

# LAMPIRAN

## 1. KARAKTERISTIK RESPONDEN

### Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PRIA	36	36,0	36,0	36,0
	Wanita	64	64,0	64,0	100,0
	Total	100	100,0	100,0	

### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 TAHUN - 22 TAHUN	19	19,0	19,0	19,0
	23 TAHUN - 28 TAHUN	45	45,0	45,0	64,0
	29 TAHUN - 34 TAHUN	32	32,0	32,0	96,0
	35 TAHUN - 40 TAHUN	4	4,0	4,0	100,0
	Total	100	100,0	100,0	

### Frekuensi Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>4 KALI	63	63,0	63,0	63,0
	2 KALI	16	16,0	16,0	79,0
	3 KALI	13	13,0	13,0	92,0
	4 KALI	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

## 2. JAWABAN PENILAIAN EFEKTIVITAS *BRAND AMBASSADOR SHOPEE*

### S1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cukup setuju	14	14,0	14,0	14,0
	sangat setuju	19	19,0	19,0	33,0
	setuju	65	65,0	65,0	98,0
	tidak setuju	2	2,0	2,0	100,0
	Total	100	100,0	100,0	

### S2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cukup setuju	17	17,0	17,0	17,0
	sangat setuju	25	25,0	25,0	42,0
	setuju	55	55,0	55,0	97,0
	tidak setuju	3	3,0	3,0	100,0
	Total	100	100,0	100,0	

### S3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cukup setuju	21	21,0	21,0	21,0
	sangat setuju	22	22,0	22,0	43,0
	setuju	53	53,0	53,0	96,0
	tidak setuju	4	4,0	4,0	100,0
	Total	100	100,0	100,0	

**S4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cukup setuju	25	25,0	25,0	25,0
	sangat setuju	12	12,0	12,0	37,0
	setuju	56	56,0	56,0	93,0
	tidak setuju	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

**S5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cukup setuju	18	18,0	18,0	18,0
	sangat setuju	22	22,0	22,0	40,0
	setuju	55	55,0	55,0	95,0
	tidak setuju	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

**S6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cukup setuju	32	32,0	32,0	32,0
	sangat setuju	10	10,0	10,0	42,0
	sangat tidak setuju	3	3,0	3,0	45,0
	setuju	45	45,0	45,0	90,0
	tidak setuju	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

**S7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cukup setuju	17	17,0	17,0	17,0
	sangat setuju	32	32,0	32,0	49,0
	setuju	49	49,0	49,0	98,0
	tidak setuju	2	2,0	2,0	100,0
	Total	100	100,0	100,0	

**S8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cukup setuju	26	26,0	26,0	26,0
	sangat setuju	14	14,0	14,0	40,0
	setuju	52	52,0	52,0	92,0
	tidak setuju	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

**S9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cukup setuju	35	35,0	35,0	35,0
	sangat setuju	7	7,0	7,0	42,0
	sangat tidak setuju	2	2,0	2,0	44,0
	setuju	43	43,0	43,0	87,0
	tidak setuju	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

**S10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cukup setuju	26	26,0	26,0	26,0
	sangat setuju	12	12,0	12,0	38,0
	sangat tidak setuju	1	1,0	1,0	39,0
	setuju	47	47,0	47,0	86,0
	tidak setuju	14	14,0	14,0	100,0
	Total		100	100,0	100,0

**3. JAWABAN PENILAIAN EFEKTIVITAS *BRAND AMBASSADOR*  
*TOKOPEDIA*****T1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cukup setuju	26	26,0	26,0	26,0
	sangat setuju	22	22,0	22,0	48,0
	setuju	51	51,0	51,0	99,0
	tidak setuju	1	1,0	1,0	100,0
	Total		100	100,0	100,0

**T2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cukup setuju	26	26,0	26,0	26,0
	sangat setuju	24	24,0	24,0	50,0
	setuju	49	49,0	49,0	99,0
	tidak setuju	1	1,0	1,0	100,0
	Total	100	100,0	100,0	

**T3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cukup setuju	25	25,0	25,0	25,0
	sangat setuju	30	30,0	30,0	55,0
	setuju	41	41,0	41,0	96,0
	tidak setuju	4	4,0	4,0	100,0
	Total	100	100,0	100,0	

**T4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cukup setuju	27	27,0	27,0	27,0
	sangat setuju	21	21,0	21,0	48,0
	sangat tidak setuju	1	1,0	1,0	49,0
	setuju	45	45,0	45,0	94,0
	tidak setuju	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

**T5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cukup setuju	24	24,0	24,0	24,0
	sangat setuju	38	38,0	38,0	62,0
	setuju	37	37,0	37,0	99,0
	tidak setuju	1	1,0	1,0	100,0
	Total	100	100,0	100,0	

**T6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cukup setuju	23	23,0	23,0	23,0
	sangat setuju	15	15,0	15,0	38,0
	sangat tidak setuju	1	1,0	1,0	39,0
	setuju	43	43,0	43,0	82,0
	tidak setuju	18	18,0	18,0	100,0
	Total	100	100,0	100,0	

**T7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cukup setuju	22	22,0	22,0	22,0
	sangat setuju	31	31,0	31,0	53,0
	setuju	44	44,0	44,0	97,0
	tidak setuju	3	3,0	3,0	100,0
	Total	100	100,0	100,0	



**T8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cukup setuju	25	25,0	25,0	25,0
	sangat setuju	23	23,0	23,0	48,0
	sangat tidak setuju	1	1,0	1,0	49,0
	setuju	43	43,0	43,0	92,0
	tidak setuju	8	8,0	8,0	100,0
	Total		100	100,0	100,0

**T9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cukup setuju	23	23,0	23,0	23,0
	sangat setuju	13	13,0	13,0	36,0
	sangat tidak setuju	1	1,0	1,0	37,0
	setuju	44	44,0	44,0	81,0
	tidak setuju	19	19,0	19,0	100,0
	Total		100	100,0	100,0

**T10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cukup setuju	25	25,0	25,0	25,0
	sangat setuju	18	18,0	18,0	43,0
	sangat tidak setuju	2	2,0	2,0	45,0
	setuju	44	44,0	44,0	89,0
	tidak setuju	11	11,0	11,0	100,0
	Total		100	100,0	100,0





## 6. UJI RELIABILITAS KUESIONER SHOPEE

### Reliability Statistics

Cronbach's Alpha	N of Items
,768	11

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	72,80	100,786	,648	,750
P2	72,87	98,464	,820	,741
P3	72,77	99,564	,777	,745
P4	73,00	100,966	,557	,752
P5	72,83	100,557	,594	,750
P6	73,37	97,895	,648	,743
P7	72,63	103,344	,512	,758
P8	73,20	98,234	,762	,741
P9	73,47	100,533	,525	,752
P10	73,30	97,666	,784	,740
TOTAL	38,43	27,564	1,000	,882

## 7. UJI RELIABILITAS KUESIONER TOKOPEDIA

### Reliability Statistics

Cronbach's Alpha	N of Items
,778	11

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	73,60	156,800	,770	,759
P2	73,63	157,689	,802	,761
P3	73,60	156,524	,695	,760
P4	73,90	154,852	,682	,757
P5	73,57	155,633	,765	,757
P6	74,23	150,944	,795	,749
P7	73,63	156,102	,735	,759
P8	73,63	154,585	,814	,755
P9	74,10	153,472	,745	,754
P10	73,93	155,168	,661	,758
TOTAL	38,83	42,902	1,000	,922