

LAMPIRAN

Lampiran 1. Uji Validitas Variabel Harga

		Correlations			
		H1	H2	H3	TOTAL
H1	Pearson Correlation	1	.196*	.280**	.594**
	Sig. (2-tailed)		.040	.003	.000
	N	110	110	110	110
H2	Pearson Correlation	.196*	1	.108	.755**
	Sig. (2-tailed)	.040		.263	.000
	N	110	110	110	110
H3	Pearson Correlation	.280**	.108	1	.654**
	Sig. (2-tailed)	.003	.263		.000
	N	110	110	110	110
TOTAL	Pearson Correlation	.594**	.755**	.654**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	110	110	110	110

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

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

Lampiran 2. Uji Validitas Variabel Kualitas Produk

		Correlations					
		K1	K2	K3	K4	K5	TOTAL
K1	Pearson Correlation	1	.035	.132	.063	-.030	.732**
	Sig. (2-tailed)		.718	.170	.515	.758	.000
	N	110	110	110	110	110	110
K2	Pearson Correlation	.035	1	.086	-.029	.067	.207*
	Sig. (2-tailed)	.718		.373	.762	.484	.030
	N	110	110	110	110	110	110
K3	Pearson Correlation	.132	.086	1	.103	.213*	.552**
	Sig. (2-tailed)	.170	.373		.284	.025	.000
	N	110	110	110	110	110	110
K4	Pearson Correlation	.063	-.029	.103	1	.362**	.479**
	Sig. (2-tailed)	.515	.762	.284		.000	.000
	N	110	110	110	110	110	110
K5	Pearson Correlation	-.030	.067	.213*	.362**	1	.470**
	Sig. (2-tailed)	.758	.484	.025	.000		.000
	N	110	110	110	110	110	110
TOTAL	Pearson Correlation	.732**	.207*	.552**	.479**	.470**	1
	Sig. (2-tailed)	.000	.030	.000	.000	.000	
	N	110	110	110	110	110	110

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

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

Lampiran 3. Uji Validitas Citra Merek

		Correlations				
		C1	C2	C3	C4	TOTAL
C1	Pearson Correlation	1	.622**	.394**	.552**	.835**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	110	110	110	110	110
C2	Pearson Correlation	.622**	1	.495**	.469**	.842**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	110	110	110	110	110
C3	Pearson Correlation	.394**	.495**	1	.366**	.689**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	110	110	110	110	110
C4	Pearson Correlation	.552**	.469**	.366**	1	.760**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	110	110	110	110	110
TOTAL	Pearson Correlation	.835**	.842**	.689**	.760**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	110	110	110	110	110

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

Lampiran 4. Uji Validitas Variabel Minat Beli

		Correlations			
		M1	M2	M3	TOTAL
M1	Pearson Correlation	1	.710**	.541**	.871**
	Sig. (2-tailed)		.000	.000	.000
	N	110	110	110	110
M2	Pearson Correlation	.710**	1	.520**	.879**
	Sig. (2-tailed)	.000		.000	.000
	N	110	110	110	110
M3	Pearson Correlation	.541**	.520**	1	.807**
	Sig. (2-tailed)	.000	.000		.000
	N	110	110	110	110
TOTAL	Pearson Correlation	.871**	.879**	.807**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	110	110	110	110

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

Lampiran 5. Uji Reliabilitas Harga

Reliability Statistics	
Cronbach's Alpha	N of Items
.363	3

Lampiran 6. Uji Reliabilitas Kualitas Produk

Reliability Statistics	
Cronbach's Alpha	N of Items
.288	4

Lampiran 7. Uji Reliabilitas Citra Merek

Reliability Statistics	
Cronbach's Alpha	N of Items
.790	4

Lampiran 8. Uji Reliabilitas Minat Beli

Reliability Statistics	
Cronbach's Alpha	N of Items
.809	3

Lampiran 9. Analisis Regresi Biner

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95.0% C.I. for EXP(B)	
Step 1(a)	Harga	.444	.970	.210	1	.647	1.559	.233	10.438
	Kualitas_produk	1.131	1.362	.689	1	.406	3.099	.215	44.770
	Citra_merek	3.675	1.136	10.458	1	.001	39.458	4.254	366.005
	Constant	-17.797	7.922	5.047	1	.025	.000		

a Variable(s) entered on step 1: Harga, Kualitas_produk, Citra_merek.

Lampiran 10. Uji Statistik G

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	42.032(a)	.168	.389

a Estimation terminated at iteration number 7 because parameter estimates changed by less than .001.

Lampiran 11. Hosmer and Lemeshow Test

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	6.333	8	.610