33	33.0	33.0	68.0
	5	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	6.0	6.0	6.0
	3	26	26.0	26.0	32.0
	4	38	38.0	38.0	70.0
	5	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

Frequencies

Statistics

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		3.92	3.77	3.89	3.96	3.84	3.51
Median		4.00	4.00	4.00	4.00	4.00	3.00
Mode		5	4	4	4	4	3

Frequency Table

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	9.0	9.0	9.0
	3	27	27.0	27.0	36.0
	4	27	27.0	27.0	63.0
	5	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	7	7.0	7.0	8.0
	3	31	31.0	31.0	39.0
	4	36	36.0	36.0	75.0
	5	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	27	27.0	27.0	31.0
	4	45	45.0	45.0	76.0
	5	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	10.0	10.0	10.0
	3	18	18.0	18.0	28.0
	4	38	38.0	38.0	66.0
	5	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	9	9.0	9.0	10.0
	3	22	22.0	22.0	32.0
	4	41	41.0	41.0	73.0
	5	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	17	17.0	17.0	17.0
	3	35	35.0	35.0	52.0
	4	28	28.0	28.0	80.0
	5	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

Frequencies

Statistics

		X3.1	X3.2	X3.3	X3.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.92	3.45	3.39	3.72
Median		4.00	3.00	3.00	4.00
Mode		5	3	4	4

Frequency Table

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	8.0	8.0	8.0
	3	26	26.0	26.0	34.0
	4	32	32.0	32.0	66.0
	5	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	14	14.0	14.0	14.0
	3	40	40.0	40.0	54.0
	4	33	33.0	33.0	87.0
	5	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	15	15.0	15.0	16.0
	3	36	36.0	36.0	52.0
	4	40	40.0	40.0	92.0
	5	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	11.0	11.0	11.0
	3	27	27.0	27.0	38.0
	4	41	41.0	41.0	79.0
	5	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

Frequencies

Statistics

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.61	3.32	3.81	3.98	3.86
Median		3.50	3.00	4.00	4.00	4.00
Mode		3	3	4	5	4

Frequency Table

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	14	14.0	14.0	14.0
	3	36	36.0	36.0	50.0
	4	25	25.0	25.0	75.0
	5	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.0	3.0	3.0
	2	25	25.0	25.0	28.0
	3	29	29.0	29.0	57.0
	4	23	23.0	23.0	80.0
	5	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	28	28.0	28.0	35.0
	4	42	42.0	42.0	77.0
	5	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	7	7.0	7.0	8.0
	3	23	23.0	23.0	31.0
	4	31	31.0	31.0	62.0
	5	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

Y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	11.0	11.0	11.0
	3	22	22.0	22.0	33.0
	4	37	37.0	37.0	70.0
	5	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

Frequencies

Statistics

		Y2.1	Y2.2	Y2.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.92	3.87	3.85
Median		4.00	4.00	4.00
Mode		4	4	4

Frequency Table

Y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	8.0	8.0	8.0
	3	24	24.0	24.0	32.0
	4	36	36.0	36.0	68.0
	5	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

Y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	12.0	12.0	12.0
	3	17	17.0	17.0	29.0
	4	43	43.0	43.0	72.0
	5	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

Y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	12.0	12.0	12.0
	3	20	20.0	20.0	32.0
	4	39	39.0	39.0	71.0
	5	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Factor Analysis Citra Merek

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.692
Bartlett's Test of Sphericity	Approx. Chi-Square	94.763
	df	3
	Sig.	.000

Communalities

	Initial	Extraction
X1.1	1.000	.725
X1.2	1.000	.647
X1.3	1.000	.771

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.144	71.468	71.468	2.144	71.468	71.468
2	.513	17.113	88.580			
3	.343	11.420	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
X1.1	.852
X1.2	.805
X1.3	.878

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis Kualitas Produk

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.852
Bartlett's Test of Sphericity	Approx. Chi-Square	410.779
	df	15
	Sig.	.000

Communalities

	Initial	Extraction
X2.1	1.000	.738
X2.2	1.000	.789
X2.3	1.000	.722
X2.4	1.000	.724
X2.5	1.000	.618
X2.6	1.000	.584

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.176	69.598	69.598	4.176	69.598	69.598
2	.667	11.121	80.719			
3	.430	7.167	87.886			
4	.360	6.002	93.888			
5	.219	3.650	97.537			
6	.148	2.463	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
X2.1	.859
X2.2	.888
X2.3	.850
X2.4	.851
X2.5	.786
X2.6	.764

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis Harga

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.777
Bartlett's Test of Sphericity	Approx. Chi-Square	188.717
	df	6
	Sig.	.000

Communalities

	Initial	Extraction
X3.1	1.000	.720
X3.2	1.000	.727
X3.3	1.000	.706
X3.4	1.000	.706

Communalities

	Initial	Extraction
X3.1	1.000	.720
X3.2	1.000	.727
X3.3	1.000	.706
X3.4	1.000	.706

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.860	71.497	71.497	2.860	71.497	71.497
2	.447	11.164	82.661			
3	.440	11.005	93.666			
4	.253	6.334	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
X3.1	.849
X3.2	.853
X3.3	.840
X3.4	.840

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis Minat Beli

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.830
Bartlett's Test of Sphericity	Approx. Chi-Square	174.203
	df	10
	Sig.	.000

Communalities

	Initial	Extraction
Y1.1	1.000	.564
Y1.2	1.000	.483
Y1.3	1.000	.610
Y1.4	1.000	.634
Y1.5	1.000	.710

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.000	60.006	60.006	3.000	60.006	60.006
2	.673	13.451	73.457			
3	.545	10.901	84.358			
4	.449	8.989	93.347			
5	.333	6.653	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
Y1.1	.751
Y1.2	.695
Y1.3	.781
Y1.4	.796
Y1.5	.842

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis Keputusan Pembelian

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.611
Bartlett's Test of Sphericity	Approx. Chi-Square	231.989
	df	3
	Sig.	.000

Communalities

	Initial	Extraction
Y2.1	1.000	.674
Y2.2	1.000	.930
Y2.3	1.000	.849

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.454	81.788	81.788	2.454	81.788	81.788
2	.466	15.535	97.322			
3	.080	2.678	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
Y2.1	.821
Y2.2	.965
Y2.3	.921

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability Citra Merek

Scale: ALL VARIABLES

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
.789	3

Reliability Kualitas Produk

Scale: ALL VARIABLES

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
.910	6

Reliability Harga

Scale: ALL VARIABLES

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
.867	4

Reliability Minat Beli

Scale: ALL VARIABLES

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
.827	5

Reliability Keputusan Pembelian

Scale: ALL VARIABLES

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
.887	3

Uji Normalitas Model 1 dan 2
NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	Unstandardized Residual
N		100	100
Normal Parameters[a]	Mean	.0000000	.0000000
	Std. Deviation	1.65435467	1.05427954
Most Extreme Differences	Absolute	.069	.080
	Positive	.069	.080
	Negative	-.041	-.056
Kolmogorov-Smirnov Z		.687	.797
Asymp. Sig. (2-tailed)		.733	.548

a. Test distribution is Normal.

Uji Glejser Model 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.084	.523		2.074	.041
	Citra Merek	-.047	.067	-.126	-.704	.483
	Kualitas Produk	.028	.033	.143	.869	.387
	Harga	.011	.041	.037	.270	.788

a. Dependent Variable: Abs_Res1

Uji Glejser Model 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.806	.379		2.124	.036
	Citra Merek	-.003	.053	-.012	-.063	.950
	Kualitas Produk	-.100	.029	-.657	-3.437	.001
	Harga	.017	.031	.072	.543	.588
	Minat Beli	.110	.042	.589	2.631	.010

a. Dependent Variable: Abs_Res2

Uji Park Model 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.138	1.155		-1.852	.071
	Citra Merek	.061	.167	.117	.365	.717
	Kualitas Produk	-.110	.087	-.370	-1.261	.214
	Harga	-.028	.088	-.061	-.320	.751
	Minat Beli	.190	.138	.516	1.373	.177

a. Dependent Variable: Ln_Res2

Regression Model 1

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Harga, Kualitas Produk, Citra Merek[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Minat Beli

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.903[a]	.816	.810	1.680	1.730

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

b. Dependent Variable: Minat Beli

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1203.408	3	401.136	142.125	.000[a]
	Residual	270.952	96	2.822		
	Total	1474.360	99			

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

b. Dependent Variable: Minat Beli

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.439	.926		.474	.637		
	Citra Merek	.538	.118	.352	4.549	.000	.320	3.124
	Kualitas Produk	.402	.058	.492	6.923	.000	.379	2.641
	Harga	.191	.074	.152	2.593	.011	.560	1.786

a. Dependent Variable: Minat Beli

Regression Model 2

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Minat Beli, Harga, Citra Merek, Kualitas Produk[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.914[a]	.836	.829	1.076	1.404

a. Predictors: (Constant), Minat Beli, Harga, Citra Merek, Kualitas Produk

b. Dependent Variable: Keputusan Pembelian

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	559.001	4	139.750	120.651	.000[a]
	Residual	110.039	95	1.158		
	Total	669.040	99			

a. Predictors: (Constant), Minat Beli, Harga, Citra Merek, Kualitas Produk

b. Dependent Variable: Keputusan Pembelian

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.735	.594		-1.236	.219		
	Citra Merek	.208	.083	.202	2.491	.014	.263	3.797
	Kualitas Produk	.182	.045	.332	4.008	.000	.253	3.959
	Harga	.105	.049	.124	2.149	.034	.523	1.911
	Minat Beli	.231	.065	.343	3.532	.001	.184	5.441

a. Dependent Variable: Keputusan Pembelian

Uji Mediasi
Pengaruh Citra Merek Terhadap Keputusan Pembelian Dimediasi Oleh Minat Beli
Matrix

```
Run MATRIX procedure:

***************************************************************************

Preacher And Hayes (2004) SPSS Script For Simple Mediation

Written by Andrew F. Hayes, The Ohio State University

http://www.comm.ohio-state.edu/ahayes/

VARIABLES IN SIMPLE MEDIATION MODEL
 Y        Keputusa
 X        Citra
 M        Minat

DESCRIPTIVES STATISTICS AND PEARSON CORRELATIONS
             Mean        SD  Keputusa     Citra     Minat
Keputusa  11.6400    2.5996    1.0000     .8307     .8779
Citra     11.5200    2.5245     .8307    1.0000     .8376
Minat     18.5800    3.8591     .8779     .8376    1.0000

SAMPLE SIZE
      100

DIRECT And TOTAL EFFECTS
            Coeff      s.e.         t  Sig(two)
b(YX)        .8554     .0579   14.7711     .0000
b(MX)       1.2803     .0844   15.1769     .0000
b(YM.X)      .4110     .0558    7.3618     .0000
b(YX.M)      .3292     .0853    3.8575     .0002

INDIRECT EFFECT And SIGNIFICANCE USING NORMAL DISTRIBUTION
           Value      s.e.  LL 95 CI  UL 95 CI         Z  Sig(two)
Effect     .5262     .0796     .3702     .6822    6.6121     .0000

FAIRCHILD ET AL. (2009) VARIANCE IN Y ACCOUNTED FOR BY INDIRECT EFFECT:
     .6596

******************************** NOTES ********************************
*

------ END MATRIX -----
```

Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Dimediasi Oleh Minat Beli
Matrix

```
Run MATRIX procedure:

***************************************************************************

Preacher And Hayes (2004) SPSS Script For Simple Mediation

Written by Andrew F. Hayes, The Ohio State University

http://www.comm.ohio-state.edu/ahayes/

VARIABLES IN SIMPLE MEDIATION MODEL
 Y        Keputusa
 X        Kualitas
 M        Minat

DESCRIPTIVES STATISTICS AND PEARSON CORRELATIONS
              Mean         SD  Keputusa  Kualitas     Minat
Keputusa   11.6400    2.5996    1.0000     .8542     .8779
Kualitas   22.8900    4.7309     .8542    1.0000     .8550
Minat      18.5800    3.8591     .8779     .8550    1.0000

SAMPLE SIZE
      100

DIRECT And TOTAL EFFECTS
            Coeff      s.e.         t  Sig(two)
b(YX)       .4694     .0289   16.2636     .0000
b(MX)       .6974     .0427   16.3205     .0000
b(YM.X)     .3695     .0574    6.4368     .0000
b(YX.M)     .2117     .0468    4.5212     .0000

INDIRECT EFFECT And SIGNIFICANCE USING NORMAL DISTRIBUTION
           Value      s.e.  LL 95 CI  UL 95 CI         Z  Sig(two)
Effect     .2577     .0431     .1732     .3422    5.9782     .0000

FAIRCHILD ET AL. (2009) VARIANCE IN Y ACCOUNTED FOR BY INDIRECT EFFECT:
     .6897

******************************** NOTES ********************************
*

------ END MATRIX -----
```

Pengaruh Harga Terhadap Keputusan Pembelian Dimediasi Oleh Minat Beli

Matrix

```
Run MATRIX procedure:

***************************************************************************

Preacher And Hayes (2004) SPSS Script For Simple Mediation

Written by Andrew F. Hayes, The Ohio State University

http://www.comm.ohio-state.edu/ahayes/

VARIABLES IN SIMPLE MEDIATION MODEL
 Y        Keputusa
 X        Harga
 M        Minat

DESCRIPTIVES STATISTICS AND PEARSON CORRELATIONS
             Mean        SD  Keputusa     Harga     Minat
Keputusa   11.6400    2.5996    1.0000     .6741     .8779
Harga      14.4600    3.0696     .6741    1.0000     .6645
Minat      18.5800    3.8591     .8779     .6645    1.0000

SAMPLE SIZE
      100

DIRECT And TOTAL EFFECTS
           Coeff      s.e.         t  Sig(two)
b(YX)       .5709     .0632    9.0351     .0000
b(MX)       .8354     .0949    8.8033     .0000
b(YM.X)     .5186     .0424   12.2310     .0000
b(YX.M)     .1376     .0533    2.5822     .0113

INDIRECT EFFECT And SIGNIFICANCE USING NORMAL DISTRIBUTION
          Value      s.e.  LL 95 CI  UL 95 CI         Z  Sig(two)
Effect     .4333     .0608     .3141     .5524    7.1294     .0000

FAIRCHILD ET AL. (2009) VARIANCE IN Y ACCOUNTED FOR BY INDIRECT EFFECT:
     .4397

******************************** NOTES ********************************
*

------ END MATRIX -----
```