**LAMPIRAN**

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| **Correlations** | | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | Total\_X1 |
| X1.1 | Pearson Correlation | 1 | .433\* | .522\*\* | .150 | .734\*\* | .623\*\* | .552\*\* | .816\*\* |
| Sig. (2-tailed) |  | .017 | .003 | .430 | .000 | .000 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .433\* | 1 | .566\*\* | .358 | .386\* | .468\*\* | .502\*\* | .731\*\* |
| Sig. (2-tailed) | .017 |  | .001 | .052 | .035 | .009 | .005 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .522\*\* | .566\*\* | 1 | .430\* | .367\* | .581\*\* | .305 | .770\*\* |
| Sig. (2-tailed) | .003 | .001 |  | .018 | .046 | .001 | .101 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .150 | .358 | .430\* | 1 | .060 | .179 | .083 | .483\*\* |
| Sig. (2-tailed) | .430 | .052 | .018 |  | .752 | .344 | .661 | .007 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .734\*\* | .386\* | .367\* | .060 | 1 | .599\*\* | .409\* | .714\*\* |
| Sig. (2-tailed) | .000 | .035 | .046 | .752 |  | .000 | .025 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.6 | Pearson Correlation | .623\*\* | .468\*\* | .581\*\* | .179 | .599\*\* | 1 | .542\*\* | .799\*\* |
| Sig. (2-tailed) | .000 | .009 | .001 | .344 | .000 |  | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.7 | Pearson Correlation | .552\*\* | .502\*\* | .305 | .083 | .409\* | .542\*\* | 1 | .647\*\* |
| Sig. (2-tailed) | .002 | .005 | .101 | .661 | .025 | .002 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_X1 | Pearson Correlation | .816\*\* | .731\*\* | .770\*\* | .483\*\* | .714\*\* | .799\*\* | .647\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .007 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | |

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| **Correlations** | | | | | | | | | | |
|  | | X2.8 | X2.9 | X2.10 | X2.11 | X2.12 | X2.13 | X2.14 | X2.15 | Total\_X2 |
| X2.8 | Pearson Correlation | 1 | .651\*\* | .604\*\* | .473\*\* | .592\*\* | .373\* | .358 | .165 | .698\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .008 | .001 | .043 | .052 | .384 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.9 | Pearson Correlation | .651\*\* | 1 | .530\*\* | .560\*\* | .726\*\* | .574\*\* | .507\*\* | .427\* | .836\*\* |
| Sig. (2-tailed) | .000 |  | .003 | .001 | .000 | .001 | .004 | .018 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.10 | Pearson Correlation | .604\*\* | .530\*\* | 1 | .682\*\* | .612\*\* | .203 | .244 | .271 | .679\*\* |
| Sig. (2-tailed) | .000 | .003 |  | .000 | .000 | .282 | .194 | .148 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.11 | Pearson Correlation | .473\*\* | .560\*\* | .682\*\* | 1 | .817\*\* | .260 | .315 | .236 | .707\*\* |
| Sig. (2-tailed) | .008 | .001 | .000 |  | .000 | .166 | .090 | .210 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.12 | Pearson Correlation | .592\*\* | .726\*\* | .612\*\* | .817\*\* | 1 | .508\*\* | .510\*\* | .357 | .852\*\* |
| Sig. (2-tailed) | .001 | .000 | .000 | .000 |  | .004 | .004 | .053 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.13 | Pearson Correlation | .373\* | .574\*\* | .203 | .260 | .508\*\* | 1 | .731\*\* | .618\*\* | .750\*\* |
| Sig. (2-tailed) | .043 | .001 | .282 | .166 | .004 |  | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.14 | Pearson Correlation | .358 | .507\*\* | .244 | .315 | .510\*\* | .731\*\* | 1 | .639\*\* | .749\*\* |
| Sig. (2-tailed) | .052 | .004 | .194 | .090 | .004 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.15 | Pearson Correlation | .165 | .427\* | .271 | .236 | .357 | .618\*\* | .639\*\* | 1 | .645\*\* |
| Sig. (2-tailed) | .384 | .018 | .148 | .210 | .053 | .000 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_X2 | Pearson Correlation | .698\*\* | .836\*\* | .679\*\* | .707\*\* | .852\*\* | .750\*\* | .749\*\* | .645\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | |

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| **Correlations** | | | | | | | |
|  | | Y.16 | Y.17 | Y.18 | Y.19 | Y.20 | Total\_Y |
| Y.16 | Pearson Correlation | 1 | .620\*\* | .481\*\* | .588\*\* | .497\*\* | .825\*\* |
| Sig. (2-tailed) |  | .000 | .007 | .001 | .005 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.17 | Pearson Correlation | .620\*\* | 1 | .616\*\* | .474\*\* | .396\* | .816\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .008 | .030 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.18 | Pearson Correlation | .481\*\* | .616\*\* | 1 | .436\* | .286 | .712\*\* |
| Sig. (2-tailed) | .007 | .000 |  | .016 | .125 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.19 | Pearson Correlation | .588\*\* | .474\*\* | .436\* | 1 | .600\*\* | .798\*\* |
| Sig. (2-tailed) | .001 | .008 | .016 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.20 | Pearson Correlation | .497\*\* | .396\* | .286 | .600\*\* | 1 | .718\*\* |
| Sig. (2-tailed) | .005 | .030 | .125 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_Y | Pearson Correlation | .825\*\* | .816\*\* | .712\*\* | .798\*\* | .718\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |

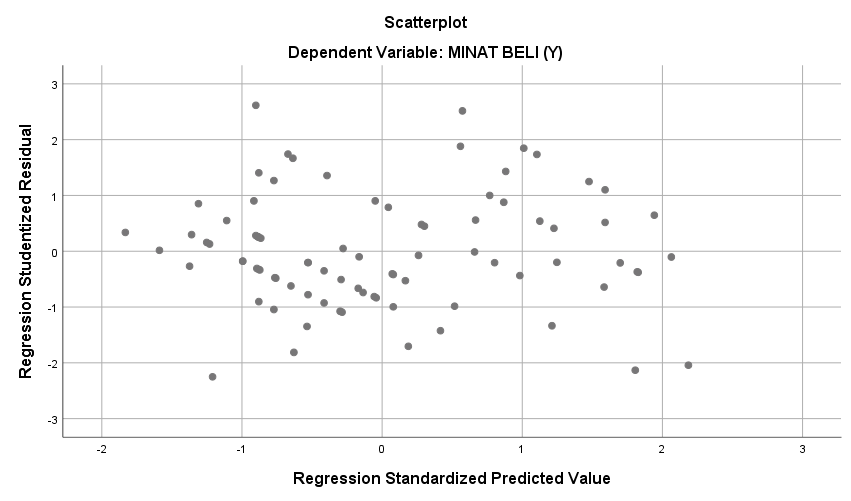
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| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .828 | .836 | 7 |

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| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .879 | .882 | 8 |

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| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .832 | .833 | 5 |

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| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 85 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 1.73013937 |
| Most Extreme Differences | Absolute | .076 |
| Positive | .076 |
| Negative | -.042 |
| Test Statistic | | .076 |
| Asymp. Sig. (2-tailed) | | .200c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |

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| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 4.889 | 1.202 |  | 4.066 | .000 |  |  |
| TERPAAN IKLAN (X1) | .273 | .055 | .410 | 4.975 | .000 | .669 | 1.494 |
| BRAND LOYALTY (X2) | .257 | .044 | .482 | 5.853 | .000 | .669 | 1.494 |
| a. Dependent Variable: MINAT BELI (Y) | | | | | | | | |



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| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 7.025 | 1.356 |  | 5.180 | .000 |
| TERPAAN IKLAN (X1) | .458 | .053 | .687 | 8.612 | .000 |
| a. Dependent Variable: MINAT BELI (Y) | | | | | | |

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| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .687a | .472 | .466 | 2.073 |
| a. Predictors: (Constant), TERPAAN IKLAN (X1) | | | | |

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| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 8.762 | 1.084 |  | 8.084 | .000 |
| BRAND LOYALTY (X2) | .371 | .040 | .700 | 9.197 | .000 |
| a. Dependent Variable: MINAT BELI (Y) | | | | | | |

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| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .700a | .490 | .484 | 2.032 |
| a. Predictors: (Constant), BRAND LOYALTY (X2) | | | | |

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| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 4.889 | 1.202 |  | 4.066 | .000 |  |  |
| TERPAAN IKLAN (X1) | .273 | .055 | .410 | 4.975 | .000 | .669 | 1.494 |
| BRAND LOYALTY (X2) | .257 | .044 | .482 | 5.853 | .000 | .669 | 1.494 |
| a. Dependent Variable: MINAT BELI (Y) | | | | | | | | |

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| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .792a | .628 | .618 | 1.751 |
| a. Predictors: (Constant), BRAND LOYALTY (X2), TERPAAN IKLAN (X1) | | | | |
| b. Dependent Variable: MINAT BELI (Y) | | | | |

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| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 423.662 | 2 | 211.831 | 69.081 | .000b |
| Residual | 251.444 | 82 | 3.066 |  |  |
| Total | 675.106 | 84 |  |  |  |
| a. Dependent Variable: MINAT BELI (Y) | | | | | | |
| b. Predictors: (Constant), BRAND LOYALTY (X2), TERPAAN IKLAN (X1) | | | | | | |