

Lampiran

1. Karakteristik Responden

a. Usia

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 - 22 tahun	68	68,0	68,0	68,0
	22 - 27 tahun	22	22,0	22,0	90,0
	28 - 33 tahun	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

b. Jenis Kelamin

		Jenis_Kelamin			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	64	64,0	64,0	64,0
	Wanita	36	36,0	36,0	100,0
	Total	100	100,0	100,0	

c. Pekerjaan

		Pekerjaan			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PNS/BUMN	15	15,0	15,0	15,0
	Karyawan Swasta	25	25,0	25,0	40,0
	Wiraswasta	18	18,0	18,0	58,0
	Pelajar	33	33,0	33,0	91,0
	dll	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

2. Hasil Jawaban Responden

a. Variabel *Tagline* (X1)

P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	9,0	9,0	9,0
	3	31	31,0	31,0	40,0
	4	37	37,0	37,0	77,0
	5	23	23,0	23,0	100,0
	Total	100	100,0	100,0	

P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7,0	7,0	7,0
	3	31	31,0	31,0	38,0
	4	41	41,0	41,0	79,0
	5	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4,0	4,0	4,0
	3	39	39,0	39,0	43,0
	4	45	45,0	45,0	88,0
	5	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	33	33,0	33,0	34,0
	4	50	50,0	50,0	84,0
	5	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

P5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	9	9,0	9,0	12,0
	3	26	26,0	26,0	38,0
	4	31	31,0	31,0	69,0
	5	31	31,0	31,0	100,0
	Total	100	100,0	100,0	

P6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,0	3,0	3,0
	3	24	24,0	24,0	27,0
	4	38	38,0	38,0	65,0
	5	35	35,0	35,0	100,0
	Total	100	100,0	100,0	

P7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	1	1,0	1,0	2,0
	3	34	34,0	34,0	36,0
	4	38	38,0	38,0	74,0
	5	26	26,0	26,0	100,0
	Total	100	100,0	100,0	

P8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,0	3,0	3,0
	3	27	27,0	27,0	30,0
	4	43	43,0	43,0	73,0
	5	27	27,0	27,0	100,0
	Total	100	100,0	100,0	

P9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	9	9,0	9,0	12,0
	3	26	26,0	26,0	38,0
	4	31	31,0	31,0	69,0
	5	31	31,0	31,0	100,0
	Total	100	100,0	100,0	

b. Variabel *Brand Ambassador* (X2)

Q1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	6,0	6,0	6,0
	2	12	12,0	12,0	18,0
	3	57	57,0	57,0	75,0
	4	22	22,0	22,0	97,0
	5	3	3,0	3,0	100,0
	Total	100	100,0	100,0	

Q2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	18	18,0	18,0	18,0
	3	47	47,0	47,0	65,0
	4	29	29,0	29,0	94,0
	5	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

Q3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	14	14,0	14,0	14,0
	3	45	45,0	45,0	59,0
	4	32	32,0	32,0	91,0
	5	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

Q4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	9	9,0	9,0	12,0
	3	44	44,0	44,0	56,0
	4	39	39,0	39,0	95,0
	5	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

Q5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	6,0	6,0	6,0
	2	12	12,0	12,0	18,0
	3	55	55,0	55,0	73,0
	4	22	22,0	22,0	95,0
	5	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

Q6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	18	18,0	18,0	18,0
	3	47	47,0	47,0	65,0
	4	29	29,0	29,0	94,0
	5	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

Q7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	9,0	9,0	9,0
	3	41	41,0	41,0	50,0
	4	36	36,0	36,0	86,0
	5	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

Q8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	13	13,0	13,0	16,0
	3	46	46,0	46,0	62,0
	4	33	33,0	33,0	95,0
	5	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

Q9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	6,0	6,0	6,0
	2	12	12,0	12,0	18,0
	3	53	53,0	53,0	71,0
	4	24	24,0	24,0	95,0
	5	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

Q10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	18	18,0	18,0	18,0
	3	45	45,0	45,0	63,0
	4	29	29,0	29,0	92,0
	5	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

Q11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	13	13,0	13,0	16,0
	3	46	46,0	46,0	62,0
	4	33	33,0	33,0	95,0
	5	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

Q12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	6,0	6,0	6,0
	2	12	12,0	12,0	18,0
	3	57	57,0	57,0	75,0
	4	22	22,0	22,0	97,0
	5	3	3,0	3,0	100,0
	Total	100	100,0	100,0	

c. Variabel Brand Awareness (Y)**R1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	9	9,0	9,0	12,0
	3	46	46,0	46,0	58,0
	4	39	39,0	39,0	97,0
	5	3	3,0	3,0	100,0
	Total	100	100,0	100,0	

R2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	18	18,0	18,0	18,0
	3	47	47,0	47,0	65,0
	4	29	29,0	29,0	94,0
	5	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

R3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	14	14,0	14,0	14,0
	3	45	45,0	45,0	59,0
	4	32	32,0	32,0	91,0
	5	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

R4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,0	2,0	2,0
	3	18	18,0	18,0	20,0
	4	41	41,0	41,0	61,0
	5	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

R5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	18	18,0	18,0	18,0
	3	35	35,0	35,0	53,0
	4	43	43,0	43,0	96,0
	5	4	4,0	4,0	100,0
	Total	100	100,0	100,0	

R6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	18	18,0	18,0	18,0
	3	47	47,0	47,0	65,0
	4	29	29,0	29,0	94,0
	5	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

R7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	9,0	9,0	9,0
	3	41	41,0	41,0	50,0
	4	36	36,0	36,0	86,0
	5	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

R8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	13	13,0	13,0	16,0
	3	46	46,0	46,0	62,0
	4	33	33,0	33,0	95,0
	5	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

R9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	12,0	12,0	12,0
	3	41	41,0	41,0	53,0
	4	36	36,0	36,0	89,0
	5	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

R10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	18	18,0	18,0	18,0
	3	45	45,0	45,0	63,0
	4	29	29,0	29,0	92,0
	5	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

R11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	18	18,0	18,0	19,0
	4	43	43,0	43,0	62,0
	5	38	38,0	38,0	100,0
	Total	100	100,0	100,0	

R12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	9,0	9,0	9,0
	4	64	64,0	64,0	73,0
	5	27	27,0	27,0	100,0
	Total	100	100,0	100,0	

Q4	Pearson Correlation	,191	,152	,331	1	,383 ⁺	,152	,290	1,000 ^{**}	,191	,152	1,000 ^{**}	,191	,626 ^{**}
	Sig. (2-tailed)	,311	,422	,074		,037	,422	,120	,000	,311	,422	,000	,311	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Q5	Pearson Correlation	,273	,231	,139	,383 ⁺	1	,231	,138	,383 ⁺	,273	,231	,383 ⁺	,273	,496 ^{**}
	Sig. (2-tailed)	,145	,220	,464	,037		,220	,467	,037	,145	,220	,037	,145	,005
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Q6	Pearson Correlation	,231	1,000 ^{**}	,573 ^{**}	,152	,231	1	,677 ^{**}	,152	,231	1,000 ^{**}	,152	,231	,712 ^{**}
	Sig. (2-tailed)	,220	,000	,001	,422	,220		,000	,422	,220	,000	,422	,220	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Q7	Pearson Correlation	,322	,677 ^{**}	,796 ^{**}	,290	,138	,677 ^{**}	1	,290	,322	,677 ^{**}	,290	,322	,732 ^{**}
	Sig. (2-tailed)	,083	,000	,000	,120	,467	,000		,120	,083	,000	,120	,083	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Q8	Pearson Correlation	,191	,152	,331	1,000 ^{**}	,383 ⁺	,152	,290	1	,191	,152	1,000 ^{**}	,191	,626 ^{**}
	Sig. (2-tailed)	,311	,422	,074	,000	,037	,422	,120		,311	,422	,000	,311	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Q9	Pearson Correlation	1,000 ^{**}	,231	,324	,191	,273	,231	,322	,191	1	,231	,191	1,000 ^{**}	,660 ^{**}
	Sig. (2-tailed)	,000	,220	,081	,311	,145	,220	,083	,311		,220	,311	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Q10	Pearson Correlation	,231	1,000 ^{**}	,573 ^{**}	,152	,231	1,000 ^{**}	,677 ^{**}	,152	,231	1	,152	,231	,712 ^{**}
	Sig. (2-tailed)	,220	,000	,001	,422	,220	,000	,000	,422	,220		,422	,220	,000

R3	Pearson Correlation	,191	,180	1	,951**	,044	,647**	,180	,180	,016	,247	,383*	,272	,551**
	Sig. (2-tailed)	,312	,340		,000	,817	,000	,340	,340	,934	,188	,037	,146	,002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
R4	Pearson Correlation	,277	,272	,951**	1	,036	,674**	,272	,272	,013	,243	,301	,268	,584**
	Sig. (2-tailed)	,138	,146	,000		,848	,000	,146	,146	,945	,195	,106	,153	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
R5	Pearson Correlation	,205	,220	,044	,036	1	,263	,220	,220	,161	,133	,096	,146	,364*
	Sig. (2-tailed)	,277	,243	,817	,848		,161	,243	,243	,395	,485	,614	,442	,048
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
R6	Pearson Correlation	,386*	,489**	,647**	,674**	,263	1	,489**	,489**	,003	,279	,457*	,504**	,733**
	Sig. (2-tailed)	,035	,006	,000	,000	,161		,006	,006	,987	,135	,011	,005	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
R7	Pearson Correlation	,954**	1,000**	,180	,272	,220	,489**	1	1,000**	,174	,216	,153	,748**	,813**
	Sig. (2-tailed)	,000	,000	,340	,146	,243	,006		,000	,359	,251	,419	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
R8	Pearson Correlation	,954**	1,000**	,180	,272	,220	,489**	1,000**	1	,174	,216	,153	,748**	,813**
	Sig. (2-tailed)	,000	,000	,340	,146	,243	,006	,000		,359	,251	,419	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
R9	Pearson Correlation	,257	,174	,016	,013	,161	,003	,174	,174	1	,612**	,280	,183	,403*
	Sig. (2-tailed)	,170	,359	,934	,945	,395	,987	,359	,359		,000	,134	,333	,027

	N	30	30	30	30	30	30	30	30	30	30	30	30	30
R10	Pearson Correlation	,288	,216	,247	,243	,133	,279	,216	,216	,612**	1	,519**	,237	,557**
	Sig. (2-tailed)	,123	,251	,188	,195	,485	,135	,251	,251	,000		,003	,208	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
R11	Pearson Correlation	,134	,153	,383*	,301	,096	,457*	,153	,153	,280	,519**	1	,412*	,547**
	Sig. (2-tailed)	,481	,419	,037	,106	,614	,011	,419	,419	,134	,003		,024	,002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
R12	Pearson Correlation	,712**	,748**	,272	,268	,146	,504**	,748**	,748**	,183	,237	,412*	1	,766**
	Sig. (2-tailed)	,000	,000	,146	,153	,442	,005	,000	,000	,333	,208	,024		,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Total_Y	Pearson Correlation	,801**	,813**	,551**	,584**	,364*	,733**	,813**	,813**	,403*	,557**	,547**	,766**	1
	Sig. (2-tailed)	,000	,000	,002	,001	,048	,000	,000	,000	,027	,001	,002	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

4. Uji Reliabilitas

a. Variabel Tagline (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
,863	9

b. Variabel *Brand Ambassador* (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
,883	12

c. Variabel *Brand Awareness* (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,868	12

5. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		X1	X2	Y
N		100	100	100
Normal Parameters ^{a,b}	Mean	44.95	45.08	43.55
	Std. Deviation	5.309	5.069	4.400
	Absolute	.108	.134	.070
Most Extreme Differences	Positive	.069	.079	.070
	Negative	-.108	-.134	-.054
Kolmogorov-Smirnov Z		1.084	1.337	.697
Asymp. Sig. (2-tailed)		.191	.056	.716

6. Uji Linieritas

a. Tagline terhadap Brand Awareness

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total_Y *	Between	(Combined)	1096,964	19	57,735	2,312	,005
Total_X1	Groups	Linearity	461,995	1	461,995	18,498	,000
		Deviation from Linearity	634,970	18	35,276	1,412	,149
Within Groups			1998,036	80	24,975		
Total			3095,000	99			

b. Brand ambassador terhadap Brand Awareness

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total_Y *	Between	(Combined)	2721,111	18	151,173	32,750	,000
Total_X2	Groups	Linearity	2204,095	1	2204,095	477,499	,000
		Deviation from Linearity	517,016	17	30,413	6,589	,932
Within Groups			373,889	81	4,616		
Total			3095,000	99			

7. Uji Multikolinieritas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10,078	2,480		4,064	,000		
	Total_X1	,163	,067	,136	2,446	,016	,902	1,108
	Total_X2	,692	,048	,801	14,400	,000	,902	1,108

8. Uji Regresi

Uji Korelasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,854 ^a	,729	,723	2,941

Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10,078	2,480		4,064	,000		
	Total_X1	,163	,067	,136	2,446	,016	,902	1,108
	Total_X2	,692	,048	,801	14,400	,000	,902	1,108

9. Uji t

a. Tagline terhadap Brand Awareness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	26,569	3,877		6,854	,000		
	Total_X1	,463	,112	,386	4,147	,000	1,000	1,000

b. Brand ambassador terhadap Brand Awareness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14,269	1,838		7,763	,000		
	Total_X2	,729	,047	,844	15,571	,000	1,000	1,000

10. Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2255,847	2	1127,924	130,380	,000 ^b
	Residual	839,153	97	8,651		
	Total	3095,000	99			