

## Lampiran

### Uji Regresi

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.556 <sup>a</sup>	.309	.291	1.802

a. Predictors: (Constant), SikapGenerasiMilenial, Brand Ambassador, Citra Merek

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.182	1.774		2.358	.020
	Brand Ambassador	.281	.072	.316	3.915	.000
	Citra Merek	.201	.133	.147	1.511	.133
	SikapGenerasiMilenial	.285	.097	.284	2.946	.004

a. Dependent Variable: KeputusanPembelian

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	164.022	3	54.674	16.836	.000 <sup>b</sup>
	Residual	366.970	113	3.248		
	Total	530.991	116			

a. Dependent Variable: KeputusanPembelian

b. Predictors: (Constant), SikapGenerasiMilenial, Brand Ambassador, Citra Merek

### UjiValiditas Brand Ambassador (X1)

		Correlations				
		X1.1	X1.2	X1.3	X1.4	Total
X1.1	Pearson Correlation	1	.602**	.430**	.194*	.793**
	Sig. (2-tailed)		.000	.000	.036	.000
	N	117	117	117	117	117
X1.2	Pearson Correlation	.602**	1	.293**	.311**	.774**
	Sig. (2-tailed)	.000		.001	.001	.000
	N	117	117	117	117	117
X1.3	Pearson Correlation	.430**	.293**	1	.434**	.702**
	Sig. (2-tailed)	.000	.001		.000	.000
	N	117	117	117	117	117
X1.4	Pearson Correlation	.194*	.311**	.434**	1	.645**
	Sig. (2-tailed)	.036	.001	.000		.000
	N	117	117	117	117	117
Total	Pearson Correlation	.793**	.774**	.702**	.645**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	117	117	117	117	117

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

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

### Uji Validitas Citra Merek (X2)

		Correlations				
		X2.1	X2.2	X2.3	X2.4	Total
X2.1	Pearson Correlation	1	.299**	.341**	.043	.659**
	Sig. (2-tailed)		.001	.000	.643	.000
	N	117	117	117	117	117
X2.2	Pearson Correlation	.299**	1	.161	-.019	.561**
	Sig. (2-tailed)	.001		.082	.842	.000
	N	117	117	117	117	117
X2.3	Pearson Correlation	.341**	.161	1	-.039	.611**
	Sig. (2-tailed)	.000	.082		.673	.000
	N	117	117	117	117	117
X2.4	Pearson Correlation	.043	-.019	-.039	1	.513**
	Sig. (2-tailed)	.643	.842	.673		.000
	N	117	117	117	117	117
Total	Pearson Correlation	.659**	.561**	.611**	.513**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	117	117	117	117	117

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

### Uji Validitas Sikap Generasi Milenial (X3)

		Correlations				
		X3.1	X3.2	X3.3	X3.4	Total
X3.1	Pearson Correlation	1	.143	.417**	.430**	.748**
	Sig. (2-tailed)		.124	.000	.000	.000
	N	117	117	117	117	117
X3.2	Pearson Correlation	.143	1	.385**	.128	.613**
	Sig. (2-tailed)	.124		.000	.169	.000
	N	117	117	117	117	117
X3.3	Pearson Correlation	.417**	.385**	1	.301**	.759**
	Sig. (2-tailed)	.000	.000		.001	.000
	N	117	117	117	117	117
X3.4	Pearson Correlation	.430**	.128	.301**	1	.632**
	Sig. (2-tailed)	.000	.169	.001		.000
	N	117	117	117	117	117
Total	Pearson Correlation	.748**	.613**	.759**	.632**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	117	117	117	117	117

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

### Uji Validitas Keputusan Pembelian (Y)

		Correlations				
		Y1.1	Y1.2	Y1.3	Y1.4	Total
Y1.1	Pearson Correlation	1	.221*	.427**	.430**	.757**
	Sig. (2-tailed)		.017	.000	.000	.000
	N	117	117	117	117	117
Y1.2	Pearson Correlation	.221*	1	.441**	.228*	.687**
	Sig. (2-tailed)	.017		.000	.014	.000
	N	117	117	117	117	117
Y1.3	Pearson Correlation	.427**	.441**	1	.167	.726**
	Sig. (2-tailed)	.000	.000		.072	.000
	N	117	117	117	117	117
Y1.4	Pearson Correlation	.430**	.228*	.167	1	.625**
	Sig. (2-tailed)	.000	.014	.072		.000
	N	117	117	117	117	117
Total	Pearson Correlation	.757**	.687**	.726**	.625**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	117	117	117	117	117

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

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

### Uji Reliabilitas

Case Processing Summary		
	N	%
Valid	117	100.0
Cases Excluded <sup>a</sup>	0	.0
Total	117	100.0

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

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Brand Ambassador	44.69	21.680	.415	.652
Citra Merek	44.06	26.057	.489	.613
SikapGenerasiMilenial	44.96	22.179	.464	.612
KeputusanPembelian	44.19	21.688	.514	.610

### UjiNormalitas

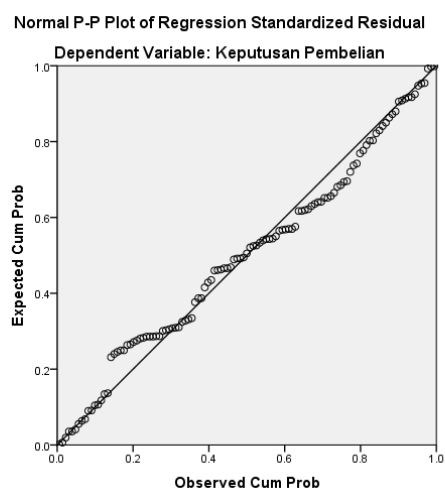
#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		117
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.85228576
	Absolute	.092
Most Extreme Differences	Positive	.071
	Negative	-.092
Kolmogorov-Smirnov Z		.993
Asymp. Sig. (2-tailed)		.278

a. Test distribution is Normal.

b. Calculated from data.

### UjiNormalitas P Plot



## Uji Linearitas

**Case Processing Summary**

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Y1 * Brand Ambassador	117	100.0%	0	0.0%	117	100.0%
Y1 * Citra Merek	117	100.0%	0	0.0%	117	100.0%
Y1 * Sikap Generasi Milenial	117	100.0%	0	0.0%	117	100.0%

## Uji Linear Brand Ambassador terhadap Keputusan Pembelian

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Y1 * Brand Ambassador	Between Groups	(Combined)	116.540	10	11.654	2.879	.003
		Linearity	85.805	1	85.805	21.200	.000
		Deviation from Linearity	30.736	9	3.415	.844	.578
	Within Groups		429.015	106	4.047		
	Total		545.556	116			

## Uji Linear Citra Merek terhadap Keputusan Pembelian

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Y1 * Citra Merek	Between Groups	(Combined)	75.885	9	8.432	1.921	.056
		Linearity	57.843	1	57.843	13.178	.000
		Deviation from Linearity	18.042	8	2.255	.514	.844
	Within Groups		469.671	107	4.389		
	Total		545.556	116			

### Uji Linear Sikap Generasi Milenial terhadap Keputusan Pembelian

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y1 * Sikap Generasi Milenial	Between Groups	(Combined) Linearity	106.994	10	10.699	2.586	.008
		Linearity	92.396	1	92.396	22.332	.000
		Deviation from Linearity	14.598	9	1.622	.392	.937
	Within Groups		438.561	106	4.137		
Total			545.556	116			



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