

## DAFTAR PUSTAKA

- Aaker, David A, V Kumar and George S.day, 2002., *Marketing Research*, John Wiley & Sons Inc Canada.
- Dajan, Anto (2002). *Pengantar Statistik*. Jakarta, LP3ES.
- Kotler, Philip dan Gary Armstrong, 2003, *Principles of Marketing, 9th ed, Prentice-Hall inc., New Jersey.***
- Kotler, Philip, (2005), *Marketing Management: Analysis, Planning, Implementation. And Control*, The Millenium Edition, Prentice Hall International Inc, A Division of Simon & Scuster, Englewood Cliffs, Nj07632.
- McDaniel, Carl, Roger Gates, 2001, “*Contemporary Marketing Research*” 4<sup>th</sup> Ed, South-Western College Publishing, Cincinnati, Ohio, USA
- Schiffman, Leon G. & Leslie Lazar Kanuk, 2004, *Consumer Behaviour*, 9<sup>th</sup> Edition, Prentice Hall International Inc.
- Solomon Michael R, 2004, *Consumer Behavior*, Sixth edition, Prentice Hall International, Inc., New Jersey
- Stanton, J.William, 2002, *Prinsip-prinsip Pemasaran, 8th ed, Erlangga, Jakarta.***
- Uma Sekaran, “*Metodologi Penelitian Untuk Bisnis*” (2006). Salemba empat. Jakarta

# Uji Validitas

## KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.843
Bartlett's Test of Sphericity	Approx. Chi-Square	2076.52
	df	5
	Sig.	.000

## Rotated Component Matrix(a)

	Component	
	1	2
X1	.701	
X2	.701	
X3	.569	
X4	.686	
X5	.631	
X6	.545	
X7	.577	
X8	.568	
X9	.746	
X10	.669	
Y1		.712
Y2		.786

Y3		.652
Y4		.603
Y5		.807
Y6		.825
Y7		.663
Y8		.525

Sumber: Analisis Pengolahan Data Penulis 2006

### Uji Reabilitas Merek

#### Reliability Statistics

Cronbach's Alpha	N of Items
.873	10

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	30.7600	34.573	.535	.865
X2	30.7600	34.586	.534	.865
X3	30.4267	35.199	.473	.869
X4	30.7867	31.471	.722	.849
X5	30.3200	34.662	.578	.862

X6	30.3000	35.621	.554	.864
X7	30.7933	34.058	.595	.860
X8	30.6267	34.249	.550	.864
X9	30.7667	32.019	.677	.853
X10	30.7600	32.009	.698	.851

Sumber: Analisis Pengolahan Data Penulis 2006

## Uji Reabilitas Minat Beli

### Reliability Statistics

Cronbach's Alpha	N of Items
.881	8

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	24.1333	22.224	.557	.875
Y2	24.3600	20.742	.696	.861
Y3	24.4133	21.586	.659	.865
Y4	24.3200	22.394	.604	.870
Y5	24.3067	20.630	.743	.856

Y6	24.3000	20.668	.745	.855
Y7	24.1133	22.316	.611	.870
Y8	24.4200	21.722	.558	.876

Sumber: Analisis Pengolahan Data Penulis 2006

## ANALISIS REGRESI

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.579(a)	.335	.331	4.30148

### ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1382.435	1	1382.435	74.715	.000(a)
	Residual	2738.398	148	18.503		
	Total	4120.833	149			

### Coefficients(a)

Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	11.616	1.901		6.110	.000
	x	.475	.055	.579	8.644	.000

**Sumber: Analisis Pengolahan Data Penulis 2006**

**Persamaan regresi**

$$Y=11.616 + 0.475 x$$