

# LAMPIRAN

## Lampiran 1.

### KUESIONER PENELITIAN

Berkaitan dengan penelitian yang saya lakukan dalam rangka menyelesaikan skripsi, maka saya mohon kesediaan saudara/i untuk dapat mengisi kuesioner penelitian ini dengan sejujur-jujurnya dan sebenar-benarnya. Jawaban yang anda berikan akan dijamin kerahasiannya dan hanya akan digunakan untuk kepentingan ilmiah dengan judul skripsi : **PENGARUH BRAND AMBASSADOR DAN TAGLINE TERHADAP CITRA MEREK SERTA DAMPAKNYA TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE VIVO DI BANDAR LAMPUNG.**

Atas waktu dan kerjasamanya saudara/i dalam mengisi kuesioner ini saya ucapkan terima kasih.

Petunjuk Pengisian :

1. Jawablah pertanyaan/ Pernyataan yang diajukan dibawah ini dengan benar dan jujur yang sesuai dengan anda.
2. Pertanyaan yang diajukan harus dijawab semua dan jangan ada yang terlewatkan.
3. Berilah tanda (  $\surd$  ) untuk mengisi jawaban.

Hormat Saya,

**Zulkarnain**  
**NPM.1412110029**

### Kriteria Penelitian :

SS	Sangat Setuju	5
S	Setuju	4
CS	Cukup Setuju	3
TS	Tidak Setuju	2
STS	Sangat Tidak Setuju	1

### IDENTITAS RESPONDEN

- 1) Nama : .....
- 2) Jenis Kelamin :  Laki-laki  
 Perempuan
- 3) Usia :  17 – 19 Tahun  41 – 50 Tahun  
 20 – 30 Tahun  51 – 55 Tahun  
 31 – 40 Tahun
- 4) Pekerjaan :  Mahasiswa  Pegawai Negeri Sipil  
 Karyawan Swasta  Wirausaha  Dll.

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
1	<i>Brand ambassador</i> mewakili iklan smartphone Vivo secara keseluruhan					
2	<i>Brand ambassador</i> mampu menyampaikan iklan smartphone Vivo dengan penuh percaya diri					
3	<i>Brand ambassador</i> dapat melengkapi informasi iklan smartphone Vivo dengan sempurna					
4	<i>Brand ambassador</i> dapat menyampaikan informasi tentang keunggulan Vivo dengan baik					
5	<i>Brand ambassador</i> sangat menjiwai iklan Vivo yang disampaikan					
6	<i>Brand ambassador</i> yang digunakan Vivo mampu menciptakan suasana iklan lebih menghibur					
7	Pesan iklan yang disampaikan <i>Brand Ambassador</i> menambah kepercayaan terhadap smartphone Vivo					
8	Keterampilan <i>Brand Ambassador</i> dalam menyampaikan pesan iklan Vivo terlihat menarik					
9	Keahlian berkomunikasi <i>brand ambassador</i> dalam menyampaikan iklan Vivo mampu dipahami dengan sangat jelas					
10	<i>Brand ambassador</i> mampu membuat smartphone Vivo menjadi lebih menarik perhatian					
11	Prestasi <i>Brand ambassador</i> menambah rasa ketertarikan untuk menggunakan smartphone Vivo					
12	<i>Brand ambassador</i> memiliki keserasian dengan smartphone Vivo yang diiklankan					
13	<i>Brand ambassador</i> Vivo mampu memberikan kesan positif terhadap smartphone Vivo					
14	<i>Brand Ambassador</i> yang digunakan Vivo mampu membangun rasa kesukaan terhadap					

	smartphone Vivo					
15	<i>Brand ambassador</i> mampu mendukung iklan smartphone Vivo secara baik					

**Variabel *Tagline* (X2)**

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
1	<i>Tagline</i> Vivo menggunakan kata-kata yang jelas					
2	<i>Tagline</i> Vivo mudah untuk diingat					
3	Pengulangan <i>Tagline</i> Vivo menambah ingatan terhadap smartphone					
4	<i>Tagline</i> Vivo berisi kalimat yang menarik					
5	<i>Tagline</i> Vivo yang disampaikan sesuai dengan apa yang ada didalam smartphone					
6	Ungkapan <i>Tagline</i> Vivo lebih meyakinkan					
7	<i>Tagline</i> Vivo yang disampaikan mengandung kesan makna yang positif terhadap smartphone Vivo					
8	<i>Tagline</i> Vivo menambah kesan pemahaman terhadap smartphone					
9	<i>Tagline</i> Vivo membantu dalam mengingatkan merek Vivo					
10	<i>Tagline</i> Vivo sesuai dengan tujuan smartphone yang diiklankan					
11	<i>Tagline</i> Vivo sudah mewakili keseluruhan isi smartphone					
12	Isi <i>tagline</i> Vivo mampu menambah nilai kepercayaan smartphone					

### Variabel Citra Merek (Y)

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
1	Smartphone Vivo memiliki keunggulan produk yang tahan lama					
2	Smartphone Vivo dilengkapi dengan aplikasi smartphone yang canggih					
3	Smartphone Vivo mampu memberikan kenyamanan berkomunikasi dengan baik					
4	Smartphone Vivo dapat memberikan pengalaman yang terbaik					
5	Smartphone Vivo mempunyai baterai yang tahan lama					
6	Smartphone Vivo memiliki kelebihan pada ruang penyimpanan data ataupun file yang berukuran besar					
7	Smartphone Vivo memberikan akses jaringan komunikasi dengan cepat					
8	Smartphone Vivo memberikan fitur layananan smartphone yang lengkap					
9	Smartphone Vivo memberikan keunggulan aplikasi smartphone dengan baik					
10	Smartphone Vivo memberikan jaminan mutu smartphone yang bagus					
11	Harga smartphone Vivo sesuai dengan kualitas yang ditawarkan					
12	Harga yang dimiliki smartphone Vivo sangat stabil					
13	Smartphone Vivo memiliki keunggulan pada kamera <i>selfie</i> yang jernih dan bagus					
14	Smartphone Vivo mempunyai keunggulan pada layar smartphone <i>fulldisplay</i> yang terlihat lebih menarik					

### Variabel Keputusan Pembelian (Z)

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
1	Smartphone Vivo memiliki desain smartphone yang tipis					
2	Smartphone Vivo mempunyai model smartphone yang dinamis bergaya muda sebagai ciri khas.					
3	Smartphone Vivo sebagai merek yang dapat dipercaya					
4	Smartphone Vivo dikenal sebagai smartphone mewah berkelas					
5	Smartphone Vivo memiliki teknologi suara yang sangat jelas sempurna					
6	Pembelian smartphone Vivo dilakukan karena adanya persediaan uang					
7	Pembelian smartphone Vivo dilakukan sesuai dengan keinginan yang dibutuhkan					
8	Smartphone Vivo ada banyak pilihan Jenis/Type smartphone					
9	Smartphone Vivo banyak pilihan warna yang menarik sesuai dengan keinginan					
10	Smartphone Vivo terus menyediakan smartphone terbaru yang dikeluarkan					
11	Pembayaran smartphone Vivo memiliki sistem keamanan yang baik					
12	Proses pembayaran smartphone Vivo dilakukan dengan cepat					
13	Smartphone Vivo terus mengadakan promosi smartphone secara langsung					
14	Smartphone Vivo terus memberikan kemudahan dalam pelayanan yang terbaik					

## Lampiran 2.

### Data Tabulasi Jawaban Responden

#### 1. Hasil Jawaban Responden Variabel *Brand Ambassador* (X1)

No	Nama	XP1	XP2	XP3	XP4	XP5	XP6	XP7	XP8	XP9	XP10	XP11	XP12	XP13	XP14	XP15	Total
1	Rika Dwi Lestari	4	4	4	5	4	4	4	4	5	4	5	5	4	5	4	65
2	Desi Ariyanti	4	3	4	3	3	4	3	3	4	3	4	4	4	5	4	55
3	Avita Yuriani	3	4	3	3	3	5	4	3	3	4	3	5	3	3	3	52
4	Ana Mawaddah	3	3	4	3	4	2	2	4	3	3	3	3	3	3	4	47
5	Desta Saputri	5	4	4	5	4	3	5	5	5	5	4	4	4	5	5	67
6	Revika Putri	4	4	4	4	4	4	4	4	4	4	4	4	4	2	4	58
7	Adimas Aglasia	3	3	3	3	4	3	3	3	3	4	4	3	4	2	3	48
8	Cholibi Falih	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	61
9	Ahmad Ariyanto	3	4	3	4	4	3	5	3	3	5	5	3	3	3	5	56
10	Betari Anggini	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	44
11	Yunita Sulistia	4	5	5	3	4	4	4	3	5	5	4	5	5	4	5	65
12	Nadia Atiningsih	5	5	5	5	5	5	5	4	5	5	5	5	5	5	4	73
13	Reza Pratama	2	4	4	5	5	2	2	4	4	5	5	5	5	3	4	59
14	Fadli Ilhami	4	5	4	5	5	4	3	5	4	5	5	4	5	4	4	66
15	Febrian Setiyadi	4	5	3	5	3	4	4	3	4	5	4	3	4	4	4	59
16	Paranita Jubaidah	3	4	4	4	4	4	5	4	4	5	4	4	5	3	3	60

17	Bella Dwi Marlia	5	5	5	5	4	2	5	4	4	4	2	4	4	5	4	62
18	Winda Rahayu	4	5	5	5	5	4	2	4	4	4	4	4	3	4	4	61
19	Muhammad Firdaus	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	61
20	Tedi Permana	3	4	4	5	3	3	3	2	3	4	2	4	4	2	4	50
21	Joko Imam Saputra	5	4	3	4	4	4	3	4	4	4	5	4	4	4	4	60
22	Yogi Saputra	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	59
23	Ahmad Taufik	3	5	4	5	5	4	3	5	4	4	3	3	3	3	4	58
24	Syamsul Maarif	5	4	5	5	4	3	4	3	4	4	3	4	4	4	4	60
25	Dwi Saputra	4	3	2	4	2	4	2	4	3	2	4	4	4	5	3	50
26	Mahares ta Yudha	5	5	5	4	5	5	5	5	5	5	4	4	5	5	4	71
27	Erdinanto	3	4	3	4	4	3	3	4	3	5	4	3	3	3	2	51
28	Tri Ariyanto	4	5	4	4	3	4	5	4	4	3	4	3	3	4	3	57
29	Ahmad Riansyah	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
30	Wiro	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
31	Liya Martini	2	4	3	2	3	3	2	1	3	3	2	3	2	3	4	40
32	Yeni Rentika	5	4	4	5	5	5	5	4	2	1	3	2	3	3	3	54
33	Octa Rulyawati	2	4	3	2	3	2	2	3	2	3	2	2	3	3	2	38
34	Ajeng Dian Safitri	2	3	3	2	3	2	4	1	2	2	3	3	3	3	1	37
35	Ayu Indah	1	2	3	3	3	3	4	2	2	4	4	2	4	3	2	42
36	Nina Mutmai	5	4	3	3	2	4	3	1	3	1	3	3	2	3	1	41



	nnah																
37	Yajid Alfian	4	4	3	2	2	3	1	2	3	2	2	1	3	3	2	37
38	Lina Permata sari	5	3	4	2	3	4	5	3	3	1	2	4	3	5	3	50
39	Alexia Sanjaya	4	5	4	5	4	3	4	4	4	5	4	5	5	4	3	63
40	Puspa Retno	4	4	5	4	3	4	5	5	5	3	5	5	4	5	4	65
41	Anggi Wahyuni	5	3	1	3	1	3	4	5	5	4	5	5	4	5	4	57
42	Akhda Bella Rahmawati	4	4	3	3	1	1	3	3	4	3	2	4	2	4	5	46
43	Mutmainah	5	5	4	5	4	4	4	4	4	3	2	2	3	4	3	56
44	Rosidah	4	3	3	3	5	3	4	5	5	2	3	2	5	5	2	54
45	Robiyah	4	2	4	4	4	3	5	4	4	2	5	3	2	4	2	52
46	Siti Khoiriyah	5	2	4	4	4	3	4	5	5	3	4	3	2	5	4	57
47	Rasminah	3	3	4	3	5	3	4	5	5	4	5	3	2	5	4	58
48	Ihwan Hakim	3	3	4	4	5	3	4	5	5	5	4	4	2	5	4	60
49	Muhammad Thohir	2	2	2	2	2	3	2	2	2	3	2	3	2	2	2	33
50	Nur Ahmad Basri Yakub	5	3	4	4	4	5	2	4	5	3	4	4	4	5	2	58
51	Leni Fatonah	5	5	4	4	4	5	2	4	5	5	4	4	4	5	2	62
52	Citra Trisna Dewi	5	4	5	5	4	5	4	4	5	4	5	5	4	5	4	68
53	Sindi Antika	5	5	4	5	4	5	3	4	5	5	4	5	4	5	3	66
54	M Syarifudin	3	3	2	3	5	3	2	1	3	3	2	3	5	3	2	43
55	M Taufik	5	5	5	5	4	5	4	4	5	5	5	5	4	5	4	70

56	Ulil Absor	5	2	5	5	4	5	3	4	5	2	5	5	4	5	3	62
57	Dani Apriansyah	4	2	2	1	2	4	1	3	4	2	2	1	2	4	1	35
58	Beni Primantoro	5	4	2	1	3	5	2	3	5	4	2	1	3	5	2	47
59	Sri Ayuni	4	2	2	2	3	4	3	3	4	2	2	2	3	4	3	43
60	Tika	5	5	4	3	2	5	3	4	5	5	4	3	2	5	3	58
61	Anwar Sanusi	4	3	4	3	3	4	5	2	4	3	4	3	3	4	5	54
62	Nicolas Kurniawan	5	3	5	3	5	5	2	4	5	3	5	3	5	5	2	60
63	Nurohim	4	4	2	1	4	3	2	3	4	4	2	1	4	3	2	43
64	Hendri	5	5	1	2	3	3	2	3	5	5	1	2	3	3	2	45
65	Roni Santuri	4	4	2	2	4	3	3	5	4	4	2	2	4	3	3	49
66	Erlinda Putri	4	5	5	5	4	2	3	3	4	5	5	5	4	2	3	59
67	Ayuningtyas Pramudiyah	4	5	5	2	3	2	2	3	4	5	5	2	3	2	2	49
68	Nana Septi Megawati	4	4	2	5	4	3	3	5	4	4	2	5	4	3	3	55
69	Eka Febriana	4	4	2	2	3	3	3	3	4	4	2	2	3	3	3	45
70	Lutfia Annisa	4	5	2	5	3	3	3	3	4	5	2	5	3	3	3	53
71	M Nur Arifin	5	1	3	3	3	2	1	2	3	2	2	4	4	3	1	39
72	Syi Rojul Hadi	3	1	5	3	3	4	5	3	3	2	2	4	4	3	2	47
73	Nur Agung Prawoto	3	2	1	1	1	1	3	3	4	4	4	4	4	3	5	43
74	Mariyati	3	2	3	1	2	2	3	2	4	3	3	4	4	3	1	40
75	Ayu Sri Wahyuni	2	2	2	2	2	2	3	4	2	2	2	1	2	3	4	35

76	Afni Lerina Handayani	3	2	2	4	4	2	1	2	4	3	4	4	4	3	4	46
77	Ahmad Wijayanto	3	2	2	4	4	2	2	5	4	3	4	4	4	3	4	50
78	Fahmi Maulana	4	4	4	4	4	4	5	5	3	2	2	3	2	3	5	54
79	Ilham Firnando	4	3	3	4	4	3	1	1	4	1	2	3	2	3	3	41
80	Febri Fernando	2	2	2	1	2	2	4	1	4	2	1	3	5	3	3	37
81	Nofri Khairandi	5	4	4	4	4	2	2	5	4	3	4	3	4	4	4	56
82	Arif Prayoga	5	4	5	5	4	3	4	5	4	3	4	3	4	4	4	61
83	Iin Indriasih	5	4	4	4	3	5	5	3	3	3	3	2	2	3	2	51
84	Rika	4	4	4	4	3	2	5	2	2	1	4	1	2	3	2	43
85	Titi Sukmawati	5	4	5	5	4	3	4	2	5	4	5	5	4	3	4	62
86	Silvi Kirana	5	4	4	4	3	5	5	3	5	4	4	4	3	5	5	63
87	I Komang Adi	4	3	2	2	3	4	3	2	4	3	2	2	3	4	3	44
88	Nafsi	5	2	3	2	5	5	2	2	5	2	3	2	5	5	2	50
89	I Komang Manaur e	4	2	5	3	2	4	2	3	4	2	5	3	2	4	2	47
90	Inez Muharomah	5	3	4	3	2	5	4	5	5	3	4	3	2	5	4	57
91	Arika Dina Pertiwi	5	4	5	3	2	5	4	5	4	4	5	3	4	5	4	62
92	Lady Kovenia	5	5	4	4	2	5	4	2	4	3	4	2	4	5	5	58
93	Musthof a	4	1	1	3	1	4	2	1	2	1	1	4	2	4	1	32

94	Sulaiman Ahmad	4	3	4	4	4	4	2	4	4	4	4	4	2	4	3	54
95	Fransiska Dini	4	4	4	4	3	4	3	3	3	3	4	5	3	4	4	55
96	Desi Ariyanti	4	3	4	3	3	4	5	2	1	1	4	2	2	5	5	48
97	Riyen Marlina	5	3	5	3	5	5	2	4	2	5	4	3	2	2	2	52
98	Nita	4	3	5	5	3	4	4	5	4	2	3	4	5	4	1	56
99	Ririn Dwi Ariyanti	5	2	4	4	4	5	2	2	4	2	3	4	4	2	5	52
100	Andini	4	3	4	4	4	4	4	4	4	3	4	4	4	4	4	58

## 2. Hasil Jawaban Responden Variabel *Tagline* (X2)

No	X2 P1	X2 P2	X2 P3	X2 P4	X2 P5	X2 P6	X2 P7	X2 P8	X2 P9	X2 P10	X2 P11	X2 P12	Total
1	4	5	4	5	4	5	5	5	5	4	3	4	53
2	4	4	4	3	4	3	4	4	3	4	3	4	44
3	3	2	2	3	4	3	4	3	4	3	3	3	37
4	4	4	4	3	3	4	3	3	3	3	3	4	41
5	5	5	5	5	5	4	4	4	4	5	4	5	55
6	3	3	3	3	3	3	4	4	4	4	4	4	42
7	3	3	3	4	3	3	4	4	3	3	3	3	39
8	4	3	3	4	4	4	4	3	4	3	3	3	42
9	3	3	3	4	3	3	3	3	4	3	3	3	38
10	3	3	3	3	3	3	3	3	3	3	3	3	36
11	4	4	4	5	3	4	3	5	5	4	4	4	49
12	5	3	3	4	4	4	5	4	4	3	4	5	48
13	5	5	4	4	4	5	4	4	5	4	5	4	53
14	4	4	4	4	5	4	4	5	4	5	5	4	52
15	4	5	3	5	4	1	3	2	4	3	5	4	43
16	3	4	4	4	3	4	5	4	4	3	3	4	45
17	4	2	2	4	4	4	4	2	2	2	2	2	34
18	4	4	4	4	4	4	4	4	4	4	4	4	48
19	5	4	5	5	5	5	5	5	5	5	5	5	59
20	3	2	3	4	4	4	3	3	3	4	2	3	38
21	5	4	4	4	4	4	5	4	4	5	3	4	50
22	4	4	4	4	3	4	4	3	3	4	3	4	44
23	3	3	3	3	4	3	4	5	3	4	2	3	40
24	4	3	4	5	4	4	4	3	4	4	4	5	48
25	5	5	4	4	3	3	4	3	3	4	4	3	45
26	5	5	5	4	4	4	4	5	5	5	4	5	55
27	4	3	4	5	3	4	4	3	3	3	3	4	43
28	4	3	4	4	4	3	3	3	4	4	3	4	43
29	3	3	3	3	3	3	3	3	3	3	3	3	36
30	4	4	4	4	4	4	4	4	4	4	4	4	48
31	1	1	2	2	2	3	3	4	2	2	2	1	25
32	4	5	4	4	5	1	4	5	2	1	4	3	42
33	3	2	5	4	2	3	2	4	2	1	4	5	37
34	4	4	5	3	3	3	4	5	4	2	5	4	46
35	2	2	2	2	2	2	2	2	2	2	2	2	24
36	4	4	2	1	2	2	2	2	2	1	2	2	26
37	3	4	5	4	4	4	4	5	3	2	3	4	45

38	4	4	4	5	5	4	5	5	3	4	4	4	51
39	5	5	5	5	5	5	5	5	4	2	4	4	54
40	3	3	5	4	3	4	4	5	3	2	3	4	43
41	4	4	5	4	3	5	4	4	3	2	3	3	44
42	2	2	2	2	2	2	2	2	2	2	2	2	24
43	4	3	2	1	2	2	2	2	2	1	2	2	25
44	4	4	2	1	2	2	2	2	2	1	2	2	26
45	3	4	3	2	2	1	4	2	2	3	2	3	31
46	4	4	2	1	2	2	2	2	1	1	4	2	27
47	4	5	4	4	5	1	4	5	2	1	4	3	42
48	2	2	3	2	3	3	4	5	3	2	3	2	34
49	2	2	2	2	2	2	2	2	2	2	2	2	24
50	2	4	1	1	1	2	2	4	2	1	2	2	24
51	4	3	2	1	2	2	2	2	2	1	2	2	25
52	4	5	4	5	4	5	4	5	5	5	4	5	55
53	3	4	3	2	2	1	4	2	2	3	2	3	31
54	4	2	2	2	2	2	2	2	2	2	2	2	26
55	4	4	4	5	4	4	5	5	5	3	4	4	51
56	4	5	4	5	4	4	5	5	3	4	4	4	51
57	3	4	3	3	2	2	4	2	1	3	5	3	35
58	2	5	3	4	5	2	2	2	2	5	2	3	37
59	2	3	1	1	1	2	2	4	2	1	2	2	23
60	3	4	3	2	2	1	4	2	2	3	2	3	31
61	4	4	2	2	4	3	4	5	4	1	3	3	39
62	3	3	4	4	2	2	3	4	2	2	3	4	36
63	4	3	2	1	3	2	5	5	2	1	4	3	35
64	3	3	3	2	1	2	3	4	1	1	3	2	28
65	4	3	3	4	5	3	3	4	3	1	3	3	39
66	4	4	1	1	3	3	2	3	3	1	1	2	28
67	2	3	2	2	3	2	3	2	3	1	2	2	27
68	4	4	5	5	3	2	3	4	2	1	3	4	40
69	2	4	4	3	4	4	5	5	4	5	5	3	48
70	5	4	3	2	2	2	1	3	4	1	1	4	32
71	3	3	3	4	1	4	5	2	1	1	2	4	33
72	2	2	2	2	2	2	4	4	3	4	4	3	34
73	4	4	5	5	4	5	2	3	3	3	1	3	42
74	3	4	5	4	4	4	4	5	3	2	3	4	45
75	4	4	4	5	5	4	5	5	3	4	4	4	51
76	4	4	5	5	5	5	5	5	4	2	4	4	52
77	3	3	5	4	3	4	4	5	3	2	3	4	43
78	3	3	5	4	3	5	4	4	3	2	3	3	42

79	2	4	2	2	2	2	2	2	2	2	2	2	26
80	4	5	2	4	4	2	4	4	4	5	2	4	44
81	4	5	2	4	4	2	4	4	4	5	2	4	44
82	4	5	4	4	4	3	5	5	4	5	4	4	51
83	4	5	3	4	4	2	4	5	4	5	3	4	47
84	5	3	2	1	2	2	2	3	5	3	2	1	31
85	4	5	4	4	4	3	5	5	4	5	4	4	51
86	4	5	3	4	4	3	5	5	4	5	3	4	49
87	2	4	1	3	3	3	2	1	2	4	1	3	29
88	3	4	2	3	2	1	2	1	3	5	2	3	31
89	3	4	3	3	2	2	2	2	3	4	3	3	34
90	2	5	3	4	5	5	4	3	2	5	3	4	45
91	3	4	5	2	2	2	4	3	3	4	5	2	39
92	5	5	2	4	4	5	5	3	5	5	2	4	49
93	4	4	2	3	5	5	2	1	4	3	2	3	38
94	4	3	2	3	5	5	2	1	4	3	2	3	37
95	4	4	2	3	2	3	1	2	3	3	2	3	32
96	4	3	3	5	2	4	2	2	4	3	3	5	40
97	4	4	3	3	5	2	5	5	4	2	3	3	43
98	3	2	2	3	2	4	5	2	3	2	2	3	33
99	4	3	3	5	4	2	2	5	4	3	3	5	43
100	4	3	3	3	4	2	2	2	3	3	3	3	35

### 3. Hasil Jawaban Responden Variabel Citra Merek (Y)

No	Y P1	Y P2	Y P3	Y P4	Y P5	Y P6	Y P7	Y P8	Y P9	Y P10	Y P11	Y P12	Y P12	Y P13	Total
1	3	4	5	4	4	4	5	5	5	5	5	4	5	5	63
2	4	4	4	3	4	5	4	3	4	4	4	4	4	4	55
3	3	3	3	4	3	3	3	4	4	4	4	3	3	4	48
4	3	4	4	3	3	3	4	3	4	4	3	3	4	3	48
5	4	4	5	4	5	5	5	5	5	5	4	5	5	4	65
6	3	3	3	3	3	2	3	3	3	3	4	3	3	4	43
7	4	4	4	4	3	4	4	3	3	4	4	4	4	4	53
8	3	3	3	3	3	3	3	3	3	3	3	4	3	3	43
9	4	4	5	3	4	5	5	3	5	3	3	3	5	5	57
10	5	5	5	5	4	5	5	5	5	3	4	5	5	5	66
11	4	5	4	4	3	4	4	3	3	4	5	4	4	5	56
12	2	5	3	4	4	3	3	4	3	4	3	4	3	3	48
13	4	5	5	4	4	3	5	5	5	5	5	5	5	5	65
14	4	3	5	4	4	5	5	4	5	4	4	5	5	5	62
15	3	4	4	3	2	4	4	3	4	3	4	4	4	4	50
16	2	2	4	2	2	5	4	5	4	4	4	5	4	4	51
17	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
18	2	2	3	3	4	3	3	4	3	4	4	3	3	4	45
19	3	3	4	3	3	4	4	2	3	2	4	3	4	4	46
20	4	4	5	4	4	5	5	4	5	5	5	5	5	5	65
21	3	4	4	4	3	4	4	4	4	4	4	4	4	4	54
22	3	3	4	3	3	4	4	3	4	4	5	5	4	5	54
23	5	5	5	4	4	5	5	4	5	4	5	5	5	5	66
24	3	3	4	4	4	4	4	3	3	3	4	4	4	5	52
25	4	5	5	4	4	5	5	4	5	4	4	5	5	4	63
26	4	5	4	3	5	4	4	3	4	4	4	5	4	4	57
27	3	3	4	4	3	4	4	3	5	4	4	4	4	3	52
28	4	4	4	4	4	5	4	4	4	4	4	5	4	4	58
29	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
30	3	3	4	4	2	4	4	4	4	3	3	4	4	4	50
31	3	5	4	2	3	3	4	2	2	1	2	1	3	3	38
32	4	5	4	4	4	5	5	4	2	1	4	4	4	5	55
33	3	4	4	3	5	4	5	3	4	1	4	3	5	5	53
34	4	4	5	4	4	4	4	4	5	4	4	4	4	5	59
35	2	3	2	3	2	2	2	2	2	2	2	2	2	2	30
36	3	3	2	3	1	3	2	1	2	2	2	2	2	1	29
37	4	5	4	4	4	5	5	5	4	3	3	3	5	5	59



38	5	5	5	4	4	5	5	5	4	2	4	4	4	4	60
39	5	4	5	4	4	4	4	5	5	2	4	4	4	5	59
40	4	4	4	4	4	5	5	5	3	3	4	3	5	5	58
41	4	5	5	5	4	5	5	5	3	3	4	4	5	5	62
42	2	3	2	3	2	2	2	2	2	2	2	2	2	2	30
43	3	3	2	3	1	3	2	1	2	2	2	2	2	1	29
44	3	3	2	3	1	3	2	1	2	2	2	2	2	1	29
45	4	2	2	2	3	4	3	2	2	1	4	2	2	3	36
46	4	1	1	3	1	4	2	1	2	2	2	2	1	1	27
47	4	5	4	4	4	5	5	4	2	1	4	4	4	5	55
48	4	5	3	3	3	3	3	3	3	2	2	2	3	4	43
49	2	3	2	3	2	2	2	2	2	2	2	2	2	2	30
50	3	4	3	2	2	3	3	2	2	1	2	2	2	3	34
51	3	3	2	3	1	3	2	1	2	2	2	2	2	1	29
52	5	4	4	4	4	4	4	4	5	3	4	4	4	5	58
53	4	2	2	2	3	4	3	2	2	1	4	2	2	3	36
54	2	3	2	3	2	2	2	2	2	2	2	2	2	2	30
55	4	5	4	4	4	4	5	5	4	3	4	4	4	5	59
56	4	5	4	4	4	5	5	5	4	3	4	4	5	5	61
57	4	2	2	2	3	4	3	3	2	2	4	2	1	3	37
58	5	5	4	3	2	5	3	4	5	2	2	2	2	5	49
59	3	4	3	2	2	3	3	2	2	1	2	2	2	3	34
60	4	2	2	2	3	4	3	2	2	1	4	2	2	3	36
61	2	2	3	3	3	2	1	1	2	2	2	3	3	4	33
62	4	5	2	4	4	1	4	5	4	4	5	1	4	5	52
63	4	4	3	4	4	5	3	2	5	4	2	3	2	4	49
64	4	5	4	4	4	4	4	4	5	3	3	3	4	5	56
65	2	2	2	3	2	3	2	2	2	2	2	2	2	2	30
66	2	2	3	3	2	3	1	3	2	1	2	2	2	2	30
67	4	5	4	5	5	5	3	4	5	4	4	4	4	5	61
68	5	4	5	5	5	4	4	4	4	5	5	4	5	5	64
69	4	5	5	4	4	4	5	4	5	5	5	5	5	5	65
70	4	5	5	5	4	3	3	3	5	4	3	4	4	5	57
71	4	5	5	5	3	3	3	3	5	4	3	5	4	4	56
72	2	2	2	3	2	3	2	2	2	2	2	2	2	2	30
73	2	2	3	3	2	3	1	3	2	1	2	2	2	2	30
74	2	2	3	3	2	3	1	3	2	1	2	2	2	2	30
75	2	3	4	2	2	2	3	4	3	2	2	1	4	2	36
76	4	2	4	1	1	3	1	4	2	1	2	2	2	2	31
77	4	5	2	4	4	1	4	5	4	4	5	1	4	5	52
78	2	4	2	3	4	3	2	2	3	2	3	3	4	5	42

79	2	2	2	3	2	3	2	2	2	2	2	2	2	2	30
80	2	3	4	4	2	2	2	3	1	1	1	2	2	4	33
81	2	2	3	3	2	3	1	3	2	1	2	2	2	2	30
82	5	5	5	5	4	4	4	5	4	5	4	5	4	5	64
83	2	3	4	2	2	2	3	4	3	2	2	1	4	2	36
84	2	2	2	3	2	3	2	2	2	2	2	2	2	2	30
85	4	5	5	5	5	4	4	4	4	5	4	4	5	5	63
86	5	5	5	4	4	4	4	5	4	5	4	4	5	5	63
87	5	3	4	2	2	2	3	4	3	3	2	2	4	2	41
88	2	3	5	5	4	3	2	5	3	4	5	2	2	2	47
89	2	3	4	4	2	2	2	3	1	1	1	2	2	4	33
90	2	3	4	2	2	2	3	4	3	2	2	1	4	2	36
91	4	4	3	5	4	3	3	4	2	2	4	3	4	5	50
92	3	4	3	5	3	4	3	3	4	4	2	2	3	4	47
93	2	4	3	5	4	2	4	3	2	1	3	2	5	5	45
94	1	4	4	3	5	1	3	3	3	2	1	2	3	4	39
95	2	4	3	4	3	1	5	3	3	4	5	3	3	4	47
96	1	4	2	3	3	2	1	1	1	1	3	3	2	3	30
97	2	4	3	3	2	1	2	3	2	2	3	2	3	2	34
98	3	4	3	5	3	2	4	4	5	5	3	2	3	4	50
99	3	4	4	4	3	4	2	4	4	3	4	4	5	5	53
100	4	4	4	4	5	5	5	4	3	2	2	2	1	3	48

#### 4. Hasil jawaban responden Variabel Keputusan Pembelian (Z)

No	Z P1	Z P2	Z P3	Z P4	Z P5	Z P6	Z P7	Z P8	Z P9	Z P10	Z P11	Z P12	Z P13	Z P14	Total
1	4	4	5	4	5	4	5	5	5	4	5	5	5	5	65
2	4	3	4	4	4	3	4	3	4	4	4	4	4	4	53
3	5	4	4	3	3	3	3	3	3	3	3	3	3	3	46
4	4	4	4	4	4	3	3	3	4	3	4	4	3	3	50
5	4	3	4	3	4	3	4	5	5	4	4	5	4	5	57
6	4	3	4	3	4	4	3	4	4	4	3	4	4	3	51
7	3	3	3	4	3	4	4	4	4	4	4	4	4	4	52
8	3	3	3	3	3	5	5	4	3	3	4	4	3	4	50
9	3	3	4	4	4	4	4	4	3	3	4	3	3	3	49
10	5	5	4	5	5	3	3	3	4	5	5	3	5	4	59
11	5	4	3	4	5	5	5	5	4	4	5	5	4	5	63
12	4	4	4	4	5	4	3	4	4	3	4	5	4	5	57
13	5	5	5	5	4	5	4	5	4	5	5	5	5	4	66
14	4	5	4	4	5	4	3	5	4	5	4	5	4	5	61
15	4	4	3	3	4	4	3	4	4	4	3	4	5	2	51
16	4	4	4	2	3	4	2	4	4	4	4	5	5	5	54
17	4	4	4	4	4	4	4	4	4	4	4	4	5	4	57
18	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
19	4	4	3	3	3	4	3	5	3	4	4	3	4	3	50
20	5	5	4	4	4	3	4	4	5	5	4	4	4	5	60
21	4	4	4	3	4	4	4	3	4	4	4	4	3	4	53
22	4	4	5	4	5	4	4	4	4	4	4	4	5	4	59
23	4	5	5	4	4	4	5	5	5	5	5	5	4	4	64
24	5	5	4	4	5	4	5	4	5	3	3	4	5	5	61
25	5	4	4	4	5	5	4	5	5	5	5	5	4	5	65
26	4	3	4	3	4	3	3	3	4	4	3	3	4	4	49
27	4	4	4	3	3	3	4	4	4	5	4	3	5	4	54

28	4	3	4	4	4	4	4	4	3	3	3	4	4	4	52
29	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
30	3	3	4	2	2	3	3	2	2	5	5	5	2	2	43
31	1	1	2	2	2	3	3	4	2	2	2	1	3	4	32
32	4	5	4	4	5	1	4	5	2	1	4	3	1	2	45
33	3	2	5	4	2	3	2	4	2	1	4	5	2	5	44
34	4	4	5	3	3	3	4	5	4	2	5	4	5	5	56
35	2	2	2	2	2	2	2	2	2	2	2	2	1	1	26
36	1	3	2	1	2	2	2	2	2	1	2	2	4	1	27
37	3	4	5	4	4	4	4	5	3	2	3	4	4	4	53
38	4	4	4	5	5	4	5	5	3	4	4	4	4	3	58
39	5	4	5	5	5	5	5	5	4	2	4	4	5	5	63
40	3	3	5	4	3	4	4	5	3	2	3	4	3	5	51
41	3	3	5	4	3	5	4	4	3	2	3	3	3	4	49
42	2	2	2	2	2	2	2	2	2	2	2	2	1	1	26
43	1	3	2	1	2	2	2	2	2	1	2	2	4	3	29
44	1	3	2	1	2	2	2	2	2	1	2	2	4	3	29
45	3	4	3	2	2	1	4	2	2	3	2	3	2	2	35
46	1	4	2	1	2	2	2	2	1	1	4	2	1	1	26
47	4	5	4	4	5	1	4	5	2	1	4	3	1	2	45
48	2	2	3	2	3	3	4	5	3	2	3	2	3	3	40
49	2	2	2	2	2	2	2	2	2	2	2	2	1	1	26
50	2	3	1	1	1	2	2	4	2	1	2	2	2	4	29
51	1	3	2	1	2	2	2	2	2	1	2	2	4	1	27
52	4	5	4	5	4	5	4	5	5	5	4	5	5	5	65
53	3	4	3	2	2	1	4	2	2	3	2	3	2	2	35
54	2	2	2	2	2	2	2	2	2	2	2	2	1	1	26
55	4	4	4	5	4	4	5	5	5	3	4	4	5	5	61
56	4	5	4	5	4	4	5	5	3	4	4	4	4	3	58
57	3	4	3	3	2	2	4	2	1	3	5	3	2	3	40
58	2	5	3	4	5	2	2	2	2	5	2	3	2	3	42

59	2	3	1	1	1	2	2	4	2	1	2	2	2	4	29	
60	3	4	3	2	2	1	4	2	2	3	2	3	2	2	35	
61	3	4	2	2	4	3	4	5	4	1	3	3	3	5	46	
62	3	3	4	4	2	2	3	4	2	2	3	4	4	2	42	
63	4	3	2	1	3	2	5	5	2	1	4	3	2	3	40	
64	3	3	3	2	1	2	3	4	1	1	3	2	1	4	33	
65	5	3	3	4	5	3	3	4	3	1	3	3	1	3	44	
66	1	1	1	1	3	3	2	3	3	1	1	2	3	3	28	
67	2	3	2	2	3	2	3	2	3	1	2	2	3	2	32	
68	4	4	5	5	3	2	3	4	2	1	3	4	3	5	48	
69	2	4	4	3	4	4	5	5	4	5	5	3	4	5	57	
70	5	4	3	2	2	2	1	3	4	1	1	4	1	4	37	
71	3	3	3	4	1	4	5	2	1	1	2	4	4	3	40	
72	2	2	2	2	2	2	4	4	3	4	4	3	4	4	42	
73	4	4	5	5	4	5	2	3	3	3	1	3	3	1	46	
74	3	4	5	4	4	4	4	5	3	2	3	4	4	4	53	
75	4	4	4	5	5	4	5	5	3	4	4	4	4	3	58	
76	5	4	5	5	5	5	5	5	4	2	4	4	5	5	63	
77	3	3	5	4	3	4	4	5	3	2	3	4	3	5	51	
78	3	3	5	4	3	5	4	4	3	2	3	3	3	4	49	
79	2	2	2	2	2	2	2	2	2	2	2	2	2	1	1	26
80	4	5	2	4	4	2	4	4	4	5	2	4	4	2	50	
81	4	5	2	4	4	2	4	4	4	5	2	4	4	2	50	
82	4	5	4	4	4	3	5	5	4	5	4	4	4	3	58	
83	4	5	3	4	4	2	4	5	4	5	3	4	4	2	53	
84	5	3	2	1	2	2	2	3	5	3	2	1	2	2	35	
85	4	5	4	4	4	3	5	5	4	5	4	4	4	3	58	
86	4	5	3	4	4	3	5	5	4	5	3	4	4	3	56	
87	2	4	1	3	3	3	2	1	2	4	1	3	3	3	35	
88	3	5	2	3	2	1	2	1	3	5	2	3	2	1	35	
89	3	4	3	3	2	2	2	2	3	4	3	3	2	2	38	

90	2	5	3	4	5	5	4	3	2	5	3	4	5	5	55
91	3	4	5	2	2	2	4	3	3	4	5	2	2	2	43
92	5	5	2	4	4	5	5	3	5	5	2	4	4	5	58
93	4	3	2	3	5	5	2	1	4	3	2	3	5	5	47
94	3	3	2	3	2	3	1	2	3	3	2	3	2	3	35
95	4	3	3	5	2	4	2	2	4	3	3	5	2	4	46
96	4	2	3	3	5	2	5	5	4	2	3	3	5	2	48
97	3	2	2	3	2	4	5	2	3	2	2	3	2	4	39
98	4	3	3	5	4	2	2	5	4	3	3	5	4	2	49
99	3	3	3	3	4	2	2	2	3	3	3	3	4	2	40
100	3	3	3	3	2	1	2	5	3	3	3	3	2	1	37

### Lampiran 3.

#### Karakteristik Responden

##### 1. Jenis Kelamin

###### JENIS KELAMIN

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-laki	45	45,0	45,0	45,0
Valid Perempuan	55	55,0	55,0	100,0
Total	100	100,0	100,0	

##### 2. Responden Berdasarkan Usia

###### Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17 - 19 tahun	29	29.0	29.0	29.0
20 - 30 tahun	32	32.0	32.0	61.0
31 - 40 tahun	13	13.0	13.0	74.0
41 - 50 tahun	18	18.0	18.0	92.0
51 - 55 tahun	8	8.0	8.0	8.0
Total	100	100.0	100.0	

##### 3. Responden Berdasarkan Pekerjaan

###### PEKERJAAN

	Frequency	Percent	Valid Percent	Cumulative Percent
DII	10	10,0	10,0	10,0
Mahasiswa	68	68,0	68,0	78,0
Valid PNS	7	7,0	7,0	85,0
Wiraswasta	15	15,0	15,0	100,0
Total	100	100,0	100,0	

**Lampiran 4.**

**Hasil Jawaban Responden**

**1. Jawaban Responden *Brand Ambassador* (X1)**

**XP1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	7	7.0	7.0	8.0
3	17	17.0	17.0	25.0
4	41	41.0	41.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

**XP2**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	16	16.0	16.0	19.0
3	23	23.0	23.0	42.0
4	37	37.0	37.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

**XP3**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	4.0
2	16	16.0	16.0	20.0
3	19	19.0	19.0	39.0
4	41	41.0	41.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

**XP4**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	6.0	6.0	6.0
2	14	14.0	14.0	20.0
3	24	24.0	24.0	44.0
4	32	32.0	32.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	



**XP5**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	4.0
2	13	13.0	13.0	17.0
3	29	29.0	29.0	46.0
Valid 4	40	40.0	40.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

**XP6**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	15	15.0	15.0	17.0
3	28	28.0	28.0	45.0
Valid 4	34	34.0	34.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

**XP7**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	5.0	5.0	5.0
2	24	24.0	24.0	29.0
3	23	23.0	23.0	52.0
Valid 4	30	30.0	30.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

**XP8**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	7	7.0	7.0	7.0
2	15	15.0	15.0	22.0
3	26	26.0	26.0	48.0
Valid 4	33	33.0	33.0	81.0
5	19	19.0	19.0	100.0
Total	100	100.0	100.0	

**XP9**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	9	9.0	9.0	10.0
Valid 3	18	18.0	18.0	28.0
4	47	47.0	47.0	75.0
5	25	25.0	25.0	100.0

Total	100	100.0	100.0	
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**XP10**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	7	7.0	7.0	7.0
2	17	17.0	17.0	24.0
3	26	26.0	26.0	50.0
4	29	29.0	29.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

**XP11**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	24	24.0	24.0	27.0
3	14	14.0	14.0	41.0
4	40	40.0	40.0	81.0
5	19	19.0	19.0	100.0
Total	100	100.0	100.0	

**XP12**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	6.0	6.0	6.0
2	15	15.0	15.0	21.0
3	28	28.0	28.0	49.0
4	34	34.0	34.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

**XP13**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	21	21.0	21.0	21.0
3	24	24.0	24.0	45.0
4	42	42.0	42.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

**XP14**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8.0	8.0	8.0
3	35	35.0	35.0	43.0
4	27	27.0	27.0	70.0

5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

**XP15**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	7	7.0	7.0	7.0
2	21	21.0	21.0	28.0
3	23	23.0	23.0	51.0
Valid 4	38	38.0	38.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

2. Jawaban Responden Variabel *Tagline (X2)*

**P1X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0
2	13	13,0	13,0	14,0
3	26	26,0	26,0	40,0
4	49	49,0	49,0	89,0
5	11	11,0	11,0	100,0
Total	100	100,0	100,0	

**P2X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0
2	11	11,0	11,0	12,0
3	28	28,0	28,0	40,0
4	40	40,0	40,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

**P3X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4,0	4,0	4,0
2	26	26,0	26,0	30,0
3	28	28,0	28,0	58,0
4	26	26,0	26,0	84,0
5	16	16,0	16,0	100,0
Total	100	100,0	100,0	

**P4X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	10	10,0	10,0	10,0
2	16	16,0	16,0	26,0
3	19	19,0	19,0	45,0
4	37	37,0	37,0	82,0
5	18	18,0	18,0	100,0
Total	100	100,0	100,0	

**P5X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4,0	4,0	4,0
2	26	26,0	26,0	30,0
3	22	22,0	22,0	52,0
4	33	33,0	33,0	85,0

	5	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

**P6X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	7	7,0	7,0	7,0
2	30	30,0	30,0	37,0
3	22	22,0	22,0	59,0
4	28	28,0	28,0	87,0
5	13	13,0	13,0	100,0
Total	100	100,0	100,0	

**P7X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2,0	2,0	2,0
2	25	25,0	25,0	27,0
3	14	14,0	14,0	41,0
4	39	39,0	39,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

**P8X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4,0	4,0	4,0
2	24	24,0	24,0	28,0
3	19	19,0	19,0	47,0
4	23	23,0	23,0	70,0
5	30	30,0	30,0	100,0
Total	100	100,0	100,0	

**P9X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4,0	4,0	4,0
2	25	25,0	25,0	29,0
3	31	31,0	31,0	60,0
4	31	31,0	31,0	91,0
5	9	9,0	9,0	100,0
Total	100	100,0	100,0	

**P10X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	19	19,0	19,0	19,0
2	20	20,0	20,0	39,0

3	24	24,0	24,0	63,0
4	20	20,0	20,0	83,0
5	17	17,0	17,0	100,0
Total	100	100,0	100,0	

**P11X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4,0	4,0	4,0
2	30	30,0	30,0	34,0
3	34	34,0	34,0	68,0
Valid 4	24	24,0	24,0	92,0
5	8	8,0	8,0	100,0
Total	100	100,0	100,0	

**P12X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	18	18,0	18,0	20,0
3	33	33,0	33,0	53,0
Valid 4	38	38,0	38,0	91,0
5	9	9,0	9,0	100,0
Total	100	100,0	100,0	

### 3. Jawaban Responden Variabel Citra Merk (Y)

#### YP1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	26	26.0	26.0	28.0
3	23	23.0	23.0	51.0
4	39	39.0	39.0	90.0
5	10	10.0	10.0	100.0
Total	100	100.0	100.0	

#### YP2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	16	16.0	16.0	17.0
3	24	24.0	24.0	41.0
4	32	32.0	32.0	73.0
5	27	27.0	27.0	100.0
Total	100	100.0	100.0	

#### YP3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	20	20.0	20.0	21.0
3	20	20.0	20.0	41.0
4	38	38.0	38.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

#### YP4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	12	12.0	12.0	13.0
3	35	35.0	35.0	48.0
4	39	39.0	39.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

#### YP5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	6.0	6.0	6.0
2	25	25.0	25.0	31.0
3	23	23.0	23.0	54.0
4	38	38.0	38.0	92.0

5	8	8.0	8.0	100.0
Total	100	100.0	100.0	

**YP6**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	5.0	5.0	5.0
2	15	15.0	15.0	20.0
Valid 3	28	28.0	28.0	48.0
4	31	31.0	31.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

**YP7**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	7	7.0	7.0	7.0
2	19	19.0	19.0	26.0
Valid 3	24	24.0	24.0	50.0
4	29	29.0	29.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

**YP8**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	7	7.0	7.0	7.0
2	17	17.0	17.0	24.0
Valid 3	28	28.0	28.0	52.0
4	31	31.0	31.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

**YP9**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	31	31.0	31.0	34.0
Valid 3	20	20.0	20.0	54.0
4	25	25.0	25.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

**YP10**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	18	18.0	18.0	18.0



2	28	28.0	28.0	46.0
3	16	16.0	16.0	62.0
4	28	28.0	28.0	90.0
5	10	10.0	10.0	100.0
Total	100	100.0	100.0	

**YP11**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	31	31.0	31.0	34.0
3	14	14.0	14.0	48.0
4	40	40.0	40.0	88.0
5	12	12.0	12.0	100.0
Total	100	100.0	100.0	

**YP12**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	6.0	6.0	6.0
2	36	36.0	36.0	42.0
3	16	16.0	16.0	58.0
4	28	28.0	28.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

**YP13**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	28	28.0	28.0	31.0
3	13	13.0	13.0	44.0
4	36	36.0	36.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

**YP14**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	5.0	5.0	5.0
2	19	19.0	19.0	24.0
3	13	13.0	13.0	37.0
4	27	27.0	27.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	



#### 4. Jawaban Responden Keputusan Pembelian (Z)

##### ZP1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	7	7.0	7.0	7.0
2	14	14.0	14.0	21.0
3	26	26.0	26.0	47.0
4	39	39.0	39.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

##### ZP2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	10	10.0	10.0	12.0
3	32	32.0	32.0	44.0
4	35	35.0	35.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

##### ZP3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.0	4.0	4.0
2	23	23.0	23.0	27.0
3	24	24.0	24.0	51.0
4	31	31.0	31.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

##### ZP4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	10	10.0	10.0	10.0
2	18	18.0	18.0	28.0
3	21	21.0	21.0	49.0
4	37	37.0	37.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

##### ZP5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.0	4.0	4.0
2	28	28.0	28.0	32.0
3	17	17.0	17.0	49.0

	4	31	31.0	31.0	80.0
	5	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

**ZP6**

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	7	7.0	7.0	7.0
	2	30	30.0	30.0	37.0
Valid	3	21	21.0	21.0	58.0
	4	28	28.0	28.0	86.0
	5	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

**ZP7**

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	2	2.0	2.0	2.0
	2	26	26.0	26.0	28.0
Valid	3	16	16.0	16.0	44.0
	4	35	35.0	35.0	79.0
	5	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

**ZP8**

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	3	3.0	3.0	3.0
	2	23	23.0	23.0	26.0
Valid	3	13	13.0	13.0	39.0
	4	27	27.0	27.0	66.0
	5	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

**ZP9**

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	4	4.0	4.0	4.0
	2	25	25.0	25.0	29.0
Valid	3	27	27.0	27.0	56.0
	4	33	33.0	33.0	89.0
	5	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

**ZP10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	19	19.0	19.0	19.0

2	19	19.0	19.0	38.0
3	20	20.0	20.0	58.0
4	21	21.0	21.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

**ZP11**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	4.0
2	26	26.0	26.0	30.0
3	27	27.0	27.0	57.0
4	31	31.0	31.0	88.0
5	12	12.0	12.0	100.0
Total	100	100.0	100.0	

**ZP12**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	17	17.0	17.0	19.0
3	30	30.0	30.0	49.0
4	36	36.0	36.0	85.0
5	15	15.0	15.0	100.0
Total	100	100.0	100.0	

**ZP13**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	11	11.0	11.0	11.0
2	18	18.0	18.0	29.0
3	17	17.0	17.0	46.0
4	36	36.0	36.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

**ZP14**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	11	11.0	11.0	11.0
2	18	18.0	18.0	29.0
3	22	22.0	22.0	51.0
4	25	25.0	25.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	



Lampiran 5.

Hasil Uji Validitas

1. Hasil Uji Validitas Variabel *Brand Ambassador* (X1)

Correlations

	P1 X1	P2 X1	P3 X1	P4 X1	P5 X1	P6 X1	P7 X1	P8 X1	P9 X1	P10 X1	P11 X1	P12 X1	P13 X1	P14 X1	P15 X1	TO TA LX 1
P1 X1	1	,364*	,431*	,282	,086	,344	,480**	,305	,625**	,037	,081	,230	,294	,725**	,348	,651**
P2 X1		1	,553**	,540**	,488**	,348	,464**	,345	,559**	,530**	,092	,186	,238	,257	,292	,701**
P3 X1			1	,335	,581**	,057	,354	,216	,666**	,316	-	,391*	,381*	,303	,456*	,652**
P4 X1				1	,396*	,077	,165	,323	,384*	,377*	,086	,174	,223	,240	,273	,520**
P5 X1					1	,000	,088	,534**	,460*	,609**	,323	,185	,315	,019	,316	,585**
P6 X1						1	,320	,180	,390*	,074	,321	,325	,207	,313	-	,436*
P7 X1							1	,141	,507**	,446*	,084	,152	,259	,314	,276	,597**

P8	Sig. (2-tailed)	,007	,010	,055	,385	,642	,084		,458	,004	,013	,661	,423	,168	,091	,140	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,305	,345	,216	,323	,534**	,180	,141	1	,467**	,174	,325	,029	,181	,392*	,075	,526**	
X1	Sig. (2-tailed)	,101	,062	,251	,081	,002	,340	,458		,009	,357	,080	,878	,337	,032	,696	,003	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,625**	,559**	,666**	,384*	,460*	,390*	,507**	,467**	1	,430*	,370*	,528**	,588**	,618**	,523**	,909**	
P9	Sig. (2-tailed)	,000	,001	,000	,036	,011	,033	,004	,009		,018	,044	,003	,001	,000	,003	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,037	,530**	,316	,377*	,609**	,074	,446*	,174	,430*	1	,354	,228	,467**	,055	,320	,588**	
P10	Sig. (2-tailed)	,844	,003	,089	,040	,000	,698	,013	,357	,018		,055	,225	,009	,771	,085	,001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,081	,092	,130	,086	,323	,321	,084	,325	,370*	,354	1	,240	,360	,241	,166	,439*	
P11	Sig. (2-tailed)	,669	,628	,493	,650	,082	,084	,661	,080	,044	,055		,201	,051	,199	,381	,015	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,230	,186	,391*	,174	,185	,325	,152	,029	,528**	,228	,240	1	,588**	,347	,282	,533**	
P12	Sig. (2-tailed)	,221	,324	,032	,356	,327	,080	,423	,878	,003	,225	,201		,001	,060	,132	,002	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,294	,238	,381*	,223	,315	,207	,259	,181	,588**	,467**	,360	,588**	1	,290	,282	,624**	
P13	Sig. (2-tailed)	,115	,206	,038	,237	,090	,272	,168	,337	,001	,009	,051	,001		,119	,131	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,725**	,257	,303	,240	,019	,313	,314	,392*	,618**	,055	,241	,347	,290	1	,277	,612**	
P14	Sig. (2-tailed)	,000	,171	,104	,201	,921	,092	,091	,032	,000	,771	,199	,069	,119		,139	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,348	,292	,456*	,273	,316	,044	,276	,075	,523**	,320	,166	,282	,282	,277	1	,529**	





P5X2	Pearson Correlation Sig. (2-tailed)	,471**	,178	,287	,310	1	,291	,342	,325	,358	,540**	,359	,382*	,564*
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P6X2	Pearson Correlation Sig. (2-tailed)	,426*	,154	,468**	,309	,291	1	,520**	,470**	,370*	,347	,083	,339	,569*
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P7X2	Pearson Correlation Sig. (2-tailed)	,409*	,219	,266	,225	,342	,520**	1	,472**	,290	,279	,145	,370*	,532*
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P8X2	Pearson Correlation Sig. (2-tailed)	,228	,392*	,527**	,112	,325	,470**	,472**	1	,588**	,663**	,302	,461*	,680*
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P9X2	Pearson Correlation Sig. (2-tailed)	,394*	,501**	,491**	,449*	,358	,370*	,290	,588**	1	,519**	,635**	,621**	,758*
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P10X2	Pearson Correlation Sig. (2-tailed)	,503**	,524**	,750**	,253	,540**	,347	,279	,663**	,519**	1	,446*	,600**	,780*
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P11X2	Pearson Correlation Sig. (2-tailed)	,538**	,610**	,479**	,404*	,359	,083	,145	,302	,635**	,446*	1	,621**	,690*
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation Sig. (2-tailed)	,002	,000	,007	,027	,051	,662	,443	,105	,000	,014		,000	,000

N	30	30	30	30	30	30	30	30	30	30	30	30	30
Pearson													
1	,588**	,527**	,758**	,456*	,382*	,339	,370*	,461*	,621**	,600**	,621**	1	,813*
2													
X Sig. (2-tailed)	,001	,003	,000	,011	,037	,067	,044	,010	,000	,000	,000		,000
N	30	30	30	30	30	30	30	30	30	30	30	30	30
T Pearson													
O n	,752**	,723**	,835**	,570**	,564**	,569**	,532**	,680**	,758**	,780**	,690**	,813**	1
T Correla													
A tion													
L Sig. (2-tailed)	,000	,000	,000	,001	,001	,001	,002	,000	,000	,000	,000	,000	
2 N	30	30	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).

### 3. Hasil Uji Validitas Variabel Citra Merek (Y)

#### Correlations

	P1 Y	P2 Y	P3 Y	P4 Y	P5 Y	P6 Y	P7 Y	P8 Y	P9 Y	P10 Y	P11 Y	P12 Y	P13 Y	P14 Y	TO TALY 1
P1 Y	1	,641**	,661**	,515**	,489**	,540**	,661**	,123	,513**	,148	,328	,456*	,661**	,482**	,752**
Correlation															
Sig. (2-tailed)		,000	,000	,004	,006	,002	,000	,007	,004	,004	,007	,001	,000	,007	,000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P2 Y	,641**	1	,445*	,493**	,461*	,207	,445*	,157	,317	,278	,202	,365*	,445*	,187	,597**
Correlation															
Sig. (2-tailed)	,000		,014	,006	,010	,273	,014	,408	,088	,137	,284	,048	,014	,322	,000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P3 Y	,641**	,445*	1	,368*	,383*	,717**	1,000**	,395*	,821**	,338	,400*	,565**	1,000**	,625**	,899**
Correlation															
Sig. (2-tailed)	,000	,014		,046	,037	,000	,000	,031	,000	,068	,028	,001	,000	,000	,000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P4 Y	,641**	,445*	,368*	1	,352	,185	,368*	,402*	,338	,254	,216	,288	,368*	,270	,555**
Correlation															
Sig. (2-tailed)	,004	,006	,046		,057	,327	,046	,028	,068	,175	,252	,123	,046	,149	,001
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P5 Y	,641**	,445*	,368*	,352	1	,265	,383*	,268	,336	,424*	,178	,317	,383*	,254	,577**
Correlation															
Sig. (2-tailed)	,006	,010	,037	,057		,157	,037	,150	,070	,020	,346	,087	,037	,175	,001
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P6 Y	,641**	,445*	,368*	,352	,265	1	,717**	,241	,577**	,139	,199	,595**	,717**	,414*	,680**
Correlation															
Sig. (2-tailed)	,003	,027	,000	,327	,157		,000	,199	,001	,464	,292	,001	,000	,023	,000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P7 Y	,641**	,445*	1,000**	,368*	,383*	,717**	1	,395*	,821**	,338	,400*	,565**	1,000**	,625**	,899**
Correlation															
Sig. (2-tailed)	,004	,010	,000	,046	,037	,000		,031	,000	,068	,028	,001	,000	,000	,000

P8	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
	Pearson Correlation	,123	,157	,395*	,402*	,268	,241	,395*	1	,531**	,590**	,233	,494**	,395*	,248	,566**
Y	Sig. (2-tailed)	,517	,408	,031	,028	,151	,199	,031	,003	,001	,001	,215	,006	,031	,186	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P9	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,513**	,317	,821**	,338	,336	,577**	,821**	,531**	1	,461*	,281	,510**	,821**	,370*	,798**
Y	Sig. (2-tailed)	,004	,088	,000	,068	,070	,001	,000	,003	,010	,133	,004	,000	,044	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P10	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,148	,278	,338	,254	,424*	,139	,338	,590**	,461*	1	,495**	,452*	,338	,149	,556**
Y	Sig. (2-tailed)	,434	,137	,068	,175	,020	,464	,068	,001	,010	,005	,012	,068	,433	,001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P11	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,328	,202	,400*	,216	,178	,199	,400*	,233	,281	,495**	1	,438*	,400*	,658**	,541**
Y	Sig. (2-tailed)	,077	,284	,028	,252	,346	,292	,028	,215	,133	,005	,015	,028	,008	,000	,002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P12	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,456*	,365*	,565**	,288	,317	,595**	,565**	,494**	,510**	,452*	,438*	1	,565**	,348	,723**
Y	Sig. (2-tailed)	,111	,048	,001	,123	,087	,001	,001	,004	,002	,015	,015	,001	,001	,060	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P13	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,661**	,445*	1,00**	,368*	,383*	,717**	1,00**	,395*	,821**	,338	,400*	,565**	1	,625**	,899**
Y	Sig. (2-tailed)	,000	,014	,000	,046	,037	,000	,001	,030	,000	,068	,028	,001	,000	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P14	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,482**	,187	,625**	,270	,254	,414*	,625**	,248	,370*	,149	,658**	,348	,625**	1	,629**
Y	Sig. (2-tailed)	,007	,322	,000	,149	,175	,023	,000	,186	,044	,433	,000	,060	,000	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
T	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,752**	,597**	,899**	,555**	,577**	,680**	,899**	,566**	,798**	,556**	,543**	,729**	,899**	,629**	1
L	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Sig. (2-tailed)	,000	,000	,000	,001	,001	,000	,000	,001	,000	,001	,002	,000	,000	,000	,000





<b>T</b>	<b>Pearson</b>	<b>,6</b>	<b>,69</b>	<b>,52</b>	<b>,68</b>	<b>,73</b>	<b>,51</b>	<b>,54</b>	<b>,71</b>	<b>,77</b>	<b>,46</b>	<b>,55</b>	<b>,55</b>	<b>,61</b>	<b>,72</b>	
<b>O</b>	<b>Correla</b>	<b>07</b>	<b>0</b>	<b>1</b>	<b>8</b>	<b>1</b>	<b>5</b>	<b>6</b>	<b>1</b>	<b>4</b>	<b>5</b>	<b>8</b>	<b>4</b>	<b>9</b>	<b>9</b>	<b>1</b>
<b>T</b>	<b>tion</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	
<b>A</b>	<b>Sig. (2-</b>	<b>,0</b>	<b>,00</b>	<b>,00</b>	<b>,00</b>	<b>,00</b>	<b>,00</b>	<b>,00</b>	<b>,00</b>	<b>,00</b>	<b>,01</b>	<b>,00</b>	<b>,00</b>	<b>,00</b>	<b>,00</b>	
<b>L</b>	<b>tailed)</b>	<b>00</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	
<b>Z</b>	<b>N</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>

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

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



## Lampiran 6.

### Hasil Uji Reliabilitas

#### 1. Hasil Uji Reliabilitas Variabel *Brand Ambassador* (X1)

##### Case Processing Summary

	N	%
Valid	100	100,0
Cases Excluded <sup>a</sup>	0	,0
Total	100	100,0

##### Reliability Statistics

Cronbach's Alpha	N of Items
,851	15

a. Listwise deletion based on all variables in the procedure.

#### 2. Hasil Uji Reliabilitas Variabel *Tagline* (X2)

##### Case Processing Summary

	N	%
Valid	100	100,0
Cases Excluded <sup>a</sup>	0	,0
Total	100	100,0

##### Reliability Statistics

Cronbach's Alpha	N of Items
,892	12

a. Listwise deletion based on all variables in the procedure.

#### 3. Hasil Uji Reliabilitas Variabel *Citra Merek* (Y)

##### Case Processing Summary

	N	%
Valid	100	100,0
Cases Excluded <sup>a</sup>	0	,0
Total	100	100,0

##### Reliability Statistics

Cronbach's Alpha	N of Items
,945	14

a. Listwise deletion based on all variables in the procedure.

#### 4. Hasil Uji Reliabilitas Variabel Keputusan Pembelian (Z)

##### Case Processing Summary

	N	%
Valid	100	100,0
Cases Excluded <sup>a</sup>	0	,0
Total	100	100,0

##### Reliability Statistics

Cronbach's Alpha	N of Items
,922	14

a. Listwise deletion based on all variables in the procedure.

## Lampiran 7.

### Hasil Uji Normalitas Sampel

#### 1. Hasil Uji Normalitas Sampel Variabel *Brand Ambassador* (X1) *Tagline* (X2) *Citra Merek* (Y) Dan *Keputusan Pembelian* (Z)

##### One-Sample Kolmogorov-Smirnov Test

	BRAND AMBASADO R	TAGLI NE	CITRA MEREK	KEPUTUSA N PEMBELIA N
N	100	100	100	100
Normal Mean	53,12	42,59	47,01	46,84
Parameters a,b Std. Deviation	9,232	9,020	12,199	11,607
Most Absolute	,093	,114	,127	,094
Extreme Positive	,053	,087	,127	,076
Differences Negative	-,093	-,114	-,099	-,094
Kolmogorov-Smirnov Z	,929	1,139	1,266	,938
Asymp. Sig. (2-tailed)	,355	,149	,081	,342

a. Test distribution is Normal.

b. Calculated from data.

**Lampiran 8.**  
**Hasil Uji Linearitas**

**1. Hasil Uji Linearitas Variabel *Brand Ambassador* (X1) Terhadap Variabel Citra Merek (Y)**

**ANOVA Table**

		Sum of Squares	df	Mean Square	F	Sig.
CITRA MEREK * BRAND AMBASADOR	(Combined)	7080,935	36	196,693	1,619	,047
	Between Groups	1912,095	1	1912,095	15,742	,000
	Deviation from Linearity	5168,841	35	147,681	1,216	,246
	Within Groups	7652,055	63	121,461		
Total		14732,990	99			

**2. Hasil Uji Linearitas Variabel *Tagline* (X2) Terhadap Variabel Citra Merek (Y)**

**ANOVA Table**

		Sum of Squares	df	Mean Square	F	Sig.
CITRA MEREK * TAGLINE	(Combined)	4097,471	28	146,338	,977	,511
	Between Groups	382,156	1	382,156	2,551	,115
	Deviation from Linearity	3715,315	27	137,604	,919	,585
	Within Groups	10635,519	71	149,796		
Total		14732,990	99			

**3. Hasil Uji Linearitas Variabel Citra Merek (Y) Terhadap Variabel Keputusan Pembelian (Z)**

**ANOVA Table**

		Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSAN PEMBELIAN * CITRAMEREK	(Combined)	8306,480	34	244,308	3,156	,000
	Between Groups	5487,071	1	5487,071	70,893	,000
	Deviation from Linearity	2819,409	33	85,437	1,104	,360
	Within Groups	5030,960	65	77,399		

Total	13337,440	99			
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## Lampiran 9.

### Hasil Analisis Jalur

#### 1. Hasil Analisis Regresi Berganda Variabel *Brand Ambassador* (X1)

##### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,360 <sup>a</sup>	,130	,121	11,438

a. Predictors: (Constant), BRANDAMBASADOR

##### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	21,724	6,712		3,236	,002
1 BRAND AMBASADOR	,476	,125	,360	3,823	,000

a. Dependent Variable: CITRAMEREK

#### 2. Hasil Analisis Regresi Berganda Variabel *Tagline* (X2)

##### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,161 <sup>a</sup>	,026	,016	12,101

a. Predictors: (Constant), TAGLINE

##### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	37,733	5,869		6,429	,000
1 TAGLINE	,218	,135	,161	1,615	,109

a. Dependent Variable: CITRAMEREK

#### 3. Hasil Analisis Regresi Berganda Variabel *Citra Merek* (Y)

##### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,641 <sup>a</sup>	,411	,405	8,950

a. Predictors: (Constant), CITRAMEREK

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	18,151	3,580		5,070	,000
CITRAMEREK	,610	,074	,641	8,276	,000

a. Dependent Variable: KEPUTUSANPEMBELIAN

## Lampiran 10.

### Hasil Uji T Secara Parsial

#### 1. Hasil Analisis Regresi Secara Parsial Variabel *Brand Ambassador* (X1) Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	21,724	6,712		3,236	,002
1 BRAND AMBASADOR	,476	,125	,360	3,823	,000

a. Dependent Variable: CITRAMEREK

#### 2. Hasil Analisis Regresi Secara Parsial Variabel *Tagline* (X2) Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	37,733	5,869		6,429	,000
1 TAGLINE	,218	,135	,161	1,615	,109

a. Dependent Variable: CITRAMEREK

#### 3. Hasil Analisis Regresi Secara Parsial Variabel *Citra Merek* (Y) Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	18,151	3,580		5,070	,000
1 CITRAMEREK	,610	,074	,641	8,276	,000

a. Dependent Variable: KEPUTUSANPEMBELIAN



Lampiran 11.

Table T

DISTRIBUSI NILAI  $t_{tabel}$

df	$t_{0.10}$	$t_{0.05}$	$t_{0.025}$	$t_{0.01}$	$t_{0.005}$	df	$t_{0.10}$	$t_{0.05}$	$t_{0.025}$	$t_{0.01}$	$t_{0.005}$
1	3.078	6.314	12.71	31.82	63.66	61	1.296	1.671	2.000	2.390	2.659
2	1.886	2.920	4.303	6.965	9.925	62	1.296	1.671	1.999	2.389	2.659
3	1.638	2.353	3.182	4.541	5.841	63	1.296	1.670	1.999	2.389	2.658
4	1.533	2.132	2.776	3.747	4.604	64	1.296	1.670	1.999	2.388	2.657
5	1.476	2.015	2.571	3.365	4.032	65	1.296	1.670	1.998	2.388	2.657
6	1.440	1.943	2.447	3.143	3.707	66	1.295	1.670	1.998	2.387	2.656
7	1.415	1.895	2.365	2.990	3.499	67	1.295	1.670	1.998	2.387	2.655
8	1.397	1.860	2.306	2.896	3.355	68	1.295	1.670	1.997	2.386	2.655
9	1.383	1.833	2.262	2.821	3.250	69	1.295	1.669	1.997	2.386	2.654
10	1.372	1.812	2.228	2.764	3.169	70	1.295	1.669	1.997	2.385	2.653
11	1.363	1.796	2.201	2.718	3.106	71	1.295	1.669	1.996	2.385	2.653
12	1.356	1.782	2.179	2.681	3.055	72	1.295	1.669	1.996	2.384	2.652
13	1.350	1.771	2.160	2.650	3.012	73	1.295	1.669	1.996	2.384	2.651
14	1.345	1.761	2.145	2.624	2.977	74	1.295	1.668	1.995	2.383	2.651
15	1.341	1.753	2.131	2.602	2.947	75	1.295	1.668	1.995	2.383	2.650
16	1.337	1.746	2.120	2.583	2.921	76	1.294	1.668	1.995	2.382	2.649
17	1.333	1.740	2.110	2.567	2.898	77	1.294	1.668	1.994	2.382	2.649
18	1.330	1.734	2.101	2.552	2.878	78	1.294	1.668	1.994	2.381	2.648
19	1.328	1.729	2.093	2.539	2.861	79	1.294	1.668	1.994	2.381	2.647
20	1.325	1.725	2.086	2.528	2.845	80	1.294	1.667	1.993	2.380	2.647
21	1.323	1.721	2.080	2.518	2.831	81	1.294	1.667	1.993	2.380	2.646
22	1.321	1.717	2.074	2.508	2.819	82	1.294	1.667	1.993	2.379	2.645
23	1.319	1.714	2.069	2.500	2.807	83	1.294	1.667	1.992	2.379	2.645
24	1.318	1.711	2.064	2.492	2.797	84	1.294	1.667	1.992	2.378	2.644
25	1.316	1.708	2.060	2.485	2.787	85	1.294	1.666	1.992	2.378	2.643
26	1.315	1.706	2.056	2.479	2.779	86	1.293	1.666	1.991	2.377	2.643
27	1.314	1.703	2.052	2.473	2.771	87	1.293	1.666	1.991	2.377	2.642
28	1.313	1.701	2.048	2.467	2.763	88	1.293	1.666	1.991	2.376	2.641
29	1.311	1.699	2.045	2.462	2.756	89	1.293	1.666	1.990	2.376	2.641
30	1.310	1.697	2.042	2.457	2.750	90	1.293	1.666	1.990	2.375	2.640
31	1.309	1.696	2.040	2.453	2.744	91	1.293	1.665	1.990	2.374	2.639
32	1.309	1.694	2.037	2.449	2.738	92	1.293	1.665	1.989	2.374	2.639
33	1.308	1.692	2.035	2.445	2.733	93	1.293	1.665	1.989	2.373	2.638
34	1.307	1.691	2.032	2.441	2.728	94	1.293	1.665	1.989	2.373	2.637
35	1.306	1.690	2.030	2.438	2.724	95	1.293	1.665	1.988	2.372	2.637
36	1.306	1.688	2.028	2.434	2.719	96	1.292	1.664	1.988	2.372	2.636
37	1.305	1.687	2.026	2.431	2.715	97	1.292	1.664	1.988	2.371	2.635
38	1.304	1.686	2.024	2.429	2.712	98	1.292	1.664	1.987	2.371	2.635
39	1.304	1.685	2.023	2.426	2.708	99	1.292	1.664	1.987	2.370	2.634
40	1.303	1.684	2.021	2.423	2.704	100	1.292	1.664	1.987	2.370	2.633

Tabel R

NILAI-NILAI  $r$  PRODUCT MOMENT

N	Tarf Signifikan		N	Tarf Signifikan		N	Tarf Signifikan	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	0,374	0,478	60	0,254	0,330
5	0,878	0,959	29	0,367	0,470	65	0,244	0,317
6	0,811	0,917	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,449	80	0,220	0,286
9	0,666	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,436	90	0,207	0,270
11	0,602	0,735	35	0,334	0,430	95	0,202	0,263
12	0,576	0,708	36	0,329	0,424	100	0,195	0,256
13	0,553	0,684	37	0,325	0,418	125	0,176	0,230
14	0,532	0,661	38	0,320	0,413	150	0,159	0,210
15	0,514	0,641	39	0,316	0,408	175	0,148	0,194
16	0,497	0,623	40	0,312	0,403	200	0,138	0,181
17	0,482	0,606	41	0,308	0,398	300	0,113	0,148
18	0,468	0,590	42	0,304	0,393	400	0,098	0,128
19	0,456	0,575	43	0,301	0,389	500	0,088	0,115
20	0,444	0,561	44	0,297	0,384	600	0,080	0,105
21	0,433	0,549	45	0,294	0,380	700	0,074	0,097
22	0,423	0,537	46	0,291	0,376	800	0,070	0,091
23	0,413	0,526	47	0,288	0,372	900	0,065	0,086
24	0,404	0,515	48	0,284	0,368	1000	0,062	0,081
25	0,396	0,505	49	0,281	0,364			
26	0,388	0,496	50	0,279	0,361			

Sumber: Sugiyono.2008. *Statistika untuk Penelitian*. Bandung: Alfabeta. Hal. 373