

Lampiran 3. Uji Validitas dan Reliabilitas

Validitas

1. Brand Extension

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.806
Bartlett's Test of Sphericity Approx. Chi-Square	428.250
df	66
Sig.	.000

Anti-image Matrices

		x1.1	x1.2	x1.3	x2.1	x2.2	x2.3	x3.1	x3.2	x3.3	x4.1	x4.2	x4.3
Anti-image Covariance	x1.1	.539	-.012	-.131	-.037	-.168	-.038	.032	-.110	.083	-.113	-.005	-.049
	x1.2	-.012	.611	-.216	.060	-.058	-.115	-.048	.105	-.097	.046	-.112	-.161
	x1.3	-.131	-.216	.768	-.064	.103	-.003	-.035	-.078	.035	-.022	.095	.045
	x2.1	-.037	.060	-.064	.479	-.186	-.087	-.016	.100	-.106	-.030	-.136	-.050
	x2.2	-.168	-.058	.103	-.186	.716	-.006	-.025	-.091	.008	.021	.075	.036
	x2.3	-.038	-.115	-.003	-.087	-.006	.636	-.002	-.208	-.027	-.028	.043	.001
	x3.1	.032	-.048	-.035	-.016	-.025	-.002	.673	-.120	-.004	-.130	.049	-.041
	x3.2	-.110	.105	-.078	.100	-.091	-.208	-.120	.590	-.166	.116	-.075	-.106
	x3.3	.083	-.097	.035	-.106	.008	-.027	-.004	-.166	.475	-.175	.029	.103
	x4.1	-.113	.046	-.022	-.030	.021	-.028	-.130	.116	-.175	.290	-.131	-.098
	x4.2	-.005	-.112	.095	-.136	.075	.043	.049	-.075	.029	-.131	.463	-.075
	x4.3	-.049	-.161	.045	-.050	.036	.001	-.041	-.106	.103	-.098	-.075	.524
Anti-image Correlation	x1.1	.854 ^a	-.021	-.203	-.072	-.270	-.064	.053	-.194	.164	-.285	-.010	-.093
	x1.2	-.021	.777 ^a	-.315	.110	-.087	-.185	-.075	.176	-.179	.109	-.211	-.285
	x1.3	-.203	-.315	.708 ^a	-.106	.139	-.004	-.048	-.116	.058	-.047	.159	.071
	x2.1	-.072	.110	-.106	.846 ^a	-.318	-.158	-.028	.188	-.222	-.080	-.289	-.099
	x2.2	-.270	-.087	.139	-.318	.740 ^a	-.008	-.036	-.140	.013	.047	.131	.059
	x2.3	-.064	-.185	-.004	-.158	-.008	.873 ^a	-.003	-.339	-.050	-.066	.079	.002
	x3.1	.053	-.075	-.048	-.028	-.036	-.003	.893 ^a	-.190	-.008	-.294	.088	-.069

x3.2	-.194	.176	-.116	.188	-.140	-.339	-.190	.654 ^a	-.314	.280	-.143	-.191
x3.3	.164	-.179	.058	-.222	.013	-.050	-.008	-.314	.772 ^a	-.471	.062	.206
x4.1	-.285	.109	-.047	-.080	.047	-.066	-.294	.280	-.471	.780 ^a	-.359	-.251
x4.2	-.010	-.211	.159	-.289	.131	.079	.088	-.143	.062	-.359	.831 ^a	-.152
x4.3	-.093	-.285	.071	-.099	.059	.002	-.069	-.191	.206	-.251	-.152	.860 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
x1.1	1.000	.525
x1.2	1.000	.598
x1.3	1.000	.705
x2.1	1.000	.630
x2.2	1.000	.615
x2.3	1.000	.527
x3.1	1.000	.370
x3.2	1.000	.592
x3.3	1.000	.503
x4.1	1.000	.790
x4.2	1.000	.697
x4.3	1.000	.557

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.837	40.310	40.310	4.837	40.310	40.310
2	1.195	9.956	50.267	1.195	9.956	50.267
3	1.076	8.970	59.237	1.076	8.970	59.237
4	.912	7.600	66.837			
5	.756	6.297	73.134			
6	.712	5.932	79.066			
7	.637	5.309	84.375			
8	.522	4.350	88.725			
9	.462	3.848	92.573			
10	.396	3.297	95.870			
11	.313	2.610	98.480			
12	.182	1.520	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component		
	1	2	3
x1.1	.689	.218	-.053
x1.2	.601	-.004	.486
x1.3	.386	.391	.635
x2.1	.726	-.195	-.257
x2.2	.442	.355	-.542
x2.3	.617	.380	-.044
x3.1	.607	-.012	.041
x3.2	.523	.549	-.129
x3.3	.682	-.125	-.150
x4.1	.814	-.356	-.029
x4.2	.703	-.451	-.002
x4.3	.698	-.197	.174

Extraction Method: Principal Component Analysis.

Component Matrix^a

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	1	2	3
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x3.2	.523	.549	-.129
x3.3	.682	-.125	-.150
x4.1	.814	-.356	-.029
x4.2	.703	-.451	-.002
x4.3	.698	-.197	.174

Extraction Method: Principal Component

Analysis.

a. 3 components extracted.

2. Brand equity

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.602
Bartlett's Test of Sphericity	Approx. Chi-Square
	134.883
	df
	28
	Sig.
	.000

Anti-image Matrices

		y1.1	y1.2	y1.3	y2.1	y2.2	y2.3	y3.1	y3.2
Anti-image Covariance	y1.1	.464	-.278	-.216	-.053	.099	.065	.000	-.112
	y1.2	-.278	.569	-.077	.069	-.045	-.012	-.002	.049
	y1.3	-.216	-.077	.671	-.013	.006	-.049	-.021	-.029
	y2.1	-.053	.069	-.013	.830	-.076	-.307	-.030	.016
	y2.2	.099	-.045	.006	-.076	.849	.006	.129	-.285
	y2.3	.065	-.012	-.049	-.307	.006	.804	-.084	-.119
	y3.1	.000	-.002	-.021	-.030	.129	-.084	.922	-.176
	y3.2	-.112	.049	-.029	.016	-.285	-.119	-.176	.787
Anti-image Correlation	y1.1	.600 ^a	-.540	-.386	-.085	.158	.106	.000	-.185
	y1.2	-.540	.653 ^a	-.124	.100	-.065	-.018	-.003	.073
	y1.3	-.386	-.124	.757 ^a	-.018	.008	-.066	-.027	-.040
	y2.1	-.085	.100	-.018	.528 ^a	-.090	-.376	-.035	.019
	y2.2	.158	-.065	.008	-.090	.426 ^a	.007	.146	-.349
	y2.3	.106	-.018	-.066	-.376	.007	.545 ^a	-.097	-.149
	y3.1	.000	-.003	-.027	-.035	.146	-.097	.546 ^a	-.207
	y3.2	-.185	.073	-.040	.019	-.349	-.149	-.207	.517 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
y1.1	1.000	.790
y1.2	1.000	.682
y1.3	1.000	.607
y2.1	1.000	.547
y2.2	1.000	.784
y2.3	1.000	.634
y3.1	1.000	.281
y3.2	1.000	.626

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.167	27.082	27.082	2.167	27.082	27.082
2	1.655	20.682	47.764	1.655	20.682	47.764
3	1.130	14.120	61.884	1.130	14.120	61.884
4	.990	12.372	74.256			
5	.624	7.797	82.053			
6	.578	7.228	89.281			
7	.553	6.908	96.189			
8	.305	3.811	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component		
	1	2	3
y1.1	.877	-.144	.000
y1.2	.795	-.216	.062
y1.3	.778	-.028	-.036
y2.1	.067	.649	-.348
y2.2	-.061	.463	.752
y2.3	.070	.715	-.343
y3.1	.208	.344	-.345
y3.2	.322	.567	.448

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Reliabilitas

1. Brand Extension

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.856	12

Item Statistics

	Mean	Std. Deviation	N
x1.1	4.14	.636	100
x1.2	3.87	.774	100
x1.3	3.73	.723	100
x2.1	4.25	.702	100
x2.2	4.12	.640	100
x2.3	4.51	.541	100
x3.1	4.04	.680	100
x3.2	3.98	.829	100
x3.3	4.29	.686	100
x4.1	3.62	1.237	100
x4.2	3.79	.977	100
x4.3	3.30	.893	100

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	43.50	30.697	.613	.841
x1.2	43.77	30.401	.518	.846
x1.3	43.91	32.366	.308	.849
x2.1	43.39	30.018	.639	.839
x2.2	43.52	32.495	.345	.856
x2.3	43.13	31.892	.530	.847
x3.1	43.60	30.990	.524	.846
x3.2	43.66	30.853	.422	.853
x3.3	43.35	30.432	.597	.841
x4.1	44.02	24.909	.728	.831
x4.2	43.85	28.109	.614	.839
x4.3	44.34	28.712	.618	.838

2. Ekuitas Merek

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.562	8

Item Statistics

	Mean	Std. Deviation	N
y1.1	3.82	.869	100
y1.2	3.61	.886	100
y1.3	4.07	.756	100
y2.1	4.28	.587	100
y2.2	4.30	.595	100
y2.3	4.28	.533	100
y3.1	4.13	.677	100
y3.2	4.17	.711	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
y1.1	28.84	5.328	.474	.443
y1.2	29.05	5.644	.369	.490
y1.3	28.59	5.820	.437	.468
y2.1	28.38	7.167	.150	.562
y2.2	28.36	7.505	.038	.591
y2.3	28.38	7.187	.179	.554
y3.1	28.53	6.999	.147	.560
y3.2	28.49	6.313	.326	.510