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# LAMPIRAN

## Lampiran 1 : Biodata

### **Informasi Pribadi**

Nama Lengkap : Muhammad Yusuf Djafar Rahim  
Tempat, Tanggal Lahir : Makassar, 7 April 2000  
Jenis Kelamin : Laki-Laki  
Agama : Islam  
Alamat Rumah : Jl. Wijaya Kusuma Raya No. 16 Makassar  
No. Handphone : 089683719752  
Email : myusufdjafar7@gmail.com

### **Latar Belakang Pendidikan**

2006 -2012 : SD Mangkura 1 Makassar  
2012 -2015 : SMP Nusantara Makassar  
2015 -2018 : SMA Negeri 1 Makassar

### **Pengalaman Organisasi**

1. BFC SMANSA Makassar

Makassar, 16 Februari 2023

Muhammad Yusuf Djafar Rahim

Lampiran II : Kuisisioner

## **KUISISIONER PENELITIAN**

### **Pengaruh Brand Image dan Kualitas Produk Vicious Pain dalam Rangka Meningkatkan Minat Beli Pelanggan**

Dengan hormat, Perkenalkan nama saya Muhammad Yusuf Djafar Rahim, Mahasiswa Manajemen Fakultas Ekonomi dan Bisnis Universitas Hasanuddin Angkatan 2018, memohon kesediaan saudara/i dalam mengisi kuisisioner penelitian ini dengan penilaian secara objektif. Data dari saudara/i akan dijaga kerahasiannya dan hanya digunakan untuk kepentingan akademis penelitian semata. Informasi yang saudara/i berikan merupakan bantuan yang sangat berarti dalam menyelesaikan penelitian ini. Atas kesediaan dan partisipasi saudara/i dalam mengisi kuisisioner ini saya ucapkan terima kasih. Adapun karakteristik responden dalam penelitian ini adalah sebagai berikut.

1. Berusia 17-30 tahun
2. Berdomisili di Kota Makassar
3. Mengetahui dan pernah membeli produk Vicious Pain

#### **IDENTITAS RESPONDEN**

Nama :  
Jenis Kelamin :  
Usia :

#### **PETUNJUK PENGISIAN KUISISIONER:**

Berilah jawaban pernyataan berikut sesuai dengan pendapat anda dengan cara memberi tanda (√) pada pilihan yang tersedia.

STS = Sangat tidak setuju diberi skor = 1  
TS = Tidak setuju diberi skor = 2  
N = Netral diberi skor = 3  
S = Setuju diberi skor = 4  
SS = Sangat setuju diberi skor = 5

## KUISSIONER PENELITIAN

### Variabel Brand Image

| NO | PERNYATAAN   | SKOR |    |   |   |    |
|----|--|------|----|---|---|----|
| 1  | Saya mengetahui dengan jelas logo Brand yang dimiliki Vicious Pain               | STS  | TS | N | S | SS |
| 2  | Saya melihat brand Vicious Pain memiliki nilai dan kesan yang unik               | STS  | TS | N | S | SS |
| 3  | Brand Vicious Pain selalu terlihat di berbagai kegiatan sosial                   | STS  | TS | N | S | SS |
| 4  | Vicious Pain selalu menawarkan berbagai promo yang menarik                       | STS  | TS | N | S | SS |
| 5  | Saya menyukai produk Vicious Pain karena manfaat dan keunggulan yang dimilikinya | STS  | TS | N | S | SS |

### Variabel Kualitas Produk

| NO | PERTANYAAN   | SKOR |    |   |   |    |
|----|--|------|----|---|---|----|
| 1  | Produk yang dimiliki oleh Vicious Pain terbilang produk yang awet                          | STS  | TS | N | S | SS |
| 2  | Produk Vicious Pain memiliki tampilan yang menarik   | STS  | TS | N | S | SS |
| 3  | Vicious Pain merupakan produk yang memiliki nilai seni                                     | STS  | TS | N | S | SS |
| 4  | Produk Vicious Pain sesuai dengan ekspektasi saya terkait kualitas produk yang dimilikinya | STS  | TS | N | S | SS |

### Variabel Minat Beli Pelanggan

| NO | PERTANYAAN   | SKOR |    |   |   |    |
|----|--|------|----|---|---|----|
| 1  | Saya tertarik dengan konsep dari produk yang dimiliki oleh Vicious Pain                  | STS  | TS | N | S | SS |
| 2  | Saya tertarik untuk mengetahui lebih jauh terkait produk yang dimiliki oleh Vicious Pain | STS  | TS | N | S | SS |
| 3  | Saya tertarik untuk membeli produk yang dimiliki oleh Vicious Pain                       | STS  | TS | N | S | SS |
| 4  | Saya biasa membeli produk yang dimiliki oleh Vicious Pain                                | STS  | TS | N | S | SS |



Lampiran III : Hasil Olah Data

**Frequencies brand image**

|                    |         | Statistics |      |      |      |      | Brand Image |
|--------------------|---------|------------|------|------|------|------|-------------|
|                    |         | X1.1       | X1.2 | X1.3 | X1.4 | X1.5 |             |
| N                  | Valid   | 30         | 30   | 30   | 30   | 30   | 30          |
|                    | Missing | 0          | 0    | 0    | 0    | 0    | 0           |
| Mean               |         | 4.23       | 4.30 | 4.10 | 4.17 | 4.23 | 21.03       |
| Std. Error of Mean |         | .124       | .119 | .111 | .128 | .114 | .511        |
| Median             |         | 4.00       | 4.00 | 4.00 | 4.00 | 4.00 | 20.50       |
| Mode               |         | 4          | 4    | 4    | 4    | 4    | 20          |
| Std. Deviation     |         | .679       | .651 | .607 | .699 | .626 | 2.798       |
| Variance           |         | .461       | .424 | .369 | .489 | .392 | 7.826       |
| Range              |         | 2          | 2    | 2    | 2    | 2    | 10          |

**Frequency Table**

|       |       | X1.1      |         | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent |               |                    |
| Valid | 3     | 4         | 13.3    | 13.3          | 13.3               |
|       | 4     | 15        | 50.0    | 50.0          | 63.3               |
|       | 5     | 11        | 36.7    | 36.7          | 100.0              |
|       | Total | 30        | 100.0   | 100.0         |                    |

**X1.2**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 3         | 10.0    | 10.0          | 10.0               |
|       | 4     | 15        | 50.0    | 50.0          | 60.0               |
|       | 5     | 12        | 40.0    | 40.0          | 100.0              |
|       | Total | 30        | 100.0   | 100.0         |                    |

**X1.3**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 4         | 13.3    | 13.3          | 13.3               |
|       | 4     | 19        | 63.3    | 63.3          | 76.7               |
|       | 5     | 7         | 23.3    | 23.3          | 100.0              |
|       | Total | 30        | 100.0   | 100.0         |                    |

**X1.4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 5         | 16.7    | 16.7          | 16.7               |
|       | 4     | 15        | 50.0    | 50.0          | 66.7               |
|       | 5     | 10        | 33.3    | 33.3          | 100.0              |
|       | Total | 30        | 100.0   | 100.0         |                    |

**X1.5**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 3         | 10.0    | 10.0          | 10.0               |
| 4       | 17        | 56.7    | 56.7          | 66.7               |
| 5       | 10        | 33.3    | 33.3          | 100.0              |
| Total   | 30        | 100.0   | 100.0         |                    |

**Frequencies Kualitas Produk Vicious Pain**

**Statistics**

|                    |         | X2.1 | X2.2 | X2.3 | X2.4 | Kualitas Produk Vicious Pain |
|--------------------|---------|------|------|------|------|------------------------------|
| N                  | Valid   | 30   | 30   | 30   | 30   | 30                           |
|                    | Missing | 0    | 0    | 0    | 0    | 0                            |
| Mean               |         | 3.93 | 3.80 | 3.90 | 3.80 | 15.43                        |
| Std. Error of Mean |         | .095 | .121 | .111 | .121 | .397                         |
| Median             |         | 4.00 | 4.00 | 4.00 | 4.00 | 16.00                        |
| Mode               |         | 4    | 4    | 4    | 4    | 16                           |
| Std. Deviation     |         | .521 | .664 | .607 | .664 | 2.176                        |
| Variance           |         | .271 | .441 | .369 | .441 | 4.737                        |
| Range              |         | 2    | 2    | 2    | 2    | 8                            |

## Frequency Table

### X2.1

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 5         | 16.7    | 16.7          | 16.7               |
|       | 4     | 22        | 73.3    | 73.3          | 90.0               |
|       | 5     | 3         | 10.0    | 10.0          | 100.0              |
|       | Total | 30        | 100.0   | 100.0         |                    |

### X2.2

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 10        | 33.3    | 33.3          | 33.3               |
|       | 4     | 16        | 53.3    | 53.3          | 86.7               |
|       | 5     | 4         | 13.3    | 13.3          | 100.0              |
|       | Total | 30        | 100.0   | 100.0         |                    |

### X2.3

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 7         | 23.3    | 23.3          | 23.3               |
|       | 4     | 19        | 63.3    | 63.3          | 86.7               |
|       | 5     | 4         | 13.3    | 13.3          | 100.0              |
|       | Total | 30        | 100.0   | 100.0         |                    |

**X2.4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 10        | 33.3    | 33.3          | 33.3               |
|       | 4     | 16        | 53.3    | 53.3          | 86.7               |
|       | 5     | 4         | 13.3    | 13.3          | 100.0              |
|       | Total | 30        | 100.0   | 100.0         |                    |

**Frequencies Minat Beli****Statistics**

|                    |         | Y1   | Y2   | Y3   | Y4   | Minat Beli |
|--------------------|---------|------|------|------|------|------------|
| N                  | Valid   | 30   | 30   | 30   | 30   | 30         |
|                    | Missing | 0    | 0    | 0    | 0    | 0          |
| Mean               |         | 4.07 | 4.17 | 4.20 | 4.07 | 16.50      |
| Std. Error of Mean |         | .126 | .108 | .111 | .126 | .423       |
| Median             |         | 4.00 | 4.00 | 4.00 | 4.00 | 16.00      |
| Mode               |         | 4    | 4    | 4    | 4    | 16         |
| Std. Deviation     |         | .691 | .592 | .610 | .691 | 2.316      |
| Variance           |         | .478 | .351 | .372 | .478 | 5.362      |
| Range              |         | 2    | 2    | 2    | 2    | 8          |

## Frequency Table

|       |   | Y1        |         | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
|       |   | Frequency | Percent |               |                    |
| Valid | 3 | 6         | 20.0    | 20.0          | 20.0               |
|       | 4 | 16        | 53.3    | 53.3          | 73.3               |
|       | 5 | 8         | 26.7    | 26.7          | 100.0              |
| Total |   | 30        | 100.0   | 100.0         |                    |

|       |   | Y2        |         | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
|       |   | Frequency | Percent |               |                    |
| Valid | 3 | 3         | 10.0    | 10.0          | 10.0               |
|       | 4 | 19        | 63.3    | 63.3          | 73.3               |
|       | 5 | 8         | 26.7    | 26.7          | 100.0              |
| Total |   | 30        | 100.0   | 100.0         |                    |

|       |   | Y3        |         | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
|       |   | Frequency | Percent |               |                    |
| Valid | 3 | 3         | 10.0    | 10.0          | 10.0               |
|       | 4 | 18        | 60.0    | 60.0          | 70.0               |
|       | 5 | 9         | 30.0    | 30.0          | 100.0              |
| Total |   | 30        | 100.0   | 100.0         |                    |

**Y4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 6         | 20.0    | 20.0          | 20.0               |
|       | 4     | 16        | 53.3    | 53.3          | 73.3               |
|       | 5     | 8         | 26.7    | 26.7          | 100.0              |
|       | Total | 30        | 100.0   | 100.0         |                    |

**Validitas Brand image**

|             |                     | Correlations |        |        |        |        | Brand Image |
|-------------|---------------------|--------------|--------|--------|--------|--------|-------------|
|             |                     | X1.1         | X1.2   | X1.3   | X1.4   | X1.5   |             |
| X1.1        | Pearson Correlation | 1            | .850** | .778** | .715** | .598** | .922**      |
|             | Sig. (2-tailed)     |              | .000   | .000   | .000   | .000   | .000        |
|             | N                   | 30           | 30     | 30     | 30     | 30     | 30          |
| X1.2        | Pearson Correlation | .850**       | 1      | .619** | .644** | .584** | .865**      |
|             | Sig. (2-tailed)     | .000         |        | .000   | .000   | .001   | .000        |
|             | N                   | 30           | 30     | 30     | 30     | 30     | 30          |
| X1.3        | Pearson Correlation | .778**       | .619** | 1      | .609** | .662** | .850**      |
|             | Sig. (2-tailed)     | .000         | .000   |        | .000   | .000   | .000        |
|             | N                   | 30           | 30     | 30     | 30     | 30     | 30          |
| X1.4        | Pearson Correlation | .715**       | .644** | .609** | 1      | .617** | .844**      |
|             | Sig. (2-tailed)     | .000         | .000   | .000   |        | .000   | .000        |
|             | N                   | 30           | 30     | 30     | 30     | 30     | 30          |
| X1.5        | Pearson Correlation | .598**       | .584** | .662** | .617** | 1      | .803**      |
|             | Sig. (2-tailed)     | .000         | .001   | .000   | .000   |        | .000        |
|             | N                   | 30           | 30     | 30     | 30     | 30     | 30          |
| Brand Image | Pearson Correlation | .922**       | .865** | .850** | .844** | .803** | 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).

### Validitas Kualitas Produk Vicious Pain

#### Correlations

|      |                        | X2.1   | X2.2   | X2.3   | X2.4   | Kualitas<br>Produk<br>Vicious Pain |
|------|------------------------|--------|--------|--------|--------|------------------------------------|
| X2.1 | Pearson<br>Correlation | 1      | .658** | .741** | .658** | .848**                             |
|      | Sig. (2-tailed)        |        | .000   | .000   | .000   | .000                               |
|      | N                      | 30     | 30     | 30     | 30     | 30                                 |
| X2.2 | Pearson<br>Correlation | .658** | 1      | .632** | .844** | .897**                             |
|      | Sig. (2-tailed)        | .000   |        | .000   | .000   | .000                               |
|      | N                      | 30     | 30     | 30     | 30     | 30                                 |
| X2.3 | Pearson<br>Correlation | .741** | .632** | 1      | .718** | .869**                             |
|      | Sig. (2-tailed)        | .000   | .000   |        | .000   | .000                               |
|      | N                      | 30     | 30     | 30     | 30     | 30                                 |
| X2.4 | Pearson<br>Correlation | .658** | .844** | .718** | 1      | .921**                             |

|                              |                     |        |        |        |        |      |
|------------------------------|---------------------|--------|--------|--------|--------|------|
|                              | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000 |
|                              | N                   | 30     | 30     | 30     | 30     | 30   |
| Kualitas Produk Vicious Pain | Pearson Correlation | .848** | .897** | .869** | .921** | 1    |
|                              | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |      |
|                              | N                   | 30     | 30     | 30     | 30     | 30   |

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

### Validitas Minat Beli

|    |                     | Correlations |        |        |        | Minat Beli |
|----|---------------------|--------------|--------|--------|--------|------------|
|    |                     | Y1           | Y2     | Y3     | Y4     |            |
| Y1 | Pearson Correlation | 1            | .561** | .784** | .928** | .926**     |
|    | Sig. (2-tailed)     |              | .001   | .000   | .000   | .000       |
|    | N                   | 30           | 30     | 30     | 30     | 30         |
| Y2 | Pearson Correlation | .561**       | 1      | .668** | .646** | .792**     |
|    | Sig. (2-tailed)     | .001         |        | .000   | .000   | .000       |
|    | N                   | 30           | 30     | 30     | 30     | 30         |
| Y3 | Pearson Correlation | .784**       | .668** | 1      | .784** | .903**     |
|    | Sig. (2-tailed)     | .000         | .000   |        | .000   | .000       |
|    | N                   | 30           | 30     | 30     | 30     | 30         |
| Y4 | Pearson Correlation | .928**       | .646** | .784** | 1      | .948**     |

|            |                     |        |        |        |        |      |
|------------|---------------------|--------|--------|--------|--------|------|
|            | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000 |
|            | N                   | 30     | 30     | 30     | 30     | 30   |
| Minat Beli | Pearson Correlation | .926** | .792** | .903** | .948** | 1    |
|            | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |      |
|            | N                   | 30     | 30     | 30     | 30     | 30   |

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

### Reliability Brand Image

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .818             | 6          |

### Reliability Kualitas Produk Vicious Pain

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .837             | 5          |

### Reliability Minat Beli

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .840             | 5          |

### Uji Regresi Linear berganda

| Model |                              | Coefficients <sup>a</sup>   |            |                           |
|-------|------------------------------|-----------------------------|------------|---------------------------|
|       |                              | Unstandardized Coefficients |            | Standardized Coefficients |
|       |                              | B                           | Std. Error | Beta                      |
| 1     | (Constant)                   | 1.842                       | 2.210      |                           |
|       | Brand Image                  | .387                        | .131       | .468                      |
|       | Kualitas Produk Vicious Pain | .422                        | .168       | .397                      |

a. Dependent Variable: Minat Beli

### Uji simultan (Uji F)

| Model |            | ANOVA <sup>a</sup> |    |             |        |                   |
|-------|------------|--------------------|----|-------------|--------|-------------------|
|       |            | Sum of Squares     | df | Mean Square | F      | Sig.              |
| 1     | Regression | 96.923             | 2  | 48.462      | 22.337 | .000 <sup>b</sup> |
|       | Residual   | 58.577             | 27 | 2.170       |        |                   |
|       | Total      | 155.500            | 29 |             |        |                   |

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Kualitas Produk Vicious Pain, Brand Image

### Uji T

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

| Model |                              | t     | Sig. |
|-------|------------------------------|-------|------|
| 1     | (Constant)                   | .833  | .412 |
|       | Brand Image                  | 2.955 | .006 |
|       | Kualitas Produk Vicious Pain | 2.506 | .019 |

a. Dependent Variable: Minat Beli

### Koefisien Determinan (R<sup>2</sup>)

#### Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .789 <sup>a</sup> | .623     | .595              | 1.473                      | 2.203         |

a. Predictors: (Constant), Kualitas Produk Vicious Pain, Brand Image

b. Dependent Variable: Minat Beli