

**LAMPIRAN**

Lampiran 1

**LEMBAR PENJELASAN PENELITIAN**

Kepada Yth.

Sdr/i Konsumen Kaos Polo

di-Yogyakarta

Dengan hormat,

Saya yang bertandatangan di bawah ini:

Nama : Firman Prasetyo

NIM : 20130410340

Fakultas : Ekonomi dan Bisnis Universitas Muhammadiyah  
Yogyakarta

Bermaksud akan melakukan penelitian dengan judul **“Pengaruh Kepribadian Merek dan Promosi Penjualan Terhadap Niat Beli Ulang Konsumen dengan Ekuitas Merek Sebagai Variabel Pemediasi”** sebagai bahan penyusunan skripsi yang akan diajukan kepada Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Yogyakarta.

Sehubungan dengan hal tersebut maka saya meminta kesediaan Sdr./i diantara kesibukan dan sela waktunya yang sangat berharga untuk dapat mengisi daftar pertanyaan yang terlampir berikut ini.

Besar harapan saya agar Sdr./i dapat mengisi daftar pertanyaan yang saya ajukan dengan sebaik-baiknya. Kesungguhan Sdr./i dalam menjawab setiap pertanyaan tersebut merupakan bantuan yang sangat berguna bagi saya.

Atas kesediaan dan bantuan dari Sdr/i, saya mengucapkan banyak terimakasih.

Yogyakarta, 28 Maret 2017

Peneliti

( Firman Prasetyo )

Lampiran 2.

**KUESIONER**  
**PENGARUH KEPERIBADIAN MEREK DAN PROMOSI PENJUALAN**  
**TERHADAP NIAT BELI ULANG KONSUMEN DENGAN**  
**EKUITAS MEREK SEBAGAI VARIABEL PEMEDIASI**

**I. Petunjuk Pengisian**

1. Berilah tanda centang (√) pada jawaban yang disediakan sesuai pilihan Anda.

2. Keterangan Pilihan:

STS = Sangat Tidak Setuju, bila pernyataan yang disampaikan sangat tidak sesuai dengan pendapat atau kondisi Saudara.

TS = Tidak Setuju, bila pernyataan yang disampaikan tidak sesuai dengan pendapat atau kondisi Saudara.

N = Netral, bila Anda merasa ragu-ragu untuk menentukan apakah pernyataan tersebut sesuai atau tidak sesuai dengan pendapat atau kondisi Saudara.

S = Setuju, bila pernyataan yang disampaikan sesuai dengan pendapat atau kondisi Saudara.

SS = Sangat Setuju, bila pernyataan yang disampaikan sangat sesuai dengan pendapat atau kondisi Saudara.

**II. Identitas Responden**

1. Jenis Kelamin?

Pria

Wanita

2. Usia saya sekarang ( .... tahun )

3. Berapa pengeluaran Anda per bulan?

a.  $\leq$ 1.000.000

b. 1.000.000 - 2.000.000

c. 2.000.000 - 3.000.000

d. 3.000.000 - 4.000.000

e. 4.000.000 - 5.000.000

f.  $\geq$  5.000.000



## V. Daftar Pernyataan Ekuitas Merek

No.	Pernyataan	STS	TS	N	S	SS
	<b>Kesadaran Merek (<i>Brand Awareness</i>)</b>					
1.	Saya sudah mengenal kaos Polo.					
2.	Polo adalah merek kaos berkerah yang muncul pertama kali dalam benak saya.					
3.	Saya dapat dengan mudah mengenali logo kaos Polo.					
4.	Saya dapat dengan mudah mengenali kaos Polo diantara merek kaos lainnya.					
5.	Saya tidak mengalami kesulitan dalam membayangkan kaos Polo dalam pikiran saya.					
	<b>Persepsi kualitas (<i>Perceived Quality</i>)</b>					
6.	Kaos Polo memiliki bahan yang sesuai dengan kualitas yang saya butuhkan.					
7.	Kaos Polo memiliki harga yang sesuai dengan kualitas.					
8.	Kaos Polo dapat diandalkan untuk aktifitas sehari-hari.					
9.	Kaos Polo menawarkan produk dengan kualitas yang sangat baik.					
10.	Kaos Polo menawarkan kualitas produk yang konsisten.					
	<b>Asosiasi Merek (<i>Brand Association</i>)</b>					
11.	Kaos Polo adalah kaos kerah berkualitas.					
12.	Kaos Polo memiliki banyak desain.					
13.	Kaos Polo memiliki desain menarik.					
14.	Kaos Polo memiliki logo yang khas.					
15.	Kaos Polo bersifat universal dapat digunakan segala usia.					
	<b>Loyalitas Merek (<i>Brand Loyalty</i>)</b>					
16.	Saya akan terus menggunakan kaos Polo.					
17.	Saya tidak ingin berpindah ke merek kaos yang lain.					
18.	Saya tidak akan terpengaruh oleh promosi kaos merek lain.					
19.	Saya akan menceritakan hal positif tentang kaos Polo.					
20.	Saya akan merekomendasikan kaos Polo kepada orang lain.					

## VI. Daftar Pernyataan Niat Beli Ulang

No.	Pernyataan	STS	TS	N	S	SS
1.	Jika saya membutuhkan kaos berkerah, saya akan membeli kaos Polo.					
2.	Saya berniat untuk mencoba variasi model yang lain kaos Polo.					
3.	Saya akan tetap membeli kaos Polo walaupun harganya mahal.					
4.	Saya akan tetap membeli kaos Polo walaupun merek kaos yang lain sedang menawarkan diskon.					
5.	Sangat mungkin bahwa saya akan terus membeli kaos Polo di masa depan.					

Lampiran 3. Karakteristik Subjek Penelitian

<b>No. Resp.</b>	<b>Jenis Kelamin</b>	<b>Usia (tahun)</b>	<b>Pengeluaran (Rp.,- / bln)</b>	<b>Pembelian kaos Polo (kali)</b>	<b>Mahasiswa sedang kuliah di Yogyakarta</b>
1	Pria	21	b	2	Ya
2	Pria	22	b	3	Ya
3	Pria	21	b	2	Ya
4	Pria	22	b	4	Ya
5	Pria	20	b	4	Ya
6	Pria	24	b	4	Ya
7	Pria	19	a	2	Ya
8	Wanita	20	b	4	Ya
9	Pria	22	b	3	Ya
10	Pria	22	b	3	Ya
11	Pria	20	a	2	Ya
12	Pria	21	b	4	Ya
13	Pria	21	b	4	Ya
14	Pria	22	b	4	Ya
15	Wanita	22	b	4	Ya
16	Pria	21	b	2	Ya
17	Pria	20	b	4	Ya
18	Pria	20	b	4	Ya
19	Pria	20	b	4	Ya
20	Pria	19	b	4	Ya
21	Pria	19	b	4	Ya
22	Wanita	20	b	3	Ya
23	Pria	19	b	4	Ya
24	Pria	20	b	4	Ya
25	Wanita	20	c	4	Ya
26	Pria	21	b	3	Ya
27	Pria	20	b	4	Ya
28	Pria	22	a	2	Ya
29	Pria	21	b	4	Ya
30	Wanita	21	b	4	Ya
31	Pria	21	b	4	Ya
32	Pria	22	a	2	Ya
33	Pria	19	b	4	Ya
34	Pria	19	b	3	Ya
35	Pria	20	b	3	Ya

36	Pria	19	b	4	Ya
37	Wanita	21	b	4	Ya
38	Wanita	20	c	4	Ya
39	Pria	19	b	4	Ya
40	Pria	21	b	4	Ya
41	Pria	22	b	2	Ya
42	Pria	21	b	2	Ya
43	Wanita	22	b	3	Ya
44	Pria	21	b	2	Ya
45	Pria	21	b	2	Ya
46	Wanita	21	b	2	Ya
47	Pria	22	b	2	Ya
48	Pria	24	a	3	Ya
49	Pria	25	a	2	Ya
50	Pria	21	b	2	Ya
51	Pria	21	c	4	Ya
52	Wanita	24	a	2	Ya
53	Pria	22	b	2	Ya
54	Pria	23	b	2	Ya
55	Pria	22	b	3	Ya
56	Pria	23	b	2	Ya
57	Pria	21	c	4	Ya
58	Pria	19	b	2	Ya
59	Wanita	21	b	2	Ya
60	Wanita	20	a	2	Ya
61	Wanita	20	b	3	Ya
62	Wanita	22	b	3	Ya
63	Pria	21	b	2	Ya
64	Pria	22	a	2	Ya
65	Pria	22	b	2	Ya
66	Pria	21	b	2	Ya
67	Pria	22	b	2	Ya
68	Pria	21	b	3	Ya
69	Pria	20	b	2	Ya
70	Wanita	21	b	2	Ya
71	Wanita	22	b	2	Ya
72	Pria	21	b	2	Ya
73	Pria	20	b	3	Ya
74	Pria	21	b	2	Ya



75	Wanita	21	b	2	Ya
76	Pria	22	b	2	Ya
77	Pria	22	c	4	Ya
78	Wanita	22	b	2	Ya
79	Pria	21	b	2	Ya
80	Pria	22	a	2	Ya
81	Pria	21	a	2	Ya
82	Pria	21	b	4	Ya
83	Pria	22	b	2	Ya
84	Wanita	22	b	2	Ya
85	Wanita	23	b	2	Ya
86	Pria	22	b	2	Ya
87	Pria	23	b	2	Ya
88	Pria	21	b	4	Ya
89	Wanita	22	b	2	Ya
90	Pria	21	b	2	Ya
91	Pria	22	b	2	Ya
92	Pria	22	b	2	Ya
93	Pria	22	b	4	Ya
94	Pria	21	c	3	Ya
95	Wanita	21	b	2	Ya
96	Pria	23	b	2	Ya
97	Pria	23	b	2	Ya
98	Pria	22	b	2	Ya
99	Pria	23	b	3	Ya
100	Wanita	21	b	2	Ya
101	Pria	23	b	2	Ya
102	Pria	22	b	2	Ya
103	Pria	22	b	2	Ya
104	Pria	21	b	2	Ya
105	Wanita	22	b	4	Ya
106	Pria	21	b	2	Ya
107	Pria	22	b	2	Ya
108	Pria	22	b	2	Ya
109	Pria	22	b	3	Ya
110	Wanita	21	b	2	Ya
111	Wanita	21	b	2	Ya
112	Pria	22	b	2	Ya
113	Pria	22	b	2	Ya

114	Pria	21	b	3	Ya
115	Pria	21	b	2	Ya
116	Wanita	20	b	2	Ya
117	Wanita	21	b	2	Ya
118	Pria	20	b	2	Ya
119	Pria	19	b	2	Ya
120	Pria	21	b	2	Ya
121	Pria	20	b	3	Ya
122	Pria	20	b	2	Ya
123	Pria	19	b	2	Ya
124	Pria	20	b	2	Ya
125	Pria	21	b	2	Ya
126	Pria	20	b	2	Ya
127	Wanita	22	b	4	Ya
128	Wanita	19	b	2	Ya
129	Pria	21	b	2	Ya
130	Pria	21	b	2	Ya
131	Pria	20	b	2	Ya
132	Pria	19	b	2	Ya
133	Pria	22	b	3	Ya
134	Pria	22	b	2	Ya
135	Wanita	21	b	2	Ya
136	Pria	21	b	3	Ya
137	Pria	23	b	4	Ya
138	Pria	21	b	2	Ya
139	Wanita	19	b	2	Ya
140	Pria	19	b	2	Ya
141	Pria	20	b	2	Ya
142	Pria	22	b	3	Ya
143	Pria	21	b	2	Ya
144	Pria	22	b	2	Ya
145	Wanita	20	b	2	Ya
146	Wanita	20	b	2	Ya
147	Pria	21	b	2	Ya
148	Pria	21	b	2	Ya
149	Pria	22	b	3	Ya
150	Pria	21	b	2	Ya
151	Pria	20	b	2	Ya
152	Wanita	19	b	2	Ya

153	Pria	20	b	2	Ya
154	Pria	21	b	2	Ya
155	Pria	21	b	3	Ya
156	Pria	20	b	2	Ya
157	Pria	22	c	4	Ya
158	Pria	21	b	4	Ya
159	Pria	19	b	2	Ya
160	Wanita	21	b	3	Ya
161	Pria	21	b	2	Ya
162	Pria	21	b	3	Ya
163	Pria	20	b	2	Ya
164	Pria	21	b	2	Ya
165	Wanita	20	b	2	Ya
166	Wanita	20	b	3	Ya
167	Wanita	21	b	2	Ya
168	Pria	21	b	2	Ya
169	Pria	20	b	2	Ya
170	Pria	20	a	2	Ya
171	Wanita	22	b	2	Ya
172	Pria	20	a	2	Ya
173	Pria	21	b	4	Ya
174	Pria	21	b	2	Ya
175	Pria	19	b	2	Ya

## Lampiran 4. Hasil Pengolahan Data Karakteristik Subjek Penelitian

### 1. Karakteristik Subjek Penelitian menurut Jenis kelamin

#### Statistics

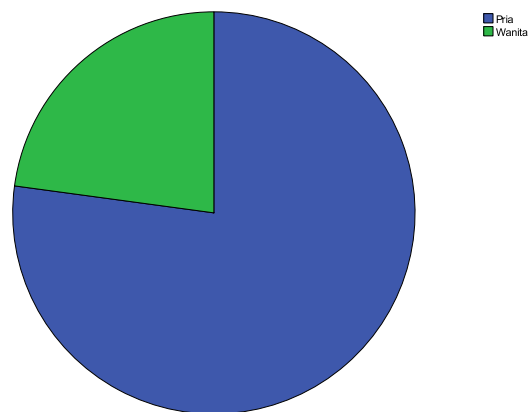
JnsKlmn

N	Valid	175
	Missing	0

#### JnsKlmn

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	135	77.1	77.1	77.1
	Wanita	40	22.9	22.9	100.0
Total		175	100.0	100.0	

JnsKlmn



### 2. Karakteristik Subjek Penelitian menurut Umur

#### Statistics

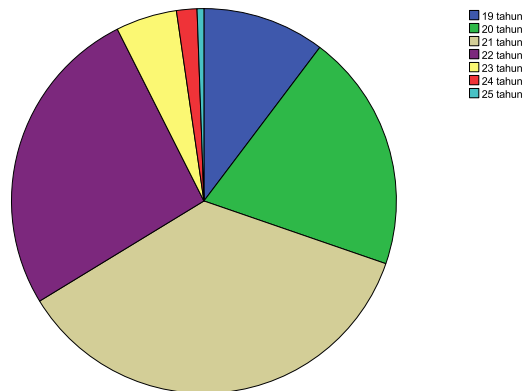
Usia

N	Valid	175
	Missing	0

**Usia**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19 tahun	18	10.3	10.3	10.3
	20 tahun	35	20.0	20.0	30.3
	21 tahun	63	36.0	36.0	66.3
	22 tahun	46	26.3	26.3	92.6
	23 tahun	9	5.1	5.1	97.7
	24 tahun	3	1.7	1.7	99.4
	25 tahun	1	.6	.6	100.0
Total		175	100.0	100.0	

**Usia**



**3. Karakteristik Subjek Penelitian menurut Pengeluaran per bulan**

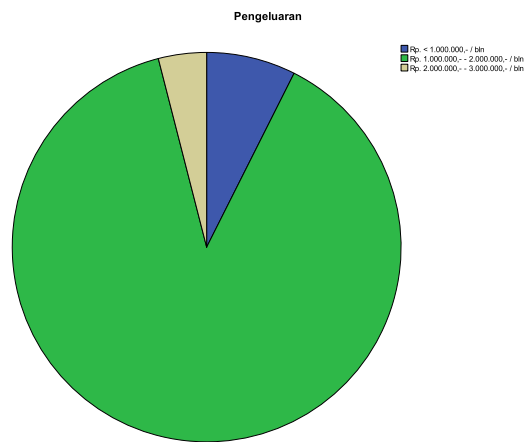
**Statistics**

Pengeluaran

N	Valid	175
	Missing	0

**Pengeluaran**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp. < 1.000.000,- / bln	13	7.4	7.4	7.4
	Rp. 1.000.000,- - 2.000.000,- / bln	155	88.6	88.6	96.0
	Rp. 2.000.000,- - 3.000.000,- / bln	7	4.0	4.0	100.0
Total		175	100.0	100.0	



4. Karakteristik Subjek Penelitian menurut Jumlah pembelian kaos Polo

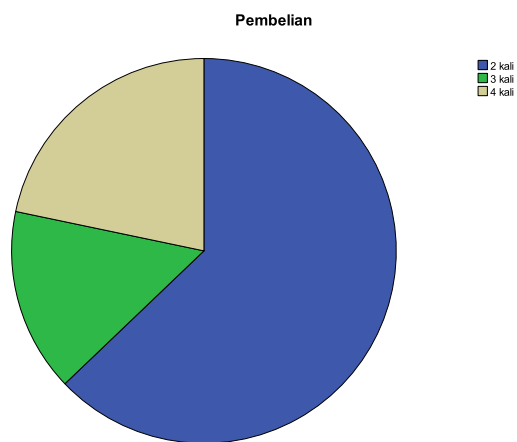
**Statistics**

Pembelian

N	Valid	175
	Missing	0

**Pembelian**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 kali	110	62.9	62.9	62.9
	3 kali	27	15.4	15.4	78.3
	4 kali	38	21.7	21.7	100.0
	Total	175	100.0	100.0	



Lampiran 5. Hasil Uji Kualitas Instrumen Penelitian

1. Uji Validitas Instrumen Penelitian

a. Variabel Kepribadian Merek

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	X1_KM
X1.1	Pearson Correlation	1	.278	.123	.402*	.276	.628**
	Sig. (2-tailed)		.083	.448	.010	.084	.000
	N	40	40	40	40	40	40
X1.2	Pearson Correlation	.278	1	.249	.319*	.345*	.690**
	Sig. (2-tailed)	.083		.122	.045	.029	.000
	N	40	40	40	40	40	40
X1.3	Pearson Correlation	.123	.249	1	.185	.120	.505**
	Sig. (2-tailed)	.448	.122		.252	.460	.001
	N	40	40	40	40	40	40
X1.4	Pearson Correlation	.402*	.319*	.185	1	.617**	.761**
	Sig. (2-tailed)	.010	.045	.252		.000	.000
	N	40	40	40	40	40	40
X1.5	Pearson Correlation	.276	.345*	.120	.617**	1	.705**
	Sig. (2-tailed)	.084	.029	.460	.000		.000
	N	40	40	40	40	40	40
X1_K M	Pearson Correlation	.628**	.690**	.505**	.761**	.705**	1
	Sig. (2-tailed)	.000	.000	.001	.000	.000	
	N	40	40	40	40	40	40

\*. Correlation is significant at the 0.05 level (2-tailed).

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





X3.5	Pearson Correlation	.275	.047	.254	.469**	1	.044	.041	-.196
	Sig. (2-tailed)	.086	.774	.114	.002		.786	.801	.225
	N	40	40	40	40	40	40	40	40
X3.6	Pearson Correlation	.134	.238	.085	.247	.044	1	.275	.382*
	Sig. (2-tailed)	.410	.138	.602	.125	.786		.086	.015
	N	40	40	40	40	40	40	40	40
X3.7	Pearson Correlation	.124	.145	.258	.300	.041	.275	1	.194
	Sig. (2-tailed)	.444	.373	.108	.060	.801	.086		.231
	N	40	40	40	40	40	40	40	40
X3.8	Pearson Correlation	.216	.276	.085	.033	-.196	.382*	.194	1
	Sig. (2-tailed)	.181	.085	.600	.838	.225	.015	.231	
	N	40	40	40	40	40	40	40	40
X3.9	Pearson Correlation	.030	-.032	.079	-.061	-.046	-.185	.131	.325*
	Sig. (2-tailed)	.856	.843	.630	.709	.778	.252	.421	.041
	N	40	40	40	40	40	40	40	40
X3.10	Pearson Correlation	.060	-.153	.103	-.084	-.109	.106	.009	.171
	Sig. (2-tailed)	.713	.344	.527	.608	.503	.514	.956	.291
	N	40	40	40	40	40	40	40	40
X3.11	Pearson Correlation	.230	-.069	.064	.214	.221	.026	.267	-.043
	Sig. (2-tailed)	.154	.672	.694	.186	.170	.873	.096	.790
	N	40	40	40	40	40	40	40	40
X3.12	Pearson Correlation	.320	.343	.372	.177	.225	.085	-.014	-.044
	Sig. (2-tailed)	.044	.030	.018	.274	.163	.604	.932	.787
	N	40	40	40	40	40	40	40	40
X3.13	Pearson Correlation	.018	-.046	.055	-.109	-.066	-.055	-.268	-.077
	Sig. (2-tailed)	.912	.777	.736	.502	.687	.735	.095	.635
	N	40	40	40	40	40	40	40	40
X3.14	Pearson Correlation	-.016	.161	.149	.278	.514**	.061	-.014	-.185
	Sig. (2-tailed)	.923	.322	.358	.083	.001	.710	.931	.253
	N	40	40	40	40	40	40	40	40
X3.15	Pearson Correlation	.103	-.095	.139	.220	-.045	.030	.324*	.088
	Sig. (2-tailed)	.527	.561	.393	.172	.783	.855	.042	.589
	N	40	40	40	40	40	40	40	40
X3.16	Pearson Correlation	.092	-.107	-.063	-.051	-.183	.109	-.200	.054
	Sig. (2-tailed)	.571	.509	.698	.756	.257	.501	.216	.741
	N	40	40	40	40	40	40	40	40
X3.17	Pearson Correlation	.090	.033	.036	-.066	-.140	.056	-.294	.027
	Sig. (2-tailed)	.581	.841	.827	.687	.389	.733	.066	.866
	N	40	40	40	40	40	40	40	40
X3.18	Pearson Correlation	.140	.051	.135	.084	.109	.087	-.189	.043
	Sig. (2-tailed)	.389	.754	.407	.608	.503	.594	.244	.793
	N	40	40	40	40	40	40	40	40
X3.19	Pearson Correlation	-.005	.062	.075	-.016	.158	.030	-.059	.124

	Sig. (2-tailed)	.976	.705	.647	.923	.329	.853	.719	.445
	N	40	40	40	40	40	40	40	40
X3.20	Pearson Correlation	.167	-.033	.168	.185	.280	.068	-.052	-.027
	Sig. (2-tailed)	.303	.841	.301	.253	.080	.676	.751	.866
	N	40	40	40	40	40	40	40	40
X3_EM	Pearson Correlation	.561**	.352*	.558**	.581**	.374*	.367*	.322*	.312*
	Sig. (2-tailed)	.000	.026	.000	.000	.017	.020	.043	.050
	N	40	40	40	40	40	40	40	40

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

\* . Correlation is significant at the 0.05 level (2-tailed).

### Correlations

		X3.9	X3.10	X3.11	X3.12	X3.13	X3.14	X3.15	X3.16
X3.1	Pearson Correlation	.030	.060	.230	.320*	.018	-.016	.103	.092
	Sig. (2-tailed)	.856	.713	.154	.044	.912	.923	.527	.571
	N	40	40	40	40	40	40	40	40
X3.2	Pearson Correlation	-.032	-.153	-.069	.343*	-.046	.161	-.095	-.107
	Sig. (2-tailed)	.843	.344	.672	.030	.777	.322	.561	.509
	N	40	40	40	40	40	40	40	40
X3.3	Pearson Correlation	.079	.103	.064	.372*	.055	.149	.139	-.063
	Sig. (2-tailed)	.630	.527	.694	.018	.736	.358	.393	.698
	N	40	40	40	40	40	40	40	40
X3.4	Pearson Correlation	-.061	-.084	.214	.177	-.109	.278	.220	-.051
	Sig. (2-tailed)	.709	.608	.186	.274	.502	.083	.172	.756
	N	40	40	40	40	40	40	40	40
X3.5	Pearson Correlation	-.046	-.109	.221	.225	-.066	.514**	-.045	-.183
	Sig. (2-tailed)	.778	.503	.170	.163	.687	.001	.783	.257
	N	40	40	40	40	40	40	40	40
X3.6	Pearson Correlation	-.185	.106	.026	.085	-.055	.061	.030	.109
	Sig. (2-tailed)	.252	.514	.873	.604	.735	.710	.855	.501
	N	40	40	40	40	40	40	40	40
X3.7	Pearson Correlation	.131	.009	.267	-.014	-.268	-.014	.324*	-.200
	Sig. (2-tailed)	.421	.956	.096	.932	.095	.931	.042	.216
	N	40	40	40	40	40	40	40	40
X3.8	Pearson Correlation	.325*	.171	-.043	-.044	-.077	-.185	.088	.054
	Sig. (2-tailed)	.041	.291	.790	.787	.635	.253	.589	.741
	N	40	40	40	40	40	40	40	40
X3.9	Pearson Correlation	1	.392*	.313*	.119	-.003	.016	.010	.055
	Sig. (2-tailed)		.012	.050	.464	.985	.923	.949	.736
	N	40	40	40	40	40	40	40	40
X3.10	Pearson Correlation	.392*	1	.290	.172	.158	.019	.343*	.240
	Sig. (2-tailed)	.012		.070	.289	.330	.909	.030	.136
	N	40	40	40	40	40	40	40	40
X3.11	Pearson Correlation	.313*	.290	1	.216	.136	.303	.133	.311

	Sig. (2-tailed)	.050	.070		.181	.403	.057	.415	.051
	N	40	40	40	40	40	40	40	40
X3.12	Pearson Correlation	.119	.172	.216	1	-.096	.405**	.025	-.010
	Sig. (2-tailed)	.464	.289	.181		.555	.009	.877	.950
	N	40	40	40	40	40	40	40	40
X3.13	Pearson Correlation	-.003	.158	.136	-.096	1	-.023	.015	.585**
	Sig. (2-tailed)	.985	.330	.403	.555		.890	.928	.000
	N	40	40	40	40	40	40	40	40
X3.14	Pearson Correlation	.016	.019	.303	.405**	-.023	1	-.077	.094
	Sig. (2-tailed)	.923	.909	.057	.009	.890		.636	.563
	N	40	40	40	40	40	40	40	40
X3.15	Pearson Correlation	.010	.343	.133	.025	.015	-.077	1	.144
	Sig. (2-tailed)	.949	.030	.415	.877	.928	.636		.375
	N	40	40	40	40	40	40	40	40
X3.16	Pearson Correlation	.055	.240	.311	-.010	.585**	.094	.144	1
	Sig. (2-tailed)	.736	.136	.051	.950	.000	.563	.375	
	N	40	40	40	40	40	40	40	40
X3.17	Pearson Correlation	-.058	.122	.124	-.110	.912**	-.072	.031	.552**
	Sig. (2-tailed)	.722	.452	.446	.498	.000	.659	.847	.000
	N	40	40	40	40	40	40	40	40
X3.18	Pearson Correlation	.111	.310	.032	-.049	.704**	-.112	.147	.360
	Sig. (2-tailed)	.497	.052	.844	.764	.000	.490	.365	.022
	N	40	40	40	40	40	40	40	40
X3.19	Pearson Correlation	.114	.265	.171	.065	.219	.308	-.083	.102
	Sig. (2-tailed)	.483	.099	.291	.689	.175	.053	.611	.533
	N	40	40	40	40	40	40	40	40
X3.20	Pearson Correlation	.187	.031	.186	.110	.193	.192	-.031	.090
	Sig. (2-tailed)	.248	.852	.251	.498	.232	.235	.847	.581
	N	40	40	40	40	40	40	40	40
X3_EM	Pearson Correlation	.313	.411**	.541**	.427**	.315	.393	.322	.353
	Sig. (2-tailed)	.049	.008	.000	.006	.048	.012	.043	.025
	N	40	40	40	40	40	40	40	40

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

\* . Correlation is significant at the 0.05 level (2-tailed).

#### Correlations

		X3.17	X3.18	X3.19	X3.20	X3_EM
X3.1	Pearson Correlation	.090	.140	-.005	.167	.561**
	Sig. (2-tailed)	.581	.389	.976	.303	.000
	N	40	40	40	40	40
X3.2	Pearson Correlation	.033	.051	.062	-.033	.352
	Sig. (2-tailed)	.841	.754	.705	.841	.026
	N	40	40	40	40	40

X3.3	Pearson Correlation	.036	.135	.075	.168	.558**
	Sig. (2-tailed)	.827	.407	.647	.301	.000
	N	40	40	40	40	40
X3.4	Pearson Correlation	-.066	.084	-.016	.185	.581**
	Sig. (2-tailed)	.687	.608	.923	.253	.000
	N	40	40	40	40	40
X3.5	Pearson Correlation	-.140	.109	.158	.280	.374
	Sig. (2-tailed)	.389	.503	.329	.080	.017
	N	40	40	40	40	40
X3.6	Pearson Correlation	.056	.087	.030	.068	.367
	Sig. (2-tailed)	.733	.594	.853	.676	.020
	N	40	40	40	40	40
X3.7	Pearson Correlation	-.294	-.189	-.059	-.052	.322
	Sig. (2-tailed)	.066	.244	.719	.751	.043
	N	40	40	40	40	40
X3.8	Pearson Correlation	.027	.043	.124	-.027	.312
	Sig. (2-tailed)	.866	.793	.445	.866	.050
	N	40	40	40	40	40
X3.9	Pearson Correlation	-.058	.111	.114	.187	.313
	Sig. (2-tailed)	.722	.497	.483	.248	.049
	N	40	40	40	40	40
X3.10	Pearson Correlation	.122	.310	.265	.031	.411
	Sig. (2-tailed)	.452	.052	.099	.852	.008
	N	40	40	40	40	40
X3.11	Pearson Correlation	.124	.032	.171	.186	.541**
	Sig. (2-tailed)	.446	.844	.291	.251	.000
	N	40	40	40	40	40
X3.12	Pearson Correlation	-.110	-.049	.065	.110	.427**
	Sig. (2-tailed)	.498	.764	.689	.498	.006
	N	40	40	40	40	40
X3.13	Pearson Correlation	.912**	.704**	.219	.193	.315
	Sig. (2-tailed)	.000	.000	.175	.232	.048
	N	40	40	40	40	40
X3.14	Pearson Correlation	-.072	-.112	.308	.192	.393
	Sig. (2-tailed)	.659	.490	.053	.235	.012
	N	40	40	40	40	40
X3.15	Pearson Correlation	.031	.147	-.083	-.031	.322
	Sig. (2-tailed)	.847	.365	.611	.847	.043
	N	40	40	40	40	40
X3.16	Pearson Correlation	.552**	.360	.102	.090	.353
	Sig. (2-tailed)	.000	.022	.533	.581	.025
	N	40	40	40	40	40
X3.17	Pearson Correlation	1	.642**	.200	.176	.318
	Sig. (2-tailed)		.000	.217	.276	.045

	N	40	40	40	40	40
X3.18	Pearson Correlation	.642**	1	.081	.122	.406**
	Sig. (2-tailed)	.000		.621	.452	.009
	N	40	40	40	40	40
X3.19	Pearson Correlation	.200	.081	1	.392*	.361*
	Sig. (2-tailed)	.217	.621		.012	.022
	N	40	40	40	40	40
X3.20	Pearson Correlation	.176	.122	.392*	1	.380*
	Sig. (2-tailed)	.276	.452	.012		.016
	N	40	40	40	40	40
X3_EM	Pearson Correlation	.318	.406**	.361*	.380*	1
	Sig. (2-tailed)	.045	.009	.022	.016	
	N	40	40	40	40	40

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

\* . Correlation is significant at the 0.05 level (2-tailed).

#### d. Variabel Niat Beli Ulang Konsumen

##### Correlations

		Y1	Y2	Y3	Y4	Y5	Y_NBUK
Y1	Pearson Correlation	1	.456**	.320*	.402*	.411**	.757**
	Sig. (2-tailed)		.003	.044	.010	.008	.000
	N	40	40	40	40	40	40
Y2	Pearson Correlation	.456**	1	.542**	.000	.125	.640**
	Sig. (2-tailed)	.003		.000	1.000	.442	.000
	N	40	40	40	40	40	40
Y3	Pearson Correlation	.320*	.542**	1	.087	.269	.670**
	Sig. (2-tailed)	.044	.000		.592	.093	.000
	N	40	40	40	40	40	40
Y4	Pearson Correlation	.402*	.000	.087	1	.592**	.600**
	Sig. (2-tailed)	.010	1.000	.592		.000	.000
	N	40	40	40	40	40	40
Y5	Pearson Correlation	.411**	.125	.269	.592**	1	.709**
	Sig. (2-tailed)	.008	.442	.093	.000		.000
	N	40	40	40	40	40	40
Y_NBUK	Pearson Correlation	.757**	.640**	.670**	.600**	.709**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	40	40	40	40	40	40

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

\* . Correlation is significant at the 0.05 level (2-tailed).

## 2. Uji Reliabilitas Instrumen Penelitian

### Reliability

#### Scale: ALL VARIABLES

##### Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

#### a. Variabel Kepribadian Merek

##### Reliability Statistics

Cronbach's Alpha	N of Items
.672	5

#### b. Variabel Promosi Penjualan

##### Reliability Statistics

Cronbach's Alpha	N of Items
.665	5

#### c. Variabel Ekuitas Merek

##### Reliability Statistics

Cronbach's Alpha	N of Items
.724	20

#### d. Variabel Niat Beli Ulang Konsumen

##### Reliability Statistics

Cronbach's Alpha	N of Items
.701	5

Lampiran 6. Hasil Uji Normalitas

**NPar Tests**

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual	
N		175	
Normal Parameters <sup>a, b</sup>	Mean	.0000000	
	Std. Deviation	1.43461302	
Most Extreme Differences	Absolute	.086	
	Positive	.086	
	Negative	-.049	
Kolmogorov-Smirnov Z		1.141	
Asymp. Sig. (2-tailed)		.148	
Monte Carlo Sig. (2-tailed)	Sig.	.136 <sup>c</sup>	
	99% Confidence Interval	Lower Bound	.127
		Upper Bound	.145

a. Test distribution is Normal.

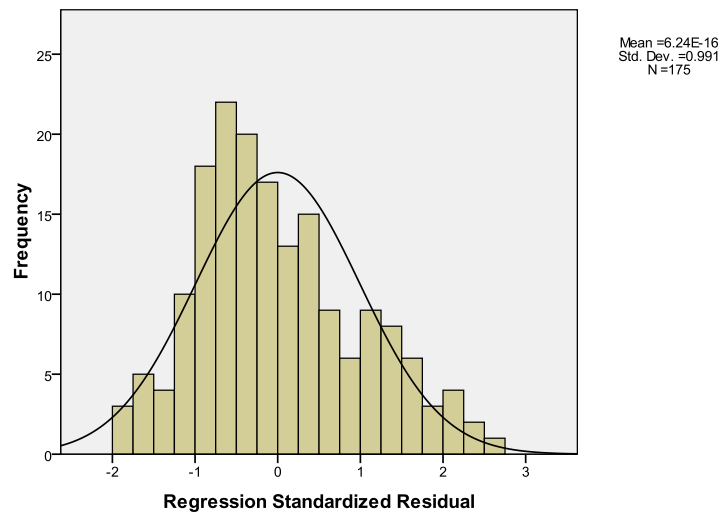
b. Calculated from data.

c. Based on 10000 sampled tables with starting seed 2000000.

**Charts**

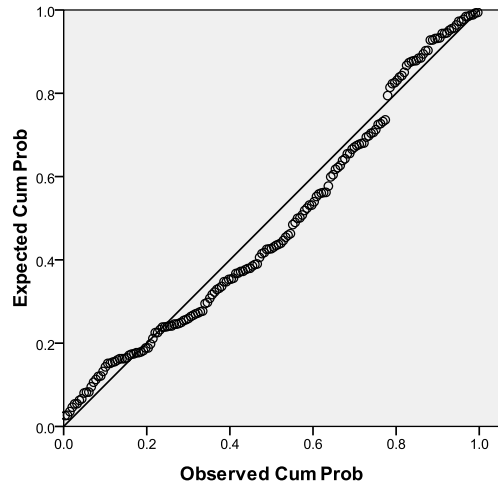
**Histogram**

**Dependent Variable: NiatBelUlang**



**Normal P-P Plot of Regression Standardized Residual**

**Dependent Variable: NiatBeliUlang**





Lampiran 7. Data Hasil Penelitian

1. Kepribadian Merek

No. Resp.	Item Soal				
	1	2	3	4	5
1	SS	S	S	S	S
2	SS	S	S	S	SS
3	SS	SS	S	S	SS
4	SS	SS	S	SS	SS
5	SS	SS	SS	S	SS
6	S	S	N	S	S
7	S	S	S	S	SS
8	SS	S	N	S	SS
9	SS	SS	S	S	SS
10	S	S	S	S	SS
11	S	S	S	S	SS
12	S	S	SS	S	S
13	S	S	N	S	S
14	S	S	N	S	S
15	S	S	S	S	S
16	S	S	S	S	SS
17	SS	S	S	S	S
18	SS	S	S	SS	SS
19	SS	SS	S	SS	SS
20	SS	SS	SS	SS	SS
21	SS	S	SS	SS	SS
22	SS	SS	SS	SS	SS
23	SS	SS	S	S	SS
24	SS	SS	S	SS	SS
25	S	S	N	S	S
26	SS	SS	SS	S	SS
27	SS	SS	S	SS	SS
28	S	S	S	S	S
29	SS	S	S	S	S
30	S	SS	SS	S	S
31	SS	SS	S	S	SS

32	S	S	N	N	S
33	SS	SS	S	SS	S
34	S	S	S	SS	SS
35	SS	SS	SS	SS	S
36	S	S	S	SS	SS
37	S	S	SS	S	SS
38	SS	SS	S	S	SS
39	SS	SS	S	S	S
40	SS	S	S	SS	SS
41	SS	S	SS	S	SS
42	S	S	S	S	SS
43	SS	S	S	S	SS
44	SS	S	N	S	S
45	SS	SS	S	SS	SS
46	S	SS	S	S	SS
47	SS	S	S	S	S
48	SS	S	S	SS	SS
49	S	S	S	S	SS
50	S	SS	S	S	SS
51	S	S	N	S	S
52	S	S	S	S	S
53	S	S	S	S	SS
54	S	S	S	SS	S
55	SS	S	S	SS	S
56	S	S	N	S	S
57	S	S	N	N	S
58	S	S	N	S	S
59	S	S	N	S	S
60	SS	SS	S	SS	SS
61	S	S	S	S	S
62	S	S	N	S	S
63	SS	S	S	S	S
64	SS	S	S	SS	S
65	S	S	N	N	S
66	SS	SS	S	S	SS
67	S	N	N	N	S
68	S	N	N	S	S

69	SS	S	SS	SS	SS
70	SS	SS	S	S	SS
71	SS	SS	S	S	SS
72	S	S	N	S	S
73	S	S	N	N	S
74	S	N	N	N	S
75	S	S	S	SS	S
76	SS	S	S	S	S
77	S	S	S	S	SS
78	S	S	N	S	S
79	S	S	S	S	SS
80	S	S	N	S	S
81	S	S	S	S	S
82	S	S	N	S	S
83	SS	S	S	S	S
84	N	SS	S	SS	SS
85	S	S	S	S	S
86	S	S	S	S	SS
87	S	S	N	N	S
88	S	S	S	S	S
89	S	S	S	S	S
90	S	N	S	SS	SS
91	S	S	S	S	S
92	S	S	S	S	S
93	S	S	N	S	S
94	S	S	S	S	S
95	S	S	S	S	S
96	SS	SS	S	S	SS
97	SS	S	S	S	SS
98	SS	SS	S	S	S
99	SS	S	SS	S	SS
100	SS	S	S	S	S
101	S	N	N	S	S
102	S	S	N	S	S
103	S	S	S	S	SS
104	N	S	S	SS	SS
105	SS	SS	N	S	S

106	SS	S	S	S	S
107	SS	SS	S	SS	SS
108	S	S	N	S	S
109	SS	S	S	SS	SS
110	SS	S	S	S	S
111	S	S	S	S	SS
112	S	S	N	S	S
113	SS	S	S	S	SS
114	S	S	N	S	S
115	S	S	N	N	S
116	SS	S	S	S	S
117	S	S	S	S	S
118	SS	S	S	S	S
119	S	S	N	S	S
120	S	S	N	S	S
121	S	S	N	N	S
122	SS	S	N	N	S
123	S	S	N	S	S
124	S	S	S	S	S
125	SS	S	S	S	S
126	S	SS	S	S	S
127	SS	S	S	S	S
128	S	S	S	S	S
129	S	S	N	S	S
130	S	S	S	S	S
131	SS	SS	S	SS	SS
132	S	S	N	N	S
133	S	S	S	S	S
134	SS	S	N	N	S
135	S	S	S	S	S
136	SS	S	S	S	S
137	SS	S	S	S	SS
138	SS	S	S	S	SS
139	S	S	S	S	SS
140	S	S	N	S	S
141	SS	SS	S	S	SS
142	S	S	N	N	S

143	SS	S	S	S	S
144	S	S	N	S	S
145	S	S	S	SS	SS
146	S	S	N	S	S
147	S	S	S	S	SS
148	N	S	S	SS	SS
149	S	S	N	S	S
150	S	S	N	S	S
151	SS	SS	S	SS	S
152	S	S	S	S	S
153	S	N	N	N	S
154	S	S	S	S	S
155	S	S	S	S	S
156	S	S	N	S	S
157	S	S	S	S	S
158	S	S	S	S	N
159	S	S	N	N	S
160	S	SS	S	S	SS
161	SS	S	S	S	S
162	S	S	S	S	SS
163	S	S	N	S	S
164	S	S	N	S	S
165	S	S	N	S	S
166	SS	S	S	S	SS
167	S	SS	S	S	S
168	S	S	S	S	S
169	S	S	N	N	S
170	S	S	S	S	S
171	S	S	N	S	S
172	SS	S	S	S	S
173	S	S	S	S	SS
174	SS	S	SS	SS	SS
175	SS	SS	SS	SS	S

2. Promosi Penjualan

No. Resp.	Item Soal				
	1	2	3	4	5
1	SS	S	S	SS	S
2	S	N	N	N	N
3	S	S	N	S	S
4	S	N	N	N	S
5	SS	S	S	S	SS
6	SS	SS	S	SS	SS
7	S	SS	S	S	S
8	S	S	S	SS	S
9	SS	SS	SS	SS	S
10	SS	SS	S	S	SS
11	S	S	S	S	S
12	SS	S	S	S	S
13	SS	S	S	S	SS
14	SS	S	S	S	S
15	S	S	S	S	S
16	S	S	S	SS	SS
17	S	S	N	S	S
18	S	S	N	S	S
19	SS	SS	S	SS	S
20	SS	S	S	S	SS
21	SS	S	S	S	S
22	S	S	N	N	S
23	SS	SS	SS	SS	SS
24	SS	S	SS	S	S
25	SS	SS	S	SS	S
26	S	S	N	S	S
27	S	S	S	S	SS
28	SS	S	S	S	SS
29	SS	SS	S	SS	SS
30	S	SS	N	SS	SS
31	S	S	N	S	S
32	SS	S	S	S	SS
33	S	S	N	N	S

34	SS	SS	S	S	SS
35	S	S	N	S	S
36	S	S	S	SS	S
37	S	S	SS	SS	S
38	S	S	N	N	S
39	S	S	N	S	S
40	SS	SS	S	SS	S
41	S	N	N	N	S
42	SS	SS	SS	SS	S
43	S	S	N	S	S
44	S	SS	N	S	SS
45	SS	S	S	S	S
46	SS	S	SS	S	SS
47	SS	SS	SS	S	SS
48	SS	SS	SS	SS	SS
49	S	S	N	S	S
50	SS	SS	SS	SS	SS
51	S	S	N	S	S
52	S	N	SS	S	SS
53	SS	S	S	S	S
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55	SS	S	SS	S	S
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64	SS	S	S	SS	N
65	SS	S	S	S	SS
66	SS	S	S	S	SS
67	SS	SS	S	S	SS
68	SS	SS	S	S	S
69	SS	S	SS	SS	SS
70	N	N	N	N	S

71	SS	S	SS	SS	SS
72	SS	SS	S	SS	SS
73	S	S	S	S	S
74	SS	S	S	S	S
75	S	S	N	S	S
76	SS	SS	S	S	SS
77	SS	S	N	S	S
78	SS	S	S	S	S
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80	SS	SS	SS	SS	SS
81	SS	S	S	S	SS
82	SS	SS	S	S	SS
83	SS	S	S	S	SS
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85	SS	SS	S	SS	SS
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88	SS	SS	S	S	SS
89	SS	SS	S	SS	S
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92	SS	S	S	S	SS
93	S	S	N	N	S
94	S	S	S	S	S
95	SS	S	S	S	S
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101	S	N	S	S	S
102	SS	SS	S	S	SS
103	SS	S	S	S	SS
104	S	S	S	SS	S
105	S	S	S	SS	S
106	SS	S	SS	S	SS
107	S	S	S	S	S



108	S	S	S	S	SS
109	SS	S	S	S	SS
110	SS	SS	SS	SS	SS
111	S	S	S	S	S
112	S	N	N	N	S
113	SS	S	S	S	S
114	S	S	N	S	S
115	SS	S	S	S	S
116	SS	SS	S	S	SS
117	S	S	N	S	S
118	S	S	S	S	SS
119	SS	S	S	S	SS
120	S	S	S	SS	SS
121	S	S	S	S	S
122	SS	S	S	S	S
123	SS	S	S	SS	SS
124	S	SS	S	S	S
125	SS	S	SS	S	SS
126	SS	SS	S	SS	SS
127	S	S	S	N	S
128	S	S	S	N	S
129	SS	SS	S	S	SS
130	S	S	S	S	SS
131	SS	SS	S	S	SS
132	SS	SS	SS	S	SS
133	S	S	SS	S	SS
134	SS	S	N	S	SS
135	S	S	S	N	S
136	SS	SS	S	S	SS
137	SS	SS	SS	SS	SS
138	SS	SS	S	S	SS
139	SS	S	S	S	SS
140	SS	SS	S	S	S
141	S	S	S	S	SS
142	S	S	N	S	S
143	SS	SS	S	SS	SS
144	SS	SS	S	S	SS

145	SS	S	S	S	S
146	S	S	N	S	N
147	S	S	SS	S	SS
148	SS	S	S	S	S
149	SS	SS	S	SS	SS
150	SS	SS	SS	SS	SS
151	SS	S	S	S	S
152	S	S	S	S	SS
153	SS	S	S	S	SS
154	SS	S	S	S	SS
155	SS	S	S	S	SS
156	S	S	N	S	S
157	S	S	N	S	S
158	S	N	N	N	S
159	S	S	S	S	S
160	S	S	N	S	S
161	SS	N	N	N	S
162	S	S	S	S	N
163	SS	S	N	S	N
164	SS	SS	S	SS	S
165	SS	S	S	S	S
166	SS	SS	S	S	SS
167	SS	SS	S	S	S
168	SS	S	S	S	SS
169	S	S	N	S	N
170	SS	S	S	SS	S
171	S	S	N	S	S
172	SS	SS	S	SS	SS
173	SS	S	N	S	N
174	SS	S	S	S	S
175	SS	SS	S	SS	SS

3. Ekuitas Merek

No. Resp.	Item Soal									
	1	2	3	4	5	6	7	8	9	10
1	SS	S	S	S	SS	SS	SS	S	SS	SS
2	SS	SS	S	S	S	SS	SS	SS	SS	SS
3	SS	SS	S	SS	S	SS	S	SS	SS	SS
4	S	SS	SS	SS	SS	SS	SS	SS	SS	SS
5	SS	SS	SS	S	S	SS	SS	SS	S	SS
6	S	S	S	S	SS	SS	SS	S	SS	SS
7	S	S	S	S	S	S	SS	S	S	S
8	SS	S	S	S	S	SS	SS	S	SS	SS
9	S	S	S	N	S	S	SS	SS	SS	S
10	S	S	S	S	S	S	S	S	SS	SS
11	SS	S	SS	S	S	SS	SS	S	SS	SS
12	S	N	S	S	N	SS	S	S	S	SS
13	SS	S	S	N	SS	S	SS	SS	SS	S
14	S	SS	SS	SS	S	SS	SS	S	S	S
15	SS	SS	S	N	N	S	SS	S	SS	S
16	S	S	SS	N	S	N	S	S	SS	SS
17	S	S	S	S	SS	SS	SS	SS	SS	SS
18	S	S	SS	SS	SS	S	S	S	SS	SS
19	SS	SS	SS	SS	S	S	SS	S	SS	SS
20	SS	SS	SS	S	SS	S	SS	S	SS	SS
21	SS	S	SS	S	S	S	SS	S	SS	SS
22	SS	SS	SS	S	SS	S	S	S	SS	SS
23	S	SS	S	S	SS	S	S	S	SS	SS
24	SS	S	SS	SS	SS	SS	S	S	SS	SS
25	S	S	S	N	S	S	N	S	S	S
26	SS	SS	S	SS	SS	S	S	SS	SS	SS
27	SS	SS	SS	SS	S	S	S	SS	S	S
28	S	S	S	S	S	N	S	S	S	S
29	S	S	S	N	SS	S	N	S	S	N
30	S	SS	S	S	S	S	N	S	S	S
31	SS	SS	S	S	SS	S	S	N	S	SS
32	S	S	S	N	TS	N	N	S	SS	S
33	S	S	SS	SS	SS	S	S	S	S	SS
34	S	S	S	S	S	S	N	S	S	N
35	SS	SS	S	SS	SS	S	S	S	S	SS

36	S	S	S	SS	SS	S	SS	N	S	S
37	S	S	SS	SS	S	N	S	S	SS	SS
38	SS	S	S	SS	SS	S	S	S	N	SS
39	S	S	S	SS	S	S	SS	S	S	SS
40	SS	SS	S	SS	S	SS	S	SS	S	SS
41	SS	SS	S	S	SS	S	SS	S	N	SS
42	S	S	S	S	S	S	S	S	S	S
43	S	S	S	N	N	S	S	S	S	S
44	S	S	S	S	S	S	S	S	S	S
45	SS	SS	S	SS	N	SS	SS	S	S	S
46	S	S	S	S	N	SS	S	S	SS	S
47	S	S	S	S	S	SS	S	S	S	S
48	SS	SS	S	SS	S	SS	SS	S	S	SS
49	S	SS	S	SS	S	S	S	S	SS	S
50	SS	SS	S	SS	TS	S	S	S	S	SS
51	SS	SS	S	SS	S	S	S	S	SS	S
52	S	S	S	S	N	S	SS	S	S	S
53	S	S	S	S	S	S	S	S	S	S
54	SS	SS	S	SS	S	S	S	S	S	S
55	S	SS	S	SS	N	SS	SS	S	S	SS
56	S	SS	S	SS	TS	S	S	S	SS	N
57	SS	S	SS	N	S	S	SS	N	N	SS
58	SS	SS	SS	SS	S	S	SS	S	SS	S
59	SS	SS	S	SS	SS	S	S	SS	S	N
60	SS	SS	S	SS	N	S	S	N	N	S
61	S	S	S	S	TS	SS	SS	SS	S	SS
62	S	SS	S	S	TS	S	S	S	SS	SS
63	SS	S	S	S	SS	S	SS	SS	SS	S
64	SS	SS	S	SS	S	S	SS	SS	S	SS
65	SS	SS	S	SS	TS	S	S	SS	S	S
66	S	SS	S	S	TS	SS	SS	SS	N	S
67	S	S	S	N	S	N	S	SS	S	SS
68	S	SS	S	S	TS	S	S	SS	SS	S
69	SS	S	S	S	S	S	SS	S	S	SS
70	SS	SS	S	SS	S	N	S	S	S	S
71	SS	SS	S	SS	S	S	S	N	SS	S
72	S	S	S	SS	S	S	S	S	SS	S
73	SS	S	S	N	S	S	S	SS	S	S
74	S	S	S	S	N	S	S	S	S	SS

75	S	S	S	S	S	SS	S	S	S	S
76	SS	SS	SS	SS	S	SS	S	SS	S	SS
77	S	S	S	S	TS	SS	S	S	S	S
78	S	S	S	S	N	SS	S	S	S	S
79	S	S	S	N	N	S	S	S	S	S
80	S	S	S	N	TS	SS	S	S	S	S
81	S	S	S	S	S	S	SS	S	SS	SS
82	SS	SS	S	SS	S	S	S	S	S	S
83	SS	SS	S	S	S	SS	SS	N	S	S
84	S	SS	S	SS	N	S	S	S	SS	SS
85	S	S	S	N	S	SS	S	SS	S	S
86	S	SS	S	SS	N	SS	SS	SS	N	S
87	S	S	S	S	S	S	S	S	S	S
88	SS	S	S	S	S	SS	SS	S	S	SS
89	S	S	S	S	S	S	SS	S	S	S
90	SS	SS	S	SS	S	SS	S	SS	S	SS
91	S	S	S	S	S	SS	SS	SS	S	SS
92	SS	S	S	SS	S	SS	S	SS	SS	S
93	S	S	S	S	SS	S	S	SS	SS	N
94	SS	N	S	N	S	S	S	N	S	S
95	SS	S	S	S	S	SS	SS	SS	S	N
96	SS	S	S	SS	SS	S	S	SS	S	S
97	S	S	S	S	S	S	SS	S	S	SS
98	S	SS	SS	S	S	S	N	N	S	SS
99	SS	SS	SS	S	S	N	SS	S	SS	SS
100	SS	SS	S	SS	SS	S	S	SS	S	S
101	SS	S	S	N	S	S	S	N	S	S
102	SS	SS	S	SS	S	S	S	SS	S	SS
103	S	S	S	S	S	SS	SS	S	SS	S
104	S	S	S	SS	S	S	S	SS	S	S
105	SS	S	S	S	S	S	SS	N	S	SS
106	S	S	SS	S	SS	S	SS	S	S	S
107	SS	SS	SS	SS	N	S	S	SS	S	S
108	SS	S	S	N	S	S	S	SS	S	S
109	S	S	S	N	S	S	S	S	S	S
110	S	S	S	S	S	SS	S	S	S	SS
111	S	S	SS	S	S	SS	S	N	S	SS
112	S	S	S	S	S	S	SS	S	SS	S
113	S	N	SS	S	S	SS	S	N	SS	S

114	S	S	S	S	S	S	S	S	S	S
115	S	S	S	S	S	S	SS	S	S	S
116	S	S	S	S	S	S	S	S	S	S
117	SS	SS	SS	SS	S	SS	S	S	S	S
118	SS	SS	S	S	S	S	S	S	S	SS
119	SS	S	S	SS	N	SS	SS	S	S	SS
120	S	S	S	S	N	SS	S	S	S	S
121	S	S	S	N	N	S	SS	S	S	S
121	SS	S	S	S	N	S	S	S	S	S
123	S	SS	S	S	SS	SS	S	S	S	SS
124	SS	S	S	S	S	S	S	S	SS	S
125	S	SS	S	S	SS	SS	S	S	SS	S
126	SS	SS	S	S	SS	S	SS	S	S	N
127	SS	S	S	S	S	S	SS	SS	S	S
128	S	S	S	S	S	S	SS	SS	SS	S
129	S	S	S	S	S	SS	S	S	SS	S
130	S	S	S	S	S	S	S	S	S	S
131	S	S	S	S	S	S	S	S	S	SS
132	S	S	S	S	N	S	S	S	S	SS
133	S	SS	S	S	SS	S	S	S	SS	S
134	S	N	S	SS	S	S	S	S	S	S
135	S	SS	S	SS	SS	S	S	SS	SS	S
136	S	SS	SS	S	S	S	S	SS	SS	S
137	S	N	S	S	N	SS	S	S	S	SS
138	S	N	S	S	TS	S	S	S	S	S
139	SS	S	S	N	N	S	S	S	S	SS
140	S	S	SS	S	SS	S	S	S	S	S
141	SS	N	S	N	S	SS	S	SS	S	S
142	SS	SS	S	SS	SS	S	S	N	SS	S
143	SS	S	S	SS	SS	S	S	S	S	S
144	S	SS	S	S	SS	S	S	S	S	S
145	S	SS	S	S	SS	S	SS	N	S	S
146	SS	S	S	S	SS	S	S	S	S	S
147	S	SS	S	S	S	SS	SS	S	S	S
148	SS	SS	S	S	SS	S	S	S	SS	SS
149	SS	S	S	N	S	SS	S	S	S	S
150	SS	SS	SS	N	N	SS	SS	SS	SS	SS
151	SS	N	SS	N	N	N	SS	N	S	S
152	S	SS	SS	SS	S	SS	SS	S	SS	SS

153	S	SS	S	SS	S	N	N	S	N	TS
154	SS	S	S	S	S	S	SS	S	S	SS
155	S	S	S	S	S	S	S	S	S	SS
156	S	SS	S	S	S	SS	SS	S	S	SS
157	S	S	S	N	S	SS	S	SS	S	SS
158	S	SS	S	S	S	SS	SS	SS	SS	SS
159	SS	S	S	SS	S	SS	SS	S	SS	SS
160	SS	N	S	S	N	SS	SS	SS	SS	SS
161	S	N	SS	N	S	SS	SS	SS	SS	SS
162	S	SS	S	S	S	SS	SS	SS	S	SS
163	SS	SS	S	SS	N	SS	SS	S	SS	SS
164	SS	SS	S	S	N	SS	SS	S	SS	SS
165	N	S	N	SS	SS	N	N	N	N	N
166	S	SS	S	N	S	N	N	N	N	N
167	SS	S	S	S	S	SS	SS	S	SS	S
168	SS	SS	N	SS	N	N	N	N	N	N
169	SS	S	S	N	S	SS	SS	SS	SS	SS
170	S	SS	S	N	S	S	S	S	S	SS
171	SS	S	SS	S	S	S	SS	SS	SS	SS
172	SS	SS	S	S	SS	SS	S	S	S	S
173	S	SS	SS	SS	S	SS	SS	SS	SS	S
174	SS	SS	SS	S	S	SS	S	S	SS	S
175	S	S	S	SS	S	S	S	S	S	S

No. Resp.	Item Soal									
	11	12	13	14	15	16	17	18	19	20
1	SS	N	S	S	N	SS	SS	SS	S	SS
2	SS	SS	S	SS	SS	S	S	SS	S	S
3	S	S	S	S	S	SS	SS	SS	S	S
4	S	S	S	SS	S	S	S	SS	SS	SS
5	S	S	S	S	S	SS	SS	SS	SS	S
6	SS	SS	S	SS	N	S	SS	SS	SS	SS
7	SS	N	S	S	S	SS	SS	S	S	S
8	SS	S	S	SS	S	SS	S	SS	SS	SS
9	S	S	N	S	S	S	S	S	S	S
10	N	S	N	S	S	S	S	S	N	S
11	SS	S	S	S	S	SS	SS	SS	S	S
12	SS	S	S	N	S	SS	SS	SS	S	S

13	SS	S	N	S	S	S	S	S	S	S
14	SS	SS	S	SS	S	SS	SS	S	S	S
15	S	S	S	S	S	S	SS	SS	S	S
16	S	S	S	S	S	S	SS	SS	SS	S
17	S	S	S	SS	S	SS	SS	SS	SS	S
18	SS	S	S	SS	S	S	SS	SS	S	S
19	S	S	S	S	S	S	SS	SS	S	S
20	S	SS	N	SS	N	N	S	S	S	N
21	S	S	S	SS	S	S	SS	S	SS	S
22	S	S	S	S	N	S	S	SS	S	SS
23	S	S	N	SS	N	S	S	S	SS	S
24	S	S	S	SS	N	N	SS	SS	S	S
25	N	N	S	S	S	SS	SS	SS	S	S
26	S	S	S	SS	N	SS	SS	SS	S	S
27	TS	S	S	N	S	S	SS	SS	S	S
28	S	S	S	SS	S	SS	SS	S	S	S
29	S	S	S	SS	S	SS	SS	SS	S	S
30	S	S	S	S	N	S	SS	SS	S	S
31	S	SS	S	SS	S	SS	SS	SS	S	S
32	S	S	S	S	TS	S	SS	S	SS	S
33	S	S	S	SS	N	S	SS	SS	S	S
34	N	S	S	S	SS	SS	SS	SS	S	S
35	SS	S	S	SS	S	SS	SS	SS	SS	S
36	S	S	N	SS	S	N	S	S	S	S
37	S	S	S	S	S	S	SS	SS	S	S
38	S	S	S	S	S	S	SS	SS	S	S
39	S	N	S	S	S	S	SS	SS	S	S
40	S	S	N	S	S	S	S	S	S	S
41	S	S	SS	S	S	S	S	S	S	SS
42	S	S	S	S	S	S	SS	S	SS	S
43	S	S	SS	S	N	S	SS	S	S	S
44	S	S	S	S	TS	S	S	S	S	TS
45	S	N	SS	SS	SS	N	S	S	S	SS
46	SS	S	S	SS	S	S	S	S	S	S
47	S	S	S	SS	N	S	S	N	S	S
48	S	S	SS	SS	SS	S	TS	STS	S	SS
49	SS	S	SS	SS	SS	S	S	S	S	S
50	S	TS	SS	SS	TS	TS	S	S	S	SS
51	SS	S	SS	SS	SS	S	S	S	S	SS



52	S	S	S	SS	S	S	S	S	S	S
53	S	S	S	S	S	S	S	S	S	S
54	S	S	SS	SS	S	S	S	S	S	SS
55	SS	S	SS	SS	S	S	S	N	S	SS
56	SS	TS	SS	SS	TS	TS	S	S	S	SS
57	S	TS	N	S	N	TS	S	SS	SS	S
58	SS	SS	SS	SS	SS	SS	S	SS	SS	SS
59	S	S	SS	SS	SS	S	S	S	S	SS
60	SS	S	SS	SS	SS	S	TS	N	S	SS
61	S	S	S	S	TS	S	TS	N	S	S
62	SS	S	SS	SS	N	S	TS	N	S	SS
63	S	S	S	S	S	S	SS	S	S	S
64	SS	S	SS	SS	SS	S	S	S	S	SS
65	SS	SS	SS	SS	SS	SS	SS	TS	S	SS
66	S	SS	SS	SS	N	SS	SS	TS	S	SS
67	S	S	S	S	N	S	S	S	S	S
68	S	TS	SS	SS	TS	TS	N	STS	S	SS
69	S	S	S	S	SS	S	SS	S	S	S
70	S	S	SS	SS	S	S	S	STS	S	SS
71	SS	S	SS	SS	SS	S	S	N	S	SS
72	S	S	S	S	S	S	N	N	S	S
73	S	TS	S	S	TS	TS	S	N	S	S
74	SS	STS	S	S	S	STS	S	TS	S	S
75	S	TS	S	S	N	TS	S	N	S	S
76	SS	SS	SS	SS	SS	SS	S	SS	SS	SS
77	S	S	S	S	S	S	TS	N	S	S
78	S	S	S	S	S	S	N	N	S	S
79	S	S	S	S	S	S	N	N	S	S
80	S	S	S	S	N	S	S	S	S	S
81	S	S	S	S	N	S	N	N	S	SS
82	SS	S	SS	SS	S	S	S	S	S	SS
83	S	SS	SS	SS	S	SS	S	N	S	SS
84	SS	S	SS	S	S	S	S	S	SS	SS
85	S	SS	S	S	TS	SS	S	N	S	S
86	SS	S	SS	SS	S	S	S	S	S	S
87	S	S	S	S	S	S	S	S	S	S
88	S	S	S	S	SS	S	S	S	S	S
89	SS	S	S	S	S	S	S	S	S	S
90	SS	S	SS	SS	SS	S	S	S	S	SS

91	S	S	S	S	S	S	SS	S	SS	SS
92	SS	S	S	S	SS	S	S	S	SS	S
93	S	S	S	S	N	S	SS	S	S	S
94	S	S	S	SS	N	S	SS	S	S	S
95	S	S	S	SS	N	S	S	S	SS	S
96	SS	S	S	SS	N	S	SS	S	SS	SS
97	SS	S	S	S	S	S	S	S	S	S
98	S	S	SS	S	S	S	S	SS	SS	SS
99	S	S	S	S	TS	S	S	S	S	STS
100	SS	S	SS	S	SS	SS	SS	S	S	SS
101	S	S	S	S	N	S	S	S	S	S
102	S	S	S	S	SS	SS	SS	SS	S	SS
103	S	S	SS	SS	S	S	S	S	S	SS
104	SS	S	S	S	S	S	S	S	S	SS
105	SS	SS	S	S	N	S	S	N	S	S
106	S	S	S	S	S	S	S	N	S	S
107	S	S	S	S	SS	S	S	S	S	SS
108	S	S	S	S	S	S	N	N	S	S
109	S	S	S	S	N	S	N	N	S	S
110	SS	S	S	S	S	S	S	S	S	S
111	S	S	S	S	S	S	N	S	SS	S
112	S	S	S	S	S	S	S	N	S	S
113	S	S	S	SS	N	S	S	N	S	SS
114	S	S	S	SS	S	S	S	N	S	S
115	S	S	S	S	S	S	N	N	S	S
116	S	S	S	S	S	S	S	S	S	S
117	S	S	S	S	SS	SS	SS	S	SS	SS
118	S	S	S	S	S	S	S	S	S	S
119	SS	S	S	SS	N	S	S	TS	S	N
120	S	S	S	S	TS	S	N	TS	S	N
121	S	SS	SS	SS	N	S	N	N	SS	SS
121	S	SS	SS	SS	N	S	N	N	SS	SS
123	S	S	SS	SS	S	S	S	S	S	S
124	S	S	S	S	S	S	S	S	S	S
125	S	S	S	SS	SS	SS	S	S	S	S
126	S	S	S	SS	N	S	N	N	S	N
127	S	S	S	SS	S	SS	S	S	SS	SS
128	S	S	S	S	S	S	S	S	S	S
129	SS	SS	S	SS	S	S	S	S	SS	SS

130	S	S	S	SS	S	SS	S	S	S	S
131	S	S	S	SS	S	S	S	S	S	S
132	S	S	S	S	N	S	N	N	S	N
133	S	S	S	S	S	S	S	S	S	S
134	S	S	S	S	S	S	SS	S	S	S
135	S	S	S	S	S	S	SS	S	S	SS
136	SS	SS	SS	SS	S	S	S	S	S	SS
137	S	S	S	S	N	S	N	S	S	N
138	S	S	S	S	TS	S	N	TS	S	N
139	S	S	S	S	N	S	N	TS	S	N
140	SS	SS	SS	SS	S	S	S	N	S	SS
141	S	S	S	S	S	S	S	S	SS	S
142	SS	SS	SS	SS	S	N	S	N	S	N
143	SS	S	S	S	S	S	S	S	SS	S
144	S	S	S	S	SS	SS	SS	S	SS	SS
145	S	S	S	S	S	N	N	N	S	S
146	S	S	S	S	S	S	S	S	SS	SS
147	S	S	SS	SS	SS	SS	SS	SS	SS	SS
148	S	S	SS	SS	S	S	S	S	S	S
149	S	S	SS	SS	SS	SS	SS	SS	SS	S
150	SS	SS	SS	SS	SS	SS	N	S	SS	N
151	S	S	S	S	S	SS	SS	SS	SS	S
152	SS	SS	SS	SS	N	N	N	N	SS	SS
153	SS	SS	SS	SS	N	S	SS	N	S	N
154	S	S	S	S	S	S	S	S	S	S
155	SS	SS	SS	SS	SS	SS	SS	SS	SS	S
156	SS	SS	SS	SS	S	S	S	S	S	S
157	SS	SS	SS	SS	SS	SS	SS	S	SS	S
158	S	SS	S	S	SS	S	N	N	SS	N
159	S	S	S	S	N	N	N	S	SS	S
160	SS	SS	S	S	SS	S	S	S	SS	SS
161	S	S	SS	SS	SS	SS	SS	S	S	N
162	S	SS	SS	SS	S	S	S	S	SS	SS
163	SS	S	S	S	S	S	S	S	S	S
164	S	S	S	S	S	N	S	S	SS	SS
165	S	S	S	S	SS	SS	SS	SS	SS	SS
166	SS	SS	S	S	SS	SS	S	TS	S	N
167	S	S	S	S	S	S	S	S	SS	SS
168	S	SS	S	S	SS	SS	SS	SS	N	S



4. Niat Beli Ulang

No. Resp.	Item Soal				
	1	2	3	4	5
1	S	S	S	S	S
2	S	S	SS	S	S
3	SS	SS	SS	S	SS
4	S	SS	S	S	S
5	SS	S	S	SS	SS
6	S	SS	SS	S	S
7	S	S	N	S	S
8	SS	SS	S	S	S
9	SS	S	S	SS	SS
10	S	SS	S	S	S
11	SS	S	S	S	S
12	S	S	S	SS	SS
13	S	S	S	S	S
14	SS	SS	SS	S	SS
15	S	S	S	SS	S
16	SS	S	S	S	SS
17	S	S	N	S	S
18	SS	SS	S	S	S
19	SS	S	S	SS	SS
20	S	SS	S	S	SS
21	S	SS	S	S	S
22	SS	SS	SS	SS	SS
23	SS	SS	SS	SS	SS
24	SS	SS	SS	SS	SS
25	SS	S	S	S	SS
26	SS	S	S	S	S
27	SS	SS	S	S	S
28	S	SS	S	SS	SS
29	SS	SS	S	SS	S
30	SS	S	S	S	S
31	S	S	N	S	S
32	S	S	S	SS	S
33	SS	S	S	S	SS
34	SS	S	S	S	S
35	S	S	SS	SS	SS

36	SS	SS	S	SS	SS
37	SS	SS	SS	SS	SS
38	S	S	S	S	S
39	S	S	S	S	SS
40	SS	SS	S	S	S
41	SS	S	SS	SS	SS
42	S	S	S	S	S
43	S	S	S	S	S
44	SS	SS	S	S	SS
45	SS	SS	SS	SS	SS
46	S	S	S	S	S
47	S	S	S	S	SS
48	SS	SS	SS	SS	SS
49	SS	SS	S	S	S
50	SS	N	SS	S	SS
51	SS	TS	SS	S	SS
52	S	S	S	S	S
53	S	S	S	S	S
54	SS	SS	S	SS	SS
55	SS	SS	SS	SS	S
56	SS	S	S	S	S
57	S	S	S	S	S
58	SS	S	S	S	SS
59	S	N	S	S	S
60	SS	SS	SS	SS	SS
61	S	S	S	S	S
62	SS	SS	S	SS	SS
63	S	S	S	S	SS
64	SS	SS	SS	SS	S
65	SS	SS	S	SS	S
66	SS	SS	SS	SS	SS
67	S	S	S	S	S
68	S	S	S	S	S
69	S	S	S	S	SS
70	SS	S	S	S	S
71	SS	SS	SS	SS	SS
72	SS	SS	SS	SS	SS
73	S	S	S	S	S
74	S	S	S	S	S

75	S	S	S	S	S
76	SS	SS	SS	SS	SS
77	S	S	S	S	S
78	S	S	N	S	S
79	SS	SS	S	S	S
80	SS	S	S	S	S
81	S	S	SS	SS	SS
82	S	N	S	S	SS
83	S	SS	S	S	S
84	SS	SS	S	S	S
85	SS	S	SS	SS	SS
86	SS	SS	SS	SS	SS
87	S	S	S	S	S
88	S	SS	SS	S	S
89	SS	S	S	S	S
90	SS	SS	SS	S	S
91	SS	S	S	S	S
92	SS	SS	SS	S	SS
93	S	S	N	S	S
94	SS	S	N	S	S
95	SS	N	S	S	S
96	S	S	SS	SS	S
97	SS	S	S	S	S
98	SS	SS	SS	SS	SS
99	SS	S	S	S	SS
100	S	N	S	S	S
101	S	S	N	S	S
102	SS	S	S	SS	S
103	SS	S	S	S	SS
104	S	S	S	SS	S
105	S	S	S	S	S
106	S	S	S	S	S
107	SS	SS	SS	S	SS
108	S	S	S	S	S
109	S	S	S	S	SS
110	SS	S	S	S	SS
111	S	S	S	S	S
112	S	S	N	S	S
113	S	S	SS	SS	SS

114	S	S	N	S	S
115	S	N	S	S	S
116	SS	S	S	S	SS
117	SS	S	S	S	S
118	S	S	S	S	S
119	S	S	S	SS	S
120	S	S	S	S	S
121	SS	SS	SS	S	S
122	SS	N	N	S	S
123	S	S	S	S	SS
124	S	S	S	S	S
125	SS	SS	SS	S	S
126	SS	SS	S	S	S
127	SS	SS	S	SS	SS
128	S	S	N	S	S
129	S	S	S	S	SS
130	S	S	S	S	S
131	SS	SS	SS	S	S
132	SS	N	N	S	S
133	SS	SS	S	S	S
134	S	S	S	S	S
135	SS	SS	S	S	SS
136	SS	SS	SS	S	SS
137	SS	SS	SS	S	S
138	SS	SS	S	S	S
139	SS	SS	SS	SS	SS
140	S	S	S	SS	SS
141	SS	SS	SS	S	S
142	S	S	S	S	SS
143	SS	SS	SS	S	S
144	S	S	S	S	S
145	SS	SS	SS	S	S
146	S	S	S	SS	SS
147	S	SS	SS	SS	SS
148	S	S	S	SS	SS
149	SS	S	S	S	S
150	S	S	S	S	S
151	S	SS	SS	S	S
152	S	S	S	SS	SS



153	S	N	S	S	S
154	S	S	S	S	S
155	S	S	S	S	S
156	S	S	S	S	S
157	SS	SS	S	SS	SS
158	S	S	N	S	S
159	S	S	N	S	S
160	S	S	S	SS	SS
161	SS	SS	S	SS	SS
162	SS	SS	SS	SS	SS
163	S	SS	S	S	S
164	S	S	S	S	S
165	S	S	S	S	SS
166	SS	SS	SS	SS	SS
167	S	S	S	SS	SS
168	S	S	S	SS	SS
169	S	S	N	S	S
170	S	S	S	S	S
171	S	S	S	SS	SS
172	SS	SS	S	S	S
173	S	S	S	S	S
174	S	S	S	SS	SS
175	SS	SS	S	S	S

Lampiran 8. Hasil Pengolahan Data Penelitian Pengaruh Kepribadian Merek dan Promosi Penjualan Terhadap Niat Beli Ulang Konsumen dengan Ekuitas Merek Sebagai Variabel Pemediasi

a. Pengaruh Kepribadian Merek dan Promosi Penjualan terhadap Ekuitas Merek

**Descriptive Statistics**

	Mean	Std. Deviation	N
EktsMerk	83.9429	4.77507	175
KeprMerk	20.7886	1.82759	175
PromPenj	21.2629	2.06212	175

**Variables Entered/Removed**

Model	Variables Entered	Variables Removed	Method
1	PromPenj, KeprMerk <sup>a</sup>		. Enter

a. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.347 <sup>a</sup>	.120	.110	4.50511

a. Predictors: (Constant), PromPenj, KeprMerk

b. Dependent Variable: EktsMerk

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	476.515	2	238.258	11.739	.000 <sup>a</sup>
	Residual	3490.913	172	20.296		
	Total	3967.429	174			

a. Predictors: (Constant), PromPenj, KeprMerk

b. Dependent Variable: EktsMerk

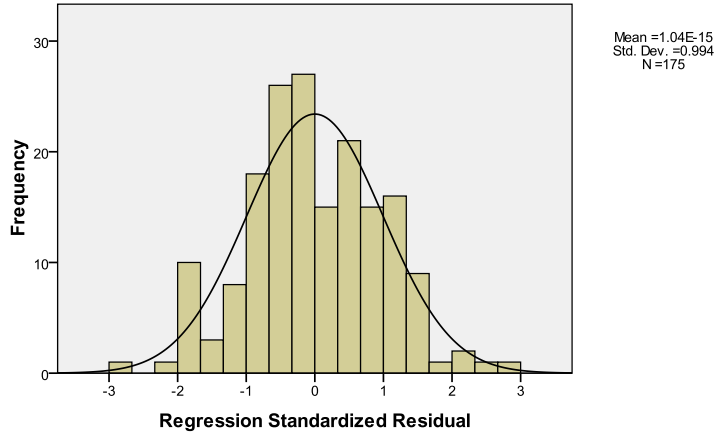
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	83.497	5.276		15.827	.000
	KeprMerk	.617	.187	.236	3.304	.001
	PromPenj	-.583	.166	-.252	-3.518	.001

a. Dependent Variable: EktsMerk

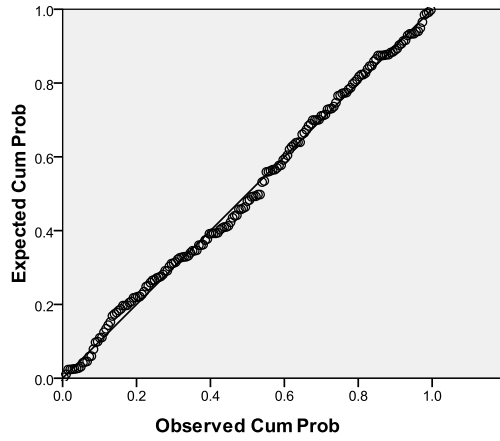
### Histogram

Dependent Variable: EktsMerk



### Normal P-P Plot of Regression Standardized Residual

Dependent Variable: EktsMerk



**b. Pengaruh Ekuitas Merek terhadap Niat Beli Ulang**

**Descriptive Statistics**

	Mean	Std. Deviation	N
NiatBeliUlang	21.6514	1.77424	175
EktsMerk	83.9429	4.77507	175

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	EktsMerk <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: NiatBeliUlang

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.226 <sup>a</sup>	.051	.046	1.73322

a. Predictors: (Constant), EktsMerk

b. Dependent Variable: NiatBeliUlang

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.036	1	28.036	9.333	.003 <sup>a</sup>
	Residual	519.701	173	3.004		
	Total	547.737	174			

a. Predictors: (Constant), EktsMerk

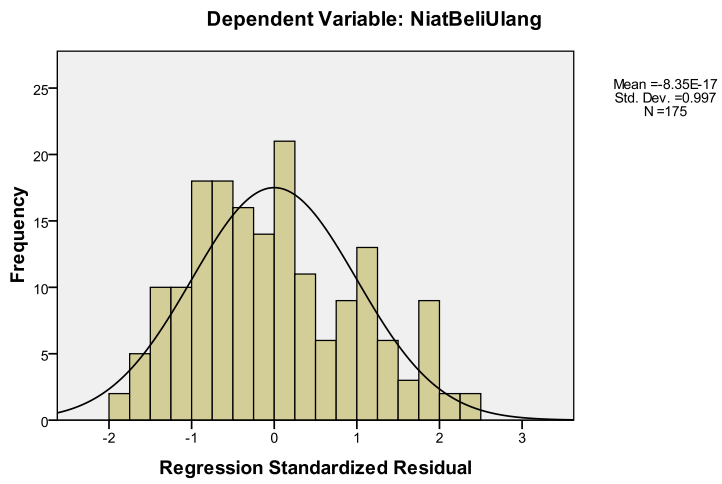
b. Dependent Variable: NiatBeliUlang

**Coefficients<sup>a</sup>**

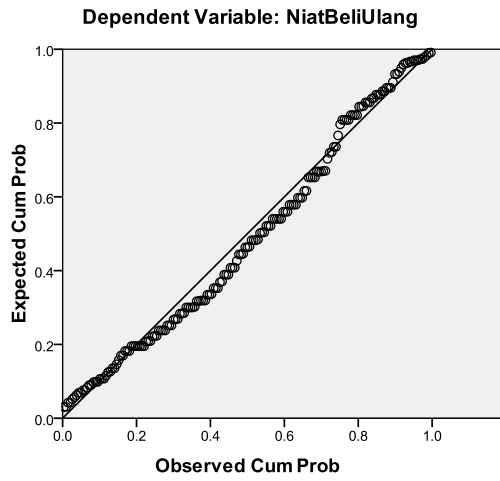
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.595	2.314		6.308	.000
	EktsMerk	.084	.028	.226	3.055	.003

a. Dependent Variable: NiatBeliUlang

### Histogram



### Normal P-P Plot of Regression Standardized Residual



**c. Pengaruh Kepribadian Merek dan Promosi Penjualan terhadap Niat Beli Ulang**

**Descriptive Statistics**

	Mean	Std. Deviation	N
NiatBeliUlang	21.6514	1.77424	175
KeprMerk	20.7886	1.82759	175
PromPenj	21.2629	2.06212	175

**Variables Entered/Removed**

Model	Variables Entered	Variables Removed	Method
1	PromPenj, KeprMerk <sup>a</sup>		Enter

a. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.518 <sup>a</sup>	.268	.259	1.52680

a. Predictors: (Constant), KeprMerk, PromPenj

b. Dependent Variable: NiatBeliUlang

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	146.786	2	73.393	31.484	.000 <sup>a</sup>
	Residual	400.951	172	2.331		
	Total	547.737	174			

a. Predictors: (Constant), PromPenj, KeprMerk

b. Dependent Variable: NiatBeliUlang

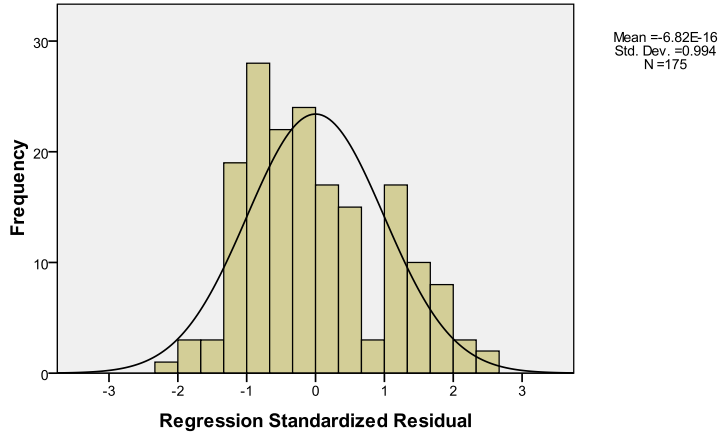
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.921	1.788		4.430	.000
	KeprMerk	.444	.063	.458	7.015	.000
	PromPenj	.211	.056	.246	3.765	.000

a. Dependent Variable: NiatBeliUlang

### Histogram

Dependent Variable: NiatBeliUlang



### Normal P-P Plot of Regression Standardized Residual

Dependent Variable: NiatBeliUlang

