

LAMPIRAN 1

KUESIONER

PENGARUH CITRA MEREK DAN HARGA DISKON TERHADAP MINAT BELI KONSUMEN PADA PRODUK NIKE DI *SPORTS STATION* TUNJUNGAN PLAZA SURABAYA

Dalam melakukan penelitian mengenai “Pengaruh Citra Merek dan Harga Diskon terhadap Minat Beli Konsumen pada Produk Nike di *Sports Station* Tunjungan Plaza Surabaya”, peneliti membutuhkan adanya data-data yang akurat yang kiranya dapat mendukung penelitian ini. Oleh karena itu, dengan segala kerendahan hati, peneliti berharap bantuan dari bapak/ibu untuk mengisi kuesioner ini dengan sejujur-jujurnya. Data-data yang nantinya akan terkumpul dari kuesioner ini akan digunakan untuk keperluan sendiri. Atas perhatian dan kerjasamanya, peneliti mengucapkan terima kasih yang sebesar-besarnya.

Peneliti

A. Data Responden

Berilah tanda silang (x) pada satu jawaban yang paling sesuai dengan jawaban Anda.

1. Jenis Kelamin:

- a. Laki-laki
- b. Perempuan

2. Pendidikan terakhir Anda:

- a. SD
- b. SLTP atau sederajat
- c. SLTA atau sederajat
- d. Di atas SLTA (Perguruan tinggi)
- e. Lain-lain

3. Usia saat ini:

- a. 17 tahun – 25 tahun
- b. 26 tahun – 30 tahun
- c. 31 tahun – 35 tahun
- d. Di atas 35 tahun

B. Daftar Pertanyaan

Berilah tanda silang (x) pada pilihan yang saudara anggap paling tepat, dengan ketentuan:

STS : Sangat tidak setuju

TS : Tidak setuju

N: Netral

S: Setuju

SS: Sangat setuju

Y: Ya

T: Tidak

Variabel	Pernyataan	STS	TS	N	S	SS
CITRA MEREK (X₁)						
X _{1.1}	Saya dapat mengenali logo Nike dengan baik					
X _{1.2}	Menurut saya, Nike merupakan merek dengan citra yang kuat sebagai produk peralatan olah raga yang berkualitas.					
X _{1.3}	Menurut saya, merek Nike merupakan merek peralatan olah raga yang terpercaya.					

HARGA DISKON (X₂)						
Variabel	Pernyataan	STS	TS	N	S	SS
X _{2,1}	Menurut saya, potongan tunai yang diberikan pada produk Nike sangat menarik.					
X _{2,2}	Menurut saya, potongan harga yang diberikan pada produk Nike jika membeli dalam jumlah tertentu sangat menarik.					
X _{2,3}	Menurut saya, potongan harga yang diberikan pada produk Nike ketika momen-momen tertentu sangat menarik.					

MINAT BELI (Y)			
Variabel	Pernyataan	Y	T
Y ₁	Setelah mengetahui citra merek dan juga adanya harga diskon pada produk Nike, saya cenderung untuk membeli produk Nike.		

Y ₂	Setelah mengetahui citra merek dan juga adanya harga diskon pada produk Nike, saya cenderung untuk mereferensikan produk Nike pada orang lain.		
Y ₃	Setelah mengetahui citra merek dan juga adanya harga diskon pada produk Nike, saya memiliki preferensi utama pada produk Nike.		
Y ₄	Setelah mengetahui citra merek dan juga adanya harga diskon pada produk Nike, saya selalu mencari informasi mengenai produk Nike.		

LAMPIRAN 2

KARAKTERISTIK RESPONDEN			
No.	Jenis Kelamin	Pendidikan	Usia
1	0	3	1
2	0	4	1
3	0	4	1
4	0	4	1
5	0	3	1
6	0	4	1
7	0	4	2
8	1	2	2
9	1	4	1
10	0	4	4
11	0	4	1
12	0	3	1
13	1	2	1
14	1	4	1
15	1	4	2
16	0	4	1
17	1	4	1
18	0	2	1
19	0	4	3
20	1	2	3
21	1	3	2
22	1	3	1
23	0	3	1

24	0	3	3
25	0	4	3
26	0	4	3
27	0	3	2
28	0	2	2
29	0	3	2
30	0	4	1
31	0	4	2
32	0	4	4
33	0	3	1
34	0	3	1
35	1	3	3
36	0	3	3
37	1	3	2
38	1	3	2
39	1	3	1
40	1	4	2
41	1	2	1
42	0	5	1
43	0	4	2
44	1	4	4
45	1	3	1
46	1	2	1
47	0	4	1
48	0	4	2
49	1	4	1
50	1	4	2

51	1	3	2
52	1	3	2
53	0	4	2
54	0	3	3
55	0	4	4
56	0	4	4
57	0	3	4
58	1	4	2
59	1	2	3
60	0	2	3
61	1	2	2
62	0	2	2
63	1	4	2
64	1	4	2
65	1	4	1
66	0	3	2
67	1	4	2
68	0	4	2
69	0	4	2
70	0	4	1
71	0	4	1
72	1	4	1
73	1	4	3
74	1	3	4
75	0	3	3
76	0	3	1
77	0	3	2

78	1	4	1
79	0	3	1
80	1	1	3
81	1	4	2
82	1	4	1
83	0	3	1
84	0	5	1
85	0	4	1
86	0	4	1
87	0	4	1
88	1	4	1
89	1	4	1
90	0	4	1
91	1	3	3
92	1	4	3
93	1	3	2
94	1	3	4
95	0	3	3
96	1	4	4
97	0	4	2
98	0	3	1
99	0	4	1
100	1	2	3

No.	Citra Merek (X ₁)			Harga Diskon (X ₂)			X ₁ Total	X ₂ Total	X ₁	X ₂
	X _{1.1}	X _{1.2}	X _{1.3}	X _{2.1}	X _{2.2}	X _{2.3}				
1	4.00	3.00	4.00	4.00	5.00	4.00	11.00	13.00	3.67	4.33
2	5.00	4.00	2.00	5.00	4.00	5.00	11.00	14.00	3.67	4.67
3	2.00	2.00	1.00	2.00	2.00	1.00	5.00	5.00	1.67	1.67
4	4.00	4.00	2.00	4.00	5.00	4.00	10.00	13.00	3.33	4.33
5	2.00	1.00	1.00	2.00	4.00	5.00	4.00	11.00	1.33	3.67
6	3.00	2.00	3.00	2.00	4.00	4.00	8.00	10.00	2.67	3.33
7	4.00	5.00	4.00	5.00	4.00	5.00	13.00	14.00	4.33	4.67
8	5.00	2.00	5.00	4.00	4.00	5.00	12.00	13.00	4.00	4.33
9	2.00	1.00	2.00	2.00	1.00	2.00	5.00	5.00	1.67	1.67
10	5.00	4.00	4.00	4.00	4.00	3.00	13.00	11.00	4.33	3.67
11	4.00	5.00	4.00	4.00	5.00	5.00	13.00	14.00	4.33	4.67
12	5.00	4.00	4.00	4.00	4.00	4.00	13.00	12.00	4.33	4.00
13	2.00	2.00	3.00	2.00	2.00	2.00	7.00	6.00	2.33	2.00
14	2.00	3.00	4.00	4.00	4.00	4.00	9.00	12.00	3.00	4.00
15	1.00	2.00	2.00	2.00	3.00	1.00	5.00	6.00	1.67	2.00
16	4.00	4.00	4.00	4.00	5.00	4.00	12.00	13.00	4.00	4.33

17	3.00	4.00	2.00	4.00	4.00	3.00	3.00	3.00	9.00	10.00	3.00	3.33
18	4.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00	12.00	13.00	4.00	4.33
19	5.00	5.00	4.00	4.00	4.00	3.00	4.00	4.00	14.00	11.00	4.67	3.67
20	4.00	5.00	4.00	4.00	4.00	4.00	3.00	3.00	13.00	11.00	4.33	3.67
21	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	13.00	12.00	4.33	4.00
22	5.00	4.00	5.00	5.00	5.00	4.00	5.00	5.00	14.00	14.00	4.67	4.67
23	2.00	1.00	1.00	2.00	2.00	1.00	4.00	4.00	4.00	7.00	1.33	2.33
24	2.00	2.00	2.00	2.00	2.00	1.00	1.00	1.00	6.00	4.00	2.00	1.33
25	4.00	5.00	4.00	4.00	4.00	4.00	5.00	5.00	13.00	13.00	4.33	4.33
26	3.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	7.00	6.00	2.33	2.00
27	5.00	4.00	4.00	4.00	2.00	4.00	4.00	4.00	13.00	10.00	4.33	3.33
28	4.00	4.00	5.00	4.00	4.00	5.00	5.00	5.00	13.00	14.00	4.33	4.67
29	2.00	1.00	4.00	3.00	3.00	1.00	2.00	2.00	7.00	6.00	2.33	2.00
30	4.00	5.00	4.00	4.00	4.00	3.00	4.00	4.00	13.00	11.00	4.33	3.67
31	5.00	4.00	2.00	4.00	4.00	2.00	3.00	3.00	11.00	9.00	3.67	3.00
32	2.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	10.00	11.00	3.33	3.67
33	4.00	3.00	2.00	5.00	5.00	4.00	5.00	5.00	9.00	14.00	3.00	4.67

34	1.00	2.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	4.00	3.00	1.33	1.00
35	4.00	4.00	4.00	3.00	2.00	2.00	2.00	2.00	2.00	2.00	12.00	7.00	4.00	2.33
36	4.00	4.00	3.00	4.00	2.00	2.00	2.00	4.00	4.00	4.00	11.00	10.00	3.67	3.33
37	5.00	5.00	5.00	4.00	4.00	4.00	4.00	2.00	2.00	2.00	15.00	10.00	5.00	3.33
38	4.00	5.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	13.00	10.00	4.33	3.33
39	5.00	3.00	4.00	4.00	4.00	4.00	4.00	5.00	5.00	5.00	12.00	13.00	4.00	4.33
40	1.00	2.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	7.00	10.00	2.33	3.33
41	4.00	4.00	5.00	4.00	2.00	2.00	2.00	5.00	5.00	5.00	13.00	11.00	4.33	3.67
42	4.00	4.00	3.00	5.00	4.00	4.00	4.00	5.00	5.00	5.00	11.00	14.00	3.67	4.67
43	4.00	1.00	1.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	6.00	6.00	2.00	2.00
44	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	11.00	12.00	3.67	4.00
45	5.00	4.00	5.00	4.00	2.00	2.00	2.00	1.00	1.00	1.00	14.00	7.00	4.67	2.33
46	4.00	5.00	5.00	4.00	4.00	4.00	4.00	2.00	2.00	2.00	14.00	10.00	4.67	3.33
47	4.00	5.00	4.00	4.00	4.00	4.00	4.00	5.00	5.00	5.00	13.00	13.00	4.33	4.33
48	1.00	1.00	3.00	1.00	2.00	2.00	2.00	2.00	2.00	2.00	5.00	5.00	1.67	1.67
49	4.00	5.00	4.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	13.00	6.00	4.33	2.00
50	1.00	2.00	3.00	4.00	2.00	2.00	2.00	2.00	2.00	2.00	6.00	8.00	2.00	2.67

51	5.00	4.00	5.00	4.00	4.00	5.00	4.00	4.00	5.00	4.00	4.00	14.00	13.00	4.67	4.33
52	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	13.00	12.00	4.33	4.00
53	4.00	5.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00	5.00	13.00	13.00	4.33	4.33	4.33
54	4.00	4.00	4.00	3.00	5.00	4.00	5.00	5.00	4.00	5.00	11.00	14.00	3.67	4.67	4.67
55	1.00	2.00	2.00	2.00	2.00	3.00	1.00	1.00	3.00	5.00	6.00	6.00	1.67	2.00	2.00
56	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	13.00	12.00	4.33	4.00	4.00	4.00
57	2.00	2.00	2.00	2.00	2.00	2.00	2.00	4.00	2.00	6.00	8.00	2.00	2.67	2.67	2.67
58	4.00	4.00	4.00	4.00	5.00	5.00	4.00	4.00	5.00	12.00	14.00	4.00	4.67	4.67	4.67
59	5.00	4.00	4.00	4.00	3.00	2.00	3.00	3.00	2.00	13.00	8.00	4.33	2.67	2.67	2.67
60	4.00	4.00	4.00	5.00	4.00	5.00	4.00	4.00	5.00	13.00	13.00	4.33	4.33	4.33	4.33
61	2.00	3.00	1.00	4.00	4.00	1.00	2.00	2.00	1.00	6.00	7.00	2.00	2.33	2.33	2.33
62	4.00	1.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	9.00	12.00	3.00	4.00	4.00	4.00
63	2.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00	10.00	13.00	3.33	4.33	4.33	4.33
64	2.00	2.00	1.00	2.00	2.00	2.00	2.00	2.00	2.00	5.00	6.00	1.67	2.00	2.00	2.00
65	5.00	4.00	2.00	4.00	2.00	4.00	4.00	4.00	4.00	11.00	10.00	3.67	3.33	3.33	3.33
66	4.00	5.00	4.00	5.00	5.00	4.00	5.00	5.00	4.00	13.00	14.00	4.33	4.67	4.67	4.67
67	4.00	5.00	4.00	5.00	2.00	4.00	2.00	4.00	4.00	13.00	10.00	4.33	3.33	3.33	3.33

68	2.00	2.00	2.00	2.00	1.00	2.00	2.00	2.00	2.00	2.00	6.00	5.00	2.00	1.67
69	5.00	4.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	11.00	6.00	3.67	2.00
70	2.00	2.00	2.00	3.00	2.00	1.00	1.00	1.00	1.00	1.00	7.00	4.00	2.33	1.33
71	5.00	4.00	4.00	5.00	5.00	5.00	5.00	5.00	4.00	4.00	14.00	14.00	4.67	4.67
72	5.00	4.00	4.00	4.00	2.00	1.00	1.00	1.00	1.00	1.00	13.00	4.00	4.33	1.33
73	4.00	3.00	3.00	2.00	2.00	4.00	4.00	4.00	4.00	4.00	9.00	10.00	3.00	3.33
74	5.00	4.00	4.00	2.00	2.00	4.00	4.00	4.00	5.00	5.00	11.00	14.00	3.67	4.67
75	2.00	2.00	2.00	1.00	1.00	2.00	2.00	2.00	1.00	1.00	5.00	4.00	1.67	1.33
76	4.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00	2.00	2.00	13.00	10.00	4.33	3.33
77	2.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	10.00	13.00	3.33	4.33
78	3.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	2.00	2.00	11.00	11.00	3.67	3.67
79	2.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	10.00	12.00	3.33	4.00
80	4.00	2.00	2.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	11.00	12.00	3.67	4.00
81	5.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	14.00	12.00	4.67	4.00
82	3.00	2.00	2.00	2.00	4.00	1.00	1.00	1.00	1.00	1.00	7.00	6.00	2.33	2.00
83	1.00	2.00	2.00	2.00	1.00	2.00	2.00	2.00	2.00	2.00	5.00	5.00	1.67	1.67
84	4.00	4.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	10.00	12.00	3.33	4.00

85	4.00	2.00	5.00	4.00	1.00	4.00	4.00	11.00	9.00	3.67	3.00
86	3.00	2.00	2.00	4.00	3.00	3.00	2.00	7.00	9.00	2.33	3.00
87	4.00	3.00	5.00	2.00	4.00	4.00	4.00	12.00	10.00	4.00	3.33
88	2.00	4.00	4.00	4.00	4.00	3.00	3.00	10.00	11.00	3.33	3.67
89	4.00	4.00	2.00	4.00	3.00	4.00	4.00	10.00	11.00	3.33	3.67
90	2.00	2.00	3.00	5.00	2.00	1.00	1.00	7.00	8.00	2.33	2.67
91	5.00	4.00	5.00	1.00	4.00	4.00	4.00	14.00	9.00	4.67	3.00
92	4.00	4.00	4.00	3.00	4.00	4.00	5.00	12.00	12.00	4.00	4.00
93	2.00	1.00	4.00	5.00	4.00	4.00	5.00	7.00	14.00	2.33	4.67
94	2.00	2.00	3.00	4.00	4.00	4.00	4.00	7.00	12.00	2.33	4.00
95	4.00	5.00	5.00	4.00	5.00	4.00	4.00	14.00	13.00	4.67	4.33
96	5.00	4.00	4.00	4.00	3.00	4.00	4.00	13.00	11.00	4.33	3.67
97	2.00	2.00	1.00	5.00	4.00	4.00	4.00	5.00	13.00	1.67	4.33
98	5.00	4.00	2.00	5.00	4.00	4.00	4.00	11.00	13.00	3.67	4.33
99	2.00	4.00	4.00	1.00	4.00	4.00	5.00	10.00	10.00	3.33	3.33
100	5.00	5.00	4.00	5.00	4.00	4.00	5.00	14.00	14.00	4.67	4.67

No.	Minat Beli (Y)				Y Total	Y Mean	Y
	Y ₁	Y ₂	Y ₃	Y ₄			
1	1.00	.00	1.00	1.00	3.00	.75	1.00
2	1.00	1.00	1.00	1.00	4.00	1.00	1.00
3	1.00	.00	.00	.00	1.00	.25	.00
4	1.00	1.00	1.00	1.00	4.00	1.00	1.00
5	1.00	.00	.00	.00	1.00	.25	.00
6	.00	1.00	1.00	1.00	3.00	.75	1.00
7	1.00	1.00	.00	1.00	3.00	.75	1.00
8	1.00	1.00	.00	1.00	3.00	.75	1.00
9	.00	.00	.00	.00	.00	.00	.00
10	.00	.00	1.00	1.00	2.00	.50	1.00
11	1.00	1.00	1.00	1.00	4.00	1.00	1.00
12	1.00	1.00	.00	1.00	3.00	.75	1.00
13	.00	.00	.00	.00	.00	.00	.00
14	1.00	1.00	1.00	1.00	4.00	1.00	1.00
15	.00	.00	.00	.00	.00	.00	.00
16	1.00	1.00	.00	1.00	3.00	.75	1.00

17	1.00	1.00	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00	1.00
18	1.00	1.00	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00	1.00
19	1.00	.00	1.00	1.00	1.00	1.00	1.00	3.00	.75	1.00	1.00
20	.00	1.00	1.00	.00	1.00	1.00	1.00	2.00	.50	1.00	1.00
21	1.00	1.00	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00	1.00
22	1.00	1.00	1.00	.00	1.00	1.00	1.00	3.00	.75	1.00	1.00
23	1.00	.00	1.00	.00	1.00	.00	1.00	1.00	.25	1.00	.00
24	.00	.00	1.00	.00	1.00	1.00	1.00	1.00	.25	1.00	.00
25	1.00	1.00	1.00	1.00	1.00	.00	3.00	3.00	.75	1.00	1.00
26	.00	.00	1.00	.00	1.00	1.00	1.00	1.00	.25	1.00	.00
27	1.00	1.00	1.00	1.00	1.00	1.00	4.00	4.00	1.00	1.00	1.00
28	1.00	.00	1.00	1.00	1.00	1.00	3.00	3.00	.75	1.00	1.00
29	.00	.00	1.00	.00	1.00	1.00	1.00	1.00	.25	1.00	.00
30	1.00	.00	1.00	1.00	1.00	1.00	3.00	3.00	.75	1.00	1.00
31	1.00	1.00	1.00	1.00	1.00	1.00	4.00	4.00	1.00	1.00	1.00
32	1.00	.00	1.00	.00	1.00	1.00	2.00	2.00	.50	1.00	1.00
33	.00	.00	1.00	1.00	1.00	1.00	2.00	2.00	.50	1.00	1.00

51	.00	1.00	1.00	1.00	1.00	3.00	.75	1.00
52	.00	.00	1.00	1.00	1.00	2.00	.50	1.00
53	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00
54	1.00	.00	1.00	1.00	1.00	3.00	.75	1.00
55	.00	.00	.00	.00	.00	.00	.00	.00
56	.00	1.00	1.00	1.00	1.00	3.00	.75	1.00
57	.00	.00	.00	.00	1.00	1.00	.25	.00
58	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00
59	1.00	1.00	1.00	.00	.00	3.00	.75	1.00
60	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00
61	.00	.00	.00	1.00	1.00	1.00	.25	.00
62	1.00	1.00	.00	1.00	1.00	3.00	.75	1.00
63	.00	.00	1.00	1.00	1.00	2.00	.50	1.00
64	.00	.00	.00	.00	.00	.00	.00	.00
65	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00
66	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00
67	.00	1.00	1.00	1.00	1.00	3.00	.75	1.00

68	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
69	1.00	1.00	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00	1.00
70	.00	.00	.00	.00	.00	.00	1.00	1.00	.25	.00	.00
71	1.00	1.00	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00	1.00
72	.00	.00	.00	1.00	1.00	1.00	1.00	2.00	.50	1.00	1.00
73	1.00	1.00	1.00	.00	1.00	1.00	1.00	3.00	.75	1.00	1.00
74	1.00	1.00	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00	1.00
75	1.00	1.00	.00	.00	.00	.00	.00	1.00	.25	.00	.00
76	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
77	1.00	1.00	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00	1.00
78	1.00	1.00	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00	1.00
79	1.00	1.00	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00	1.00
80	.00	1.00	1.00	1.00	1.00	1.00	1.00	3.00	.75	1.00	1.00
81	1.00	1.00	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00	1.00
82	.00	.00	.00	.00	.00	.00	1.00	1.00	.25	.00	.00
83	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
84	1.00	1.00	1.00	.00	.00	1.00	1.00	3.00	.75	1.00	1.00

85	1.00	1.00	1.00	.00	1.00	3.00	.75	1.00
86	.00	.00	.00	.00	.00	.00	.00	.00
87	1.00	1.00	1.00	.00	1.00	3.00	.75	1.00
88	1.00	.00	1.00	1.00	1.00	3.00	.75	1.00
89	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00
90	1.00	.00	.00	.00	.00	1.00	.25	.00
91	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00
92	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00
93	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00
94	.00	.00	.00	.00	1.00	1.00	.25	.00
95	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00
96	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00
97	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00
98	1.00	.00	1.00	1.00	1.00	3.00	.75	1.00
99	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00
100	1.00	1.00	1.00	1.00	1.00	4.00	1.00	1.00

LAMPIRAN 3

Uji Validitas dan Reliabilitas Variabel Citra Merek (X₁)

Correlations

		X1.1	X1.2	X1.3	X1total
X1.1	Pearson Correlation	1	.626**	.445**	.838**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.626**	1	.499**	.858**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X1.3	Pearson Correlation	.445**	.499**	1	.782**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
X1total	Pearson Correlation	.838**	.858**	.782**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.767	3

Item -Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	6.7500	4.735	.619	.666
X1.2	6.8300	4.607	.662	.616
X1.3	6.8800	5.238	.523	.770

Uji Validitas dan Reliabilitas Variabel Harga Diskon (X₂)

Correlations

Correlations

		X2.1	X2.2	X2.3	X2total
X2.1	Pears on Correlation	1	.465**	.457**	.767**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pears on Correlation	.465**	1	.676**	.856**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pears on Correlation	.457**	.676**	1	.865**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
X2total	Pears on Correlation	.767**	.856**	.865**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.774	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	6.7700	5.351	.503	.805
X2.2	6.8900	4.725	.673	.626
X2.3	6.7600	4.326	.661	.634

Uji Validitas dan Reliabilitas Variabel Minat Beli (Y)

Correlations

Correlations

		Y1	Y2	Y3	Y4	Ytotal
Y1	Pearson Correlation	1	.587**	.405**	.281**	.752**
	Sig. (2-tailed)		.000	.000	.005	.000
	N	100	100	100	100	100
Y2	Pearson Correlation	.587**	1	.463**	.428**	.820**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y3	Pearson Correlation	.405**	.463**	1	.503**	.780**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y4	Pearson Correlation	.281**	.428**	.503**	1	.701**
	Sig. (2-tailed)	.005	.000	.000		.000
	N	100	100	100	100	100
Ytotal	Pearson Correlation	.752**	.820**	.780**	.701**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	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	4

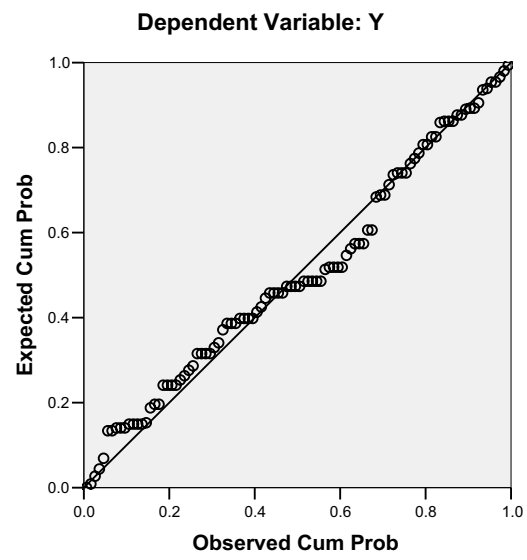
Item -Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	1.9600	1.271	.539	.719
Y2	2.0400	1.150	.640	.662
Y3	2.0200	1.212	.574	.700
Y4	1.8400	1.408	.500	.738

LAMPIRAN 4

Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



LAMPIRAN 5

Uji Homogenitas Varian

Test of Homogeneity of Variances^{a,b,c,d,e,f,g,h,i}

	Levene Statistic	df1	df2	Sig.
Y				
Based on Mean	1.315	2	40	.280
Based on Median	.317	2	40	.730
Based on Median and with adjusted df	.317	2	33.001	.731
Based on trimmed mean	1.156	2	40	.325

- a. Y is constant w hen X1 = 1.33. It has been omitted.
- b. Y is constant w hen X1 = 2.00. It has been omitted.
- c. Y is constant w hen X1 = 2.67. It has been omitted.
- d. Y is constant w hen X1 = 3.00. It has been omitted.
- e. Y is constant w hen X1 = 3.33. It has been omitted.
- f. Y is constant w hen X1 = 3.67. It has been omitted.
- g. Y is constant w hen X1 = 4.00. It has been omitted.
- h. Y is constant w hen X1 = 4.67. It has been omitted.
- i. Y is constant w hen X1 = 5.00. It has been omitted.

Test of Homogeneity of Variances^{a, c, d}

	Levene Statistic	df1	df2	Sig.
Y				
Based on Mean	1.724	7	56	.122
Based on Median	.771	7	56	.614
Based on Median and with adjusted df	.771	7	44.599	.614
Based on trimmed mean	1.724	7	56	.122

- a. Y is constant when X2 = 1.00. It has been omitted.
- b. Y is constant when X2 = 1.67. It has been omitted.
- c. Y is constant when X2 = 4.33. It has been omitted.
- d. Y is constant when X2 = 4.67. It has been omitted.

LAMPIRAN 6

Karakteristik Responden

Frequencies

Statistics

		Jenis Kelamin	Pendidikan	Usia
N	Valid	100	100	100
	Missing	0	0	0

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	56	56.0	56.0	56.0
	Perempuan	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	1	1.0	1.0	1.0
	SLTP	12	12.0	12.0	13.0
	SLTA/ sederajat	33	33.0	33.0	46.0
	Perguruan Tinggi	52	52.0	52.0	98.0
	Lain-lain	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-25	44	44.0	44.0	44.0
	26-30	30	30.0	30.0	74.0
	31-35	17	17.0	17.0	91.0
	Di atas 35	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN 7

Nilai Jawaban Responden

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	1.00	5.00	3.4800	1.27509
X1.2	100	1.00	5.00	3.4000	1.26331
X1.3	100	1.00	5.00	3.3500	1.25025
X1	100	1.33	5.00	3.4100	1.04323
Valid N (listwise)	100				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	100	1.00	5.00	3.4400	1.22532
X2.2	100	1.00	5.00	3.3200	1.20504
X2.3	100	1.00	5.00	3.4500	1.32097
X2	100	1.00	4.67	3.4033	1.03832
Valid N (listwise)	100				

Frequencies

Statistics

	Y1	Y2	Y3	Y4
N Valid	100	100	100	100
Missing	0	0	0	0

Frequency Table

Y1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK	34	34.0	34.0	34.0
YA	66	66.0	66.0	100.0
Total	100	100.0	100.0	

Y2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK	42	42.0	42.0	42.0
YA	58	58.0	58.0	100.0
Total	100	100.0	100.0	

Y3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK	40	40.0	40.0	40.0
YA	60	60.0	60.0	100.0
Total	100	100.0	100.0	

Y4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK	22	22.0	22.0	22.0
YA	78	78.0	78.0	100.0
Total	100	100.0	100.0	

Variabel Citra Merek

Item Kuesioner	N	Mean	Keterangan
X _{1,1}	100	3,4800	Setuju
X _{1,2}	100	3,4800	Setuju
X _{1,3}	100	3,3500	Netral
X ₁ rata-rata	100	3,4100	Setuju

Variabel Harga Diskon

Item Kuesioner	N	Mean	Keterangan
X _{2,1}	100	3,4400	Setuju
X _{2,2}	100	3,3200	Netral
X _{2,3}	100	3,4500	Setuju
X ₂ rata-rata	100	3,4033	Setuju

Variabel Minat Beli

	0	1
Y₁	34	66
Y₂	42	58
Y₃	40	60
Y₄	22	78

LAMPIRAN 8

Analisis Regresi Logistik

Logistic Regression

Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	100	100.0
	Missing Cases	0	.0
	Total	100	100.0
Unselected Cases		0	.0
Total		100	100.0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
TIDAK	0
YA	1

Block 0: Beginning Block

Classification Table^{a,b}

Observed			Predicted		Percentage Correct
			Y		
			TIDAK	YA	
Step 0	Y	TIDAK	0	27	.0
		YA	0	73	100.0
Overall Percentage					73.0

a. Constant is included in the model.

b. The cut value is .500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 0 Constant	.995	.225	19.499	1	.000	2.704

Variables not in the Equation

Step	Variables	Score	df	Sig.
0	X1	65.877	1	.000
	X2	50.385	1	.000
	Overall Statistics	74.159	2	.000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

	Chi-square	df	Sig.
Step 1 Step	93.856	2	.000
Block	93.856	2	.000
Model	93.856	2	.000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	22.796 ^a	.609	.884

a. Estimation terminated at iteration number 8 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	13.637	8	.092

Contingency Table for Hosmer and Lemeshow Test

		Y = TIDAK		Y = YA		Total
		Observed	Expected	Observed	Expected	
Step 1	1	11	10.966	0	.034	11
	2	10	9.693	0	.307	10
	3	5	5.403	6	5.597	11
	4	0	.658	11	10.342	11
	5	0	.168	9	8.832	9
	6	1	.071	10	10.929	11
	7	0	.024	11	10.976	11
	8	0	.012	10	9.988	10
	9	0	.005	11	10.995	11
	10	0	.001	5	4.999	5

Classification Table

Observed		Predicted			
		Y		Percentage Correct	
		TIDAK	YA		
Step 1	Y	TIDAK	25	2	92.6
		YA	1	72	98.6
	Overall Percentage				97.0

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1	X1	3.012	.790	14.535	1	.000	20.321
	X2	2.063	.729	8.007	1	.005	7.868
	Constant	-14.426	3.907	13.631	1	.000	.000

a. Variable(s) entered on step 1: X1, X2.