

# ***LAMPIRAN***

**SURAT KETERANGAN**

**No. C.013/MSGLOW-LPG/03/22**

Ms Glow Beauty Lampung Store menerangkan bahwa nama mahasiswa di bawah ini :

|                         |   |
|-------------------------|---|
| Nama                    | : Nikmah Mubaroq                            |
| NPM                     | : 1812110289                                |
| Jurusan / Program Studi | : Manajemen                                 |
| Jenjang                 | : S1  |
| Fakultas                | : Ekonomi dan Bisnis                        |
| Universitas             | : Institut Informatika dan Bisnis Darmajaya |

Benar telah melakukan pengambilan data penelitian dalam rangka penyusunan skripsi, berlokasi di Kecamatan Kemiling, Kota Bandar Lampung. Dengan Judul Skripsi “ Pengaruh Brand Ambassador dan Atribut Produk Terhadap Keputusan Pembelian Skincare Ms Glow di Bandar Lampung”. Demikian Surat Keterangan ini kami berikan kepada mahasiswa yang bersangkutan untuk dipergunakan seperlunya.

Hormat Kami,



Ms Glow Beauty Lampung

## Lampiran 3

### ANGKET PENELITIAN (KUISONER)



**INSTITUT INFORMATIKA DAN BISNIS DARMAJAYA**  
**FAKULTAS EKONOMI DAN BISNIS JURUSAN**  
**MANAJEMEN**

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Jalan Zainal Abidin Pagar Alam No.93 Bandar Lampung  
35142

### KUESIONER

**PENGARUH *BRAND AMBASSADOR* DAN ATRIBUT PRODUK  
TERHADAP KEPUTUSAN PEMBELIAN SKINCARE MS GLOW DI  
BANDAR LAMPUNG**

### IDENTITAS PENELITI

Nama : Nikmah Mubaroq  
Npm : 1812110289  
Jurusan : Manajemen  
Alamat : Jl. Dakwah Ujung LK.11, RT.10/RW.11,  
Labuhan Ratu Kedaton, Kota Bandar  
Lampung, Lampung, ID 35112  
E-Mail : [nikmahmubaroq08@gmail.com](mailto:nikmahmubaroq08@gmail.com)

Hal : Permohonan Bantuan Pengisian Kuisisioner

Kepada : Yth

Ibu/Saudari

Di - Tempat

Dengan Hormat,

Berkenaan dengan pelaksanaan penelitian yang saya lakukan dalam rangka menyelesaikan tugas akhir untuk Program Studi Strata Satu (S1), Jurusan Manajemen IIB Darmajaya, Bandar Lampung, dengan judul penelitian tentang **“PENGARUH *BRAND AMBASSADOR* DAN ATRIBUT PRODUK TERHDAP KEPUTUSAN PEMBELIAN SKINCARE MS GLOW DI BANDAR LAMPUNG”**

Adapun pernyataan dalam kuesioner ini semata-mata untuk memperoleh data-data yang akan di olah dalam penelitian ini. oleh karenanya diharapkan kesediaan Ibu/Saudari, agar mengisi kuesioner penelitian ini dengan sebenarnya. Atas perhatian dan kerjasama yang baik dalam memberikan informasi dari Ibu/Saudari, saya ucapkan terimakasih.

Bandar Lampung,

Hormat Saya

**Nikmah Mubarog**

**NPM.1812110289**

## FORMAT KUESIONER

### IDENTITAS RESPONDEN

Berilah tanda centang (√) pada kolom yang di sediakan.

1. Nama Lengkap :
2. Usia :  18-25 Tahun  26-35 Tahun
3. Pekerjaan :  Pelajar/Mahasiswa  Pekerja swasta/BUMN  
 Wirausaha/Wiraswasta  PNS/TNI/POLRI  
 Ibu Rumah Tangga
4. Pengeluaran Belanja Perbulan :  
 < Rp 1.000.000  
 Rp 1.000.000 – Rp 1.500.000  
 Rp 1.500.000 – Rp 2.000.000  
 > Rp 2.000.000

### INFORMASI UMUM

1. Apakah anda berdomisili di Bandar Lampung?  
 Ya  Tidak
2. Produk Ms Glow apa yang anda gunakan?  
 Whitening Series  Acne Series  Luminous Series
3. Sudah berapa lama anda menggunakan produk Ms Glow?  
 2 minggu  1 bulan  > 2 bulan
4. Apakah Anda mengetahui Fuji sebagai *Brand Ambassador* Ms Glow?  
 Ya  Tidak

BAGIAN 2, berilah tanda (√) pada skala 1-5 di setiap pernyataan yang paling sesuai dengan keadaan untuk masing-masing item pernyataan. Kriteria Penilaian adalah sebagai berikut : **Sangat Tidak Setuju (STS)**, **Tidak Setuju (TS)**, **Netral (N)**, **Setuju (S)**, **Sangat Setuju (SS)**.

Tabel kuesioner berisi indikator-indikator *Brand Ambassador* dan Atribut Produk terhadap Keputusan Pembelian.

1. *Brand Ambassador*

| No          | Pernyataan  | Pilihan |    |   |   |    |
|-------------|---|---------|----|---|---|----|
|             |   | 1       | 2  | 3 | 4 | 5  |
|             |   | STS     | TS | N | S | SS |
| Daya Tarik  |   |         |    |   |   |    |
| 1           | Fuji memiliki penampilan yang menarik                               |         |    |   |   |    |
| 2           | Fuji membuat saya tertarik untuk melihat isi iklan skincare Ms Glow |         |    |   |   |    |
| 3           | Popularitas Fuji mendorong saya untuk membeli skincare Ms Glow      |         |    |   |   |    |
| Keahlian    |   |         |    |   |   |    |
| 4           | Fuji menyampaikan informasi tentang skincare Ms Glow dengan baik    |         |    |   |   |    |
| 5           | Informasi yang disampaikan Fuji mudah saya pahami                   |         |    |   |   |    |
| 6           | Informasi yang disampaikan Fuji sesuai dengan apa yang saya cari    |         |    |   |   |    |
| Kepercayaan |   |         |    |   |   |    |
| 7           | Fuji membuat saya yakin dengan skincare Ms Glow                     |         |    |   |   |    |

|          |   |  |  |  |  |  |
|----------|---|--|--|--|--|--|
| 8        | Saya mengakui kebenaran informasi yang disampaikan oleh Fuji                        |  |  |  |  |  |
| 9        | Saya beritikad membeli skincare Ms Glow karena Fuji sebagai <i>Brand Ambassador</i> |  |  |  |  |  |
| Kekuatan |   |  |  |  |  |  |
| 10       | Fuji memiliki pengetahuan dalam memperkenalkan produk kecantikan.                   |  |  |  |  |  |
| 11       | Fuji memberikan kesan yang kuat kepada saya untuk membeli skincare Ms Glow          |  |  |  |  |  |
| 12       | Fuji menginspirasi saya untuk menggunakan skincare Ms Glow                          |  |  |  |  |  |

## 2. Atribut Produk

| No       | Pernyataan  | Pilihan    |           |          |          |           |
|----------|---|------------|-----------|----------|----------|-----------|
|          |   | 1          | 2         | 3        | 4        | 5         |
|          |   | <b>STS</b> | <b>TS</b> | <b>N</b> | <b>S</b> | <b>SS</b> |
| Merek    |   |            |           |          |          |           |
| 1        | Merek skincare Ms Glow sudah terkenal   |            |           |          |          |           |
| 2        | Merek skincare Ms Glow mudah diingat  |            |           |          |          |           |
| 3        | Ketika menggunakan skincare merek Ms Glow saya merasa memiliki nilai prestise yang tinggi |            |           |          |          |           |
| Kemasann |   |            |           |          |          |           |
| 4        | Ms Glow memiliki bentuk kemasan yang menarik  |            |           |          |          |           |
| 5        | Ms Glow memiliki kemasan yang praktis   |            |           |          |          |           |

|         |   |  |  |  |  |  |
|---------|---|--|--|--|--|--|
| 6       | Ms Glow memiliki kemasan yang tidak mudah rusak   |  |  |  |  |  |
| Jaminan |   |  |  |  |  |  |
| 7       | Skincare Ms Glow memiliki komposisi bahan yang aman   |  |  |  |  |  |
| 8       | Saya percaya dengan menggunakan skincare Ms Glow 2-4 minggu akan membuat kulit tampak glowing |  |  |  |  |  |
| 9       | Ms Glow memberikan jaminan kualitas produk yang baik  |  |  |  |  |  |
| Label   |   |  |  |  |  |  |
| 10      | Ms Glow sudah memiliki label BPOM yang menjamin keamanan produk                               |  |  |  |  |  |
| 11      | Label BPOM memandakan bahwa skincare Ms Glow memiliki kualitas yang baik                      |  |  |  |  |  |
| 12      | Saya menggunakan skincare Ms Glow karena sudah memiliki label BPOM                            |  |  |  |  |  |

### 3. Keputusan Pembelian

| No         | Pernyataan  | Pilihan    |           |          |          |           |
|------------|---|------------|-----------|----------|----------|-----------|
|            |   | 1          | 2         | 3        | 4        | 5         |
|            |   | <b>STS</b> | <b>TS</b> | <b>N</b> | <b>S</b> | <b>SS</b> |
| Kemantapan |   |            |           |          |          |           |
| 1          | Saya tidak memiliki keraguan dalam membeli skincare Ms Glow                   |            |           |          |          |           |
| 2          | Saya membeli skincare Ms Glow setelah membandingkannya dengan produk skincare |            |           |          |          |           |



|  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|
|  | yang lain  |  |  |  |  |  |
| 3                                      | Saya memutuskan membeli skincare Ms Glow karena sesuai dengan kebutuhan                    |  |  |  |  |  |
| Kebiasaan dalam membeli produk         |  |  |  |  |  |  |
| 4                                      | Saya selalu mencari informasi sebelum memutuskan pembelian produk skincare                 |  |  |  |  |  |
| 5                                      | Saya membeli produk skincare sesuai dengan kebutuhan                                       |  |  |  |  |  |
| 6                                      | Saya membeli skincare Ms Glow karena banyak konsumen lain yang menggunakan                 |  |  |  |  |  |
| Memberikan Rekomendasi pada orang lain |  |  |  |  |  |  |
| 7                                      | Saya mendapatkan manfaat dari membeli skincare Ms Glow                                     |  |  |  |  |  |
| 8                                      | Saya akan merekomendasikan skincare Ms Glow kepada orang lain                              |  |  |  |  |  |
| 9                                      | Saya memberikan rekomendasi skincare Ms Glow karena memiliki kualitas yang baik            |  |  |  |  |  |
| Melakukan pembelian ulang              |  |  |  |  |  |  |
| 10                                     | Saya melakukan pembelian ulang skincare Ms Glow setelah mendapatkan manfaat yang dirasakan |  |  |  |  |  |
| 11                                     | Saya membeli ulang skincare Ms Glow karena kebutuhan                                       |  |  |  |  |  |
| 12                                     | Skincare Ms Glow memenuhi harapan saya untuk melakukan pembelian ulang                     |  |  |  |  |  |

## Lampiran 2

### KUESIONER PRA-SURVEY

#### Identitas Responden

**Nama** :

**Usia** :  18-25 tahun  36-45 tahun

26-35 tahun  46-55 tahun

**Jenis Kelamin** :  Laki-Laki  Wanita

Responden yang terhormat,

Bersama ini saya mengharapkan kesediaan saudara untuk mengisi daftar pertanyaan dalam kuesioner (Pra-Survey) dengan tujuan sebagai data pendukung untuk tugas akhir dengan judul Pengaruh *Brand Ambassador* dan Atribut Produk Terhadap Keputusan Pembelian Skincare Ms Glow di Bandar Lampung. Atas kessediaan saudara menjawab pertanyaan dengan sejujur-jujurnya dan bebaik-baiknya saya ucapkan terima kasih.

1. Apakah anda berdomisili di Bandar Lampung?

Ya  Tidak

2. Apakah Anda Menggunakan Skincare Ms Glow?

Ya  Tidak

(Jawaban Tidak akan mengirim jawaban, Ya akan diarahkan untuk melanjutkan mengisi bagian 2)

Bagian 2, Berikan jawaban dan alasan anda atas pertanyaan-pertanyaan berikut.

1. Produk Ms Glow Apa yang anda gunakan ?

Whitening Series  Acne Series

Luminous Series  Ms Glow For Men  Ms Kids

| Pertanyaan  | Jawaban dan Alasan |
|---|--------------------|
| <b>Daya Tarik</b>   |                    |
| Apakah <i>Brand Ambassador</i> Skincare Ms Glow memiliki daya tarik untuk memasarkan produk tersebut?   |                    |
| <b>Keahlian</b>   |                    |
| Apakah pesan yang disampaikan <i>Brand Ambassador</i> dalam iklan Ms Glow membuat anda ingin mengetahui lebih dalam mengenai produk tersebut? |                    |
| <b>Kepercayaan</b>  |                    |
| Apakah <i>Brand Ambassador</i> membuat anda yakin untuk membeli produk tersebut?  |                    |
| <b>Kekuatan</b>   |                    |
| Apakah anda membeli Ms Glow karena ajakan/saran yang disampaikan <i>Brand Ambassador</i> produk tersebut?                                     |                    |
| <b>Merek</b>  |                    |
| Apakah anda membeli Ms Glow karena mereknya yang sudah terkenal?  |                    |
| <b>Kemasan</b>  |                    |
| Apakah menurut anda produk Ms Glow yang anda beli dikemas dengan baik ?   |                    |
| <b>Jaminan</b>  |                    |
| Apakah anda membeli Ms Glow karena memberikan jaminan produk yang aman?   |                    |
| <b>Label</b>  |                    |
| Apakah anda membeli Ms Glow karena sudah memiliki sertifikasi halal dan label BPOM?   |                    |

### Lampiran 3

#### Hasil Jawaban Kuesioner Responden

##### 1. *Brand Ambassador* (X1)

| No. Resp | Angket Pernyataan |    |    |    |    |    |    |    |    |     |     |       |
|----------|-------------------|----|----|----|----|----|----|----|----|-----|-----|-------|
|          | Q1                | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Q9 | Q10 | Q11 | Total |
| 1        | 4                 | 3  | 4  | 4  | 4  | 3  | 4  | 2  | 4  | 2   | 3   | 37    |
| 2        | 5                 | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 55    |
| 3        | 4                 | 3  | 5  | 4  | 4  | 4  | 4  | 5  | 4  | 4   | 5   | 46    |
| 4        | 5                 | 3  | 5  | 5  | 5  | 3  | 5  | 5  | 5  | 3   | 3   | 47    |
| 5        | 5                 | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 4  | 4   | 4   | 50    |
| 6        | 5                 | 4  | 5  | 4  | 4  | 4  | 4  | 3  | 4  | 3   | 2   | 42    |
| 7        | 4                 | 5  | 5  | 4  | 5  | 3  | 3  | 2  | 4  | 5   | 5   | 45    |
| 8        | 4                 | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 4  | 3   | 3   | 43    |
| 9        | 4                 | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 53    |
| 10       | 4                 | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 33    |
| 11       | 4                 | 4  | 4  | 4  | 5  | 4  | 4  | 3  | 4  | 2   | 2   | 40    |
| 12       | 4                 | 3  | 4  | 4  | 4  | 4  | 4  | 2  | 3  | 3   | 3   | 38    |
| 13       | 5                 | 4  | 4  | 4  | 5  | 4  | 4  | 3  | 4  | 4   | 4   | 45    |
| 14       | 5                 | 4  | 4  | 4  | 5  | 5  | 4  | 3  | 4  | 3   | 4   | 45    |
| 15       | 4                 | 4  | 4  | 5  | 5  | 4  | 5  | 3  | 4  | 4   | 5   | 47    |
| 16       | 5                 | 4  | 4  | 5  | 5  | 4  | 4  | 4  | 4  | 4   | 4   | 47    |
| 17       | 4                 | 4  | 3  | 4  | 4  | 4  | 4  | 2  | 4  | 3   | 4   | 40    |
| 18       | 4                 | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4   | 4   | 43    |
| 19       | 4                 | 5  | 4  | 4  | 5  | 4  | 4  | 4  | 4  | 4   | 4   | 46    |
| 20       | 4                 | 3  | 4  | 4  | 4  | 3  | 4  | 2  | 3  | 2   | 2   | 35    |
| 21       | 4                 | 4  | 4  | 4  | 4  | 3  | 4  | 5  | 4  | 4   | 4   | 44    |
| 22       | 4                 | 4  | 4  | 4  | 5  | 5  | 4  | 4  | 4  | 4   | 4   | 46    |
| 23       | 4                 | 4  | 4  | 4  | 4  | 3  | 3  | 2  | 4  | 3   | 2   | 37    |

|    |   |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|---|----|
| 24 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 2 | 2 | 36 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 46 |
| 26 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 5 | 2 | 2 | 37 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 28 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 29 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 47 |
| 30 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 46 |
| 31 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 48 |
| 32 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 42 |
| 33 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 46 |
| 34 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 52 |
| 35 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 36 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 48 |
| 37 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 37 |
| 38 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 3 | 41 |
| 39 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 34 |
| 40 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 41 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 40 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 43 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 44 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 43 |
| 46 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 50 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 41 |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 43 |
| 50 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 48 |
| 51 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 50 |
| 52 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 46 |

|    |   |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|---|----|
| 53 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 4 | 2 | 3 | 35 |
| 54 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 34 |
| 55 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 40 |
| 56 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 57 | 5 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 37 |
| 58 | 4 | 3 | 3 | 4 | 5 | 3 | 3 | 2 | 4 | 3 | 3 | 37 |
| 59 | 5 | 1 | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 43 |
| 60 | 5 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 31 |
| 61 | 5 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 2 | 4 | 2 | 35 |
| 62 | 5 | 4 | 3 | 3 | 5 | 5 | 3 | 2 | 3 | 4 | 2 | 39 |
| 63 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 | 2 | 2 | 45 |
| 64 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 1 | 4 | 4 | 3 | 38 |
| 65 | 5 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 4 | 3 | 36 |
| 66 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 31 |
| 67 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 43 |
| 68 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 45 |
| 69 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 42 |
| 70 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 46 |
| 71 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 49 |
| 72 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 45 |
| 73 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 47 |
| 74 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 41 |
| 75 | 4 | 3 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 43 |
| 76 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 5 | 43 |
| 77 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 47 |
| 78 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 48 |
| 79 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 80 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 50 |
| 81 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 46 |

|     |   |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|---|----|
| 82  | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 41 |
| 83  | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 2 | 3 | 3 | 3 | 41 |
| 84  | 4 | 4 | 4 | 3 | 3 | 5 | 3 | 5 | 5 | 5 | 5 | 46 |
| 85  | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 47 |
| 86  | 4 | 4 | 5 | 5 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 48 |
| 87  | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 41 |
| 88  | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 52 |
| 89  | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 2 | 4 | 3 | 3 | 40 |
| 90  | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 2 | 2 | 44 |
| 91  | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 2 | 1 | 1 | 40 |
| 92  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 2 | 49 |
| 93  | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 4 | 3 | 2 | 4 | 30 |
| 94  | 3 | 3 | 2 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 33 |
| 95  | 4 | 3 | 2 | 3 | 4 | 2 | 3 | 3 | 3 | 5 | 3 | 35 |
| 96  | 4 | 3 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 5 | 4 | 36 |
| 97  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 53 |
| 98  | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 47 |
| 99  | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 50 |
| 100 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 45 |
| 101 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 46 |
| 102 | 4 | 3 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 45 |
| 103 | 3 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 49 |
| 104 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 51 |
| 105 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 50 |
| 106 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 47 |
| 107 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 50 |
| 108 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 48 |
| 109 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 46 |
| 110 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 49 |

|     |   |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|---|----|
| 111 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 49 |
| 112 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 50 |
| 113 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 46 |
| 114 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 47 |
| 115 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 51 |
| 116 | 3 | 4 | 3 | 4 | 5 | 3 | 5 | 5 | 3 | 5 | 4 | 44 |
| 117 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 48 |
| 118 | 5 | 3 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 44 |
| 119 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 49 |
| 120 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 43 |

## 2. Atribut Produk (X2)

| No. Responden | Angket Pernyataan |    |    |    |    |    |    |    |    |     |     |     | TOTAL |
|---------------|-------------------|----|----|----|----|----|----|----|----|-----|-----|-----|-------|
|               | Q1                | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Q9 | Q10 | Q11 | Q12 |       |
| 1             | 5                 | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 5  | 5   | 5   | 5   | 54    |
| 2             | 5                 | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 60    |
| 3             | 5                 | 5  | 5  | 3  | 4  | 4  | 5  | 4  | 5  | 5   | 5   | 5   | 55    |
| 4             | 5                 | 5  | 5  | 5  | 5  | 5  | 5  | 3  | 5  | 5   | 5   | 5   | 58    |
| 5             | 5                 | 5  | 5  | 5  | 5  | 5  | 5  | 3  | 5  | 5   | 5   | 5   | 58    |
| 6             | 5                 | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 5   | 5   | 5   | 59    |
| 7             | 5                 | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 4  | 5   | 5   | 5   | 58    |
| 8             | 5                 | 5  | 4  | 5  | 5  | 5  | 5  | 4  | 5  | 5   | 4   | 5   | 57    |
| 9             | 5                 | 5  | 5  | 5  | 5  | 3  | 5  | 4  | 5  | 5   | 5   | 5   | 57    |
| 10            | 5                 | 5  | 4  | 4  | 5  | 4  | 5  | 4  | 3  | 5   | 5   | 5   | 54    |
| 11            | 4                 | 5  | 3  | 4  | 4  | 3  | 4  | 3  | 4  | 5   | 4   | 4   | 47    |
| 12            | 5                 | 4  | 3  | 2  | 4  | 4  | 4  | 4  | 4  | 5   | 4   | 5   | 48    |
| 13            | 5                 | 5  | 3  | 4  | 5  | 5  | 5  | 4  | 4  | 4   | 4   | 4   | 52    |
| 14            | 5                 | 5  | 4  | 5  | 5  | 5  | 5  | 4  | 3  | 4   | 4   | 4   | 53    |
| 15            | 5                 | 5  | 5  | 4  | 4  | 3  | 4  | 4  | 4  | 5   | 5   | 5   | 53    |
| 16            | 5                 | 4  | 4  | 4  | 5  | 5  | 4  | 3  | 4  | 4   | 5   | 5   | 52    |



|    |   |   |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 17 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 18 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 56 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 47 |
| 20 | 5 | 4 | 3 | 4 | 4 | 2 | 3 | 2 | 3 | 4 | 2 | 4 | 40 |
| 21 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 48 |
| 22 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 53 |
| 23 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 44 |
| 24 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 50 |
| 25 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 54 |
| 26 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 54 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 47 |
| 28 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 53 |
| 29 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 51 |
| 30 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 31 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 48 |
| 32 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 45 |
| 33 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 51 |
| 34 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 54 |
| 35 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 36 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 52 |
| 37 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 48 |
| 38 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 47 |
| 39 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 52 |
| 40 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 49 |
| 41 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 51 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 51 |
| 43 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 46 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 50 |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 48 |
| 46 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 53 |

|    |   |   |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 47 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 47 |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 58 |
| 49 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 45 |
| 50 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 51 |
| 51 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 52 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 3 | 4 | 5 | 5 | 5 | 54 |
| 53 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 46 |
| 54 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 35 |
| 55 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 56 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 55 |
| 57 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 58 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 50 |
| 59 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 59 |
| 60 | 4 | 4 | 3 | 3 | 4 | 1 | 3 | 2 | 2 | 3 | 3 | 4 | 36 |
| 61 | 5 | 5 | 2 | 2 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 48 |
| 62 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 5 | 50 |
| 63 | 3 | 1 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 64 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 50 |
| 65 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 5 | 48 |
| 66 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 52 |
| 67 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 52 |
| 68 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 44 |
| 69 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 52 |
| 70 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 44 |
| 71 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 3 | 48 |
| 72 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 5 | 5 | 4 | 3 | 4 | 48 |
| 73 | 5 | 3 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 50 |
| 74 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 50 |
| 75 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 53 |
| 76 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 52 |

|     |   |   |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 77  | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 48 |
| 78  | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 54 |
| 79  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 80  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 54 |
| 81  | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 53 |
| 82  | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 47 |
| 83  | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 43 |
| 84  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 59 |
| 85  | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 56 |
| 86  | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 54 |
| 87  | 2 | 4 | 3 | 3 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 46 |
| 88  | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 56 |
| 89  | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 46 |
| 90  | 2 | 4 | 2 | 3 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 46 |
| 91  | 1 | 2 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 41 |
| 92  | 1 | 3 | 1 | 4 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 27 |
| 93  | 3 | 4 | 2 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 46 |
| 94  | 5 | 3 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 49 |
| 95  | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 50 |
| 96  | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 54 |
| 97  | 4 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 51 |
| 98  | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 55 |
| 99  | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 53 |
| 100 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 52 |
| 101 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 54 |
| 102 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 52 |
| 103 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 54 |
| 104 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 50 |
| 105 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 52 |
| 106 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 52 |

|     |   |   |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 107 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 50 |
| 108 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 49 |
| 109 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 54 |
| 110 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 51 |
| 111 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 49 |
| 112 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 50 |
| 113 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 47 |
| 114 | 4 | 5 | 5 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 49 |
| 115 | 3 | 4 | 5 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 46 |
| 116 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 52 |
| 117 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 54 |
| 118 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 54 |
| 119 | 5 | 5 | 3 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 51 |
| 120 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |

### 3. Keputusan Pembelian (Y)

| No. Resp | Angket Pernyataan |    |    |    |    |    |    |    |    |     |     |     | TOTAL |
|----------|-------------------|----|----|----|----|----|----|----|----|-----|-----|-----|-------|
|          | Q1                | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Q9 | Q10 | Q11 | Q12 |       |
| 1        | 4                 | 5  | 5  | 5  | 5  | 4  | 4  | 3  | 4  | 5   | 5   | 5   | 54    |
| 2        | 5                 | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 60    |
| 3        | 3                 | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 5   | 5   | 5   | 57    |
| 4        | 5                 | 5  | 5  | 5  | 5  | 3  | 5  | 5  | 5  | 5   | 5   | 5   | 58    |
| 5        | 4                 | 5  | 5  | 4  | 5  | 5  | 4  | 3  | 4  | 3   | 5   | 3   | 50    |
| 6        | 4                 | 5  | 5  | 5  | 5  | 5  | 4  | 3  | 4  | 4   | 4   | 4   | 52    |
| 7        | 3                 | 5  | 5  | 5  | 5  | 5  | 5  | 3  | 4  | 4   | 5   | 4   | 53    |
| 8        | 4                 | 5  | 3  | 5  | 5  | 2  | 4  | 4  | 4  | 5   | 4   | 3   | 48    |
| 9        | 5                 | 5  | 4  | 5  | 5  | 2  | 5  | 3  | 3  | 4   | 4   | 5   | 50    |
| 10       | 3                 | 5  | 5  | 5  | 4  | 2  | 5  | 4  | 4  | 4   | 4   | 4   | 49    |
| 11       | 4                 | 5  | 5  | 5  | 4  | 4  | 4  | 3  | 4  | 5   | 5   | 4   | 52    |

|    |   |   |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 12 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 53 |
| 13 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 49 |
| 14 | 4 | 5 | 5 | 5 | 5 | 2 | 4 | 3 | 4 | 5 | 5 | 5 | 52 |
| 15 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 54 |
| 16 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 2 | 4 | 3 | 3 | 3 | 45 |
| 17 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 18 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 54 |
| 19 | 3 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 44 |
| 20 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 3 | 2 | 4 | 2 | 38 |
| 21 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 45 |
| 22 | 3 | 5 | 4 | 5 | 4 | 2 | 4 | 3 | 3 | 4 | 4 | 3 | 44 |
| 23 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 3 | 4 | 4 | 3 | 41 |
| 24 | 4 | 3 | 4 | 2 | 4 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 41 |
| 25 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 26 | 3 | 5 | 4 | 5 | 4 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 42 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 49 |
| 28 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 51 |
| 29 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 46 |
| 30 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 31 | 3 | 4 | 4 | 5 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 3 | 45 |
| 32 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 45 |
| 33 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 52 |
| 34 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 53 |
| 35 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 36 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 53 |
| 37 | 4 | 4 | 4 | 3 | 4 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 44 |
| 38 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 43 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 49 |
| 40 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 43 |

|    |   |   |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 41 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 42 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 47 |
| 44 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 51 |
| 45 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 52 |
| 46 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 53 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 48 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 47 |
| 49 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 47 |
| 50 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 53 |
| 51 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 52 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 55 |
| 53 | 3 | 4 | 4 | 5 | 3 | 3 | 3 | 5 | 3 | 5 | 3 | 5 | 46 |
| 54 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 29 |
| 55 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 56 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 57 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 58 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 3 | 4 | 46 |
| 59 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 60 | 2 | 4 | 4 | 5 | 4 | 3 | 2 | 2 | 2 | 2 | 2 | 4 | 36 |
| 61 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 46 |
| 62 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 48 |
| 63 | 3 | 3 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 45 |
| 64 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 45 |
| 65 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 2 | 5 | 4 | 3 | 4 | 48 |
| 66 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 49 |
| 67 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 3 | 46 |
| 68 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 52 |
| 69 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 52 |

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|----|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 70 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 53 |
| 71 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 53 |
| 72 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 47 |
| 73 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 50 |
| 74 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 52 |
| 75 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 53 |
| 76 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 50 |
| 77 | 3 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 51 |
| 78 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 5 | 48 |
| 79 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 80 | 3 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 46 |
| 81 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 52 |
| 82 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 48 |
| 83 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 53 |
| 84 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 3 | 3 | 3 | 45 |
| 85 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 51 |
| 86 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 51 |
| 87 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 5 | 4 | 3 | 4 | 3 | 45 |
| 88 | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 48 |
| 89 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 52 |
| 90 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 50 |
| 91 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 51 |
| 92 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 24 |
| 93 | 3 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 48 |
| 94 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 48 |
| 95 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 52 |
| 96 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 52 |
| 97 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 51 |
| 98 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 53 |

|     |   |   |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 99  | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 48 |
| 100 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 51 |
| 101 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 53 |
| 102 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 52 |
| 103 | 3 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 4 | 47 |
| 104 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 49 |
| 105 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 54 |
| 106 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 49 |
| 107 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 3 | 47 |
| 108 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 49 |
| 109 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 45 |
| 110 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 51 |
| 111 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 48 |
| 112 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 50 |
| 113 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 46 |
| 114 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 51 |
| 115 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 52 |
| 116 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 51 |
| 117 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 54 |
| 118 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 119 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 3 | 52 |
| 120 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 56 |



## Lampiran 4

### Karakteristik Responden

Statistics

|   | Usia Responden | Pekerjaan | Pengeluaran Belanja | Produk yang digunakan | Lama Pemakaian Produk |
|---|----------------|-----------|---------------------|-----------------------|-----------------------|
| N | Valid          | 120       | 120                 | 120                   | 120                   |
|   | Missing        | 0         | 0                   | 0                     | 0                     |

#### 1. Karakteristik Usia

Usia Responden

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 18-25     | 79      | 65.8          | 65.8               |
|       | 26-35     | 41      | 34.2          | 100.0              |
|       | Total     | 120     | 100.0         | 100.0              |

#### 2. Karakteristik Pekerjaan Responden

Pekerjaan

|       | Frequency            | Percent | Valid Percent | Cumulative Percent |
|-------|----------------------|---------|---------------|--------------------|
| Valid | Pelajar/Mahasiswa    | 70      | 58.3          | 58.3               |
|       | Wirausaha/Wiraswasta | 8       | 6.7           | 65.0               |
|       | PNS/TNI/POLRI        | 21      | 17.5          | 82.5               |
|       | Ibu Rumah Tangga     | 21      | 17.5          | 100.0              |
|       | Total                | 120     | 100.0         | 100.0              |

#### 3. Karakteristik Pengeluaran Belanja Responden Perbulan

Pengeluaran Belanja

|       | Frequency                   | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------------------|---------|---------------|--------------------|
| Valid | < Rp 1.000.000              | 40      | 33.3          | 33.3               |
|       | Rp 1.000.000 - Rp 1.500.000 | 46      | 38.3          | 71.7               |
|       | Rp 1.500.000 - Rp 2.000.000 | 19      | 15.8          | 87.5               |
|       | > Rp 2.000.000              | 15      | 12.5          | 100.0              |
|       | Total                       | 120     | 100.0         | 100.0              |

#### 4. Karakteristik Produk yang digunakan responden

| Produk yang digunakan |                  |         |               |                    |       |
|-----------------------|------------------|---------|---------------|--------------------|-------|
|                       | Frequency        | Percent | Valid Percent | Cumulative Percent |       |
| Valid                 | Whitening Series | 55      | 45.8          | 45.8               | 45.8  |
|                       | Acne Series      | 40      | 33.3          | 33.3               | 79.2  |
|                       | Luminous Series  | 25      | 20.8          | 20.8               | 100.0 |
|                       | Total            | 120     | 100.0         | 100.0              |       |

#### 5. Karakteristik Pemakaian Produk

| Lama Pemakaian Produk |           |         |               |                    |       |
|-----------------------|-----------|---------|---------------|--------------------|-------|
|                       | Frequency | Percent | Valid Percent | Cumulative Percent |       |
| Valid                 | 2 minggu  | 16      | 13.3          | 13.3               | 13.3  |
|                       | 1 bulan   | 29      | 24.2          | 24.2               | 37.5  |
|                       | > 2 bulan | 75      | 62.5          | 62.5               | 100.0 |
|                       | Total     | 120     | 100.0         | 100.0              |       |

## Lampiran 5

### Hasil Uji Validitas dan Reliabilitas

#### 1. Hasil Uji Validitas

##### a. Brand Ambassador

|       |                     | Correlations |        |       |        |        |        |        |        |        |        |        |        |        |
|-------|---------------------|--------------|--------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|       |                     | Q1           | Q2     | Q3    | Q4     | Q5     | Q6     | Q7     | Q8     | Q9     | Q10    | Q11    | Q12    | TOTAL  |
| Q1    | Pearson Correlation | 1            | .054   | -.149 | .428   | .430   | .418   | .322   | .390   | .222   | .236   | .134   | .025   | .385   |
|       | Sig. (2-tailed)     |              | .776   | .432  | .018   | .018   | .021   | .083   | .033   | .239   | .209   | .482   | .895   | .036   |
|       | N                   | 30           | 30     | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q2    | Pearson Correlation | .054         | 1      | -.113 | .219   | .350   | .515** | .330   | .204   | .226   | .491** | .554** | .392   | .579** |
|       | Sig. (2-tailed)     | .776         |        | .551  | .244   | .058   | .004   | .075   | .279   | .229   | .006   | .001   | .032   | .001   |
|       | N                   | 30           | 30     | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q3    | Pearson Correlation | -.149        | -.113  | 1     | .134   | -.103  | -.013  | -.109  | -.260  | -.073  | -.055  | -.079  | -.101  | .064   |
|       | Sig. (2-tailed)     | .432         | .551   |       | .480   | .588   | .948   | .565   | .166   | .701   | .774   | .678   | .597   | .738   |
|       | N                   | 30           | 30     | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q4    | Pearson Correlation | .428         | .219   | .134  | 1      | .403   | .324   | .153   | .333   | .353   | .333   | .325   | .224   | .536** |
|       | Sig. (2-tailed)     | .018         | .244   | .480  |        | .027   | .081   | .418   | .072   | .055   | .072   | .080   | .233   | .002   |
|       | N                   | 30           | 30     | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q5    | Pearson Correlation | .430         | .350   | -.103 | .403   | 1      | .677** | .437   | .766** | .425   | .492** | .396   | .335   | .700** |
|       | Sig. (2-tailed)     | .018         | .058   | .588  | .027   |        | .000   | .016   | .000   | .019   | .006   | .031   | .070   | .000   |
|       | N                   | 30           | 30     | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q6    | Pearson Correlation | .418         | .515** | -.013 | .324   | .677** | 1      | .544** | .482   | .304   | .365   | .371   | .305   | .675** |
|       | Sig. (2-tailed)     | .021         | .004   | .948  | .081   | .000   |        | .002   | .007   | .103   | .047   | .044   | .101   | .000   |
|       | N                   | 30           | 30     | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q7    | Pearson Correlation | .322         | .330   | -.109 | .153   | .437   | .544** | 1      | .422   | .478** | .109   | .543** | .537** | .691** |
|       | Sig. (2-tailed)     | .083         | .075   | .565  | .418   | .016   | .002   |        | .020   | .008   | .565   | .002   | .002   | .000   |
|       | N                   | 30           | 30     | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q8    | Pearson Correlation | .390         | .204   | -.260 | .333   | .766** | .482   | .422   | 1      | .502** | .492** | .221   | .291   | .594** |
|       | Sig. (2-tailed)     | .033         | .279   | .166  | .072   | .000   | .007   | .020   |        | .005   | .006   | .241   | .119   | .001   |
|       | N                   | 30           | 30     | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q9    | Pearson Correlation | .222         | .226   | -.073 | .353   | .425   | .304   | .478** | .502** | 1      | .440   | .625** | .555** | .751** |
|       | Sig. (2-tailed)     | .239         | .229   | .701  | .055   | .019   | .103   | .008   | .005   |        | .015   | .000   | .001   | .000   |
|       | N                   | 30           | 30     | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q10   | Pearson Correlation | .236         | .491** | -.055 | .333   | .492** | .365   | .109   | .492** | .440   | 1      | .294   | .291   | .568** |
|       | Sig. (2-tailed)     | .209         | .006   | .774  | .072   | .006   | .047   | .565   | .006   | .015   |        | .115   | .119   | .001   |
|       | N                   | 30           | 30     | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q11   | Pearson Correlation | .134         | .554** | -.079 | .325   | .396   | .371   | .543** | .221   | .625** | .294   | 1      | .866** | .807** |
|       | Sig. (2-tailed)     | .482         | .001   | .678  | .080   | .031   | .044   | .002   | .241   | .000   | .115   |        | .000   | .000   |
|       | N                   | 30           | 30     | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q12   | Pearson Correlation | .025         | .392   | -.101 | .224   | .335   | .305   | .537** | .291   | .555** | .291   | .866** | 1      | .745** |
|       | Sig. (2-tailed)     | .895         | .032   | .597  | .233   | .070   | .101   | .002   | .119   | .001   | .119   | .000   |        | .000   |
|       | N                   | 30           | 30     | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| TOTAL | Pearson Correlation | .385         | .579** | .064  | .536** | .700** | .675** | .691** | .594** | .751** | .568** | .807** | .745** | 1      |
|       | Sig. (2-tailed)     | .036         | .001   | .738  | .002   | .000   | .000   | .000   | .001   | .000   | .001   | .000   | .000   |        |
|       | N                   | 30           | 30     | 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).

b. Atribut Produk

Correlations

|       |                     | Q1     | Q2     | Q3     | Q4     | Q5     | Q6     | Q7     | Q8     | Q9     | Q10    | Q11    | Q12    | TOTAL  |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Q1    | Pearson Correlation | 1      | .318   | .345   | .015   | .431   | .152   | .404   | .234   | .233   | .385   | .337   | .428   | .502   |
|       | Sig. (2-tailed)     |        | .087   | .062   | .938   | .017   | .422   | .027   | .214   | .216   | .035   | .069   | .018   | .005   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q2    | Pearson Correlation | .318   | 1      | .540** | .458*  | .431   | .248   | .542** | .497** | .458*  | .385   | .449*  | .263   | .709** |
|       | Sig. (2-tailed)     | .087   |        | .002   | .011   | .017   | .187   | .002   | .005   | .011   | .035   | .013   | .160   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q3    | Pearson Correlation | .345   | .540** | 1      | .474** | .423   | .306   | .416   | .368   | .434   | .337   | .515** | .434   | .734** |
|       | Sig. (2-tailed)     | .062   | .002   |        | .008   | .020   | .101   | .022   | .045   | .017   | .069   | .004   | .017   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q4    | Pearson Correlation | .015   | .458*  | .474** | 1      | .520** | .396*  | .365*  | .190   | .288   | .046   | .146   | -.064  | .521** |
|       | Sig. (2-tailed)     | .938   | .011   | .008   |        | .003   | .030   | .048   | .314   | .123   | .809   | .441   | .736   | .003   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q5    | Pearson Correlation | .431   | .431   | .423   | .520** | 1      | .550** | .548** | .317   | .162   | -.027  | .304   | .208   | .623** |
|       | Sig. (2-tailed)     | .017   | .017   | .020   | .003   |        | .002   | .002   | .088   | .391   | .885   | .102   | .270   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q6    | Pearson Correlation | .152   | .248   | .306   | .396*  | .550** | 1      | .601** | .343   | .327   | .051   | .377   | .165   | .620** |
|       | Sig. (2-tailed)     | .422   | .187   | .101   | .030   | .002   |        | .000   | .064   | .078   | .789   | .040   | .382   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q7    | Pearson Correlation | .404   | .542** | .416   | .365*  | .548** | .601** | 1      | .343   | .504** | .340   | .500   | .306   | .750** |
|       | Sig. (2-tailed)     | .027   | .002   | .022   | .048   | .002   | .000   |        | .064   | .005   | .066   | .005   | .100   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q8    | Pearson Correlation | .234   | .497** | .368   | .190   | .317   | .343   | .343   | 1      | .270   | .300   | .549** | .381   | .650** |
|       | Sig. (2-tailed)     | .214   | .005   | .045   | .314   | .088   | .064   | .064   |        | .149   | .107   | .002   | .038   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q9    | Pearson Correlation | .233   | .458*  | .434   | .288   | .162   | .327   | .504** | .270   | 1      | .576** | .519** | .456   | .674** |
|       | Sig. (2-tailed)     | .216   | .011   | .017   | .123   | .391   | .078   | .005   | .149   |        | .001   | .003   | .011   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q10   | Pearson Correlation | .385   | .385   | .337   | .046   | -.027  | .051   | .340   | .300   | .576** | 1      | .552** | .602** | .555** |
|       | Sig. (2-tailed)     | .035   | .035   | .069   | .809   | .885   | .789   | .066   | .107   | .001   |        | .002   | .000   | .001   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q11   | Pearson Correlation | .337   | .449*  | .515** | .146   | .304   | .377   | .500   | .549** | .519** | .552** | 1      | .705** | .770** |
|       | Sig. (2-tailed)     | .069   | .013   | .004   | .441   | .102   | .040   | .005   | .002   | .003   | .002   |        | .000   | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q12   | Pearson Correlation | .428   | .263   | .434   | -.064  | .208   | .165   | .306   | .381   | .456   | .602** | .705** | 1      | .603** |
|       | Sig. (2-tailed)     | .018   | .160   | .017   | .736   | .270   | .382   | .100   | .038   | .011   | .000   | .000   |        | .000   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| TOTAL | Pearson Correlation | .502** | .709** | .734** | .521** | .623** | .620** | .750** | .650** | .674** | .555** | .770** | .603** | 1      |
|       | Sig. (2-tailed)     | .005   | .000   | .000   | .003   | .000   | .000   | .000   | .000   | .000   | .001   | .000   | .000   |        |
|       | N                   | 30     | 30     | 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).

### c. Keputusan Pembelian

Correlations

|                           | Q1     | Q2     | Q3     | Q4     | Q5     | Q6     | Q7     | Q8     | Q9     | Q10    | Q11    | Q12    | TOTAL  |
|---------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Q1 Pearson Correlation    | 1      | .144   | -.011  | -.051  | .105   | .232   | .412   | .512** | .555** | .533** | .343   | .603** | .605** |
| Q1 Sig. (2-tailed)        |        | .448   | .954   | .789   | .579   | .217   | .024   | .004   | .001   | .002   | .063   | .000   | .000   |
| Q1 N                      | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q2 Pearson Correlation    | .144   | 1      | .294   | .712** | .414*  | .161   | .475** | .445*  | .252   | .338   | .310   | .198   | .580** |
| Q2 Sig. (2-tailed)        | .448   |        | .114   | .000   | .023   | .397   | .008   | .014   | .180   | .068   | .096   | .295   | .001   |
| Q2 N                      | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q3 Pearson Correlation    | -.011  | .294   | 1      | .450*  | .420*  | .369*  | .291   | .197   | .403*  | .189   | .421*  | .317   | .542** |
| Q3 Sig. (2-tailed)        | .954   | .114   |        | .012   | .021   | .045   | .119   | .296   | .027   | .317   | .021   | .088   | .002   |
| Q3 N                      | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q4 Pearson Correlation    | -.051  | .712** | .450*  | 1      | .494** | .090   | .275   | .319   | .119   | .216   | .077   | .153   | .457*  |
| Q4 Sig. (2-tailed)        | .789   | .000   | .012   |        | .006   | .634   | .141   | .086   | .531   | .252   | .685   | .419   | .011   |
| Q4 N                      | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q5 Pearson Correlation    | .105   | .414*  | .420*  | .494** | 1      | .219   | .184   | .156   | .257   | .123   | .227   | .202   | .448*  |
| Q5 Sig. (2-tailed)        | .579   | .023   | .021   | .006   |        | .245   | .330   | .409   | .170   | .516   | .228   | .283   | .013   |
| Q5 N                      | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q6 Pearson Correlation    | .232   | .161   | .369*  | .090   | .219   | 1      | .079   | .290   | .424*  | -.061  | .220   | .162   | .475*  |
| Q6 Sig. (2-tailed)        | .217   | .397   | .045   | .634   | .245   |        | .677   | .120   | .019   | .747   | .243   | .393   | .008   |
| Q6 N                      | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q7 Pearson Correlation    | .412   | .475** | .291   | .275   | .184   | .079   | 1      | .601** | .559** | .629** | .352   | .623** | .708** |
| Q7 Sig. (2-tailed)        | .024   | .008   | .119   | .141   | .330   | .677   |        | .000   | .001   | .000   | .057   | .000   | .000   |
| Q7 N                      | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q8 Pearson Correlation    | .512** | .445*  | .197   | .319   | .156   | .290   | .601** | 1      | .714** | .597** | .451   | .607** | .796** |
| Q8 Sig. (2-tailed)        | .004   | .014   | .296   | .086   | .409   | .120   | .000   |        | .000   | .000   | .012   | .000   | .000   |
| Q8 N                      | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q9 Pearson Correlation    | .555** | .252   | .403*  | .119   | .257   | .424*  | .559** | .714** | 1      | .640** | .549** | .604** | .818** |
| Q9 Sig. (2-tailed)        | .001   | .180   | .027   | .531   | .170   | .019   | .001   | .000   |        | .000   | .002   | .000   | .000   |
| Q9 N                      | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q10 Pearson Correlation   | .533** | .338   | .189   | .216   | .123   | -.061  | .629** | .597** | .640** | 1      | .613** | .704** | .720** |
| Q10 Sig. (2-tailed)       | .002   | .068   | .317   | .252   | .516   | .747   | .000   | .000   | .000   |        | .000   | .000   | .000   |
| Q10 N                     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q11 Pearson Correlation   | .343   | .310   | .421*  | .077   | .227   | .220   | .352   | .451   | .549** | .613** | 1      | .552** | .669** |
| Q11 Sig. (2-tailed)       | .063   | .096   | .021   | .685   | .228   | .243   | .057   | .012   | .002   | .000   |        | .002   | .000   |
| Q11 N                     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Q12 Pearson Correlation   | .603** | .198   | .317   | .153   | .202   | .162   | .623** | .607** | .604** | .704** | .552** | 1      | .767** |
| Q12 Sig. (2-tailed)       | .000   | .295   | .088   | .419   | .283   | .393   | .000   | .000   | .000   | .000   | .002   |        | .000   |
| Q12 N                     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| TOTAL Pearson Correlation | .605** | .580** | .542** | .457*  | .448*  | .475** | .708** | .796** | .818** | .720** | .669** | .767** | 1      |
| TOTAL Sig. (2-tailed)     | .000   | .001   | .002   | .011   | .013   | .008   | .000   | .000   | .000   | .000   | .000   | .000   |        |
| TOTAL N                   | 30     | 30     | 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).

## 2. Hasil Uji Reliabilitas

### a. *Brand Ambassador*

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .860             | 11         |

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Q1  | 39.27                      | 25.168                         | .338                             | .861                             |
| Q2  | 39.57                      | 23.013                         | .500                             | .852                             |
| Q3  | 39.33                      | 24.299                         | .426                             | .857                             |
| Q4  | 39.30                      | 23.459                         | .665                             | .845                             |
| Q5  | 39.07                      | 23.168                         | .607                             | .846                             |
| Q6  | 39.70                      | 21.321                         | .610                             | .844                             |
| Q7  | 39.43                      | 23.633                         | .574                             | .849                             |
| Q8  | 40.07                      | 19.513                         | .649                             | .844                             |
| Q9  | 39.43                      | 23.978                         | .502                             | .853                             |
| Q10 | 40.00                      | 20.000                         | .745                             | .831                             |
| Q11 | 39.83                      | 19.592                         | .648                             | .843                             |

### b. Atribut Produk

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .862             | 12         |

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Q1  | 47.97                      | 21.275                         | .428                             | .859                             |
| Q2  | 47.97                      | 20.378                         | .658                             | .848                             |
| Q3  | 48.63                      | 18.309                         | .644                             | .844                             |
| Q4  | 48.43                      | 20.254                         | .405                             | .861                             |
| Q5  | 48.10                      | 20.507                         | .553                             | .852                             |
| Q6  | 48.50                      | 19.086                         | .500                             | .857                             |
| Q7  | 48.33                      | 19.540                         | .692                             | .843                             |
| Q8  | 48.87                      | 18.533                         | .525                             | .856                             |
| Q9  | 48.57                      | 19.289                         | .585                             | .849                             |
| Q10 | 48.13                      | 20.809                         | .476                             | .856                             |
| Q11 | 48.20                      | 18.648                         | .702                             | .840                             |
| Q12 | 48.00                      | 20.759                         | .536                             | .853                             |

c. Keputusan Pembelian

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .853             | 12         |

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Q1  | 45.77                      | 26.806                         | .511                             | .843                             |
| Q2  | 44.97                      | 27.964                         | .509                             | .844                             |
| Q3  | 45.17                      | 28.075                         | .463                             | .846                             |
| Q4  | 45.07                      | 28.202                         | .353                             | .853                             |
| Q5  | 45.10                      | 28.921                         | .372                             | .851                             |
| Q6  | 45.93                      | 26.340                         | .287                             | .874                             |
| Q7  | 45.43                      | 26.392                         | .641                             | .835                             |
| Q8  | 46.20                      | 24.028                         | .724                             | .826                             |
| Q9  | 45.67                      | 25.540                         | .772                             | .826                             |
| Q10 | 45.60                      | 25.352                         | .639                             | .833                             |
| Q11 | 45.40                      | 26.593                         | .593                             | .838                             |
| Q12 | 45.67                      | 24.644                         | .692                             | .829                             |

## Lampiran 6

### Hasil Uji Persyaratan Analisis Data

#### 1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

|                                  |                | Brand Ambassador | Atribut Produk | Keputusan Pembelian |
|----------------------------------|----------------|------------------|----------------|---------------------|
| N                                |                | 120              | 120            | 120                 |
| Normal Parameters <sup>a,b</sup> | Mean           | 44.13            | 50.92          | 49.72               |
|                                  | Std. Deviation | 5.611            | 5.329          | 5.608               |
| Most Extreme Differences         | Absolute       | .103             | .090           | .121                |
|                                  | Positive       | .065             | .090           | .121                |
|                                  | Negative       | -.103            | -.090          | -.100               |
| Kolmogorov-Smirnov Z             |                | 1.131            | .986           | 1.323               |
| Asymp. Sig. (2-tailed)           |                | .154             | .285           | .060                |

a. Test distribution is Normal.

b. Calculated from data.

#### 2. Uji Linearitas

ANOVA Table

|   |                |                          | Sum of Squares | df  | Mean Square | F      | Sig. |
|---|----------------|--------------------------|----------------|-----|-------------|--------|------|
| Keputusan Pembelian *<br>Brand Ambassador | Between Groups | (Combined)               | 1025.288       | 23  | 44.578      | 1.575  | .066 |
|   |                | Linearity                | 346.050        | 1   | 346.050     | 12.227 | .001 |
|   |                | Deviation from Linearity | 679.238        | 22  | 30.874      | 1.091  | .370 |
|   | Within Groups  |                          | 2717.078       | 96  | 28.303      |        |      |
| Total                                     |                |                          | 3742.367       | 119 |             |        |      |

ANOVA Table

|   |                |                          | Sum of Squares | df  | Mean Square | F      | Sig. |
|---|----------------|--------------------------|----------------|-----|-------------|--------|------|
| Keputusan Pembelian *<br>Atribut Produk | Between Groups | (Combined)               | 1061.922       | 24  | 44.247      | 1.568  | .066 |
|   |                | Linearity                | 401.481        | 1   | 401.481     | 14.229 | .000 |
|   |                | Deviation from Linearity | 660.441        | 23  | 28.715      | 1.018  | .452 |
|   | Within Groups  |                          | 2680.445       | 95  | 28.215      |        |      |
| Total                                   |                |                          | 3742.367       | 119 |             |        |      |

#### 3. Uji Multikolinearitas

Coefficients<sup>a</sup>

| Model |                  | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | 95.0% Confidence Interval for B |             | Correlations |         |       | Collinearity Statistics |       |
|-------|------------------|-----------------------------|------------|---------------------------|-------|------|---------------------------------|-------------|--------------|---------|-------|-------------------------|-------|
|       |                  | B                           | Std. Error | Beta                      |       |      | Lower Bound                     | Upper Bound | Zero-order   | Partial | Part  | Tolerance               | VIF   |
|       |                  | 1                           | (Constant) | 10.528                    |       |      | 3.995                           |             | 2.636        | .010    | 2.617 | 18.439                  |       |
|       | Brand Ambassador | .074                        | .070       | .074                      | 1.054 | .294 | -.065                           | .213        | .304         | .097    | .070  | .882                    | 1.133 |
|       | Atribut Produk   | .705                        | .074       | .670                      | 9.527 | .000 | .559                            | .852        | .696         | .661    | .630  | .882                    | 1.133 |

a. Dependent Variable: Keputusan Pembelian



## Lampiran 7

### Hasil Uji Analisis Data

#### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .699 <sup>a</sup> | .489     | .480              | 4.043                      |

a. Predictors: (Constant), Atribut Produk, Brand Ambassador

#### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 1829.706       | 2   | 914.853     | 55.963 | .000 <sup>b</sup> |
|       | Residual   | 1912.660       | 117 | 16.348      |        |                   |
|       | Total      | 3742.367       | 119 |             |        |                   |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Atribut Produk, Brand Ambassador

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

| Model |                  | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                  | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)       | 10.528                      | 3.995      |                           | 2.636 | .010 |
|       | Brand Ambassador | .074                        | .070       | .074                      | 1.054 | .294 |
|       | Atribut Produk   | .705                        | .074       | .670                      | 9.527 | .000 |

a. Dependent Variable: Keputusan Pembelian

Tabel r untuk df = 1 - 50

| df = (N-2) | Tingkat signifikansi untuk uji satu arah |        |        |        |        |
|------------|--|--------|--------|--------|--------|
|            | 0.05                                     | 0.025  | 0.01   | 0.005  | 0.0005 |
|            | Tingkat signifikansi untuk uji dua arah  |        |        |        |        |
|            | 0.1                                      | 0.05   | 0.02   | 0.01   | 0.001  |
| 1          | 0.9877                                   | 0.9969 | 0.9995 | 0.9999 | 1.0000 |
| 2          | 0.9000                                   | 0.9500 | 0.9800 | 0.9900 | 0.9990 |
| 3          | 0.8054                                   | 0.8783 | 0.9343 | 0.9587 | 0.9911 |
| 4          | 0.7293                                   | 0.8114 | 0.8822 | 0.9172 | 0.9741 |
| 5          | 0.6694                                   | 0.7545 | 0.8329 | 0.8745 | 0.9509 |
| 6          | 0.6215                                   | 0.7067 | 0.7887 | 0.8343 | 0.9249 |
| 7          | 0.5822                                   | 0.6664 | 0.7498 | 0.7977 | 0.8983 |
| 8          | 0.5494                                   | 0.6319 | 0.7155 | 0.7646 | 0.8721 |
| 9          | 0.5214                                   | 0.6021 | 0.6851 | 0.7348 | 0.8470 |
| 10         | 0.4973                                   | 0.5760 | 0.6581 | 0.7079 | 0.8233 |
| 11         | 0.4762                                   | 0.5529 | 0.6339 | 0.6835 | 0.8010 |
| 12         | 0.4575                                   | 0.5324 | 0.6120 | 0.6614 | 0.7800 |
| 13         | 0.4409                                   | 0.5140 | 0.5923 | 0.6411 | 0.7604 |
| 14         | 0.4259                                   | 0.4973 | 0.5742 | 0.6226 | 0.7419 |
| 15         | 0.4124                                   | 0.4821 | 0.5577 | 0.6055 | 0.7247 |
| 16         | 0.4000                                   | 0.4683 | 0.5425 | 0.5897 | 0.7084 |
| 17         | 0.3887                                   | 0.4555 | 0.5285 | 0.5751 | 0.6932 |
| 18         | 0.3783                                   | 0.4438 | 0.5155 | 0.5614 | 0.6788 |
| 19         | 0.3687                                   | 0.4329 | 0.5034 | 0.5487 | 0.6652 |
| 20         | 0.3598                                   | 0.4227 | 0.4921 | 0.5368 | 0.6524 |
| 21         | 0.3515                                   | 0.4132 | 0.4815 | 0.5256 | 0.6402 |
| 22         | 0.3438                                   | 0.4044 | 0.4716 | 0.5151 | 0.6287 |
| 23         | 0.3365                                   | 0.3961 | 0.4622 | 0.5052 | 0.6178 |
| 24         | 0.3297                                   | 0.3882 | 0.4534 | 0.4958 | 0.6074 |
| 25         | 0.3233                                   | 0.3809 | 0.4451 | 0.4869 | 0.5974 |
| 26         | 0.3172                                   | 0.3739 | 0.4372 | 0.4785 | 0.5880 |
| 27         | 0.3115                                   | 0.3673 | 0.4297 | 0.4705 | 0.5790 |
| 28         | 0.3061                                   | 0.3610 | 0.4226 | 0.4629 | 0.5703 |
| 29         | 0.3009                                   | 0.3550 | 0.4158 | 0.4556 | 0.5620 |
| 30         | 0.2960                                   | 0.3494 | 0.4093 | 0.4487 | 0.5541 |
| 31         | 0.2913                                   | 0.3440 | 0.4032 | 0.4421 | 0.5465 |
| 32         | 0.2869                                   | 0.3388 | 0.3972 | 0.4357 | 0.5392 |
| 33         | 0.2826                                   | 0.3338 | 0.3916 | 0.4296 | 0.5322 |
| 34         | 0.2785                                   | 0.3291 | 0.3862 | 0.4238 | 0.5254 |
| 35         | 0.2746                                   | 0.3246 | 0.3810 | 0.4182 | 0.5189 |
| 36         | 0.2709                                   | 0.3202 | 0.3760 | 0.4128 | 0.5126 |
| 37         | 0.2673                                   | 0.3160 | 0.3712 | 0.4076 | 0.5066 |
| 38         | 0.2638                                   | 0.3120 | 0.3665 | 0.4026 | 0.5007 |
| 39         | 0.2605                                   | 0.3081 | 0.3621 | 0.3978 | 0.4950 |
| 40         | 0.2573                                   | 0.3044 | 0.3578 | 0.3932 | 0.4896 |
| 41         | 0.2542                                   | 0.3008 | 0.3536 | 0.3887 | 0.4843 |
| 42         | 0.2512                                   | 0.2973 | 0.3496 | 0.3843 | 0.4791 |
| 43         | 0.2483                                   | 0.2940 | 0.3457 | 0.3801 | 0.4742 |
| 44         | 0.2455                                   | 0.2907 | 0.3420 | 0.3761 | 0.4694 |
| 45         | 0.2429                                   | 0.2876 | 0.3384 | 0.3721 | 0.4647 |
| 46         | 0.2403                                   | 0.2845 | 0.3348 | 0.3683 | 0.4601 |
| 47         | 0.2377                                   | 0.2816 | 0.3314 | 0.3646 | 0.4557 |
| 48         | 0.2353                                   | 0.2787 | 0.3281 | 0.3610 | 0.4514 |
| 49         | 0.2329                                   | 0.2759 | 0.3249 | 0.3575 | 0.4473 |
| 50         | 0.2306                                   | 0.2732 | 0.3218 | 0.3542 | 0.4432 |