



LAMPIRAN 1
KUESIONER

Kepada Yth.

Bapak/IbSdr Responden

Ditempat

Assalamu'alaikum Wr. Wb.

Sehubungan dengan penyusunan karya ilmiah/skripsi Program Studi Manajemen Pemasaran Fakultas Ekonomi Universitas Islam Sultan Agung Semarang, maka saya:

Nama : Rossalia Umayyah

Status : Mahasiswa Program Sarjana (S1)

Memohon kesediaan Bapak/Ibu/Sdr untuk mengisi kuesioner berikut (terlampir) yang berkaitan dengan penelitian **“PENGARUH LABELISASI HALAL DAN DAYA TARIK IKLAN DALAM MEMBANGUN MINAT BELI KONSUMEN MELALUI CITRA MEREK (Studi Kasus ProdukKoreaan Food Samyang di Kota Semarang)”** besar harapan saya kepada bapak/ibu/sdr dapat berkenan meluangkan waktu sebentar untuk membantu mengisi kuesioner ini

Adapun data dan informasi yang terkumpul dari kuesioner ini hanya akan saya gunakan untuk kepentingan akademis semata. Akhir kata saya ucapkan terima kasih atas bantuan Bapak/Ibu/Sdr untuk mengisi kuesionerini.

Wassalamu'alaikum Wr. Wb.

Semarang, 13 Februari 2021

HormatKami,

Mengetahui,
Dosen Pembimbing



(Dr.H.MochZulfa, MM)



(RossaliaUmayyah)

LEMBAR KUESIONER PENELITIAN
Labelisasi Halal dan Daya Tarik iklan untuk membangun Minat Beli
Konsumen melalui Citra merek

Berdasarkan dengan penelitian saya mengenai *Labelisasi Halal, Daya Tarik Iklan Citra Merek dan Minat beli konsumen*, Memohon ketersediaan Bapak/Ibu/Saudara untuk mengisi angket kuisisioner berikut ini, yang dijamin kerahasiaannya.

Kuisisioner yang penulis susun ini semata-mata hanya untuk kepentingan penelitian ilmiah, Terimakasih penulis sampaikan atas partisipasi Bapak/Ibu/Saudara telah meluangkan waktu untuk mengisi angket kuisisioner ini.

I. Identitas Responden

1. Nama :
2. Jenis Kelamin : (Laki-Laki/Perempuan)
 Coret yang tidak Perlu
3. Pekerjaan :
4. Umur :
 - 16 – 20 tahun
 - 21 – 25 tahun
 - 26 – 30 tahun
 - 31 – 40 tahun
 - \geq 35 tahun
5. Dimana anda mendapatkan informasi tentang Produk Samyang?
 - a. Radio
 - b. Browsur
 - c. Mediasosial
 - d. Televisi/ Dramakorea
 - e. Koran

6. Seberapa sering anda melakukan pembelian pada produk Samyang?
- Satukali
 - Lebih dari satukali
 - Belum pernah dan ingin membeli



II. Petunjuk Pengisian

Mohon dalam pengisian kuesioner ini, Bapak/Ibu/Saudara untuk memberikan tanda centang (✓) pada kolom jawaban yang sesuai dengan pilihan anda

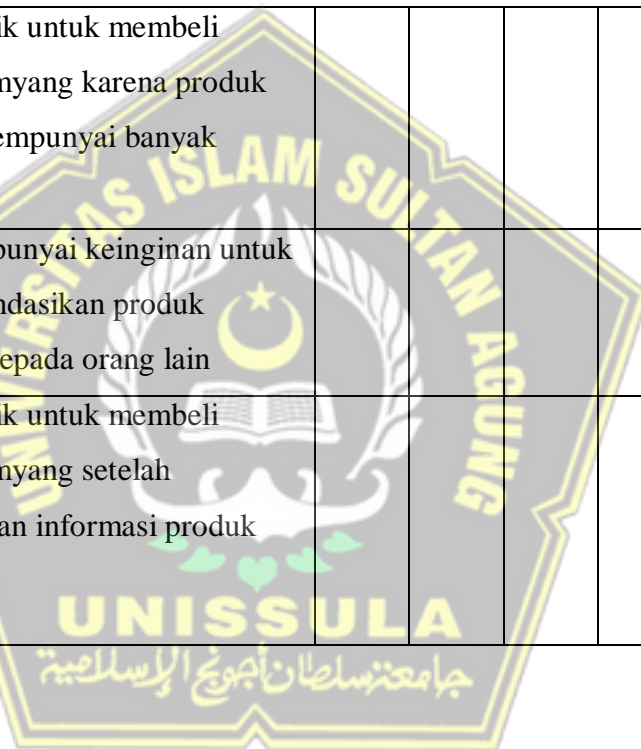
Keterangan

- 1 = Sangat Tidak Setuju (STS)
- 2 = Tidak Setuju (TS)
- 3 = Netral (N)
- 4 = Setuju (S)
- 5 = Sangat Setuju (SS)

A. Labelisasi Halal						
No	Pertanyaan	STS	ST	N	S	SS
1.	Saya yakin dengan adanya Label halal pada produk Samyang, pembuatan makanan tersebut halal					
2.	Terdapat label komposisi pada produk Samyang, membuat saya yakin bahwa baku pembuatan makanan tersebut memenuhi syariat islam					

3.	Saya yakin adanya kandungan nutrisi yang tercantum pada dapat memperkuat bahwa Produk Samyang tidak berbahaya dan halal untuk dikonsumsi					
4.	Dengan adanya logo halal pada kemasan produk menjadi pertimbangan saya dalam melakukan pembelian					
B. Daya Tarik Iklan						
1.	Iklan yang disampaikan berisi informasi kehalalan dan kesehatan atas produk Samyang					
2.	Menurut saya penyampain pesan pada produk Samyang memiliki ciri khas dari Produk lain.					
3.	Penyampaian iklan pada produk Samyang menumbuhkan rasa percaya saya terhadap produk tersebut.					
C. Citra Merek						
1.	Dengan adanya keyakinan yang saya punya produk samyang mudah untuk dikenali					

2.	Saya percaya pada kualitas dan jaminan rasa yang diberikan oleh Produk Samyang					
3.	Saya langsung mengetahui bahwa produk tersebut merupakan produk samyang					
D. Minat Beli						
1.	Saya tertarik untuk membeli produk Samyang karena produk tersebut mempunyai banyak varian rasa					
2.	Saya mempunyai keinginan untuk merekomendasikan produk Samyang kepada orang lain					
3.	Saya tertarik untuk membeli produk Samyang setelah mendapatkan informasi produk tersebut					



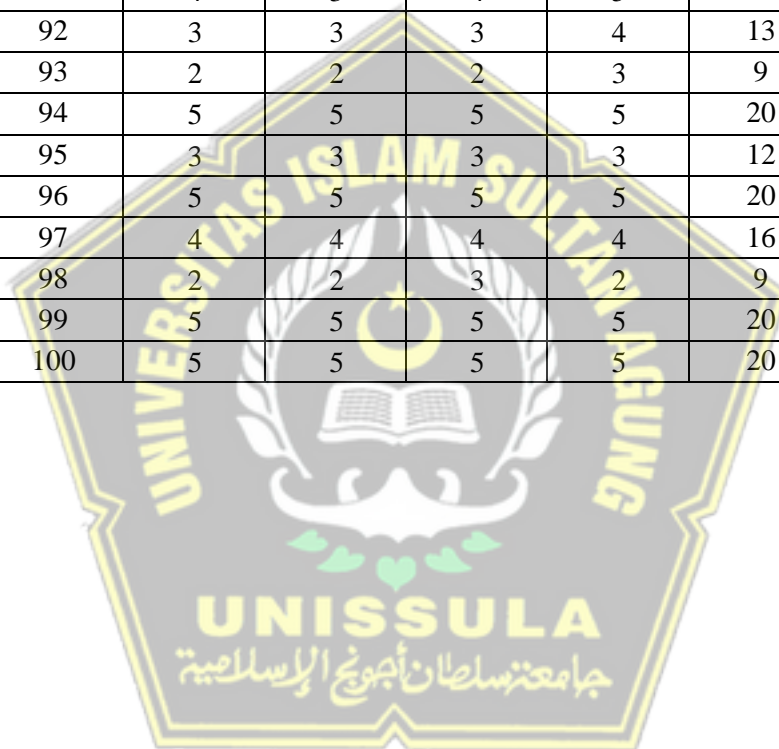


LAMPIRAN 2
TABULASI DATA

Respond	Labelisasi Halal (X1)				Jumlah
	X1.1	X1.2	X1.3	X1.4	
1	5	5	5	5	20
2	4	3	3	4	14
3	4	4	4	4	16
4	5	4	4	5	18
5	4	4	5	4	17
6	5	5	5	5	20
7	5	5	5	5	20
8	4	4	4	5	17
9	4	4	4	4	16
10	5	5	5	5	20
11	5	4	4	4	17
12	5	5	5	5	20
13	5	5	5	4	19
14	5	5	5	5	20
15	3	3	4	3	13
16	5	4	4	5	18
17	5	5	5	5	20
18	5	5	4	5	19
19	5	5	5	5	20
20	5	4	4	5	18
21	3	3	4	3	13
22	5	4	5	5	19
23	3	3	4	3	13
24	4	4	3	3	14
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26	2	2	2	3	9
27	4	4	5	5	18
28	5	4	5	5	19
29	2	2	2	2	8
30	4	3	4	4	15
31	4	5	4	4	17
32	4	4	4	4	16
33	3	3	4	4	14
34	3	3	3	3	12
35	3	3	4	3	13
36	4	4	4	5	17
37	4	3	3	3	13
38	5	5	5	5	20
39	4	4	3	3	14

40	2	3	2	2	9
41	5	5	5	5	20
42	3	4	3	3	13
43	4	4	4	4	16
44	4	4	3	5	16
45	5	5	3	5	18
46	3	4	3	5	15
47	5	5	4	5	19
48	2	3	2	3	10
49	4	3	3	3	13
50	4	4	4	4	16
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55	5	5	5	5	20
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60	3	4	3	3	13
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62	3	3	3	2	11
63	3	3	3	3	12
64	3	3	3	4	13
65	2	3	3	4	12
66	3	3	3	5	14
67	2	2	2	2	8
68	4	3	4	5	16
69	5	5	5	5	20
70	2	2	2	3	9
71	5	4	5	5	19
72	5	5	5	5	20
73	4	4	5	5	18
74	3	2	2	3	10
75	2	3	2	2	9
76	5	5	5	5	20
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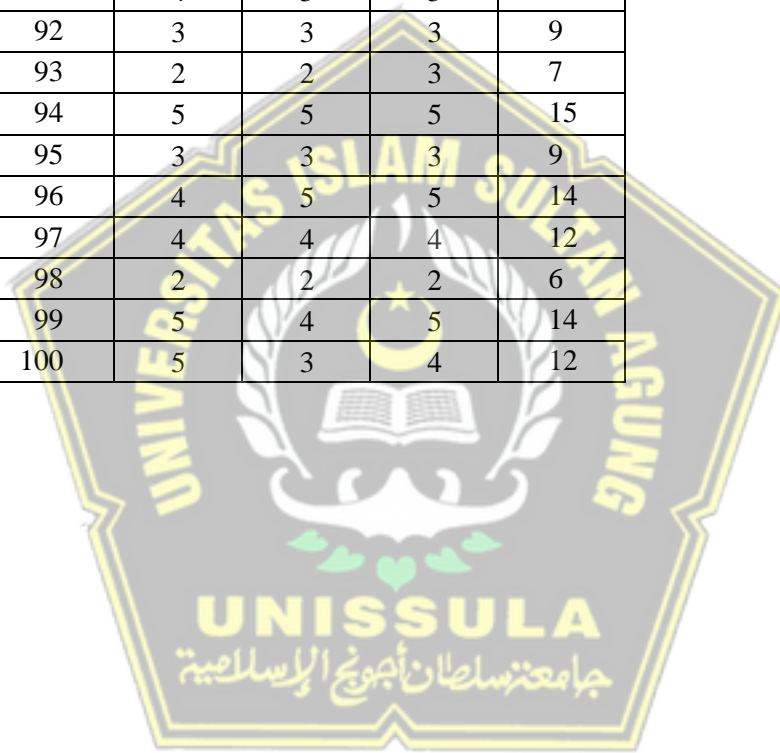
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93	2	2	2	3	9
94	5	5	5	5	20
95	3	3	3	3	12
96	5	5	5	5	20
97	4	4	4	4	16
98	2	2	3	2	9
99	5	5	5	5	20
100	5	5	5	5	20



Respond	Daya Tarik Iklan (X2)			Jumlah
	X2.1	X2.2	X2.3	
1	5	5	5	15
2	4	3	4	11
3	4	4	4	12
4	4	5	4	13
5	4	4	4	12
6	5	5	5	15
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21	3	3	3	9
22	5	4	5	14
23	3	4	3	10
24	3	3	3	9
25	4	4	3	11
26	2	2	3	7
27	5	5	5	15
28	5	5	5	15
29	2	2	2	6
30	3	3	4	10
31	5	2	3	10
32	4	5	3	12
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34	3	3	3	9
35	3	3	3	9
36	5	4	5	14
37	4	3	3	10
38	5	5	5	15
39	3	4	3	10

40	3	3	3	9
41	5	5	5	15
42	3	3	3	9
43	5	5	3	13
44	2	2	4	8
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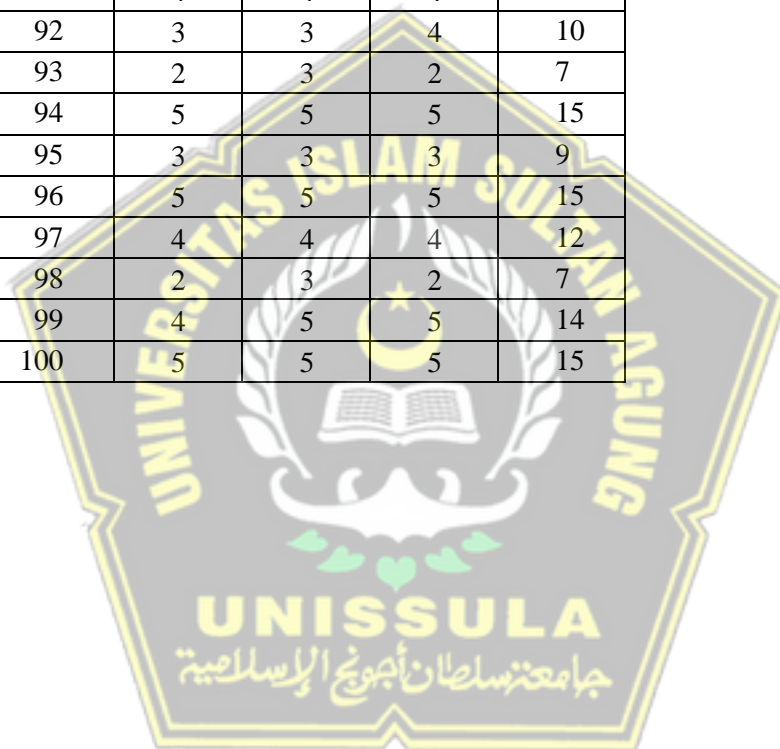
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96	4	5	5	14
97	4	4	4	12
98	2	2	2	6
99	5	4	5	14
100	5	3	4	12



Respond	Citra Merek (Y1)			Jumlah
	Y1.1	Y1.2	Y1.3	
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2	4	3	4	11
3	5	4	3	12
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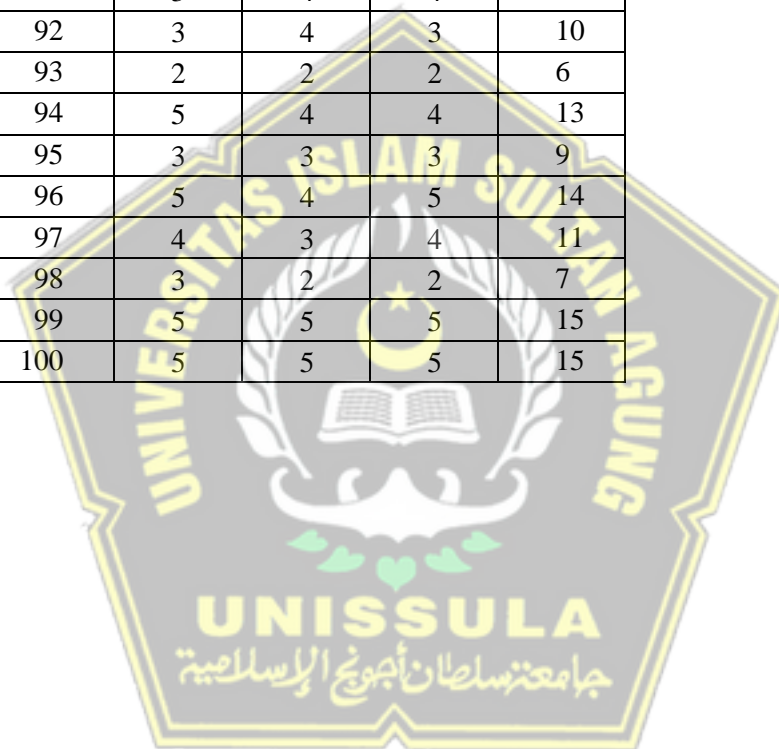
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97	4	4	4	12
98	2	3	2	7
99	4	5	5	14
100	5	5	5	15



Respond	Minat Beli (Y2)			Jumlah
	Y2.1	Y2.2	Y2.3	
1	5	5	5	15
2	3	3	3	9
3	4	4	4	12
4	4	3	4	11
5	4	4	4	12
6	5	5	5	15
7	5	5	5	15
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9	4	4	4	12
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96	5	4	5	14
97	4	3	4	11
98	3	2	2	7
99	5	5	5	15
100	5	5	5	15





TABEL DESKRIPSI RESPONDEN

Jeniskelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	laki-laki	33	33.0	33.0	33.0
	perempuan	67	67.0	67.0	100.0
	Total	100	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	pelajar/mahasiswa	54	54.0	54.0	54.0
	Wiraswasta	15	15.0	15.0	69.0
	ibu rumah tangga	16	16.0	16.0	85.0
	PNS/POLRI/TNI	4	4.0	4.0	89.0
	Lain-lain	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Umur

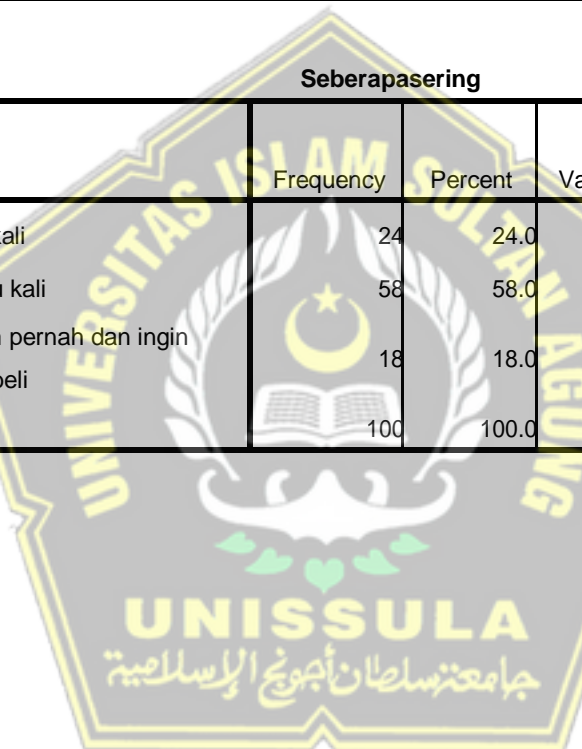
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-20	26	26.0	26.0	26.0
	21-25	46	46.0	46.0	72.0
	26-30	15	15.0	15.0	87.0
	31-40	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Sumberinformasi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid brosur	1	1.0	1.0	1.0
media sosial	51	51.0	51.0	52.0
televisi/drama korea	16	16.0	16.0	68.0
koran	1	1.0	1.0	69.0
rekomen orang lain	31	31.0	31.0	100.0
Total	100	100.0	100.0	

Seberapasering

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid satu kali	24	24.0	24.0	24.0
.>satu kali	58	58.0	58.0	82.0
belum pernah dan ingin membeli	18	18.0	18.0	100.0
Total	100	100.0	100.0	



TABEL DESKRIPSI VARIABEL

a. LabelisasiHalal

Statistics

		X1.1	X1.2	X1.3	X1.4	Labelisasi Halal
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.89	3.86	3.87	4.07	15.69
Median		4.00	4.00	4.00	4.00	16.00
Minimum		2	2	2	2	8
Maximum		5	5	5	5	20

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	13	13.0	13.0	13.0
	3	23	23.0	23.0	36.0
	4	26	26.0	26.0	62.0
	5	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	11.0	11.0	11.0
	3	25	25.0	25.0	36.0
	4	31	31.0	31.0	67.0
	5	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	10.0	10.0	10.0
	3	25	25.0	25.0	35.0
	4	33	33.0	33.0	68.0
	5	32	32.0	32.0	100.0
Total		100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	8.0	8.0	8.0
	3	24	24.0	24.0	32.0
	4	21	21.0	21.0	53.0
	5	47	47.0	47.0	100.0
Total		100	100.0	100.0	

b. Daya Tarik Iklan

Statistics

		X2.1	X2.2	X2.3	Daya Tarik Iklan
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.86	3.72	3.80	11.38
Median		4.00	4.00	4.00	11.50
Mode		5	5	5	15
Minimum		2	2	1	6
Maximum		5	5	5	15

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	13	13.0	13.0	13.0
	3	26	26.0	26.0	39.0
	4	23	23.0	23.0	62.0
	5	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	15	15.0	15.0	15.0
	3	29	29.0	29.0	44.0
	4	25	25.0	25.0	69.0
	5	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	9	9.0	9.0	10.0
	3	34	34.0	34.0	44.0
	4	21	21.0	21.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

c. Citra Merek

Statistics

		Y1.1	Y1.2	Y1.3	Citra Merek
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.86	3.93	3.78	11.57
Median		4.00	4.00	4.00	12.00
Mode		5	4	4	15
Minimum		1	1	1	3
Maximum		5	5	5	15

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	9	9.0	9.0	11.0
	3	25	25.0	25.0	36.0
	4	29	29.0	29.0	65.0
	5	35	35.0	35.0	100.0
Total		100	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	6	6.0	6.0	8.0
	3	22	22.0	22.0	30.0
	4	37	37.0	37.0	67.0
	5	33	33.0	33.0	100.0
Total		100	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	15	15.0	15.0	16.0
	3	20	20.0	20.0	36.0
	4	33	33.0	33.0	69.0
	5	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

d. Minat Beli

Statistics

		Y2.1	Y2.2	Y2.3	Minat Beli
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.91	3.85	3.92	11.68
Median		4.00	4.00	4.00	12.00
Mode		5	5	5	15
Minimum		2	1	2	5
Maximum		5	5	5	15

Y2.1

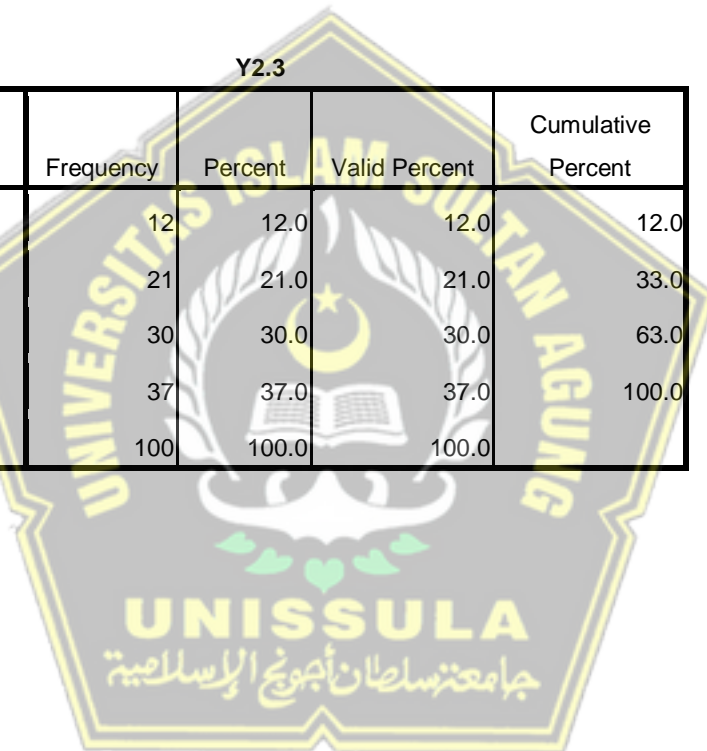
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	10.0	10.0	10.0
	3	27	27.0	27.0	37.0
	4	25	25.0	25.0	62.0
	5	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

Y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	10	10.0	10.0	11.0
	3	25	25.0	25.0	36.0
	4	31	31.0	31.0	67.0
	5	33	33.0	33.0	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	21	21.0	21.0	33.0
	4	30	30.0	30.0	63.0
	5	37	37.0	37.0	100.0
	Total	100	100.0	100.0	



TABEL HASIL UJI VALIDITAS

Variabel Labelisasi Halal (X1)

		Correlations				Labelisasi Halal
		X1.1	X1.2	X1.3	X1.4	
X1.1	Pearson Correlation	1	.874**	.829**	.801**	.953**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.874**	1	.780**	.770**	.930**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.829**	.780**	1	.728**	.904**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.801**	.770**	.728**	1	.896**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Labelisasi Halal	Pearson Correlation	.953**	.930**	.904**	.896**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

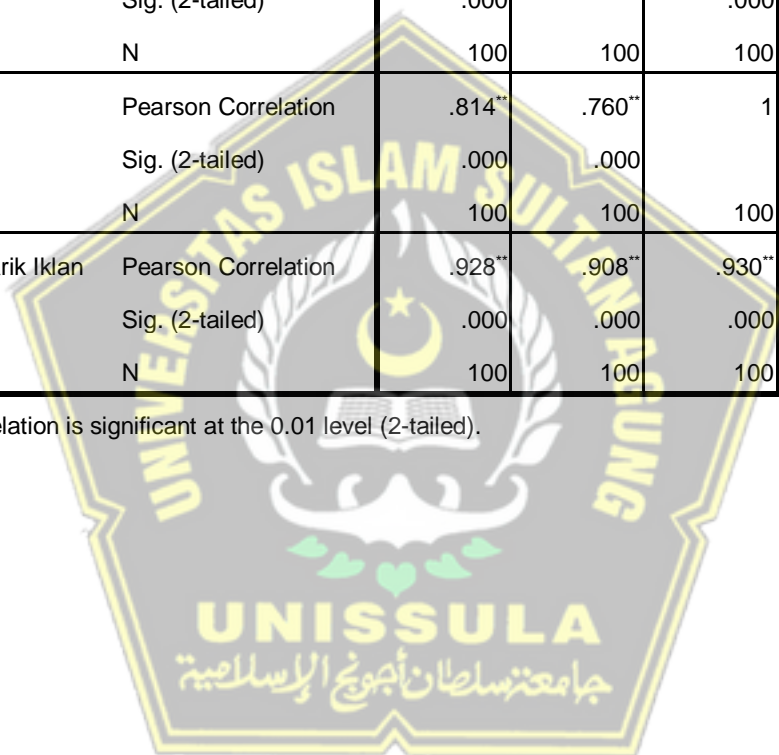
** . Correlation is significant at the 0.01 level (2-tailed).

Daya Tarik Iklan (X2)

Correlations

		X2.1	X2.2	X2.3	Daya Tarik Iklan
X2.1	Pearson Correlation	1	.752**	.814**	.928**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.752**	1	.760**	.908**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.814**	.760**	1	.930**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Daya Tarik Iklan	Pearson Correlation	.928**	.908**	.930**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

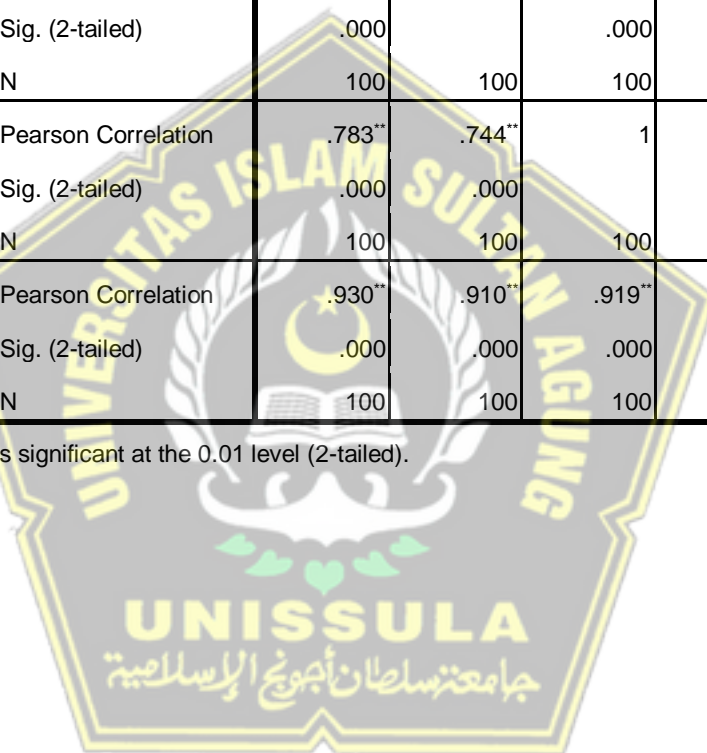


Citra Merek (Y1)

Correlations

		Y1.1	Y1.2	Y1.3	Citra Merek
Y1.1	Pearson Correlation	1	.779**	.783**	.930**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y1.2	Pearson Correlation	.779**	1	.744**	.910**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y1.3	Pearson Correlation	.783**	.744**	1	.919**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Citra Merek	Pearson Correlation	.930**	.910**	.919**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

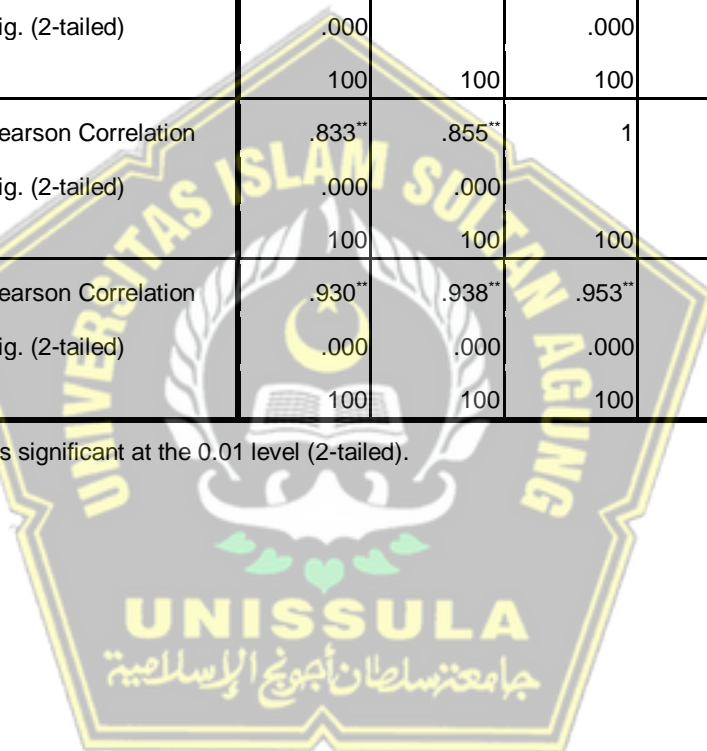


Minat Beli (Y2)

Correlations

		Y2.1	Y2.2	Y2.3	Minat Beli
Y2.1	Pearson Correlation	1	.791**	.833**	.930**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y2.2	Pearson Correlation	.791**	1	.855**	.938**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y2.3	Pearson Correlation	.833**	.855**	1	.953**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Minat Beli	Pearson Correlation	.930**	.938**	.953**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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



TABEL HASIL UJI REABILITAS

Labelisasi Halal(X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.940	4

Daya Tarik Iklan (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.912	3

Citra Merek (Y1)

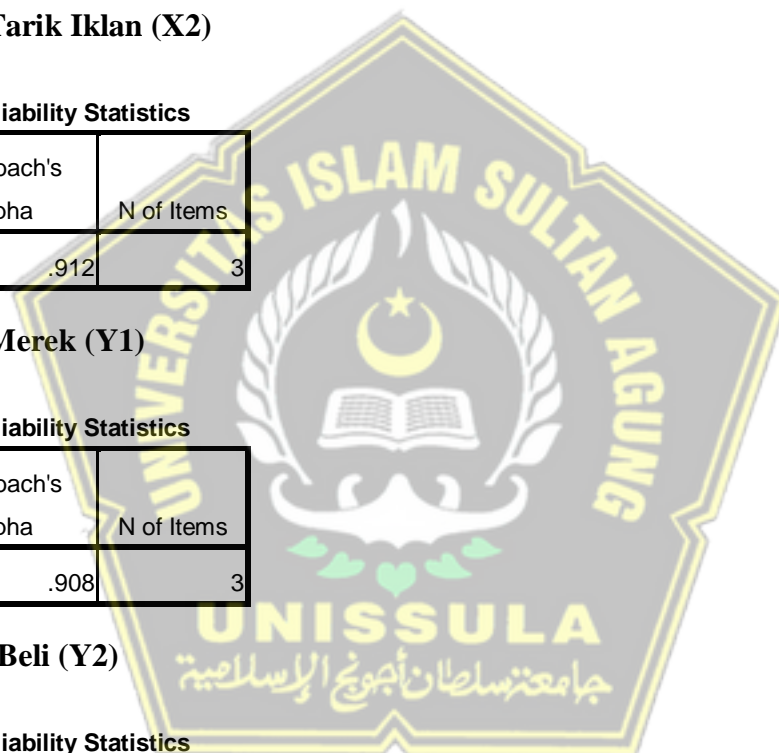
Reliability Statistics

Cronbach's Alpha	N of Items
.908	3

Minat Beli (Y2)

Reliability Statistics

Cronbach's Alpha	N of Items
.935	3



TABEL HASIL UJI ASUMSI KLASIK

a. Uji Multikolonieritas

Persamaan 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.436	.665		2.159	.033		
	Labelisasi Halal	.363	.095	.472	3.830	.000	.189	5.281
	Daya Tarik Iklan	.391	.120	.399	3.243	.002	.189	5.281

a. Dependent Variable: Citra Merek

Persamaan 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.285	.348		-.818	.416		
	Labelisasi Halal	.357	.052	.461	6.875	.000	.164	6.080
	Daya Tarik Iklan	.181	.065	.183	2.782	.007	.171	5.853
	Citra Merek	.372	.052	.369	7.162	.000	.279	3.589

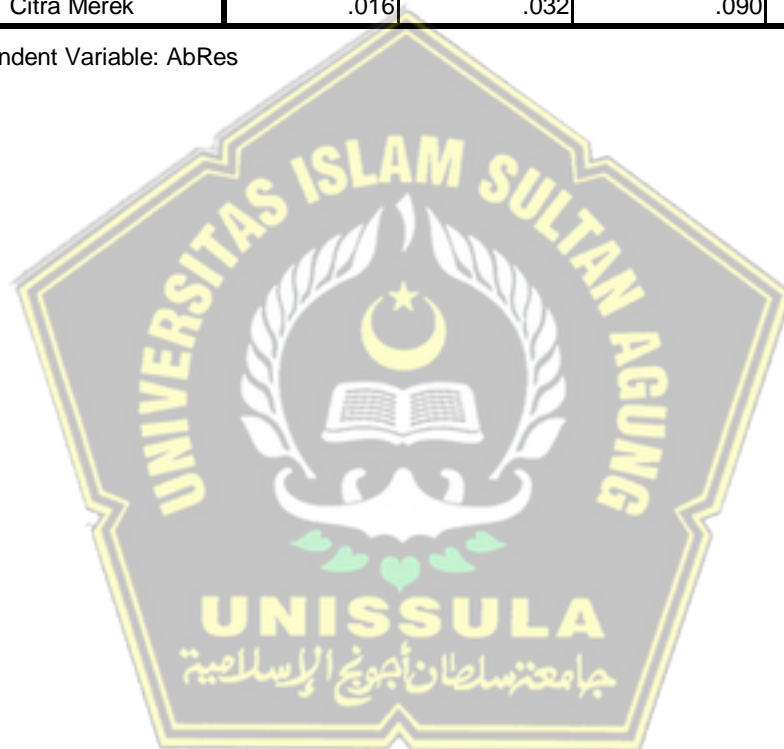
a. Dependent Variable: Minat Beli

b. Uji Heteroskedestisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.109	.216		5.146	.000
	Labelisasi Halal	.000	.032	-.005	-.020	.984
	Daya Tarik Iklan	-.061	.040	-.358	-1.518	.132
	Citra Merek	.016	.032	.090	.487	.628

a. Dependent Variable: AbRes



TABEL HASIL UJI REGRESI LINIER BERGANDA DAN UJI HIPOTESIS

Persamaan 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.436	.665		2.159	.033
	Labelisasi Halal	.363	.095	.472	3.830	.000
	Daya Tarik Iklan	.391	.120	.399	3.243	.002

a. Dependent Variable: Citra Merek

Persamaan 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.285	.348		-.818	.416
	Labelisasi Halal	.357	.052	.461	6.875	.000
	Daya Tarik Iklan	.181	.065	.183	2.782	.007
	Citra Merek	.372	.052	.369	7.162	.000

a. Dependent Variable: Minat Beli

Uji Koefisien Determinasi R

Persamaan1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849 ^a	.721	.716	1.535

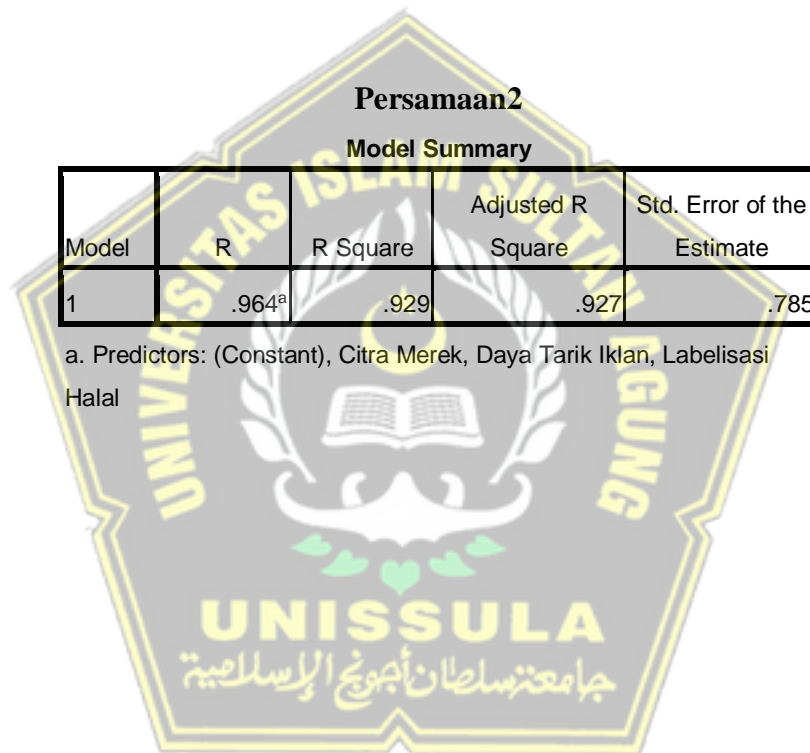
a. Predictors: (Constant), Daya Tarik Iklan, Labelisasi Halal

Persamaan2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.964 ^a	.929	.927	.785

a. Predictors: (Constant), Citra Merek, Daya Tarik Iklan, Labelisasi Halal



Uji F

Persamaan 1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	591.916	2	295.958	125.585	.000 ^a
	Residual	228.594	97	2.357		
	Total	820.510	99			

a. Predictors: (Constant), Daya Tarik Iklan, Labelisasi Halal

b. Dependent Variable: Citra Merek

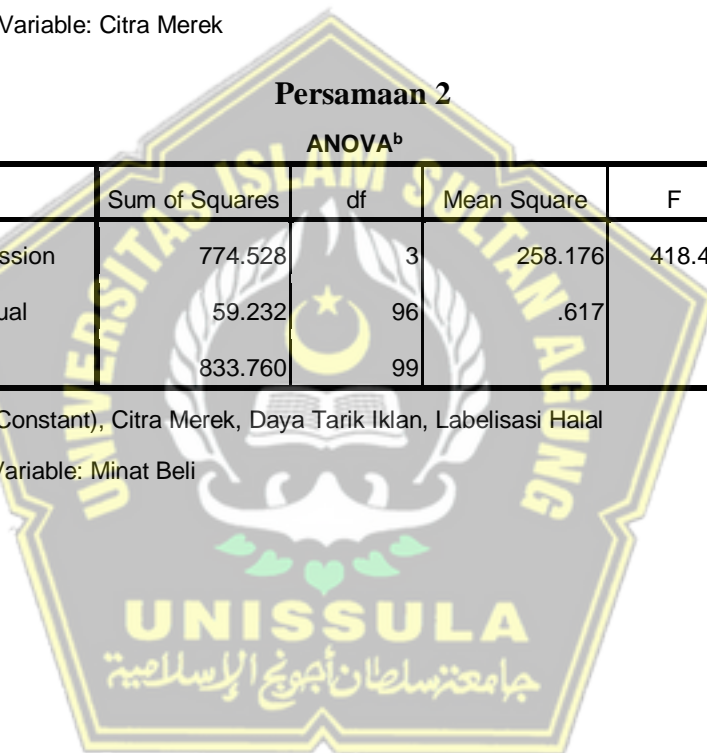
Persamaan 2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	774.528	3	258.176	418.436	.000 ^a
	Residual	59.232	96	.617		
	Total	833.760	99			

a. Predictors: (Constant), Citra Merek, Daya Tarik Iklan, Labelisasi Halal

b. Dependent Variable: Minat Beli



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