

## Lampiran 2

### Hasil Jawaban Kuesioner Responden

- Hasil Jawaban Variabel Citra Merek (X1)

| No Responden | Butir Pernyataan |    |    |    |    |    | Total |
|--------------|------------------|----|----|----|----|----|-------|
|              | p1               | p2 | p3 | p4 | p5 | p6 |       |
| 1            | 3                | 4  | 3  | 4  | 4  | 4  | 22    |
| 2            | 5                | 5  | 5  | 5  | 4  | 4  | 28    |
| 3            | 2                | 4  | 2  | 4  | 5  | 5  | 22    |
| 4            | 5                | 5  | 5  | 5  | 4  | 4  | 28    |
| 5            | 3                | 3  | 3  | 3  | 3  | 3  | 18    |
| 6            | 4                | 4  | 4  | 4  | 4  | 4  | 24    |
| 7            | 3                | 5  | 3  | 5  | 5  | 5  | 26    |
| 8            | 3                | 4  | 3  | 4  | 4  | 4  | 22    |
| 9            | 2                | 2  | 2  | 2  | 3  | 3  | 14    |
| 10           | 5                | 4  | 5  | 4  | 5  | 5  | 28    |
| 11           | 3                | 4  | 3  | 4  | 4  | 4  | 22    |
| 12           | 4                | 3  | 4  | 3  | 4  | 4  | 22    |
| 13           | 4                | 5  | 4  | 5  | 5  | 5  | 28    |
| 14           | 4                | 5  | 4  | 5  | 4  | 4  | 26    |
| 15           | 5                | 5  | 5  | 5  | 5  | 5  | 30    |
| 16           | 3                | 3  | 3  | 3  | 4  | 4  | 20    |
| 17           | 4                | 4  | 4  | 4  | 4  | 4  | 24    |
| 18           | 5                | 4  | 5  | 4  | 5  | 5  | 28    |
| 19           | 5                | 4  | 5  | 4  | 4  | 4  | 26    |
| 20           | 4                | 4  | 4  | 4  | 4  | 4  | 24    |
| 21           | 4                | 4  | 4  | 4  | 5  | 5  | 26    |
| 22           | 4                | 4  | 4  | 4  | 5  | 5  | 26    |
| 23           | 4                | 5  | 4  | 5  | 4  | 4  | 26    |
| 24           | 3                | 4  | 3  | 4  | 4  | 4  | 22    |
| 25           | 5                | 3  | 5  | 3  | 4  | 4  | 24    |
| 26           | 4                | 4  | 4  | 4  | 4  | 4  | 24    |
| 27           | 4                | 3  | 4  | 3  | 4  | 4  | 22    |
| 28           | 5                | 5  | 3  | 5  | 5  | 4  | 27    |
| 29           | 4                | 4  | 4  | 4  | 4  | 4  | 24    |
| 30           | 4                | 4  | 4  | 4  | 3  | 3  | 22    |
| 31           | 4                | 4  | 5  | 5  | 4  | 4  | 26    |
| 32           | 3                | 4  | 3  | 4  | 4  | 4  | 22    |
| 33           | 4                | 4  | 4  | 4  | 5  | 5  | 26    |
| 34           | 4                | 5  | 4  | 5  | 4  | 4  | 26    |
| 35           | 4                | 4  | 4  | 4  | 4  | 4  | 24    |
| 36           | 4                | 4  | 4  | 4  | 4  | 4  | 24    |

|    |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|----|
| 37 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 38 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 39 | 2 | 4 | 5 | 4 | 4 | 4 | 23 |
| 40 | 3 | 4 | 4 | 4 | 3 | 3 | 21 |
| 41 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 42 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 44 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 45 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 47 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 48 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 49 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 50 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 51 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 52 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 53 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 54 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 55 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 56 | 2 | 4 | 4 | 4 | 5 | 5 | 24 |
| 57 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 58 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 59 | 3 | 4 | 4 | 4 | 5 | 5 | 25 |
| 60 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 61 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 63 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 64 | 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| 65 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 66 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 67 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 68 | 2 | 4 | 2 | 4 | 4 | 4 | 20 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 71 | 3 | 4 | 3 | 4 | 4 | 4 | 22 |
| 72 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 73 | 5 | 3 | 5 | 3 | 5 | 5 | 26 |
| 74 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 75 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 76 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 77 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 78 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 79 | 4 | 5 | 4 | 5 | 5 | 5 | 28 |

|     |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|----|
| 80  | 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| 81  | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 82  | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 83  | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 84  | 3 | 4 | 5 | 4 | 4 | 4 | 24 |
| 85  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 86  | 3 | 5 | 5 | 5 | 4 | 4 | 26 |
| 87  | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 88  | 3 | 5 | 5 | 4 | 4 | 4 | 25 |
| 89  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 90  | 2 | 5 | 2 | 5 | 4 | 4 | 22 |
| 91  | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 92  | 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| 93  | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 94  | 4 | 5 | 4 | 5 | 5 | 5 | 28 |
| 95  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 96  | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 97  | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 98  | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 99  | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 100 | 5 | 3 | 4 | 5 | 5 | 5 | 27 |

• Hasil Jawaban Kuesioner *Brand Ambassador* (X2)

| No Responden | Butir Pernyataan |    |    |    |    |    |    |    |    |     | Total |
|--------------|------------------|----|----|----|----|----|----|----|----|-----|-------|
|              | p1               | p2 | p3 | p4 | p5 | p6 | p7 | p8 | p9 | p10 |       |
| 1            | 4                | 4  | 4  | 4  | 5  | 3  | 4  | 3  | 3  | 4   | 38    |
| 2            | 4                | 4  | 4  | 4  | 5  | 5  | 5  | 3  | 2  | 3   | 39    |
| 3            | 5                | 5  | 4  | 4  | 4  | 2  | 4  | 4  | 4  | 3   | 39    |
| 4            | 4                | 4  | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 4   | 41    |
| 5            | 3                | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 1  | 3   | 32    |
| 6            | 4                | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 3   | 37    |
| 7            | 5                | 5  | 5  | 5  | 5  | 3  | 5  | 5  | 3  | 2   | 43    |
| 8            | 4                | 4  | 4  | 4  | 5  | 3  | 5  | 4  | 3  | 3   | 39    |
| 9            | 3                | 3  | 4  | 4  | 3  | 2  | 3  | 2  | 5  | 3   | 32    |
| 10           | 5                | 5  | 3  | 3  | 4  | 5  | 5  | 4  | 3  | 5   | 42    |
| 11           | 4                | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 2  | 5   | 38    |
| 12           | 4                | 4  | 4  | 4  | 5  | 4  | 5  | 3  | 1  | 2   | 36    |
| 13           | 5                | 5  | 3  | 4  | 5  | 4  | 5  | 5  | 3  | 4   | 43    |
| 14           | 4                | 4  | 4  | 4  | 5  | 4  | 5  | 5  | 4  | 4   | 43    |
| 15           | 5                | 5  | 3  | 3  | 4  | 5  | 5  | 5  | 5  | 4   | 44    |
| 16           | 4                | 4  | 4  | 4  | 4  | 3  | 5  | 3  | 4  | 5   | 40    |
| 17           | 4                | 4  | 3  | 3  | 3  | 4  | 3  | 4  | 5  | 4   | 37    |
| 18           | 5                | 5  | 4  | 4  | 3  | 5  | 5  | 4  | 3  | 3   | 41    |
| 19           | 4                | 4  | 4  | 4  | 3  | 5  | 5  | 4  | 4  | 4   | 41    |
| 20           | 4                | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 5  | 5   | 42    |
| 21           | 5                | 5  | 5  | 5  | 3  | 4  | 4  | 4  | 4  | 4   | 43    |
| 22           | 5                | 5  | 4  | 4  | 4  | 4  | 5  | 4  | 2  | 3   | 40    |
| 23           | 4                | 4  | 4  | 4  | 5  | 4  | 5  | 5  | 4  | 4   | 43    |
| 24           | 4                | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 3   | 37    |
| 25           | 4                | 4  | 4  | 4  | 3  | 5  | 4  | 3  | 3  | 4   | 38    |
| 26           | 4                | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 5  | 2   | 39    |
| 27           | 4                | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 5  | 4   | 40    |
| 28           | 5                | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 5  | 3   | 37    |
| 29           | 4                | 4  | 3  | 3  | 5  | 3  | 4  | 3  | 3  | 4   | 36    |
| 30           | 3                | 3  | 2  | 2  | 3  | 4  | 4  | 4  | 4  | 3   | 32    |
| 31           | 4                | 4  | 4  | 4  | 3  | 2  | 3  | 2  | 4  | 5   | 35    |
| 32           | 4                | 4  | 5  | 5  | 3  | 3  | 4  | 4  | 4  | 3   | 39    |
| 33           | 5                | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 4   | 44    |
| 34           | 4                | 4  | 4  | 4  | 4  | 4  | 5  | 5  | 4  | 5   | 43    |
| 35           | 4                | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 40    |
| 36           | 4                | 4  | 2  | 2  | 3  | 4  | 4  | 4  | 5  | 4   | 36    |
| 37           | 5                | 5  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4   | 40    |
| 38           | 4                | 4  | 4  | 4  | 5  | 4  | 5  | 5  | 3  | 4   | 42    |
| 39           | 4                | 4  | 4  | 4  | 3  | 5  | 4  | 3  | 4  | 4   | 39    |

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

|     |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|----|
| 83  | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 39 |
| 84  | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 42 |
| 85  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 38 |
| 86  | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 5 | 41 |
| 87  | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 34 |
| 88  | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 2 | 4 | 35 |
| 89  | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 42 |
| 90  | 4 | 4 | 4 | 4 | 5 | 2 | 3 | 2 | 5 | 4 | 37 |
| 91  | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 40 |
| 92  | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 40 |
| 93  | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 46 |
| 94  | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 43 |
| 95  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 40 |
| 96  | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 38 |
| 97  | 4 | 3 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 98  | 5 | 5 | 5 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 42 |
| 99  | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 42 |
| 100 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 45 |

• Variabel Kuesioner Keputusan Pembelian (Y)

| No Responden | Butir Pernyataan |    |    |    |    |    |    |    |    |     | Total |
|--------------|------------------|----|----|----|----|----|----|----|----|-----|-------|
|              | p1               | p2 | p3 | p4 | p5 | p6 | p7 | p8 | p9 | p10 |       |
| 1            | 4                | 4  | 4  | 4  | 5  | 3  | 4  | 3  | 3  | 4   | 38    |
| 2            | 4                | 4  | 4  | 4  | 5  | 5  | 5  | 3  | 2  | 3   | 39    |
| 3            | 5                | 5  | 4  | 4  | 4  | 2  | 4  | 4  | 4  | 3   | 39    |
| 4            | 4                | 4  | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 4   | 41    |
| 5            | 3                | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 1  | 3   | 32    |
| 6            | 4                | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 3   | 37    |
| 7            | 5                | 5  | 5  | 5  | 5  | 3  | 5  | 5  | 3  | 2   | 43    |
| 8            | 4                | 4  | 4  | 4  | 5  | 3  | 5  | 4  | 3  | 3   | 39    |
| 9            | 3                | 3  | 4  | 4  | 3  | 2  | 3  | 2  | 5  | 3   | 32    |
| 10           | 5                | 5  | 3  | 3  | 4  | 5  | 5  | 4  | 3  | 5   | 42    |
| 11           | 4                | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 2  | 5   | 38    |
| 12           | 4                | 4  | 4  | 4  | 5  | 4  | 5  | 3  | 1  | 2   | 36    |
| 13           | 5                | 5  | 3  | 4  | 5  | 4  | 5  | 5  | 3  | 4   | 43    |
| 14           | 4                | 4  | 4  | 4  | 5  | 4  | 5  | 5  | 4  | 2   | 41    |
| 15           | 5                | 5  | 3  | 3  | 4  | 5  | 5  | 5  | 5  | 3   | 43    |
| 16           | 4                | 4  | 4  | 4  | 4  | 3  | 5  | 3  | 4  | 2   | 37    |
| 17           | 4                | 4  | 3  | 3  | 3  | 4  | 3  | 4  | 5  | 3   | 36    |
| 18           | 5                | 5  | 4  | 4  | 3  | 5  | 5  | 4  | 3  | 4   | 42    |
| 19           | 4                | 4  | 4  | 4  | 3  | 5  | 5  | 4  | 4  | 4   | 41    |
| 20           | 4                | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 5  | 3   | 40    |
| 21           | 5                | 5  | 5  | 5  | 3  | 4  | 4  | 4  | 4  | 2   | 41    |
| 22           | 5                | 5  | 4  | 4  | 4  | 4  | 5  | 4  | 2  | 2   | 39    |
| 23           | 4                | 4  | 4  | 4  | 5  | 4  | 5  | 5  | 4  | 3   | 42    |
| 24           | 4                | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4   | 38    |
| 25           | 4                | 4  | 4  | 4  | 3  | 5  | 4  | 3  | 3  | 3   | 37    |
| 26           | 4                | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 5  | 4   | 41    |
| 27           | 4                | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 5  | 4   | 40    |
| 28           | 5                | 4  | 4  | 4  | 3  | 3  | 3  | 3  | 5  | 3   | 37    |
| 29           | 4                | 4  | 3  | 3  | 5  | 3  | 4  | 3  | 3  | 4   | 36    |
| 30           | 3                | 3  | 2  | 2  | 3  | 4  | 4  | 4  | 4  | 3   | 32    |
| 31           | 4                | 4  | 4  | 4  | 3  | 2  | 3  | 2  | 4  | 4   | 34    |
| 32           | 4                | 4  | 5  | 5  | 3  | 3  | 4  | 4  | 4  | 3   | 39    |
| 33           | 5                | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 3   | 43    |
| 34           | 4                | 4  | 4  | 4  | 4  | 4  | 5  | 5  | 4  | 4   | 42    |
| 35           | 4                | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3   | 39    |
| 36           | 4                | 4  | 2  | 2  | 3  | 4  | 4  | 4  | 5  | 3   | 35    |
| 37           | 5                | 5  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 2   | 38    |
| 38           | 4                | 4  | 4  | 4  | 5  | 4  | 5  | 5  | 3  | 3   | 41    |
| 39           | 4                | 4  | 4  | 4  | 3  | 5  | 4  | 3  | 4  | 3   | 38    |

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



|     |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|----|
| 83  | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 38 |
| 84  | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 42 |
| 85  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 37 |
| 86  | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 40 |
| 87  | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 34 |
| 88  | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 2 | 3 | 34 |
| 89  | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 41 |
| 90  | 4 | 4 | 4 | 4 | 5 | 2 | 3 | 2 | 5 | 3 | 36 |
| 91  | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 39 |
| 92  | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 39 |
| 93  | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 46 |
| 94  | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 41 |
| 95  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 39 |
| 96  | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 3 | 37 |
| 97  | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 98  | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 5 | 5 | 43 |
| 99  | 3 | 4 | 5 | 3 | 5 | 3 | 4 | 5 | 4 | 5 | 41 |
| 100 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |

### Lampiran 3

#### Hasil Uji Karakteristik Responden

##### 1. Karakteristik Berdasarkan Usia Responden

| Usia  |             |         |               |                    |
|-------|-------------|---------|---------------|--------------------|
|       | Frequency   | Percent | Valid Percent | Cumulative Percent |
| Valid | 18-24 tahun | 68      | 68,0          | 68,0               |
|       | 25-34 tahun | 22      | 22,0          | 90,0               |
|       | 35-44 tahun | 10      | 10,0          | 100,0              |
|       | Total       | 100     | 100,0         | 100,0              |

##### 2. Karakteristik Berdasarkan Pekerjaan Responden

| Pekerjaan |                  |         |               |                    |
|-----------|------------------|---------|---------------|--------------------|
|           | Frequency        | Percent | Valid Percent | Cumulative Percent |
| Valid     | Mhasiswa/Pelajar | 21      | 21,0          | 21,0               |
|           | Pegawai Negri    | 21      | 21,0          | 42,0               |
|           | Wiraswasta       | 17      | 17,0          | 59,0               |
|           | dll              | 41      | 41,0          | 100,0              |
|           | Total            | 100     | 100,0         | 100,0              |

## Lampiran 4

### Hasil Uji Frekuensi Jawaban Responden

#### 1. Variabel Citra Merek (X1)

**P1**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2       | 6         | 6,0     | 6,0           | 6,0                |
| 3       | 17        | 17,0    | 17,0          | 23,0               |
| Valid 4 | 52        | 52,0    | 52,0          | 75,0               |
| 5       | 25        | 25,0    | 25,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**P2**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2       | 1         | 1,0     | 1,0           | 1,0                |
| 3       | 11        | 11,0    | 11,0          | 12,0               |
| Valid 4 | 60        | 60,0    | 60,0          | 72,0               |
| 5       | 28        | 28,0    | 28,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**P3**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2       | 4         | 4,0     | 4,0           | 4,0                |
| 3       | 11        | 11,0    | 11,0          | 15,0               |
| Valid 4 | 58        | 58,0    | 58,0          | 73,0               |
| 5       | 27        | 27,0    | 27,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**P4**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2       | 1         | 1,0     | 1,0           | 1,0                |
| 3       | 10        | 10,0    | 10,0          | 11,0               |
| Valid 4 | 61        | 61,0    | 61,0          | 72,0               |
| 5       | 28        | 28,0    | 28,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**P5**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 3       | 8         | 8,0     | 8,0           | 8,0                |
| Valid 4 | 62        | 62,0    | 62,0          | 70,0               |
| 5       | 30        | 30,0    | 30,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**P6**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 3       | 10        | 10,0    | 10,0          | 10,0               |
| Valid 4 | 60        | 60,0    | 60,0          | 70,0               |
| 5       | 30        | 30,0    | 30,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**Total\_X1**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 14    | 1         | 1,0     | 1,0           | 1,0                |
| 18    | 1         | 1,0     | 1,0           | 2,0                |
| 20    | 3         | 3,0     | 3,0           | 5,0                |
| 21    | 1         | 1,0     | 1,0           | 6,0                |
| 22    | 19        | 19,0    | 19,0          | 25,0               |
| 23    | 3         | 3,0     | 3,0           | 28,0               |
| 24    | 19        | 19,0    | 19,0          | 47,0               |
| 25    | 4         | 4,0     | 4,0           | 51,0               |
| 26    | 26        | 26,0    | 26,0          | 77,0               |
| 27    | 3         | 3,0     | 3,0           | 80,0               |
| 28    | 17        | 17,0    | 17,0          | 97,0               |
| 29    | 2         | 2,0     | 2,0           | 99,0               |
| 30    | 1         | 1,0     | 1,0           | 100,0              |
| Total | 100       | 100,0   | 100,0         |                    |

**2. Variabel Brand Ambassador (X2)****Q1**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 3     | 8         | 8,0     | 8,0           | 8,0                |
| 4     | 63        | 63,0    | 63,0          | 71,0               |
| 5     | 29        | 29,0    | 29,0          | 100,0              |
| Total | 100       | 100,0   | 100,0         |                    |

**Q2**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 3     | 11        | 11,0    | 11,0          | 11,0               |
| 4     | 62        | 62,0    | 62,0          | 73,0               |
| 5     | 27        | 27,0    | 27,0          | 100,0              |
| Total | 100       | 100,0   | 100,0         |                    |

**Q3**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2       | 2         | 2,0     | 2,0           | 2,0                |
| 3       | 9         | 9,0     | 9,0           | 11,0               |
| Valid 4 | 64        | 64,0    | 64,0          | 75,0               |
| 5       | 25        | 25,0    | 25,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**Q4**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2       | 2         | 2,0     | 2,0           | 2,0                |
| 3       | 8         | 8,0     | 8,0           | 10,0               |
| Valid 4 | 66        | 66,0    | 66,0          | 76,0               |
| 5       | 24        | 24,0    | 24,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**Q5**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2       | 2         | 2,0     | 2,0           | 2,0                |
| 3       | 31        | 31,0    | 31,0          | 33,0               |
| Valid 4 | 37        | 37,0    | 37,0          | 70,0               |
| 5       | 30        | 30,0    | 30,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**Q6**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2       | 6         | 6,0     | 6,0           | 6,0                |
| 3       | 29        | 29,0    | 29,0          | 35,0               |
| Valid 4 | 42        | 42,0    | 42,0          | 77,0               |
| 5       | 23        | 23,0    | 23,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**Q7**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2       | 2         | 2,0     | 2,0           | 2,0                |
| 3       | 19        | 19,0    | 19,0          | 21,0               |
| Valid 4 | 39        | 39,0    | 39,0          | 60,0               |
| 5       | 40        | 40,0    | 40,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**Q8**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2       | 5         | 5,0     | 5,0           | 5,0                |
| 3       | 18        | 18,0    | 18,0          | 23,0               |
| Valid 4 | 54        | 54,0    | 54,0          | 77,0               |
| 5       | 23        | 23,0    | 23,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**Q9**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1       | 2         | 2,0     | 2,0           | 2,0                |
| 2       | 10        | 10,0    | 10,0          | 12,0               |
| Valid 3 | 33        | 33,0    | 33,0          | 45,0               |
| 4       | 38        | 38,0    | 38,0          | 83,0               |
| 5       | 17        | 17,0    | 17,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**Q10**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2       | 6         | 6,0     | 6,0           | 6,0                |
| 3       | 22        | 22,0    | 22,0          | 28,0               |
| Valid 4 | 49        | 49,0    | 49,0          | 77,0               |
| 5       | 23        | 23,0    | 23,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**Total\_X2**

|          | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| 32       | 3         | 3,0     | 3,0           | 3,0                |
| 33       | 3         | 3,0     | 3,0           | 6,0                |
| 34       | 1         | 1,0     | 1,0           | 7,0                |
| 35       | 3         | 3,0     | 3,0           | 10,0               |
| 36       | 5         | 5,0     | 5,0           | 15,0               |
| 37       | 7         | 7,0     | 7,0           | 22,0               |
| 38       | 7         | 7,0     | 7,0           | 29,0               |
| 39       | 14        | 14,0    | 14,0          | 43,0               |
| Valid 40 | 13        | 13,0    | 13,0          | 56,0               |
| 41       | 7         | 7,0     | 7,0           | 63,0               |
| 42       | 11        | 11,0    | 11,0          | 74,0               |
| 43       | 14        | 14,0    | 14,0          | 88,0               |
| 44       | 4         | 4,0     | 4,0           | 92,0               |
| 45       | 4         | 4,0     | 4,0           | 96,0               |
| 46       | 3         | 3,0     | 3,0           | 99,0               |
| 47       | 1         | 1,0     | 1,0           | 100,0              |
| Total    | 100       | 100,0   | 100,0         |                    |

**3. Variabel Keputusan Pembelian (Y)****R1**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 3       | 9         | 9,0     | 9,0           | 9,0                |
| Valid 4 | 62        | 62,0    | 62,0          | 71,0               |
| 5       | 29        | 29,0    | 29,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |



**R2**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 3     | 10        | 10,0    | 10,0          | 10,0               |
| 4     | 61        | 61,0    | 61,0          | 71,0               |
| 5     | 29        | 29,0    | 29,0          | 100,0              |
| Total | 100       | 100,0   | 100,0         |                    |

**R3**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 2     | 2         | 2,0     | 2,0           | 2,0                |
| 3     | 10        | 10,0    | 10,0          | 12,0               |
| 4     | 62        | 62,0    | 62,0          | 74,0               |
| 5     | 26        | 26,0    | 26,0          | 100,0              |
| Total | 100       | 100,0   | 100,0         |                    |

**R4**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 2     | 2         | 2,0     | 2,0           | 2,0                |
| 3     | 8         | 8,0     | 8,0           | 10,0               |
| 4     | 65        | 65,0    | 65,0          | 75,0               |
| 5     | 25        | 25,0    | 25,0          | 100,0              |
| Total | 100       | 100,0   | 100,0         |                    |

**R5**

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

**R6**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2       | 6         | 6,0     | 6,0           | 6,0                |
| 3       | 29        | 29,0    | 29,0          | 35,0               |
| Valid 4 | 43        | 43,0    | 43,0          | 78,0               |
| 5       | 22        | 22,0    | 22,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**R7**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2       | 2         | 2,0     | 2,0           | 2,0                |
| 3       | 20        | 20,0    | 20,0          | 22,0               |
| Valid 4 | 41        | 41,0    | 41,0          | 63,0               |
| 5       | 37        | 37,0    | 37,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**R8**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2       | 5         | 5,0     | 5,0           | 5,0                |
| 3       | 19        | 19,0    | 19,0          | 24,0               |
| Valid 4 | 53        | 53,0    | 53,0          | 77,0               |
| 5       | 23        | 23,0    | 23,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**R9**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1       | 2         | 2,0     | 2,0           | 2,0                |
| 2       | 10        | 10,0    | 10,0          | 12,0               |
| Valid 3 | 33        | 33,0    | 33,0          | 45,0               |
| 4       | 37        | 37,0    | 37,0          | 82,0               |
| 5       | 18        | 18,0    | 18,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**R10**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2       | 18        | 18,0    | 18,0          | 18,0               |
| 3       | 42        | 42,0    | 42,0          | 60,0               |
| Valid 4 | 30        | 30,0    | 30,0          | 90,0               |
| 5       | 10        | 10,0    | 10,0          | 100,0              |
| Total   | 100       | 100,0   | 100,0         |                    |

**Total\_Y**

|          | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| 32       | 3         | 3,0     | 3,0           | 3,0                |
| 33       | 1         | 1,0     | 1,0           | 4,0                |
| 34       | 5         | 5,0     | 5,0           | 9,0                |
| 35       | 4         | 4,0     | 4,0           | 13,0               |
| 36       | 5         | 5,0     | 5,0           | 18,0               |
| 37       | 10        | 10,0    | 10,0          | 28,0               |
| 38       | 9         | 9,0     | 9,0           | 37,0               |
| 39       | 12        | 12,0    | 12,0          | 49,0               |
| Valid 40 | 12        | 12,0    | 12,0          | 61,0               |
| 41       | 16        | 16,0    | 16,0          | 77,0               |
| 42       | 6         | 6,0     | 6,0           | 83,0               |
| 43       | 7         | 7,0     | 7,0           | 90,0               |
| 44       | 5         | 5,0     | 5,0           | 95,0               |
| 45       | 2         | 2,0     | 2,0           | 97,0               |
| 46       | 1         | 1,0     | 1,0           | 98,0               |
| 47       | 1         | 1,0     | 1,0           | 99,0               |
| 48       | 1         | 1,0     | 1,0           | 100,0              |
| Total    | 100       | 100,0   | 100,0         |                    |

## Lampiran 5

### Hasil Uji Persyaratan Instrumen

#### 1. Hasil Uji Validitas

- Variabel Citra Merek (X1)

|          |                     | Correlations |        |        |        |        |        |          |
|----------|---------------------|--------------|--------|--------|--------|--------|--------|----------|
|          |                     | P1           | P2     | P3     | P4     | P5     | P6     | Total_X1 |
| P1       | Pearson Correlation | 1            | .367*  | .456*  | .548** | .389*  | .053   | .619**   |
|          | Sig. (2-tailed)     |              | .046   | .011   | .002   | .034   | .781   | .000     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30       |
| P2       | Pearson Correlation | .367*        | 1      | .567** | .515** | .193   | .182   | .633**   |
|          | Sig. (2-tailed)     | .046         |        | .001   | .004   | .306   | .337   | .000     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30       |
| P3       | Pearson Correlation | .456*        | .567** | 1      | .557** | .485** | .515** | .827**   |
|          | Sig. (2-tailed)     | .011         | .001   |        | .001   | .007   | .004   | .000     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30       |
| P4       | Pearson Correlation | .548**       | .515** | .557** | 1      | .452*  | .279   | .760**   |
|          | Sig. (2-tailed)     | .002         | .004   | .001   |        | .012   | .136   | .000     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30       |
| P5       | Pearson Correlation | .389*        | .193   | .485** | .452*  | 1      | .659** | .772**   |
|          | Sig. (2-tailed)     | .034         | .306   | .007   | .012   |        | .000   | .000     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30       |
| P6       | Pearson Correlation | .053         | .182   | .515** | .279   | .659** | 1      | .673**   |
|          | Sig. (2-tailed)     | .781         | .337   | .004   | .136   | .000   |        | .000     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30       |
| Total_X1 | Pearson Correlation | .619**       | .633** | .827** | .760** | .772** | .673** | 1        |
|          | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   |          |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30       |

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

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



|          |                     |        |        |       |        |        |        |        |        |       |        |        |
|----------|---------------------|--------|--------|-------|--------|--------|--------|--------|--------|-------|--------|--------|
| Q10      | Pearson Correlation | .199   | .210   | .143  | .443*  | .377*  | .416*  | .586** | .326   | .253  | 1      | .658** |
|          | Sig. (2-tailed)     | .291   | .265   | .451  | .014   | .040   | .022   | .001   | .079   | .178  |        | .000   |
|          | N                   | 30     | 30     | 30    | 30     | 30     | 30     | 30     | 30     | 30    | 30     | 30     |
| Total_x2 | Pearson Correlation | .624** | .587** | .683* | .739** | .704** | .597** | .679** | .534** | .454* | .658** | 1      |
|          | Sig. (2-tailed)     | .000   | .001   | .000  | .000   | .000   | .001   | .000   | .002   | .012  | .000   |        |
|          | N                   | 30     | 30     | 30    | 30     | 30     | 30     | 30     | 30     | 30    | 30     | 30     |

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

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

### • Variabel Keputusan Pembelian (Y)

#### Correlations

|    | R1                  | R2      | R3      | R4     | R5    | R6    | R7      | R8     | R9      | R10     | Total_Y |        |
|----|---------------------|---------|---------|--------|-------|-------|---------|--------|---------|---------|---------|--------|
| R1 | Pearson Correlation | 1       | .152    | .331   | .154  | .115  | .152    | .290   | 1.000** | .331    | .152    | .530** |
|    | Sig. (2-tailed)     |         | .422    | .074   | .416  | .546  | .422    | .120   | .000    | .074    | .422    | .003   |
|    | N                   | 30      | 30      | 30     | 30    | 30    | 30      | 30     | 30      | 30      | 30      | 30     |
| R2 | Pearson Correlation | .152    | 1       | .573** | .338  | .175  | 1.000** | .677** | .152    | .573**  | 1.000** | .824** |
|    | Sig. (2-tailed)     | .422    |         | .001   | .068  | .356  | .000    | .000   | .422    | .001    | .000    | .000   |
|    | N                   | 30      | 30      | 30     | 30    | 30    | 30      | 30     | 30      | 30      | 30      | 30     |
| R3 | Pearson Correlation | .331    | .573**  | 1      | .253  | .167  | .573**  | .796** | .331    | 1.000** | .573**  | .818** |
|    | Sig. (2-tailed)     | .074    | .001    |        | .178  | .378  | .001    | .000   | .074    | .000    | .001    | .000   |
|    | N                   | 30      | 30      | 30     | 30    | 30    | 30      | 30     | 30      | 30      | 30      | 30     |
| R4 | Pearson Correlation | .154    | .338    | .253   | 1     | .374* | .338    | .371*  | .154    | .253    | .338    | .496** |
|    | Sig. (2-tailed)     | .416    | .068    | .178   |       | .042  | .068    | .044   | .416    | .178    | .068    | .005   |
|    | N                   | 30      | 30      | 30     | 30    | 30    | 30      | 30     | 30      | 30      | 30      | 30     |
| R5 | Pearson Correlation | .115    | .175    | .167   | .374* | 1     | .175    | .285   | .115    | .167    | .175    | .382*  |
|    | Sig. (2-tailed)     | .546    | .356    | .378   | .042  |       | .356    | .127   | .546    | .378    | .356    | .037   |
|    | N                   | 30      | 30      | 30     | 30    | 30    | 30      | 30     | 30      | 30      | 30      | 30     |
| R6 | Pearson Correlation | .152    | 1.000** | .573** | .338  | .175  | 1       | .677** | .152    | .573**  | 1.000** | .824** |
|    | Sig. (2-tailed)     | .422    | .000    | .001   | .068  | .356  |         | .000   | .422    | .001    | .000    | .000   |
|    | N                   | 30      | 30      | 30     | 30    | 30    | 30      | 30     | 30      | 30      | 30      | 30     |
| R7 | Pearson Correlation | .290    | .677**  | .796** | .371* | .285  | .677**  | 1      | .290    | .796**  | .677**  | .853** |
|    | Sig. (2-tailed)     | .120    | .000    | .000   | .044  | .127  | .000    |        | .120    | .000    | .000    | .000   |
|    | N                   | 30      | 30      | 30     | 30    | 30    | 30      | 30     | 30      | 30      | 30      | 30     |
| R8 | Pearson Correlation | 1.000** | .152    | .331   | .154  | .115  | .152    | .290   | 1       | .331    | .152    | .530** |
|    | Sig. (2-tailed)     | .000    | .422    | .074   | .416  | .546  | .422    | .120   |         | .074    | .422    | .003   |

|       |                     |        |         |         |        |       |         |        |        |        |        |        |
|-------|---------------------|--------|---------|---------|--------|-------|---------|--------|--------|--------|--------|--------|
|       | N                   | 30     | 30      | 30      | 30     | 30    | 30      | 30     | 30     | 30     | 30     | 30     |
|       | Pearson Correlation | .331   | .573**  | 1.000** | .253   | .167  | .573**  | .796** | .331   | 1      | .573** | .818** |
| R9    | Sig. (2-tailed)     | .074   | .001    | .000    | .178   | .378  | .001    | .000   | .074   |        | .001   | .000   |
|       | N                   | 30     | 30      | 30      | 30     | 30    | 30      | 30     | 30     | 30     | 30     | 30     |
|       | Pearson Correlation | .152   | 1.000** | .573**  | .338   | .175  | 1.000** | .677** | .152   | .573** | 1      | .824** |
| R10   | Sig. (2-tailed)     | .422   | .000    | .001    | .068   | .356  | .000    | .000   | .422   | .001   |        | .000   |
|       | N                   | 30     | 30      | 30      | 30     | 30    | 30      | 30     | 30     | 30     | 30     | 30     |
|       | Pearson Correlation | .530** | .824**  | .818**  | .496** | .382* | .824**  | .853** | .530** | .818** | .824** | 1      |
| Total | Sig. (2-tailed)     | .003   | .000    | .000    | .005   | .037  | .000    | .000   | .003   | .000   | .000   |        |
| _Y    | 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).

## 2. Hasil Uji Raliabilitas

- **Variabel Citra Merek**

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .779             | 7          |

- **Variabel Brand Ambassador**

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .754             | 11         |

- **Variabel Keputusan Pembelian**

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .768             | 11         |

## Lampiran 6

### Hasil Uji Persyaratan Analisis Data

#### 1. Hasil Uji Homogenitas

##### Test of Homogeneity of Variances

Total\_Y

| Levene Statistic | df1 | df2 | Sig. |
|------------------|-----|-----|------|
| ,816             | 8   | 87  | ,590 |

##### Test of Homogeneity of Variances

Total\_Y

| Levene Statistic | df1 | df2 | Sig. |
|------------------|-----|-----|------|
| 1,837            | 13  | 84  | ,050 |

#### 2. Hasil Uji Linieritas

ANOVA Table

|       |                |                          | Sum of Squares | df | Mean Square | F      | Sig. |
|-------|----------------|--------------------------|----------------|----|-------------|--------|------|
| Total |                | (Combined)               | 524,321        | 12 | 43,693      | 6,795  | ,000 |
| _Y *  | Between Groups | Linearity                | 493,212        | 1  | 493,212     | 76,697 | ,000 |
| Total |                | Deviation from Linearity | 31,109         | 11 | 2,828       | ,440   | ,934 |
| _X1   | Within Groups  |                          | 559,469        | 87 | 6,431       |        |      |
| Total |                |                          | 1083,790       | 99 |             |        |      |

ANOVA Table

|       |                |                          | Sum of Squares | df | Mean Square | F       | Sig. |
|-------|----------------|--------------------------|----------------|----|-------------|---------|------|
| Total |                | (Combined)               | 993,727        | 15 | 66,248      | 61,788  | ,000 |
| _Y *  | Between Groups | Linearity                | 971,620        | 1  | 971,620     | 906,208 | ,000 |
| Total |                | Deviation from Linearity | 22,107         | 14 | 1,579       | 1,473   | ,139 |
| _X2   | Within Groups  |                          | 90,063         | 84 | 1,072       |         |      |
| Total |                |                          | 1083,790       | 99 |             |         |      |



## Lampiran 7

### Hasil Uji Analisis Data

#### 1. Hasil Uji Regresi Linier Berganda

Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | ,948 <sup>a</sup> | ,898     | ,896              | 1,065                      |

a. Predictors: (Constant), Total\_X2, Total\_X1

#### 2. Hasil Uji t (Parsial)

Coefficients<sup>a</sup>

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
|       |            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant) | 2,122                       | 1,283      |                           | 1,654  | ,101 |
|       | Total_X1   | ,075                        | ,055       | ,060                      | 1,369  | ,174 |
|       | Total_X2   | ,886                        | ,043       | ,906                      | 20,581 | ,000 |

a. Dependent Variable: Total\_Y

#### 3. Hasil Uji F (Simultan)

ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F       | Sig.              |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1     | Regression | 973,747        | 2  | 486,873     | 429,165 | ,000 <sup>b</sup> |
|       | Residual   | 110,043        | 97 | 1,134       |         |                   |
|       | Total      | 1083,790       | 99 |             |         |                   |

a. Dependent Variable: Total\_Y

b. Predictors: (Constant), Total\_X2, Total\_X1

**Lampiran 8**

**Tabel Distribusi R**

**Distribusi nilai r tabel Signifikansi 5% dan 1%**

| N  | The Level of Significance |       | N    | The Level of Significance |       |
|----|---------------------------|-------|------|---------------------------|-------|
|    | 5%                        | 1%    |      | 5%                        | 1%    |
| 3  | 0.997                     | 0.999 | 38   | 0.320                     | 0.413 |
| 4  | 0.950                     | 0.990 | 39   | 0.316                     | 0.408 |
| 5  | 0.878                     | 0.959 | 40   | 0.312                     | 0.403 |
| 6  | 0.811                     | 0.917 | 41   | 0.308                     | 0.398 |
| 7  | 0.754                     | 0.874 | 42   | 0.304                     | 0.393 |
| 8  | 0.707                     | 0.834 | 43   | 0.301                     | 0.389 |
| 9  | 0.666                     | 0.798 | 44   | 0.297                     | 0.384 |
| 10 | 0.632                     | 0.765 | 45   | 0.294                     | 0.380 |
| 11 | 0.602                     | 0.735 | 46   | 0.291                     | 0.376 |
| 12 | 0.576                     | 0.708 | 47   | 0.288                     | 0.372 |
| 13 | 0.553                     | 0.684 | 48   | 0.284                     | 0.368 |
| 14 | 0.532                     | 0.661 | 49   | 0.281                     | 0.364 |
| 15 | 0.514                     | 0.641 | 50   | 0.279                     | 0.361 |
| 16 | 0.497                     | 0.623 | 55   | 0.266                     | 0.345 |
| 17 | 0.482                     | 0.606 | 60   | 0.254                     | 0.330 |
| 18 | 0.468                     | 0.590 | 65   | 0.244                     | 0.317 |
| 19 | 0.456                     | 0.575 | 70   | 0.235                     | 0.306 |
| 20 | 0.444                     | 0.561 | 75   | 0.227                     | 0.296 |
| 21 | 0.433                     | 0.549 | 80   | 0.220                     | 0.286 |
| 22 | 0.432                     | 0.537 | 85   | 0.213                     | 0.278 |
| 23 | 0.413                     | 0.526 | 90   | 0.207                     | 0.267 |
| 24 | 0.404                     | 0.515 | 95   | 0.202                     | 0.263 |
| 25 | 0.396                     | 0.505 | 100  | 0.195                     | 0.256 |
| 26 | 0.388                     | 0.496 | 125  | 0.176                     | 0.230 |
| 27 | 0.381                     | 0.487 | 150  | 0.159                     | 0.210 |
| 28 | 0.374                     | 0.478 | 175  | 0.148                     | 0.194 |
| 29 | 0.367                     | 0.470 | 200  | 0.138                     | 0.181 |
| 30 | <b>0.361</b>              | 0.463 | 300  | 0.113                     | 0.148 |
| 31 | 0.355                     | 0.456 | 400  | 0.098                     | 0.128 |
| 32 | 0.349                     | 0.449 | 500  | 0.088                     | 0.115 |
| 33 | 0.344                     | 0.442 | 600  | 0.080                     | 0.105 |
| 34 | 0.339                     | 0.436 | 700  | 0.074                     | 0.097 |
| 35 | 0.334                     | 0.430 | 800  | 0.070                     | 0.091 |
| 36 | 0.329                     | 0.424 | 900  | 0.065                     | 0.086 |
| 37 | 0.325                     | 0.418 | 1000 | 0.062                     | 0.081 |