

## **BAB V**

### **KESIMPULAN DAN SARAN**

#### **V.1. Kesimpulan**

Dari hasil analisis data yang diuraikan pada bab IV, dapat diambil kesimpulan sebagai berikut :

1. Berdasarkan analisis deskriptif (frekuensi), karakteristik demografi responden diketahui sebagai berikut : berdasarkan karakteristik jenis kelamin responden terbanyak adalah pria dengan persentase sebesar 63 % dan wanita sebesar 37 %. Karakteristik usia, responden dengan usia antara 18 tahun berjumlah 3 orang, responden dengan usia 19 tahun berjumlah 18 orang, responden 20 tahun berjumlah 18 orang, responden dengan usia 21 tahun berjumlah 22 orang, responden dengan usia 22 tahun berjumlah 21 orang, responden dengan usia 23 tahun berjumlah 15 orang, responden dengan usia 24 tahun berjumlah 1 orang, dan responden dengan usia 25 tahun berjumlah 2 orang.
2. Hasil analisis One Sample t – Test pada General Brand Image Nike dan Product Brand Image Nike menunjukkan bahwa General Brand Image dan Product Brand Image Nike dimata responden adalah baik. Ini ditunjukkan bahwa dengan cara membandingkan nilai t hitung dengan t tabel pada taraf signifikansi  $(p) < 0,05$ , pada masing – masing atribut General Brand Image dan Product Brand Image Nike.

3. Hasil analisis Independent Sample t – Test untuk menguji apakah ada perbedaan persepsi konsumen pada produk sepatu Nike dan produk jeans Nike menunjukkan bahwa ada perbedaan persepsi konsumen antara produk sepatu Nike dan produk jeans Nike. Ini dapat dilihat pada bagian taraf signifikansi yang nilainya  $< 0.05$ , yaitu 0.000 pada kualitas sepatu Nike dan jeans Nike dan 0.018 pada pengetahuan terhadap produk sepatu dan jeans Nike. Sedangkan untuk nilai mean masing – masing variabel produk adalah sebagai berikut: untuk kualitas produk sepatu Nike sebesar 3.8117 dan kualitas produk jeans Nike sebesar 3.5525, untuk pengetahuan terhadap produk, pada produk sepatu sebesar 3.4700 dan produk jeans sebesar 3.3233.
4. Hasil analisis One Sample t – Test untuk menguji apakah terdapat kesesuaian antara produk sepatu Nike dan jeans Nike menunjukkan bahwa terdapat kesesuaian antara kedua produk tersebut. Ini dapat dilihat dengan cara membandingkan nilai t hitung dengan t tabel pada taraf signifikansi ( $p < 0,05$ ), pada atribut - atribut dari Kesesuaian Antara Produk Sepatu Nike dan Produk Jeans Nike.
5. Berdasarkan analisis deskriptif (frekuensi) pada sikap terhadap perluasan merek, dapat disimpulkan bahwa responden yang mendukung perluasan merek Nike melalui produk jeans adalah sebanyak 84% dan yang tidak mendukung sebanyak 16%. Sebanyak 65% responden menolak untuk membeli jeans Nike apabila mereka memiliki keinginan untuk membeli celana jeans, dan 35% responden memilih untuk membeli jeans Nike.

Sebanyak 60% responden akan merekomendasikan jeans merek Nike kepada kerabat mereka, dan 40% responden tidak akan merekomendasikan jeans Nike kepada kerabat mereka.

## V.2. Saran

Dengan melihat hasil analisis data dan kesimpulan maka saran yang dapat menjadi pertimbangan bagi perusahaan, adalah :

1. Perusahaan Nike bisa meluncurkan produk jeans sebagai produk perluasan merek. Namun tentu saja harus memperhatikan beberapa hal, dan yang terutama adalah masalah kualitas. Maksudnya disini adalah agar nantinya konsumen tidak hanya “membeli” merek saja, tetapi benar – benar membeli produk dengan kualitas yang baik sesuai dengan merek yang dibawa. Selain itu hal ini perlu diperhatikan agar produk jeans nantinya bisa sukses produk sepatu, dan juga memiliki daya saing untuk bersaing dengan produk jeans dari merek lain yang sudah lama ada.

## DAFTAR PUSTAKA

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No. Responden : .....

## KUESIONER

Berilah tanggapan anda dalam kuesioner ini, terhadap produk bermerek Nike.

### I. Karakteristik Responden

Berilah tanda silang ( x ) pada huruf yang sesuai dengan jawaban :

1. Jenis kelamin anda :

- ( a ) Pria
- ( b ) Wanita

2. Usia anda : ..... tahun.

3. Apakah anda mengetahui merek Nike, sebagai salah satu produsen yang memproduksi perlengkapan olahraga (sportwear, ex: sepatu, baju, celana olahraga, dll) ?

- ( a ) Ya
- ( b ) Tidak

4. Jika jawaban no. 3 adalah ya, apakah anda pernah menggunakan salah satu produk dari merek Nike tersebut?

- ( a ) Pernah
- ( b ) Belum Pernah

OD2

	gender	usia	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5
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OD2

	C6	D1	D2	D3	D4	E1	E2	E3	E4	E5	F1	F2	F3	G1	G2	G3	H1	H2	H3
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OD2

	H4
1	1
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3	1
4	2
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6	1
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8	1
9	1
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11	1
12	1
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32	1
33	1
34	1
35	1
36	1
37	1
38	1
39	1
40	1
41	1
42	2

## OD2

	gender	usia	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5
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OD2

	C6	D1	D2	D3	D4	E1	E2	E3	E4	E5	F1	F2	F3	G1	G2	G3	H1	H2	H3
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60	3	4	4	3	3	5	4	3	3	3	4	3	3	4	4	4	2	1	2
61	4	4	3	4	4	3	3	4	3	4	3	4	3	3	3	4	2	2	2
62	5	4	3	5	5	5	3	4	3	4	5	5	5	3	4	4	2	1	2
63	5	3	3	5	3	3	4	4	4	4	3	4	4	4	4	4	2	2	2
64	5	4	3	4	5	4	5	4	4	3	3	3	4	4	4	4	2	2	2
65	5	3	3	3	3	4	4	4	3	3	3	3	3	3	3	4	2	2	2
66	5	4	3	4	4	4	4	4	4	4	4	3	4	4	4	4	2	2	2
67	4	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	1	1
68	4	3	2	3	3	3	3	3	3	3	2	2	2	3	3	3	2	1	1
69	4	3	3	4	4	4	4	4	4	4	3	4	4	3	4	4	2	1	1
70	4	3	4	4	4	3	3	4	4	3	3	3	3	3	3	3	1	1	1
71	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	1	2
72	4	3	3	4	4	4	4	4	4	4	3	3	4	3	3	4	2	1	1
73	5	4	5	5	5	4	4	3	3	3	3	4	3	4	4	4	2	2	1
74	4	4	5	3	3	4	4	4	4	4	4	3	3	3	4	3	2	2	2
75	4	4	4	4	4	4	4	4	4	4	3	4	4	3	4	4	2	1	2
76	4	4	5	3	3	4	5	3	3	3	5	3	3	3	4	4	2	1	1
77	2	2	3	4	3	4	5	3	3	3	4	3	3	3	3	3	2	1	1
78	3	4	2	4	1	4	5	3	3	3	5	3	3	3	3	3	2	1	1
79	4	2	3	4	3	4	4	3	3	3	4	3	3	4	4	4	2	1	2
80	4	4	3	3	4	4	4	4	4	3	3	4	3	4	4	4	2	1	1
81	3	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	2	1	2
82	4	3	3	4	4	4	4	4	4	3	3	5	4	4	4	4	2	2	1
83	4	3	3	4	4	4	4	4	4	4	4	3	4	3	4	4	2	2	2
84	4	4	3	2	4	4	4	4	4	4	4	4	3	4	4	4	2	2	2

	H4
43	1
44	1
45	1
46	1
47	1
48	1
49	2
50	1
51	1
52	1
53	1
54	1
55	1
56	1
57	1
58	1
59	1
60	1
61	1
62	1
63	1
64	1
65	1
66	2
67	1
68	1
69	1
70	1
71	1
72	1
73	1
74	1
75	1
76	1
77	1
78	1
79	1
80	1
81	1
82	1
83	1
84	1

## OD2

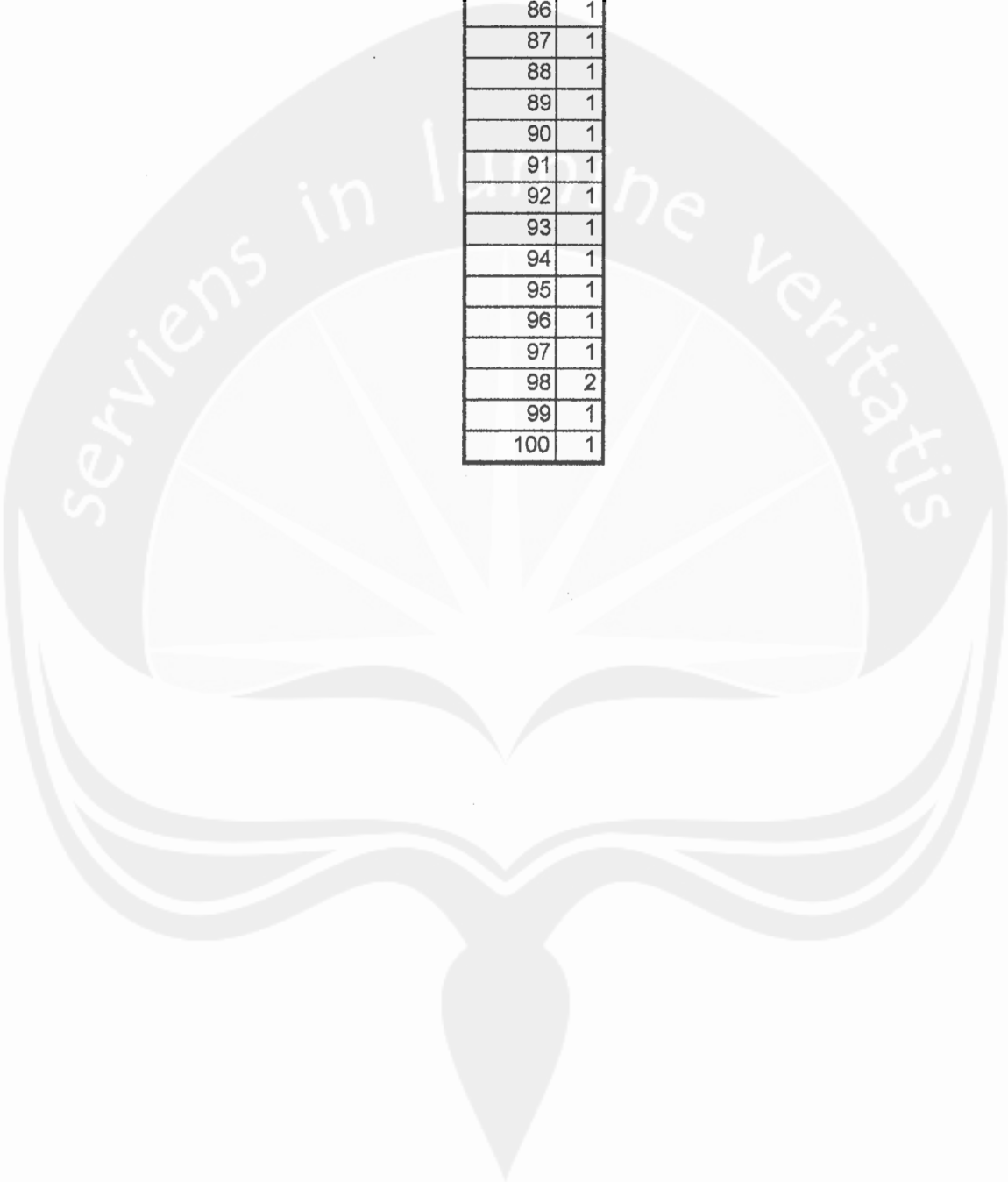
	gender	usia	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5
85	1	21	4	4	4	5	4	4	5	4	4	4	4	5	5	4	4	3
86	1	21	3	2	2	4	2	3	3	4	4	3	2	3	3	4	3	2
87	1	20	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
88	2	20	3	2	3	4	2	2	3	4	4	2	2	4	4	3	3	3
89	2	20	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
90	1	21	3	1	3	2	4	1	1	2	2	4	1	3	3	3	2	1
91	1	21	2	3	4	4	4	2	4	3	4	3	3	3	4	3	3	3
92	1	20	4	3	4	4	4	3	3	4	4	4	4	3	3	3	3	3
93	1	22	4	3	5	4	5	5	4	4	4	4	4	4	3	4	4	3
94	1	20	1	2	3	4	2	1	3	4	4	4	4	4	4	4	2	3
95	1	19	2	4	4	4	4	3	4	4	4	3	3	4	4	4	4	4
96	1	20	4	4	4	4	4	4	4	4	5	4	5	5	5	5	4	4
97	1	20	2	2	2	4	2	4	3	3	4	4	3	3	3	3	3	3
98	2	23	5	4	4	4	4	4	5	5	5	4	5	4	4	4	4	4
99	1	20	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4
100	1	21	4	2	4	5	5	5	4	4	4	4	5	5	5	4	4	2

OD2

	C6	D1	D2	D3	D4	E1	E2	E3	E4	E5	F1	F2	F3	G1	G2	G3	H1	H2	H3
85	4	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	2	1	2
86	3	2	2	4	2	4	3	3	4	4	4	3	3	3	3	3	2	1	1
87	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	1	1
88	2	2	2	2	2	3	3	3	3	3	2	2	2	4	4	4	2	1	1
89	4	4	4	4	2	2	2	2	2	2	4	4	2	2	2	2	1	1	1
90	1	2	2	5	4	3	2	3	2	3	3	3	3	3	3	3	1	1	1
91	4	3	3	4	3	3	3	3	3	3	3	3	3	4	4	3	1	1	1
92	4	2	2	4	3	3	3	3	3	3	2	4	3	4	4	3	2	1	1
93	3	3	3	4	3	3	2	2	2	2	2	2	2	1	1	1	1	1	1
94	2	1	1	1	4	1	1	1	1	1	1	1	1	2	2	2	2	1	1
95	4	4	3	4	4	3	3	3	3	3	3	3	3	4	3	4	1	1	1
96	4	4	3	4	4	4	4	4	4	4	3	3	4	4	4	3	2	2	2
97	3	3	3	4	3	3	3	3	3	3	3	3	3	5	4	3	2	1	1
98	3	4	3	4	3	3	3	3	4	4	3	4	4	4	3	4	2	1	1
99	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	2	1	2
100	4	4	4	5	3	5	5	4	5	2	4	5	5	4	4	3	2	2	2

OD2

	H4
85	1
86	1
87	1
88	1
89	1
90	1
91	1
92	1
93	1
94	1
95	1
96	1
97	1
98	2
99	1
100	1



# Reliability

## General Brand Image Nike

### Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.866	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
A1	18.62	13.208	.621	.850
A2	19.04	12.362	.681	.840
A3	18.82	14.412	.627	.852
A4	18.42	13.337	.775	.829
A5	18.77	13.391	.589	.856
A6	18.98	10.949	.756	.828

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.53	18.151	4.260	6

### Item Statistics

	Mean	Std. Deviation	N
A1	3.91	.911	100
A2	3.49	1.000	100
A3	3.71	.686	100
A4	4.11	.751	100
A5	3.76	.911	100
A6	3.55	1.167	100



## Reliability

### Product Brand Image Nike

#### Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.841	5

#### Item Statistics

	Mean	Std. Deviation	N
B1	3.96	.764	100
B2	3.86	.739	100
B3	4.28	.604	100
B4	3.91	.668	100
B5	4.02	.829	100

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
B1	16.07	5.157	.659	.805
B2	16.17	5.435	.595	.823
B3	15.75	5.543	.745	.789
B4	16.12	5.602	.627	.814
B5	16.01	4.980	.639	.813

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.03	8.029	2.834	5

## eliability

### ualitas Produk Sepatu Nike

#### Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

#### Case Processing Summary

	N	%
Cases Valid	100	50.0
Excluded <sup>a</sup>	100	50.0
Total	200	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.812	6

#### Item Statistics

	Mean	Std. Deviation	N
C1	4.07	.728	100
C2	4.15	.783	100
C3	3.94	.736	100
C4	3.72	.753	100
C5	3.23	.750	100
C6	3.76	.900	100

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
C1	18.80	7.677	.743	.746
C2	18.72	7.638	.682	.757
C3	18.93	7.823	.690	.757
C4	19.15	7.987	.623	.771
C5	19.64	9.061	.350	.827
C6	19.11	8.261	.412	.824

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.87	11.205	3.347	6

## Reliability

### Pengetahuan Produk Sepatu Nike

#### Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

#### Case Processing Summary

	N	%
Cases Valid	100	100.0
Excluded <sup>a</sup>	0	.0
Total	100	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.789	4

#### Item Statistics

	Mean	Std. Deviation	N
D1	3.45	.914	100
D2	3.41	.900	100
D3	3.75	.809	100
D4	3.60	.829	100

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
D1	10.76	4.164	.622	.725
D2	10.80	3.980	.704	.680
D3	10.46	4.736	.548	.761
D4	10.61	4.745	.523	.773

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.21	7.319	2.705	4

## Reliability

### Kualitas Produk Jeans Nike

#### Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.906	5

#### Item Statistics

	Mean	Std. Deviation	N
E1	3.57	.795	100
E2	3.60	.853	100
E3	3.42	.713	100
E4	3.43	.700	100
E5	3.33	.682	100

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
E1	13.78	6.577	.751	.889
E2	13.75	6.250	.772	.886
E3	13.93	6.631	.852	.868
E4	13.92	6.842	.802	.879
E5	14.02	7.333	.669	.905

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.35	10.270	3.205	5

## Reliability

### Pengetahuan Produk Jeans Nike

#### Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.809	3

#### Item Statistics

	Mean	Std. Deviation	N
F1	3.32	.803	100
F2	3.38	.850	100
F3	3.27	.763	100

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
F1	6.65	2.189	.589	.807
F2	6.59	1.861	.711	.681
F3	6.70	2.131	.681	.717

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.97	4.231	2.057	3

## eliability

### esesuaian Produk Sepatu dan Jeans Nike

#### Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.892	3

#### Item Statistics

	Mean	Std. Deviation	N
G1	3.46	.744	100
G2	3.59	.753	100
G3	3.47	.771	100

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
G1	7.06	1.996	.800	.835
G2	6.93	1.924	.832	.806
G3	7.05	2.028	.732	.894

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.52	4.232	2.057	3

## Reliability

### Kap Terhadap Perluasan Merek

#### Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

#### Case Processing Summary

	N	%
Cases Valid	100	100.0
Excluded <sup>a</sup>	0	.0
Total	100	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.608	4

#### Item Statistics

	Mean	Std. Deviation	N
H1	1.84	.368	100
H2	1.35	.479	100
H3	1.60	.492	100
H4	1.05	.219	100

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
H1	4.00	.808	.396	.534
H2	4.49	.596	.515	.427
H3	4.24	.588	.498	.446
H4	4.79	1.077	.180	.653

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
5.84	1.206	1.098	4

# eliability

## Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.653	3

### Item Statistics

	Mean	Std. Deviation	N
H1	1.84	.368	100
H2	1.35	.479	100
H3	1.60	.492	100

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
H1	2.95	.694	.401	.640
H2	3.44	.512	.489	.521
H3	3.19	.479	.522	.473

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
4.79	1.077	1.038	3



## requencies

### arakteristik Responden Berdasarkan Jenis Kelamin

#### Statistics

ender

N	Valid	100
	Missing	0

gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PRIA	63	63.0	63.0	63.0
	WANITA	37	37.0	37.0	100.0
Total		100	100.0	100.0	

## requencies

### arakteristik Responden Berdasarkan Usia

#### Statistics

usia

N	Valid	100
	Missing	0

usia

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	18	3	3.0	3.0	3.0	
	19	18	18.0	18.0	21.0	
	20	18	18.0	18.0	39.0	
	21	22	22.0	22.0	61.0	
	22	21	21.0	21.0	82.0	
	23	15	15.0	15.0	97.0	
	24	1	1.0	1.0	98.0	
	25	2	2.0	2.0	100.0	
	Total		100	100.0	100.0	

**Test**

**General Brand Image Nike**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
A1	100	3.91	.911	.091
A2	100	3.49	1.000	.100
A3	100	3.71	.686	.069
A4	100	4.11	.751	.075
A5	100	3.76	.911	.091
A6	100	3.55	1.167	.117

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
A1	9.987	99	.000	.910	.73	1.09
A2	4.900	99	.000	.490	.29	.69
A3	10.350	99	.000	.710	.57	.85
A4	14.786	99	.000	1.110	.96	1.26
A5	8.339	99	.000	.760	.58	.94
A6	4.714	99	.000	.550	.32	.78

# Test

## Product Brand Image Nike

### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
31	100	3.96	.764	.076
32	100	3.86	.739	.074
33	100	4.28	.604	.060
34	100	3.91	.668	.067
35	100	4.02	.829	.083

### One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
31	12.560	99	.000	.960	.81	1.11
32	11.640	99	.000	.860	.71	1.01
33	21.179	99	.000	1.280	1.16	1.40
34	13.621	99	.000	.910	.78	1.04
35	12.311	99	.000	1.020	.86	1.18

**T-Test**

**Perbedaan Persepsi Konsumen Terhadap Produk Sepatu Dan Produk Jeans Nike**

Group Statistics

Kategori Produk	N	Mean	Std. Deviation	Std. Error Mean
Kualitas Produk Sepatu & Jeans Nike	100	3.8117	.55790	.05579
Pengalaman Produk Sepatu & Jeans Nike	100	3.4700	.64094	.06409
	100	3.5525	.67635	.06763
	100	3.3233	.68568	.06857

Independent Samples Test

	Levene's Test for Equality of Variances				t-test for Equality of Means							
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference				
								Lower	Upper			
Kualitas Produk Sepatu & Jeans Nike	1.016	.315	4.021	198	.000	.34167	.08497	.17410	.50924			
Pengalaman Produk Sepatu & Jeans Nike	.019	.892	2.379	198	.018	.22917	.09631	.03924	.41910			
			2.379	197.963	.018	.22917	.09631	.03924	.41910			

## Test

### kesesuaian Produk Sepatu Nike dan Produk Jeans Nike

#### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
G1	100	3.46	.744	.074
G2	100	3.59	.753	.075
G3	100	3.47	.771	.077

#### One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
G1	6.181	99	.000	.460	.31	.61
G2	7.831	99	.000	.590	.44	.74
G3	6.093	99	.000	.470	.32	.62

## requencies

### kap Terhadap Perluasan Merek

#### Statistics

	H1	H2	H3
N	100	100	100
Valid	100	100	100
Missing	0	0	0
Mean	1.84	1.35	1.60
Median	2.00	1.00	2.00

#### requency Table

##### H1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid tidak	16	16.0	16.0	16.0
ya	84	84.0	84.0	100.0
Total	100	100.0	100.0	

##### H2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid tidak	65	65.0	65.0	65.0
ya	35	35.0	35.0	100.0
Total	100	100.0	100.0	

##### H3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid tidak	40	40.0	40.0	40.0
ya	60	60.0	60.0	100.0
Total	100	100.0	100.0	