

LAMPIRAN

Lampiran 1. Kuesioner Penelitian

KUESIONER

PENGARUH BRAND IMAGE DAN KUALITAS PRODUK SERTA LABEL HALAL TERHADAP MINAT PEMBELIAN ULANG DENGAN KEPERCAYAAN SEBAGAI VARIABEL INTERVENING

IDENTITAS RESPONDEN:

Nama Responden :

Usia :

Pilihlah salah satu jawaban pada setiap pertanyaan dengan memberikan tanda (X)

1. Jenis Kelamin : a. Laki-Laki b. Perempuan
2. Pekerjaan : a. Mahasiswa/i c. Wiraswasta
b. PNS d. _____ (Lainnya)
3. Pendapatan : a. <Rp. 500.000
b. Rp. 500.000 - Rp. 1.000.000
c. Rp. 1.000.000 - Rp. 3.000.000
d. Rp. 3.000.000 - Rp. 5.000.000

Petunjuk Pengisian

Saudara/i diminta untuk mengisi jawaban yang sebenar – benarnya, dengan memberikan tanda centang (√) pada salah satu kotak yang sesuai dengan pilihan jawaban anda.

Keterangan :

1 = Sangat Tidak Setuju, 2 = Tidak Setuju, 3 = Cukup Setuju, 4 = Setuju,
5 = Sangat Setuju.

No	Brand Image	Penilaian				
	Pernyataan	1	2	3	4	5
1	Jenang Mubarak Kudus mempunyai kelengkapan produk yang memenuhi syarat kelayakan					
2	Jenang Mubarak Kudus mencantumkan label komposisi dan					
3	Jenang Mubarak Kudus mampu memberikan kepuasan bagi konsumen					

No	Kualitas Produk	Penilaian				
	Pernyataan	1	2	3	4	5
1	Jenang Mubarak Kudus mempunyai kriteria yang sama dengan kemasan produk					
2	Jenang Mubarak Kudus mempunyai daya tahan yang lama untuk dapat					
3	Jenang Mubarak Kudus sesuai keineinan konsumen					
4	Jenang Mubarak Kudus mempunyai rasa sesuai dengan yang diharapkan					
5	Jenang Mubarak Kudus mempunyai tampilan kemasan yang menarik					

No	Label Halal	Penilaian				
	Pernyataan	1	2	3	4	5
1	Terdapat logo halal pada kemasan Jenang Mubarak Kudus					
2	Terdapat label komposisi bahan pada kemasan Jenang Mubarak Kudus					
3	Terdapat label kandungan nutrisi pada kemasan Jenang Mubarak Kudus					

No	Kepercayaan	Penilaian				
	Pernyataan	1	2	3	4	5
1	Saya percaya dengan kualitas produk yang diberikan oleh Jenang Mubarak Kudus sesuai dengan harapan konsumen					
2	Saya percaya Jenang Mubarak Kudus mempunyai atribut produk yang sesuai syarat kelengkapan					
3	Saya percaya akan manfaat yang akan di berikan oleh Jenang Mubarak Kudus					

No	Minat Pembelian Ulang	Penilaian				
	Pernyataan	1	2	3	4	5
1	Saya cenderung berminat untuk membeli ulang Jenang Mubarak Kudus					
2	Saya merenkomendasikan Jenang Mubarak Kudus kepada orang lain					
3	Jenang Mubarak Kudus menjadi pilihan pertama yang ingin saya konsumsi dari pada produk Jenang lainnya					
4	Saya selalu ingin mengetahui informasi terbaru dari Jenang Mubarak Kudus					

Lampiran 2. Tabulasi Data

RESPONDEN

Bi 1	Bi2	Bi 3	hasil	Kp1	Kp2	Kp3	Kp4	Kp5	hasil	Lh1	Lh2	Lh3	hasil
4	5	4	13	4	4	4	4	4	20				
4	4	4	12	5	5	4	5	4	23	4	4	5	13
4	4	3	11	3	4	4	5	5	21	4	5	5	14
3	3	3	9	3	5	4	3	3	18	4	4	4	12
5	4	5	14	5	5	5	5	5	25	4	4	3	11
3	3	3	9	3	4	4	4	3	18	5	4	5	14
4	4	4	12	5	5	4	5	5	24	5	5	5	15
5	5	5	15	5	5	5	4	5	24	5	4	5	14
4	4	3	11	3	4	3	4	3	17	5	5	5	15
4	4	4	12	4	4	4	4	4	20	4	5	4	13
3	3	3	9	3	3	3	3	4	16	5	4	5	14
5	5	4	14	2	4	3	4	4	17	4	4	3	11
3	4	4	11	3	3	4	3	3	16	5	5	5	15
4	3	4	11	3	4	3	3	3	16	5	4	4	13
5	5	3	13	5	5	4	5	5	24	4	4	5	13
4	4	4	12	4	5	5	4	4	22	5	5	4	14
5	5	5	15	5	4	5	4	5	23	4	4	4	12
4	4	5	13	4	4	3	4	4	19	5	5	4	14
5	4	5	14	5	4	5	4	4	22	4	5	4	13
4	5	4	13	3	4	2	4	4	17	5	5	5	15
5	4	4	13	3	3	3	4	4	17	4	4	5	13
3	4	3	10	4	3	3	3	3	16	4	5	4	13
4	5	4	13	5	4	3	4	4	20	3	4	3	10
5	5	4	14	4	5	5	4	5	23	5	3	4	12
4	4	4	12	4	4	5	4	4	21	5	5	5	15
4	5	5	14	4	4	4	5	5	22	5	5	4	14
4	3	3	10	4	3	3	4	4	18	5	5	5	15
5	5	4	14	4	5	4	5	5	23	4	4	4	12
4	4	4	12	4	5	4	3	4	20	5	4	5	14
3	3	3	9	3	4	3	4	4	18	4	3	4	11
5	4	3	12	3	4	4	4	4	19	3	3	3	9
4	4	3	11	3	3	3	3	3	15	4	4	4	12
3	3	3	9	3	3	2	3	3	14	4	3	4	11
5	4	3	12	4	5	3	4	4	20	3	4	3	10
2	3	3	8	3	3	3	3	3	15	5	5	4	14
2	3	2	7	3	3	2	3	3	14	4	4	4	12
4	4	4	12	4	5	5	5	5	24	4	3	4	11

3	3	3	9	4	5	4	4	5	22	5	5	4	14
4	5	5	14	5	5	5	5	5	25	5	3	4	12
5	4	3	12	4	5	4	5	5	23	5	5	5	15
3	4	4	11	4	5	3	5	5	22	5	5	4	14
3	4	5	12	5	5	5	5	4	24	4	4	5	13
5	5	5	15	5	5	5	5	5	25	5	5	3	13
5	4	5	14	3	4	3	3	4	17	5	4	5	14
5	5	5	15	4	3	4	4	4	19	4	4	4	12
3	3	4	10	4	3	2	2	4	15	5	5	5	15
4	4	4	12	4	5	5	5	4	23	3	5	3	11
4	4	4	12	5	5	5	5	5	25	5	5	5	15
3	3	3	9	5	4	4	4	5	22	5	5	5	15
5	4	4	13	4	4	3	4	4	19	5	4	4	13
5	5	4	14	4	4	4	5	4	21	3	4	3	10
4	4	4	12	3	4	3	4	4	18	5	5	5	15
3	4	3	10	3	3	3	3	3	15	4	3	4	11
5	5	5	15	3	3	2	3	3	14	3	3	4	10
5	5	5	15	5	5	4	5	5	24	3	3	3	9
5	5	5	15	5	5	5	5	5	25	4	4	3	11
4	5	4	13	4	5	4	5	5	23	5	4	4	13
4	4	3	11	3	4	5	4	5	21	4	3	4	11
4	3	3	10	4	4	4	4	4	20	3	3	4	10
5	5	5	15	5	5	5	5	5	25	3	3	3	9
4	4	3	11	4	4	3	4	4	19	4	4	3	11
4	5	5	14	4	4	4	5	4	21	3	3	4	10
5	4	4	13	4	4	3	3	3	17	4	4	4	12
4	3	4	11	3	3	3	3	4	16	3	4	4	11
5	4	5	14	4	4	4	4	4	20	4	3	3	10
4	4	4	12	3	4	2	4	4	17	4	4	4	12
3	3	4	10	3	3	3	3	3	15	4	4	3	11
4	4	5	13	5	4	4	5	4	22	3	4	3	10
3	3	3	9	4	5	4	3	4	20	4	4	4	12
4	4	5	13	4	4	5	5	4	22	4	4	3	11
5	5	5	15	5	5	5	5	5	25	5	5	3	13
4	4	4	12	5	5	4	5	5	24	4	5	5	14
5	5	4	14	5	5	5	5	5	25	4	4	4	12
5	4	4	13	4	5	4	5	5	23	5	5	5	15
5	5	5	15	5	5	4	5	5	24	5	4	4	13
4	5	4	13	3	4	4	4	4	19	5	5	4	14
5	4	5	14	4	5	4	5	5	23	4	5	4	13
4	4	4	12	4	4	4	5	4	21	5	5	5	15

4	3	3	10	4	4	3	4	4	19	5	4	5	14
4	5	5	14	4	4	4	4	4	20	4	4	4	12
4	3	4	11	3	4	3	3	4	17	5	5	4	14
2	3	2	7	2	3	2	3	3	13	3	4	4	11
4	5	3	12	4	4	3	5	4	20	4	3	3	10
5	5	4	14	4	4	5	4	5	22	4	4	4	12
4	3	3	10	4	3	3	3	4	17	5	5	4	14
4	5	4	13	4	4	4	5	5	22	3	3	3	9
4	3	4	11	3	3	4	3	3	16	5	5	5	15
4	4	4	12	3	4	3	4	4	18	3	2	3	8
5	5	5	15	4	5	4	5	5	23	4	4	4	12
4	4	4	12	4	4	4	5	4	21	5	5	5	15
4	3	3	10	4	3	4	4	4	19	5	4	4	13
5	4	4	13	5	4	5	5	4	23	3	4	4	11
4	3	4	11	3	3	4	4	4	18	5	5	4	14
4	4	5	13	4	4	4	5	5	22	5	4	4	13
3	4	3	10	3	4	3	4	4	18	5	5	5	15
5	4	5	14	4	4	5	4	5	22	4	4	4	12
3	3	4	10	2	3	2	4	3	14	4	5	5	14
5	4	5	14	3	3	4	3	4	17	4	3	4	11
5	5	5	15	4	4	4	4	4	20	5	4	4	13
5	5	5	15	5	5	5	5	5	25	4	5	5	14
										5	5	5	15

Kpc1	Kpc2	Kpc3	hasil	Mbl1	Mbl2	Mbl3	Mbl4	Hasil
4	4	4	12	4	4	4	3	15
4	5	4	13	4	4	4	4	16
4	4	4	12	3	4	3	4	14
3	4	3	10	3	3	3	3	12
5	5	5	15	5	5	4	5	19
3	3	3	9	4	4	5	3	16
5	4	4	13	5	4	4	4	17
4	5	5	14	5	5	5	5	20
3	3	4	10	4	3	4	3	14
4	4	3	11	4	4	4	4	16
3	3	3	9	3	4	3	3	13
4	5	5	14	4	4	5	4	17
4	4	4	12	4	3	4	3	14
4	4	4	12	3	4	3	4	14
4	5	4	13	4	5	5	4	18
4	4	3	11	4	4	5	3	16
4	5	4	13	5	5	4	5	19
3	4	4	11	4	3	4	4	15
4	5	5	14	4	4	4	5	17
3	5	4	12	4	3	3	3	13
4	4	4	12	3	3	4	3	13
3	3	3	9	3	3	3	3	12
4	5	4	13	4	4	5	4	17
5	5	5	15	5	5	5	5	20
4	4	4	12	4	4	4	3	15
5	5	5	15	4	4	4	4	16
3	4	4	11	3	3	3	3	12
5	4	5	14	5	4	5	4	18
4	4	4	12	4	3	4	4	15
3	2	3	8	3	3	4	2	12
5	5	5	15	4	3	4	3	14
4	5	5	14	4	3	3	3	13
4	4	3	11	3	2	3	3	11
4	4	4	12	4	3	4	2	13
3	3	4	10	3	3	3	3	12
3	3	3	9	2	3	2	3	10
5	5	5	15	5	4	5	4	18
4	3	4	11	4	4	4	4	16
4	5	4	13	5	5	5	4	19
3	3	4	10	4	3	5	3	15

3	3	2	8	3	3	4	2	12
5	5	3	13	4	3	4	3	14
4	5	5	14	5	4	5	4	18
2	3	3	8	3	2	3	2	10
5	5	5	15	5	4	5	4	18
3	3	3	9	4	3	4	3	14
5	4	5	14	4	4	4	4	16
4	5	5	14	5	5	5	4	19
5	4	4	13	5	4	4	3	16
4	4	4	12	3	3	4	3	13
5	5	5	15	5	3	4	3	15
4	4	4	12	4	4	4	2	14
3	4	3	10	3	3	4	3	13
2	3	3	8	4	3	4	4	15
4	4	4	12	5	4	5	4	18
5	5	5	15	5	5	5	5	20
4	5	4	13	4	3	4	4	15
3	5	3	11	4	3	4	3	14
4	3	3	10	3	4	3	3	13
4	5	5	14	5	4	5	4	18
5	4	4	13	4	3	4	3	14
5	5	5	15	4	4	4	4	16
5	4	5	14	4	3	3	4	14
4	5	3	12	3	3	3	2	11
5	4	4	13	4	4	4	4	16
4	3	4	11	4	3	4	3	14
3	2	3	8	3	3	4	2	12
5	5	5	15	5	4	5	5	19
4	4	4	12	4	4	4	3	15
4	5	4	13	5	3	4	5	17
4	5	5	14	5	5	5	4	19
5	4	4	13	4	3	4	4	15
5	5	5	15	5	4	5	4	18
4	5	4	13	4	4	4	4	16
5	4	5	14	5	5	5	4	19
4	4	3	11	4	3	4	3	14
4	5	5	14	5	5	5	5	20
5	4	4	13	4	3	4	4	15
4	4	3	11	4	3	4	3	14
5	5	4	14	5	4	4	3	16
4	4	4	12	4	3	3	3	13

3	3	2	8	3	2	3	2	10
3	4	4	11	4	3	4	4	15
4	4	5	13	5	4	4	4	17
3	3	4	10	3	2	3	4	12
5	4	4	13	5	5	4	4	18
4	3	3	10	3	2	3	4	12
3	5	5	13	5	4	5	3	17
5	5	5	15	5	4	5	5	19
4	4	4	12	4	4	4	4	16
3	3	2	8	3	2	3	2	10
3	4	3	10	3	3	3	3	12
3	3	3	9	3	2	3	3	11
4	5	5	14	4	4	4	4	16
4	4	3	11	4	4	3	4	15
4	4	5	13	5	4	4	4	17
4	4	4	12	4	3	5	3	15
4	4	5	13	4	5	5	4	18
5	4	5	14	5	4	5	5	19
5	5	5	15	5	5	5	5	20

Lampiran 3. Hasil Analisis

DATA

ANALISIS DESKRIPTIF

jenis kelamin

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Laki - laki	43	43.0	43.0	43.0
	Wanita	57	57.0	57.0	100.0
	Total	100	100.0	100.0	

pekerjaan

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa	26	26.0	26.0	26.0
	PNS	23	23.0	23.0	49.0
	Wiraswasta	13	13.0	13.0	62.0
	Lainnya	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

pendapatan

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Rp. 500.000 - Rp. 1000.000	43	43.0	43.0	43.0
	Rp. 1000.000 - Rp. 3000.000	24	24.0	24.0	67.0
	Rp. 3000.000 - Rp. 5000.000	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

Statistics

		brand image 1	brand image 2	brand image 3	Brand Image
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.1200	4.0700	3.9800	12.1700
Median		4.0000	4.0000	4.0000	12.0000
Std. Deviation		.79493	.74203	.80378	1.99015

brand image 1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	3	3.0	3.0	3.0
3.00	17	17.0	17.0	20.0
Valid 4.00	45	45.0	45.0	65.0
5.00	35	35.0	35.0	100.0
Total	100	100.0	100.0	

brand image 2

	Frequency	Percent	Valid Percent	Cumulative Percent
3.00	24	24.0	24.0	24.0
Valid 4.00	45	45.0	45.0	69.0
5.00	31	31.0	31.0	100.0
Total	100	100.0	100.0	

brand image 3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	27	27.0	27.0	29.0
Valid 4.00	42	42.0	42.0	71.0
5.00	29	29.0	29.0	100.0
Total	100	100.0	100.0	

Statistics

		kualitas produk 1	kualitas produk 2	kualitas produk 3	kualitas produk 4	kualitas produk 5	Kualitas Produk
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		3.8700	4.1100	3.7900	4.1300	4.1700	20.0700
Median		4.0000	4.0000	4.0000	4.0000	4.0000	20.0000
Std. Deviation		.79968	.73711	.89098	.78695	.69711	3.25749

kualitas produk 1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	3	3.0	3.0	3.0
3.00	30	30.0	30.0	33.0
Valid 4.00	44	44.0	44.0	77.0
5.00	23	23.0	23.0	100.0
Total	100	100.0	100.0	

kualitas produk 2

	Frequency	Percent	Valid Percent	Cumulative Percent
3.00	22	22.0	22.0	22.0
Valid 4.00	45	45.0	45.0	67.0
5.00	33	33.0	33.0	100.0
Total	100	100.0	100.0	

kualitas produk 3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	8	8.0	8.0	8.0
3.00	28	28.0	28.0	36.0
Valid 4.00	41	41.0	41.0	77.0
5.00	23	23.0	23.0	100.0
Total	100	100.0	100.0	

kualitas produk 4

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	1	1.0	1.0	1.0
3.00	22	22.0	22.0	23.0
Valid 4.00	40	40.0	40.0	63.0
5.00	37	37.0	37.0	100.0
Total	100	100.0	100.0	

kualitas produk 5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	17	17.0	17.0	17.0
Valid 4.00	49	49.0	49.0	66.0
Valid 5.00	34	34.0	34.0	100.0
Total	100	100.0	100.0	

Statistics

	label halal 1	label halal 2	label halal 3	Label Halal
N Valid	100	100	100	100
Missing	0	0	0	0
Mean	4.2800	4.1900	4.1100	12.5800
Median	4.0000	4.0000	4.0000	13.0000
Std. Deviation	.72586	.74799	.70918	1.79888

label halal 1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	16	16.0	16.0	16.0
Valid 4.00	40	40.0	40.0	56.0
Valid 5.00	44	44.0	44.0	100.0
Total	100	100.0	100.0	

label halal 2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1.0	1.0	1.0
Valid 3.00	17	17.0	17.0	18.0
Valid 4.00	44	44.0	44.0	62.0
Valid 5.00	38	38.0	38.0	100.0
Total	100	100.0	100.0	

label halal 3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	20	20.0	20.0	20.0
Valid 4.00	49	49.0	49.0	69.0
Valid 5.00	31	31.0	31.0	100.0
Total	100	100.0	100.0	

Statistics

		kepercayaan 1	kepercayaan 2	kepercayaan 3	Kepercayaan
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.9900	4.1400	4.0200	12.1500
Median		4.0000	4.0000	4.0000	12.0000
Std. Deviation		.77192	.79162	.82853	2.04186

kepercayaan 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	24	24.0	24.0	26.0
	4.00	47	47.0	47.0	73.0
	5.00	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

kepercayaan 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	19	19.0	19.0	21.0
	4.00	42	42.0	42.0	63.0
	5.00	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

kepercayaan 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	24	24.0	24.0	27.0
	4.00	41	41.0	41.0	68.0
	5.00	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

Statistics

		minat beli ulang 1	minat beli ulang 2	minat beli ulang 3	minat beli ulang 4	Minat Beli Ulang
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		4.0500	3.6100	4.0400	3.5700	15.2700
Median		4.0000	4.0000	4.0000	4.0000	15.0000
Std. Deviation		.75712	.81520	.73745	.81965	2.63180

minat beli ulang 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	23	23.0	23.0	24.0
	4.00	46	46.0	46.0	70.0
	5.00	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

minat beli ulang 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	7.0	7.0	7.0
	3.00	39	39.0	39.0	46.0
	4.00	40	40.0	40.0	86.0
	5.00	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

minat beli ulang 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	22	22.0	22.0	23.0
	4.00	49	49.0	49.0	72.0
	5.00	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

minat beli ulang 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	9	9.0	9.0	9.0
	3.00	37	37.0	37.0	46.0
	4.00	42	42.0	42.0	88.0
	5.00	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

HASIL UJI VALIDITAS

Correlations

		brand image 1	brand image 2	brand image 3	Brand Image
brand image 1	Pearson Correlation	1	.619**	.573**	.862**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
brand image 2	Pearson Correlation	.619**	1	.561**	.847**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
brand image 3	Pearson Correlation	.573**	.561**	1	.842**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Brand Image	Pearson Correlation	.862**	.847**	.842**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		kualitas produk 1	kualitas produk 2	kualitas produk 3	kualitas produk 4	kualitas produk 5	Kualitas Produk
kualitas produk 1	Pearson Correlation	1	.607**	.628**	.589**	.620**	.829**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
kualitas produk 2	Pearson Correlation	.607**	1	.574**	.654**	.671**	.834**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
kualitas produk 3	Pearson Correlation	.628**	.574**	1	.558**	.595**	.820**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
kualitas produk 4	Pearson Correlation	.589**	.654**	.558**	1	.696**	.836**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
kualitas produk 5	Pearson Correlation	.620**	.671**	.595**	.696**	1	.849**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100

Kualitas Produk	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
	Pearson Correlation	.829**	.834**	.820**	.836**	.849**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

Correlations

		label halal 1	label halal 2	label halal 3	Label Halal
label halal 1	Pearson Correlation	1	.552**	.548**	.849**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
label halal 2	Pearson Correlation	.552**	1	.455**	.818**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
label halal 3	Pearson Correlation	.548**	.455**	1	.805**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Label Halal	Pearson Correlation	.849**	.818**	.805**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		kepercayaa n 1	kepercayaa n 2	kepercayaa n 3	Kepercayaa n
kepercayaan 1	Pearson Correlatio n	1	.548**	.600**	.834**
	Sig. (2- tailed)		.000	.000	.000
	N	100	100	100	100
kepercayaan 2	Pearson Correlatio n	.548**	1	.627**	.849**
	Sig. (2- tailed)	.000		.000	.000
	N	100	100	100	100
kepercayaan 3	Pearson Correlatio n	.600**	.627**	1	.876**
	Sig. (2- tailed)	.000	.000		.000
	N	100	100	100	100
Kepercayaa n	Pearson Correlatio n	.834**	.849**	.876**	1
	Sig. (2- tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		minat beli ulang 1	minat beli ulang 2	minat beli ulang 3	minat beli ulang 4	Minat Beli Ulang
minat beli ulang 1	Pearson Correlation	1	.654**	.738**	.605**	.885**
	Sig. (2- tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
minat beli ulang 2	Pearson Correlation	.654**	1	.614**	.608**	.859**
	Sig. (2- tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
minat beli ulang 3	Pearson Correlation	.738**	.614**	1	.447**	.822**
	Sig. (2- tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
minat beli ulang 4	Pearson Correlation	.605**	.608**	.447**	1	.799**
	Sig. (2- tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Minat Beli Ulang	Pearson Correlation	.885**	.859**	.822**	.799**	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
.807	3

X2

Reliability Statistics

Cronbach's Alpha	N of Items
.887	5

X3

Reliability Statistics

Cronbach's Alpha	N of Items
.763	3

Y1

Reliability Statistics

Cronbach's Alpha	N of Items
.813	3

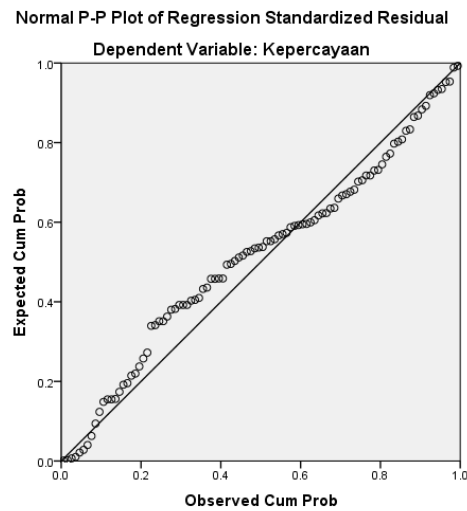
Y2

Reliability Statistics

Cronbach's Alpha	N of Items
.861	4

HASIL UJI ASUMSI KLASIK

1. Uji Normalitas (*Probability Plot & Kolmogorov-Smirnov*) Persamaan 1 Chart



NPar Tests

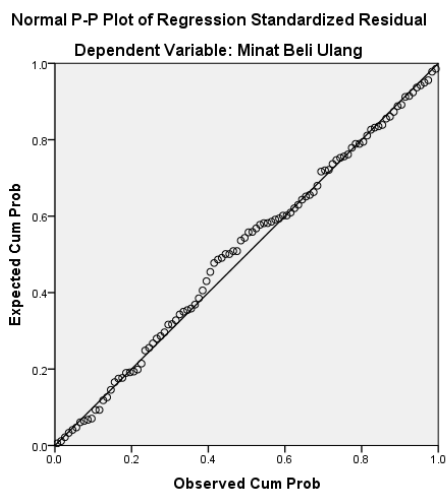
One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.39486479
	Absolute	.117
Most Extreme Differences	Positive	.065
	Negative	-.117
Kolmogorov-Smirnov Z		1.173
Asymp. Sig. (2-tailed)		.128

a. Test distribution is Normal.

b. Calculated from data.

Pwesamaan 2 Charts



NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.37469743
	Absolute	.067
Most Extreme Differences	Positive	.034
	Negative	-.067
Kolmogorov-Smirnov Z		.671
Asymp. Sig. (2-tailed)		.759

a. Test distribution is Normal.

b. Calculated from data.

2. Uji Multikolinearitas (Nilai *Tolerance* & VIF)

Model 1

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Image	.597	1.674
	Kualitas Produk	.531	1.884
	Label Halal	.581	1.722

a. Dependent Variable: Kepercayaan

Model 2

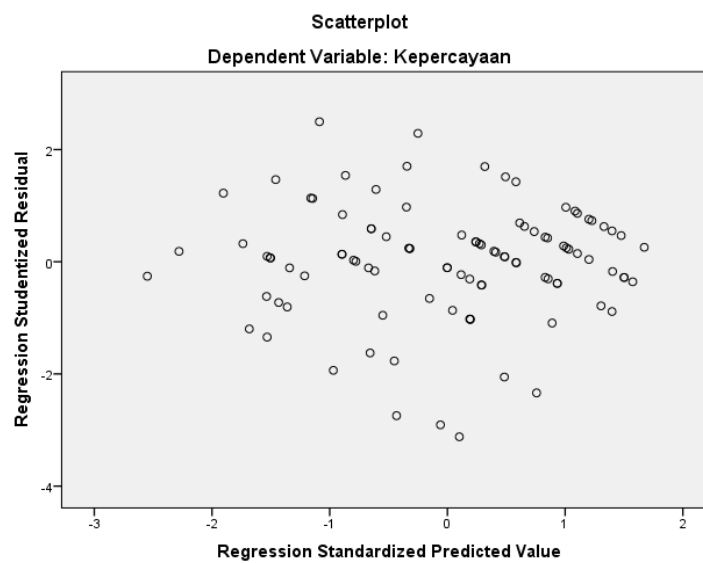
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Image	.497	2.013
	Kualitas Produk	.500	2.001
	Label Halal	.546	1.830
	Kepercayaan	.467	2.143

a. Dependent Variable: Minat Beli Ulang

3. Uji Heterokedastisitas

Model 1



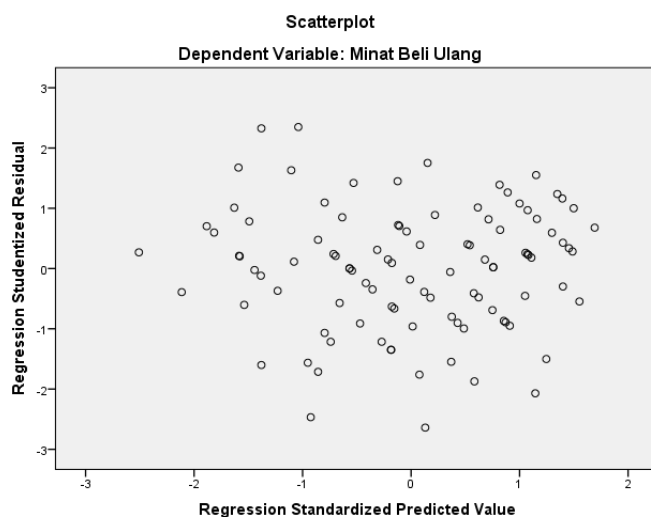
Uji gletzser

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.916	.739		2.593	.011
	Brand Image	.065	.062	.134	1.039	.301
	Kualitas Produk	-.073	.040	-.248	-1.813	.073
	Label Halal	-.018	.070	-.034	-.261	.795

a. Dependent Variable: AbsResidual1

Model 2 heteroskedastisitas



Uji gletzser

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.790	.627		1.261	.210
	Brand Image	.099	.058	.240	1.721	.089
	Kualitas Produk	-.050	.035	-.198	-1.423	.158
	Label Halal	.113	.061	.248	1.865	.065
	Kepercayaan	-.109	.058	-.271	-1.880	.063

a. Dependent Variable: AbsResidual2

HASIL UJI REGRESI LINEAR BERGANDA

Output Regresi persamaan 1 Regression

Variables Entered/Removed^a

Mode	Variables Entered	Variables Removed	Method
1	Label Halal, Brand Image, Kualitas Produk ^b	.	Enter

a. Dependent Variable: Kepercayaan

b. All requested variables entered.

Model Summary^b

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730 ^a	.533	.519	1.41649

a. Predictors: (Constant), Label Halal, Brand Image, Kualitas Produk

b. Dependent Variable: Kepercayaan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	220.131	3	73.377	36.571	.000 ^b
	Residual	192.619	96	2.006		
	Total	412.750	99			

a. Dependent Variable: Kepercayaan

b. Predictors: (Constant), Label Halal, Brand Image, Kualitas Produk

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.041	1.099		.947	.346
	Brand Image	.408	.093	.398	4.411	.000
	Kualitas Produk	.146	.060	.233	2.435	.017
	Label Halal	.255	.104	.225	2.456	.016

a. Dependent Variable: Kepercayaan

Regression

Persamaan 2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepercayaan, Label Halal, Kualitas Produk, Brand Image ^b	.	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	.853 ^a	.727	.716	1.40334

a. Predictors: (Constant), Kepercayaan, Label Halal, Kualitas Produk, Brand Image

b. Dependent Variable: Minat Beli Ulang

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	498.620	4	124.655	63.297	.000 ^b
	Residual	187.090	95	1.969		
	Total	685.710	99			

a. Dependent Variable: Minat Beli Ulang

b. Predictors: (Constant), Kepercayaan, Label Halal, Kualitas Produk, Brand Image

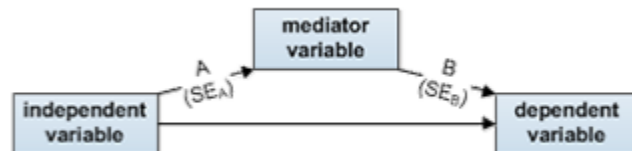
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.226	1.094		-1.120	.265
	Brand Image	.315	.101	.238	3.135	.002
	Kualitas Produk	.228	.061	.283	3.730	.000
	Label Halal	.217	.106	.148	2.045	.044
	Kepercayaan	.440	.101	.341	4.352	.000

a. Dependent Variable: Minat Beli Ulang

UJI SOBEL

BRAND IMAGE terhadap MINAT BELI ULANG melalui KEPERCAYAAN



A: ?

B: ?

SE_A: ?

SE_B: ?

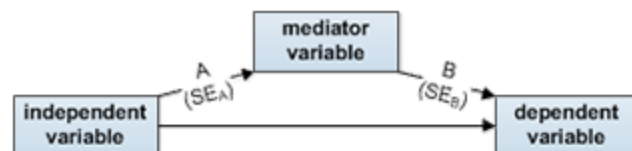
Calculate!

Sobel test statistic: 2.65066455

One-tailed probability: 0.00401668

Two-tailed probability: 0.00803336

KUALITAS PRODUK terhadap MINAT BELI ULANG melalui KEPERCAYAAN



A: ?

B: ?

SE_A: ?

SE_B: ?

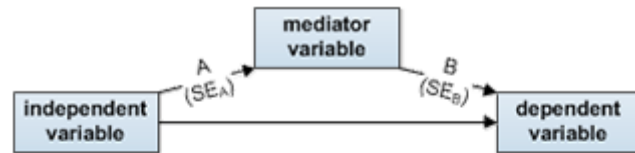
Calculate!

Sobel test statistic: 2.54791402

One-tailed probability: 0.00541846

Two-tailed probability: 0.01083692

LABEL HALAL terhadap MINAT BELI ULANG melalui KEPERCAYAAN



A: ?

B: ?

SE_A: ?

SE_B: ?

Calculate!

Sobel test statistic: 1.82156758

One-tailed probability: 0.03426031

Two-tailed probability: 0.06852062