**LAMPIRAN 1**

**KUESIONER**

Dengan hormat,

Saya adalah mahasiswa Kwik Kian Gie School Of Business yang sedang melakukan penelitian untuk penulisan skripsi tentang “ Pengaruh *Celebrity Endorser* dan Citra Merek terhadap Keputusan Pembelian Pakaian Merek Erigo di Jakarta Utara”. Dengan itu, saya mohon kesediaan dari Saudara/I sekalian untuk mengisi kuesioner ini. Atas bantuan dan kerja sama dari Saudara/i sekalian, saya ucapkan terimakasih.

Np. Hp :

Jenis Kelamin : Pria/Wanita

Usia : 15-21 tahun / 22-29 tahun / 30-36 tahun / >36 Tahun  
\*coret bagi yang tidak perlu

\*KET:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sangat Tidak Setuju** | **Tidak Setuju** | **Netral** | **Setuju** | **Sangat Setuju** |
| 1 | 2 | 3 | 4 | 5 |

1. **Celebrity Endorser**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **PERNYATAAN** | **JAWABAN KUESIONER** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
|  | **Truthworthiness (dapat dipercaya)** |  |  |  |  |  |
| a. | Pesan yang disampaikan dengan jujur oleh selebriti. |  |  |  |  |  |
| b. | Selebriti dapat diandalkan untuk menjadi endorser |  |  |  |  |  |
| c. | Pesan yang disampaikan selebriti dapat dipercaya. |  |  |  |  |  |
|  | **Expertise (keahlian)** |  |  |  |  |  |
| a. | Wawasan yang dimiliki oleh selebriti sangat luas. |  |  |  |  |  |
| b. | Selebriti layak menjadi endorser |  |  |  |  |  |
|  | **Attractiveness (daya tarik fisik)** |  |  |  |  |  |
| a. | Penampilan yang dimiliki selebriti sangat menarik. |  |  |  |  |  |
| b. | Tampilan fisik selebriti sangat sehat. |  |  |  |  |  |
|  | **Similarity (kesamaan endorser dengan konsumen)** |  |  |  |  |  |
| a. | Konsumen dengan selebriti, memiliki kesamaan usia. |  |  |  |  |  |
| b. | Konsumen dengan selebriti meiliki status sosial yang sama. |  |  |  |  |  |

1. **Citra Merek**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **PERNYATAAN** | **JAWABAN KUESIONER** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
|  | **Brand Identity (Identitas Merek)** |  |  |  |  |  |
| a. | Logo yang menarik. |  |  |  |  |  |
| b. | Nama merek yang mudah di ingat. |  |  |  |  |  |
|  | **Brand Personality (Kepribadian Merek)** |  |  |  |  |  |
| a. | Kesederhanaan produk brand Erigo. |  |  |  |  |  |
| b. | Inovasi pada produk merek Erigo |  |  |  |  |  |
|  | **Brand Association (Asosiasi Merek)** |  |  |  |  |  |
| a. | Kemampuan kosumen mengingat karakteristik merek. |  |  |  |  |  |
| b. | Kemampuan konsumen membedakan dengan produk lain. |  |  |  |  |  |
|  | **Brand Competence and Benefit**  **(kompetensi dan keutungan merek)** |  |  |  |  |  |
| a. | Respon cepat tanggap produk merek Erigo terhadap keluhan konsumen. |  |  |  |  |  |
| b. | Produk merek Erigo memberikan keuntungan terhadap konsumen melalui pelayanannya. |  |  |  |  |  |

1. **Keputusan Pembelian**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **PERNYATAAN** | **JAWABAN KUESIONER** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
|  | **Pilihan Produk** |  |  |  |  |  |
|  | Memilih produk berdasarkan promo yang diberikan. |  |  |  |  |  |
|  | **Pilihan Merek** |  |  |  |  |  |
|  | Memilih dan membeli berdasarkan popularitas merek. |  |  |  |  |  |
|  | **Pilihan Penyalur** |  |  |  |  |  |
|  | Memilih membeli berdasarkan pelayanan  (Kemudahaan membeli melalui online) |  |  |  |  |  |
|  | **Waktu Pembelian** |  |  |  |  |  |
|  | Pembelian dilakukan secara rutin |  |  |  |  |  |
|  | **Jumlah Pembelian** |  |  |  |  |  |
|  | Banyaknya pembelian berdasarkan kebutuhan |  |  |  |  |  |
|  | **Metode pembayaran** |  |  |  |  |  |
|  | Keberagaman metode pembayaran. |  |  |  |  |  |

**LAMPIRAN 2**

**HASIL KUESIONER**

1. *Celebrity Endorser*

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| CE1 | CE2 | CE3 | CE4 | CE5 | CE6 | CE7 | CE8 | CE9 | TOTAL\_CE |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 44 |
| 4 | 4 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 29 |
| 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 40 |
| 3 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 39 |
| 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 23 |
| 2 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 2 | 28 |
| 4 | 4 | 3 | 5 | 4 | 5 | 3 | 3 | 2 | 33 |
| 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 29 |
| 3 | 4 | 3 | 2 | 3 | 5 | 3 | 3 | 2 | 28 |
| 2 | 2 | 2 | 2 | 2 | 4 | 4 | 2 | 1 | 21 |
| 5 | 5 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 34 |
| 2 | 5 | 1 | 2 | 5 | 5 | 5 | 2 | 1 | 28 |
| 3 | 4 | 3 | 3 | 4 | 4 | 4 | 1 | 1 | 27 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 35 |
| 3 | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 34 |
| 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 23 |
| 3 | 5 | 3 | 3 | 5 | 5 | 3 | 3 | 3 | 33 |
| 2 | 5 | 3 | 3 | 4 | 5 | 4 | 3 | 2 | 31 |
| 3 | 3 | 3 | 3 | 2 | 1 | 1 | 2 | 3 | 21 |
| 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 33 |
| 2 | 3 | 3 | 2 | 5 | 4 | 5 | 3 | 3 | 30 |
| 3 | 2 | 2 | 2 | 3 | 4 | 3 | 2 | 1 | 22 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 2 | 31 |
| 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 2 | 31 |
| 5 | 5 | 3 | 2 | 2 | 3 | 4 | 4 | 5 | 33 |
| 4 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 38 |
| 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 31 |
| 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 2 | 35 |
| 3 | 3 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 35 |
| 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 33 |
| 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 35 |
| 4 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 35 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 3 | 4 | 4 | 3 | 4 | 4 | 4 | 2 | 3 | 31 |
| 4 | 3 | 3 | 2 | 4 | 2 | 5 | 3 | 1 | 27 |
| 4 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 28 |
| 3 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 2 | 32 |
| 2 | 1 | 3 | 3 | 1 | 1 | 1 | 1 | 2 | 15 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 33 |
| 2 | 5 | 4 | 3 | 5 | 5 | 5 | 3 | 3 | 35 |
| 4 | 4 | 2 | 3 | 4 | 4 | 4 | 2 | 2 | 29 |
| 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 30 |
| 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 30 |
| 3 | 3 | 4 | 2 | 3 | 3 | 4 | 3 | 4 | 29 |
| 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 21 |
| 5 | 4 | 3 | 3 | 4 | 5 | 5 | 3 | 3 | 35 |
| 2 | 4 | 3 | 3 | 5 | 4 | 3 | 4 | 2 | 30 |
| 4 | 5 | 3 | 4 | 2 | 4 | 5 | 4 | 4 | 35 |
| 3 | 4 | 3 | 3 | 4 | 4 | 4 | 2 | 2 | 29 |
| 2 | 4 | 3 | 3 | 4 | 4 | 4 | 2 | 2 | 28 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 33 |
| 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 38 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 39 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 35 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | 36 |
| 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 31 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 35 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 37 |
| 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 38 |
| 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 34 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 3 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 1 | 31 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 35 |
| 4 | 5 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 32 |
| 2 | 3 | 2 | 2 | 3 | 4 | 4 | 3 | 3 | 26 |
| 2 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 22 |
| 3 | 4 | 3 | 2 | 4 | 4 | 3 | 3 | 3 | 29 |
| 1 | 2 | 3 | 3 | 2 | 1 | 2 | 3 | 3 | 20 |
| 4 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 38 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 40 |
| 4 | 4 | 5 | 5 | 5 | 4 | 3 | 2 | 2 | 34 |
| 5 | 5 | 5 | 1 | 5 | 5 | 4 | 4 | 4 | 38 |
| 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 42 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 1 | 1 | 1 | 2 | 2 | 1 | 1 | 5 | 5 | 19 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 2 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 2 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 43 |
| 4 | 4 | 3 | 2 | 4 | 4 | 3 | 4 | 3 | 31 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 41 |
| 5 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 40 |
| 2 | 4 | 3 | 4 | 4 | 3 | 3 | 5 | 2 | 30 |
| 1 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 3 | 18 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 40 |
| 3 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 33 |
| 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 1 | 23 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 42 |
| 5 | 3 | 3 | 5 | 3 | 4 | 4 | 1 | 1 | 29 |
| 2 | 4 | 2 | 3 | 4 | 5 | 4 | 3 | 2 | 29 |
| 3 | 4 | 3 | 4 | 4 | 5 | 3 | 2 | 3 | 31 |
| 4 | 5 | 3 | 3 | 5 | 5 | 5 | 4 | 2 | 36 |
| 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 30 |
| 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 2 | 31 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 3 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 34 |
| 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 39 |

1. Citra Merek

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| CM1 | CM2 | CM3 | CM4 | CM5 | CM6 | CM7 | CM8 | TOTAL\_CM |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 31 |
| 4 | 5 | 3 | 4 | 4 | 5 | 5 | 3 | 33 |
| 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 36 |
| 5 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 31 |
| 5 | 5 | 4 | 4 | 3 | 3 | 4 | 3 | 31 |
| 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 25 |
| 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 34 |
| 5 | 5 | 3 | 3 | 5 | 5 | 3 | 3 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 32 |
| 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 23 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 5 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 32 |
| 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 18 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 30 |
| 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 37 |
| 4 | 5 | 4 | 4 | 5 | 5 | 2 | 2 | 31 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 4 | 4 | 5 | 3 | 3 | 3 | 4 | 3 | 29 |
| 5 | 5 | 5 | 3 | 4 | 3 | 3 | 3 | 31 |
| 4 | 5 | 4 | 4 | 3 | 4 | 2 | 4 | 30 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 33 |
| 5 | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 31 |
| 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 29 |
| 5 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 35 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 5 | 3 | 4 | 3 | 4 | 3 | 3 | 30 |
| 5 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 35 |
| 4 | 5 | 3 | 3 | 3 | 3 | 4 | 3 | 28 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 29 |
| 5 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 28 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 35 |
| 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 27 |
| 3 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 13 |
| 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 18 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 5 | 2 | 1 | 3 | 3 | 4 | 3 | 4 | 25 |
| 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 29 |
| 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 32 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 28 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 36 |
| 4 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 31 |
| 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 31 |
| 3 | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 26 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 31 |
| 3 | 4 | 3 | 3 | 5 | 2 | 4 | 4 | 28 |
| 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 29 |
| 4 | 3 | 4 | 3 | 5 | 3 | 4 | 4 | 30 |
| 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 34 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 31 |
| 5 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 32 |
| 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 35 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 3 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 31 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 1 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 13 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 31 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 38 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 5 | 5 | 3 | 2 | 4 | 3 | 3 | 4 | 29 |
| 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 13 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 5 | 4 | 5 | 3 | 3 | 5 | 5 | 34 |
| 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 35 |
| 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 26 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 5 | 5 | 3 | 3 | 5 | 3 | 34 |
| 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 29 |
| 4 | 5 | 3 | 3 | 3 | 4 | 3 | 3 | 28 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
| 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 29 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 30 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 30 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |

1. Keputusan Pembelian

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| KP1 | KP2 | KP3 | KP4 | KP5 | KP6 | TOTAL\_KP |
| 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 3 | 3 | 3 | 3 | 5 | 5 | 22 |
| 4 | 3 | 5 | 4 | 5 | 3 | 24 |
| 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 4 | 4 | 5 | 2 | 3 | 4 | 22 |
| 3 | 5 | 5 | 3 | 4 | 5 | 25 |
| 3 | 4 | 5 | 3 | 4 | 4 | 23 |
| 4 | 3 | 4 | 2 | 4 | 4 | 21 |
| 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 5 | 5 | 3 | 3 | 5 | 4 | 25 |
| 5 | 4 | 5 | 3 | 2 | 5 | 24 |
| 3 | 4 | 4 | 3 | 4 | 4 | 22 |
| 4 | 5 | 4 | 3 | 5 | 5 | 26 |
| 4 | 4 | 4 | 3 | 5 | 4 | 24 |
| 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 1 | 1 | 1 | 2 | 1 | 1 | 7 |
| 5 | 5 | 4 | 3 | 4 | 4 | 25 |
| 4 | 3 | 5 | 3 | 5 | 5 | 25 |
| 3 | 3 | 4 | 2 | 5 | 4 | 21 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 4 | 4 | 4 | 2 | 5 | 5 | 24 |
| 4 | 1 | 4 | 3 | 3 | 4 | 19 |
| 5 | 5 | 4 | 1 | 2 | 5 | 22 |
| 4 | 5 | 4 | 5 | 3 | 4 | 25 |
| 3 | 3 | 4 | 3 | 4 | 4 | 21 |
| 5 | 5 | 5 | 3 | 5 | 5 | 28 |
| 5 | 3 | 4 | 3 | 4 | 4 | 23 |
| 5 | 4 | 4 | 3 | 4 | 4 | 24 |
| 4 | 3 | 4 | 3 | 5 | 4 | 23 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 3 | 5 | 3 | 26 |
| 5 | 3 | 3 | 1 | 4 | 5 | 21 |
| 3 | 4 | 4 | 2 | 5 | 5 | 23 |
| 4 | 3 | 3 | 2 | 4 | 5 | 21 |
| 2 | 3 | 3 | 4 | 3 | 3 | 18 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 4 | 4 | 3 | 4 | 4 | 24 |
| 5 | 4 | 3 | 2 | 5 | 4 | 23 |
| 2 | 2 | 4 | 2 | 4 | 4 | 18 |
| 5 | 3 | 3 | 3 | 5 | 5 | 24 |
| 4 | 3 | 3 | 2 | 3 | 4 | 19 |
| 1 | 1 | 2 | 3 | 1 | 2 | 10 |
| 5 | 4 | 4 | 3 | 5 | 3 | 24 |
| 5 | 4 | 3 | 5 | 5 | 5 | 27 |
| 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 4 | 4 | 2 | 1 | 5 | 4 | 20 |
| 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 5 | 4 | 3 | 3 | 2 | 5 | 22 |
| 3 | 4 | 4 | 3 | 3 | 4 | 21 |
| 5 | 5 | 5 | 4 | 3 | 5 | 27 |
| 4 | 2 | 4 | 2 | 4 | 4 | 20 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 4 | 5 | 4 | 3 | 3 | 4 | 23 |
| 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 5 | 3 | 4 | 3 | 4 | 5 | 24 |
| 4 | 4 | 4 | 3 | 5 | 4 | 24 |
| 4 | 3 | 5 | 4 | 4 | 4 | 24 |
| 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 4 | 4 | 4 | 4 | 5 | 3 | 24 |
| 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| 5 | 4 | 4 | 3 | 3 | 4 | 23 |
| 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 2 | 2 | 2 | 2 | 5 | 2 | 15 |
| 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| 4 | 5 | 4 | 4 | 5 | 3 | 25 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| 3 | 4 | 4 | 3 | 3 | 4 | 21 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 1 | 1 | 1 | 3 | 2 | 2 | 10 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 2 | 5 | 4 | 5 | 5 | 24 |
| 3 | 5 | 5 | 4 | 3 | 4 | 24 |
| 5 | 5 | 4 | 3 | 4 | 4 | 25 |
| 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 5 | 4 | 5 | 2 | 3 | 4 | 23 |
| 1 | 1 | 1 | 1 | 1 | 1 | 6 |
| 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 5 | 5 | 4 | 3 | 4 | 5 | 26 |
| 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 5 | 3 | 5 | 3 | 4 | 5 | 25 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 3 | 3 | 5 | 5 | 5 | 26 |
| 4 | 3 | 4 | 3 | 4 | 5 | 23 |
| 4 | 3 | 4 | 2 | 3 | 4 | 20 |
| 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 3 | 2 | 4 | 3 | 4 | 4 | 20 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 |

**LAMPIRAN 3**

**UJI VALIDITAS dan RELIABILITAS**

1. Validitas
2. *Celebrity Endorser*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  | | --- | --- | --- | --- | | **Kode Indikator** | **r.Hitung** | **r.Tabel** | **Keterangan** | | CE1 | 0.719 | 0.361 | Valid | | CE2 | 0.745 | 0.361 | Valid | | CE3 | 0.783 | 0.361 | Valid | | CE4 | 0.626 | 0.361 | Valid | | CE5 | 0.744 | 0.361 | Valid | | CE6 | 0.714 | 0.361 | Valid | | CE7 | 0.686 | 0.361 | Valid | | CE8 | 0.609 | 0.361 | Valid | | CE9 | 0.593 | 0.361 | Valid | |

1. Citra Merek

|  |  |  |  |
| --- | --- | --- | --- |
| **Kode Indikator** | **r.Hitung** | **r.Tabel** | **Keterangan** |
| CM1 | 0.714 | 0.361 | Valid |
| CM2 | 0.801 | 0.361 | Valid |
| CM3 | 0.834 | 0.361 | Valid |
| CM4 | 0.876 | 0.361 | Valid |
| CM5 | 0.834 | 0.361 | Valid |
| CM6 | 0.805 | 0.361 | Valid |
| CM7 | 0.816 | 0.361 | Valid |
| CM8 | 0.827 | 0.361 | Valid |

1. Keputusan Pembelian

|  |  |  |  |
| --- | --- | --- | --- |
| **Kode Indikator** | **r.Hitung** | **r.Tabel** | **Keterangan** |
| KP1 | 0.810 | 0.361 | Valid |
| KP2 | 0.800 | 0.361 | Valid |
| KP3 | 0.792 | 0.361 | Valid |
| KP4 | 0.607 | 0.361 | Valid |
| KP5 | 0.683 | 0.361 | Valid |
| KP6 | 0.773 | 0.361 | Valid |

1. Reliabilitas
2. *Celebirity Endorser*

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .861 | 9 |

1. Citra Merek

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .927 | 8 |

1. Keputusan Pembelian

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .838 | 6 |

**LAMPIRAN 4**

**HASIL UJI NORMALITAS**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 1.44547464 |
| Most Extreme Differences | Absolute | .072 |
| Positive | .062 |
| Negative | -.072 |
| Test Statistic | | .072 |
| Asymp. Sig. (2-tailed) | | .200c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |

**LAMPIRAN 5**

**HASIL UJI MULTIKOLINEARITAS**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 5.086 | 1.369 |  | 3.715 | .000 |  |  |
| celebrity\_endorser | .156 | .048 | .238 | 3.255 | .002 | .548 | 1.824 |
| citra\_merek | .433 | .048 | .667 | 9.110 | .000 | .548 | 1.824 |
| a. Dependent Variable: keputusan\_pembelian | | | | | | | | |

**LAMPIRAN 6**

**HASIL UJI HETEROKEDASTISITAS**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .691 | .862 |  | .802 | .425 |
| celebrity\_endorser | -.022 | .030 | -.099 | -.726 | .469 |
| citra\_merek | .038 | .030 | .172 | 1.262 | .210 |
| a. Dependent Variable: ABS\_RES | | | | | | |

**LAMPIRAN 7**

**HASIL UJI AUTOKORELASI**

|  |  |
| --- | --- |
| **Runs Test** | |
|  | Unstandardized Residual |
| Test Valuea | .10175 |
| Cases < Test Value | 50 |
| Cases >= Test Value | 50 |
| Total Cases | 100 |
| Number of Runs | 60 |
| Z | 1.809 |
| Asymp. Sig. (2-tailed) | .070 |
| a. Median | |

**LAMPIRAN 8**

**HASIL UJI T**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 5.086 | 1.369 |  | 3.715 | .000 |
| celebrity\_endorser | .156 | .048 | .238 | 3.255 | .002 |
| citra\_merek | .433 | .048 | .667 | 9.110 | .000 |
| a. Dependent Variable: keputusan\_pembelian | | | | | | |

**LAMPIRAN 9**

**HASIL UJI F**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 519.110 | 2 | 259.555 | 121.715 | .000b |
| Residual | 206.850 | 97 | 2.132 |  |  |
| Total | 725.960 | 99 |  |  |  |
| a. Dependent Variable: keputusan\_pembelian | | | | | | |
| b. Predictors: (Constant), citra\_merek, celebrity\_endorser | | | | | | |

**LAMPIRAN 10**

**HASIL UJI R SQUARE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .846a | .715 | .709 | 1.460 |
| a. Predictors: (Constant), citra\_merek, celebrity\_endorser | | | | |