

LAMPIRAN

Hasil Uji Instrumen

1. Hasil Uji Validitas

Citra Merek X1

Correlations

		X1.1	X1.2	X1.3	X1
X1.1	Pearson Correlation	1	,597**	,644**	,804**
	Sig. (2-tailed)		,000	,000	,000
	N	30	30	30	30
X1.2	Pearson Correlation	,597**	1	,561**	,810**
	Sig. (2-tailed)	,000		,001	,000
	N	30	30	30	30
X1.3	Pearson Correlation	,644**	,561**	1	,829**
	Sig. (2-tailed)	,000	,001		,000
	N	30	30	30	30
X1	Pearson Correlation	,804**	,810**	,829**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

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

Kualitas Produk X2

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2
X2.1	Pearson Correlation	1	,738**	,684**	,579**	,746**	,931**
	Sig. (2-tailed)		,000	,000	,001	,000	,000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	,738**	1	,475**	,432*	,520**	,774**
	Sig. (2-tailed)	,000		,008	,017	,003	,000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	,684**	,475**	1	,428*	,431*	,763**
	Sig. (2-tailed)	,000	,008		,018	,017	,000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	,579**	,432*	,428*	1	,555**	,735**
	Sig. (2-tailed)	,001	,017	,018		,001	,000
	N	30	30	30	30	30	30

X2.5	Pearson Correlation	,746**	,520**	,431*	,555**	1	,812**
	Sig. (2-tailed)	,000	,003	,017	,001		,000
	N	30	30	30	30	30	30
X2	Pearson Correlation	,931**	,774**	,763**	,735**	,812**	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).

Keputusan Pembelian Y

Correlations

		Y1	Y2	Y3	Y4	Y
Y1	Pearson Correlation	1	,760**	,648**	,525**	,810**
	Sig. (2-tailed)		,000	,000	,003	,000
	N	30	30	30	30	30
Y2	Pearson Correlation	,760**	1	,785**	,504**	,829**
	Sig. (2-tailed)	,000		,000	,004	,000
	N	30	30	30	30	30
Y3	Pearson Correlation	,648**	,785**	1	,597**	,831**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	30	30	30	30	30
Y4	Pearson Correlation	,525**	,504**	,597**	1	,775**
	Sig. (2-tailed)	,003	,004	,000		,000
	N	30	30	30	30	30
Y	Pearson Correlation	,810**	,829**	,831**	,775**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

2. Hasil Uji Reliabilitas Citra Merek X1

Reliability Statistics

Cronbach's	
Alpha	N of Items
,816	3

Kualitas Produk X2

Reliability Statistics

Cronbach's	
Alpha	N of Items
,864	5

Keputusan Pembelian Y

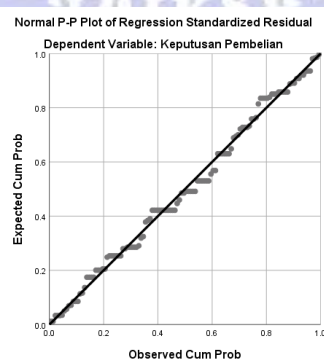
Reliability Statistics

Cronbach's	
Alpha	N of Items
,877	4

Hasil Uji Asumsi Klasik

1. Uji Normalitas

a. Grafik Histogram P-Plot



b. Kolmogorov Smirnov

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.84594208
Most Extreme Differences	Absolute	.062
	Positive	.061
	Negative	-.062
Test Statistic		.062
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

2. Uji Multikolinearitas

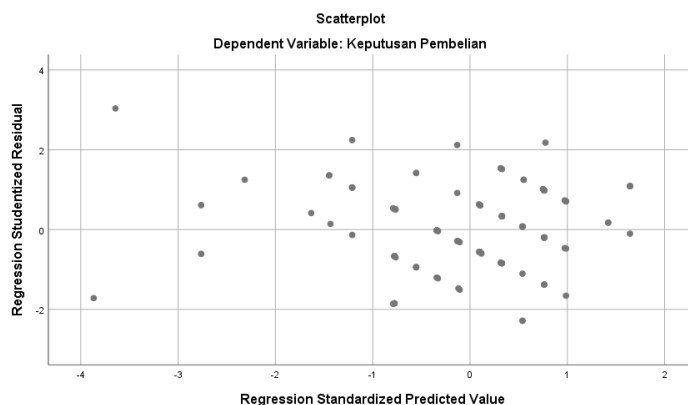
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.487	.822		7.895	.000		
	Citra Merek	.452	.077	.453	5.838	.000	.564	1.772
	Kualitas Produk	.233	.045	.398	5.135	.000	.564	1.772

a. Dependent Variable: Keputusan Pembelian

3. Uji Heteroskedastisitas

a. Scatterplot



b. Glejser

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.917	.483		3.970	.000
	Citra Merek	-.028	.046	-.074	-.623	.534
	Kualitas Produk	-.041	.027	-.183	-1.531	.128

a. Dependent Variable: ABS_RES

Hasil Uji Regresi Linier Berganda dan Hipotesis

1. Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.487	.822		7.895	.000		
	Citra Merek	.452	.077	.453	5.838	.000	.564	1.772
	Kualitas Produk	.233	.045	.398	5.135	.000	.564	1.772

a. Dependent Variable: Keputusan Pembelian

2. Uji F Simultan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	128.966	2	64.483	88.594	.000 ^b

Residual	85.159	117	.728		
Total	214.125	119			

- a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Kualitas Produk, Citra Merek

3. Uji t Parsial

		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	6.487	.822		7.895	.000		
	Citra Merek	.452	.077	.453	5.838	.000	.564	1.772
	Kualitas Produk	.233	.045	.398	5.135	.000	.564	1.772

- a. Dependent Variable: Keputusan Pembelian

4. Uji Koefisien Determinasi

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 ^a	.602	.595	.853

- a. Predictors: (Constant), Kualitas Produk, Citra Merek
b. Dependent Variable: Keputusan Pembelian

RIWAYAT HIDUP



I Gusti Ayu Ari Darma Arta Juliana lahir di buyan pada tanggal 30 juli 2003, Penulis merupakan anak ketiga dari pasangan I Gusti Ngurah Arta Negada dan I Gusti Ayu Ade Darmawati Penulis berkewarganegaraan Indonesia dan beragama hindu, bertempat tinggal di Br Buyan, Desa Menanga, Kecamatan Rendang, Kabupaten Karangasem, Provinsi Bali. Pendidikan sekolah dasar di tempuh di SD Negeri 4 Menanga dan di selesaikan pada tahun 2015, penulis melanjutkan pendidikan ke jenjang menengah pertama di SMP Negeri 2 Rendang dan lulus pada tahun 2018. Pendidikan menengah atas di lanjutkan di SMA Negeri 1 Rendang jurusan IPS dan lulus pada tahun 2021. Pada tahun yang sama, penulis melanjutkan pendidikan tinggi di Universitas Pendidikan Ganesha, Program Studi S1 Manajemen, Jurusan Manajemen, Fakultas Ekonomi. Penulis menempuh pendidikan dari tahun 2021 hingga tahun 2025. Pada semester delapan di tahun 2025, penulis berhasil menyelesaikan skripsi dengan judul *“Pengaruh Citra Merek dan Kualitas Produk Terhadap Keputusan Pembelian Produk MS Glow Pada Remaja Putri di Kecamatan Rendang Kabupaten Karangasem.”* sebagai syarat untuk memperoleh gelar Sarjana Manajemen.