**Data frekuensi jawaban responden**

1. Karakteristik usia

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Usia** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 15 - 20 Tahun | 17 | 17.0 | 17.0 | 17.0 |
| 21-26 Tahun | 52 | 52.0 | 52.0 | 69.0 |
| 27-32 Tahun | 18 | 18.0 | 18.0 | 87.0 |
| > 33 Tahun | 13 | 13.0 | 13.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

1. Karakteristik jenis kelamin

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Jenis Kelamin** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Perempuan | 77 | 77.0 | 77.0 | 77.0 |
| Laki-Laki | 23 | 23.0 | 23.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

1. Alamat domisili

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Alamat Domisili** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sidoarjo | 100 | 100.0 | 100.0 | 100.0 |

1. Pendidikan terakhir

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pendidikan Terakhir** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | SMP | 12 | 12.0 | 12.0 | 12.0 |
| SMA | 58 | 58.0 | 58.0 | 70.0 |
| S1 | 25 | 25.0 | 25.0 | 95.0 |
| S2 | 5 | 5.0 | 5.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

1. Pekerjaan

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pekerjaan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Pelajar / Mahasiswa | 58 | 58.0 | 58.0 | 58.0 |
| Karyawan | 28 | 28.0 | 28.0 | 86.0 |
| Ibu Rumah Tangga | 10 | 10.0 | 10.0 | 96.0 |
| Lain-lain | 4 | 4.0 | 4.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | | |
|  | | Usia | Jenis Kelamin | Alamat Domisili | Pendidikan Terakhir | Pekerjaan |
| N | Valid | 100 | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 2.27 | 1.23 | 1.00 | 2.23 | 1.60 |
| Std. Deviation | | .897 | .423 | .000 | .723 | .829 |
| Minimum | | 1 | 1 | 1 | 1 | 1 |
| Maximum | | 4 | 2 | 1 | 4 | 4 |

**Data frekuensi tiap indikator**

1. Variabel advertising

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| Tidak Setuju | 3 | 3.0 | 3.0 | 5.0 |
| Ragu-Ragu | 24 | 24.0 | 24.0 | 29.0 |
| Setuju | 44 | 44.0 | 44.0 | 73.0 |
| Sangat Setuju | 27 | 27.0 | 27.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 7 | 7.0 | 7.0 | 8.0 |
| Ragu-Ragu | 27 | 27.0 | 27.0 | 35.0 |
| Setuju | 42 | 42.0 | 42.0 | 77.0 |
| Sangat Setuju | 23 | 23.0 | 23.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 11 | 11.0 | 11.0 | 12.0 |
| Ragu-Ragu | 41 | 41.0 | 41.0 | 53.0 |
| Setuju | 31 | 31.0 | 31.0 | 84.0 |
| Sangat Setuju | 16 | 16.0 | 16.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 3 | 3.0 | 3.0 | 3.0 |
| Ragu-Ragu | 26 | 26.0 | 26.0 | 29.0 |
| Setuju | 44 | 44.0 | 44.0 | 73.0 |
| Sangat Setuju | 27 | 27.0 | 27.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X1.5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| Tidak Setuju | 5 | 5.0 | 5.0 | 7.0 |
| Ragu-Ragu | 37 | 37.0 | 37.0 | 44.0 |
| Setuju | 31 | 31.0 | 31.0 | 75.0 |
| Sangat Setuju | 25 | 25.0 | 25.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 |
| N | Valid | 100 | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.91 | 3.79 | 3.50 | 3.95 | 3.72 |
| Median | | 4.00 | 4.00 | 3.00 | 4.00 | 4.00 |
| Minimum | | 1 | 1 | 1 | 2 | 1 |
| Maximum | | 5 | 5 | 5 | 5 | 5 |

1. Variabel brand image

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 4 | 4.0 | 4.0 | 5.0 |
| Ragu-Ragu | 11 | 11.0 | 11.0 | 16.0 |
| Setuju | 54 | 54.0 | 54.0 | 70.0 |
| Sangat Setuju | 30 | 30.0 | 30.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| Tidak Setuju | 5 | 5.0 | 5.0 | 7.0 |
| Ragu-Ragu | 29 | 29.0 | 29.0 | 36.0 |
| Setuju | 45 | 45.0 | 45.0 | 81.0 |
| Sangat Setuju | 19 | 19.0 | 19.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X2.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 2 | 2.0 | 2.0 | 3.0 |
| Ragu-Ragu | 16 | 16.0 | 16.0 | 19.0 |
| Setuju | 46 | 46.0 | 46.0 | 65.0 |
| Sangat Setuju | 35 | 35.0 | 35.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Statistics** | | | | |
|  | | X2.1 | X2.2 | X2.3 |
| N | Valid | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 |
| Mean | | 4.08 | 3.74 | 4.12 |
| Median | | 4.00 | 4.00 | 4.00 |
| Minimum | | 1 | 1 | 1 |
| Maximum | | 5 | 5 | 5 |

1. Variabel brand trust

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 15 | 15.0 | 15.0 | 15.0 |
| Tidak Setuju | 25 | 25.0 | 25.0 | 40.0 |
| Ragu-Ragu | 26 | 26.0 | 26.0 | 66.0 |
| Setuju | 17 | 17.0 | 17.0 | 83.0 |
| Sangat Setuju | 17 | 17.0 | 17.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 7 | 7.0 | 7.0 | 7.0 |
| Tidak Setuju | 28 | 28.0 | 28.0 | 35.0 |
| Ragu-Ragu | 30 | 30.0 | 30.0 | 65.0 |
| Setuju | 29 | 29.0 | 29.0 | 94.0 |
| Sangat Setuju | 6 | 6.0 | 6.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 12 | 12.0 | 12.0 | 12.0 |
| Tidak Setuju | 31 | 31.0 | 31.0 | 43.0 |
| Ragu-Ragu | 40 | 40.0 | 40.0 | 83.0 |
| Setuju | 13 | 13.0 | 13.0 | 96.0 |
| Sangat Setuju | 4 | 4.0 | 4.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 7 | 7.0 | 7.0 | 7.0 |
| Tidak Setuju | 28 | 28.0 | 28.0 | 35.0 |
| Ragu-Ragu | 31 | 31.0 | 31.0 | 66.0 |
| Setuju | 29 | 29.0 | 29.0 | 95.0 |
| Sangat Setuju | 5 | 5.0 | 5.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 14 | 14.0 | 14.0 | 14.0 |
| Tidak Setuju | 31 | 31.0 | 31.0 | 45.0 |
| Ragu-Ragu | 32 | 32.0 | 32.0 | 77.0 |
| Setuju | 21 | 21.0 | 21.0 | 98.0 |
| Sangat Setuju | 2 | 2.0 | 2.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 9 | 9.0 | 9.0 | 9.0 |
| Tidak Setuju | 32 | 32.0 | 32.0 | 41.0 |
| Ragu-Ragu | 32 | 32.0 | 32.0 | 73.0 |
| Setuju | 22 | 22.0 | 22.0 | 95.0 |
| Sangat Setuju | 5 | 5.0 | 5.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 13 | 13.0 | 13.0 | 13.0 |
| Tidak Setuju | 25 | 25.0 | 25.0 | 38.0 |
| Ragu-Ragu | 31 | 31.0 | 31.0 | 69.0 |
| Setuju | 28 | 28.0 | 28.0 | 97.0 |
| Sangat Setuju | 3 | 3.0 | 3.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.8** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 11 | 11.0 | 11.0 | 11.0 |
| Tidak Setuju | 33 | 33.0 | 33.0 | 44.0 |
| Ragu-Ragu | 36 | 36.0 | 36.0 | 80.0 |
| Setuju | 17 | 17.0 | 17.0 | 97.0 |
| Sangat Setuju | 3 | 3.0 | 3.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.9** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 15 | 15.0 | 15.0 | 15.0 |
| Tidak Setuju | 29 | 29.0 | 29.0 | 44.0 |
| Ragu-Ragu | 25 | 25.0 | 25.0 | 69.0 |
| Setuju | 29 | 29.0 | 29.0 | 98.0 |
| Sangat Setuju | 2 | 2.0 | 2.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.10** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 14 | 14.0 | 14.0 | 14.0 |
| Tidak Setuju | 42 | 42.0 | 42.0 | 56.0 |
| Ragu-Ragu | 35 | 35.0 | 35.0 | 91.0 |
| Setuju | 6 | 6.0 | 6.0 | 97.0 |
| Sangat Setuju | 3 | 3.0 | 3.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.11** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 15 | 15.0 | 15.0 | 15.0 |
| Tidak Setuju | 22 | 22.0 | 22.0 | 37.0 |
| Ragu-Ragu | 32 | 32.0 | 32.0 | 69.0 |
| Setuju | 29 | 29.0 | 29.0 | 98.0 |
| Sangat Setuju | 2 | 2.0 | 2.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X3.12** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 10 | 10.0 | 10.0 | 10.0 |
| Tidak Setuju | 26 | 26.0 | 26.0 | 36.0 |
| Ragu-Ragu | 32 | 32.0 | 32.0 | 68.0 |
| Setuju | 25 | 25.0 | 25.0 | 93.0 |
| Sangat Setuju | 7 | 7.0 | 7.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | | | | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | X3.10 | X3.11 | X3.12 |
| N | Valid | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 2.96 | 2.99 | 2.66 | 2.97 | 2.66 | 2.82 | 2.83 | 2.68 | 2.74 | 2.42 | 2.81 | 2.93 |
| Median | | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 2.00 | 3.00 | 3.00 |
| Minimum | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Maximum | | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |

1. Variabel minat beli

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| Tidak Setuju | 11 | 11.0 | 11.0 | 13.0 |
| Ragu-Ragu | 29 | 29.0 | 29.0 | 42.0 |
| Setuju | 36 | 36.0 | 36.0 | 78.0 |
| Sangat Setuju | 22 | 22.0 | 22.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 3 | 3.0 | 3.0 | 3.0 |
| Tidak Setuju | 11 | 11.0 | 11.0 | 14.0 |
| Ragu-Ragu | 22 | 22.0 | 22.0 | 36.0 |
| Setuju | 47 | 47.0 | 47.0 | 83.0 |
| Sangat Setuju | 17 | 17.0 | 17.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| Tidak Setuju | 6 | 6.0 | 6.0 | 8.0 |
| Ragu-Ragu | 38 | 38.0 | 38.0 | 46.0 |
| Setuju | 36 | 36.0 | 36.0 | 82.0 |
| Sangat Setuju | 18 | 18.0 | 18.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| Tidak Setuju | 11 | 11.0 | 11.0 | 13.0 |
| Ragu-Ragu | 28 | 28.0 | 28.0 | 41.0 |
| Setuju | 38 | 38.0 | 38.0 | 79.0 |
| Sangat Setuju | 21 | 21.0 | 21.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

UJI VALIDITAS

1. Variabel advertising (X1)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | Advertising |
| X1.1 | Pearson Correlation | 1 | .296\*\* | .442\*\* | .063 | .320\*\* | .599\*\* |
| Sig. (2-tailed) |  | .003 | .000 | .533 | .001 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | .296\*\* | 1 | .507\*\* | .533\*\* | .414\*\* | .765\*\* |
| Sig. (2-tailed) | .003 |  | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | .442\*\* | .507\*\* | 1 | .357\*\* | .621\*\* | .826\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.4 | Pearson Correlation | .063 | .533\*\* | .357\*\* | 1 | .331\*\* | .618\*\* |
| Sig. (2-tailed) | .533 | .000 | .000 |  | .001 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.5 | Pearson Correlation | .320\*\* | .414\*\* | .621\*\* | .331\*\* | 1 | .764\*\* |
| Sig. (2-tailed) | .001 | .000 | .000 | .001 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Advertising | Pearson Correlation | .599\*\* | .765\*\* | .826\*\* | .618\*\* | .764\*\* | 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). | | | | | | | |

1. VARIABEL BRAND IMAGE (X2)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | X2.1 | X2.2 | X2.3 | Brand Image |
| X2.1 | Pearson Correlation | 1 | .321\*\* | .334\*\* | .723\*\* |
| Sig. (2-tailed) |  | .001 | .001 | .000 |
| N | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | .321\*\* | 1 | .387\*\* | .775\*\* |
| Sig. (2-tailed) | .001 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .334\*\* | .387\*\* | 1 | .757\*\* |
| Sig. (2-tailed) | .001 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 |
| Brand Image | Pearson Correlation | .723\*\* | .775\*\* | .757\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | |

1. VARIABEL BRAND TRUST (X3)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | X3.10 | X3.11 | X3.12 | Brand Trust |
| X3.1 | Pearson Correlation | 1 | .448\*\* | .450\*\* | .464\*\* | .553\*\* | .425\*\* | .405\*\* | .296\*\* | .485\*\* | .369\*\* | .509\*\* | .350\*\* | .664\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 | .000 | .003 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.2 | Pearson Correlation | .448\*\* | 1 | .601\*\* | .720\*\* | .475\*\* | .490\*\* | .644\*\* | .418\*\* | .498\*\* | .406\*\* | .462\*\* | .316\*\* | .727\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.3 | Pearson Correlation | .450\*\* | .601\*\* | 1 | .646\*\* | .572\*\* | .551\*\* | .641\*\* | .470\*\* | .477\*\* | .441\*\* | .441\*\* | .324\*\* | .739\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.4 | Pearson Correlation | .464\*\* | .720\*\* | .646\*\* | 1 | .621\*\* | .637\*\* | .580\*\* | .519\*\* | .529\*\* | .390\*\* | .495\*\* | .402\*\* | .785\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.5 | Pearson Correlation | .553\*\* | .475\*\* | .572\*\* | .621\*\* | 1 | .614\*\* | .588\*\* | .351\*\* | .620\*\* | .413\*\* | .633\*\* | .365\*\* | .768\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.6 | Pearson Correlation | .425\*\* | .490\*\* | .551\*\* | .637\*\* | .614\*\* | 1 | .525\*\* | .586\*\* | .481\*\* | .529\*\* | .510\*\* | .478\*\* | .763\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.7 | Pearson Correlation | .405\*\* | .644\*\* | .641\*\* | .580\*\* | .588\*\* | .525\*\* | 1 | .560\*\* | .665\*\* | .558\*\* | .625\*\* | .454\*\* | .811\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.8 | Pearson Correlation | .296\*\* | .418\*\* | .470\*\* | .519\*\* | .351\*\* | .586\*\* | .560\*\* | 1 | .530\*\* | .647\*\* | .427\*\* | .514\*\* | .700\*\* |
| Sig. (2-tailed) | .003 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.9 | Pearson Correlation | .485\*\* | .498\*\* | .477\*\* | .529\*\* | .620\*\* | .481\*\* | .665\*\* | .530\*\* | 1 | .514\*\* | .717\*\* | .557\*\* | .798\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.10 | Pearson Correlation | .369\*\* | .406\*\* | .441\*\* | .390\*\* | .413\*\* | .529\*\* | .558\*\* | .647\*\* | .514\*\* | 1 | .502\*\* | .597\*\* | .705\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.11 | Pearson Correlation | .509\*\* | .462\*\* | .441\*\* | .495\*\* | .633\*\* | .510\*\* | .625\*\* | .427\*\* | .717\*\* | .502\*\* | 1 | .544\*\* | .776\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.12 | Pearson Correlation | .350\*\* | .316\*\* | .324\*\* | .402\*\* | .365\*\* | .478\*\* | .454\*\* | .514\*\* | .557\*\* | .597\*\* | .544\*\* | 1 | .663\*\* |
| Sig. (2-tailed) | .000 | .001 | .001 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Brand Trust | Pearson Correlation | .664\*\* | .727\*\* | .739\*\* | .785\*\* | .768\*\* | .763\*\* | .811\*\* | .700\*\* | .798\*\* | .705\*\* | .776\*\* | .663\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | | |

1. VARIABEL MINAT BELI (Y)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | |
|  | | Y.1 | Y.2 | Y.3 | Y.4 | Minat Beli |
| Y.1 | Pearson Correlation | 1 | .401\*\* | .551\*\* | .600\*\* | .797\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| Y.2 | Pearson Correlation | .401\*\* | 1 | .551\*\* | .484\*\* | .762\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| Y.3 | Pearson Correlation | .551\*\* | .551\*\* | 1 | .578\*\* | .823\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| Y.4 | Pearson Correlation | .600\*\* | .484\*\* | .578\*\* | 1 | .832\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| Minat Beli | Pearson Correlation | .797\*\* | .762\*\* | .823\*\* | .832\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | |

UJI REABILITAS

1. Variabel advertising (X1)

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 100 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .763 | 5 |

1. VARIABEL BRAND IMAGE (X2)

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 100 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .614 | 3 |

1. VARIABEL BRAND TRUST (X3)

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 100 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .924 | 12 |

1. VARIABEL MINAT BELI (Y)

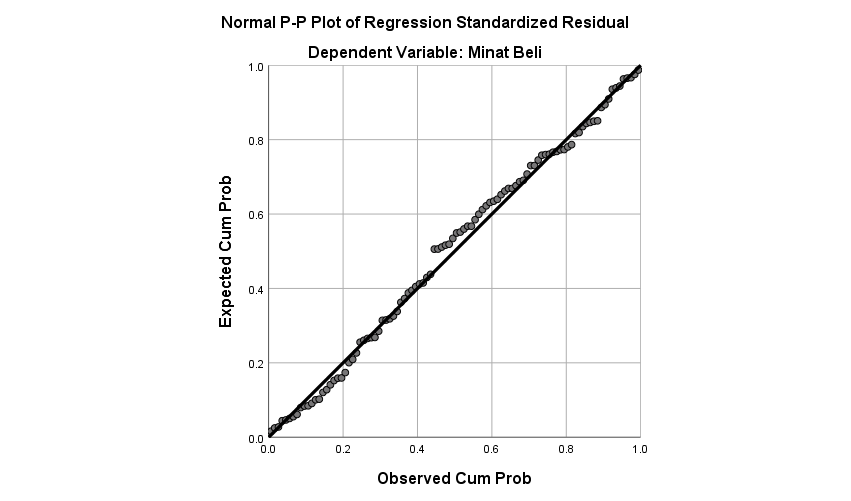
|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 100 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .815 | 4 |

UJI ASUMSI KLASIK

1. UJI NORMALITAS

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 2.07104123 |
| Most Extreme Differences | Absolute | .066 |
| Positive | .044 |
| Negative | -.066 |
| Test Statistic | | .066 |
| Asymp. Sig. (2-tailed) | | .200c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |



1. UJI LINEARITAS

* Variabel advertising (X1)

**Minat Beli \* Advertising**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **ANOVA Table** | | | | | | | |
|  | | | Sum of Squares | df | Mean Square | F | Sig. |
| Minat Beli \* Advertising | Between Groups | (Combined) | 493.894 | 14 | 35.278 | 5.869 | .000 |
| Linearity | 419.099 | 1 | 419.099 | 69.720 | .000 |
| Deviation from Linearity | 74.795 | 13 | 5.753 | .957 | .500 |
| Within Groups | | 510.946 | 85 | 6.011 |  |  |
| Total | | 1004.840 | 99 |  |  |  |

* VARIABEL BRAND IMAGE (X2)

**Minat Beli \* Brand Image**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **ANOVA Table** | | | | | | | |
|  | | | Sum of Squares | df | Mean Square | F | Sig. |
| Minat Beli \* Brand Image | Between Groups | (Combined) | 488.699 | 9 | 54.300 | 9.468 | .000 |
| Linearity | 431.329 | 1 | 431.329 | 75.211 | .000 |
| Deviation from Linearity | 57.370 | 8 | 7.171 | 1.250 | .280 |
| Within Groups | | 516.141 | 90 | 5.735 |  |  |
| Total | | 1004.840 | 99 |  |  |  |

* VARIABEL BRAND TRUST (X3)

**Minat Beli \* Brand Trust**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **ANOVA Table** | | | | | | | |
|  | | | Sum of Squares | df | Mean Square | F | Sig. |
| Minat Beli \* Brand Trust | Between Groups | (Combined) | 383.947 | 31 | 12.385 | 1.356 | .148 |
| Linearity | .460 | 1 | .460 | .050 | .823 |
| Deviation from Linearity | 383.487 | 30 | 12.783 | 1.400 | .127 |
| Within Groups | | 620.893 | 68 | 9.131 |  |  |
| Total | | 1004.840 | 99 |  |  |  |

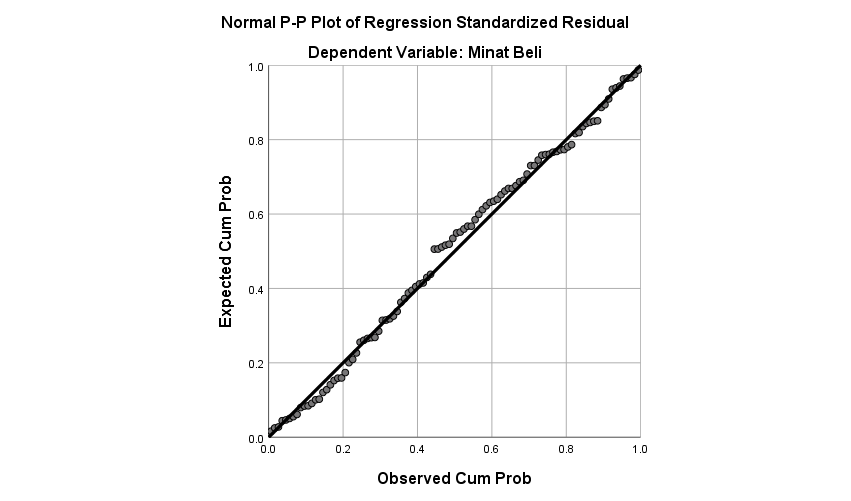
1. UJI MULTIKOLINIERITAS

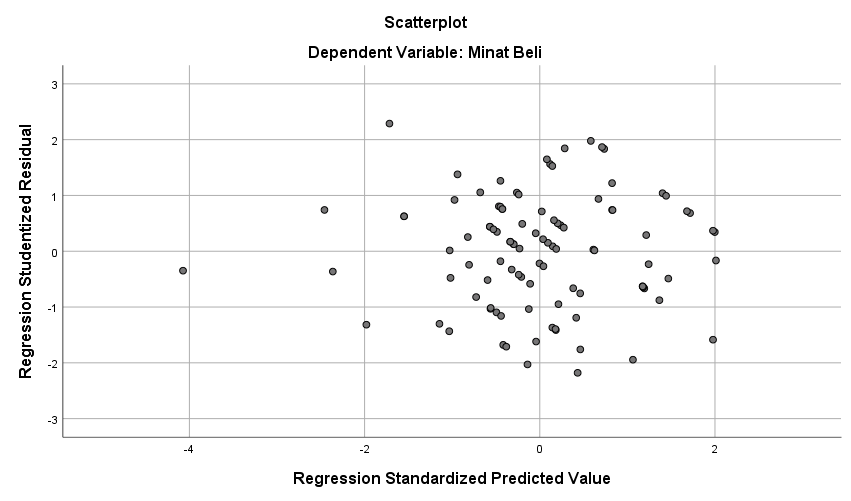
|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | -4.219 | 1.794 |  | -2.352 | .021 |  |  |
| Advertising | .416 | .076 | .423 | 5.452 | .000 | .730 | 1.369 |
| Brand Image | .770 | .131 | .459 | 5.871 | .000 | .719 | 1.391 |
| Brand Trust | .049 | .023 | .144 | 2.135 | .035 | .972 | 1.029 |
| a. Dependent Variable: Minat Beli | | | | | | | | |

1. UJI AUTOKORELASI

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .760a | .577 | .564 | 2.103 | 1.774 |
| a. Predictors: (Constant), Brand Trust, Advertising, Brand Image | | | | | |
| b. Dependent Variable: Minat Beli | | | | | |

1. UJI HETEROSKEDASTISITAS





1. ANALISIS REGRESI LINEAR BERGANDA

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | -4.219 | 1.794 |  | -2.352 | .021 |  |  |
| Advertising | .416 | .076 | .423 | 5.452 | .000 | .730 | 1.369 |
| Brand Image | .770 | .131 | .459 | 5.871 | .000 | .719 | 1.391 |
| Brand Trust | .049 | .023 | .144 | 2.135 | .035 | .972 | 1.029 |
| a. Dependent Variable: Minat Beli | | | | | | | | |

UJI HIPOTESIS

1. **UJI PARSIAL (UJI T)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | -4.219 | 1.794 |  | -2.352 | .021 |
| Advertising | .416 | .076 | .423 | 5.452 | .000 |
| Brand Image | .770 | .131 | .459 | 5.871 | .000 |
| Brand Trust | .049 | .023 | .144 | 2.135 | .035 |
| a. Dependent Variable: Minat Beli | | | | | | |

1. KOEFISIEN REGRESI LINEAR BERGANDA (R)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
| R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .760a | .577 | .564 | 2.103 | .577 | 43.724 | 3 | 96 | .000 |
| a. Predictors: (Constant), Brand Trust, Advertising, Brand Image | | | | | | | | | |
| b. Dependent Variable: Minat Beli | | | | | | | | | |

1. KOEFISIEN DETERMINASI BERGANDA (R2)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .760a | .577 | .564 | 2.103 |
| a. Predictors: (Constant), Brand Trust, Advertising, Brand Image | | | | |
| b. Dependent Variable: Minat Beli | | | | |