

## Lampiran 1 Kuisisioner

### KUISISIONER

#### 1. PETUNJUK PENGISIAN

Berilah tanda (X) pada salah satu jawaban yang paling sesuai

**SS = Sangat Setuju (5)**

**S = Setuju (4)**

**R = Ragu-Ragu (3)**

**TS = Tidak Setuju (2)**

**STS = Sangat Tidak Setuju (1)**

#### 2. IDENTITAS RESPONDEN

1. Nama Responden :
2. Jenis Kelamin : 1. Laki-Laki                      2. Perempuan
3. Usia :
4. Pendidikan Terakhir :
5. Pekerjaan :
  1. Pelajar
  2. Mahasiswa
  3. Karyawan swasta
  4. Pegawai Negeri (PNS)
  5. Wiraswasta
  6. Dll.









## Lampiran 2 Hasil Pengumpulan Data

### Variabel X (Celebrity Endorser)

No	x1	x2	x3	x4	x5	x6	x7	x8	x9	x10	x11	x12	CE
1	2	5	4	4	2	4	3	5	5	4	2	5	45
2	2	4	3	4	2	3	5	5	5	4	3	4	44
3	4	4	2	3	4	2	3	2	2	5	4	4	39
4	3	3	3	4	3	3	2	4	4	2	4	3	38
5	4	5	5	4	4	5	3	4	4	4	5	5	52
6	2	2	3	5	2	3	1	4	2	2	2	2	30
7	5	4	5	5	5	5	4	5	4	5	4	2	53
8	4	4	2	4	4	2	3	5	4	4	4	4	44
9	2	4	4	4	2	4	2	4	5	4	4	3	42
10	3	3	4	2	3	4	4	3	2	3	3	4	38
11	4	4	5	4	4	5	2	2	4	2	4	4	44
12	5	5	5	5	5	5	5	5	5	5	5	5	60
13	5	2	2	2	5	2	3	4	2	4	2	2	35
14	5	2	2	3	5	2	4	3	2	3	2	4	37
15	4	4	5	2	4	5	4	5	4	5	4	4	50
16	3	3	4	4	3	4	3	3	4	3	3	3	40
17	4	4	5	2	4	5	4	2	5	3	4	4	46
18	4	4	3	5	4	3	4	5	4	4	4	4	48
19	4	5	4	5	4	4	4	5	4	4	5	5	53
20	5	5	5	5	5	5	4	5	3	5	5	5	57
21	4	4	4	3	4	4	4	3	5	5	4	4	48
22	5	3	3	4	5	3	4	5	5	5	3	5	50
23	4	4	5	5	4	5	5	4	4	4	4	4	52
24	5	4	4	5	5	4	4	4	4	4	4	5	52
25	4	4	3	3	4	3	3	4	3	4	4	3	42
26	4	4	2	5	4	2	5	4	4	4	4	4	46
27	5	4	3	4	5	3	3	5	5	5	4	4	50
28	4	4	4	2	4	4	5	3	3	3	4	5	45
29	5	5	4	5	5	4	5	5	5	4	5	3	55
30	4	3	3	4	4	3	2	4	4	4	3	4	42
31	4	5	3	5	5	4	5	5	5	5	4	5	55
32	3	4	5	2	4	3	5	3	2	4	3	5	43
33	5	4	3	5	4	3	5	4	5	4	3	5	50
34	4	3	2	5	3	2	2	5	5	3	2	2	38
35	5	5	3	5	5	3	5	4	5	5	3	5	53
36	4	5	3	5	5	4	5	4	2	2	1	2	42
37	3	4	5	2	4	3	5	2	5	4	4	4	45

38	5	4	3	5	4	3	5	2	3	4	3	4	45
39	4	3	2	5	3	2	2	4	2	4	2	4	37
40	5	5	3	5	5	3	5	3	5	3	4	4	50
41	2	2	1	2	2	1	2	2	2	4	2	5	27
42	5	2	4	5	4	4	4	4	5	5	5	5	52
43	2	4	3	3	4	3	4	5	5	2	3	4	42
44	4	3	2	2	4	2	4	5	4	2	4	4	40
45	5	4	4	5	3	4	4	5	4	4	4	5	51
46	4	4	2	2	4	2	5	4	3	3	3	3	39
47	2	5	5	5	5	5	5	2	5	4	4	4	51
48	5	2	3	5	2	3	4	3	4	4	4	3	42
49	4	4	4	4	2	4	4	5	4	5	4	5	49
50	5	4	4	4	4	4	5	4	5	5	4	4	52
51	4	3	3	3	3	3	3	2	5	4	4	3	40
52	5	4	4	5	4	4	4	4	5	3	4	3	49
53	4	4	4	4	4	4	3	4	4	4	5	4	48
54	5	5	4	4	5	4	5	2	4	4	4	3	49
55	5	5	4	5	5	4	4	3	5	4	3	3	50
56	2	4	4	5	4	4	3	4	4	4	5	5	48
57	5	5	4	5	3	4	3	3	5	4	3	4	48
58	5	4	5	4	4	5	4	5	4	4	5	5	54
59	4	5	4	4	4	4	3	3	3	5	5	4	48
60	4	3	3	5	4	3	3	2	4	3	2	2	38
61	3	4	5	4	4	5	5	3	5	3	4	3	48
62	5	4	3	5	4	3	4	4	5	3	4	4	48
63	4	5	5	4	4	5	5	5	3	4	4	3	51
64	5	3	5	3	5	5	4	4	5	4	3	3	49
65	4	4	2	4	3	2	2	4	2	5	4	4	40
66	2	3	4	5	3	4	3	4	5	4	4	3	44
67	5	3	4	5	3	4	4	5	4	4	4	4	49
68	3	5	4	3	4	4	3	5	3	3	4	4	45
69	4	4	3	5	4	3	3	4	2	3	3	4	42
70	5	4	4	2	5	4	4	5	4	5	4	5	51
71	4	4	4	5	4	4	3	4	5	5	5	5	52
72	5	4	4	4	4	4	4	5	2	4	3	5	48
73	4	4	4	3	3	4	4	5	5	4	4	4	48
74	2	4	3	2	3	3	4	5	5	4	4	3	42
75	3	5	4	4	5	4	5	3	2	3	3	4	45
76	4	5	5	5	5	5	5	4	4	4	3	5	54
77	2	4	3	2	4	3	5	4	5	5	5	3	45
78	3	4	4	5	4	4	4	3	2	4	4	3	44
79	4	4	4	5	4	4	3	3	5	5	5	4	50
80	2	3	3	2	3	3	4	3	4	4	4	5	40

81	4	4	3	4	4	3	5	5	5	5	4	5	51
82	3	5	5	5	5	5	3	3	2	4	3	5	48
83	5	5	4	2	4	4	3	4	5	4	3	5	48
84	4	5	5	5	5	5	4	5	5	3	2	2	50
85	5	5	4	4	4	4	5	4	5	5	3	5	53
86	4	3	4	4	3	3	3	4	2	2	1	2	35
87	2	4	3	2	4	4	4	2	5	4	4	4	42
88	4	3	3	4	3	3	3	2	3	4	3	4	39
89	3	5	3	3	5	5	5	4	2	4	2	4	45
90	4	3	4	4	3	3	3	3	5	3	4	4	43
91	3	5	5	3	5	5	5	2	2	4	2	5	46
92	2	3	5	2	3	4	3	4	5	5	5	5	46
93	3	4	3	3	4	4	4	5	5	2	3	4	44
94	5	4	4	5	4	4	4	5	4	2	4	4	49
95	4	5	4	4	5	5	5	5	4	4	4	5	54
96	2	4	4	2	4	4	4	4	3	3	3	3	40
97	4	4	3	4	4	4	4	2	5	4	4	4	46
98	2	5	4	4	3	4	5	3	4	4	4	3	45
99	4	5	3	4	3	5	5	5	4	5	4	5	52
100	4	4	4	5	4	4	4	4	5	5	4	4	51



### Variabel Y (*BRAND IMAGE*)

no	y1	y2	y3	y4	y5	y6	y7	y8	total y
1	4	5	5	5	5	4	5	4	37
2	3	4	4	2	4	3	5	3	28
3	5	4	4	5	4	3	5	2	32
4	4	3	3	5	3	2	2	3	25
5	5	5	5	5	5	3	5	5	38
6	2	2	2	2	2	1	2	3	16
7	5	2	4	5	4	4	4	5	33
8	2	4	4	3	4	3	4	2	26
9	4	3	4	2	4	2	4	4	27
10	5	4	3	5	3	4	4	4	32
11	4	4	4	2	4	2	5	5	30
12	2	5	5	5	5	5	5	5	37
13	5	2	2	5	2	3	4	2	25
14	4	4	2	4	2	4	4	2	26
15	5	4	4	4	4	4	5	5	35
16	4	3	3	3	3	3	3	4	26
17	5	4	4	5	4	4	4	5	35
18	4	4	4	4	4	4	3	3	30
19	5	5	5	4	5	4	5	4	37
20	5	5	5	5	5	4	4	5	38
21	2	4	4	5	4	4	3	4	30
22	5	5	3	5	3	4	3	3	31
23	5	4	4	4	4	5	4	5	35
24	4	5	4	4	4	4	3	4	32
25	4	3	4	5	4	3	3	3	29
26	3	4	4	4	4	5	5	2	31
27	5	4	4	5	4	3	4	3	32
28	4	5	4	4	4	5	5	4	35
29	5	3	5	3	5	5	4	4	34
30	4	4	3	4	3	2	2	3	25
31	3	4	4	4	2	4	2	4	27
32	5	2	3	4	2	3	2	3	24
33	3	2	5	3	4	2	4	2	25
34	2	3	3	4	3	3	3	3	24
35	3	4	4	4	4	5	4	5	33
36	1	5	5	5	2	3	2	3	26
37	4	4	4	5	5	5	5	5	37
38	3	3	4	4	4	2	4	2	26
39	2	4	5	4	2	4	2	4	27

40	4	3	3	2	3	4	3	4	26
41	2	4	4	4	4	5	4	5	32
42	5	5	5	5	5	5	5	5	40
43	3	2	2	2	5	2	5	2	23
44	4	2	2	3	5	2	5	2	25
45	4	4	4	2	4	5	4	5	32
46	3	3	3	4	3	4	3	4	27
47	4	3	3	2	4	5	4	5	30
48	4	4	4	5	4	3	4	3	31
49	4	3	3	5	4	4	4	4	31
50	4	5	5	5	5	5	5	5	39
51	4	2	2	3	4	4	4	4	27
52	4	3	3	4	5	3	5	3	30
53	5	4	4	5	4	5	4	5	36
54	4	4	4	5	5	4	5	4	35
55	3	4	4	3	4	3	4	3	28
56	5	3	4	5	4	2	4	2	29
57	3	4	4	4	5	3	5	3	31
58	5	3	3	2	4	4	4	4	29
59	5	5	5	5	5	4	5	4	38
60	2	3	4	4	4	3	4	3	27
61	3	4	4	5	3	5	2	4	30
62	4	5	5	3	5	5	3	5	35
63	4	4	4	5	4	4	5	4	34
64	4	4	5	5	4	4	3	5	34
65	4	3	3	4	3	5	5	5	32
66	3	3	3	4	5	3	4	4	29
67	4	4	5	3	5	4	4	4	33
68	5	2	4	4	4	5	3	5	32
69	3	4	5	5	4	4	5	3	33
70	4	5	4	5	5	5	5	4	37
71	4	4	4	4	4	3	4	5	32
72	3	5	5	5	5	5	4	4	36
73	3	4	4	4	5	4	5	5	34
74	5	4	5	4	5	5	4	3	35
75	4	4	4	5	3	4	5	5	34
76	5	3	5	5	4	5	5	4	36
77	4	4	2	5	4	3	5	5	32
78	4	5	5	5	2	4	3	4	32
79	4	3	2	4	3	5	4	5	30
80	4	4	5	4	5	4	4	3	33
81	3	4	4	5	3	5	4	3	31
82	4	5	5	3	5	5	3	5	35

83	4	4	4	5	4	4	2	5	32
84	4	4	5	5	4	4	5	3	34
85	4	3	3	4	3	5	5	4	31
86	3	3	3	4	5	3	5	5	31
87	4	4	5	3	5	4	5	4	34
88	5	2	4	4	4	5	3	3	30
89	3	4	5	5	4	4	4	4	33
90	4	5	4	5	5	5	5	3	36
91	4	4	4	4	4	3	4	4	31
92	3	5	5	5	5	5	2	5	35
93	3	4	4	4	5	4	4	2	30
94	5	4	5	4	5	5	4	2	34
95	4	4	4	5	3	4	4	4	32
96	5	3	5	5	4	5	3	3	33
97	4	4	2	5	4	3	2	3	27
98	4	2	4	2	4	3	4	4	27
99	5	3	4	3	3	4	4	3	29
100	2	4	5	4	4	5	5	5	34

### Variabel Z (KEPUTUSAN PEMBELIAN)

no	z1	z2	z3	z4	z5	z6	z7	z8	z9	z10	total z
1	5	5	3	4	2	5	4	5	2	5	40
2	4	5	5	4	2	5	2	5	3	4	39
3	5	5	3	3	4	5	4	2	4	5	40
4	5	2	2	4	3	2	3	4	4	5	34
5	4	5	3	4	4	5	4	4	5	4	42
6	3	2	1	5	2	2	2	4	2	3	26
7	4	4	4	5	5	4	4	5	4	4	43
8	5	4	3	4	4	4	5	5	4	5	43
9	4	4	2	4	2	4	4	4	4	4	36
10	3	4	4	2	3	4	3	3	3	3	32
11	4	5	2	4	4	5	4	2	4	4	38
12	5	5	5	5	5	5	4	5	5	5	49
13	5	4	3	2	5	4	5	4	2	5	39
14	5	4	4	3	5	4	4	3	2	5	39
15	4	5	4	2	4	5	4	5	4	4	41
16	4	3	3	4	3	3	5	3	3	4	35
17	2	4	4	2	4	4	2	2	4	2	30
18	5	3	4	5	4	3	4	5	4	5	42
19	5	5	4	5	4	5	4	5	5	5	47
20	3	4	4	5	5	4	3	5	5	3	41
21	4	3	4	3	4	3	5	3	4	4	37
22	3	3	4	4	5	3	4	5	3	3	37
23	5	4	5	5	4	4	4	4	4	5	44
24	5	3	4	5	5	3	5	4	4	5	43
25	3	3	3	3	4	3	4	4	4	3	34
26	4	5	5	5	4	5	5	4	4	4	45
27	5	4	3	4	5	4	5	5	4	5	44
28	3	5	5	2	4	5	4	3	4	3	38
29	5	4	5	5	5	4	5	5	5	5	48
30	4	2	2	4	4	2	5	4	3	4	34
31	4	3	4	5	5	3	3	5	4	5	41
32	3	5	5	3	2	5	2	5	4	5	39
33	2	5	4	2	2	5	2	5	5	5	37
34	5	3	5	5	3	4	3	4	2	3	37
35	5	4	4	5	4	4	4	4	4	4	42
36	5	5	4	5	5	5	5	4	2	4	44
37	5	4	4	5	4	4	4	4	5	2	41
38	3	3	2	3	3	5	3	4	4	3	33
39	4	4	4	4	4	4	4	5	4	5	42
40	5	3	3	5	3	3	3	3	3	5	36

41	4	4	2	4	4	4	4	5	2	4	37
42	2	5	4	2	5	5	5	4	5	4	41
43	4	2	2	4	2	2	2	3	4	5	30
44	4	2	2	4	2	2	2	2	3	2	25
45	4	4	5	4	4	4	4	4	5	4	42
46	3	3	4	3	3	5	3	3	3	4	34
47	2	3	3	2	3	3	3	4	3	3	29
48	4	4	3	4	4	4	4	4	4	4	39
49	4	3	5	4	3	3	3	5	4	5	39
50	5	5	4	5	5	5	5	5	5	5	49
51	4	2	2	4	2	5	2	4	5	4	34
52	5	3	4	5	3	3	3	5	5	5	41
53	2	4	4	2	4	4	4	4	4	4	36
54	4	4	4	4	4	4	4	4	4	4	40
55	3	4	3	3	4	4	4	4	4	2	35
56	4	3	4	4	3	3	3	5	4	4	37
57	2	4	3	2	4	4	4	4	5	5	37
58	4	3	3	4	3	3	3	4	3	2	32
59	3	5	3	3	5	5	5	4	4	3	40
60	4	3	4	4	3	3	3	4	4	4	36
61	5	4	4	5	4	4	4	3	3	3	39
62	4	5	4	4	5	5	5	4	5	3	44
63	2	4	4	2	4	4	4	3	3	3	33
64	4	4	3	4	4	4	4	4	4	3	38
65	3	3	4	5	3	3	3	4	4	4	36
66	4	3	4	4	3	3	3	3	5	3	35
67	4	4	2	4	4	4	4	4	5	4	39
68	5	2	4	5	2	2	2	4	4	3	33
69	4	4	5	4	4	4	4	4	5	3	41
70	5	5	4	5	5	5	5	4	5	5	48
71	5	4	5	5	4	4	4	5	4	4	44
72	2	3	4	3	3	3	5	4	5	4	36
73	4	4	4	4	4	4	4	5	5	3	41
74	5	4	4	5	4	4	4	4	4	5	43
75	5	4	3	5	4	4	4	3	5	3	40
76	4	3	3	4	3	3	3	5	4	5	37
77	4	4	5	4	4	4	4	4	4	3	40
78	3	5	5	3	5	5	5	4	5	5	45
79	2	3	5	2	3	4	3	5	4	5	36
80	3	4	3	3	4	4	4	5	5	5	40
81	5	4	4	5	4	4	4	5	2	5	42
82	4	5	4	4	5	5	5	5	4	4	45
83	2	4	4	2	4	4	4	5	4	4	37

84	4	4	3	4	4	4	4	2	3	2	34
85	3	3	4	5	3	3	3	5	5	4	38
86	4	3	4	4	3	3	3	2	5	2	33
87	4	4	2	4	4	4	4	4	2	4	36
88	5	2	4	5	2	2	2	4	4	4	34
89	4	4	5	4	4	4	4	4	3	4	40
90	5	5	4	5	5	5	5	4	4	5	47
91	5	4	5	5	4	4	4	5	4	4	44
92	2	3	4	3	3	3	5	5	5	5	38
93	4	4	4	4	4	4	4	4	2	5	39
94	5	4	4	5	4	4	4	4	4	5	43
95	5	4	3	5	4	4	4	5	2	5	41
96	4	3	3	4	3	3	3	3	3	3	32
97	4	4	5	4	4	4	4	4	4	5	42
98	5	4	4	4	3	4	5	3	4	4	40
99	5	3	3	5	3	5	5	5	5	4	43
100	4	4	4	4	4	2	2	4	5	5	38

### Lampiran 3 Usia Responden

**usia**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 12-22	39	39,0	39,0	39,0
23-33	45	45,0	45,0	84,0
34-44	14	14,0	14,0	98,0
>45	2	2,0	2,0	100,0
Total	100	100,0	100,0	

### Pendidikan Responden

**pendidikan**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMP	8	8,0	8,0	8,0
SMA	23	23,0	23,0	31,0
D 3	33	33,0	33,0	64,0
S 1	26	26,0	26,0	90,0
S 2	10	10,0	10,0	100,0
Total	100	100,0	100,0	

### Lampiran Pekerjaan Responden

**pekerjaan**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid PELAJAR	31	31,0	31,0	31,0
MAHASISWA	17	17,0	17,0	48,0
WIRASUWASTA	18	18,0	18,0	66,0
KARYAWAN SUASTA	22	22,0	22,0	88,0
PNS	12	12,0	12,0	100,0
Total	100	100,0	100,0	

**Lampiran 4 Frekuensi Jawaban Responden *Celebrity Endorser* (X)**

**x1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	16	16,0	16,0	16,0
3	13	13,0	13,0	29,0
Valid 4	41	41,0	41,0	70,0
5	30	30,0	30,0	100,0
Total	100	100,0	100,0	

**x2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6,0	6,0	6,0
3	18	18,0	18,0	24,0
Valid 4	48	48,0	48,0	72,0
5	28	28,0	28,0	100,0
Total	100	100,0	100,0	

**x3**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	10	10,0	10,0	11,0
Valid 3	30	30,0	30,0	41,0
4	39	39,0	39,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	



**x4**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	18	18,0	18,0	18,0
3	12	12,0	12,0	30,0
Valid 4	31	31,0	31,0	61,0
5	39	39,0	39,0	100,0
Total	100	100,0	100,0	

**x5**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	20	20,0	20,0	27,0
Valid 4	48	48,0	48,0	75,0
5	25	25,0	25,0	100,0
Total	100	100,0	100,0	

**x6**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	10	10,0	10,0	11,0
Valid 3	27	27,0	27,0	38,0
4	42	42,0	42,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

**x7**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	8	8,0	8,0	9,0
Valid 3	25	25,0	25,0	34,0
4	36	36,0	36,0	70,0
5	30	30,0	30,0	100,0
Total	100	100,0	100,0	

**x8**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	14	14,0	14,0	14,0
3	19	19,0	19,0	33,0
Valid 4	35	35,0	35,0	68,0
5	32	32,0	32,0	100,0
Total	100	100,0	100,0	

**x9**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	18	18,0	18,0	18,0
3	10	10,0	10,0	28,0
Valid 4	30	30,0	30,0	58,0
5	42	42,0	42,0	100,0
Total	100	100,0	100,0	

**x10**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	9,0	9,0	9,0
3	18	18,0	18,0	27,0
Valid 4	49	49,0	49,0	76,0
5	24	24,0	24,0	100,0
Total	100	100,0	100,0	

**x11**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	11	11,0	11,0	13,0
Valid 3	24	24,0	24,0	37,0
4	49	49,0	49,0	86,0
5	14	14,0	14,0	100,0
Total	100	100,0	100,0	

**x12**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8,0	8,0	8,0
3	20	20,0	20,0	28,0
Valid 4	41	41,0	41,0	69,0
5	31	31,0	31,0	100,0
Total	100	100,0	100,0	

**Lampiran 5 Frekuensi Jawaban Responden *Brand Image* (Y)**

**y1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	9	9,0	9,0	10,0
Valid 3	20	20,0	20,0	30,0
4	44	44,0	44,0	74,0
5	26	26,0	26,0	100,0
Total	100	100,0	100,0	

**y2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	11,0	11,0	11,0
3	23	23,0	23,0	34,0
Valid 4	47	47,0	47,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

**y3**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	9,0	9,0	9,0
3	17	17,0	17,0	26,0
Valid 4	45	45,0	45,0	71,0
5	29	29,0	29,0	100,0
Total	100	100,0	100,0	

**y4**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	10	10,0	10,0	10,0
3	12	12,0	12,0	22,0
Valid 4	35	35,0	35,0	57,0
5	43	43,0	43,0	100,0
Total	100	100,0	100,0	

**y5**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8,0	8,0	8,0
3	16	16,0	16,0	24,0
Valid 4	46	46,0	46,0	70,0
5	30	30,0	30,0	100,0
Total	100	100,0	100,0	

**y6**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	9	9,0	9,0	10,0
Valid 3	23	23,0	23,0	33,0
4	36	36,0	36,0	69,0
5	31	31,0	31,0	100,0
Total	100	100,0	100,0	

**y7**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	11,0	11,0	11,0
3	16	16,0	16,0	27,0
Valid 4	40	40,0	40,0	67,0
5	33	33,0	33,0	100,0
Total	100	100,0	100,0	

**y8**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	12	12,0	12,0	12,0
3	26	26,0	26,0	38,0
Valid 4	32	32,0	32,0	70,0
5	30	30,0	30,0	100,0
Total	100	100,0	100,0	

## Lampiran 6 Frekuensi Jawaban Responden Keputusan Pembelian (Z)

**z1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	11,0	11,0	11,0
3	15	15,0	15,0	26,0
Valid 4	40	40,0	40,0	66,0
5	34	34,0	34,0	100,0
Total	100	100,0	100,0	

**z2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8,0	8,0	8,0
3	27	27,0	27,0	35,0
Valid 4	44	44,0	44,0	79,0
5	21	21,0	21,0	100,0
Total	100	100,0	100,0	

**z3**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	11	11,0	11,0	12,0
Valid 3	23	23,0	23,0	35,0
4	47	47,0	47,0	82,0
5	18	18,0	18,0	100,0
Total	100	100,0	100,0	

**z4**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	13	13,0	13,0	13,0
3	13	13,0	13,0	26,0
Valid 4	41	41,0	41,0	67,0
5	33	33,0	33,0	100,0
Total	100	100,0	100,0	

**z5**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	11,0	11,0	11,0
3	24	24,0	24,0	35,0
Valid 4	46	46,0	46,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

**z6**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8,0	8,0	8,0
3	22	22,0	22,0	30,0
Valid 4	45	45,0	45,0	75,0
5	25	25,0	25,0	100,0
Total	100	100,0	100,0	

**z7**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	11,0	11,0	11,0
3	21	21,0	21,0	32,0
Valid 4	46	46,0	46,0	78,0
5	22	22,0	22,0	100,0
Total	100	100,0	100,0	



**z8**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6,0	6,0	6,0
3	14	14,0	14,0	20,0
Valid 4	46	46,0	46,0	66,0
5	34	34,0	34,0	100,0
Total	100	100,0	100,0	

**z9**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	11,0	11,0	11,0
3	15	15,0	15,0	26,0
Valid 4	46	46,0	46,0	72,0
5	28	28,0	28,0	100,0
Total	100	100,0	100,0	

**z10**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	21	21,0	21,0	28,0
Valid 4	35	35,0	35,0	63,0
5	37	37,0	37,0	100,0
Total	100	100,0	100,0	





Sig. (1-tailed)	,002	,000	,000	,007	,002	,000	,000	,003	,000	,000	,000	,001	
N	30	30	30	30	30	30	30	30	30	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (1-tailed).

\* . Correlation is significant at the 0.05 level (1-tailed).





z7	Pearson Correlation	,520**	,000	,071	,106	,464**	,000	1	,114	,125	,520**	,508**
	Sig. (1-tailed)	,002	,500	,355	,289	,005	,500		,275	,255	,002	,002
	N	30	30	30	30	30	30	30	30	30	30	30
z8	Pearson Correlation	,309*	,002	,207	,518**	,108	,002	,114	1	,162	,309*	,506**
	Sig. (1-tailed)	,048	,495	,136	,002	,285	,495	,275		,196	,048	,002
	N	30	30	30	30	30	30	30	30	30	30	30
z9	Pearson Correlation	,058	,290	,338*	,316*	,367*	,290	,125	,162	1	,058	,550**
	Sig. (1-tailed)	,380	,060	,034	,044	,023	,060	,255	,196		,380	,001
	N	30	30	30	30	30	30	30	30	30	30	30
z10	Pearson Correlation	1,000**	,134	,043	,355*	,174	,134	,520**	,309*	,058	1	,651**
	Sig. (1-tailed)	,000	,240	,411	,027	,178	,240	,002	,048	,380		,000
	N	30	30	30	30	30	30	30	30	30	30	30
total_z	Pearson Correlation	,651**	,543**	,579**	,457**	,523**	,543**	,508**	,506**	,550**	,651**	1
	Sig. (1-tailed)	,000	,001	,000	,006	,002	,001	,002	,002	,001	,000	
	N	30	30	30	30	30	30	30	30	30	30	30

\*. Correlation is significant at the 0.05 level (1-tailed).

\*\* Correlation is significant at the 0.01 level (1-tailed).

**Lampiran 8 Hasil Uji Reliabilitas *Celebrity Endorser* (X)**

**Reliability Statistics**

Cronbach's Alpha	N of Items
,822	12

**Lampiran Hasil Uji Reliabilitas *Brand Image* (Y)**

**Reliability Statistics**

Cronbach's Alpha	N of Items
,822	12

**Lampiran Hasil Uji Reliabilitas Keputusan Pembelian (Z)**

**Reliability Statistics**

Cronbach's Alpha	N of Items
,740	10



## Lampiran 9 Hasil Uji Normalitas

### One-Sample Kolmogorov-Smirnov Test

		total_x	total_y	total_z
N		100	100	100
Normal Parameters <sup>a,b</sup>	Mean	46,14	31,16	38,79
	Std. Deviation	5,801	4,044	4,717
	Absolute	,126	,084	,068
Most Extreme Differences	Positive	,049	,068	,045
	Negative	-,126	-,084	-,068
Kolmogorov-Smirnov Z		1,257	,842	,678
Asymp. Sig. (2-tailed)		,085	,477	,748

a. Test distribution is Normal.

b. Calculated from data.

## Lampiran 10 Hasil Uji Homogenitas

### Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
total_x	,947	17	79	,524
total_y	,944	17	79	,527

## Lampiran 11 Hasil Uji Linieritas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
total_y * total_x1		(Combined)	625,776	21	29,799	2,339	,004
	Between	Linearity	312,707	1	312,707	24,547	,000
	Groups	Deviation from	313,069	20	15,653	1,229	,255
		Linearity					
		Within Groups	993,664	78	12,739		
Total			1619,440	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
total_z * total_y		(Combined)	796,156	18	44,231	2,547	,002
	Between	Linearity	451,786	1	451,786	26,019	,000
	Groups	Deviation from	344,370	17	20,257	1,167	,310
		Linearity					
		Within Groups	1406,434	81	17,363		
Total			2202,590	99			

## Lampiran 12 Hasil Uji Regresi Linier Sederhana

*Celebrity Endorser* → *Brand Image*

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	total_x <sup>b</sup>	.	Enter

a. Dependent Variable: total\_y

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,439 <sup>a</sup>	,193	,185	3,652

a. Predictors: (Constant), total\_x

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	312,707	1	312,707	23,452	,000 <sup>b</sup>
	Residual	1306,733	98	13,334		
	Total	1619,440	99			

a. Dependent Variable: total\_y

b. Predictors: (Constant), total\_x

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,025	2,942		5,788	,000
	total_x	,306	,063	,439	4,843	,000

a. Dependent Variable: total\_y

**Lampiran 13 Hasil Uji Regresi Linier Sederhana**  
**Brand Image → Keputusan Pembelian**

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	total_y <sup>b</sup>	.	Enter

a. Dependent Variable: total\_z

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,453 <sup>a</sup>	,205	,197	4,227

a. Predictors: (Constant), total\_y

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	451,786	1	451,786	25,288	,000 <sup>b</sup>
	Residual	1750,804	98	17,865		
	Total	2202,590	99			

a. Dependent Variable: total\_z

b. Predictors: (Constant), total\_y

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22,332	3,300		6,767	,000
	total_y	,528	,105	,453	5,029	,000

a. Dependent Variable: total\_z

**Lampiran 14 Hasil Uji Regresi Linier Sederhana**  
**Celebrity Endorser → Keputusan Pembelian**

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	total_x1 <sup>b</sup>	.	Enter

a. Dependent Variable: total\_z

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,433 <sup>a</sup>	,188	,179	4,273

a. Predictors: (Constant), total\_x1

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	413,601	1	413,601	22,657	,000 <sup>b</sup>
	Residual	1788,989	98	18,255		
	Total	2202,590	99			

a. Dependent Variable: total\_z

b. Predictors: (Constant), total\_x1

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22,534	3,442		6,547	,000
	total_x1	,352	,074	,433	4,760	,000

a. Dependent Variable: total\_z