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Hasil Pengujian Profil dan Karakteristik 200 Responden

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	141	70.5	70.5	70.5
	Wani	59	29.5	29.5	100.0
	Total	200	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 - 20 tahun	1	.5	.5	.5
	21 - 30 tahun	152	76.0	76.0	76.5
	31 - 40 tahun	21	10.5	10.5	87.0
	41 - 50 tahun	11	5.5	5.5	92.5
	51 - 60 tahun	15	7.5	7.5	100.0
	Total	200	100.0	100.0	

Pendidikan Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S1 (Sarjana)	173	86.5	86.5	86.5
	S2 (Magister)	15	7.5	7.5	94.0
	SMA	12	6.0	6.0	100.0
	Total	200	100.0	100.0	

Pekerjaan/Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Guru/Dosen	2	1.0	1.0	1.0
	Mahasiswa/i	9	4.5	4.5	5.5
	Pegawai BUMN	4	2.0	2.0	7.5
	Pegawai Swasta	135	67.5	67.5	75.0
	Pengusaha	36	18.0	18.0	93.0
	PNS/ASN	14	7.0	7.0	100.0
	Total	200	100.0	100.0	

Pendapatan Selama Satu Bulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	> Rp.20.000.001	5	2.5	2.5	2.5
	Rp.1.000.000 - Rp.5.000.000	21	10.5	10.5	13.0
	Rp.10.000.001 - Rp.20.000.00	20	10.0	10.0	23.0
	Rp.5.000.001 - Rp.10.000.000	154	77.0	77.0	100.0
	Total	200	100.0	100.0	

Domisili

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bekasi	11	5.5	5.5	5.5
	Bogor	7	3.5	3.5	9.0
	Depok	2	1.0	1.0	10.0
	Jakarta	87	43.5	43.5	53.5
	Tangerang	93	46.5	46.5	100.0
	Total	200	100.0	100.0	

Hasil olah Data 200 Responden Uji Validitas

Kesadaran Merek

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.731
Bartlett's Test of Sphericity	Approx. Chi-Square	789.054
	df	15
	Sig.	.000

Anti-image Matrices

		X1.1	X1.2	x1.3	X1.4	X1.5	X1.6
Anti-image Covariance	X1.1	.420	-.049	-.035	-.119	-.165	.064
	X1.2	-.049	.327	-.109	-.020	-.117	-.002
	x1.3	-.035	-.109	.278	.173	-.032	-.167
	X1.4	-.119	-.020	.173	.403	-.016	-.219
	X1.5	-.165	-.117	-.032	-.016	.293	-.027
	X1.6	.064	-.002	-.167	-.219	-.027	.254
Anti-image Correlation	X1.1	.804 ^a	-.132	-.101	-.288	-.469	.197
	X1.2	-.132	.868 ^a	-.363	-.056	-.377	-.006
	x1.3	-.101	-.363	.665 ^a	.518	-.111	-.630
	X1.4	-.288	-.056	.518	.530 ^a	-.046	-.684
	X1.5	-.469	-.377	-.111	-.046	.841 ^a	-.099
	X1.6	.197	-.006	-.630	-.684	-.099	.660 ^a

a. Measures of Sampling Adequacy(MSA)

Asosiasi Merek

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.666
Bartlett's Test of Sphericity	Approx. Chi-Square	216.158
	df	3
	Sig.	.000

Anti-image Matrices

		X2.1	X2.2	X2.3
Anti-image Covariance	X2.1	.437	-.284	-.147
	X2.2	-.284	.452	-.109
	X2.3	-.147	-.109	.712
Anti-image Correlation	X2.1	.623 ^a	-.640	-.263
	X2.2	-.640	.632 ^a	-.191
	X2.3	-.263	-.191	.824 ^a

a. Measures of Sampling Adequacy(MSA)

Persepsi Kualitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.692
Bartlett's Test of Sphericity	Approx. Chi-Square	821.624
	df	10
	Sig.	.000

Anti-image Matrices

		X3.1	X3.2	X3.3	X3.4	X3.5
Anti-image Covariance	X3.1	.292	-.020	-.021	.014	-.232
	X3.2	-.020	.464	-.062	-.030	.010
	X3.3	-.021	-.062	.127	-.107	.028
	X3.4	.014	-.030	-.107	.127	-.040
	X3.5	-.232	.010	.028	-.040	.287
Anti-image Correlation	X3.1	.631 ^a	-.055	-.111	.075	-.803
	X3.2	-.055	.936 ^a	-.255	-.124	.026
	X3.3	-.111	-.255	.672 ^a	-.847	.149
	X3.4	.075	-.124	-.847	.687 ^a	-.211
	X3.5	-.803	.026	.149	-.211	.609 ^a

a. Measures of Sampling Adequacy(MSA)

Relevansi Merek

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.630
Bartlett's Test of Sphericity	Approx. Chi-Square	355.049
	df	6
	Sig.	.000

Anti-image Matrices

		X4.1	X4.2	X4.3	X4.4
Anti-image Covariance	X4.1	.311	-.217	.031	.079
	X4.2	-.217	.239	-.098	-.155
	X4.3	.031	-.098	.740	-.158
	X4.4	.079	-.155	-.158	.649
Anti-image Correlation	X4.1	.574 ^a	-.795	.064	.176
	X4.2	-.795	.583 ^a	-.232	-.393
	X4.3	.064	-.232	.818 ^a	-.228
	X4.4	.176	-.393	-.228	.714 ^a

a. Measures of Sampling Adequacy(MSA)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.805
Bartlett's Test of Sphericity	Approx. Chi-Square	599.060
	df	15
	Sig.	.000

Anti-image Matrices

		X5.1	X5.2	X5.3	X5.4	X5.5	X5.6
Anti-image Covariance	X5.1	.708	-.100	-.135	-.002	.023	-.035
	X5.2	-.100	.317	-.088	-.144	-.040	-.137
	X5.3	-.135	-.088	.472	-.001	-.231	.130
	X5.4	-.002	-.144	-.001	.459	-.030	-.115
	X5.5	.023	-.040	-.231	-.030	.393	-.130
	X5.6	-.035	-.137	.130	-.115	-.130	.411
Anti-image Correlation	X5.1	.888 ^a	-.211	-.234	-.004	.043	-.065
	X5.2	-.211	.828 ^a	-.227	-.377	-.114	-.379
	X5.3	-.234	-.227	.699 ^a	-.002	-.537	.296
	X5.4	-.004	-.377	-.002	.870 ^a	-.072	-.265
	X5.5	.043	-.114	-.537	-.072	.794 ^a	-.323
	X5.6	-.065	-.379	.296	-.265	-.323	.778 ^a

a. Measures of Sampling Adequacy(MSA)

Ketersukaan Merek

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.747
Bartlett's Test of Sphericity	Approx. Chi-Square	587.139
	df	10
	Sig.	.000

Anti-image Matrices

		Z1	Z2	Z3	Z4	Z5
Anti-image Covariance	Z1	.279	-.208	.071	-.032	-.074
	Z2	-.208	.272	-.107	-.035	.032
	Z3	.071	-.107	.497	-.060	-.195
	Z4	-.032	-.035	-.060	.468	-.185
	Z5	-.074	.032	-.195	-.185	.383
Anti-image Correlation	Z1	.684 ^a	-.757	.190	-.089	-.228
	Z2	-.757	.690 ^a	-.290	-.098	.099
	Z3	.190	-.290	.779 ^a	-.123	-.447
	Z4	-.089	-.098	-.123	.859 ^a	-.437
	Z5	-.228	.099	-.447	-.437	.766 ^a

a. Measures of Sampling Adequacy(MSA)

Kinerja Perusahaan

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.808
Bartlett's Test of Sphericity	Approx. Chi-Square	973.202
	df	10
	Sig.	.000

Anti-image Matrices

		Y1	Y2	Y3	Y4	Y5
Anti-image Covariance	Y1	.154	-.098	-.070	.012	.031
	Y2	-.098	.164	.016	-.066	-.002
	Y3	-.070	.016	.155	-.093	-.030
	Y4	.012	-.066	-.093	.159	-.063
	Y5	.031	-.002	-.030	-.063	.817
Anti-image Correlation	Y1	.792 ^a	-.616	-.454	.077	.087
	Y2	-.616	.804 ^a	.098	-.409	-.006
	Y3	-.454	.098	.804 ^a	-.590	-.086
	Y4	.077	-.409	-.590	.810 ^a	-.174
	Y5	.087	-.006	-.086	-.174	.919 ^a

a. Measures of Sampling Adequacy(MSA)

Uji Reliabilitas 200 Responden

Kesadaran Merek

Reliability Statistics

Cronbach's Alpha	N of Items
.842	6

Asosiasi Merek

Reliability Statistics

Cronbach's Alpha	N of Items
.692	3

Persepsi Kualitas

Reliability Statistics

Cronbach's Alpha	N of Items
.805	5

Relevansi Merek

Reliability Statistics

Cronbach's Alpha	N of Items
.719	4

Loyalitas Merek

Reliability Statistics

Cronbach's Alpha	N of Items
.836	6

Ketersukaan Merek

Reliability Statistics

Cronbach's Alpha	N of Items
.846	5

Kinerja Perusahaan

Reliability Statistics

Cronbach's Alpha	N of Items
.767	5

Hasil olah Data 200 Responden

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Kesadaran Merek (X1)	200	3.17	5.00	3.7783	.28508
Asosiasi Merk (X2)	200	3.00	5.00	3.8667	.32052
Persepsi Kualitas (X3)	200	3.00	5.00	3.8970	.30406
Revelansi Merek (X4)	200	3.00	5.00	3.9537	.27349
Loyalitas Merek (X5)	200	2.83	5.00	3.5175	.32113
Ketersukaan Merek (Z)	200	3.00	5.00	3.6500	.27031
Kinerja Perusahaan (Y)	200	3.00	5.00	3.9050	.28066
Moderasi X1*Z	200	10.77	17.00	12.8463	.96927
Moderasi X2*Z	200	9.60	25.00	14.1760	2.29843
Moderasi X3*Z	200	10.20	17.00	13.2498	1.03381
Moderasi X4*Z	200	10.20	17.00	13.4428	.92987
Moderasi X5*Z	200	9.63	17.00	11.9595	1.09185
Valid N (listwise)	200				

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.892 ^a	.796	.789	.12882	1.768

a. Predictors: (Constant), Moderasi X5*Z, Moderasi X3*Z, Persepsi Kualitas (X2),

Moderasi X4*Z, Asosiasi Merk (X1), Moderasi X1*Z

b. Dependent Variable: Kinerja Perusahaan (Y)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.472	6	2.079	125.267	.000 ^b
	Residual	3.203	193	.017		
	Total	15.675	199			

a. Dependent Variable: Kinerja Perusahaan (Y)

b. Predictors: (Constant), Moderasi X5*Z, Moderasi X3*Z, Persepsi Kualitas (X2), Moderasi X4*Z, Asosiasi Merk (X1), Moderasi X1*Z

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.817	.239		3.420	.001		
	Asosiasi Merk (X2)	.083	.083	.094	.994	.322	.118	8.505
	Persepsi Kualitas (X3)	-.069	.054	-.074	-1.279	.203	.313	3.194
	Moderasi X1*Z	.102	.022	.351	4.522	.000	.176	5.679
	Moderasi X2*Z	.035	.014	.287	2.534	.012	.082	12.161
	Moderasi X4*Z	.101	.019	.335	5.343	.000	.269	3.716
	Moderasi X5*Z	-.011	.018	-.041	-.570	.569	.206	4.852

a. Dependent Variable: Kinerja Perusahaan (Y)

Excluded Variables^a

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	Kesadaran Merek (X1)	.b000	.	.000
	Revelansi Merek (X4)	.b000	.	.000
	Loyalitas Merek (X5)	.b000	.	.000
	Moderasi X3*Z	.b000	.	.000

a. Dependent Variable: Kinerja Perusahaan (Y)

b. Predictors in the Model: (Constant), Moderasi X5*Z, Asosiasi Merk (X2), Persepsi Kualitas (X3), Moderasi X4*Z, Moderasi X1*Z, Moderasi X2*Z