

	kd	ka	pi	mb
85	9	9	9	7
86	10	10	9	10
87	10	10	9	8
88	11	8	8	6
89	10	8	10	7
90	10	9	9	6
91	9	6	8	9
92	7	8	7	6
93	9	12	12	6
94	9	12	12	10
95	9	10	9	10
96	8	9	9	7

validitas

***** Method 1 (space saver) will be used for this analysis ****

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	VAR00001	2.7667	.5683	30.0
2.	VAR00002	2.7000	.8367	30.0
3.	VAR00003	2.8000	.6644	30.0
4.	VAR00004	3.1000	.8030	30.0
5.	VAR00005	2.9333	.8277	30.0
6.	VAR00006	3.0333	.9279	30.0
7.	VAR00007	3.2333	.6261	30.0
8.	VAR00008	3.3000	.6513	30.0
9.	VAR00009	2.9333	.7397	30.0
10.	VAR00010	2.6667	.5467	30.0
11.	VAR00011	3.0333	.7184	30.0
12.	VAR00012	2.6667	.6065	30.0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	35.1667	27.8678	5.2790	12

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
VAR00001	32.4000	24.9379	.4593	.8407
VAR00002	32.4667	22.8092	.5454	.8347
VAR00003	32.3667	24.3092	.4758	.8394
VAR00004	32.0667	21.4437	.7771	.8150
VAR00005	32.2333	21.8402	.6906	.8222
VAR00006	32.1333	21.3954	.5251	.8377
VAR00007	31.9333	25.0299	.3905	.8447
VAR00008	31.8667	23.5678	.6130	.8304
VAR00009	32.2333	24.3920	.4009	.8450
VAR00010	32.5000	25.5000	.3747	.8454
VAR00011	32.1333	23.9126	.4895	.8385
VAR00012	32.5000	24.7414	.4572	.8407

Reliability Coefficients

N of Cases = 30.0

N of Items = 12

Alpha = .8482

Reliability

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
KD	26.9000	18.1621	.4130	.7131
KA	26.1000	12.7138	.6417	.5712
PI	25.7000	17.8724	.6733	.5892
MB	26.8000	19.8207	.3815	.7244

Multikolinieritas

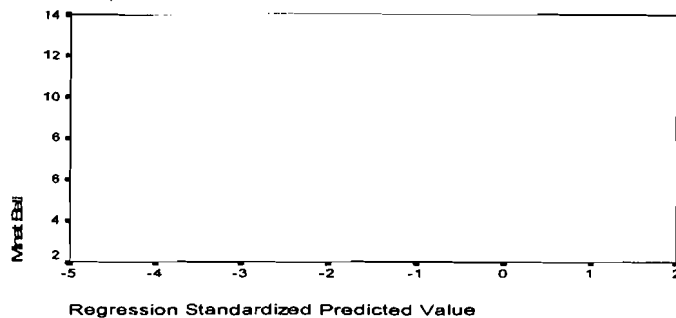
Correlations

		Minat Beli	Kemampuan Dialog	Kemampuan Akting	Pemeran Iklan
Pearson Correlation	Minat Beli	1.000	.136	.239	.355
	Kemampuan Dialog	.136	1.000	.428	.316
	Kemampuan Akting	.239	.428	1.000	.633
	Pemeran Iklan	.355	.316	.633	1.000
Sig. (1-tailed)	Minat Beli	.	.094	.010	.000
	Kemampuan Dialog	.094	.	.000	.001
	Kemampuan Akting	.010	.000	.	.000
	Pemeran Iklan	.000	.001	.000	.
N	Minat Beli	96	96	96	96
	Kemampuan Dialog	96	96	96	96
	Kemampuan Akting	96	96	96	96
	Pemeran Iklan	96	96	96	96

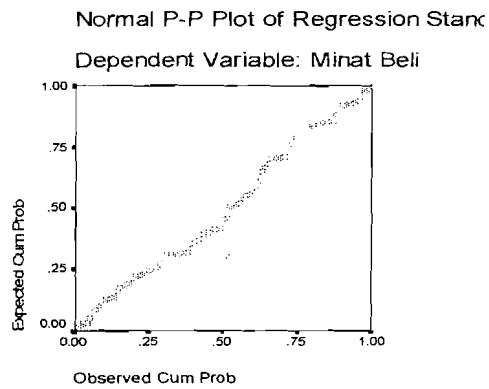
Heteroskedastisitas

Scatterplot

Dependent Variable: Minat Beli



Uji kenormalan data



Autokorelasi dan Koefisien

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.356 ^a	.127	.098	1.5467	1.965

a. Predictors: (Constant), Pemeran Iklan, Kemampuan Dialog, Kemampuan Akting

b. Dependent Variable: Minat Beli

Uji Regresi Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.129	1.138		3.627	.000
	Kemampuan Dialog	2.291E-02	.110	.022	.208	.836
	Kemampuan Akting	1.236E-02	.109	.015	.113	.910
	Pemeran Iklan	.369	.138	.338	2.681	.009

a. Dependent Variable: Minat Beli

Uji F

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.914	3	10.638	4.447	.006 ^a
	Residual	220.076	92	2.392		
	Total	251.990	95			

a. Predictors: (Constant), Pemeran Iklan, Kemampuan Dialog, Kemampuan Aktिंग

b. Dependent Variable: Minat Beli

Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.129	1.138		3.627	.000
	Kemampuan Dialog	2.291E-02	.110	.022	.208	.836
	Kemampuan Aktिंग	1.236E-02	.109	.015	.113	.910
	Pemeran Iklan	.369	.138	.338	2.681	.009

a. Dependent Variable: Minat Beli

Uji Parsial

Correlations

		Minat Beli	Kemampuan Dialog	Kemampuan Aktिंग	Pemeran Iklan
Pearson Correlation	Minat Beli	1.000	.136	.239	.355
	Kemampuan Dialog	.136	1.000	.428	.316
	Kemampuan Aktिंग	.239	.428	1.000	.633
	Pemeran Iklan	.355	.316	.633	1.000
Sig. (1-tailed)	Minat Beli	.	.094	.010	.000
	Kemampuan Dialog	.094	.	.000	.001
	Kemampuan Aktिंग	.010	.000	.	.000
	Pemeran Iklan	.000	.001	.000	.
N	Minat Beli	96	96	96	96
	Kemampuan Dialog	96	96	96	96
	Kemampuan Aktिंग	96	96	96	96
	Pemeran Iklan	96	96	96	96