

LAMPIRAN

1. Lampiran Hasil Analisis Deskriptif

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Kualitas Produk	100	12	25	24,24	2,531
Harga	100	6	15	14,61	1,370
Citra Merek	100	8	15	14,67	1,231
Keputusan Pembelian	100	11	25	24,33	2,207
Valid N (listwise)	100				

2. Lampiran Hasil Uji Validitas

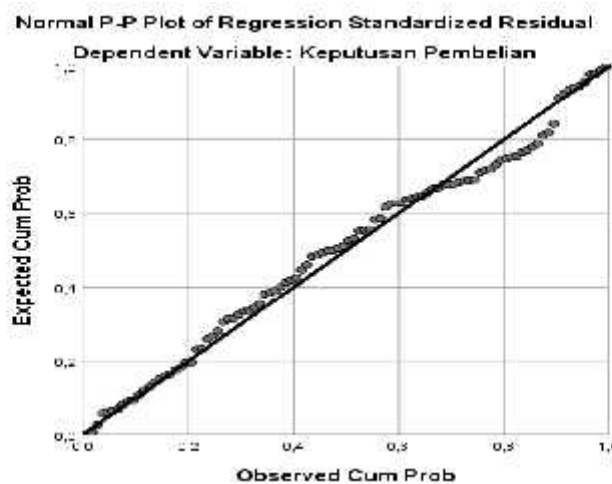
ITEM	r hitung	r table	KET
x1.1	0,947	0,195	Val
x1.2	0,953	0,195	Val
x1.3	0,965	0,195	Val
x1.4	0,965	0,195	Val
x1.5	0,969	0,195	Val
x2.1	0,976	0,195	Val
x2.2	0,961	0,195	Val
x2.3	0,976	0,195	Val
x3.1	0,953	0,195	Val

x3.2	0,979	0,195	Val
x3.3	0,964	0,195	Val
y1	0,904	0,195	Val
y2	0,944	0,195	Val
y3	0,937	0,195	Val
y4	0,937	0,195	Val
y5	0,919	0,195	Val

3. Lampiran Hasil Uji Reliabilitas

Variabel	<i>Alfa Cornbach</i>	Keterangan
Kualitas Produk (X1)	0,974	Reliabel
Harga (X2)	0,968	Reliabel
Citra Merek (X3)	0,948	Reliabel
Keputusan Pembelian(Y)	0,960	Reliabel

4. Lampiran Uji Normalitas



5. Lampiran Uji Multikolinieritas

Coefficients^a

		Collinearity Statistics	
Model		Tolerance	VIF
1	Kualitas Produk	,999	1,001
	Harga	,969	1,032
	Citra Merek	,970	1,031

a. Dependent Variable: Keputusan Pembelian

6. Lampiran Hasil Uji Autokorelasi

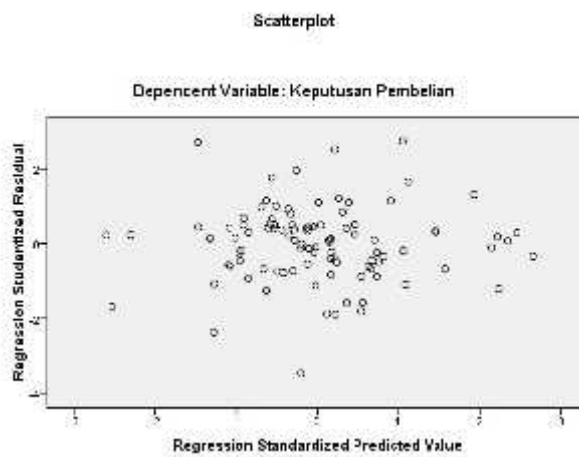
Model Summary^b

Model	Durbin-Watson
1	1,975 ^a

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

b. Dependent Variable: Keputusan Pembelian

7. Lampiran Uji Heteroskedastisitas



8. Lampiran Hasil Pengujian Korelasi Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,861 ^a	,742	,733	1,139

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

b. Dependent Variable: Keputusan Pembelian

Lampiran Hasil Pengujian Regresi Berganda

9.

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
		Beta				
1	(Constant)	,640	1,470		,435	,664
	Kualitas Produk	,335	,060	,385	5,593	,000
	Harga	,483	,113	,300	4,257	,000
	Citra Merek	,580	,124	,324	4,664	,000

a. Dependent Variable: Keputusan Pembelian

10. Lampiran Hasil Uji t dan Uji F

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
		Beta				
1	(Constant)	,640	1,470		,435	,664
	Kualitas Produk	,335	,060	,385	5,593	,000
	Harga	,483	,113	,300	4,257	,000
	Citra Merek	,580	,124	,324	4,664	,000

a. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	357,493	3	119,164	91,799	,000 ^b
	Residual	124,617	96	1,298		
	Total	482,110	99			

a. Dependent Variable: Keputusan Pembelian

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