

Lampiran 1



KUESIONER PENELITIAN

No Responden

Kepada YTH
Bapak/Saudara
Responden
Di Tempat

Dengan Hormat

Dalam rangka penyelesaian penelitian untuk keperluan skripsi yang berjudul:
Pengaruh *Brand Ambassador* Dan *Brand Image* Terhadap Keputusan Pembelian Sepeda Motor Yamaha Type Nmax Di Sumber Jaya Lampung Barat

Bersama ini saya :

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Dosen Pembimbing : Novita Sari, S.Sos., MM

Memohon bantuan kepada ibu/bapak saudara untuk mengisi kuesioner penelitian yang terlampir. Penelitian ini bertujuan untuk mengetahui **Pengaruh *Brand Ambassador* Dan *Brand Image* Terhadap Keputusan Pembelian Sepeda Motor Yamaha Type Nmax Di Sumber Jaya Lampung Barat**. Jawaban yang subjektif akan sangat membantu penelitian ini, semua jawaban akan dijaga kerahasiaannya dan hanya dipergunakan untuk kepentingan penelitian.

Atas perhatian dan bantuannya saya ucapkan terimakasih

Hormat Saya

1. IDENTIFIKASI RESPONDEN

a. Nama Responden :

b. Umur* : 18 – 24 Tahun 25 – 34 Tahun 35 – 44 Tahun > 44 Tahunc. Jenis Kelamin : Laki-Laki Perempuand. Pekerjaan : Mahasiswa/Pelajar Pegawai Negeri Wiraswasta Dll**2. FORMAT PENGISIAN KUESIONER**

Berilah tanda ceklis (√) pada setiap pilihan jawaban yang disediakan yang sesuai dengan pendapat anda.

Keterangan :

No	Jawaban	Kode	Bobot
1.	Sangat Setuju	SS	5
2.	Setuju	S	4
3.	Cukup Setuju	CS	3
4.	Tidak Setuju	TS	2
5.	Sangat Tidak Setuju	STS	1

(*) Wajib diisi

Brand Ambassador (X₁)

No	Pernyataan	SS	S	CS	TS	STS
1.	Valentino Rossi mendukung semua kegiatan promosi yang dilakukan oleh Yamaha					
2.	Valentino Rossi ikut serta dalam kegiatan sosial yang dilakukan oleh Yamaha					
3.	Valentino Rossi menggunakan sepeda Motor Yamaha saat pertandingan balap MotoGP baik <i>On air</i> maupun <i>Off air</i>					
4.	Valentiino Rossi tidak pernah menggunakan sepeda motor lain selain sepeda motor Yamaha					
5.	Valentino Rossi memiliki 9 (sembilan) gelar juara dunia di kejuaraan grandprix motor melebihi rekor pembalap seniornya					
6.	Sepeda motor yang digunakan Valentino Rossi selama pertandingan MotoGP baik <i>On air</i> maupun <i>Off air</i> adalah sepeda motor Yamaha					
7.	Konsumen tertarik membeli sepeda motor Yamaha karena <i>Brand Ambassador</i> yang digunakan adalah Valentino Rossi					
8.	Prestasi Valentino Rossi sebagai pembalap menjadi daya tarik bagi konsumen untuk membeli sepeda motor Yamaha					
9.	Dijadikannya Valentino Rossi sebagai Brand Ambassador menjadi kekuatan yang dapat menarik konsumen untuk membeli sepeda motor Yamaha					
10.	Kekuatan performa Valentino Rossi saat menunggangi sepeda motor Yamaha dalam ajang motoGp membuat konsumen yakin akan kualitas sepeda motor Yamaha					

(*) Wajib diisi

Brand Image (X₂)

No	Pernyataan	SS	S	CS	TS	STS
1.	Yamaha memiliki popularitas yang baik.					
2.	Yamaha memiliki nama baik sebagai produsen sepeda motor.					
3.	Ketersedian spare parts dan aksesoris sepeda motor Yamaha mudah didapat					
4.	Yamaha menggunakan teknologi terbaru yaitu <i>blue core technology</i>					
5.	Merek sepeda motor Yamaha mudah dikenal					
6.	Merek sepeda motor Yamaha mudah diingat dan Yamaha memiliki citra yang baik.					

(*) Wajib diisi

Keputusan Pembelian (Y)

No	Pernyataan	SS	S	CS	TS	STS
1.	Saya memutuskan membeli sepeda motor Yamaha karena sesuai dengan kebutuhan saya					
2.	Saya memutuskan membeli sepeda motor Yamaha karena saya mengenal Valentino Rossi sebagai <i>brand ambassador</i> nya					
3.	Saya memutuskan membeli sepeda motor Yamaha karena merek Yamaha sudah banyak dikenal					
4.	Saya memutuskan membeli sepeda motor Yamaha karena Yamaha mempunyai citra merek yang bagus					
5.	Saya membeli sepeda motor Yamaha karena Yamaha salah satu pilihan terbaik dalam kategori sepeda motor					
6.	Saya membeli sepeda motor Yamaha di Dealer Lautan Teduh Sumber Jaya Lampung Barat					
7.	Saya memutuskan membeli sepeda motor Yamaha karena di Dealer Lautan Teduh Sumber Jaya Lampung Barat menyediakan banyak pilihan sepeda motor Yamaha sesuai kebutuhan					
8.	Saya memutuskan membeli sepeda motor Yamaha karena harga sepeda motor Yamaha terjangkau					
9.	Saya memutuskan membeli sepeda motor Yamaha karena tersedia beberapa pilihan metode pembayaran. seperti chas ataupun kredit					

Lampiran 2

Hasil Data Tabulasi Responden *Brand Ambassador* (X1)

No.	Nama	Jenis Kelamin	Umur	Pekerjaan	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Total
1	Munirulanam	Laki-Laki	>44 Th	Wiraswasta	4	4	5	5	4	5	4	4	4	5	44
2	Fatah Satya Wibawa	Laki-Laki	25-34 Th	Pegawai Negri	3	4	3	3	3	3	4	3	4	3	33
3	Saroso Rahardjo	Laki-Laki	>44 Th	Wiraswasta	3	4	3	4	3	3	4	3	4	4	35
4	Mohamad Junus Didiek Herdato	Laki-Laki	>44 Th	Wiraswasta	4	3	3	3	4	3	3	4	3	3	33
5	Vonny	Perempuan	25-34 Th	Pegawai Negri	3	3	4	4	3	4	4	3	3	4	35
6	I Wayan Surya Wibowo	Laki-Laki	35-44 Th	Wiraswasta	3	3	3	3	3	3	3	3	3	3	30
7	Iluh Sriwahyuni	Perempuan	25-34 Th	Pegawai Negri	3	3	4	4	3	4	3	3	3	4	34
8	Belinda Meynar Ayuningtyas	Perempuan	18-24 Th	Mahasiswa/Pelajar	4	4	4	4	4	4	4	4	4	4	40
9	I Made Agus Willi Widura	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	5	3	4	4	5	4	4	5	3	4	41
10	Septian Suhermansyah	Laki-Laki	25-34 Th	Wiraswasta	3	3	4	4	3	4	3	3	3	4	34
11	Budi Purwanto	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	4	4	4	4	4	4	4	4	4	4	40
12	Marta Novita Oktarina	Perempuan	18-24 Th	Mahasiswa/Pelajar	4	4	4	4	4	4	4	4	4	4	40
13	Oryza Wahyu Sepyanto	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	4	4	3	3	4	3	3	4	4	3	35
14	Andi Prasetya	Laki-Laki	35-44 Th	Wiraswasta	4	4	4	4	4	4	4	4	4	4	40
15	Fauzi Febri Andrian	Laki-Laki	35-44 Th	Wiraswasta	3	4	3	3	3	3	4	3	4	3	33
16	Muhammad Togar Harahap	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	4	3	3	3	4	3	3	4	3	3	33
17	Safta Yulinar Wahab	Laki-Laki	35-44 Th	Wiraswasta	4	3	3	3	4	3	4	4	3	3	34
18	Iin Safitri Sam	Perempuan	18-24 Th	Mahasiswa/Pelajar	4	4	4	4	4	4	4	4	4	4	40
19	Delva Meal Sandi	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	3	3	5	4	3	5	4	3	3	4	37
20	Indah Leny Susanti	Perempuan	18-24 Th	Mahasiswa/Pelajar	3	4	4	4	3	4	4	3	4	4	37
21	Widarti	Perempuan	18-24 Th	Mahasiswa/Pelajar	3	3	3	3	3	3	3	3	3	3	30
22	Indy Riyana Sari	Perempuan	18-24 Th	Mahasiswa/Pelajar	3	3	3	3	3	3	4	3	3	3	31
23	Sri Susilowati	Perempuan	18-24 Th	Mahasiswa/Pelajar	4	3	3	3	4	3	3	4	3	3	33
24	Ermilia Wati	Perempuan	25-34 Th	Wiraswasta	4	4	3	4	4	3	4	4	4	4	38
25	Octa Feri Ferliana	Perempuan	35-44 Th	Wiraswasta	3	4	5	5	3	5	3	3	4	5	40
26	Endah Dimasri	Perempuan	18-24 Th	Mahasiswa/Pelajar	4	4	4	4	4	4	4	4	4	4	40
27	Desy Supratiwi	Perempuan	18-24 Th	Mahasiswa/Pelajar	3	3	3	3	3	3	3	3	3	3	30
28	Edi Dermawan	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	4	3	3	3	4	3	3	4	3	3	33
29	Zelliana Aziza	Perempuan	35-44 Th	Wiraswasta	3	3	4	4	3	4	4	3	3	4	35
30	Wulan Perwita Sari	Perempuan	35-44 Th	Wiraswasta	3	4	4	4	3	4	4	3	4	4	37

73	Aristama Putra	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	4	4	3	3	4	3	3	4	4	3	35
74	Okta Diansyah	Laki-Laki	35-44 Th	Wiraswasta	4	4	4	4	4	4	4	4	4	4	40
75	Enggar Prayoga Dharmawan	Laki-Laki	35-44 Th	Wiraswasta	3	3	3	3	3	3	4	3	4	3	32
76	Rendi Adesa Putra	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	4	4	3	3	4	3	3	4	3	3	34
77	Yudi Halim	Laki-Laki	35-44 Th	Wiraswasta	4	4	3	3	4	3	4	4	3	3	35
78	Muhammad Ramadhan	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	4	3	4	4	4	4	4	4	4	4	39
79	Jaka Chish Pratama	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	3	3	5	4	3	5	4	3	3	4	37
80	Noval Arief Kurniawan	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	3	4	4	4	3	4	4	3	4	4	37
81	Suprian Dovi	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	3	3	3	3	3	3	3	3	3	3	30
82	Anisha	Perempuan	18-24 Th	Mahasiswa/Pelajar	3	3	3	3	3	3	4	3	3	3	31
83	Ivandra Fensi	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	4	4	3	3	4	3	3	4	3	3	34
84	Rizal Riadi	Laki-Laki	25-34 Th	Wiraswasta	4	3	3	4	4	3	4	4	4	4	37
85	M Nurman	Laki-Laki	35-44 Th	Wiraswasta	3	3	5	5	3	5	3	3	4	5	39
86	Chiea Nanda Oyi	Perempuan	18-24 Th	Mahasiswa/Pelajar	4	4	4	4	4	4	4	4	4	4	40
87	M Nanda Ramadhan	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	3	3	3	3	3	3	3	3	3	3	30
88	Rian Putra Otapianto	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	4	4	3	3	4	3	3	4	3	3	34
89	Zulfikar Asykarnain	Laki-Laki	35-44 Th	Wiraswasta	3	4	4	4	3	4	4	3	3	4	36
90	Edwin Librata Yoggy	Laki-Laki	35-44 Th	Wiraswasta	3	4	4	4	3	4	4	3	4	4	37
91	Wahyu Sudono	Laki-Laki	35-44 Th	Pegawai Negri	4	4	5	5	4	5	4	4	4	5	44
92	Chrisna Wahyudi	Laki-Laki	25-34 Th	Pegawai Negri	3	4	3	3	3	3	4	3	4	3	33
93	Dede Maulana	Laki-Laki	25-34 Th	Wiraswasta	3	4	3	4	3	3	4	3	4	4	35
94	Juliansyah	Laki-Laki	25-34 Th	Wiraswasta	4	3	3	3	4	3	3	4	3	3	33
95	Suroyo Rekso Lukito	Laki-Laki	35-44 Th	Pegawai Negri	3	3	4	4	3	4	4	3	3	4	35
96	Ririn Nopvitasari	Perempuan	18-24 Th	Wiraswasta	3	4	3	3	3	3	3	3	3	3	31
97	Nolisa Yovita	Perempuan	18-24 Th	Mahasiswa/Pelajar	3	3	4	4	3	4	3	3	3	4	34
98	Riko Yanuar	Laki-Laki	18-24 Th	Wiraswasta	4	4	4	4	4	4	4	4	4	4	40
99	Agus Setiawan	Laki-Laki	25-34 Th	Pegawai Negri	5	3	4	4	5	4	4	5	3	4	41
100	Eva Lusiana	Perempuan	18-24 Th	Wiraswasta	3	3	4	4	3	4	3	3	3	4	34
101	Ade Wiraguna	Laki-Laki	18-24 Th	Wiraswasta	4	4	4	4	4	4	4	4	4	4	40
102	Edi Susanto	Laki-Laki	>44 Th	Wiraswasta	4	4	4	4	4	4	4	4	4	4	40
103	Murni	Perempuan	18-24 Th	Mahasiswa/Pelajar	4	4	3	3	4	3	3	4	4	3	35
104	Yunita Permatasari	Perempuan	18-24 Th	Mahasiswa/Pelajar	4	4	4	4	4	4	4	4	4	4	40
105	Donald Metrofia	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	3	3	3	3	3	3	4	3	4	3	32
106	Asep Nur Afriadi	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	4	4	3	3	4	3	3	4	3	3	34
107	Vactul Rohmad	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	4	4	3	3	4	3	4	4	3	3	35
108	Mulia Okta Fahlepi	Perempuan	18-24 Th	Mahasiswa/Pelajar	4	3	4	4	4	4	4	4	4	4	39
109	Rio Ristayudi	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	3	3	5	4	3	5	4	3	3	4	37
110	Mix Belly Yulies M	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	3	4	4	4	3	4	4	3	4	4	37
111	Dian Merissa	Perempuan	35-44 Th	Wiraswasta	3	3	3	3	3	3	3	3	3	3	30
112	Ridaulah	Laki-Laki	35-44 Th	Wiraswasta	3	3	3	3	3	3	4	3	3	3	31
113	Fajar Rizki	Laki-Laki	18-24 Th	Wiraswasta	4	4	3	3	4	3	3	4	3	3	34

	Sonta														
114	Andreas Nicaoulus	Laki-Laki	18-24 Th	Wiraswasta	4	3	3	4	4	3	4	4	4	4	37
115	Hilarus Ifan Arisetya	Laki-Laki	35-44 Th	Wiraswasta	3	3	5	5	3	5	3	3	4	5	39
116	Riki Gumulya	Laki-Laki	18-24 Th	Mahasiswa/Pelajar	4	4	4	4	4	4	4	4	4	4	40
117	Desi Mutiara	Perempuan	18-24 Th	Mahasiswa/Pelajar	3	3	3	3	3	3	3	3	3	3	30
118	Nurmansyah	Laki-Laki	35-44 Th	Wiraswasta	4	4	3	3	4	3	3	4	3	3	34
119	Wina Anggraini	Perempuan	18-24 Th	Wiraswasta	3	4	4	4	3	4	4	3	3	4	36
120	Silvia Nurindahsari	Perempuan	25-34 Th	Wiraswasta	3	4	4	4	3	4	4	3	4	4	37

Lampiran 2.2

Hasil Data Tabulasi Responden *Brand Image* (X2)

No.	Nama	Q1	Q2	Q3	Q4	Q5	Q6	Total
1	Munirulanam	4	5	5	4	5	4	27
2	Fatah Satya Wibawa	3	3	3	4	3	4	20
3	Saroso Rahardjo	3	3	4	4	3	4	21
4	Mohamad Junus Didiek Herdato	3	3	3	3	3	3	18
5	Vonny	3	4	4	4	4	4	23
6	I Wayan Surya Wibowo	3	3	3	3	3	3	18
7	Iluh Sriwahyuni	3	4	4	3	4	3	21
8	Belinda Meynar Ayuningtyas	4	4	4	4	4	4	24
9	I Made Agus Willi Widura	4	4	4	4	4	4	24
10	Septian Suhermansyah	3	4	4	3	4	3	21
11	Budi Purwanto	4	4	4	4	4	4	24
12	Marta Novita Oktarina	4	4	4	4	4	4	24
13	Oryza Wahyu Sepyanto	4	3	3	4	3	3	20
14	Andi Prasetya	4	4	4	4	4	4	24
15	Fauzi Febri Andrian	3	3	3	3	3	4	19
16	Muhammad Togar Harahap	4	3	3	4	3	3	20
17	Safta Yulinar Wahab	4	3	3	4	3	4	21
18	Iin Safitri Sam	3	4	4	4	4	4	23
19	Delva Meal Sandi	4	4	4	4	4	4	24
20	Indah Leny Susanti	4	4	4	3	4	4	23
21	Widarti	3	3	3	3	3	3	18
22	Indy Riyana Sari	3	3	3	4	3	4	20
23	Sri Susilowati	4	3	3	4	3	3	20
24	Ermilia Wati	3	3	4	4	3	4	21
25	Octa Feri Ferliana	4	4	4	4	4	4	24
26	Endah Dimasri	4	4	4	4	4	4	24
27	Desy Supratiwi	3	3	3	3	3	3	18
28	Edi Dermawan	4	3	3	4	3	3	20
29	Zelliana Aziza	4	4	4	4	4	4	24
30	Wulan Perwita Sari	3	4	4	4	4	4	23
31	Dyah Islamika handayani	4	4	4	3	4	4	23
32	Harudin	3	4	4	4	4	4	23

33	Ivan Elyadi	4	3	3	4	3	3	20
34	Arief Rahmawan	4	4	4	3	4	4	23
35	Fitri Eriyanti	4	4	4	4	4	4	24
36	Angga Permata Jaya	4	4	4	4	4	4	24
37	Ardi Kesuma Wardana	4	3	3	4	3	4	21
38	Tya Puspita Dewi	4	5	5	3	5	3	25
39	Edi Waluyo	4	4	4	4	4	3	23
40	Adinda Meirizka	4	4	4	5	4	4	25
41	Dayu Widiaswara	4	3	3	4	3	3	20
42	Dwi Nurhayati	3	3	3	4	3	3	19
43	Indana Zulfa	4	3	3	3	3	5	21
44	Puji Anggraini	3	4	4	4	4	4	23
45	Tiara Oktavia	3	3	3	5	3	4	21
46	Fiky Febriansyah	4	3	5	4	3	3	22
47	Yosi Apriani	3	4	4	3	4	3	21
48	Iskandar	3	4	4	3	4	3	21
49	Melinda Damayanti	4	4	4	4	4	4	24
50	Rahmat Renaldi	3	3	3	4	3	4	20
51	Cica Amanda Lestari	4	4	4	3	4	4	23
52	Bagus Riyandi	3	4	4	4	4	4	23
53	Muhammad Dwi Akbar	4	3	4	4	3	4	22
54	Ibnu Aziz Kurniadi	4	3	3	4	3	4	21
55	Toproni	3	3	5	3	3	4	21
56	Zulfahmi Lubis	4	3	3	4	3	4	21
57	Ricard Renaldi	4	4	3	4	4	4	23
58	Dulhadi Maliki	4	4	3	3	4	4	22
59	Wahyu Setiawan	4	3	4	4	3	4	22
60	Purwoko Budi Wibowo	3	4	5	4	4	3	23
61	Sohimah	4	5	5	4	5	4	27
62	Oktavia Rosana Dewi	3	3	3	4	3	4	20
63	Evi Dwi Jayanti	3	3	4	4	3	4	21
64	Indri Yani	3	3	3	3	3	3	18
65	Diyah Anggun Nurjanah	3	4	4	4	4	4	23
66	Intan Purnama Sari	3	3	3	3	3	3	18
67	Widiya	3	4	4	3	4	3	21
68	Yolinda Azhary Sugiarto	4	4	4	4	4	4	24
69	Felek Surya Agung	4	4	4	4	4	4	24
70	Febriyati Ade	3	4	4	3	4	3	21
71	Febriansyah	4	4	4	4	4	4	24
72	Gorby Satrio Sadik	4	4	4	4	4	4	24
73	Aristama Putra	4	3	3	4	3	3	20
74	Okta Diansyah	4	4	4	4	4	4	24
75	Enggar Prayoga Dharmawan	3	3	3	3	3	4	19
76	Rendi Adesa Putra	4	3	3	4	3	3	20
77	Yudi Halim	4	3	3	4	3	4	21
78	Muhammad Ramadhan	3	4	4	4	4	4	23
79	Jaka Chish Pratama	4	4	4	4	4	4	24
80	Noval Arief Kurniawan	4	4	4	3	4	4	23
81	Suprian Dovi	3	3	3	3	3	3	18
82	Anisha	3	3	3	4	3	4	20

83	Ivandra Fensi	4	3	3	4	3	3	20
84	Rizal Riadi	3	3	4	4	3	4	21
85	M Nurman	3	5	5	3	5	3	24
86	Chiea Nanda Oyi	4	4	4	4	4	4	24
87	M Nanda Ramadhan	3	3	3	3	3	3	18
88	Rian Putra Otapianto	4	3	3	4	3	3	20
89	Zulfikar Asykarain	4	4	4	4	4	4	24
90	Edwin Librata Yoggy	3	4	4	4	4	4	23
91	Wahyu Sudono	4	4	4	3	4	4	23
92	Chrisna Wahyudi	3	4	4	4	4	4	23
93	Dede Maulana	4	3	3	4	3	3	20
94	Juliansyah	4	4	4	3	4	4	23
95	Suroyo Rekso Lukito	4	4	4	4	4	4	24
96	Ririn Nopvitasari	4	4	4	4	4	4	24
97	Nolisa Yovita	4	3	3	4	3	4	21
98	Riko Yanuar	4	5	5	3	5	3	25
99	Agus Setiawan	4	4	4	4	4	3	23
100	Eva Lusiana	4	4	4	5	4	4	25
101	Ade Wiraguna	4	3	3	4	3	3	20
102	Edi Susanto	3	3	3	4	3	3	19
103	Murni	4	3	3	3	3	5	21
104	Yunita Permatasari	3	4	4	4	4	4	23
105	Donald Metrofia	3	3	3	5	3	4	21
106	Asep Nur Afriadi	4	3	5	4	3	3	22
107	Vactul Rohmad	3	4	4	3	4	3	21
108	Mulia Okta Fahlepi	3	4	4	3	4	3	21
109	Rio Ristayudi	4	4	4	4	4	4	24
110	Mix Belly Yulies M	3	3	3	4	3	4	20
111	Dian Merissa	4	4	4	3	4	4	23
112	Ridaulah	3	4	4	4	4	4	23
113	Fajar Rizki Sonta	4	3	4	4	3	4	22
114	Andreas Nicaoulus	4	3	3	4	3	4	21
115	Hilarus Ifan Arisetya	3	3	5	3	3	4	21
116	Riki Gumulya	4	3	3	4	3	4	21
117	Desi Mutiara	4	4	3	4	4	4	23
118	Nurmansyah	4	4	3	3	4	4	22
119	Wina Anggraini	4	3	4	4	3	4	22
120	Silvia Nurindahsari	3	4	5	4	4	3	23

Lampiran 2.3

Hasil Data Tabulasi Responden Pengambilan Keputusan (Y)

No.	Nama	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7	Q 8	Q 9	Total
1	Munirulanam	4	4	4	4	5	5	4	5	4	39
2	Fatah Satya Wibawa	4	4	3	4	3	3	3	3	4	31
3	Saroso Rahardjo	4	4	3	4	3	4	3	3	4	32
4	Mohamad Junus Didiak Herdato	3	4	4	3	3	3	4	3	3	30
5	Vonny	3	4	3	3	4	4	3	4	4	32
6	I Wayan Surya Wibowo	4	4	3	4	3	3	3	3	3	30
7	Iluh Sriwahyuni	3	3	3	3	4	4	3	4	3	30
8	Belinda Meynar Ayuningtyas	4	4	4	4	4	4	4	4	4	36
9	I Made Agus Willi Widura	3	3	5	3	4	4	5	4	4	35
10	Septian Suhermansyah	3	3	3	3	4	4	3	4	3	30
11	Budi Purwanto	4	4	4	4	4	4	4	4	4	36
12	Marta Novita Oktarina	4	4	4	4	4	4	4	4	4	36
13	Oryza Wahyu Sepyanto	4	4	4	4	3	3	4	3	3	32
14	Andi Prasetya	4	4	4	4	4	4	4	4	4	36
15	Fauzi Febri Andrian	3	3	3	3	3	3	3	3	4	28
16	Muhammad Togar Harahap	4	3	4	4	3	3	4	3	3	31
17	Safta Yulinar Wahab	4	4	4	4	3	3	4	3	4	33
18	Iin Safitri Sam	3	4	4	3	4	4	4	4	4	34
19	Delva Meal Sandi	3	3	3	3	5	4	3	5	4	33
20	Indah Leny Susanti	4	4	3	4	4	4	3	4	4	34
21	Widarti	3	3	3	3	3	3	3	3	3	27
22	Indy Riyana Sari	3	3	3	3	3	3	3	3	4	28
23	Sri Susilowati	4	3	4	4	3	3	4	3	3	31
24	Ermilia Wati	3	4	4	3	3	4	4	3	4	32
25	Octa Feri Ferliana	3	3	3	3	5	5	3	5	3	33
26	Endah Dimasri	4	4	4	4	4	4	4	4	4	36
27	Desy Supratiwi	3	3	3	3	3	3	3	3	3	27
28	Edi Dermawan	4	3	4	4	3	3	4	3	3	31
29	Zelliana Aziza	4	4	3	4	4	4	3	4	4	34
30	Wulan Perwita Sari	4	4	3	4	4	4	3	4	4	34
31	Dyah Islamika handayani	4	4	3	4	4	4	3	4	4	34
32	Harudin	3	4	4	3	4	4	4	4	4	34
33	Ivan Elyadi	4	4	4	4	3	3	4	3	3	32
34	Arief Rahmawan	4	4	3	4	4	4	3	4	4	34
35	Fitri Eriyanti	3	3	3	3	5	4	3	5	4	33
36	Angga Permata Jaya	4	3	4	4	4	4	4	4	4	35
37	Ardi Kesuma Wardana	4	4	4	4	3	3	4	3	4	33
38	Tya Puspita Dewi	4	3	3	4	5	5	3	5	3	35

39	Edi Waluyo	4	3	4	4	4	4	4	4	3	34
40	Adinda Meirizka	4	4	5	4	4	4	5	4	4	38
41	Dayu Widiaswara	4	4	4	4	3	3	4	3	3	32
42	Dwi Nurhayati	3	4	4	3	3	3	4	3	3	30
43	Indana Zulfa	4	3	3	4	3	3	3	3	5	31
44	Puji Anggraini	3	4	4	3	4	4	4	4	4	34
45	Tiara Oktavia	3	4	2	3	3	3	2	3	4	27
46	Fiky Febriansyah	4	3	4	4	3	5	4	3	3	33
47	Yosi Apriani	3	4	3	3	4	4	3	4	3	31
48	Iskandar	3	4	3	3	4	4	3	4	3	31
49	Melinda Damayanti	4	3	4	4	4	4	4	4	4	35
50	Rahmat Renaldi	3	3	4	3	3	3	4	3	4	30
51	Cica Amanda Lestari	4	3	3	4	4	4	3	4	4	33
52	Bagus Riyandi	3	3	4	3	4	4	4	4	4	33
53	Muhammad Dwi Akbar	4	3	4	4	3	4	4	3	4	33
54	Ibnu Aziz Kurniadi	4	3	4	4	3	3	4	3	4	32
55	Toproni	3	3	3	3	3	5	3	3	4	30
56	Zulfahmi Lubis	4	4	4	4	3	3	4	3	4	33
57	Ricard Renaldi	4	4	4	4	4	3	4	4	4	35
58	Dulhadi Maliki	4	3	3	4	4	3	3	4	4	32
59	Wahyu Setiawan	4	4	4	4	3	4	4	3	4	34
60	Purwoko Budi Wibowo	3	3	4	3	4	5	4	4	3	33
61	Sohimah	4	4	4	4	5	5	4	5	4	39
62	Oktavia Rosana Dewi	4	4	3	4	3	3	3	3	4	31
63	Evi Dwi Jayanti	4	4	3	4	3	4	3	3	4	32
64	Indri Yani	3	4	4	3	3	3	4	3	3	30
65	Diyah Anggun Nurjanah	3	4	3	3	4	4	3	4	4	32
66	Intan Purnama Sari	4	4	3	4	3	3	3	3	3	30
67	Widiya	3	3	3	3	4	4	3	4	3	30
68	Yolinda Azhary Sugiarto	4	4	4	4	4	4	4	4	4	36
69	Felek Surya Agung	3	3	5	3	4	4	5	4	4	35
70	Febriyati Ade	3	3	3	3	4	4	3	4	3	30
71	Febriansyah	4	4	4	4	4	4	4	4	4	36
72	Gorby Satrio Sadik	4	4	4	4	4	4	4	4	4	36
73	Aristama Putra	4	4	4	4	3	3	4	3	3	32
74	Okta Diansyah	4	4	4	4	4	4	4	4	4	36
75	Enggar Prayoga Dharmawan	3	3	3	3	3	3	3	3	4	28
76	Rendi Adesa Putra	4	3	4	4	3	3	4	3	3	31
77	Yudi Halim	4	4	4	4	3	3	4	3	4	33
78	Muhammad Ramadhan	3	4	4	3	4	4	4	4	4	34
79	Jaka Chish Pratama	3	3	3	3	5	4	3	5	4	33
80	Noval Arief Kurniawan	4	4	3	4	4	4	3	4	4	34
81	Suprian Dovi	3	3	3	3	3	3	3	3	3	27
82	Anisha	3	3	3	3	3	3	3	3	4	28
83	Ivandra Fensi	4	3	4	4	3	3	4	3	3	31
84	Rizal Riadi	3	4	4	3	3	4	4	3	4	32
85	M Nurman	3	3	3	3	5	5	3	5	3	33
86	Chiea Nanda Oyi	4	4	4	4	4	4	4	4	4	36
87	M Nanda Ramadhan	3	3	3	3	3	3	3	3	3	27
88	Rian Putra Otapianto	4	3	4	4	3	3	4	3	3	31

89	Zulfikar Asykarnain	4	4	3	4	4	4	3	4	4	34
90	Edwin Librata Yoggy	4	4	3	4	4	4	3	4	4	34
91	Wahyu Sudono	4	4	3	4	4	4	3	4	4	34
92	Chrisna Wahyudi	3	4	4	3	4	4	4	4	4	34
93	Dede Maulana	4	4	4	4	3	3	4	3	3	32
94	Juliansyah	4	4	3	4	4	4	3	4	4	34
95	Suroyo Rekso Lukito	3	3	3	3	5	4	3	5	4	33
96	Ririn Nopvitasari	4	3	4	4	4	4	4	4	4	35
97	Nolisa Yovita	4	4	4	4	3	3	4	3	4	33
98	Riko Yanuar	4	3	3	4	5	5	3	5	3	35
99	Agus Setiawan	4	3	4	4	4	4	4	4	3	34
100	Eva Lusiana	4	4	5	4	4	4	5	4	4	38
101	Ade Wiraguna	4	4	4	4	3	3	4	3	3	32
102	Edi Susanto	3	4	4	3	3	3	4	3	3	30
103	Murni	4	3	3	4	3	3	3	3	5	31
104	Yunita Permatasari	3	4	4	3	4	4	4	4	4	34
105	Donald Metrofia	3	4	5	3	3	3	5	3	4	33
106	Asep Nur Afriadi	4	3	4	4	3	5	4	3	3	33
107	Vactul Rohmad	3	4	3	3	4	4	3	4	3	31
108	Mulia Okta Fahlepi	3	4	3	3	4	4	3	4	3	31
109	Rio Ristayudi	4	3	4	4	4	4	4	4	4	35
110	Mix Belly Yulies M	3	3	4	3	3	3	4	3	4	30
111	Dian Merissa	4	3	3	4	4	4	3	4	4	33
112	Ridaulah	3	3	4	3	4	4	4	4	4	33
113	Fajar Rizki Sonta	4	3	4	4	3	4	4	3	4	33
114	Andreas Nicaoulus	4	3	4	4	3	3	4	3	4	32
115	Hilarus Ifan Arisetya	3	3	3	3	3	5	3	3	4	30
116	Riki Gumulya	4	4	4	4	3	3	4	3	4	33
117	Desi Mutiara	4	4	4	4	4	3	4	4	4	35
118	Nurmansyah	4	3	3	4	4	3	3	4	4	32
119	Wina Anggraini	4	4	4	4	3	4	4	3	4	34
120	Silvia Nurindahsari	3	3	4	3	4	5	4	4	3	33

Lampiran 3

Hasil Data Karakteristik Responden

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	73	60.8	60.8	60.8
	Perempuan	47	39.2	39.2	100.0
	Total	120	100.0	100.0	

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>44 Th	8	6.7	6.7	6.7
	18-24 Th	88	73.3	73.3	80.0
	25-34 Th	24	20.0	20.0	100.0
	Total	120	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa/Pelajar	52	43.3	43.3	43.3
	Pegawai Negri	14	11.7	11.7	55.0
	Wiraswasta	54	45.0	45.0	100.0
	Total	120	100.0	100.0	

Lampiran 4

Hasil Data Deskripsi Jawaban Responden *Brand Ambassador* (X1)

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	60	50.0	50.0	50.0
	4	56	46.7	46.7	96.7
	5	4	3.3	3.3	100.0
	Total	120	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	54	45.0	45.0	45.0
	4	66	55.0	55.0	100.0
	Total	120	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	56	46.7	46.7	46.7
	4	52	43.3	43.3	90.0
	5	12	10.0	10.0	100.0
	Total	120	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	48	40.0	40.0	40.0
	4	64	53.3	53.3	93.3

	5	8	6.7	6.7	100.0
	Total	120	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	60	50.0	50.0	50.0
	4	56	46.7	46.7	96.7
	5	4	3.3	3.3	100.0
	Total	120	100.0	100.0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	56	46.7	46.7	46.7
	4	52	43.3	43.3	90.0
	5	12	10.0	10.0	100.0
	Total	120	100.0	100.0	

X1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	44	36.7	36.7	36.7
	4	76	63.3	63.3	100.0
	Total	120	100.0	100.0	

X1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	60	50.0	50.0	50.0
	4	56	46.7	46.7	96.7
	5	4	3.3	3.3	100.0
	Total	120	100.0	100.0	

X1.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	60	50.0	50.0	50.0
	4	60	50.0	50.0	100.0
	Total	120	100.0	100.0	

X1.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	48	40.0	40.0	40.0
	4	64	53.3	53.3	93.3
	5	8	6.7	6.7	100.0
	Total	120	100.0	100.0	

Hasil Data Deskripsi Jawaban Responden***Brand Image (X2)*****X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	49	40.8	40.8	40.8
	4	71	59.2	59.2	100.0
	Total	120	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	54	45.0	45.0	45.0
	4	61	50.8	50.8	95.8
	5	5	4.2	4.2	100.0

Total	120	100.0	100.0
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X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	46	38.3	38.3
	4	63	52.5	90.8
	5	11	9.2	100.0
	Total	120	100.0	100.0

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	35	29.2	29.2
	4	81	67.5	96.7
	5	4	3.3	100.0
	Total	120	100.0	100.0

X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	54	45.0	45.0
	4	61	50.8	95.8
	5	5	4.2	100.0
	Total	120	100.0	100.0

X2.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	39	32.5	32.5
	4	79	65.8	98.3
	5	2	1.7	100.0
	Total	120	100.0	100.0

Hasil Data Deskripsi Jawaban Responden
Pengambilan Keputusan (Y)

Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	48	40.0	40.0	40.0
	4	72	60.0	60.0	100.0
	Total	120	100.0	100.0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	54	45.0	45.0	45.0
	4	66	55.0	55.0	100.0
	Total	120	100.0	100.0	

Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	50	41.7	41.7	42.5
	4	64	53.3	53.3	95.8
	5	5	4.2	4.2	100.0
	Total	120	100.0	100.0	

Y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	48	40.0	40.0	40.0
	4	72	60.0	60.0	100.0
	Total	120	100.0	100.0	

Y5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	54	45.0	45.0	45.0
	4	56	46.7	46.7	91.7
	5	10	8.3	8.3	100.0
	Total	120	100.0	100.0	

Y6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	46	38.3	38.3	38.3
	4	62	51.7	51.7	90.0
	5	12	10.0	10.0	100.0
	Total	120	100.0	100.0	

Y7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	50	41.7	41.7	42.5
	4	64	53.3	53.3	95.8
	5	5	4.2	4.2	100.0
	Total	120	100.0	100.0	

Y8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	54	45.0	45.0	45.0
	4	56	46.7	46.7	91.7
	5	10	8.3	8.3	100.0
	Total	120	100.0	100.0	

Y9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	40	33.3	33.3
	4	78	65.0	98.3
	5	2	1.7	100.0
	Total	120	100.0	100.0

Lampiran 5
Hasil Pengujian Validitas *Brand Ambassador* (X1)

		Correlations										
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1Total
X1.1	Pearson Correlation	1	.119	-.012	.033	1.000**	-.012	.107	1.000**	.119	.033	.508**
	Sig. (2-tailed)		.532	.950	.862	.000	.950	.575	.000	.532	.862	.004
	N	30	30	30	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.119	1	.254	.447*	.119	.254	.484**	.119	1.000**	.447*	.622**
	Sig. (2-tailed)	.532		.176	.013	.532	.176	.007	.532	.000	.013	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	-.012	.254	1	.879**	-.012	1.000**	.312	-.012	.254	.879**	.743**
	Sig. (2-tailed)	.950	.176		.000	.950	.000	.093	.950	.176	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.033	.447*	.879**	1	.033	.879**	.387*	.033	.447*	1.000**	.821**
	Sig. (2-tailed)	.862	.013	.000		.862	.000	.035	.862	.013	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	1.000**	.119	-.012	.033	1	-.012	.107	1.000**	.119	.033	.508**
	Sig. (2-tailed)	.000	.532	.950	.862		.950	.575	.000	.532	.862	.004
	N	30	30	30	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	-.012	.254	1.000**	.879**	-.012	1	.312	-.012	.254	.879**	.743**
	Sig. (2-tailed)	.950	.176	.000	.000	.950		.093	.950	.176	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	.107	.484**	.312	.387*	.107	.312	1	.107	.484**	.387*	.546**
	Sig. (2-tailed)	.575	.007	.093	.035	.575	.093		.575	.007	.035	.002
	N	30	30	30	30	30	30	30	30	30	30	30
X1.8	Pearson Correlation	1.000**	.119	-.012	.033	1.000**	-.012	.107	1	.119	.033	.508**
	Sig. (2-tailed)	.000	.532	.950	.862	.000	.950	.575		.532	.862	.004

	N	30	30	30	30	30	30	30	30	30	30	30
X1.9	Pearson Correlation	.119	1.000**	.254	.447*	.119	.254	.484**	.119	1	.447*	.622**
	Sig. (2-tailed)	.532	.000	.176	.013	.532	.176	.007	.532		.013	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X1.10	Pearson Correlation	.033	.447*	.879**	1.000**	.033	.879**	.387*	.033	.447*	1	.821**
	Sig. (2-tailed)	.862	.013	.000	.000	.862	.000	.035	.862	.013		.000
	N	30	30	30	30	30	30	30	30	30	30	30
X1Tota	Pearson Correlation	.508**	.622**	.743**	.821**	.508**	.743**	.546**	.508**	.622**	.821**	1
	Sig. (2-tailed)	.004	.000	.000	.000	.004	.000	.002	.004	.000	.000	
I	N	30	30	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Hasil Pengujian Validitas *Brand Image (X2)*

		Correlations						
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2Total
X2.1	Pearson Correlation	1	.351	.228	.494**	.351	.189	.565**
	Sig. (2-tailed)		.057	.225	.006	.057	.317	.001
	N	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.351	1	.898**	.207	1.000**	.464**	.895**
	Sig. (2-tailed)	.057		.000	.273	.000	.010	.000
	N	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.228	.898**	1	.285	.898**	.560**	.878**
	Sig. (2-tailed)	.225	.000		.127	.000	.001	.000
	N	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.494**	.207	.285	1	.207	.533**	.567**
	Sig. (2-tailed)	.006	.273	.127		.273	.002	.001
	N	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.351	1.000**	.898**	.207	1	.464**	.895**
	Sig. (2-tailed)	.057	.000	.000	.273		.010	.000
	N	30	30	30	30	30	30	30

Y7	Pearson Correlation	.232	.170	1.000**	.232	-.012	.033	1	-.012	.107	.512**
	Sig. (2-tailed)	.218	.370	.000	.218	.950	.862		.950	.575	.004
	N	30	30	30	30	30	30	30	30	30	30
Y8	Pearson Correlation	-.078	.062	-.012	-.078	1.000**	.879**	-.012	1	.312	.661**
	Sig. (2-tailed)	.680	.744	.950	.680	.000	.000	.950		.093	.000
	N	30	30	30	30	30	30	30	30	30	30
Y9	Pearson Correlation	.172	.508**	.107	.172	.312	.387*	.107	.312	1	.570**
	Sig. (2-tailed)	.363	.004	.575	.363	.093	.035	.575	.093		.001
	N	30	30	30	30	30	30	30	30	30	30
YTotal	Pearson Correlation	.502**	.569**	.512**	.502**	.661**	.703**	.512**	.661**	.570**	1
	Sig. (2-tailed)	.005	.001	.004	.005	.000	.000	.004	.000	.001	
	N	30	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Lampiran 6

Hasil Pengujian Reliabilitas *Brand Ambassador* (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.847	10

Hasil Pengujian Reliabilitas *Brand Ambassador* (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.852	6

Hasil Pengujian Reliabilitas Pengambilan Keputusan (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.752	9

Lampiran 7
Hasil Pengujian Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Predicted Value
N		120
Normal Parameters ^{a,b}	Mean	32,6333333
	Std. Deviation	2,19190936
	Absolute	,080
Most Extreme Differences	Positive	,075
	Negative	-,080
Kolmogorov-Smirnov Z		,876
Asymp. Sig. (2-tailed)		,427

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 8
Hasil Pengujian Linearitas

Brand Ambassador (X1) Terhadap Pengambilan Keputusan (Y)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Brand Ambassador	Between Groups	(Combined)	252.045	12	21.004	4.664	.000
		Linearity	188.623	1	188.623	41.888	.000
		Deviation from Linearity	63.422	11	5.766	1.280	.246
	Within Groups	481.822	107	4.503			
	Total	733.867	119				

Hasil Pengujian Linearitas
Brand Ambassador (X1) Terhadap Pengambilan Keputusan (Y)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Brand Image	Between Groups	(Combined)	572.063	8	71.508	49.056	.000
		Linearity	563.848	1	563.848	386.810	.000
		Deviation from Linearity	8.215	7	1.174	.805	.585
	Within Groups		161.803	111	1.458		
	Total		733.867	119			

Lampiran 9
Hasil Pengujian Multikolinieritas

Model	Coefficients ^a					Correlations			Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	Zero-order	Partial	Part	Tolerance	VIF	
	B	Std. Error									
1	(Constant)	7.204	1.333		5.406	.000					
	Brand Ambassador	.082	.034	.118	2.385	.019	.507	.215	.104	.775	1.290
	Brand Image	1.026	.062	.821	16.627	.000	.877	.838	.723	.775	1.290

a. Dependent Variable: Keputusan Pembelian

Lampiran 10
Hasil Pengujian Analisis Regresi Linier Berganda

Model	Coefficients ^a										
	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	Correlations			Collinearity Statistics		
	B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	7.204	1.333		5.406	.000					
	Brand Ambassador	.082	.034	.118	2.385	.019	.507	.215	.104	.775	1.290
	Brand Image	1.026	.062	.821	16.627	.000	.877	.838	.723	.775	1.290

a. Dependent Variable: Keputusan Pembelian

Lampiran 11
Hasil Uji T (Parsil)
Brand Ambassador (X1) Terhadap Pengambilan Keputusan (Y)

Model	Coefficients ^a										
	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	Correlations			Collinearity Statistics		
	B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	7.204	1.333		5.406	.000					
	Brand Ambassador	.082	.034	.118	2.385	.019	.507	.215	.104	.775	1.290
	Brand Image	1.026	.062	.821	16.627	.000	.877	.838	.723	.775	1.290

a. Dependent Variable: Keputusan Pembelian

Hasil Uji T (Parsil)
Brand Image (X2) Terhadap Pengambilan Keputusan (Y)

Model		Coefficients ^a					Correlations			Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Zero-order	Partial	Part	Tolerance	VIF
		B	Std. Error	Beta							
1	(Constant)	7.204	1.333		5.406	.000					
1	Brand Ambassador	.082	.034	.118	2.385	.019	.507	.215	.104	.775	1.290
	Brand Image	1.026	.062	.821	16.627	.000	.877	.838	.723	.775	1.290

a. Dependent Variable: Keputusan Pembelian

Lampiran 12
Hasil Uji F (Simultan)
Brand Ambassador (X1) dan Brand Image (X2) Terhadap Pengambilan Keputusan (Y)

Model		ANOVA ^a				
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	571.732	2	285.866	206.287	.000 ^b
	Residual	162.135	117	1.386		
	Total	733.867	119			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Brand Image, Brand Ambassador

Lampiran 13

Tabel r (Uji Validitas)

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322

Lampiran 14

Tabel t (Parsial)

Pr	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
df							
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954

Lampiran 15

Tabel F (Simultan)

df untuk penyebut (N2)								df untuk pembilang (N1)							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85	1.82	1.79	1.77
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.78	1.76
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
111	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
112	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.96	1.92	1.88	1.84	1.81	1.78	1.76
113	3.93	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92	1.87	1.84	1.81	1.78	1.76
114	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
115	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
116	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
117	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
118	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
119	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
121	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
122	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
123	3.92	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
124	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
125	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
126	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.87	1.83	1.80	1.77	1.75
127	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
128	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
129	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
130	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
131	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
132	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
133	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
134	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
135	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.77	1.74