

Lampiran I

KUISIONER PENELITIAN

Pengaruh *Celebrity Endorser* dan Kualitas Produk Terhadap Keputusan Pembelian Produk Kecantikan MS Glow di Bandar Lampung

Perkenalkan nama saya Dewa Ayu Dwitirta Devi mahasiswa Institut Informatika Dan Bisnis Darmajaya (IIB Darmajaya), Fakultas Ekonomi dan Bisnis, Program Studi Manajemen. Saat ini saya sedang menyusun sebuah laporan akhir sebagai salah satu atau syarat untuk memperoleh gelar Sarjana dengan judul “Pengaruh *Celebrity Endorser* Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Kecantikan MS Glow Di Bandar Lampung”. Besar harapan saya kiranya Ibu/saudari bersedia mengisi kuisisioner ini dengan sejujur-jujurnya dan tanpa paksaan dari pihak manapun. Atas kesediaan dan partisipasi Ibu/saudari sekalian untuk mengisi kuisisioner ini saya ucapkan banyak terima kasih.

No	Kriteria Pemilihan Sampel
1	Perempuan berusia minimum 17 tahun, dimana segmentasi usia minimum yang ditetapkan oleh MS Glow adalah 17 tahun.
2	Responden pernah menggunakan produk kecantikan MS Glow minimal 1 bulan pemakaian.
3	Responden menggunakan minimal 2 jenis varian produk dari MS Glow.

BAGIAN I

Pernyataan pada bagian I merupakan pernyataan yang berhubungan dengan identitas responden. Berilah tanda centang () pada salah satu kolom yang tersedia dari setiap pertanyaan.

Identitas Responden

Isilah tanda pada jawaban yang anda pilih

1. Usia :

17– 20 Tahun 31 – 35 Tahun

21 – 25 Tahun 36 – 40 Tahun

26 – 30 Tahun

2. Pekerjaan :

Mahasiswa/Pelajar Wiraswasta

Pegawai Negeri Ibu Rumah Tangga

Pegawai Swasta Lainnya

3. Sudah berapa lama anda menggunakan produk kecantikan MS Glow ?

1 Bulan 4 Bulan

2 Bulan >5 Bulan

3 Bulan

4. Berapa Jenis Varian Produk MS Glow yang anda gunakan ?

2-5 Varian

>5 Varian

BAGIAN II

1. Bacalah dengan teliti setiap pernyataan dalam kuisioner ini.
2. Berilah tanda centang () pada kotak jawaban yang menurut anda paling sesuai.
3. Setiap pernyataan hanya membutuhkan satu jawaban saja.

Keterangan	Skor
Sangat Setuju (SS)	5
Setuju (S)	4
Cukup Setuju (CS)	3
Tidak Setuju (TS)	2
Sangat Tidak Setuju (STS)	1

Daftar Pernyataan

a. *Celebrity Endorser* (X1)

No	Pernyataan	Tanggapan				
		STS	TS	CS	S	SS
		1	2	3	4	5
<i>Credibility (Kredibilitas)</i>						
1	Selebriti MS Glow menyampaikan keunggulan produk dengan baik.					
2	Selebriti MS Glow terlihat jujur dalam menyampaikan pesan.					
<i>Attractiveness (Daya tarik)</i>						
3	Selebriti pada iklan MS Glow menarik secara penampilannya.					
4	Selebriti pada iklan MS Glow berkarisma.					
<i>Visibility (Visibilitas)</i>						
5	Popularitas selebriti MS Glow dapat mempengaruhi penggemar yang dimilikinya.					
6	Selebriti MS Glow menimbulkan rasa kekaguman.					

Power (Kekuatan)					
7	Pesona yang dimiliki selebriti dalam iklan MS Glow sangat menarik.				
8	Selebriti dalam iklan MS Glow mempunyai reputasi yang baik.				

b. Kualitas Produk (X2)

No	Pernyataan	Tanggapan				
		STS	TS	CS	S	SS
		1	2	3	4	5
Performance (Kinerja)						
1	Produk MS glow dapat mencerahkan kulit.					
2	Produk MS Glow dapat mengurangi masalah kulit wajah berjerawat.					
Features (fitur atau ciri-ciri tambahan)						
3	Pilihan warna kemasan produk MS Glow terkesan mewah.					
4	Bentuk fisik produk MS Glow memiliki ciri khas yang mewah.					
Reliability (Keandalan)						
5	Produk MS Glow aman digunakan pada kulit.					
6	Produk MS Glow dapat menjadikan kulit lebih sehat.					
Convormance To Spesifications (Kesesuaian dengan spesifikasi)						
7	Produk MS Glow menggunakan bahan-bahan alami					
8	Harga produk MS Glow sesuai manfaatnya.					
Durability (daya tahan)						
9	Produk MS Glow memiliki jangka waktu penggunaan yang panjang.					
10	Produk MS Glow dikemas dengan baik sehingga dapat menjaga daya tahan produk.					
Serviceability (Kepuasan)						
11	Produk MS Glow menjamin keamanan dalam penggunaan.					
12	Produk MS Glow memberikan hasil sesuai kebutuhan kulit.					

<i>Esthetics (Estetika)</i>					
13	Desain produk MS Glow memiliki keunikan.				
14	Kemasan produk MS Glow indah dipandang.				
<i>Perceived Quality (kualitas yang dipersepsikan)</i>					
15	Produk MS Glow sesuai dengan kebutuhan kulit wajah.				

c. Keputusan Pembelian (Y)

No	Pernyataan	Tanggapan				
		STS	TS	CS	S	SS
		1	2	3	4	5
Pilihan Produk						
1	Memutuskan membeli produk MS Glow sesuai dengan kebutuhan.					
2	Memutuskan membeli MS Glow berdasarkan keunggulan produk.					
Pilihan Merek						
3	Memutuskan membeli produk MS Glow setelah melihat selebriti yang mengiklankan.					
4	Memutuskan membeli produk MS Glow setelah terkenal.					
Pilihan Penyalur						
5	memutuskan membeli produk MS Glow, karena toko sudah banyak tersebar diberbagai daerah.					
6	Memutuskan membeli produk MS Glow, karena tersedia klinik yang mempermudah berkonsultasi.					
Waktu Pembelian						
7	Memutuskan membeli produk MS Glow 1 bulan sekali.					
Jumlah Pembelian						
8	Memutuskan membeli berbagai varian produk MS Glow, karena selebriti yang mengiklankan.					
9	Memutuskan membeli berbagai varian, karena kualitas produk MS Glow.					
Metode Pembayaran						
10	Metode pembayaran yang disediakan MS Glow sangat mudah, baik tunai maupun non tunai.					

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106	4	3	5	5	5	3	3	4	32	3	3	4	2	4	3	5	4	3	4	5	4	4	5	58	4	5	5	5	3	5	4	4	5	5	5	45	
107	4	4	5	4	3	5	5	4	34	4	4	2	2	4	3	4	4	4	4	3	4	3	3	4	52	3	3	4	4	4	3	4	3	3	4	35	
108	4	4	4	5	2	5	5	2	31	4	2	4	2	3	3	4	3	3	3	4	5	5	4	5	54	5	4	5	5	4	4	5	5	4	5	46	
109	4	3	5	5	1	5	5	5	33	5	5	5	5	3	4	5	3	3	3	5	5	5	5	66	5	5	5	5	3	5	5	5	5	5	5	48	
110	4	4	5	5	3	4	3	3	31	4	3	4	4	3	4	5	3	4	4	5	5	5	5	63	5	5	5	5	4	5	5	5	5	5	5	49	
111	2	3	4	5	3	4	3	4	28	4	2	4	4	4	3	4	4	4	3	5	4	3	5	4	57	3	5	4	3	4	5	4	3	5	4	40	
112	2	3	3	3	5	5	5	5	31	4	3	4	4	3	2	2	3	3	2	4	4	4	3	4	49	4	3	4	4	3	4	4	4	3	4	37	
113	5	5	5	5	2	4	2	4	32	5	3	5	5	5	5	5	5	5	5	5	5	5	5	73	5	5	5	5	3	5	5	5	5	5	5	48	

114	4	4	4	4	5	5	5	5	36	4	5	4	5	5	5	5	5	5	5	5	5	5	5	73	5	5	5	5	4	5	5	5	5	5	49	
115	3	4	5	4	3	3	3	3	28	3	3	3	4	2	4	4	3	3	3	3	3	5	4	3	50	5	4	3	3	5	3	3	5	4	3	38
116	3	4	4	4	4	4	4	4	31	4	4	4	4	4	5	4	4	5	5	4	4	5	3	4	63	5	3	4	5	4	4	4	5	3	4	41
117	5	4	4	4	3	5	3	5	33	5	2	5	5	5	4	4	4	4	4	5	5	5	5	5	67	5	5	5	5	3	5	5	5	5	5	48
118	1	4	4	4	3	4	3	5	28	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	73	5	5	5	5	4	4	4	5	5	5	47
119	1	4	4	4	2	2	2	2	21	3	3	3	4	2	5	4	4	4	5	4	3	3	3	3	53	3	3	3	3	4	4	3	3	3	3	32
120	1	2	2	4	5	4	5	4	27	5	4	5	5	4	3	4	4	4	4	2	4	4	5	4	61	5	4	4	4	3	4	4	5	4	4	41
121	4	5	4	4	5	5	5	4	36	4	5	3	4	4	4	4	4	4	4	5	5	5	5	5	65	5	5	5	5	4	4	3	3	3	3	40
122	3	5	5	5	3	4	4	3	32	3	4	3	3	4	5	5	5	5	5	5	5	5	5	5	67	5	5	5	5	5	4	4	4	4	4	45
123	3	4	5	5	4	4	5	5	35	5	4	5	5	2	5	2	5	3	4	5	5	3	3	5	61	3	3	5	5	3	5	5	5	5	5	44
124	5	5	5	5	3	3	4	5	35	3	3	4	3	5	5	5	5	5	5	5	5	5	5	5	68	5	5	5	5	4	4	3	3	3	3	40
125	5	4	2	5	4	5	3	3	31	5	3	5	2	4	5	5	5	5	5	4	5	5	5	5	68	5	5	5	5	5	4	4	4	3	4	44
126	3	4	3	5	3	3	4	5	30	3	4	5	4	3	5	5	5	5	5	5	5	5	5	5	69	5	5	5	5	4	3	3	2	3	3	38
127	4	3	3	3	5	4	3	4	29	4	3	5	3	4	4	4	4	4	3	5	2	5	5	5	61	5	5	5	3	5	5	5	4	5	5	47
128	5	5	5	5	3	3	5	3	34	3	2	2	2	4	5	5	5	5	5	4	5	5	4	4	60	5	4	4	4	4	5	5	5	5	5	46
129	4	4	4	5	4	3	4	5	33	5	2	5	2	4	4	4	4	5	4	5	5	5	5	5	64	5	5	5	5	4	5	5	5	5	5	49
130	5	4	5	5	4	4	4	5	36	5	5	4	4	5	4	5	5	5	5	5	5	5	5	5	72	5	5	5	5	5	5	5	4	5	5	49
131	4	4	3	4	2	4	4	4	29	4	3	4	3	4	4	4	4	4	3	4	5	5	5	5	61	5	5	5	3	3	5	5	5	5	5	46
132	4	4	4	5	3	5	4	5	34	4	3	4	3	4	3	3	3	3	3	4	5	5	4	5	4	57	4	5	4	5	4	5	5	5	5	47
133	5	4	4	5	2	3	1	4	28	4	4	4	4	5	5	5	4	5	4	3	4	5	4	5	65	5	4	5	5	4	5	5	5	5	5	48
134	3	3	3	3	3	3	4	3	25	3	4	3	4	2	2	2	2	2	3	3	4	5	4	3	46	5	4	3	3	5	5	5	5	5	5	45
135	3	3	3	3	3	3	4	5	27	3	3	4	4	2	2	2	2	2	2	4	3	4	3	3	43	4	3	3	4	4	5	5	5	5	5	43
136	5	5	5	5	4	5	3	5	37	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	73	5	5	5	5	4	5	5	5	5	5	49
137	3	4	3	4	4	4	4	3	29	3	5	4	5	3	5	3	4	4	3	3	4	5	3	4	58	5	3	4	5	3	5	4	5	5	4	43
138	3	3	4	5	5	5	5	4	34	4	2	3	3	5	5	5	5	5	5	3	3	5	5	5	63	5	5	5	4	4	5	5	5	5	5	48
139	3	4	5	4	4	3	3	4	30	2	1	3	3	3	5	3	4	4	5	4	4	4	4	4	53	4	4	4	4	4	5	5	5	5	5	45
140	4	4	3	4	5	3	4	4	31	4	1	3	3	4	3	4	4	4	3	3	3	4	4	5	52	4	4	5	3	5	3	5	5	5	4	43
141	4	4	5	5	5	5	5	5	38	5	4	4	4	4	5	5	5	5	5	5	5	5	5	5	71	4	4	4	4	3	3	3	3	3	3	34
142	4	4	5	5	5	5	5	4	37	3	5	5	5	5	5	3	5	5	5	5	5	5	5	5	71	5	5	5	5	3	3	4	2	3	4	39

143	4	5	5	5	5	3	5	3	35	4	4	4	4	4	4	4	4	5	5	4	4	5	5	5	65	3	2	4	4	3	4	4	2	2	4	32
144	5	5	5	4	4	4	4	5	36	4	5	5	4	5	5	4	5	4	5	4	5	5	5	5	70	5	4	5	3	3	3	4	3	2	3	35
145	5	5	5	5	5	3	5	4	37	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	74	2	5	5	3	4	3	5	4	3	4	38
146	4	4	4	5	4	5	4	5	35	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	73	5	3	4	3	3	3	3	3	3	3	33
147	5	5	5	5	5	5	5	5	40	5	3	5	5	5	4	5	4	5	4	4	4	5	4	5	67	3	3	5	4	3	4	4	4	3	2	35
148	5	5	5	5	5	5	5	5	40	4	3	4	5	4	4	4	4	4	4	5	4	5	5	5	64	5	3	5	4	4	3	5	5	4	4	42
149	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	3	3	5	4	5	5	5	5	5	70	5	4	5	5	2	5	5	4	4	4	43
150	4	3	4	2	3	2	3	4	25	4	5	5	5	5	5	4	4	4	5	5	5	3	5	5	69	4	4	4	3	4	4	4	5	5	4	41
151	5	5	5	4	4	5	3	4	35	4	5	4	4	4	5	4	4	4	4	4	4	4	5	5	65	4	3	5	5	4	5	5	5	5	3	44
152	3	4	4	3	3	4	3	3	27	3	5	5	5	5	5	4	5	5	5	5	5	5	5	72	5	4	5	4	4	3	3	4	4	4	40	
153	4	4	5	5	5	4	5	5	37	3	4	5	5	5	5	2	5	2	5	3	4	5	5	3	61	5	4	5	5	4	5	5	5	5	4	47
154	3	3	4	5	3	3	4	3	28	5	5	5	5	5	5	5	5	5	5	5	5	5	5	75	4	3	4	4	3	4	4	3	4	4	37	
155	4	5	3	3	5	3	5	2	30	5	4	2	5	5	5	4	5	5	5	5	5	4	5	5	69	4	3	4	3	4	3	4	4	4	4	37
156	3	3	4	5	3	4	5	4	31	3	4	3	5	3	4	3	5	5	5	5	5	5	5	65	5	4	4	5	3	3	4	3	2	5	38	
157	5	4	3	4	4	3	5	3	31	4	3	3	3	3	5	4	4	4	4	3	5	2	5	5	57	4	3	4	4	3	3	4	4	4	4	37
158	3	3	5	3	3	2	2	2	23	5	5	5	5	5	5	4	5	5	5	5	5	4	5	5	73	4	3	3	4	2	3	4	3	4	3	33
159	4	3	4	5	5	2	5	2	30	4	4	4	5	4	4	4	4	4	4	5	4	5	5	5	65	4	5	5	4	3	4	4	4	4	5	42
160	4	4	4	5	5	5	4	4	35	5	4	5	5	5	5	5	4	5	5	5	5	5	5	73	4	3	5	4	3	4	4	4	4	4	5	40
161	2	4	4	4	4	3	4	3	28	4	4	3	4	3	5	4	4	4	4	4	3	4	5	5	60	3	3	3	2	1	4	5	4	4	4	33
162	3	5	4	5	4	3	4	3	31	4	4	4	5	3	5	4	3	3	3	3	4	5	5	4	59	5	5	4	4	1	4	3	4	4	3	37
163	2	3	1	4	4	4	4	4	26	5	4	4	5	4	4	5	5	5	4	5	4	3	4	5	66	4	4	4	4	3	4	4	4	4	5	40
164	3	3	4	3	3	4	3	4	27	3	3	3	3	3	2	2	2	2	2	2	3	3	4	5	42	3	3	5	5	4	4	5	5	4	4	42
165	3	3	4	5	3	3	4	4	29	3	3	3	3	3	3	2	2	2	2	2	2	2	4	41	4	3	4	4	2	4	4	4	4	4	37	
166	4	5	3	5	5	5	4	4	35	5	5	5	5	5	5	5	5	5	5	5	5	5	5	75	4	3	5	4	3	4	3	5	3	3	37	
167	4	4	4	3	3	5	4	5	32	3	4	3	4	3	4	3	5	3	4	4	3	3	4	5	55	3	3	5	4	4	3	3	4	5	4	38
168	5	5	5	4	4	2	3	3	31	3	3	4	5	5	5	5	5	5	5	5	5	3	3	5	66	3	3	4	4	2	2	4	4	5	2	33
169	4	3	3	4	2	1	3	3	23	3	4	5	4	5	4	3	5	3	4	4	5	4	4	4	61	3	3	4	4	4	3	5	4	4	4	38
170	5	3	4	4	4	1	3	3	27	4	4	3	4	3	4	4	3	4	4	4	3	3	3	4	54	3	3	5	4	4	4	5	4	4	4	40
171	3	2	3	2	4	2	4	4	24	3	4	4	4	3	4	3	3	3	3	4	4	3	4	53	5	5	5	5	4	5	5	4	4	3	45	

172	3	3	4	4	4	2	3	4	27	3	5	5	5	5	5	3	5	3	5	5	5	4	4	3	65	4	2	4	4	5	4	4	5	3	5	40	
173	3	2	3	1	3	4	3	3	22	4	2	4	4	4	4	4	4	4	4	4	4	4	3	3	56	3	3	4	4	5	4	4	5	5	2	39	
174	2	3	3	3	4	3	4	4	26	4	5	3	4	3	3	4	5	4	3	4	3	3	3	54	3	4	5	5	5	4	4	4	4	2	4	40	
175	3	4	4	3	3	3	3	3	26	3	4	3	3	3	3	3	3	3	3	3	3	5	3	4	3	49	4	3	4	4	4	4	4	4	5	5	41
176	4	4	5	4	4	3	4	3	31	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	63	3	2	3	3	5	4	4	4	4	3	35
177	3	3	3	2	3	3	3	4	24	5	3	5	5	5	4	5	5	5	5	5	5	5	4	71	3	3	4	4	4	4	4	4	3	4	4	37	
178	3	2	3	3	3	2	2	2	20	4	3	4	5	5	5	5	5	5	5	5	5	5	4	5	5	70	2	3	5	5	5	5	5	5	5	5	45
179	2	2	3	3	2	3	3	3	21	2	2	3	3	3	3	4	2	2	3	3	3	4	4	3	44	3	4	4	4	3	2	2	2	3	3	30	
180	3	3	3	2	3	4	2	3	23	4	5	5	5	5	5	4	4	4	5	5	5	4	5	5	70	3	3	3	3	4	4	4	3	2	4	33	

Lampiran III (Hasil Uji Frekuensi)

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17Tahun–20Tahun	58	32.2	32.2	32.2
21Tahun–25Tahun	71	39.4	39.4	71.7
26Tahun–30Tahun	29	16.1	16.1	87.8
31Tahun–35Tahun	12	6.7	6.7	94.4
36Tahun–40Tahun	10	5.6	5.6	100.0
Total	180	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ibu Rumah Tangga	21	11.7	11.7	11.7
Lainnya	16	8.9	8.9	20.6
Pegawai Negeri	25	13.9	13.9	34.4
Pegawai Swasta	29	16.1	16.1	50.6
Pelajar/Mahasiswa	62	34.4	34.4	85.0
Wiraswasta	27	15.0	15.0	100.0
Total	180	100.0	100.0	

Lama Menggunakan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid > 5Bulan	43	23.9	23.9	23.9
1 Bulan	32	17.8	17.8	41.7
2 Bulan	39	21.7	21.7	63.3
3 Bulan	36	20.0	20.0	83.3
4 Bulan	30	16.7	16.7	100.0
Total	180	100.0	100.0	

Jenis_Varian

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid > 5 Varian	111	61.7	61.7	61.7
2-5 Varian	69	38.3	38.3	100.0
Total	180	100.0	100.0	

Celebrity Endorser 1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	8	4.4	4.4	4.4
2	13	7.2	7.2	11.7
3	53	29.4	29.4	41.1
4	62	34.4	34.4	75.6
5	44	24.4	24.4	100.0
Total	180	100.0	100.0	

Celebrity Endorser 2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	1.7	1.7	1.7
2	13	7.2	7.2	8.9
3	42	23.3	23.3	32.2
4	79	43.9	43.9	76.1
5	43	23.9	23.9	100.0
Total	180	100.0	100.0	

Celebrity Endorser 3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	1.7	1.7	1.7
2	14	7.8	7.8	9.4
3	52	28.9	28.9	38.3
4	62	34.4	34.4	72.8
5	49	27.2	27.2	100.0
Total	180	100.0	100.0	

Celebrity Endorser 4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	2.8	2.8	2.8
2	7	3.9	3.9	6.7
3	34	18.9	18.9	25.6
4	64	35.6	35.6	61.1
5	70	38.9	38.9	100.0
Total	180	100.0	100.0	

Celebrity Endorser 5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	1.7	1.7	1.7
2	20	11.1	11.1	12.8
3	66	36.7	36.7	49.4
4	52	28.9	28.9	78.3
5	39	21.7	21.7	100.0
Total	180	100.0	100.0	

Celebrity Endorser 6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	2.2	2.2	2.2
2	20	11.1	11.1	13.3
3	61	33.9	33.9	47.2
4	51	28.3	28.3	75.6
5	44	24.4	24.4	100.0
Total	180	100.0	100.0	

Celebrity Endorser 7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	2.2	2.2	2.2
2	15	8.3	8.3	10.6
3	58	32.2	32.2	42.8
4	59	32.8	32.8	75.6
5	44	24.4	24.4	100.0
Total	180	100.0	100.0	

Celebrity Endorser 8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	3.3	3.3	3.3
2	27	15.0	15.0	18.3
3	59	32.8	32.8	51.1
4	57	31.7	31.7	82.8
5	31	17.2	17.2	100.0
Total	180	100.0	100.0	

Kualitas Produk 1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	1.7	1.7	1.7
2	22	12.2	12.2	13.9
3	62	34.4	34.4	48.3
4	61	33.9	33.9	82.2
5	32	17.8	17.8	100.0
Total	180	100.0	100.0	

Kualitas Produk 2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	7	3.9	3.9	3.9
2	45	25.0	25.0	28.9
3	58	32.2	32.2	61.1
4	39	21.7	21.7	82.8
5	31	17.2	17.2	100.0
Total	180	100.0	100.0	

Kualitas Produk 3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	8	4.4	4.4	4.4
2	19	10.6	10.6	15.0
3	60	33.3	33.3	48.3
4	58	32.2	32.2	80.6
5	35	19.4	19.4	100.0
Total	180	100.0	100.0	

Kualitas Produk 4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	2.2	2.2	2.2
2	31	17.2	17.2	19.4
3	55	30.6	30.6	50.0
4	48	26.7	26.7	76.7
5	42	23.3	23.3	100.0
Total	180	100.0	100.0	

Kualitas Produk 5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	1.7	1.7	1.7
2	12	6.7	6.7	8.3
3	49	27.2	27.2	35.6
Valid 4	63	35.0	35.0	70.6
5	53	29.4	29.4	100.0
Total	180	100.0	100.0	

Kualitas Produk 6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	2.8	2.8	2.8
2	13	7.2	7.2	10.0
3	45	25.0	25.0	35.0
Valid 4	55	30.6	30.6	65.6
5	62	34.4	34.4	100.0
Total	180	100.0	100.0	

Kualitas Produk 7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	1.7	1.7	1.7
2	16	8.9	8.9	10.6
3	32	17.8	17.8	28.3
Valid 4	72	40.0	40.0	68.3
5	57	31.7	31.7	100.0
Total	180	100.0	100.0	

Kualitas Produk 8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	1.7	1.7	1.7
2	13	7.2	7.2	8.9
3	22	12.2	12.2	21.1
Valid 4	78	43.3	43.3	64.4
5	64	35.6	35.6	100.0
Total	180	100.0	100.0	

Kualitas Produk 9

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	2.2	2.2	2.2
2	15	8.3	8.3	10.6
3	43	23.9	23.9	34.4
Valid 4	57	31.7	31.7	66.1
5	61	33.9	33.9	100.0
Total	180	100.0	100.0	

Kualitas Produk 10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.2	2.2	2.2
2	13	7.2	7.2	9.4
3	51	28.3	28.3	37.8
4	50	27.8	27.8	65.6
5	62	34.4	34.4	100.0
Total	180	100.0	100.0	

Kualitas Produk 11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.2	2.2	2.2
2	6	3.3	3.3	5.6
3	22	12.2	12.2	17.8
4	66	36.7	36.7	54.4
5	82	45.6	45.6	100.0
Total	180	100.0	100.0	

Kualitas Produk 12

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.2	2.2	2.2
2	4	2.2	2.2	4.4
3	27	15.0	15.0	19.4
4	70	38.9	38.9	58.3
5	75	41.7	41.7	100.0
Total	180	100.0	100.0	

Kualitas Produk 13

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	7	3.9	3.9	3.9
2	8	4.4	4.4	8.3
3	42	23.3	23.3	31.7
4	47	26.1	26.1	57.8
5	76	42.2	42.2	100.0
Total	180	100.0	100.0	

Kualitas Produk 14

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	1.7	1.7	1.7
2	4	2.2	2.2	3.9
3	41	22.8	22.8	26.7
4	63	35.0	35.0	61.7
5	69	38.3	38.3	100.0
Total	180	100.0	100.0	

Kualitas Produk 15

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	1.7	1.7	1.7
2	1	.6	.6	2.2
3	29	16.1	16.1	18.3
4	65	36.1	36.1	54.4
5	82	45.6	45.6	100.0
Total	180	100.0	100.0	

Keputusan Pembelian 1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	2.2	2.2	2.2
2	11	6.1	6.1	8.3
3	49	27.2	27.2	35.6
4	51	28.3	28.3	63.9
5	65	36.1	36.1	100.0
Total	180	100.0	100.0	

Keputusan Pembelian 2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.6	.6	.6
2	9	5.0	5.0	5.6
3	59	32.8	32.8	38.3
4	66	36.7	36.7	75.0
5	45	25.0	25.0	100.0
Total	180	100.0	100.0	

Keputusan Pembelian 3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.1	1.1	1.1
2	4	2.2	2.2	3.3
3	26	14.4	14.4	17.8
4	78	43.3	43.3	61.1
5	70	38.9	38.9	100.0
Total	180	100.0	100.0	

Keputusan Pembelian 4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	1.7	1.7	1.7
2	6	3.3	3.3	5.0
3	43	23.9	23.9	28.9
Valid 4	65	36.1	36.1	65.0
5	63	35.0	35.0	100.0
Total	180	100.0	100.0	

Keputusan Pembelian 5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	2.2	2.2	2.2
2	9	5.0	5.0	7.2
3	46	25.6	25.6	32.8
Valid 4	91	50.6	50.6	83.3
5	30	16.7	16.7	100.0
Total	180	100.0	100.0	

Keputusan Pembelian 6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	1.7	1.7	1.7
2	6	3.3	3.3	5.0
3	29	16.1	16.1	21.1
Valid 4	72	40.0	40.0	61.1
5	70	38.9	38.9	100.0
Total	180	100.0	100.0	

Keputusan Pembelian 7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.6	.6	.6
2	7	3.9	3.9	4.4
3	25	13.9	13.9	18.3
Valid 4	79	43.9	43.9	62.2
5	68	37.8	37.8	100.0
Total	180	100.0	100.0	

Keputusan Pembelian 8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	2.2	2.2	2.2
2	13	7.2	7.2	9.4
3	38	21.1	21.1	30.6
4	59	32.8	32.8	63.3
5	66	36.7	36.7	100.0
Total	180	100.0	100.0	

Keputusan Pembelian 9

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.6	.6	.6
2	10	5.6	5.6	6.1
3	42	23.3	23.3	29.4
4	70	38.9	38.9	68.3
5	57	31.7	31.7	100.0
Total	180	100.0	100.0	

Keputusan Pembelian 10

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	5.0	5.0	5.0
3	30	16.7	16.7	21.7
4	78	43.3	43.3	65.0
5	63	35.0	35.0	100.0
Total	180	100.0	100.0	

Lampiran IV (Hasil Validitas Variabel)

Correlations

	C1	C2	C3	C4	C5	C6	C7	C8	C
Pearson Correlation	1	.803**	.776**	.813**	.557**	.585**	.613**	.686**	.860**
C1 Sig. (2-tailed)		.000	.000	.000	.001	.001	.000	.000	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.803**	1	.799**	.787**	.477**	.476**	.488**	.550**	.793**
C2 Sig. (2-tailed)	.000		.000	.000	.008	.008	.006	.002	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.776**	.799**	1	.882**	.728**	.709**	.563**	.682**	.901**
C3 Sig. (2-tailed)	.000	.000		.000	.000	.000	.001	.000	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.813**	.787**	.882**	1	.765**	.694**	.697**	.670**	.926**
C4 Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.557**	.477**	.728**	.765**	1	.856**	.768**	.717**	.856**
C5 Sig. (2-tailed)	.001	.008	.000	.000		.000	.000	.000	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.585**	.476**	.709**	.694**	.856**	1	.711**	.725**	.841**
C6 Sig. (2-tailed)	.001	.008	.000	.000	.000		.000	.000	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.613**	.488**	.563**	.697**	.768**	.711**	1	.625**	.801**
C7 Sig. (2-tailed)	.000	.006	.001	.000	.000	.000		.000	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.686**	.550**	.682**	.670**	.717**	.725**	.625**	1	.832**
C8 Sig. (2-tailed)	.000	.002	.000	.000	.000	.000	.000		.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.860**	.793**	.901**	.926**	.856**	.841**	.801**	.832**	1
C Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
N	30	30	30	30	30	30	30	30	30

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

	Pearson Correlation	.653**	.423*	.769**	.619**	.694**	.734**	.740**	.738**	.868**	.873**	.915**	1	.940**	.894**	.820**	.921**
K12	Sig. (2-tailed)	.000	.020	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.624**	.408*	.789**	.638**	.684**	.733**	.769**	.782**	.847**	.866**	.913**	.940**	1	.928**	.831**	.927**
K13	Sig. (2-tailed)	.000	.025	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.645**	.428*	.726**	.614**	.533**	.603**	.623**	.680**	.748**	.830**	.868**	.894**	.928**	1	.880**	.867**
K14	Sig. (2-tailed)	.000	.018	.000	.000	.002	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.466**	.300	.613**	.546**	.528**	.590**	.607**	.598**	.662**	.737**	.752**	.820**	.831**	.880**	1	.782**
K15	Sig. (2-tailed)	.009	.107	.000	.002	.003	.001	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.805**	.580**	.913**	.775**	.790**	.845**	.880**	.862**	.921**	.924**	.923**	.921**	.927**	.867**	.782**	1
K	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

Correlations

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP
KP1	Pearson Correlation	1	.807**	.742**	.707**	.739**	.444*	.506**	.680**	.498**	.529**	.819**
	Sig. (2-tailed)		.000	.000	.000	.000	.014	.004	.000	.005	.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP2	Pearson Correlation	.807**	1	.755**	.792**	.623**	.311	.335	.551**	.293	.375*	.718**
	Sig. (2-tailed)	.000		.000	.000	.000	.094	.070	.002	.116	.041	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP3	Pearson Correlation	.742**	.755**	1	.795**	.839**	.574**	.615**	.719**	.526**	.386*	.856**
	Sig. (2-tailed)	.000	.000		.000	.000	.001	.000	.000	.003	.035	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP4	Pearson Correlation	.707**	.792**	.795**	1	.752**	.428*	.508**	.654**	.443*	.332	.791**
	Sig. (2-tailed)	.000	.000	.000		.000	.018	.004	.000	.014	.073	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP5	Pearson Correlation	.739**	.623**	.839**	.752**	1	.698**	.757**	.868**	.666**	.516**	.918**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.004	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP6	Pearson Correlation	.444*	.311	.574**	.428*	.698**	1	.840**	.715**	.615**	.529**	.761**
	Sig. (2-tailed)	.014	.094	.001	.018	.000		.000	.000	.000	.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP7	Pearson Correlation	.506**	.335	.615**	.508**	.757**	.840**	1	.857**	.775**	.654**	.844**
	Sig. (2-tailed)	.004	.070	.000	.004	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP8	Pearson Correlation	.680**	.551**	.719**	.654**	.868**	.715**	.857**	1	.800**	.661**	.923**
	Sig. (2-tailed)	.000	.002	.000	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP9	Pearson Correlation	.498**	.293	.526**	.443*	.666**	.615**	.775**	.800**	1	.827**	.789**
	Sig. (2-tailed)	.005	.116	.003	.014	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP10	Pearson Correlation	.529**	.375*	.386*	.332	.516**	.529**	.654**	.661**	.827**	1	.709**
	Sig. (2-tailed)	.003	.041	.035	.073	.004	.003	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP	Pearson Correlation	.819**	.718**	.856**	.791**	.918**	.761**	.844**	.923**	.789**	.709**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

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

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

Lampiran V (Hasil Uji Reliabilitas)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	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
.945	8

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	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
.972	15

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	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
.943	10

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		<i>Celebrity Endorser</i>	Kualitas Prouk	Keputusan Pembelian
N		180	180	180
Normal Parameters ^{a,b}	Mean	29.63	57.81	39.85
	Std. Deviation	5.281	10.334	6.142
Most Extreme Differences	Absolute	.082	.097	.099
	Positive	.053	.055	.063
	Negative	-.082	-.097	-.099
Kolmogorov-Smirnov Z		1.095	1.303	1.330
Asymp. Sig. (2-tailed)		.182	.067	.058

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

				Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian <i>Celebrity Endorser</i>	*	Groups	(Combined)	2119.917	21	100.948	3.443	.000
			Linearity	1208.257	1	1208.257	41.205	.000
			Deviation from Linearity	911.661	20	45.583	1.555	.071
			Within Groups	4633.033	158	29.323		
			Total	6752.950	179			

ANOVA Table

				Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian Kualitas Produk	*	Groups	(Combined)	3111.703	37	84.100	3.280	.000
			Linearity	1861.311	1	1861.311	72.587	.000
			Deviation from Linearity	1250.392	36	34.733	1.355	.109
			Within Groups	3641.247	142	25.643		
			Total	6752.950	179			

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	18.927	2.481		7.628	.000		
1 <i>Celebrity Endorser</i>	.219	.088	.189	2.490	.014	.688	1.453
Kualitas Produk	.249	.045	.420	5.537	.000	.688	1.453

a. Dependent Variable: Keputusan Pembelian

Lampiran IX (Hasil Uji Regresi Berganda)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.548 ^a	.300	.292	5.167

a. Predictors: (Constant), Kualitas Produk, *Celebrity Endorser*

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.927	2.481		7.628	.000
	<i>Celebrity Endorser</i>	.219	.088	.189	2.490	.014
	Kualitas Produk	.249	.045	.420	5.537	.000

a. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2026.871	2	1013.436	37.955	.000 ^b
	Residual	4726.079	177	26.701		
	Total	6752.950	179			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Produk, *Celebrity Endorser*