**LAMPIRAN**

**PEMBUKTIAN HIPOTESIS**

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| **Variables Entered/Removeda** |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Brand Identityb | . | Enter |
| a. Dependent Variable: Brand Awareness |
| b. All requested variables entered. |

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| **Model Summary** |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .526a | .277 | .274 | 2.95988 |
| a. Predictors: (Constant), Brand Identity |

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| **ANOVAa** |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 832.207 | 1 | 832.207 | 94.991 | .000b |
| Residual | 2172.693 | 248 | 8.761 |  |  |
| Total | 3004.900 | 249 |  |  |  |
| a. Dependent Variable: Brand Awareness |
| b. Predictors: (Constant), Brand Identity |

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| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 19.852 | 1.177 |  | 16.863 | .000 |
| Brand Identity | .525 | .054 | .526 | 9.746 | .000 |
| a. Dependent Variable: Brand Awareness |

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| **Variables Entered/Removeda** |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Brand Awareness, Brand Identityb | . | Enter |
| a. Dependent Variable: Brand Image |
| b. All requested variables entered. |

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| **Model Summary** |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .756a | .572 | .569 | 3.25086 |
| a. Predictors: (Constant), Brand Awareness, Brand Identity |

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| **ANOVAa** |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 3489.019 | 2 | 1744.509 | 165.073 | .000b |
| Residual | 2610.325 | 247 | 10.568 |  |  |
| Total | 6099.344 | 249 |  |  |  |
| a. Dependent Variable: Brand Image |
| b. Predictors: (Constant), Brand Awareness, Brand Identity |

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| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | -.765 | 1.894 |  | -.404 | .687 |
| Brand Identity | .514 | .070 | .361 | 7.385 | .000 |
| Brand Awareness | .713 | .070 | .501 | 10.230 | .000 |
| a. Dependent Variable: Brand Image |