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## KUESIONER PENELITIAN

### PENGARUH *BRAND IMAGE* DAN KESADARAN MEREK TERHADAP KEPUTUSAN PEMBELIAN AIR MINUM DALAM KEMASAN (AMDK) MUTISQUA

(Studi Kasus Pada Masyarakat Kota Kefamenanu).

Saudara/I Responden yang terhormat,

Bersama ini kami mohon kesediaan Saudara/I untuk mengisi kuesioner dibawah ini.

Atas bantuan dan perhatiannya kami ucapkan terima kasih.

#### A. Identitas Responden

Nama Lengkap		
Alamat		
Jenis kelamin	<input type="radio"/> Laki-Laki	<input type="radio"/> Perempuan
Umur	<input type="radio"/> < 21 Tahun	<input type="radio"/> < 21 Tahun
	<input type="radio"/> 21-30 Tahun	<input type="radio"/> 21-30 Tahun
	<input type="radio"/> >30 Tahun	<input type="radio"/> > 30 Tahun

#### B. Petunjuk Pengisian

Berikan tanda centang ( $\surd$ ) untuk menentukan seberapa setuju saudara/I mengenai pernyataan dibawah ini. Masing-masing persetujuan menunjukkan nilai yang terdapat pada kolom yang bersangkutan diantaranya setiap pernyataan terdiri dari empat pilihan yaitu:

STS : Sangat Tidak Setuju = Skor 1

TS : Tidak Setuju = Skor 2

S : Setuju = Skor 3

SS : Sangat Setuju = Skor 4

**Daftar Pernyataan Brand Image (X1)**

No	Pernyataan	SS	S	TS	STS
1.	Produk AMDK Mutisqua sudah sesuai dengan keinginan dan kebutuhan saya.				
2.	Produk AMDK Mutisqua memiliki citra merek yang sesuai dengan kualitasnya, sehingga sudah dikenal banyak orang				
3.	Produk AMDK Mutisqua dapat memenuhi kebutuhan konsumen				
4	Model/desain produk AMDK Mutisqua menarik sehingga mudah diingat				
5	Harga produk AMDK Mutisqua sesuai dengan kualitasnya.				

**Daftar Pernyataan Kesadaran Merek (X2)**

NO	Pernyataan	SS	S	TS	STS
1.	Merek mutisqua menjadi pilihan pertama saya ketika akan membeli produk Air Minum Dalam Kemasan (AMDK)				

2.	Saya dapat mengenali produk Air Minum Dalam Kemasan (AMDK) mutisqua diantara merek-merek lain.				
3.	Saya mengingat merek mutisqua setiap kali ingin membeli produk Air Minum Dalam Kemasan (AMDK) mutisqua				
4.	Saya membeli Air Minum Dalam Kemasan (AMDK) merek mutisqua				

#### **Daftar Pernyataan Keputusan Pembelian (Y)**

<b>NO</b>	<b>Pernyataan</b>	<b>SS</b>	<b>S</b>	<b>TS</b>	<b>STS</b>
1.	Menurut saya AMDK Mutisqua sudah sesuai dengan keinginan dan kebutuhan saya.				
2.	Saya melakukan pencarian informasi mengenai AMDK Mutisqua dari teman, keluarga dan pengalaman.				
3.	Mutisqua menjadi pilihan alternative yang dipilih				
4.	Saya memutuskan untuk melakukan pembelian di Produk AMDK Mutisqua				

5.	Saya Merasa puas setelah membeli produk AMDK Mutisqua dan akan melakukan pembelian ulang.				
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# LAMPIRAN

## Lampiran 1 Tabulasi Data

DATA TABULASI																	
NO	BRAND IMAGE(X1)					TOTAL	KESADARAN MEREK (X2)				TOTAL	KEPUTUSAN PEMBELIAN(Y)					TOTAL
	X1.1	X1.2	X1.3	X1.4	X1.5		X2.1	X2.2	X2.3	X2.4		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	
1	4	3	4	4	4	19	4	3	4	3	14	4	3	4	3	4	18
2	4	4	3	4	4	19	4	3	3	4	14	4	3	4	4	4	19
3	4	4	3	3	4	18	4	3	4	2	13	4	3	4	3	3	17
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6	4	3	4	3	4	18	4	3	4	3	14	4	4	4	3	3	18
7	4	4	4	4	3	19	4	3	3	4	14	4	3	3	3	4	17
8	4	4	4	3	3	18	4	4	3	4	15	4	4	3	2	4	17
9	4	4	3	4	3	18	4	3	4	3	14	4	4	4	3	3	18
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12	4	3	3	4	4	18	4	4	4	3	15	3	3	4	4	4	18
13	4	3	4	3	3	17	4	4	3	3	14	4	4	4	3	3	18
14	3	3	4	4	4	18	3	3	4	4	14	4	4	4	4	3	19
15	4	4	3	3	3	17	4	4	4	3	15	3	4	3	4	4	18
16	4	3	4	4	4	19	4	3	3	3	13	4	4	4	4	3	19
17	4	3	3	4	4	18	4	4	4	3	15	4	3	4	3	3	17
18	4	4	4	3	4	19	4	3	4	3	14	2	4	3	4	3	16
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23	4	4	3	3	3	17	4	3	4	3	14	4	4	3	3	3	17
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25	3	4	4	4	3	18	4	3	4	3	14	4	3	3	4	4	18
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53	4	3	3	4	4	18	4	3	4	4	15	4	4	4	3	4	19
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55	4	2	4	4	4	18	3	4	4	3	14	3	4	4	4	3	18
56	4	4	3	4	1	16	3	4	4	3	14	4	4	4	3	3	18
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58	3	4	4	3	3	17	3	4	3	4	14	4	3	3	3	4	17
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66	3	4	4	2	4	17	4	4	3	4	15	4	4	2	4	4	18
67	4	4	4	4	4	20	3	4	4	4	15	3	4	4	4	3	18
68	3	4	3	4	4	18	4	3	4	4	15	4	4	4	4	4	20
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70	3	4	4	4	4	19	4	4	4	4	16	4	4	3	4	4	19



## Lampiran 2 Hasil Uji Validitas

### *Brand Image (X1)*

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL
X1.1	Pearson Correlation	1	-.282*	-.148	-.137	-.025	.310
	Sig. (2-tailed)		.018	.221	.259	.838	.363
	N	70	70	70	70	70	70
X1.2	Pearson Correlation	-.282*	1	.112	-.139	-.248*	.529*
	Sig. (2-tailed)	.018		.356	.251	.038	.030
	N	70	70	70	70	70	70
X1.3	Pearson Correlation	-.148	.112	1	-.286*	.176	.493**
	Sig. (2-tailed)	.221	.356		.016	.146	.000
	N	70	70	70	70	70	70
X1.4	Pearson Correlation	-.137	-.139	-.286*	1	-.006	.721*
	Sig. (2-tailed)	.259	.251	.016		.958	.023
	N	70	70	70	70	70	70
X1.5	Pearson Correlation	-.025	-.248*	.176	-.006	1	.589**
	Sig. (2-tailed)	.838	.038	.146	.958		.000
	N	70	70	70	70	70	70
TOTAL	Pearson Correlation	.110	.259*	.493**	.271*	.589**	1
	Sig. (2-tailed)	.363	.030	.000	.023	.000	
	N	70	70	70	70	70	70

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

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

## Kesadaran Merek (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	TOTAL
X2.1	Pearson Correlation	1	-.424**	.030	-.184	.820
	Sig. (2-tailed)		.000	.805	.127	.500
	N	70	70	70	70	70
X2.2	Pearson Correlation	-.424**	1	-.206	.233	.532**
	Sig. (2-tailed)	.000		.088	.052	.000
	N	70	70	70	70	70
X2.3	Pearson Correlation	.030	-.206	1	-.253*	.720*
	Sig. (2-tailed)	.805	.088		.034	.024
	N	70	70	70	70	70
X2.4	Pearson Correlation	-.184	.233	-.253*	1	.624**
	Sig. (2-tailed)	.127	.052	.034		.000
	N	70	70	70	70	70
TOTAL	Pearson Correlation	.082	.532**	.270*	.624**	1
	Sig. (2-tailed)	.500	.000	.024	.000	
	N	70	70	70	70	70

\*\* . 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	Y5	TOTAL
Y1	Pearson Correlation	1	-.289*	-.077	-.319**	-.056	.710
	Sig. (2-tailed)		.015	.526	.007	.645	.558
	N	70	70	70	70	70	70
Y2	Pearson Correlation	-.289*	1	.033	.290*	-.100	.523**
	Sig. (2-tailed)	.015		.787	.015	.410	.000
	N	70	70	70	70	70	70
Y3	Pearson Correlation	-.077	.033	1	-.164	-.072	.470**
	Sig. (2-tailed)	.526	.787		.176	.554	.000
	N	70	70	70	70	70	70
Y4	Pearson Correlation	-.319**	.290*	-.164	1	-.078	.417**
	Sig. (2-tailed)	.007	.015	.176		.519	.000
	N	70	70	70	70	70	70
Y5	Pearson Correlation	-.056	-.100	-.072	-.078	1	.334**
	Sig. (2-tailed)	.645	.410	.554	.519		.005
	N	70	70	70	70	70	70
TOTAL	Pearson Correlation	.071	.523**	.470**	.417**	.334**	1
	Sig. (2-tailed)	.558	.000	.000	.000	.005	
	N	70	70	70	70	70	70

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

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

### Lampiran 3 Hasil Uji Reliabilitas

#### *Brand Image (X1)*

**Case Processing Summary**

		N	%
Case	Valid	70	100.0
	Excluded <sup>a</sup>	0	.0
	Total	70	100.0

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

**Reliability Statistics**

Cronbach's Alpha <sup>a</sup>	N of Items
.695	5

**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	14.3429	.953	.318	.316 <sup>a</sup>
X1.2	14.5429	.889	.300	.277 <sup>a</sup>
X1.3	14.4714	.659	.059	.878 <sup>a</sup>
X1.4	14.6000	.881	.297	.283 <sup>a</sup>
X1.5	14.5571	.569	.073	.975 <sup>a</sup>

## Kesadaran Merek (X2)

**Case Processing Summary**

	N	%
Case Valid	70	100.0
s Excluded <sup>a</sup>	0	.0
Total	70	100.0

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

**Reliability Statistics**

Cronbach's Alpha <sup>a</sup>	N of Items
.716	4

**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	10.5714	.654	.377	.183 <sup>a</sup>
X2.2	11.0143	.420	.188	.628 <sup>a</sup>
X2.3	10.6571	.576	.302	.275 <sup>a</sup>
X2.4	11.0000	.348	.094	1.059 <sup>a</sup>

## Keputusan Pembelian (Y)

**Case Processing Summary**

		N	%
Cases	Valid	70	98.6
	Excluded <sup>a</sup>	1	1.4
	Total	71	100.0

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

**Reliability Statistics**

Cronbach's Alpha <sup>a</sup>	N of Items
.561	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	14.37	1.164	.377	.071 <sup>a</sup>
Y2	14.63	.730	.008	.810 <sup>a</sup>
Y3	14.53	.804	.164	.447 <sup>a</sup>
Y4	14.61	.849	.151	.465 <sup>a</sup>
Y5	14.49	.920	.175	.409 <sup>a</sup>

## Lampiran 4 Hasil Uji Asumsi Klasik

### 1. Uji Normalias

Uji Normalitas dengan Tes *Kolmogorov Smirnov*

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		70
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.91957418
Most Extreme Differences	Absolute	.136
	Positive	.076
	Negative	-.136
Test Statistic		.136
Asymp. Sig. (2-tailed)		.003 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Uji Normalitas dengan tes P-Plot

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.397 <sup>a</sup>	.158	.133	.933

a. Predictors: (Constant), KESADARAN MEREK, BRAND IMAGE

b. Dependent Variable: KEPUTUSAN PEMBELIAN

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	10.924	2	5.462	6.272	.003 <sup>b</sup>
Residual	58.348	67	.871		
Total	69.271	69			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KESADARAN MEREK, BRAND IMAGE

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.739	2.945		2.628	.011
BRAND IMAGE	.285	.121	.264	2.349	.022
KESADARAN MEREK	.365	.150	.274	2.432	.018

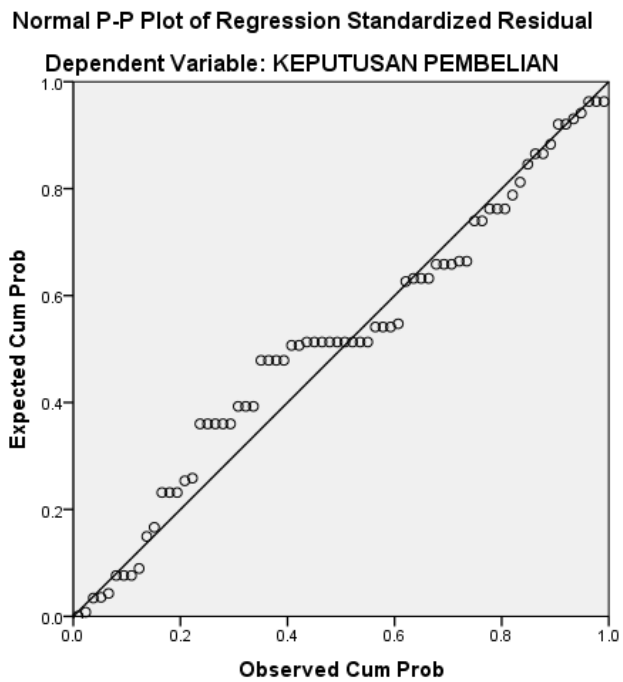
a. Dependent Variable: KEPUTUSAN PEMBELIAN

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	17.40	18.98	18.16	.398	70
Residual	-2.969	1.666	.000	.920	70
Std. Predicted Value	-1.902	2.078	.000	1.000	70
Std. Residual	-3.182	1.785	.000	.985	70

a. Dependent Variable: KEPUTUSAN PEMBELIAN





## 2. Uji Multikolinearitas

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	KESADARAN MEREK, BRAND IMAGE <sup>b</sup>		Enter

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. All requested variables entered.

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
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1	KESADARAN MEREK, BRAND IMAGE <sup>b</sup>		. Enter
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a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. All requested variables entered.

#### ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	10.924	2	5.462	6.272	.003 <sup>b</sup>
Residual	58.348	67	.871		
Total	69.271	69			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KESADARAN MEREK, BRAND IMAGE

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.739	2.945		2.628	.011		
	BRAND IMAGE	.285	.121	.264	2.349	.022	.992	1.008
	KESADARAN MEREK	.365	.150	.274	2.432	.018	.992	1.008

a. Dependent Variable: KEPUTUSAN PEMBELIAN

#### Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	BRAND IMAGE	KESADARAN MEREK
1	1	2.997	1.000	.00	.00	.00

2	.002	35.325	.00	.53	.56
3	.001	55.978	1.00	.47	.44

a. Dependent Variable: KEPUTUSAN PEMBELIAN

### 3. Uji Autokorelasi

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	KESADARAN MEREK, BRAND IMAGE <sup>b</sup>		Enter

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.397 <sup>a</sup>	.158	.133	.933	1.718

a. Predictors: (Constant), KESADARAN MEREK, BRAND IMAGE

b. Dependent Variable: KEPUTUSAN PEMBELIAN

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.924	2	5.462	6.272	.003 <sup>b</sup>
	Residual	58.348	67	.871		
	Total	69.271	69			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KESADARAN MEREK, BRAND IMAGE

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.739	2.945		2.628	.011
BRAND IMAGE	.285	.121	.264	2.349	.022
KESADARAN MEREK	.365	.150	.274	2.432	.018

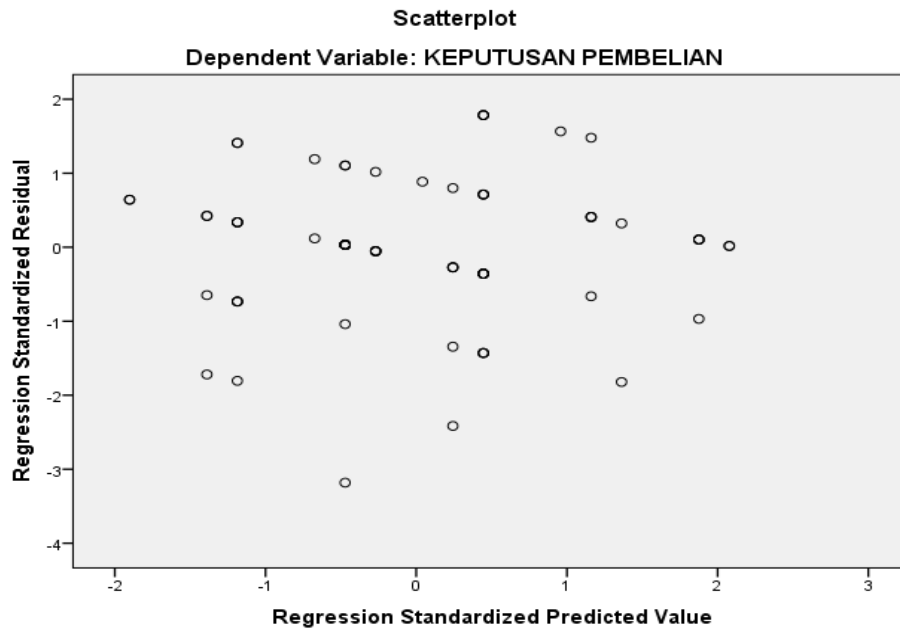
a. Dependent Variable: KEPUTUSAN PEMBELIAN

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	17.40	18.98	18.16	.398	70
Residual	-2.969	1.666	.000	.920	70
Std. Predicted Value	-1.902	2.078	.000	1.000	70
Std. Residual	-3.182	1.785	.000	.985	70

a. Dependent Variable: KEPUTUSAN PEMBELIAN

#### 4. Uji Heterokedastisitas



#### 5. Uji Linearitas

*Brand Image (X1) terhadap Keputusan Pembelian (Y)*

**Case Processing Summary**

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
KEPUTUSAN PEMBELIAN * BRAND IMAGE	70	100.0%	0	0.0%	70	100.0%

**Report**

**KEPUTUSAN PEMBELIAN**

BRAND IMAGE	Mean	N	Std. Deviation
16	18.00	2	.000
17	17.86	14	.864
18	18.03	33	1.075
19	18.40	15	.986
20	19.00	6	.632
Total	18.16	70	1.002

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSAN PEMBELIAN * BRAND IMAGE	Between Groups	(Combined)	6.987	4	1.747	1.823	.135
		Linearity	5.772	1	5.772	6.024	.017
		Deviation from Linearity	1.215	3	.405	.423	.737
	Within Groups		62.284	65	.958		
Total			69.271	69			

**Measures of Association**

	R	R Squared	Eta	Eta Squared
KEPUTUSAN PEMBELIAN * BRAND IMAGE	.289	.083	.318	.101

## Kesadaran Merek (X2) terhadap Keputusan Pembelian (Y)

**Case Processing Summary**

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
KEPUTUSAN PEMBELIAN * KESADARAN MEREK	70	100.0%	0	0.0%	70	100.0%

### Report

#### KEPUTUSAN PEMBELIAN

KESADARAN MEREK	Mean	N	Std. Deviation
13	17.86	7	1.069
14	17.84	31	1.003
15	18.54	28	.881
16	18.50	4	1.000
Total	18.16	70	1.002

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSAN PEMBELIAN * KESADARAN MEREK	Between Groups	(Combined)	8.256	3	2.752	2.977	.038
		Linearity	6.117	1	6.117	6.617	.012
		Deviation from Linearity	2.139	2	1.070	1.157	.321
	Within Groups		61.015	66	.924		
Total			69.271	69			

**Measures of Association**

	R	R Squared	Eta	Eta Squared
KEPUTUSAN PEMBELIAN * KESADARAN MEREK	.297	.088	.345	.119

**Lampiran 5 Hasil Analisis Regresi Linear Sederhana  
Brand Image (X1) terhadap Keputusan Pembelian (Y)**

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	BRAND IMAGE <sup>b</sup>		Enter

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.289 <sup>a</sup>	.083	.070	.966

a. Predictors: (Constant), BRAND IMAGE

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.772	1	5.772	6.181	.015 <sup>b</sup>
	Residual	63.499	68	.934		
	Total	69.271	69			



a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), BRAND IMAGE

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.527	2.268		5.524	.000
	BRAND IMAGE	.311	.125	.289	2.486	.015

a. Dependent Variable: KEPUTUSAN PEMBELIAN

### Kesadaran Merek (X1) terhadap Keputusan Pembelian (Y)

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	KESADARAN MEREK <sup>b</sup>		Enter

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.297 <sup>a</sup>	.088	.075	.964

a. Predictors: (Constant), KESADARAN MEREK

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.117	1	6.117	6.587	.012 <sup>b</sup>
	Residual	63.154	68	.929		
	Total	69.271	69			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KESADARAN MEREK

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.447	2.228		5.587	.000
	KESADARAN MEREK	.396	.154	.297	2.566	.012

a. Dependent Variable: KEPUTUSAN PEMBELIAN

**Lampiran 6 Hasil Uji Regresi Linear Berganda**

***Brand Image* (X1) dan Kesadaran Merek terhadap Keputusan Pembelian (Y)  
Air Minum Dalam Kemasan (AMDK) Mutisqua**

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	KESADARAN MEREK, BRAND IMAGE <sup>b</sup>		Enter

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.397 <sup>a</sup>	.158	.133	.933

a. Predictors: (Constant), KESADARAN MEREK, BRAND IMAGE

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.924	2	5.462	6.272	.003 <sup>b</sup>
	Residual	58.348	67	.871		
	Total	69.271	69			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KESADARAN MEREK, BRAND IMAGE

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.739	2.945		2.628	.011
BRAND IMAGE	.285	.121	.264	2.349	.022
KESADARAN MEREK	.365	.150	.274	2.432	.018

a. Dependent Variable: KEPUTUSAN PEMBELIAN