

LAMPIRAN 1 KUESIONER

KUESIONER

PENINGKATAN *PURCHASE INTENTION* MELALUI *BRAND IMAGE* BERBASIS *HALAL KNOWLEDGE*, *BRAND KNOWLEDGE* DAN RELIGIUSITAS PADA PRODUK INDOMIE DI SEMARANG

Kepada Yth.
Bapak/Ibu/Saudara(i)
Konsumen Indomie
Di Semarang

Assalamualaikum Wr. Wb

Sehubungan dengan penelitian yang saya lakukan dalam penyelesaian skripsi pada Fakultas Ekonomi Universitas Islam Sultan Agung Semarang (UNISSULA). Saya meminta kesediaan Bapak/Ibu/Saudara(i) diantar kesibukan dan sela waktunya yang sangat berharga untuk dapat mengisi daftar pertanyaan yang terlampir berikut ini. Penelitian ini saya lakukan untuk menganalisis tingkat *Purchase Intention* (Minat Beli) pada produk Indomie di Semarang.

Saya sangat mengharapkan jawaban yang sesuai dengan pendapat anda. Berdasarkan dengan kode etik penelitian, saya menjamin kerahasiaan identitas responden dan hasil kuesioner tersebut.

Atas kesediaan dan bantuan Bapak/Ibu/Saudara(i), saya mengucapkan terima kasih.

Wassalamualaikum Wr. Wb.

Semarang, 17 Oktober 2019

Hormat saya



Mella Resti Widiyatni

A. IDENTITAS RESPONDEN

1. Nama/Inisial :
2. Usia :
3. Jenis Kelamin : 1. Pria 2. Wanita
4. Pekerjaan : 1. Pelajar/Mahasiswa 3. Wiraswasta
2. Pegawai 4. Lain-lain
5. Berapa kali membeli dan mengkonsumsi produk Indomie :
 1. 5 kali 3. 9 kali
 2. 7 kali 4. Lebih dari 9 kali

(Berilah tanda (X) pada pilihan anda)

B. PETUNJUK PENGISIAN

1. Berilah tanda (X) pada jawaban yang anda pilih.
2. Keterangan Alternatif Jawaban dan Skor :
 - a. SS : Sangat Setuju (5)
 - b. S : Setuju (4)
 - c. N : Netral (3)
 - d. TS : Tidak Setuju (2)
 - e. STS : Sangat Tidak Setuju (1)
3. Setelah mengisi kuesioner ini mohon Bapak/Ibu/Saudara dapat memberikan kembali kepada yang menyerahkan kuesioner ini pertama kali.

C. PERTANYAAN TENTANG HALAL KNOWLEDGE, BRAND KNOWLEDGE, RELIGIUSITAS, BRAND IMAGE DAN PURCHASE INTENTION.

1. PURCHASE INTENTION

No	Pernyataan	SS	S	N	TS	STS
1	Saya berniat untuk membeli produk Indomie kembali.					
2	Saya menjadikan Indomie sebagai pilihan utama setiap membeli mie instan.					
3	Saya bersedia untuk merekomendasikan ke kerabat maupun orang lain untuk membeli Indomie.					
4	Saya selalu mencari informasi terhadap varian baru yang ditawarkan Indomie.					

2. BRAND IMAGE

No	Pernyataan	SS	S	N	TS	STS
1	Setiap kali saya mengingat produk mie instan, saya selalu teringat dengan Indomie.					
2	Indomie menawarkan produk dengan varian rasa khas nusantara.					
3	Indomie merupakan merek mie instan yang populer.					
4	Saya selalu membeli produk Indomie karena nama mereknya mudah diingat.					

3. HALAL KNOWLEDGE

No	Pernyataan	SS	S	N	TS	STS
1	Saya memahami hukum-hukum Islam yang berkaitan dengan halal dan haram.					
2	Saya memiliki pengetahuan yang cukup terhadap produk yang boleh dikonsumsi dalam Islam.					
3	Saya mampu membedakan makanan maupun minuman yang halal dan haram.					
4	Saya memahami makna dari adanya label halal dan sertifikasi halal pada Indomie.					

4. BRAND KNOWLEDGE

No	Pernyataan	SS	S	N	TS	STS
1	Saya sangat memahami karakteristik produk yang Indomie tawarkan.					
2	Sayamampu membedakan produk Indomie dengan merek mie instan lainnya.					
3	Saya cepat mengingat merek Indomie sebagai produk mie instan.					
4	Produk Indomie mudah ditemui dimana saja.					
5	Sebagai produk mie instan, Indomie memiliki harga yang cukup terjangkau.					

5. RELIGIUSITAS

No	Pernyataan	SS	S	N	TS	STS
1	Saya melaksanakan shalat 5 (lima) waktu setiap harinya sebagai kewajiban umat Muslim.					
2	Saya mengetahui apa yang dianjurkan dan yang dilarang oleh agama.					
3	Sebagai umat muslim, saya meyakini sepenuh hati adanya Allah SWT dan kitab-kitab-Nya.					
4	Saya menjadikan agama sebagai pedoman hidup.					

**LAMPIRAN 2 TABULASI
DATA**

x1.1	x1.2	x1.3	x1.4	x1	x2.1	x2.2	x2.3	x2.4	x2.5	x2
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LAMPIRAN 3 HASIL ANALISIS DATA

ANALISIS DESKRIPTIF

```

FREQUENCIES VARIABLES=x1.1 x1.2 x1.3 x1.4 x1
  /STATISTICS=STDDEV MEAN
  /ORDER=ANALYSIS.

```

Frequencies

		Statistics				
		x1.1	x1.2	x1.3	x1.4	Halal Knowledge
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		4.1600	4.0000	3.9800	4.1100	16.2500
Std. Deviation		.54532	.71067	.71038	.60126	2.02198

Frequency Table

		x1.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	8	8.0	8.0	8.0
	4.00	68	68.0	68.0	76.0
	5.00	24	24.0	24.0	100.0
Total		100	100.0	100.0	

		x1.2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	25	25.0	25.0	25.0
	4.00	50	50.0	50.0	75.0
	5.00	25	25.0	25.0	100.0
Total		100	100.0	100.0	

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	26	26.0	26.0	26.0
	4.00	50	50.0	50.0	76.0
	5.00	24	24.0	24.0	100.0
Total		100	100.0	100.0	

x1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	13	13.0	13.0	13.0
	4.00	63	63.0	63.0	76.0
	5.00	24	24.0	24.0	100.0
Total		100	100.0	100.0	

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/STATISTICS=STDDEV MEAN
/ORDER=ANALYSIS.
```

Frequencies

Statistics

		x2.1	x2.2	x2.3	x2.4	x2.5	Brand Knowledge
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		4.1200	4.0000	3.9200	3.9600	4.0700	20.0700
Std. Deviation		.60769	.65134	.73416	.63437	.65528	2.50758

x2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	13	13.0	13.0	13.0
	4.00	62	62.0	62.0	75.0
	5.00	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

x2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	21	21.0	21.0	21.0
	4.00	58	58.0	58.0	79.0
	5.00	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	31	31.0	31.0	31.0
	4.00	46	46.0	46.0	77.0
	5.00	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

x2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	22	22.0	22.0	22.0
	4.00	60	60.0	60.0	82.0
	5.00	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

x2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	18	18.0	18.0	18.0
	4.00	57	57.0	57.0	75.0
	5.00	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

FREQUENCIES VARIABLES=x3.1 x3.2 x3.3 x3.4 x3
 /STATISTICS=STDDEV MEAN
 /ORDER=ANALYSIS.

Frequencies**Statistics**

		x3.1	x3.2	x3.3	x3.4	Religiusitas
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		4.4400	4.1800	4.3400	4.3900	17.3500
Std. Deviation		.55632	.65721	.60670	.66507	2.03691

x3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	3	3.0	3.0	3.0
	4.00	50	50.0	50.0	53.0
	5.00	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

x3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	14	14.0	14.0	14.0
	4.00	54	54.0	54.0	68.0
	5.00	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

x3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	7	7.0	7.0	7.0
	4.00	52	52.0	52.0	59.0
	5.00	41	41.0	41.0	100.0
Total		100	100.0	100.0	

x3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	10	10.0	10.0	10.0
	4.00	41	41.0	41.0	51.0
	5.00	49	49.0	49.0	100.0
Total		100	100.0	100.0	

```

FREQUENCIES VARIABLES=y1.1 y1.2 y1.3 y1.4 y1
  /STATISTICS=STDDEV MEAN
  /ORDER=ANALYSIS.

```

Frequencies

Statistics

		y1.1	y1.2	y1.3	y1.4	Brand Image
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		4.1400	4.1800	4.2000	3.9900	16.5100
Std. Deviation		.68195	.73002	.65134	.73161	2.23605

Frequency Table

y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	14	14.0	14.0	15.0
	4.00	55	55.0	55.0	70.0
	5.00	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	16	16.0	16.0	17.0
	4.00	47	47.0	47.0	64.0
	5.00	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	13	13.0	13.0	13.0
	4.00	54	54.0	54.0	67.0
	5.00	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	21	21.0	21.0	23.0
	4.00	53	53.0	53.0	76.0
	5.00	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

```

FREQUENCIES VARIABLES=y2.1 y2.2 y2.3 y2.4 y2
  /STATISTICS=STDDEV MEAN
  /ORDER=ANALYSIS.

```

Frequencies

		Statistics				
		y2.1	y2.2	y2.3	y2.4	Purchase Intention
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		4.1300	3.9500	4.2600	4.0600	16.4000
Std. Deviation		.70575	.65713	.66088	.66393	2.19734

		y2.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	16	16.0	16.0	17.0
	4.00	52	52.0	52.0	69.0
	5.00	31	31.0	31.0	100.0
Total		100	100.0	100.0	

		y2.2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	21	21.0	21.0	22.0
	4.00	60	60.0	60.0	82.0
	5.00	18	18.0	18.0	100.0
Total		100	100.0	100.0	

y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	12	12.0	12.0	12.0
	4.00	50	50.0	50.0	62.0
	5.00	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

y2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	16	16.0	16.0	17.0
	4.00	59	59.0	59.0	76.0
	5.00	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

HASIL UJI VALIDITAS

```

CORRELATIONS
/VARIABLES=x1.1 x1.2 x1.3 x1.4 x1
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

		Correlations				
		x1.1	x1.2	x1.3	x1.4	Halal Knowledge
x1.1	Pearson Correlation	1	.443**	.452**	.531**	.742**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
x1.2	Pearson Correlation	.443**	1	.440**	.544**	.787**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
x1.3	Pearson Correlation	.452**	.440**	1	.549**	.791**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
x1.4	Pearson Correlation	.531**	.544**	.549**	1	.825**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Halal Knowledge	Pearson Correlation	.742**	.787**	.791**	.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
 /VARIABLES=x2.1 x2.2 x2.3 x2.4 x2.5 x2
 /PRINT=TWOTAIL NOSIG
 /MISSING=PAIRWISE.

Correlations

		Correlations					Brand Knowledge
		x2.1	x2.2	x2.3	x2.4	x2.5	
x2.1	Pearson Correlation	1	.510**	.475**	.379**	.562**	.757**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
x2.2	Pearson Correlation	.510**	1	.444**	.611**	.521**	.804**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
x2.3	Pearson Correlation	.475**	.444**	1	.427**	.432**	.744**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
x2.4	Pearson Correlation	.379**	.611**	.427**	1	.444**	.745**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
x2.5	Pearson Correlation	.562**	.521**	.432**	.444**	1	.772**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Brand Knowledge	Pearson Correlation	.757**	.804**	.744**	.745**	.772**	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
/VARIABLES=x3.1 x3.2 x3.3 x3.4 x3
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

		Correlations				
		x3.1	x3.2	x3.3	x3.4	Religiusitas
x3.1	Pearson Correlation	1	.444**	.630**	.624**	.808**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
x3.2	Pearson Correlation	.444**	1	.504**	.554**	.775**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
x3.3	Pearson Correlation	.630**	.504**	1	.619**	.835**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
x3.4	Pearson Correlation	.624**	.554**	.619**	1	.860**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Religiusitas	Pearson Correlation	.808**	.775**	.835**	.860**	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
/VARIABLES=y1.1 y1.2 y1.3 y1.4 y1
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

		Correlations				
		y1.1	y1.2	y1.3	y1.4	Brand Image
y1.1	Pearson Correlation	1	.537**	.346**	.590**	.774**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
y1.2	Pearson Correlation	.537**	1	.561**	.628**	.859**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
y1.3	Pearson Correlation	.346**	.561**	1	.428**	.720**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
y1.4	Pearson Correlation	.590**	.628**	.428**	1	.837**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Brand Image	Pearson Correlation	.774**	.859**	.720**	.837**	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
/VARIABLES=y2.1 y2.2 y2.3 y2.4 y2
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

		Correlations				Purchase Intention
		y2.1	y2.2	y2.3	y2.4	
y2.1	Pearson Correlation	1	.559**	.533**	.587**	.826**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
y2.2	Pearson Correlation	.559**	1	.519**	.563**	.804**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
y2.3	Pearson Correlation	.533**	.519**	1	.586**	.804**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
y2.4	Pearson Correlation	.587**	.563**	.586**	1	.835**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Purchase Intention	Pearson Correlation	.826**	.804**	.804**	.835**	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

```
RELIABILITY
/VARIABLES=x1.1 x1.2 x1.3 x1.4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

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	4

```
RELIABILITY
/VARIABLES=x2.1 x2.2 x2.3 x2.4 x2.5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

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
.820	5

RELIABILITY

/VARIABLES=x3.1 x3.2 x3.3 x3.4

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Reliability**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
.835	4

RELIABILITY

```

/VARIABLES=y1.1 y1.2 y1.3 y1.4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability**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
.811	4

RELIABILITY

```

/VARIABLES=y2.1 y2.2 y2.3 y2.4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

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
.834	4

HASIL UJI REGRESI LINIER BERGANDA

```

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT y1
  /METHOD=ENTER x1 x2 x3
  /SCATTERPLOT=( *SRESID , *ZPRED)
  /RESIDUALS NORMPROB(ZRESID) .

```

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Religiusitas, Halal Knowledge , Brand Knowledge ^b		Enter

a. Dependent Variable: Brand Image

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.648 ^a	.420	.402	1.72861

a. Predictors: (Constant), Religiusitas, Halal Knowledge , Brand Knowledge

b. Dependent Variable: Brand Image

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	208.134	3	69.378	23.218	.000 ^b
	Residual	286.856	96	2.988		
	Total	494.990	99			

a. Dependent Variable: Brand Image

b. Predictors: (Constant), Religiusitas, Halal Knowledge , Brand Knowledge

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.552	1.705		1.497	.138
	Halal Knowledge	.236	.116	.213	2.032	.045
	Brand Knowledge	.292	.094	.327	3.096	.003
	Religiusitas	.246	.106	.225	2.335	.022

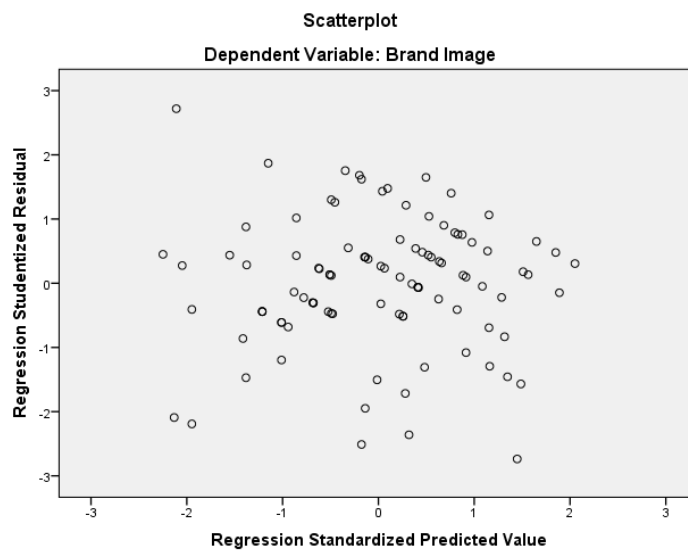
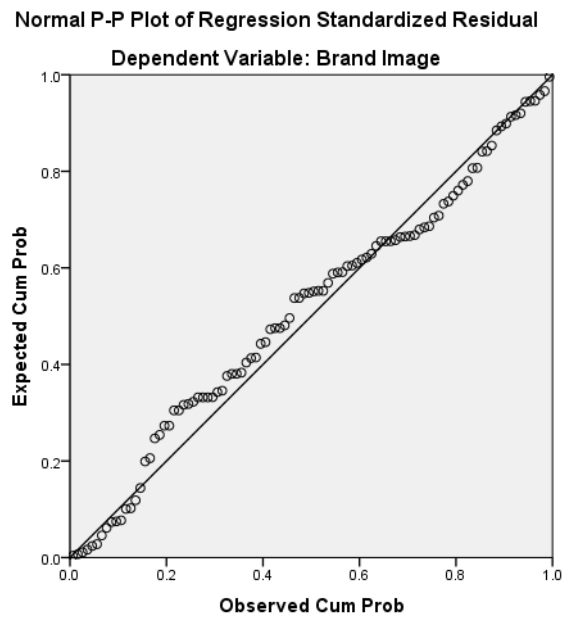
a. Dependent Variable: Brand Image

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13.2494	19.4844	16.5100	1.44995	100
Std. Predicted Value	-2.249	2.051	.000	1.000	100
Standard Error of Predicted Value	.188	.674	.335	.087	100
Adjusted Predicted Value	13.1439	19.4542	16.5051	1.44857	100
Residual	-4.60987	4.54915	.00000	1.70222	100
Std. Residual	-2.667	2.632	.000	.985	100
Stud. Residual	-2.737	2.719	.001	1.010	100
Deleted Residual	-4.85656	4.85607	.00493	1.79226	100
Stud. Deleted Residual	-2.836	2.815	-.001	1.024	100
Mahal. Distance	.178	14.064	2.970	2.267	100
Cook's Distance	.000	.130	.013	.026	100
Centered Leverage Value	.002	.142	.030	.023	100

a. Dependent Variable: Brand Image

Charts



Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Halal Knowledge	.549	1.823
	Brand Knowledge	.541	1.847
	Religiusitas	.653	1.532

a. Dependent Variable: Brand Image

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.685	1.084		2.478	.015
	Halal Knowledge	.018	.074	.034	.251	.803
	Brand Knowledge	.009	.060	.020	.148	.883
	Religiusitas	-.108	.067	-.200	-1.606	.112

a. Dependent Variable: Absres1

```

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT y2
  /METHOD=ENTER x1 x2 x3 y1
  /SCATTERPLOT=(*SRESID ,*ZPRED)
  /RESIDUALS NORMPROB(ZRESID) .

```

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method

1	Brand Image , Religiusitas, Halal Knowledge , Brand Knowledge ^b		. Enter
---	---	--	---------

a. Dependent Variable: Purchase Intention

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.828 ^a	.686	.673	1.25714

a. Predictors: (Constant), Brand Image , Religiusitas, Halal Knowledge , Brand Knowledge

b. Dependent Variable: Purchase Intention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	327.862	4	81.965	51.864	.000 ^b
	Residual	150.138	95	1.580		
	Total	478.000	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Brand Image , Religiusitas, Halal Knowledge , Brand Knowledge

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.282	1.254		-1.022	.309
	Halal Knowledge	.263	.086	.242	3.047	.003
	Brand Knowledge	.231	.072	.264	3.220	.002
	Religiusitas	.237	.079	.220	3.008	.003
	Brand Image	.282	.074	.287	3.799	.000

a. Dependent Variable: Purchase Intention

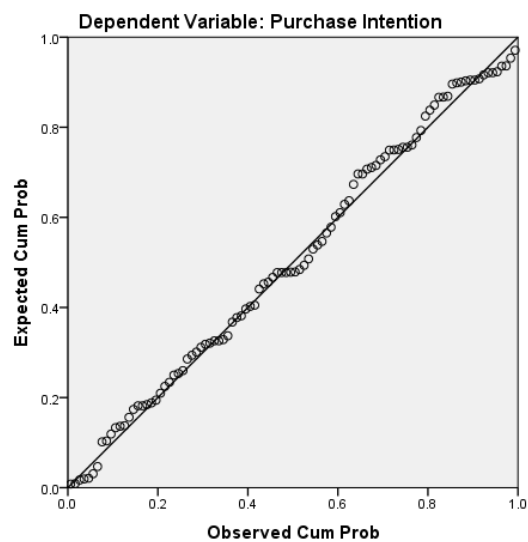
Residuals Statistics^a

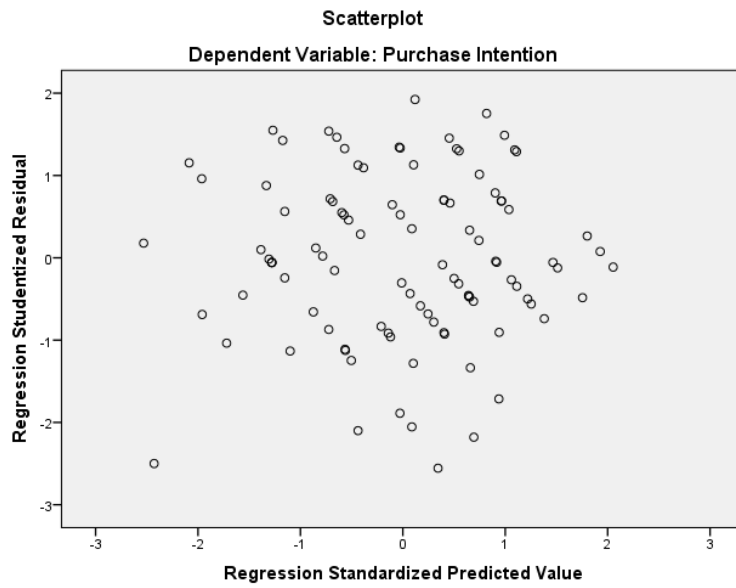
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.7935	20.1380	16.4000	1.81982	100
Std. Predicted Value	-2.531	2.054	.000	1.000	100
Standard Error of Predicted Value	.137	.520	.270	.078	100
Adjusted Predicted Value	11.7579	20.1462	16.4005	1.81897	100
Residual	-3.02500	2.38330	.00000	1.23148	100
Std. Residual	-2.406	1.896	.000	.980	100
Stud. Residual	-2.556	1.923	.000	1.007	100
Deleted Residual	-3.41363	2.45242	-.00053	1.30274	100
Stud. Deleted Residual	-2.635	1.951	-.002	1.017	100
Mahal. Distance	.182	15.972	3.960	3.056	100
Cook's Distance	.000	.168	.012	.024	100
Centered Leverage Value	.002	.161	.040	.031	100

a. Dependent Variable: Purchase Intention

Charts

Normal P-P Plot of Regression Standardized Residual



**Coefficients^a**

Model		Collinearity Statistics	
		Tolerance	VIF
1	Halal Knowledge	.526	1.901
	Brand Knowledge	.492	2.032
	Religiusitas	.618	1.619
	Brand Image	.580	1.726

a. Dependent Variable: Purchase Intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.666	.717		2.324	.022
	Halal Knowledge	-.032	.049	-.090	-.650	.518
	Brand Knowledge	-.061	.041	-.213	-1.486	.141
	Religiusitas	.017	.045	.047	.366	.715
	Brand Image	.048	.042	.148	1.123	.264

a. Dependent Variable: Absres2

Your trial period for SPSS for Windows will expire in 14 days.

NPAR TESTS
/K-S(NORMAL)=RES_1 RES_2

/MISSING ANALYSIS.

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	Unstandardized Residual
N		100	100
Normal Parameters ^a	Mean	.0000	.0000
	Std. Deviation	1.70221	1.23148
Most Extreme Differences	Absolute	.092	.060
	Positive	.061	.040
	Negative	-.092	-.060
Kolmogorov-Smirnov Z		.921	.600
Asymp. Sig. (2-tailed)		.364	.864
a. Test distribution is Normal.			