

Lampiran I



KUESIONER PENELITIAN

Perihal : Mohon bantuan pengisian Kuesioner

Kepada Yth : Bapak/ Ibu, Saudara/ i
Di tempat

Dengan Hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Strata 1 Manajemen di Program Studi Manajemen IIB Darmajaya, Saya :

Nama : Agung Sanjaya

NPM : 1612110424

Sedang melakukan penelitian yang berjudul **PENGARUH CITRA MEREK DAN BRAND AMBASSADOR TERHADAP KEPUTUSAN PEMBELIAN PADA SEPATU FUTSAL ORTUSEIGHT DI BANDAR LAMPUNG**, Oleh karena itu saya mohon kesediaan bapak/ibu,saudara/i untuk mengisi kusioner di bawah ini dengan jujur dan benar. Data atau informasi yang terkumpul akan saya jaga kerahasiaanya dan di gunakan hanya untuk kepentingan penyusunan skripsi ini semata. Atas perhatian bapak/ibu, saudara/i saya ucapkan terima kasih.

Bandar Lampung, Agustus 2020
Peneliti

Agung Sanjaya
NPM.161211042

Panduan pengisian pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh peneliti.
3. Berilah tanda (√) pada jawaban yang telah disediakan oleh peneliti.
4. KETERANGAN STS DLL DITULIS

IDENTITAS RESPONDEN

1. Nama :(Dapat dikosongkan)

2. Jenis Kelamin : ☐ Laki-laki
☐ Perempuan

3. Usia :
☐ a. 17 Tahun – 22 Tahun ☐ c. 29 Tahun – 34 Tahun
☐ b. 23 Tahun – 28 Tahun ☐ d. 35 Tahun – 40 Tahun

4. Pendidikan Terakhir :
☐ a. SMP/SEDERAJAT ☐ c. S1
☐ b. SMA/SEDERAJAT ☐ d. S2
☐ c. D3 ☐ e. S3

5. Pekerjaan :
☐ a. Pelajar ☐ c. Pegawai Negeri
☐ b. Mahasiswa ☐ d. Pegawai Swasta
☐ c. Wiraswasta

6. Apa tipe sepatu futsal Ortuseight anda ?

☐ Jogosala

☐ Catalyst

☐ Valkry

☐ Lainnya.

7. Berapa harga sepatu Ortuseight yang anda beli ?

☐ 250 .000 – 300.000

☐ 450 .000 – 500.000

☐ 350 .000 – 400.000

☐ > 500.000

8. Apakah anda memiliki sepatu futsal selain sepatu Ortuseight ?

☐ Ya

☐ Tidak

9. Jika ya , apa merek sepatu futsal tersebut ?

☐ Nike

☐ Adidas

☐ Specs

☐ Mizuno

☐ Lainnya

Citra Merek

No	Instrumen	STS	TS	CS	S	SS
1	Sepatu futsal Ortuseight sudah dikenal oleh masyarakat luas					
2	Sepatu futsal Ortuseight mudah dikenal melalui media elektronik dan media massa					
3	Sepatu futsal Ortuseight memiliki logo yang mudah diingat					
4	Sepatu futsal Ortuseight mampu meningkatkan rasa percaya diri saya					
5	Saya bangga menggunakan sepatu futsal Ortuseight					
6	Saya mendapatkan kesan positif saat menggunakan sepatu futsal Ortuseight					
7	Model sepatu futsal Ortuseight mengikuti perkembangan jaman					
8	Sepatu futsal Ortuseight diproduksi dengan teknologi terbaru					
9	Sepatu futsal Ortuseight memiliki banyak model yang menarik					

Brand Ambassador

No	Instrumen	STS	TS	CS	S	SS
1	Saya mengenal para pemain pro futsal yang menjadi <i>brand ambassador</i> sepatu futsal Ortuseight					
2	Para pemain pro futsal menjadi panutan saya sebagai seorang pemain futsal					
3	Saya merasa kagum dengan para pemain pro futsal yang menjadi <i>brand ambassador</i> sepatu futsal Ortuseight					
4	Para pemain pro futsal memiliki kemampuan berkomunikasi dengan baik dalam mempromosikan sepatu futsal ortuseight					
5	<i>Brand ambassador</i> mempunyai karir yang berprestasi dalam bidang olahraga futsal					
6	Saya percaya <i>brand ambassador</i> berkata jujur mengenai sepatu futsal Ortuseight					
7	Para pemain pro futsal memiliki kesamaan karakter dengan sepatu futsal Ortuseight					
8	Para pemain pro futsal memiliki daya tarik tersendiri sebagai <i>brand ambassador</i> sepatu futsal ortuseight					
9	Para pemain pro futsal memiliki kharisma sebagai <i>brand ambassador</i> sepatu futsal ortuseight					
10	<i>Brand ambassador</i> memiliki kemampuan untuk mengajak konsumen membeli sepatu futsal ortuseight					
11	Para pemain pro futsal yang menjadi <i>brand ambassador</i> memiliki kemampuan menarik perhatian					
12	Sepatu futsal ortuseight yang digunakan pemain pro futsal mudah untuk saya terima					

Keputusan Pembelian

No	Instrumen	STS	TS	CS	S	SS
1	Saya membeli sepatu futsal Ortuseight karena nyaman digunakan					
2	Saya membeli sepatu futsal Ortuseight karena produk yang dijual sesuai dengan kebutuhan					
3	Saya membeli sepatu futsal Ortuseight untuk menunjang aktivitas olahraga futsal					
4	Saya mencari informasi mengenai keunggulan sepatu futsal Ortuseight sebelum memutuskan untuk membeli					
5	Saya memutuskan untuk membeli sepatu futsal Ortuseight setelah mengevaluasi beberapa alternatif					
6	Saya mencari informasi mengenai toko yang menjual sepatu futsal Ortuseight					
7	Sepatu futsal Ortuseight mudah di dapatkan di Toko-toko perlengkapan olahraga					
8	Saya membeli sepatu futsal Ortuseight karena lebih baik dibandingkan merek lain					
9	Saya membeli sepatu futsal Ortuseight karena diproduksi oleh perusahaan yang baik					
10	Saya yakin memilih sepatu futsal Ortuseight untuk dibeli					
11	Saya memilih sepatu futsal Ortuseight karena percaya dengan kualitas produknya					
12	Saya tidak pernah kecewa membeli sepatu futsal Ortuseight					
13	Saya akan merekomendasikan untuk membeli sepatu futsal Ortuseight kepada orang lain					
14	Saya Bersedia melakukan pembelian sepatu futsal Ortuseight dengan model yang lain					
15	Saya merasa sangat puas membeli sepatu futsal Ortuseight					

Lampiran II

Hasil Jawaban Responden Citra Merek

No	CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8	CM9	Citra Merek
1	4	3	3	5	3	4	4	4	4	34
2	4	4	3	3	4	4	4	4	4	34
3	4	5	5	5	5	5	5	5	5	44
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7	3	4	4	4	5	5	5	5	5	40
8	4	4	3	4	4	4	5	4	4	36
9	4	4	3	5	5	4	5	4	4	38
10	4	3	4	4	3	3	4	4	3	32
11	5	5	5	4	4	4	5	5	4	41
12	3	4	4	3	4	4	4	3	4	33
13	4	4	5	5	5	4	4	5	4	40
14	3	3	4	5	3	4	5	5	5	37
15	4	5	3	3	5	5	4	4	5	38
16	3	3	4	5	3	5	5	3	5	36
17	5	4	3	4	4	5	5	5	5	40
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21	2	4	4	4	4	4	4	5	5	36
22	3	5	4	5	4	4	4	4	4	37
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24	3	3	4	3	3	3	5	3	3	30
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28	5	5	5	4	4	3	4	5	3	38
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33	3	2	3	1	3	3	2	2	3	22
34	2	3	3	3	4	4	3	4	4	30
35	3	4	4	3	3	3	2	3	3	28
36	4	4	5	4	4	4	4	4	4	37
37	3	3	3	2	3	3	3	3	3	26
38	3	2	3	3	3	2	3	3	2	24
39	2	2	3	3	2	3	2	2	3	22
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61	3	3	2	3	4	3	3	2	3	26
62	4	5	4	2	2	3	3	3	3	29
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64	4	4	3	4	4	4	3	4	4	34
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67	3	4	3	4	3	2	3	2	2	26
68	3	4	4	2	3	2	2	3	2	25
69	4	4	5	1	2	2	2	3	2	25
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144	4	5	4	5	4	4	5	3	4	38
145	5	5	5	5	5	5	5	4	5	44
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149	5	4	5	4	4	4	5	3	4	38
150	4	4	4	4	4	4	4	2	4	34

Hasil Jawaban Responden *Brand Ambassador*

No	BA1	BA2	BA3	BA4	BA5	BA6	BA7	BA8	BA9	BA10	BA11	BA12	Brand Ambassador
1	5	4	4	4	3	5	5	5	5	5	5	5	55
2	3	5	5	5	5	5	3	3	5	5	5	5	54
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6	5	5	5	5	5	5	5	5	4	5	4	5	58
7	5	3	5	5	5	4	5	5	5	5	5	5	57
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13	3	4	5	5	5	5	2	2	5	5	3	2	46
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15	5	4	2	5	5	5	3	3	2	4	2	5	45
16	3	4	3	5	3	4	3	3	5	3	5	3	44
17	4	3	3	3	3	5	4	4	4	4	3	3	43
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83	3	3	3	3	4	3	5	4	4	5	2	2	41
84	4	4	3	3	3	4	5	5	4	3	4	3	45
85	5	5	3	4	4	5	3	3	3	3	2	3	43
86	5	4	4	5	5	5	5	5	5	3	3	4	53
87	3	2	4	5	5	3	5	5	4	3	2	3	44
88	5	4	3	4	4	5	3	3	4	2	3	3	43
89	4	4	3	4	4	4	4	3	4	3	4	4	45
90	5	3	2	4	4	5	4	3	4	4	4	5	47
91	5	5	3	4	4	5	4	3	3	3	3	3	45
92	5	5	4	5	5	5	5	2	5	3	2	3	49

93	5	5	3	4	4	5	3	3	4	2	2	3	43
94	5	3	5	4	4	5	3	4	4	3	3	4	47
95	3	4	4	5	5	3	5	5	4	3	4	4	49
96	5	4	4	4	4	5	4	4	4	3	4	5	50
97	5	4	3	5	5	5	3	4	2	2	3	3	44
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99	4	4	3	4	4	4	4	4	3	4	4	3	45
100	5	4	4	5	5	5	4	4	4	5	4	4	53
101	5	5	3	4	4	5	4	3	4	4	4	3	48
102	4	4	3	4	4	4	4	4	4	3	2	2	42
103	4	3	4	5	5	4	3	4	3	3	3	4	45
104	4	4	4	4	4	4	4	4	4	4	4	4	48
105	4	4	4	5	4	4	3	5	4	3	4	4	48
106	3	4	5	3	4	4	2	4	2	4	4	4	43
107	3	4	4	4	4	4	4	4	3	3	3	4	44
108	5	4	4	3	4	5	5	4	5	2	2	2	45
109	1	4	4	4	4	5	5	4	5	1	1	1	39
110	1	4	4	3	3	3	2	4	2	3	3	4	36
111	1	2	2	2	2	4	4	4	4	2	2	4	33
112	1	2	2	3	2	4	4	4	4	2	2	4	34
113	3	4	4	3	4	2	4	4	3	3	3	3	40
114	3	2	4	4	3	2	1	3	2	3	2	2	31
115	2	2	3	4	3	1	1	2	1	1	2	2	24
116	3	3	4	4	3	1	3	3	4	4	3	2	37
117	3	3	4	3	4	3	3	4	3	3	3	3	39
118	4	5	5	3	5	3	5	4	4	3	4	4	49
119	4	4	5	3	5	4	4	4	4	5	4	4	50
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122	3	3	5	3	4	2	3	5	2	3	3	3	39
123	4	4	5	3	5	2	4	4	3	3	3	3	43
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125	3	3	4	3	4	3	4	4	5	3	3	4	43
126	4	3	5	5	4	3	4	5	4	3	3	4	47
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128	4	4	4	5	4	2	3	4	3	3	3	3	42
129	4	3	5	5	4	3	3	5	3	4	3	3	45
130	4	4	5	5	4	3	3	5	3	4	4	4	48
131	2	3	4	5	5	2	4	4	4	3	4	3	43
132	3	3	4	3	4	3	3	4	3	3	3	3	39
133	4	5	5	5	5	3	5	4	4	3	4	4	51
134	4	4	4	2	4	4	3	5	5	4	5	5	49
135	3	4	5	4	4	4	2	4	5	4	5	3	47
136	3	4	4	4	4	4	4	4	4	4	4	2	45
137	5	4	4	4	4	5	5	4	4	4	4	4	51
138	1	4	4	4	4	5	5	4	4	5	4	5	49
139	1	4	4	4	3	3	2	4	4	5	4	5	43
140	1	2	2	4	2	4	4	4	4	3	4	2	36
141	1	2	2	4	2	4	4	4	4	4	4	4	39
142	3	4	4	4	4	2	4	4	4	4	4	4	45

143	3	2	4	4	3	2	1	3	4	2	4	4	36
144	2	2	3	4	3	1	1	2	4	2	3	1	28
145	3	3	4	4	3	1	3	3	4	1	2	1	32
146	3	3	4	3	4	3	3	4	4	1	3	3	38
147	4	5	5	5	5	3	5	4	3	3	4	3	49
148	4	4	5	2	5	4	4	4	5	3	4	5	49
149	4	4	5	5	5	3	5	5	5	4	4	4	53
150	4	4	5	3	5	3	4	4	5	3	5	5	50

Hasil Jawaban Responden Keputusan Pembelian

No	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8	KP 9	KP 10	KP 11	KP 12	KP 13	KP 14	KP 15	Keputusan Pembelian
1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	75
2	3	3	5	5	5	3	3	5	5	5	4	5	5	5	5	66
3	4	5	4	4	4	5	5	5	5	5	4	5	5	5	5	70
4	5	5	4	5	5	4	5	5	4	5	5	4	4	5	5	70
5	5	3	5	3	5	5	5	5	5	5	4	4	3	4	4	65
6	5	5	5	5	5	5	4	5	5	5	4	5	5	5	5	73
7	5	4	5	4	5	5	5	5	5	4	5	4	5	5	5	71
8	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	75
9	5	5	5	5	5	5	5	5	4	5	3	5	5	5	5	72
10	3	5	5	3	3	5	5	3	3	5	4	4	5	5	3	61
11	5	5	4	5	3	5	4	5	4	3	5	3	5	4	5	65
12	5	5	5	3	5	5	4	5	5	3	4	5	5	5	5	69
13	5	5	3	5	5	5	3	5	5	4	5	3	4	5	5	67
14	5	5	5	5	5	4	5	5	3	4	4	5	4	3	4	66
15	4	4	5	5	4	5	4	5	5	5	4	5	4	5	4	68
16	4	4	4	4	5	4	5	4	5	5	4	4	4	5	5	66
17	2	5	5	5	3	5	5	4	5	5	3	5	5	5	5	67
18	4	5	4	4	4	3	5	5	5	4	5	4	5	4	5	66
19	4	4	5	4	4	4	5	4	4	4	4	4	5	5	5	65
20	5	4	4	5	3	5	5	4	5	5	4	5	5	5	5	69
21	3	2	3	3	3	2	3	3	3	2	2	3	4	4	3	43
22	5	5	5	4	5	3	4	3	5	5	4	4	4	5	5	66
23	3	4	4	5	5	5	5	5	5	5	5	4	5	4	5	69
24	3	4	4	3	3	4	4	3	5	4	5	5	4	5	5	61
25	4	3	3	3	4	3	3	4	4	5	3	4	4	4	4	55
26	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	62
27	3	4	3	3	3	4	3	3	3	4	4	3	5	4	3	52
28	3	3	4	4	3	3	4	4	3	3	5	4	4	4	5	56
29	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	61
30	3	3	4	5	3	3	4	5	3	3	5	5	5	5	5	61
31	4	4	3	3	4	3	3	4	3	2	4	4	5	4	5	55
32	4	4	3	4	3	3	3	3	5	4	4	4	4	4	4	56
33	4	3	3	3	3	4	3	3	4	3	3	4	5	3	3	51
34	3	3	3	3	3	5	3	3	3	3	4	3	4	4	3	50
35	3	4	3	3	3	3	3	3	3	2	4	4	5	5	5	53
36	5	5	4	5	3	4	5	4	4	5	4	4	5	3	3	63
37	5	5	5	4	5	5	4	5	5	4	3	3	4	4	3	64

38	5	5	4	5	4	4	5	3	4	5	4	4	5	5	4	66
39	4	4	4	4	3	4	3	3	3	3	4	4	5	5	5	58
40	4	5	4	5	5	5	5	4	5	5	3	4	4	4	3	65
41	4	4	3	3	3	3	3	3	4	3	4	5	5	5	4	56
42	5	5	3	4	2	3	3	4	5	3	4	3	4	4	5	57
43	4	4	4	4	2	2	3	4	5	2	4	3	4	5	3	53
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45	5	3	3	5	4	3	4	4	5	3	3	4	4	3	2	55
46	4	3	3	3	3	3	3	3	3	3	5	3	5	4	3	51
47	5	4	4	4	4	3	3	2	3	2	3	5	5	5	4	56
48	5	4	3	5	5	4	4	4	3	4	3	3	3	5	3	58
49	5	5	5	5	4	4	2	4	4	3	3	4	4	3	2	57
50	4	3	4	4	5	5	4	4	4	5	4	4	5	5	3	63
51	5	5	5	5	5	5	4	3	3	4	3	2	3	4	4	60
52	5	4	3	3	4	4	4	4	4	3	3	3	2	3	2	51
53	5	5	5	5	5	5	4	4	4	2	4	4	3	3	4	62
54	4	4	4	4	3	4	3	4	3	3	3	3	5	4	3	54
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56	4	5	3	4	3	2	3	5	4	4	4	4	4	4	5	58
57	4	4	3	4	4	4	3	4	3	4	3	4	3	3	3	53
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61	3	2	4	5	4	4	1	4	3	3	3	4	4	2	3	49
62	4	4	4	3	4	4	1	3	4	2	3	3	3	2	4	48
63	4	4	4	4	4	4	3	5	3	3	4	4	5	2	4	57
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65	4	4	4	4	4	4	2	4	4	3	4	5	4	4	4	58
66	5	4	4	3	5	3	3	3	4	2	5	5	5	5	4	60
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74	5	5	4	4	4	2	5	4	4	4	3	4	4	4	3	59
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76	3	3	4	4	4	4	5	3	3	3	4	4	5	3	3	55
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78	5	5	5	5	5	3	2	4	3	2	2	3	4	2	3	53
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82	4	4	4	4	4	3	3	5	4	5	3	3	2	3	1	52
83	4	4	4	4	5	4	4	4	4	5	4	5	3	3	3	60
84	5	5	3	4	5	4	4	4	3	5	4	5	4	4	2	61
85	4	4	4	4	5	4	5	5	5	4	5	5	4	3	4	65
86	5	5	3	3	4	5	4	5	4	5	5	4	4	3	3	62
87	4	4	4	4	4	3	4	4	4	4	3	3	3	4	5	57

88	4	4	3	3	3	4	3	4	4	2	5	4	5	3	3	54
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90	4	4	4	4	3	5	4	3	3	4	3	4	4	4	3	56
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107	4	3	4	3	4	4	4	4	3	5	3	4	4	4	3	56
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109	4	3	4	4	4	4	4	4	4	4	3	3	5	4	5	59
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111	4	4	4	4	4	4	3	4	4	4	3	4	4	3	4	57
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118	5	4	4	5	5	5	5	5	5	5	4	4	5	4	5	70
119	5	4	5	5	5	5	4	5	5	5	4	4	4	4	4	68
120	5	4	5	5	5	5	4	5	5	5	4	3	5	3	4	67
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123	4	3	4	4	4	4	4	4	4	4	5	4	4	4	2	58
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125	5	3	5	5	5	5	4	5	5	5	4	5	5	3	4	68
126	5	4	5	5	5	5	4	5	5	5	4	3	4	3	5	67
127	3	4	3	4	4	4	3	4	4	4	3	5	5	4	4	58
128	4	5	4	5	5	5	5	5	4	5	3	4	5	4	4	67
129	5	5	5	5	5	5	5	5	5	5	2	3	4	2	2	63
130	5	5	5	5	5	5	5	5	5	5	3	4	5	4	5	71
131	5	4	5	5	5	5	3	4	5	5	4	4	4	4	5	67
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134	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	61
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136	4	4	3	4	3	4	3	4	4	4	4	4	4	4	3	56
137	4	4	4	4	4	4	3	4	3	3	5	5	5	5	5	62

138	4	4	4	4	4	5	3	4	4	3	4	4	4	4	5	60
139	4	3	3	4	4	4	4	4	4	4	3	3	4	4	3	55
140	4	4	4	4	4	4	3	4	4	4	5	5	3	3	4	59
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142	4	4	4	4	4	4	3	4	4	3	4	4	4	4	5	59
143	4	4	4	4	4	3	3	4	4	4	5	5	3	4	5	60
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147	5	5	5	5	5	5	4	5	5	4	4	4	3	3	3	65
148	5	5	4	5	5	5	5	5	5	5	5	5	4	4	3	70
149	5	5	5	5	5	5	5	5	5	5	4	4	4	4	3	69
150	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	66

Lampiran III

Hasil Uji Karakteristik Responden

Jenis_Kelmain

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-laki	140	93.3	93.3	93.3
Valid Perempuan	10	6.7	6.7	100.0
Total	150	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
17 Tahun – 22 Tahun	47	31.3	31.3	31.3
23 Tahun – 28 Tahun	51	34.0	34.0	65.3
Valid 29 Tahun – 34 Tahun	29	19.3	19.3	84.7
35 Tahun – 40 Tahun	23	15.3	15.3	100.0
Total	150	100.0	100.0	

Pendidikan_Terakhir

	Frequency	Percent	Valid Percent	Cumulative Percent
SMP/SEDERAJAT	31	20.7	20.7	20.7
SMA/SEDERAJAT	36	24.0	24.0	44.7
D3	18	12.0	12.0	56.7
Valid S1	54	36.0	36.0	92.7
S2	8	5.3	5.3	98.0
S3	3	2.0	2.0	100.0
Total	150	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Pelajar	20	13.3	13.3	13.3
Mahasiswa	46	30.7	30.7	44.0
Wiraswasta	27	18.0	18.0	62.0
Pegawai Negeri	18	12.0	12.0	74.0
Pegawai Swasta	39	26.0	26.0	100.0
Total	150	100.0	100.0	

Tipe_Ortuseight

	Frequency	Percent	Valid Percent	Cumulative Percent
Jogosala	73	48.7	48.7	48.7
Valkry	26	17.3	17.3	66.0
Catalyst	23	15.3	15.3	81.3
Lainnya.	28	18.7	18.7	100.0
Total	150	100.0	100.0	

Harga

	Frequency	Percent	Valid Percent	Cumulative Percent
250.000 – 300.000	31	20.7	20.7	20.7
350.000 – 400.000	50	33.3	33.3	54.0
450.000 – 500.000	43	28.7	28.7	82.7
> 500.000	26	17.3	17.3	100.0
Total	150	100.0	100.0	

Selain_Ortuseight

	Frequency	Percent	Valid Percent	Cumulative Percent
Ya	136	90.7	90.7	90.7
Tidak	14	9.3	9.3	100.0
Total	150	100.0	100.0	

Merek_Lain

	Frequency	Percent	Valid Percent	Cumulative Percent
.00	14	9.3	9.3	9.3
Nike	44	29.3	29.3	38.7
Adidas	41	27.3	27.3	66.0
Valid Specs	22	14.7	14.7	80.7
Mizuno	22	14.7	14.7	95.3
Lainnya	7	4.7	4.7	100.0
Total	150	100.0	100.0	

Lampiran IV**Hasil Uji Frekuensi Jawaban Responden****CM1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.0	2.0	2.0
2	10	6.7	6.7	8.7
Valid 3	54	36.0	36.0	44.7
4	54	36.0	36.0	80.7
5	29	19.3	19.3	100.0
Total	150	100.0	100.0	

CM2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	5.3	5.3	5.3
3	50	33.3	33.3	38.7
Valid 4	57	38.0	38.0	76.7
5	35	23.3	23.3	100.0
Total	150	100.0	100.0	

CM3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.3	1.3	1.3
2	9	6.0	6.0	7.3
Valid 3	46	30.7	30.7	38.0
4	57	38.0	38.0	76.0
5	36	24.0	24.0	100.0
Total	150	100.0	100.0	

CM4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	2.7	2.7	2.7
2	24	16.0	16.0	18.7
3	46	30.7	30.7	49.3
4	56	37.3	37.3	86.7
5	20	13.3	13.3	100.0
Total	150	100.0	100.0	

CM5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.7	.7	.7
2	22	14.7	14.7	15.3
3	55	36.7	36.7	52.0
4	57	38.0	38.0	90.0
5	15	10.0	10.0	100.0
Total	150	100.0	100.0	

CM6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	3.3	3.3	3.3
2	20	13.3	13.3	16.7
3	54	36.0	36.0	52.7
4	57	38.0	38.0	90.7
5	14	9.3	9.3	100.0
Total	150	100.0	100.0	

CM7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.0	2.0	2.0
2	31	20.7	20.7	22.7
3	48	32.0	32.0	54.7
4	41	27.3	27.3	82.0
5	27	18.0	18.0	100.0
Total	150	100.0	100.0	

CM8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	3.3	3.3	3.3
2	38	25.3	25.3	28.7
3	50	33.3	33.3	62.0
Valid 4	37	24.7	24.7	86.7
5	20	13.3	13.3	100.0
Total	150	100.0	100.0	

CM9

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	3.3	3.3	3.3
2	20	13.3	13.3	16.7
3	56	37.3	37.3	54.0
Valid 4	53	35.3	35.3	89.3
5	16	10.7	10.7	100.0
Total	150	100.0	100.0	

BA1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	8	5.3	5.3	5.3
2	8	5.3	5.3	10.7
3	43	28.7	28.7	39.3
Valid 4	56	37.3	37.3	76.7
5	35	23.3	23.3	100.0
Total	150	100.0	100.0	

BA2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	12	8.0	8.0	8.0
3	25	16.7	16.7	24.7
Valid 4	79	52.7	52.7	77.3
5	34	22.7	22.7	100.0
Total	150	100.0	100.0	

BA3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	7.3	7.3	7.3
3	37	24.7	24.7	32.0
Valid 4	61	40.7	40.7	72.7
5	41	27.3	27.3	100.0
Total	150	100.0	100.0	

BA4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	2.0	2.0	2.0
3	24	16.0	16.0	18.0
Valid 4	67	44.7	44.7	62.7
5	56	37.3	37.3	100.0
Total	150	100.0	100.0	

BA5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	2.7	2.7	2.7
3	31	20.7	20.7	23.3
Valid 4	66	44.0	44.0	67.3
5	49	32.7	32.7	100.0
Total	150	100.0	100.0	

BA6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	2.7	2.7	2.7
2	10	6.7	6.7	9.3
Valid 3	30	20.0	20.0	29.3
4	51	34.0	34.0	63.3
5	55	36.7	36.7	100.0
Total	150	100.0	100.0	

BA7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	2.7	2.7	2.7
2	10	6.7	6.7	9.3
Valid 3	44	29.3	29.3	38.7
4	64	42.7	42.7	81.3
5	28	18.7	18.7	100.0
Total	150	100.0	100.0	

BA8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	5.3	5.3	5.3
3	34	22.7	22.7	28.0
Valid 4	77	51.3	51.3	79.3
5	31	20.7	20.7	100.0
Total	150	100.0	100.0	

BA9

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.7	.7	.7
2	7	4.7	4.7	5.3
Valid 3	19	12.7	12.7	18.0
4	86	57.3	57.3	75.3
5	37	24.7	24.7	100.0
Total	150	100.0	100.0	

BA10

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	3.3	3.3	3.3
2	12	8.0	8.0	11.3
Valid 3	55	36.7	36.7	48.0
4	48	32.0	32.0	80.0
5	30	20.0	20.0	100.0
Total	150	100.0	100.0	

BA11

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.7	.7	.7
2	15	10.0	10.0	10.7
3	40	26.7	26.7	37.3
Valid 4	59	39.3	39.3	76.7
5	35	23.3	23.3	100.0
Total	150	100.0	100.0	

BA12

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.0	2.0	2.0
2	13	8.7	8.7	10.7
3	54	36.0	36.0	46.7
Valid 4	48	32.0	32.0	78.7
5	32	21.3	21.3	100.0
Total	150	100.0	100.0	

KP1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	.7	.7	.7
3	18	12.0	12.0	12.7
Valid 4	72	48.0	48.0	60.7
5	59	39.3	39.3	100.0
Total	150	100.0	100.0	

KP2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	1.3	1.3	1.3
3	26	17.3	17.3	18.7
Valid 4	80	53.3	53.3	72.0
5	42	28.0	28.0	100.0
Total	150	100.0	100.0	

KP3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.7	.7	.7
2	4	2.7	2.7	3.3
Valid 3	34	22.7	22.7	26.0
4	76	50.7	50.7	76.7
5	35	23.3	23.3	100.0
Total	150	100.0	100.0	

KP4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	.7	.7	.7
3	27	18.0	18.0	18.7
Valid 4	75	50.0	50.0	68.7
5	47	31.3	31.3	100.0
Total	150	100.0	100.0	

KP5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	1.3	1.3	1.3
3	37	24.7	24.7	26.0
Valid 4	61	40.7	40.7	66.7
5	50	33.3	33.3	100.0
Total	150	100.0	100.0	

KP6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	4.7	4.7	4.7
3	31	20.7	20.7	25.3
Valid 4	63	42.0	42.0	67.3
5	49	32.7	32.7	100.0
Total	150	100.0	100.0	

KP7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.3	1.3	1.3
2	5	3.3	3.3	4.7
Valid 3	48	32.0	32.0	36.7
4	58	38.7	38.7	75.3
5	37	24.7	24.7	100.0
Total	150	100.0	100.0	

KP8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	2.0	2.0	2.0
3	30	20.0	20.0	22.0
Valid 4	72	48.0	48.0	70.0
5	45	30.0	30.0	100.0
Total	150	100.0	100.0	

KP9

	Frequency	Percent	Valid Percent	Cumulative Percent
3	43	28.7	28.7	28.7
Valid 4	58	38.7	38.7	67.3
5	49	32.7	32.7	100.0
Total	150	100.0	100.0	

KP10

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.0	2.0	2.0
2	13	8.7	8.7	10.7
Valid 3	32	21.3	21.3	32.0
4	58	38.7	38.7	70.7
5	44	29.3	29.3	100.0
Total	150	100.0	100.0	

KP11

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.7	.7	.7
2	3	2.0	2.0	2.7
Valid 3	53	35.3	35.3	38.0
4	68	45.3	45.3	83.3
5	25	16.7	16.7	100.0
Total	150	100.0	100.0	

KP12

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	.7	.7	.7
3	35	23.3	23.3	24.0
Valid 4	81	54.0	54.0	78.0
5	33	22.0	22.0	100.0
Total	150	100.0	100.0	

KP13

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	2.7	2.7	2.7
3	24	16.0	16.0	18.7
Valid 4	68	45.3	45.3	64.0
5	54	36.0	36.0	100.0
Total	150	100.0	100.0	

KP14

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.7	.7	.7
2	7	4.7	4.7	5.3
Valid 3	38	25.3	25.3	30.7
4	66	44.0	44.0	74.7
5	38	25.3	25.3	100.0
Total	150	100.0	100.0	

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.3	1.3	1.3
2	8	5.3	5.3	6.7
3	41	27.3	27.3	34.0
4	52	34.7	34.7	68.7
5	47	31.3	31.3	100.0
Total	150	100.0	100.0	

Hasil Uji Validitas

[illegible]

KP9	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation Sig. (2-tailed)	.366*	.780*	.725*	.709*	.825*	.864*	.678*	.795*	1	.619*	.653*	.499*	.312	.654*	.613*	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP10	Pearson Correlation Sig. (2-tailed)	.361	.670*	.701*	.589*	.712*	.669*	.667*	.597*	.619*	1	.588*	.405*	.360	.671*	.726*	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation Sig. (2-tailed)	.050	.000	.000	.001	.000	.000	.000	.000	.000		.001	.026	.051	.000	.000	
KP11	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation Sig. (2-tailed)	.625*	.701*	.651*	.703*	.709*	.653*	.723*	.653*	.583*		.588*	.818*	.589*	.707*	.766*	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP12	Pearson Correlation Sig. (2-tailed)	.523*	.600*	.491*	.618*	.671*	.499*	.605*	.565*	.499*		.405*	.811	.583*	.719*	.673*	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation Sig. (2-tailed)	.003	.000	.006	.000	.000	.005	.000	.001	.005		.026	.000	.001	.000	.000	
KP13	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation Sig. (2-tailed)	.704*	.571*	.339	.336	.430*	.331	.334	.321	.312		.369*	.583*	1	.385*	.512*	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP14	Pearson Correlation Sig. (2-tailed)	.286	.706*	.644*	.780*	.837*	.725*	.784*	.784*	.654*		.677*	.719*	.385*	1	.850*	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation Sig. (2-tailed)	.122	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.003		.000	

KP15	tailed)	5	0	0	0	0	0	0	0	0	0	0	0	6		0	
	N	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	30
	Pearson	.4	.7	.6	.7	.7	.6	.6	.6	.6	.7	.7	.6	.5	.8		
	Correlation	3	3	3	4	6	9	9	8	1	2	6	7	1	5	1	.865**
Keputusan_Pembelian	Sig. (2-tailed)	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0		.000
	N	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	30
	Pearson	.5	.8	.8	.8	.9	.8	.8	.8	.8	.7	.8	.7	.5	.8	.8	
	Correlation	6	5	2	0	3	5	4	4	3	6	8	6	9	7	6	1
	Sig. (2-tailed)	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	
	N	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	30

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

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

Lampiran VI

Hasil Uji Reliabilitas

Case Processing Summary

	N	%
Valid	30	100.0
Cases Excluded ^a	0	.0
Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.863	9

Case Processing Summary

	N	%
Valid	30	100.0
Cases Excluded ^a	0	.0
Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.951	12

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.958	15

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

Lampiran VII

Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Citra_Merek	Brand_Ambassador	Keputusan_Pembelian
N		150	150	150
Normal Parameters ^{a,b}	Mean	31.37	46.15	59.90
	Std. Deviation	5.581	6.070	6.128
	Absolute	.072	.095	.092
Most Extreme Differences	Positive	.072	.076	.092
	Negative	-.043	-.095	-.067
Kolmogorov-Smirnov Z		.880	1.164	1.123
Asymp. Sig. (2-tailed)		.421	.133	.160

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VIII

Hasil Uji Linieritas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			1630.558	26	62.714	1.945	.008
Keputusan_Pembelian * Citra_Merek	Between Groups	Linearity	579.905	1	579.905	17.990	.000
		Deviation from Linearity	1050.653	25	42.026	1.304	.172
	Within Groups		3964.942	123	32.235		
	Total		5595.500	149			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			1786.524	30	59.551	1.860	.010
Keputusan_Pembelian * Brand_Ambassador	Between Groups	Linearity	742.798	1	742.798	23.207	.000
		Deviation from Linearity	1043.725	29	35.991	1.124	.322
	Within Groups		3808.976	119	32.008		
	Total		5595.500	149			

Lampiran VIII

Hasil Uji Linieritas

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.453 ^a	.205	.194	5.501

a. Predictors: (Constant), Brand_Ambassador, Citra_Merek

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1147.141	2	573.570	18.954	.000 ^b
1 Residual	4448.359	147	30.261		
Total	5595.500	149			

a. Dependent Variable: Keputusan_Pembelian

b. Predictors: (Constant), Brand_Ambassador, Citra_Merek

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	35.512	4.007		8.863	.000
1 Citra_Merek	.299	.082	.272	3.655	.000
Brand_Ambassador	.325	.075	.322	4.330	.000

a. Dependent Variable: Keputusan_Pembelian