LAMPIRAN 1

KUESIONER

KUESIONER PENELITIAN

Perkenalkan nama saya Gabriela Armanda Audrey Widodo, mahasiswa program studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Wijaya Kusuma Surabaya sedang melakukan peenelitian untuk skripsi.

Penelitian ini bertujuan untuk mengetahui "Keputusan Pembelian Sebagai Variabel *Mediating* Hubungan *Brand Image* Terhadap Loyalitas Pelanggan I-ONE Es Puter Tradisional"

Untuk itu saya mengharapkan kesediaan bapak/ibu/Saudara/I untuk mengisi kuesioner ini dalam rangka penyelesaian skripsi yang sedang saya susun. Adapun informasi yang dapat anda berikan terjamin kerahasiannya.

Atas perhatian dan partisipasi bapak/ibu/Saudara/I saya ucapkan terima kasih.

Hormat Saya

(Gabriela Armanda Audrey Widodo)

1. IDENTITAS RESPONDEN

Nama responden :

Jenis kelamin : laki-laki/perempuan

Usia :

a) 12 Thn – 17 Thn

b) 18 Thn – 25 Thn

c) > 26 Thn

Sudah bekerja atau belum :

Penghasilan Perbulan :

Pernah melakukan pembelian produk I-ONE Es Puter Tradisional 3 kali atau lebih :

a) Ya

b) Tidak

2. PETUNJUK PENGISIAN

a. Pernyataan-pernyataan tersebut mohon diisi dengan jujur dan apa adanya sesuai dengan kenyataan yang ada.

b. Isilah pernyataan diawah ini dengan memilih salah satu jawaban yang menurut anda sesuai. Terdapat 5 jawaban pada pernyataan dibawah ini.

Sangat Setuju (SS) skor = 5

Setuju (S) skor = 4

Kurang Setuju (KS) skor = 3

Tidak Setuju (TS) skor = 2

Sangat Tidak Setuju skor = 1

1. *Brand Image* (X)

No.	Pernyataan	STS	TS	KS	S	SS
Recognition (Pengenalan).						
1.	Saya telah mengenal & mengetahui letak pasti tempat penjualan I-ONE Es Puter Tradisional					
2.	Saya mengetahui komposisi produk yang dipakai serta varian rasa yang dimiliki I-ONE Es Puter Tradisional					
3.	Saya mengetahui I-ONE Es Puter Tradisional memiliki metode pembayaran secara cash dan qris					
Reputation (Reputasi)						
4.	Saya mengetahui bahwa I-ONE Es Puter Tradisional adalah brand yang terkenal yang berada di Surabaya					
5.	Saya mengetahui bahwa I-ONE Es Puter Tradisional dikenal masyarakat luar Surabaya					
Affinity (Daya Tarik)						
6.	Saya membeli produk I-ONE Es Puter Tradisional karena tersedia berbagai macam varian rasa yang menggunakan bahan alami pada produknya					
7.	Saya membeli produk I-ONE Es Puter Tradisional karena menurut saya porsi yang disajikan cukup banyak					
8.	Saya membeli produk I-ONE Es Puter Tradisional karena metode pembayarannya bisa menggunakan cash maupun qris					
Loyality (Kesetiaan)						
9.	Saya akan terus membeli produk I-ONE Es Puter Tradisional					
10.	Saya akan tetap membeli produk I-ONE Es Puter Tradisional meskipun terdapat banyak pilihan dari brand lain karena produknya menggunakan bahan yang berkualitas					

1. Loyalitas Pelanggan (Y)

No.	Pernyataan	STS	TS	KS	S	SS
Melakukan pembelian ulang						
11.	Saya akan kembali untuk membeli produk I-ONE Es Puter Tradisional					
12.	Saya akan membeli produk I-ONE Es Puter Tradisional lebih dari 3 kali					
Merekomendasikan kepada pihak lain						

13.	Saya akan merekomendasikan produk I-ONE Es Puter Tradisional kepada orang sekitar					
14.	Saya akan merekomendasikan produk I-ONE Es Puter Tradisional kepada calon konsumen yang masih ragu mencoba produk (waktu pembelian ditempat)					
15.	Saya mengajak keluarga dan orang sekitar untuk melakukan pembelian secara langsung (pembelian di tempat) pada produk I-ONE Es Puter Tradisional					
Tidak berniat untuk pindah ke brand lain						
16.	Saya tidak berniat untuk mencoba produk selain dari produk-produk I-ONE Es Puter Tradisional					
17.	Saya tidak berniat untuk berpindah dari brand I-ONE Es Puter Tradisional walaupun produk yang dijual dikatakan sama					
18.	Saya sangat menyukai produk-produk yang dimiliki I-ONE Es Puter Tradisional dan inovasi yang dibuat					
Membicarakan hal-hal positif						
19.	Saya seringkali membahas tentang keunggulan yang dimiliki produk dari brand I-ONE Es Puter Tradisional dibandingkan dengan brand lain					
20.	Saya seringkali mengunggulkan inovasi produk dan inovasi teknologi (pembayaran menggunakan qris) yang dilakukan I-ONE Es Puter Tradisional					

2. Keputusan pembelian (Z)

No.	Pernyataan	STS	TS	KS	S	SS
Kemantapan membeli setelah mengetahui informasi produk						
21.	Saya sangat yakin membeli produk I-ONE Es Puter Tradisional karena produk yang disajikan aman untuk dikonsumsi karena tidak menggunakan pemanis, pewarna dan perasa buatan					
22.	Saya sangat yakin membeli produk I-ONE Es Puter Tradisional karena tersedia banyak varian rasa yang berbeda dengan yang dijual brand lain					
Memutuskan membeli karena merek yang paling disukai						
23.	Saya membeli produk I-ONE Es Puter Tradisional karena memiliki semua varian rasa yang saya suka					

Membeli karena sesuai dengan keinginan dan kebutuhan						
24.	Saya membeli produk I-ONE Es Puter Tradisional karena komposisi produk ini karena sesuai dengan kebutuhan saya (berbahan dasar santan kelapa sehingga menjadi produk pengganti susu),					
25.	Saya membeli produk I-ONE Es Puter Tradisional karena menggunakan buah-buahan asli dan tidak menggunakan pemanis buatan					
Membeli karena mendapat rekomendasi dari orang lain						
26.	Saya membeli produk I-ONE Es Puter Tradisional karena mendapatkan rekomendasi dari teman, keluarga, dari mulut ke mulut					
27.	Saya membeli produk I-ONE Es Puter Tradisional karena mendapatkan rekomendasi dari media sosial (facebook, instagram, tiktok, dan whatsapp), influencer atau publik figure					

LAMPIRAN 2
PENELITIAN SEBELUMNYA

No	Judul	Penulis	Variabel	Hasil	Alat Analisis	Variabel Terpilih
1	PENGARUH BRAND TRUST, BRAND EQUITY DAN BRAND IMAGE TERHADAP LOYALITAS PELANGGAN (STUDI PADA PELANGGAN TEH BOTOL SOSRO DI WONOSOBO)	R. Aj. EP. Apriliani (Fakultas Ekonomi UNSIQ Wonosobo)	• Brand Trust • Brand Rquity • Brand Image • Loyalitas Pelanggan	• Brand Image berpengaruh positif terhadap Loyalitas Pelanggan.	• Analisis regresi linear berganda	• Brand Image • Loyalitas pelanggan
2	PENGARUH BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN (SURVEI PADA KONSUMEN KFC KAWI MALANG)	Fransisca Paramitasari Musay (Fakultas Ilmu AdministrasibUniversitas Brawijaya)	• Brand Image • Keputusan Pembelian	Brand Image yang terdiri dari citra perusahaan, citra pemakai, dan citra produk secara bersama sama memiliki pengaruh yang signifikan terhadap Keputusan Pembelian	• Analisis deskriptif • Analisis regresi linier berganda.	• Brand Image • Keputusan Pembelian
3	PENGARUH PROMOSI PENJUALAN DAN INOVASI PRODUK TERHADAP KEPUTUSAN PEMBELIAN DAN DAMPAKNYA TERHADAP LOYALITAS PELANGGAN	Eko Boedhi Santoso, Joko Samboro	• Promosi Penjualan • Inovasi Produk • Keputusan Pembelian • Loyalitas Pelanggan	semakin baik layanan promosi penjualan yang dilakukan oleh perusahaan semakin kuat keputusan konsumen untuk membeli. Semakin baik layanan layanan promosi penjualan dan semakin baik Inovasi Produk yang dilakukan oleh perusahaan semakin kuat keputusan konsumen untuk membeli dan semakin tinggi loyalitas.	• Analisis jalur	• Keputusan Pembelian • Loyalitas Pelanggan
4	PENGARUH CITRA MEREK DAN PROMOSI TERHADAP LOYALITAS	Dicky Wahyu Prasetyo, Wahyu Murti	• Citra Merek (Brand Image) • Promosi	Secara simultan variabel Citra Merek, Promosi dan Kepuasan Pelanggan berpengaruh signifikan terhadap	• Analisis jalur (Path Analysis) dengan bantuan	• Citra Merek (Brand Image) • Loyalitas Pelanggan

	PELANGGAN DAN KEPUTUSAN PEMBELIAN SEBAGAI VARIABEL MEDIASI PT. MATAHARI DEPARTEMEN STORE.		• Loyalitas Pelanggan • Keputusan Pembelian	Loyalitas Pelanggan. Sebagian menunjukkan bahwa Merek atau variabel Citra berpengaruh signifikan terhadap Loyalitas Pelanggan, variabel Keputusan Pembelian berpengaruh signifikan terhadap kinerja Loyalitas Pelanggan.	SPSS versi 21.0. • Uji T • Uji F	• Keputusan Pembelian
5	PENGARUH BRAND AWARENESS DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN	Khoiriyah Indra Cahyani, Rr. Endang Sutrasmawati (Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Semarang, Indonesia)	• Brand Awareness • Brand Image • Keputusan Pembelian	Brand Awareness dan Brand Image secara simultan positif dan signifikan terhadap Keputusan Pembelian.	• Analisis deskriptif • Uji asumsi klasik • Analisis regresi berganda menggunakan SPSS 16.0 for Windows	• Brand Image • Keputusan Pembelian
6	PENGARUH BRAND IMAGE, HARGA DAN PRODUK TERHADAP LOYALITAS PELANGGAN MARTABAK BRENGOS (D'MRONGOS) SOLO	Elza Veronika, Burhanudin, dan Ida Aryati (Fakultas Ekonomi Universitas Islam Batik (UNIBA))	• Brand Image • Harga • Produk • Loyalitas Pelanggan	Secara simultan variabel Brand Image, Harga dan Produk secara keseluruhan berpengaruh signifikan terhadap Loyalitas Pelanggan. Variabel Brand Image dan produk mempunyai pengaruh yang signifikan terhadap Loyalitas Pelanggan.	• Uji asumsi klasik • Uji regresi linier berganda • Uji F • Uji T	• Brand Image • Loyalitas Pelanggan
7	PENGARUH BRAND IMAGE DAN WOM (WORD OF MOUTH) TERHADAP LOYALITAS	Melias oliviana, Lisbeth Mananeke, Christoffel	• Brand Image • WOM (Word of mouth)	Secara simultan brand image dan WOM (Word of Mouth) berpengaruh signifikan terhadap loyalitas	•Analisis regresi linier berganda	• Brand Image • Loyalitas Konsumen

	KONSUMEN PADA RM.DAHSYAT WANEA	Mintardjo (Fakultas Ekonomi dan Bisnis, Jurusan Manajeme Universitas Sam Ratulangi)	• Loyalitas Konsumen	konsumen. Secara parsial brand image berpengaruh signifikan terhadap loyalitas kosumen. Brand Image dan WOM (Word of Mouth) salah satu faktor penting agar konsumen loyal terhadap produk yang ditawarkan, karena dengan Brand image dan WOM (word of mouth) yang positif, maka akan terjadi loyalitas konsumen.		
8	PENGARUH KUALITAS PRODUK DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN (STUDI PADA MAHASISWA PENGGUNA PRODUK SEPATU MEREK CONVERSE DI FISIP UNIVERSITAS MERDEKA MALANG)	Supriyadi, Wahyu Wiyani, Ginanjar Indra K.N (Program Studi Admnistrasi Bisnis, Fakultas Ilmu Sosial dan Ilmu Politik Universitas Merdeka Malang)	• Kualitas Produk • Brand Image • Keputusan Pembelian	Variabel brand image berpengaruh pada konsumen keputusan pembelian.	• Validitas • Reliabilitas • Asumsi klasik (uji t dan uji F	• Brand Image • Keputusan Pembelian
9	(ANALISIS PERSEPSI HARGA, LOKASI, FASILITAS, DAN KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN DIMEDIASI KEPUTUSAN PEMBELIAN (STUDI	Abid Muhtarom, Muhamad Imam Syairozi, Hesty Lovi Yonita, (Prodi Magister Manajemen,	• Persepsi Harga • Lokasi • Fasilitas • Kualitas Pelayanan • Loyalitas Pelanggan • Keputusan Pembelian	Uji mediasi menunjukkan Variabel persepsi harga terhadap loyalitas pelanggan dimediasi keputusan pembeliani dikatakan Non Mediation. Variabel lokasi dan kualitas pelayanan terhadap loyalitas pelanggan dimediasi	• SEM dengan alat Smart-PLS versi 3.0 • Uji iouter model • Uji iinner model • Uji mediasi	• Loyalitas Pelanggan • Keputusan Pembelian

	KASUS PADA UMKM SKCK (STASIUN KULINER CANDITUNGGAL KALITENGAH) METODE STRUCTURAL EQUATION MODELLING (SEM) - PARTIAL LEAST SQUARE (PLS)	Universitas Islam Lamongan dan Prodi Manajemen, Universitas Islam Lamongan)		keputusan pembelian dikatakan Partial Mediation. Variabel fasilitas terhadap loyalitas pelanggan dimediasi keputusan pembelian dikatakan Full Mediation.	• Uji hipotesis	
10	PENGARUH PERSONAL SELLING DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN YANG BERDAMPAK PADA LOYALITAS PELANGGAN PADA PT LAUTAN SURGA DI JAKARTA	Nurjaya, Nur Imam Dutawaskita, Heri Erlangga, H. Hastono, Denok Sunarsi(Universitas SuryakancanaCianjur, Jawa Barat, Indonesia, STIE Hidayatullah, Depok, Jawa Barat, Indonesia, Universitas Pasundan, Bandung, Jawa Barat, Indonesia, Universitas Pamulang, Tangerang Selatan,	• Personal Selling • Harga • Keputusan Pembelian • Loyalitas Pelanggan	Keputusan pembelian berpengaruh signifikan terhadap loyalitas pelanggan.	• Analisis statistik dengan pengujian regresi • Korelasi • Determinasi • Uji hipotesis.	• Keputusan Pembelian • Loyalitas Pelanggan

		Banten, Indonesia)				
11	CITRA MEREK DAN KUALITAS PRODUK TERHADAP LOYALITAS KONSUMEN	Firanazulah, Vinny Dwi Rahim Safavi, Anggi Nadia Jeni Saputri, Ajat Sudrajat	• Citra Merek • Kualitas Produk • Loyalitas Konsumen	Citra merek secara parsial tidak berpengaruh signifikan terhadap loyalitas konsumen air mineral aqua, kualitas produk secara parsial berpengaruh terhadap loyalitas konsumen air mineral aqua. Kemudian, adanya pengaruh simultan citra merek dan kualitas produk terhadap loyalitas konsumen air mineral aqua secara positif dan signifikan	teknik Analisis Rentang Skala dan Analisis Jalur dengan bantuan program komputer Microsoft Excel 2013 dan SPSS versi 16	• Citra Merek • Loyalitas Konsumen
12	PENGARUH BRAND IMAGE, DAYA TARIK IKLAN, DAN CELEBRITY ENDORSER TERHADAP KEPUTUSAN PEMBELIAN MS GLOW (STUDI KASUS MS GLOW SEMARANG)	Puput Yunita, Lies Indriyatni	• Brand Image • Daya Tarik Iklan • Celebrity Endorser • Keputusan Pembelian	Variabel Brand Image berpengaruh negatif dan tidak signifikan terhadap Keputusan Pembelian, Variabel Daya Tarik Iklan berpengaruh positif dan signifikan terhadap Keputusan Pembelian, Variabel Celebrity Endorser berpengaruh positif dan signifikan terhadap Keputusan Pembelian, Secara simultan atau bersama-sama Variabel Brand Image, Daya Tarik Iklan, dan Celebrity Endorser berpengaruhpositif dan signifikan terhadap Keputusan Pembelian	Analisis Regresi Linier Berganda dengan melihat nilai statistik y, statistik F, dan koefisien determinasi (R square)	• Brand Image √ Keputusan Pembelian
13	PENGARUH IKLAN DAN KUALITAS	Siti Zahroniya,	• Iklan • Kualitas	iklan berpengaruh positif namun tidak	Metode Persamaan	• Loyalitas Pelanggan

	PRODUK TERHADAP LOYALITAS PELANGGAN PADA PRODUK WARDAH MELALUI KEPUTUSAN PEMBELIAN SEBAGAI VARIABEL INTERVENING (Studi Empiris pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Abdurachman Saleh Situbondo)	Mohammad Yahya Arief, Yudha Praja	Produk • Loyalitas Pelanggan • Keputusan Pembelian	signifikan terhadap keputusan pembelian, kualitas produk berpengaruh positif signifikan terhadap keputusan pembelian, iklan berpengaruh positif tetapi tidak signifikan terhadap pelanggan loyalitas, kualitas produk berpengaruh positif signifikan terhadap loyalitas pelanggan, Keputusan Pembelian berpengaruh negatif signifikan terhadap Loyalitas Pelanggan	Struktural - Partial Least Square (PLS-SEM)	• Keputusan Pembelian

LAMPIRAN 3
TABULASI DATA

Brand Image (X)

X	X	X	X	X	X	X	X	X	X	Total X
4	4	4	4	4	5	5	4	4	4	42
4	5	5	5	4	4	4	4	5	4	44
5	4	4	5	4	5	4	5	4	5	45
5	4	5	5	5	5	4	4	5	4	46
4	4	4	4	4	4	4	4	4	5	41
4	4	4	4	3	4	4	4	3	5	39
4	5	5	4	4	5	4	5	5	5	46
3	3	4	3	3	5	4	4	4	4	37
4	4	4	4	4	4	3	4	4	4	39
4	4	4	5	4	5	5	3	4	5	43
5	2	5	4	2	4	5	5	5	4	41
5	4	5	5	5	5	4	5	4	5	47
5	5	5	5	5	5	5	5	5	5	50
4	4	4	5	5	5	4	4	4	5	44
5	4	5	5	5	5	4	5	4	4	46
3	4	2	4	3	5	3	3	3	4	34
5	5	5	5	5	5	5	5	5	5	50
3	4	4	5	3	4	4	4	5	4	40
5	4	5	4	4	5	5	4	5	5	46
5	4	4	5	4	4	4	5	3	3	41
4	4	5	4	3	4	4	4	3	4	39
4	5	4	5	4	5	4	5	4	5	45
4	5	4	3	4	5	4	4	4	2	39
4	4	4	5	5	5	5	5	4	5	46
4	4	4	4	4	4	4	4	4	4	40
3	3	4	3	3	3	4	4	3	3	33
4	5	5	3	3	5	4	4	3	3	39
5	5	1	5	1	5	5	1	4	4	36
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5	4	5	5	4	5	5	4	5	4	46
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2	3	3	4	4	3	3	4	3	3	32

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4	4	4	4	4	4	4	4	4	4	40
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5	4	5	5	4	5	5	4	5	5	47
5	5	5	5	5	5	5	5	5	5	50
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5	5	5	5	4	5	5	5	5	5	49
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5	5	5	5	5	5	5	5	5	5	50
5	5	5	5	5	5	5	5	5	5	50
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4	5	5	5	5	5	5	5	5	5	49
5	5	5	5	5	5	5	5	5	5	50
5	5	5	5	5	5	5	5	5	5	50
5	5	5	5	5	5	4	5	5	5	49

Loyalitas Pelanggan (Y)

Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Total
4	4	4	4	4	4	5	5	4	5	43
4	5	5	5	5	4	5	5	4	4	46
4	4	4	4	4	5	5	4	4	4	42
5	4	5	5	4	4	5	5	5	4	46
4	4	4	4	4	4	4	4	4	4	40
5	4	5	5	4	3	3	5	4	5	43
4	5	4	5	4	5	4	5	4	5	45
3	4	4	4	4	3	3	4	3	3	35
4	3	4	4	4	4	4	4	4	4	39
4	4	4	5	4	3	4	4	3	2	37
5	5	4	4	5	2	4	5	4	5	43
4	5	4	4	4	1	2	5	4	1	34
5	5	5	5	5	5	5	5	5	5	50
4	4	5	5	4	4	4	4	5	4	43
4	5	4	3	4	3	2	4	2	4	35
3	3	4	4	4	4	4	3	3	3	35
5	5	5	5	5	5	5	5	5	5	50
4	4	5	4	4	3	3	4	3	4	38

5	5	4	4	4	4	4	5	4	5	44
3	3	5	5	5	3	2	3	2	2	33
4	4	5	5	5	3	3	3	4	5	41
4	4	5	5	4	5	5	4	5	5	46
4	3	5	4	3	1	3	4	3	5	35
4	4	4	4	4	4	4	4	4	5	41
5	5	5	5	5	5	5	5	5	5	50
3	3	3	3	4	3	3	3	3	3	31
3	4	5	4	5	3	4	5	4	5	42
4	5	5	3	5	5	3	3	2	1	36
4	4	4	4	4	3	3	4	3	4	37
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5	5	5	5	5	5	5	5	5	5	50
4	4	4	4	4	2	2	4	3	3	34
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5	5	5	4	4	5	4	5	5	5	47
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5	5	5	5	4	5	5	5	5	5	49
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5	5	5	4	5	4	4	5	4	4	45
5	5	5	5	5	5	5	5	5	5	50
5	5	5	4	4	2	2	5	5	4	41
5	5	4	4	4	3	3	4	4	3	39
5	4	5	5	4	3	4	5	5	5	45
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3	3	3	3	3	3	3	3	3	3	30
5	5	5	4	5	5	5	4	4	5	47
5	5	5	5	5	5	5	5	5	5	50
4	3	3	4	4	4	4	4	3	5	38
5	5	5	5	5	5	5	5	5	5	50
5	5	5	5	5	5	5	5	4	4	48
4	3	3	2	3	1	2	4	3	4	29
4	4	4	4	4	4	4	4	4	4	40
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3	2	4	3	3	3	4	3	3	3	31
5	5	5	5	5	4	4	5	5	5	48
5	5	5	5	5	5	5	5	5	5	50
5	5	5	5	5	5	5	5	5	5	50
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4	4	4	4	4	4	4	4	4	4	40
5	5	5	5	5	5	5	5	5	5	50
4	4	4	4	4	4	4	4	4	4	40
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3	4	4	4	3	1	4	4	3	4	34
3	3	3	3	3	3	3	3	3	3	30
5	5	5	5	5	5	4	4	4	4	46
5	5	5	5	5	5	5	5	5	5	50
5	5	5	5	5	5	5	5	5	5	50
5	5	5	4	5	4	4	4	5	4	45
5	4	5	2	4	4	2	4	4	5	39

5	4	2	4	4	5	4	4	4	4	40
4	4	4	5	4	5	5	5	5	5	46
4	5	4	4	4	4	5	4	4	5	43
5	5	5	5	5	5	5	5	5	5	50
5	5	5	4	5	5	4	5	5	5	48
3	3	4	4	5	3	3	3	3	3	34
5	5	5	5	5	3	4	5	4	4	45
5	4	5	5	5	3	3	4	3	4	41
3	4	5	3	4	4	4	5	5	4	41
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5	5	4	5	4	5	5	5	5	5	48
5	5	5	5	5	5	5	5	5	5	50
4	4	4	4	4	4	4	4	4	4	40
4	3	3	3	4	3	4	4	4	4	36
5	5	5	4	4	4	5	5	5	5	47
5	5	5	5	5	5	5	4	5	5	49
5	4	5	4	5	4	5	5	5	4	46
5	4	5	5	5	5	5	5	4	5	48
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4	5	4	5	5	5	5	5	5	5	48
5	5	5	5	5	5	5	5	5	5	50
5	5	5	4	5	5	5	5	5	5	49
3	3	4	4	4	3	3	4	3	4	35
4	5	5	4	4	5	5	5	5	5	47
4	4	4	4	4	3	4	4	4	4	39
3	4	4	3	3	3	3	4	3	3	33
4	4	5	5	5	4	4	4	4	4	43
4	4	4	4	4	4	4	4	4	4	40
4	4	5	5	4	5	4	4	5	4	44
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5	5	5	5	5	5	5	5	5	4	49
5	5	4	5	5	5	5	5	5	5	49
5	5	5	5	5	5	5	5	5	5	50

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5	5	5	5	5	5	5	5	5	5	50
5	5	5	5	5	5	5	5	5	5	50
5	5	5	5	5	5	5	5	5	4	49

Keputusan Pembelian (Z)

Z	Z	Z	Z	Z	Z	Z	Total Z
5	4	4	5	4	4	4	31
5	4	4	4	4	5	4	29
4	5	5	5	5	4	5	34
5	4	5	5	5	5	4	32
5	5	5	5	5	5	5	35
5	5	5	5	5	4	3	33
4	4	5	4	5	4	5	31
4	4	4	4	4	4	4	28
4	4	4	4	4	3	4	28
5	5	5	4	5	4	3	30
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5	3	4	4	5	5	4	28
5	5	5	5	5	4	5	35
5	5	4	5	5	5	4	32
5	5	3	4	5	4	4	31
4	4	4	3	4	5	2	25
5	5	5	5	5	4	5	35
4	4	4	5	5	4	5	31
5	4	5	5	5	5	4	32
5	4	3	3	3	5	3	26
4	4	4	4	4	5	3	28
5	5	4	4	5	3	4	32
5	4	5	1	3	4	1	22
4	4	5	4	5	4	4	30
5	5	5	5	5	4	4	33
4	3	4	3	3	5	3	24
5	4	4	4	5	5	4	31
5	4	5	4	4	3	4	31
4	4	4	4	4	5	4	27
5	5	5	5	5	5	5	35
5	5	5	4	5	5	5	34
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4	5	5	5	5	5	5	34
5	5	5	5	5	5	4	34
5	5	4	5	5	4	4	33
5	5	4	5	4	4	4	31
5	5	5	5	5	5	4	33

5	5	5	5	5	5	5	35
5	5	5	5	5	2	4	34
4	5	4	3	4	4	5	27
5	5	4	5	5	1	5	33
1	1	1	1	1	3	1	7
3	3	3	3	3	5	3	21
4	5	5	5	5	5	4	33
5	5	5	5	5	4	5	35
3	3	4	4	3	5	4	25
5	5	5	5	5	5	4	34
5	5	5	5	5	4	5	35
4	4	5	2	4	4	3	26
4	4	4	4	4	5	4	28
5	5	5	5	5	4	3	33
3	3	3	4	3	4	2	22
5	5	5	5	5	5	4	33
5	5	5	5	5	5	4	34
5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
5	5	5	5	5	3	4	34
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3	3	3	3	3	5	3	21
4	5	4	5	4	5	5	32
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5	5	5	5	5	5	5	35
5	5	4	5	4	2	5	33
5	5	4	5	5	2	5	31
4	4	4	5	5	5	4	28
5	5	4	5	5	4	5	34
4	4	4	4	5	5	4	29
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5	5	5	5	5	5	5	35
5	4	4	4	4	5	4	30
3	4	4	4	4	5	3	27
5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
5	4	4	4	5	4	5	32
4	4	4	4	4	4	4	28
3	3	4	4	3	5	2	23
5	5	5	5	5	5	5	35
4	4	4	5	5	5	5	32
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5	5	5	5	5	5	5	35

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5	5	5	5	5	5	5	35
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5	5	5	5	5	5	5	35
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5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
5	5	5	5	5	4	5	35

LAMPIRAN 4
UJI VALIDITAS DAN RELIABILITAS

Correlations

Notes

Output Created		28-DEC-2023 13:52:01
Comments		
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	Active Dataset	DataSet1
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	N of Rows in Working Data File	129
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=x1 x2 x3 x4 x5 x6 x7 x8 x9 x10 x /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,02

Correlations

		x1	x2	x3	x4	x5	x6	x7	x8	x9	x10	x
x1	Pearson Correlation	1	.598**	.582**	.600**	.475**	.579**	.575**	.537**	.621**	.569**	.764**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	129	129	129	129	129	129	129	129	129	129	129
x2	Pearson Correlation	.598**	1	.470**	.611**	.573**	.647**	.588**	.511**	.679**	.618**	.787**

	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	129	129	129	129	129	129	129	129	129	129	129
	Pearson Correlation	.582**	.470**	1	.524**	.639**	.573**	.554**	.759**	.624**	.511**	.778**
x3	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	129	129	129	129	129	129	129	129	129	129	129
	Pearson Correlation	.600**	.611**	.524**	1	.651**	.593**	.603**	.507**	.723**	.699**	.817**
x4	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	129	129	129	129	129	129	129	129	129	129	129
	Pearson Correlation	.475**	.573**	.639**	.651**	1	.538**	.530**	.690**	.619**	.585**	.797**
x5	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	129	129	129	129	129	129	129	129	129	129	129
	Pearson Correlation	.579**	.647**	.573**	.593**	.538**	1	.675**	.539**	.632**	.623**	.792**
x6	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	129	129	129	129	129	129	129	129	129	129	129
	Pearson Correlation	.575**	.588**	.554**	.603**	.530**	.675**	1	.521**	.669**	.723**	.801**
x7	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	129	129	129	129	129	129	129	129	129	129	129
	Pearson Correlation	.537**	.511**	.759**	.507**	.690**	.539**	.521**	1	.563**	.522**	.768**
x8	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	129	129	129	129	129	129	129	129	129	129	129
	Pearson Correlation	.621**	.679**	.624**	.723**	.619**	.632**	.669**	.563**	1	.748**	.863**
x9	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	129	129	129	129	129	129	129	129	129	129	129

x10	Pearson Correlation	.569**	.618**	.511**	.699**	.585**	.623**	.723**	.522**	.748**	1	.827**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	129	129	129	129	129	129	129	129	129	129	129
	Pearson Correlation	.764**	.787**	.778**	.817**	.797**	.792**	.801**	.768**	.863**	.827**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	129	129	129	129	129	129	129	129	129	129	129

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

Correlations

Notes

Output Created		28-DEC-2023 13:53:20
Comments		
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	129
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=y1 y2 y3 y4 y5 y6 y7 y8 y9 y10 y /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,00

Elapsed Time	00:00:00,02

Correlations

		y1	y2	y3	y4	y5	y6	y7	y8	y9	y10	y
y1	Pearson Correlation	1	.798**	.635**	.624**	.706**	.582**	.579**	.758**	.726**	.637**	.846**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	129	129	129	129	129	129	129	129	129	129	129
y2	Pearson Correlation	.798**	1	.673**	.634**	.717**	.618**	.589**	.766**	.710**	.552**	.848**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	129	129	129	129	129	129	129	129	129	129	129
y3	Pearson Correlation	.635**	.673**	1	.650**	.693**	.497**	.490**	.607**	.616**	.496**	.756**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	129	129	129	129	129	129	129	129	129	129	129
y4	Pearson Correlation	.624**	.634**	.650**	1	.705**	.585**	.647**	.623**	.649**	.540**	.803**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	129	129	129	129	129	129	129	129	129	129	129
y5	Pearson Correlation	.706**	.717**	.693**	.705**	1	.607**	.558**	.602**	.585**	.484**	.796**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	129	129	129	129	129	129	129	129	129	129	129
y6	Pearson Correlation	.582**	.618**	.497**	.585**	.607**	1	.815**	.495**	.700**	.576**	.814**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	129	129	129	129	129	129	129	129	129	129	129
y7	Pearson Correlation	.579**	.589**	.490**	.647**	.558**	.815**	1	.621**	.752**	.660**	.839**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000

y8	N	129	129	129	129	129	129	129	129	129	129	129
	Pearson Correlation	.758**	.766**	.607**	.623**	.602**	.495**	.621**	1	.773**	.684**	.831**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
y9	N	129	129	129	129	129	129	129	129	129	129	129
	Pearson Correlation	.726**	.710**	.616**	.649**	.585**	.700**	.752**	.773**	1	.730**	.888**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
y10	N	129	129	129	129	129	129	129	129	129	129	129
	Pearson Correlation	.637**	.552**	.496**	.540**	.484**	.576**	.660**	.684**	.730**	1	.782**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
y	N	129	129	129	129	129	129	129	129	129	129	129
	Pearson Correlation	.846**	.848**	.756**	.803**	.796**	.814**	.839**	.831**	.888**	.782**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	129	129	129	129	129	129	129	129	129	129	129

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

Correlations

Notes

Output Created		28-DEC-2023 13:54:15
Comments		
Input	Data	C:\Users\user1\Documents\Gabriela Armanda.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	129
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.

Syntax		CORRELATIONS /VARIABLES=z1 z2 z3 z4 z5 z6 z7 z /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,06

Correlations

		z1	z2	z3	z4	z5	z6	z7	z
z1	Pearson Correlation	1	.741**	.683**	.570**	.743**	.551**	.508**	.825**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	129	129	129	129	129	129	129	129
z2	Pearson Correlation	.741**	1	.688**	.631**	.708**	.538**	.578**	.848**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	129	129	129	129	129	129	129	129
z3	Pearson Correlation	.683**	.688**	1	.554**	.722**	.564**	.468**	.803**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	129	129	129	129	129	129	129	129
z4	Pearson Correlation	.570**	.631**	.554**	1	.772**	.588**	.639**	.837**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	129	129	129	129	129	129	129	129
z5	Pearson Correlation	.743**	.708**	.722**	.772**	1	.555**	.637**	.892**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	129	129	129	129	129	129	129	129
z6	Pearson Correlation	.551**	.538**	.564**	.588**	.555**	1	.440**	.742**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	129	129	129	129	129	129	129	129
z7	Pearson Correlation	.508**	.578**	.468**	.639**	.637**	.440**	1	.771**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	129	129	129	129	129	129	129	129
z	Pearson Correlation	.825**	.848**	.803**	.837**	.892**	.742**	.771**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	129	129	129	129	129	129	129	129

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

Reliability

Notes

Output Created		28-DEC-2023 13:55:30
Comments		
Input	Data	C:\Users\user1\Documents\Gabriela Armanda.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	129
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=x1 x2 x3 x4 x5 x6 x7 x8 x9 x10 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,00

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	129	100.0
	Excluded[a]	0	.0
	Total	129	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.937	10

Item Statistics

	Mean	Std. Deviation	N
x1	4.4729	.74033	129
x2	4.4574	.76042	129
x3	4.5271	.74033	129
x4	4.4806	.75105	129
x5	4.3101	.89091	129
x6	4.6279	.65036	129
x7	4.4884	.71933	129
x8	4.5659	.71638	129
x9	4.4031	.80544	129
x10	4.4806	.79156	129

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1	40.3411	30.367	.705	.932
x2	40.3566	29.997	.732	.931
x3	40.2868	30.237	.723	.931
x4	40.3333	29.802	.769	.929
x5	40.5039	28.861	.733	.931
x6	40.1860	30.856	.746	.930
x7	40.3256	30.206	.752	.930
x8	40.2481	30.516	.712	.932
x9	40.4109	28.900	.822	.926
x10	40.3333	29.365	.778	.928

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
44.8140	36.668	6.05543	10

Reliability

Notes

Output Created		28-DEC-2023 13:56:29
Comments		
Input	Data	C:\Users\user1\Documents\Gabriela Armanda.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	129
	Matrix Input	

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=y1 y2 y3 y4 y5 y6 y7 y8 y9 y10 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,05

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	129	100.0
	Excluded[a]	0	.0
	Total	129	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.942	10

Item Statistics

	Mean	Std. Deviation	N
y1	4.4651	.75048	129
y2	4.4806	.77157	129
y3	4.5659	.70539	129
y4	4.4574	.76042	129
y5	4.5039	.67458	129
y6	4.1628	1.09538	129
y7	4.2326	.97237	129
y8	4.5039	.69736	129
y9	4.3256	.86749	129
y10	4.4186	.88121	129

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1	39.6512	37.151	.809	.935
y2	39.6357	36.921	.811	.934
y3	39.5504	38.453	.705	.939
y4	39.6589	37.492	.757	.937
y5	39.6124	38.364	.754	.937
y6	39.9535	34.342	.746	.940
y7	39.8837	35.104	.787	.936
y8	39.6124	37.817	.795	.936
y9	39.7907	35.526	.855	.932
y10	39.6977	36.634	.723	.938

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
44.1163	45.119	6.71708	10

```
RELIABILITY
  /VARIABLES=z1 z2 z3 z4 z5 z6 z7
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE
  /SUMMARY=TOTAL.
```

Reliability

Notes

Output Created		28-DEC-2023 13:57:25
Comments		
Input	Data	C:\Users\user1\Documents\Gabriela Armanda.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	129
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Syntax		RELIABILITY /VARIABLES=z1 z2 z3 z4 z5 z6 z7 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	129	100.0
	Excluded[a]	0	.0
	Total	129	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.911	7

Item Statistics

	Mean	Std. Deviation	N
z1	4.6202	.65185	129
z2	4.5194	.71917	129
z3	4.5504	.64905	129
z4	4.5349	.76082	129
z5	4.6279	.67395	129
z6	4.5194	.77157	129
z7	4.3101	.92532	129

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
z1	27.0620	13.496	.764	.896
z2	27.1628	12.981	.787	.892
z3	27.1318	13.631	.736	.898
z4	27.1473	12.814	.768	.894
z5	27.0543	12.989	.851	.886
z6	27.1628	13.372	.640	.908
z7	27.3721	12.454	.653	.912

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
31.6822	17.578	4.19260	7

LAMPIRAN 5
UJI t, REGRESI LINEAR BERGANDA, dan ASUMSI KLASIK

Regression

Notes

Output Created		30-DEC-2023 10:10:39
Comments		
Input	Data	C:\Users\COMPUTER\Downloads\BACK UP DARI TOUCHSCREEN\Olah Data Prodi Manajemen\Olah Data Finish\Gabriela_f_Mas Andri_Bu Husni\Gabriela Armanda.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	129
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT y /METHOD=ENTER x /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:01,69
	Elapsed Time	00:00:01,11
	Memory Required	1980 bytes
	Additional Memory Required for Residual Plots	912 bytes

Descriptive Statistics

	Mean	Std. Deviation	N
y	44.1163	6.71708	129
x	44.8140	6.05543	129

Correlations

		y	x
Pearson Correlation	y	1.000	.876
	x	.876	1.000
Sig. (1-tailed)	y	.	.000
	x	.000	.
N	y	129	129
	x	129	129

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	x[b]	.	Enter

a. Dependent Variable: loyalitas pelanggan
b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.876[a]	.768	.766	3.24773	2.035

a. Predictors: (Constant), brand image
b. Dependent Variable: loyalitas pelanggan

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4435.689	1	4435.689	420.533	.000[b]
	Residual	1339.567	127	10.548		
	Total	5775.256	128			

a. Dependent Variable: loyalitas pelanggan
b. Predictors: (Constant), brand image

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.551	2.144		.257	.798					
	x	.972	.047	.876	20.507	.000	.876	.876	.876	1.000	1.000

a. Dependent Variable: loyalitas pelanggan

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	x
1	1	1.991	1.000	.00	.00
	2	.009	14.926	1.00	1.00

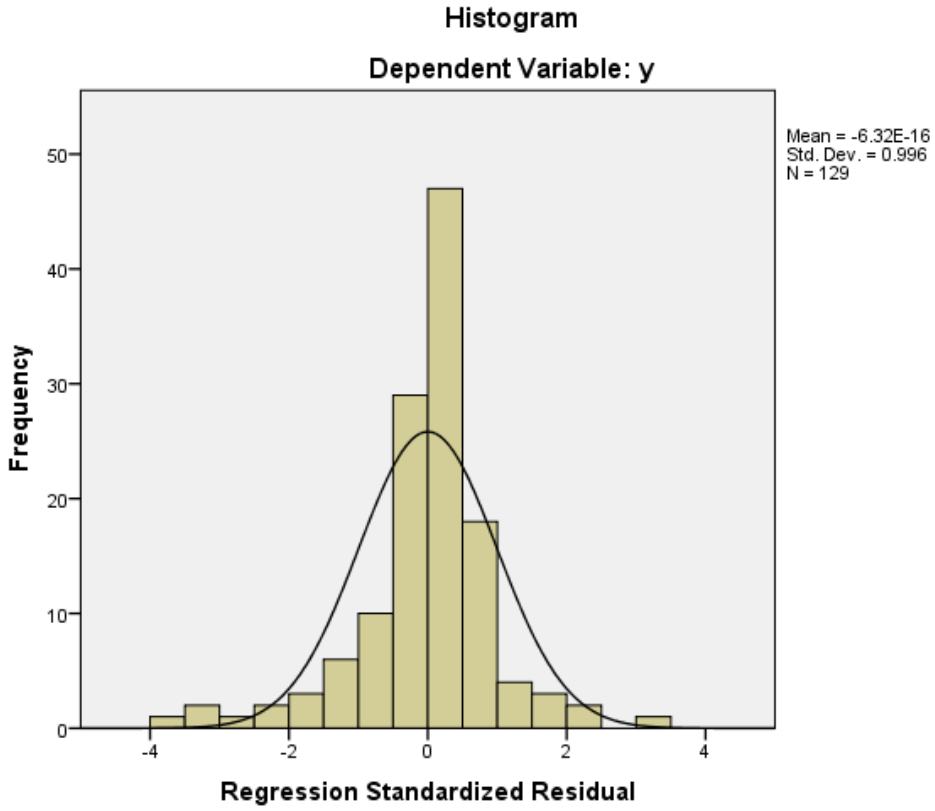
a. Dependent Variable: loyalitas pelanggan

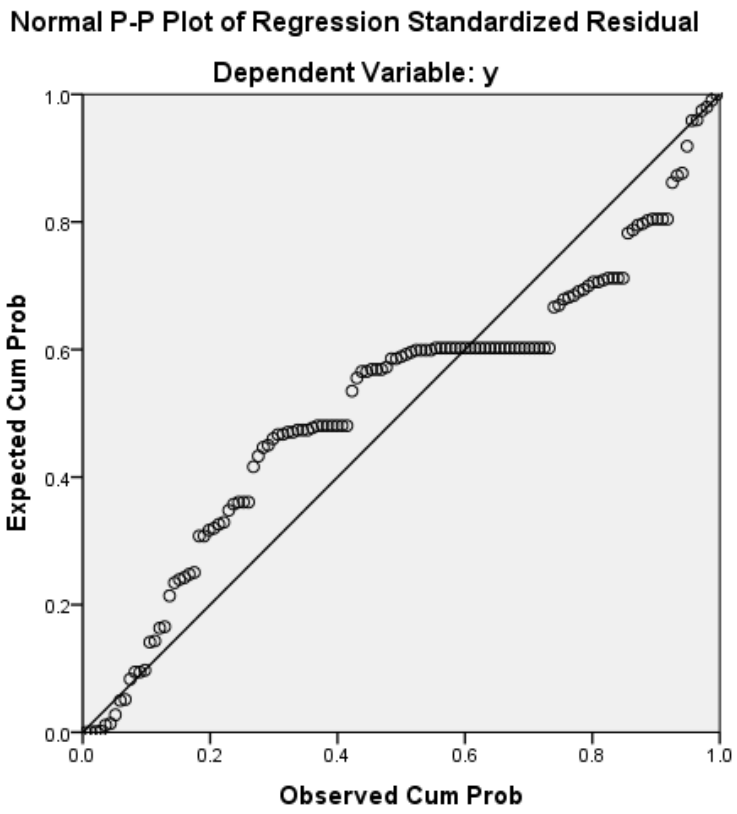
Residuals Statistics[a]

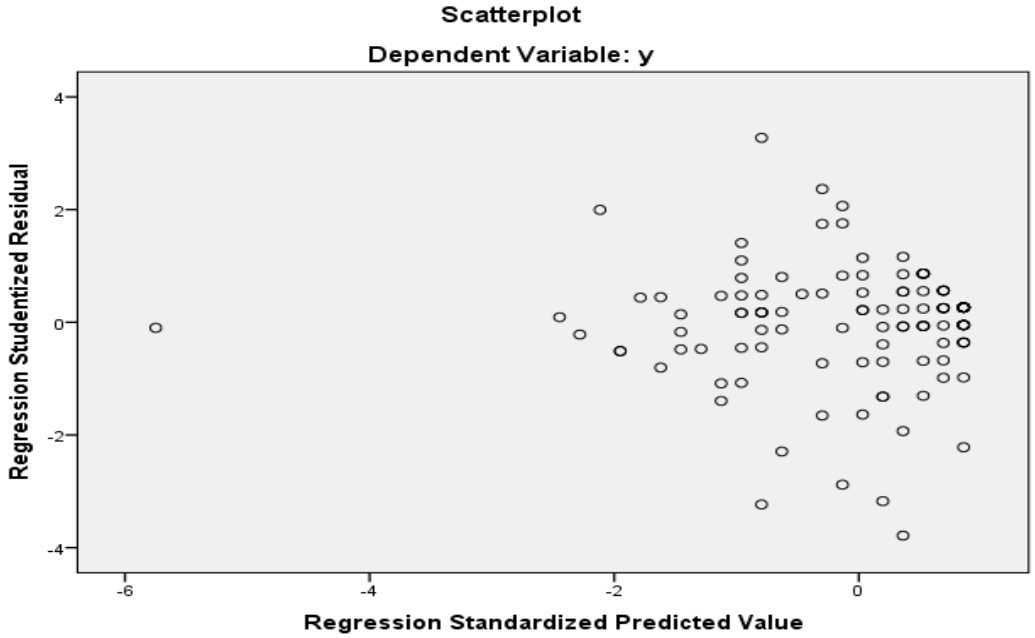
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10.2721	49.1579	44.1163	5.88675	129
Std. Predicted Value	-5.749	.856	.000	1.000	129
Standard Error of Predicted Value	.286	1.675	.379	.143	129
Adjusted Predicted Value	10.3707	49.2557	44.1161	5.88388	129
Residual	-12.24143	10.56358	.00000	3.23502	129
Std. Residual	-3.769	3.253	.000	.996	129
Stud. Residual	-3.786	3.273	.000	1.002	129
Deleted Residual	-12.34974	10.69934	.00020	3.27304	129
Stud. Deleted Residual	-4.004	3.407	-.004	1.024	129
Mahal. Distance	.001	33.053	.992	3.006	129
Cook's Distance	.000	.089	.006	.014	129
Centered Leverage Value	.000	.258	.008	.023	129

a. Dependent Variable: y

Charts




Normal P-P Plot of Regression Standardized Residual
Dependent Variable: y
Expected Cum Prob
Observed Cum Prob
0.0
0.2
0.4
0.6
0.8
1.0


Scatterplot
Dependent Variable: y
Regression Studentized Residual
Regression Standardized Predicted Value
4
2
0
-2
-4
-6

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT z
  /METHOD=ENTER x
  /SCATTERPLOT=(*SRESID ,*ZPRED)
  /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID).
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Regression

Notes

Output Created		30-DEC-2023 10:11:28
Comments		
Input	Data	C:\Users\COMPUTER\Downloads\BACK UP DARI TOUCHSCREEN\Olah Data Prodi Manajemen\Olah Data Finish\Gabriela_f_Mas Andri_Bu Husni\Gabriela Armanda.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	129
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT z /METHOD=ENTER x /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:00,48
	Elapsed Time	00:00:00,44
	Memory Required	1980 bytes
	Additional Memory Required for Residual Plots	912 bytes

Descriptive Statistics

	Mean	Std. Deviation	N
z	31.6822	4.19260	129
x	44.8140	6.05543	129

Correlations

		z	x
Pearson Correlation	z	1.000	.901
	x	.901	1.000
Sig. (1-tailed)	z	.	.000
	x	.000	.
N	z	129	129
	x	129	129

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	x[b]	.	Enter

a. Dependent Variable: keputusan pembelian
b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.901[a]	.813	.811	1.82214	1.993

a. Predictors: (Constant), brand image
b. Dependent Variable: keputusan pembelian

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1828.307	1	1828.307	550.666	.000[b]
	Residual	421.662	127	3.320		
	Total	2249.969	128			

a. Dependent Variable: keputusan pembelian
b. Predictors: (Constant), brand image

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3.712	1.203		3.087	.002					
	x	.624	.027	.901	23.466	.000	.901	.901	.901	1.000	1.000

a. Dependent Variable: keputusan pembelian

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	x
1	1	1.991	1.000	.00	.00
	2	.009	14.926	1.00	1.00

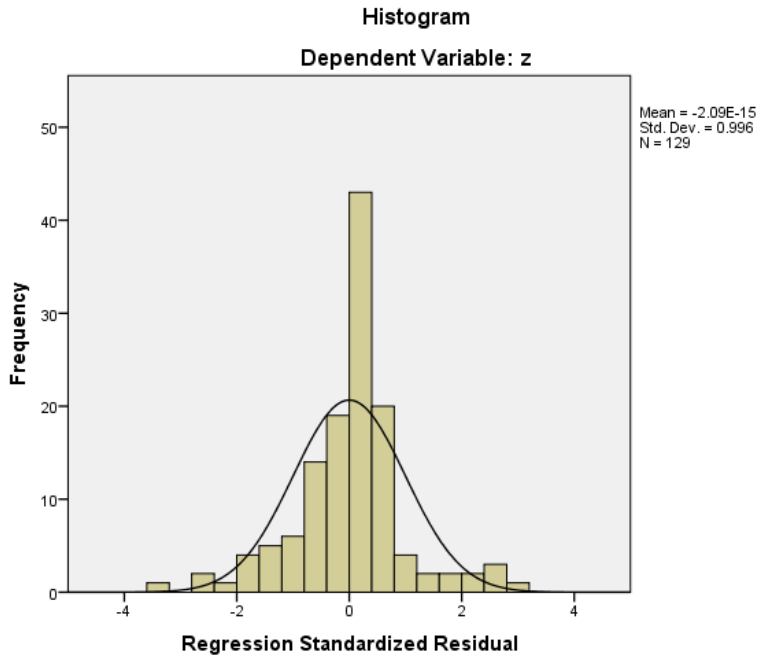
a. Dependent Variable: keputusan pembelian

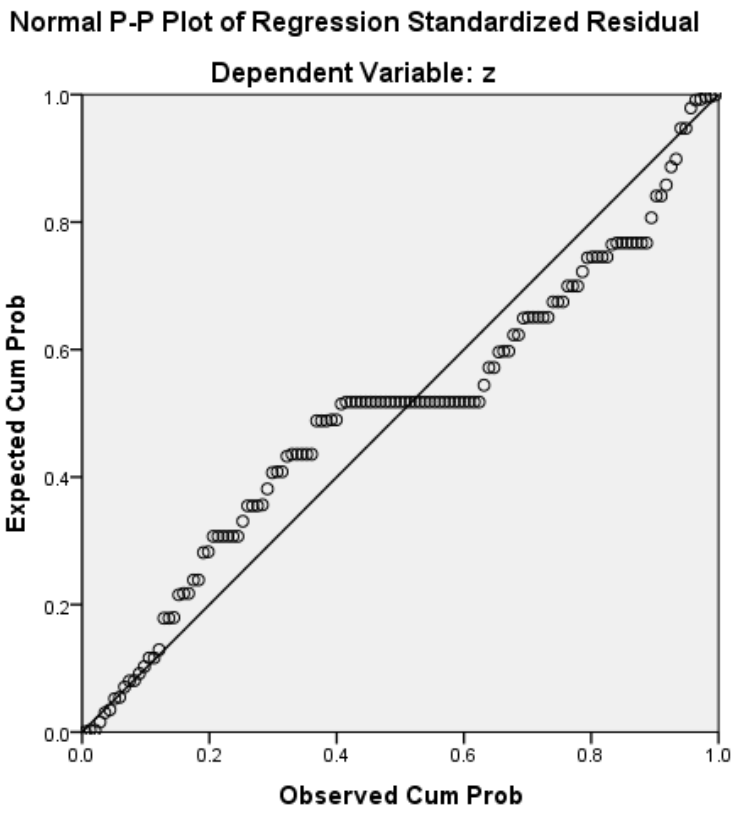
Residuals Statistics[a]

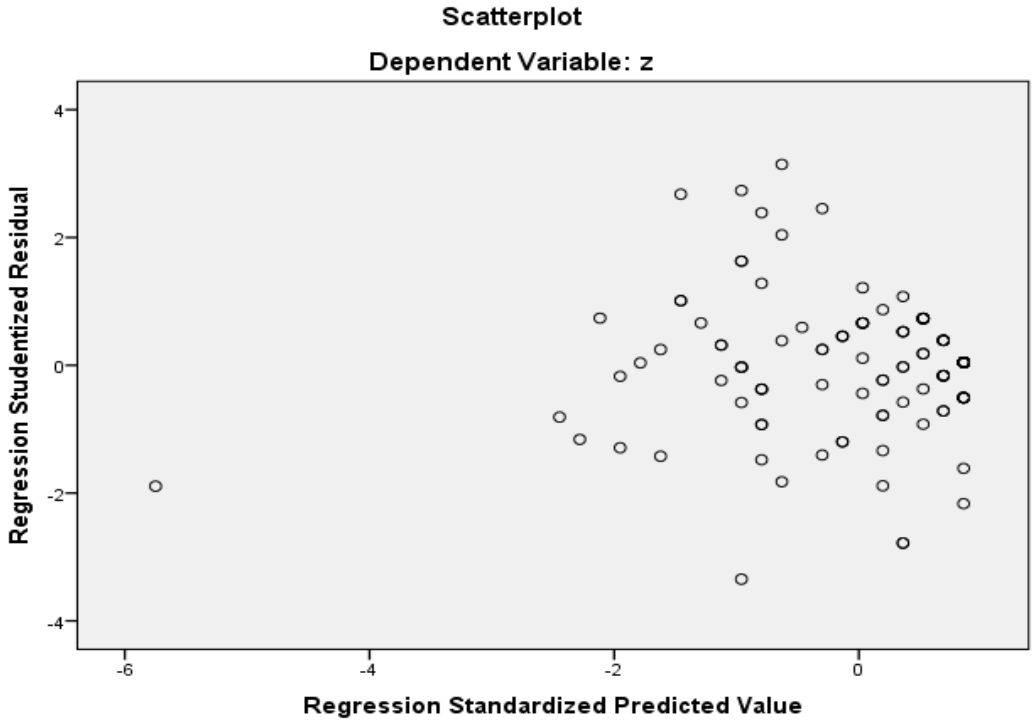
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9.9538	34.9189	31.6822	3.77937	129
Std. Predicted Value	-5.749	.856	.000	1.000	129
Standard Error of Predicted Value	.161	.940	.212	.080	129
Adjusted Predicted Value	11.0241	34.9725	31.6909	3.73188	129
Residual	-6.05351	5.69823	.00000	1.81500	129
Std. Residual	-3.322	3.127	.000	.996	129
Stud. Residual	-3.347	3.144	-.002	1.007	129
Deleted Residual	-6.14541	5.76074	-.00873	1.85539	129
Stud. Deleted Residual	-3.492	3.261	-.002	1.024	129
Mahal. Distance	.001	33.053	.992	3.006	129
Cook's Distance	.000	.649	.012	.058	129
Centered Leverage Value	.000	.258	.008	.023	129

a. Dependent Variable: keputusan pembelian

Charts




Normal P-P Plot of Regression Standardized Residual
Dependent Variable: z
Expected Cum Prob
Observed Cum Prob
0.0
0.2
0.4
0.6
0.8
1.0


Scatterplot
Dependent Variable: z
Regression Studentized Residual
Regression Standardized Predicted Value
4
2
0
-2
-4
-6

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT y
  /METHOD=ENTER z
  /SCATTERPLOT=(*SRESID ,*ZPRED)
  /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID).
```

Regression

Notes

Output Created		30-DEC-2023 10:12:50
Comments		
Input	Data	C:\Users\COMPUTER\Downloads\BACK UP DARI TOUCHSCREEN\Olah Data Prodi Manajemen\Olah Data Finish\Gabriela_f_Mas Andri_Bu Husni\Gabriela Armanda.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	129
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT y /METHOD=ENTER z /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:00,50
	Elapsed Time	00:00:00,48
	Memory Required	1980 bytes
	Additional Memory Required for Residual Plots	912 bytes

Descriptive Statistics

	Mean	Std. Deviation	N
y	44.1163	6.71708	129
z	31.6822	4.19260	129

Correlations

		Y	z
Pearson Correlation	y	1.000	.902
	z	.902	1.000
Sig. (1-tailed)	y	.	.000
	z	.000	.
N	y	129	129
	z	129	129

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	z[b]	.	Enter

a. Dependent Variable: loyalitas pembelian
b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.902[a]	.813	.812	2.91416	1.906

a. Predictors: (Constant), keputusan pembelian
b. Dependent Variable: loyalitas pelanggan

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4696.726	1	4696.726	553.053	.000[b]
	Residual	1078.529	127	8.492		
	Total	5775.256	128			

a. Dependent Variable: loyalitas pelanggan
b. Predictors: (Constant), brand image

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-1.658	1.963		-.845	.400					
	z	1.445	.061	.902	23.517	.000	.902	.902	.902	1.000	1.000

a. Dependent Variable: loyalitas pelanggan

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	z
1	1	1.991	1.000	.00	.00
	2	.009	15.238	1.00	1.00

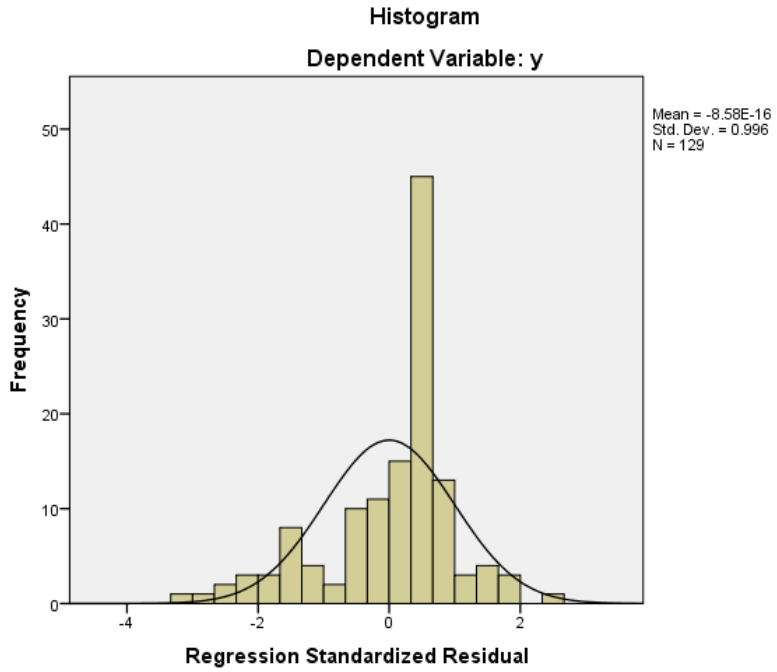
a. Dependent Variable: loyalitas pelanggan

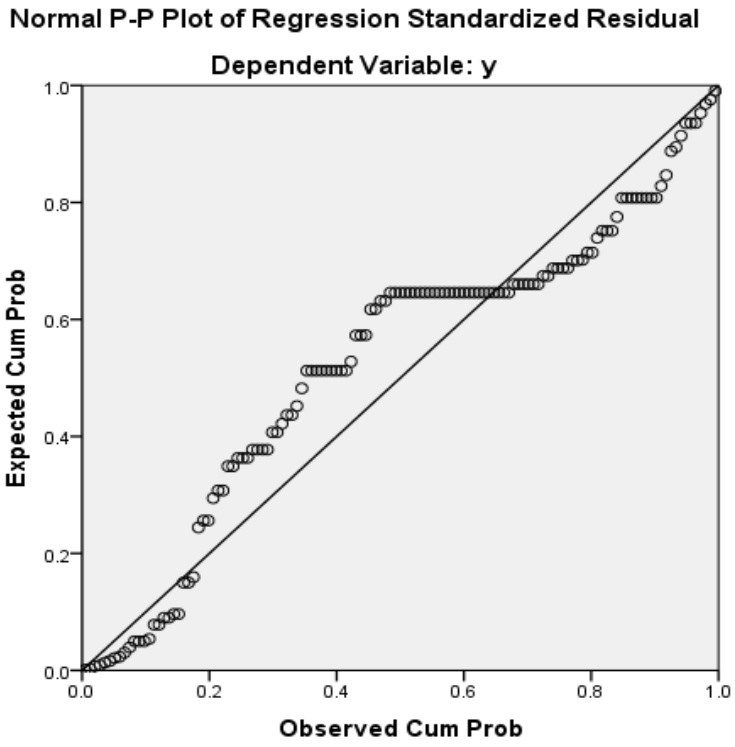
Residuals Statistics[a]

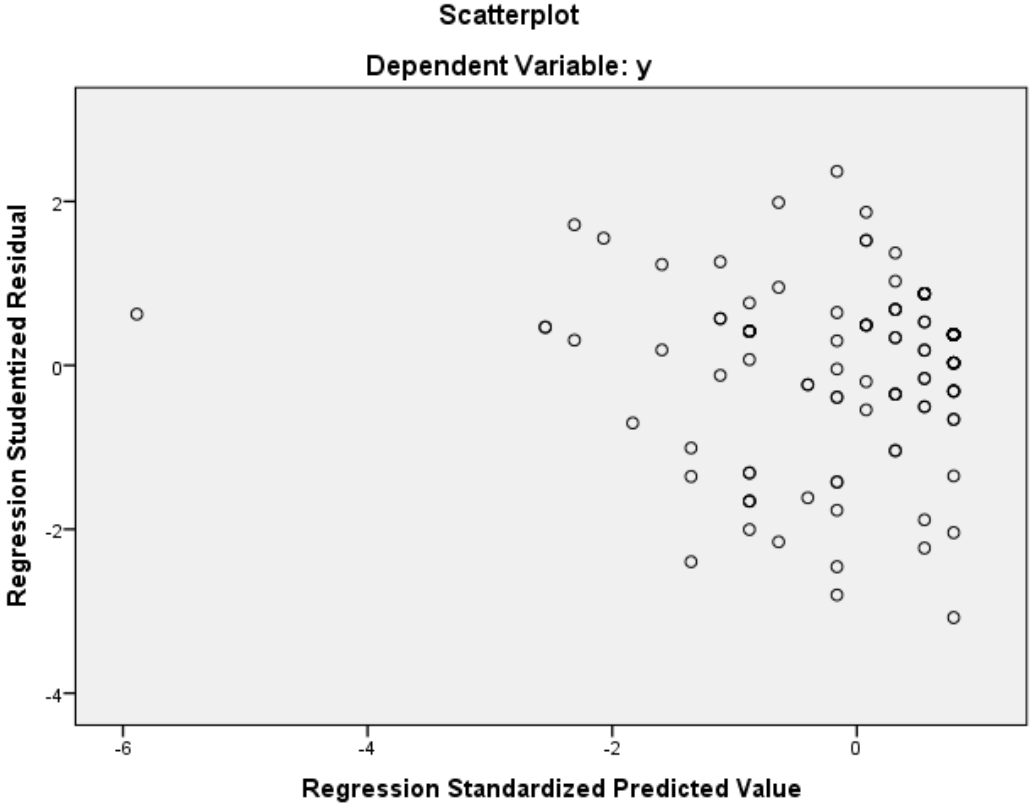
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8.4553	48.9099	44.1163	6.05749	129
Std. Predicted Value	-5.887	.791	.000	1.000	129
Standard Error of Predicted Value	.257	1.538	.337	.135	129
Adjusted Predicted Value	7.8591	49.0240	44.1089	6.09237	129
Residual	-8.90990	6.86932	.00000	2.90276	129
Std. Residual	-3.057	2.357	.000	.996	129
Stud. Residual	-3.077	2.367	.001	1.003	129
Deleted Residual	-9.02400	6.92443	.00735	2.94465	129
Stud. Deleted Residual	-3.186	2.411	-.002	1.014	129
Mahal. Distance	.006	34.658	.992	3.189	129
Cook's Distance	.000	.076	.007	.014	129
Centered Leverage Value	.000	.271	.008	.025	129

a. Dependent Variable: loyalitas pelanggan

Charts




Normal P-P Plot of Regression Standardized Residual
Dependent Variable: y
Expected Cum Prob
Observed Cum Prob
0.0
0.2
0.4
0.6
0.8
1.0


Scatterplot
Dependent Variable: y
Regression Studentized Residual
Regression Standardized Predicted Value
2
0
-2
-4
-6

LAMPIRAN 6
TABEL PENGUJIAN NILAI t

TABEL NILAI KRITIS DISTRIBUSI T

df	One-Tailed Test						
	0,25	0,10	0,05	0,025	0,01	0,005	0,001
	Two-Tailed Test						
	0,50	0,20	0,10	0,05	0,02	0,01	0,002
1	1,000000	3,077684	6,313752	12,706205	31,820516	63,656741	318,308839
2	0,816497	1,885618	2,919986	4,302653	6,964557	9,924843	22,327125
3	0,764892	1,637744	2,353363	3,182446	4,540703	5,840909	10,214532
4	0,740697	1,533206	2,131847	2,776445	3,746947	4,604095	7,173182
5	0,726687	1,475884	2,015048	2,570582	3,364930	4,032143	5,893430
6	0,717558	1,439756	1,943180	2,446912	3,142668	3,707428	5,207626
7	0,711142	1,414924	1,894579	2,364624	2,997952	3,499483	4,785290
8	0,706387	1,396815	1,859548	2,306004	2,896459	3,355387	4,500791
9	0,702722	1,383029	1,833113	2,262157	2,821438	3,249836	4,296806
10	0,699812	1,372184	1,812461	2,228139	2,763769	3,169273	4,143700
11	0,697445	1,363430	1,795885	2,200985	2,718079	3,105807	4,024701
12	0,695483	1,356217	1,782288	2,178813	2,680998	3,054540	3,929633
13	0,693829	1,350171	1,770933	2,160369	2,650309	3,012276	3,851982
14	0,692417	1,345030	1,761310	2,144787	2,624494	2,976843	3,787390
15	0,691197	1,340606	1,753050	2,131450	2,602480	2,946713	3,732834
16	0,690132	1,336757	1,745884	2,119905	2,583487	2,920782	3,686155
17	0,689195	1,333379	1,739607	2,109816	2,566934	2,898231	3,645767
18	0,688364	1,330391	1,734064	2,100922	2,552380	2,878440	3,610485
19	0,687621	1,327728	1,729133	2,093024	2,539483	2,860935	3,579400
20	0,686954	1,325341	1,724718	2,085963	2,527977	2,845340	3,551808
21	0,686352	1,323188	1,720743	2,079614	2,517648	2,831360	3,527154
22	0,685805	1,321237	1,717144	2,073873	2,508325	2,818756	3,504992
23	0,685306	1,319460	1,713872	2,068658	2,499867	2,807336	3,484964
24	0,684850	1,317836	1,710882	2,063899	2,492159	2,796940	3,466777
25	0,684430	1,316345	1,708141	2,059539	2,485107	2,787436	3,450189
26	0,684043	1,314972	1,705618	2,055529	2,478630	2,778715	3,434997
27	0,683685	1,313703	1,703288	2,051831	2,472660	2,770683	3,421034
28	0,683353	1,312527	1,701131	2,048407	2,467140	2,763262	3,408155
29	0,683044	1,311434	1,699127	2,045230	2,462021	2,756386	3,396240
30	0,682756	1,310415	1,697261	2,042272	2,457262	2,749996	3,385185
31	0,682486	1,309464	1,695519	2,039513	2,452824	2,744042	3,374899
32	0,682234	1,308573	1,693889	2,036933	2,448678	2,738481	3,365306
33	0,681997	1,307737	1,692360	2,034515	2,444794	2,733277	3,356337
34	0,681774	1,306952	1,690924	2,032245	2,441150	2,728394	3,347934
35	0,681564	1,306212	1,689572	2,030108	2,437723	2,723806	3,340045
36	0,681366	1,305514	1,688298	2,028094	2,434494	2,719485	3,332624
37	0,681178	1,304854	1,687094	2,026192	2,431447	2,715409	3,325631
38	0,681001	1,304230	1,685954	2,024394	2,428568	2,711558	3,319030
39	0,680833	1,303639	1,684875	2,022691	2,425841	2,707913	3,312788
40	0,680673	1,303077	1,683851	2,021075	2,423257	2,704459	3,306878

TABEL NILAI KRITIS DISTRIBUSI T

df	One-Tailed Test						
	0,25	0,10	0,05	0,025	0,01	0,005	0,001
	Two-Tailed Test						
	0,50	0,20	0,10	0,05	0,02	0,01	0,002
41	0,680521	1,302543	1,682878	2,019541	2,420803	2,701181	3,301273
42	0,680376	1,302035	1,681952	2,018082	2,418470	2,698066	3,295951
43	0,680238	1,301552	1,681071	2,016692	2,416250	2,695102	3,290890
44	0,680107	1,301090	1,680230	2,015368	2,414134	2,692278	3,286072
45	0,679981	1,300649	1,679427	2,014103	2,412116	2,689585	3,281480
46	0,679861	1,300228	1,678660	2,012896	2,410188	2,687013	3,277098
47	0,679746	1,299825	1,677927	2,011741	2,408345	2,684556	3,272912
48	0,679635	1,299439	1,677224	2,010635	2,406581	2,682204	3,268910
49	0,679530	1,299069	1,676551	2,009575	2,404892	2,679952	3,265079
50	0,679428	1,298714	1,675905	2,008559	2,403272	2,677793	3,261409
51	0,679331	1,298373	1,675285	2,007584	2,401718	2,675722	3,257890
52	0,679237	1,298045	1,674689	2,006647	2,400225	2,673734	3,254512
53	0,679147	1,297730	1,674116	2,005746	2,398790	2,671823	3,251268
54	0,679060	1,297426	1,673565	2,004879	2,397410	2,669985	3,248149
55	0,678977	1,297134	1,673034	2,004045	2,396081	2,668216	3,245149
56	0,678896	1,296853	1,672522	2,003241	2,394801	2,666512	3,242261
57	0,678818	1,296581	1,672029	2,002465	2,393568	2,664870	3,239478
58	0,678743	1,296319	1,671553	2,001717	2,392377	2,663287	3,236795
59	0,678671	1,296066	1,671093	2,000995	2,391229	2,661759	3,234207
60	0,678601	1,295821	1,670649	2,000298	2,390119	2,660283	3,231709
61	0,678533	1,295585	1,670219	1,999624	2,389047	2,658857	3,229296
62	0,678467	1,295356	1,669804	1,998972	2,388011	2,657479	3,226964
63	0,678404	1,295134	1,669402	1,998341	2,387008	2,656145	3,224709
64	0,678342	1,294920	1,669013	1,997730	2,386037	2,654854	3,222527
65	0,678283	1,294712	1,668636	1,997138	2,385097	2,653604	3,220414
66	0,678225	1,294511	1,668271	1,996564	2,384186	2,652394	3,218368
67	0,678169	1,294315	1,667916	1,996008	2,383302	2,651220	3,216386
68	0,678115	1,294126	1,667572	1,995469	2,382446	2,650081	3,214463
69	0,678062	1,293942	1,667239	1,994945	2,381615	2,648977	3,212599
70	0,678011	1,293763	1,666914	1,994437	2,380807	2,647905	3,210789
71	0,677961	1,293589	1,666600	1,993943	2,380024	2,646863	3,209032
72	0,677912	1,293421	1,666294	1,993464	2,379262	2,645852	3,207326
73	0,677865	1,293256	1,665996	1,992997	2,378522	2,644869	3,205668
74	0,677820	1,293097	1,665707	1,992543	2,377802	2,643913	3,204056
75	0,677775	1,292941	1,665425	1,992102	2,377102	2,642983	3,202489
76	0,677732	1,292790	1,665151	1,991673	2,376420	2,642078	3,200964
77	0,677689	1,292643	1,664885	1,991254	2,375757	2,641198	3,199480
78	0,677648	1,292500	1,664625	1,990847	2,375111	2,640340	3,198035
79	0,677608	1,292360	1,664371	1,990450	2,374482	2,639505	3,196628
80	0,677569	1,292224	1,664125	1,990063	2,373868	2,638691	3,195258

TABEL NILAI KRITIS DISTRIBUSI T

df	One-Tailed Test						
	0,25	0,10	0,05	0,025	0,01	0,005	0,001
	Two-Tailed Test						
	0,50	0,20	0,10	0,05	0,02	0,01	0,002
81	0,677531	1,292091	1,663884	1,989686	2,373270	2,637897	3,193922
82	0,677493	1,291961	1,663649	1,989319	2,372687	2,637123	3,192619
83	0,677457	1,291835	1,663420	1,988960	2,372119	2,636369	3,191349
84	0,677422	1,291711	1,663197	1,988610	2,371564	2,635632	3,190111
85	0,677387	1,291591	1,662978	1,988268	2,371022	2,634914	3,188902
86	0,677353	1,291473	1,662765	1,987934	2,370493	2,634212	3,187722
87	0,677320	1,291358	1,662557	1,987608	2,369977	2,633527	3,186569
88	0,677288	1,291246	1,662354	1,987290	2,369472	2,632858	3,185444
89	0,677256	1,291136	1,662155	1,986979	2,368979	2,632204	3,184345
90	0,677225	1,291029	1,661961	1,986675	2,368497	2,631565	3,183271
91	0,677195	1,290924	1,661771	1,986377	2,368026	2,630940	3,182221
92	0,677166	1,290821	1,661585	1,986086	2,367566	2,630330	3,181194
93	0,677137	1,290721	1,661404	1,985802	2,367115	2,629732	3,180191
94	0,677109	1,290623	1,661226	1,985523	2,366674	2,629148	3,179209
95	0,677081	1,290527	1,661052	1,985251	2,366243	2,628576	3,178248
96	0,677054	1,290432	1,660881	1,984984	2,365821	2,628016	3,177308
97	0,677027	1,290340	1,660715	1,984723	2,365407	2,627468	3,176387
98	0,677001	1,290250	1,660551	1,984467	2,365002	2,626931	3,175486
99	0,676976	1,290161	1,660391	1,984217	2,364606	2,626405	3,174604
100	0,676951	1,290075	1,660234	1,983972	2,364217	2,625891	3,173739
101	0,676927	1,289990	1,660081	1,983731	2,363837	2,625386	3,172893
102	0,676903	1,289907	1,659930	1,983495	2,363464	2,624891	3,172063
103	0,676879	1,289825	1,659782	1,983264	2,363098	2,624407	3,171250
104	0,676856	1,289745	1,659637	1,983038	2,362739	2,623932	3,170452
105	0,676833	1,289666	1,659495	1,982815	2,362388	2,623465	3,169670
106	0,676811	1,289589	1,659356	1,982597	2,362043	2,623008	3,168904
107	0,676790	1,289514	1,659219	1,982383	2,361704	2,622560	3,168152
108	0,676768	1,289439	1,659085	1,982173	2,361372	2,622120	3,167414
109	0,676747	1,289367	1,658953	1,981967	2,361046	2,621688	3,166690
110	0,676727	1,289295	1,658824	1,981765	2,360726	2,621265	3,165979
111	0,676706	1,289225	1,658697	1,981567	2,360412	2,620849	3,165282
112	0,676687	1,289156	1,658573	1,981372	2,360104	2,620440	3,164597
113	0,676667	1,289088	1,658450	1,981180	2,359801	2,620039	3,163925
114	0,676648	1,289022	1,658330	1,980992	2,359504	2,619645	3,163265
115	0,676629	1,288957	1,658212	1,980808	2,359212	2,619258	3,162616
116	0,676611	1,288892	1,658096	1,980626	2,358924	2,618878	3,161979
117	0,676592	1,288829	1,657982	1,980448	2,358642	2,618504	3,161353
118	0,676575	1,288767	1,657870	1,980272	2,358365	2,618137	3,160738
119	0,676557	1,288706	1,657759	1,980100	2,358093	2,617776	3,160133
120	0,676540	1,288646	1,657651	1,979930	2,357825	2,617421	3,159539

TABEL NILAI KRITIS DISTRIBUSI T

df	One-Tailed Test						
	0,25	0,10	0,05	0,025	0,01	0,005	0,001
	Two-Tailed Test						
	0,50	0,20	0,10	0,05	0,02	0,01	0,002
121	0,676523	1,288587	1,657544	1,979764	2,357561	2,617072	3,158954
122	0,676506	1,288529	1,657439	1,979600	2,357302	2,616729	3,158380
123	0,676490	1,288472	1,657336	1,979439	2,357047	2,616392	3,157815
124	0,676473	1,288416	1,657235	1,979280	2,356797	2,616060	3,157259
125	0,676458	1,288361	1,657135	1,979124	2,356550	2,615733	3,156712
126	0,676442	1,288307	1,657037	1,978971	2,356307	2,615412	3,156175
127	0,676426	1,288253	1,656940	1,978820	2,356069	2,615096	3,155645
128	0,676411	1,288200	1,656845	1,978671	2,355834	2,614785	3,155125
129	0,676396	1,288149	1,656752	1,978524	2,355602	2,614479	3,154612
130	0,676382	1,288098	1,656659	1,978380	2,355375	2,614177	3,154107
131	0,676367	1,288047	1,656569	1,978239	2,355150	2,613880	3,153611
132	0,676353	1,287998	1,656479	1,978099	2,354930	2,613588	3,153122
133	0,676339	1,287949	1,656391	1,977961	2,354712	2,613300	3,152640
134	0,676325	1,287901	1,656305	1,977826	2,354498	2,613017	3,152166
135	0,676311	1,287854	1,656219	1,977692	2,354287	2,612738	3,151699
136	0,676298	1,287807	1,656135	1,977561	2,354079	2,612463	3,151239
137	0,676285	1,287762	1,656052	1,977431	2,353875	2,612192	3,150786
138	0,676272	1,287716	1,655970	1,977304	2,353673	2,611925	3,150339
139	0,676259	1,287672	1,655890	1,977178	2,353474	2,611662	3,149899
140	0,676246	1,287628	1,655811	1,977054	2,353278	2,611403	3,149466
141	0,676234	1,287585	1,655732	1,976931	2,353085	2,611147	3,149038
142	0,676221	1,287542	1,655655	1,976811	2,352895	2,610895	3,148617
143	0,676209	1,287500	1,655579	1,976692	2,352707	2,610647	3,148202
144	0,676197	1,287458	1,655504	1,976575	2,352522	2,610402	3,147792
145	0,676185	1,287417	1,655430	1,976460	2,352340	2,610161	3,147389
146	0,676174	1,287377	1,655357	1,976346	2,352160	2,609923	3,146991
147	0,676162	1,287337	1,655285	1,976233	2,351983	2,609688	3,146598
148	0,676151	1,287298	1,655215	1,976122	2,351808	2,609456	3,146211
149	0,676140	1,287259	1,655145	1,976013	2,351635	2,609228	3,145829
150	0,676129	1,287221	1,655076	1,975905	2,351465	2,609003	3,145453
151	0,676118	1,287183	1,655007	1,975799	2,351297	2,608780	3,145081
152	0,676107	1,287146	1,654940	1,975694	2,351131	2,608561	3,144714
153	0,676097	1,287109	1,654874	1,975590	2,350967	2,608344	3,144353
154	0,676086	1,287073	1,654808	1,975488	2,350806	2,608131	3,143996
155	0,676076	1,287037	1,654744	1,975387	2,350646	2,607920	3,143643
156	0,676066	1,287002	1,654680	1,975288	2,350489	2,607712	3,143296
157	0,676056	1,286967	1,654617	1,975189	2,350334	2,607506	3,142952
158	0,676046	1,286933	1,654555	1,975092	2,350180	2,607304	3,142613
159	0,676036	1,286899	1,654494	1,974996	2,350029	2,607103	3,142279
160	0,676026	1,286865	1,654433	1,974902	2,349880	2,606906	3,141949

TABEL NILAI KRITIS DISTRIBUSI T

df	One-Tailed Test						
	0,25	0,10	0,05	0,025	0,01	0,005	0,001
	Two-Tailed Test						
	0,50	0,20	0,10	0,05	0,02	0,01	0,002
161	0,676017	1,286832	1,654373	1,974808	2,349732	2,606711	3,141623
162	0,676007	1,286799	1,654314	1,974716	2,349586	2,606518	3,141301
163	0,675998	1,286767	1,654256	1,974625	2,349442	2,606328	3,140983
164	0,675989	1,286735	1,654198	1,974535	2,349300	2,606140	3,140669
165	0,675980	1,286703	1,654141	1,974446	2,349160	2,605954	3,140358
166	0,675971	1,286672	1,654085	1,974358	2,349021	2,605770	3,140052
167	0,675962	1,286641	1,654029	1,974271	2,348884	2,605589	3,139749
168	0,675953	1,286611	1,653974	1,974185	2,348749	2,605410	3,139450
169	0,675944	1,286581	1,653920	1,974100	2,348615	2,605233	3,139155
170	0,675936	1,286551	1,653866	1,974017	2,348483	2,605058	3,138863
171	0,675927	1,286522	1,653813	1,973934	2,348352	2,604886	3,138575
172	0,675919	1,286493	1,653761	1,973852	2,348223	2,604715	3,138290
173	0,675911	1,286464	1,653709	1,973771	2,348096	2,604546	3,138008
174	0,675902	1,286436	1,653658	1,973691	2,347970	2,604379	3,137729
175	0,675894	1,286408	1,653607	1,973612	2,347845	2,604215	3,137454
176	0,675886	1,286380	1,653557	1,973534	2,347722	2,604052	3,137182
177	0,675878	1,286353	1,653508	1,973457	2,347600	2,603891	3,136913
178	0,675871	1,286326	1,653459	1,973381	2,347479	2,603731	3,136648
179	0,675863	1,286299	1,653411	1,973305	2,347360	2,603574	3,136385
180	0,675855	1,286272	1,653363	1,973231	2,347243	2,603418	3,136125
181	0,675848	1,286246	1,653316	1,973157	2,347126	2,603264	3,135868
182	0,675840	1,286220	1,653269	1,973084	2,347011	2,603112	3,135614
183	0,675833	1,286195	1,653223	1,973012	2,346897	2,602961	3,135363
184	0,675825	1,286169	1,653177	1,972941	2,346785	2,602813	3,135114
185	0,675818	1,286144	1,653132	1,972870	2,346673	2,602665	3,134868
186	0,675811	1,286120	1,653087	1,972800	2,346563	2,602520	3,134625
187	0,675804	1,286095	1,653043	1,972731	2,346454	2,602376	3,134385
188	0,675797	1,286071	1,652999	1,972663	2,346346	2,602233	3,134147
189	0,675790	1,286047	1,652956	1,972595	2,346240	2,602092	3,133911
190	0,675783	1,286023	1,652913	1,972528	2,346134	2,601952	3,133679
191	0,675776	1,286000	1,652871	1,972462	2,346030	2,601814	3,133448
192	0,675770	1,285976	1,652829	1,972396	2,345926	2,601678	3,133220
193	0,675763	1,285953	1,652787	1,972332	2,345824	2,601543	3,132995
194	0,675756	1,285931	1,652746	1,972268	2,345723	2,601409	3,132772
195	0,675750	1,285908	1,652705	1,972204	2,345623	2,601276	3,132551
196	0,675744	1,285886	1,652665	1,972141	2,345524	2,601145	3,132332
197	0,675737	1,285864	1,652625	1,972079	2,345425	2,601016	3,132116
198	0,675731	1,285842	1,652586	1,972017	2,345328	2,600887	3,131902
199	0,675725	1,285820	1,652547	1,971957	2,345232	2,600760	3,131690
200	0,675718	1,285799	1,652508	1,971896	2,345137	2,600634	3,131480