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LAMPIRAN C

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### Tabel 4.8
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Sumber: data primer diolah 2016

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Sumber: data primer diolah 2016
### Jawaban Responden Kuosiner Citra Merk (X3)

<table>
<thead>
<tr>
<th>No</th>
<th>Pernyataan</th>
<th>Skor</th>
<th>∑ Skor</th>
<th>∑ Resp</th>
<th>Rata-Rata</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Laptop acer merupakan merek unggulan</td>
<td>STS: 0   TS: 0   N: 19   S: 25   SS: 2</td>
<td>167</td>
<td>46</td>
<td>3,63</td>
</tr>
<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>STS: 0   TS: 0   N: 41,3%   S: 54,3%   SS: 4,3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Laptop acer merupakan perusahaan yang memproduksi laptop dengan kekuatan merek yang tinggi</td>
<td>STS: 0   TS: 0   N: 17   S: 24   SS: 4</td>
<td>169</td>
<td>46</td>
<td>3,67</td>
</tr>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>STS: 0   TS: 0   N: 2,2%   S: 37%   SS: 8,7%</td>
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<td></td>
</tr>
<tr>
<td>3</td>
<td>Laptop acer memiliki logo yang unik</td>
<td>STS: 0   TS: 0   N: 17   S: 27   SS: 2</td>
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<td>3,67</td>
</tr>
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<td></td>
<td>STS: 0   TS: 0   N: 37%   S: 58,7%   SS: 4,3%</td>
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Sumber: data primer diolah 2016

### Jawaban Responden Keputusan Pembelian (Y)

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<th>Rata-Rata</th>
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<tbody>
<tr>
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<td>2</td>
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<tr>
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Sumber: data primer diolah 2016
Correlations

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<th>X1.3</th>
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<td>.673**</td>
<td>.274</td>
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<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
<td>.066</td>
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<td>N</td>
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<td>46</td>
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<tr>
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<td>.295*</td>
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<td>Sig. (2-tailed)</td>
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<td>.047</td>
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<td>46</td>
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<td>X1.3</td>
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<td>.295*</td>
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**: Correlation is significant at the 0.01 level (2-tailed).

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

Correlations

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<td>X2.2</td>
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<td>.158</td>
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<td>Sig. (2-tailed)</td>
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<td>.295</td>
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<td>X2.3</td>
<td>Pearson Correlation</td>
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<td>Sig. (2-tailed)</td>
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<td>.799**</td>
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**: Correlation is significant at the 0.01 level (2-tailed).
### Correlations

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<tr>
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<th>X3</th>
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<td>.492**</td>
<td>.101</td>
<td>.752**</td>
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<tr>
<td>Sig. (2-tailed)</td>
<td>.001</td>
<td>.504</td>
<td>.000</td>
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</tr>
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<td>N</td>
<td>46</td>
<td>46</td>
<td>46</td>
<td>46</td>
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<td><strong>X3.2 Pearson Correlation</strong></td>
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<td>1</td>
<td>.125</td>
<td>.801**</td>
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<td>.001</td>
<td>.407</td>
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<td>N</td>
<td>46</td>
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<tr>
<td><strong>X3.3 Pearson Correlation</strong></td>
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<td>.125</td>
<td>1</td>
<td>.551**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.504</td>
<td>.407</td>
<td>.000</td>
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<td>N</td>
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<td><strong>X3 Pearson Correlation</strong></td>
<td>.752**</td>
<td>.801**</td>
<td>.551**</td>
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<tr>
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<td>.000</td>
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**. Correlation is significant at the 0.01 level (2-tailed).

### Correlations

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<tr>
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<th>Y.3</th>
<th>Y</th>
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<td>.310**</td>
<td>.781**</td>
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<tr>
<td>Sig. (2-tailed)</td>
<td>.002</td>
<td>.036</td>
<td>.000</td>
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</tr>
<tr>
<td>N</td>
<td>46</td>
<td>46</td>
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<td>46</td>
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<tr>
<td><strong>Y.2 Pearson Correlation</strong></td>
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<td>1</td>
<td>.397**</td>
<td>.776**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.002</td>
<td>.006</td>
<td>.000</td>
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<tr>
<td>N</td>
<td>46</td>
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<td>46</td>
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<tr>
<td><strong>Y.3 Pearson Correlation</strong></td>
<td>.310**</td>
<td>.397**</td>
<td>1</td>
<td>.743**</td>
</tr>
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<td>Sig. (2-tailed)</td>
<td>.036</td>
<td>.006</td>
<td>.000</td>
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<td><strong>Y Pearson Correlation</strong></td>
<td>.781**</td>
<td>.776**</td>
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<td>.000</td>
<td>.000</td>
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<td>N</td>
<td>46</td>
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<td>46</td>
</tr>
</tbody>
</table>

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

*Correlation is significant at the 0.05 level (2-tailed).
### X1

**Reliability Statistics**

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>Cronbach's Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.692</td>
<td>.679</td>
<td>3</td>
</tr>
</tbody>
</table>

**Item Statistics**

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
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<td>4.2826</td>
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<tr>
<td>X1.2</td>
<td>4.2174</td>
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<tr>
<td>X1.3</td>
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**Item-Total Statistics**

<table>
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<tr>
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<th>Scale Variance if Item Deleted</th>
<th>Corrected Item-Total Correlation</th>
<th>Squared Multiple Correlation</th>
<th>Cronbach's Alpha if Item Deleted</th>
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</thead>
<tbody>
<tr>
<td>X1.1</td>
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<tr>
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### X2

**Reliability Statistics**

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**Item Statistics**

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<td>X2.3</td>
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### Item-Total Statistics

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### X3 Reliability Statistics

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### Item Statistics

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### Item-Total Statistics

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### Y Reliability Statistics

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### Item Statistics

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### Regression

**Variables Entered/Removed**

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<th>Variables Removed</th>
<th>Method</th>
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<td>Citra Merk (X3), Harga (X1), Kualitas Produk (X2)&lt;sup&gt;a&lt;/sup&gt;</td>
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- **a.** All requested variables entered.

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

<table>
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<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
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<td>1</td>
<td>.676&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.457</td>
<td>.418</td>
<td>1.04758</td>
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- **a.** Predictors: (Constant), Citra Merk (X3), Harga (X1), Kualitas Produk (X2)
- **b.** Dependent Variable: Keputusan Pembelian (Y)

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

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
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<th>F</th>
<th>Sig.</th>
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</table>

- **a.** Predictors: (Constant), Citra Merk (X3), Harga (X1), Kualitas Produk (X2)
- **b.** Dependent Variable: Keputusan Pembelian (Y)

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

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
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<th>Sig.</th>
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<td>B</td>
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<td>Beta</td>
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80
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a. Dependent Variable: Keputusan Pembelian (Y)