

## Lampiran 2

## Data Pre Test 30 Responden dan 130 Responden

## 1. Data Pre Test 30 Responden

Data Karakteristik 30 Responden			
KETERANGAN		JUMLAH RESPONDEN	TOTAL
Jenis Kelamin	Laki-laki	20	30
	Perempuan	10	
Usia	21 - 25 tahun	7	30
	26 - 30 tahun	10	
	> 30 tahun	13	
Pekerjaan	Karyawan Swasta	11	30
	PNS	10	
	Wirausaha	5	
	Lainnya	4	
Penghasilan PerBulan	< Rp. 3.500.000	7	30
	Rp. 3.500.000 - Rp. 5.999.999	18	
	Rp.6.000.000 - Rp. 7.999.999	2	
	> Rp. 8.000.000	3	
Pengeluaran Membeli Handphone	Rp. 1.500.000 - Rp. 3.499.999	7	30
	Rp. 3.500.000 - Rp. 5.999.999	15	
	Rp. 6.000.000 - Rp. 7.999.999	5	
	> Rp. 8.000.000	8	
Kisaran Waktu Penggunaan Handphone	≤ 1 Tahun	7	30
	2 - 4 Tahun	16	
	> 4 Tahun	7	
Kisaran Pergantian Handphone	≤ 2 kali	5	30
	3 - 5 kali	18	
	> 5 kali	7	
Kebutuhan Utama membeli Handphone	Kamera	10	30
	Fitur ( Anti Air, NFC dll )	4	
	Game	6	
	Medsos/Chatting	10	

## 2. Data 130 Responden

Data Karakteristik 130 Responden			
KETERANGAN		JUMLAH RESPONDEN	TOTAL
Jenis Kelamin	Laki-laki	60	130
	Perempuan	70	
Usia	21 - 25 tahun	60	130
	26 - 30 tahun	47	
	> 30 tahun	23	
Pekerjaan	Karyawan Swasta	69	130
	PNS	30	
	Wirausaha	26	
	Lainnya	5	
Penghasilan PerBulan	< Rp. 3.500.000	20	130
	Rp. 3.500.000 - Rp. 5.999.999	70	
	Rp.6.000.000 - Rp. 7.999.999	23	
	> Rp. 8.000.000	7	
Pengeluaran Membeli <i>Handphone</i>	Rp. 1.500.000 - Rp. 3.499.999	19	130
	Rp. 3.500.000 - Rp. 5.999.999	67	
	Rp. 6.000.000 - Rp. 7.999.999	36	
	> Rp. 8.000.000	8	
Kisaran Waktu Penggunaan <i>Handphone</i>	≤ 1 Tahun	32	130
	2 - 4 Tahun	78	
	> 5 Tahun	20	
Kisaran Pergantian <i>Handphone</i>	≤ 2 kali	13	130
	3 - 5 kali	50	
	> 5 kali	77	
Kebutuhan Utama membeli <i>Handphone</i>	Kamera	55	130
	Fitur ( Anti Air, NFC dll )	20	
	<i>Game</i>	16	
	Medsos/ <i>Chatting</i>	39	

## Lampiran 3

## Tabulasi Data Pre-Test 30 Responden

No	Celebrity Endorser								Total	Harga					Total
	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8		P 9	P 10	P 11	P 12	P 13	
1	2	2	2	3	3	1	1	3	17	2	2	2	3	3	12
2	1	1	2	2	1	1	2	1	11	2	2	1	2	2	9
3	2	3	3	2	1	2	2	2	17	3	2	2	3	3	13
4	1	1	1	1	1	1	1	1	8	1	1	1	1	2	6
5	2	2	1	1	2	1	2	1	12	1	1	2	2	2	8
6	1	1	1	1	1	1	2	1	9	1	1	1	1	2	6
7	2	2	2	2	2	2	2	1	15	2	2	2	2	3	11
8	2	3	1	2	3	2	1	1	15	2	2	2	2	3	11
9	2	3	2	2	2	2	3	2	18	2	2	2	2	2	10
10	2	3	1	1	3	2	1	2	15	2	2	2	3	2	11
11	2	2	2	2	2	2	3	2	17	2	2	2	2	2	10
12	1	1	2	2	1	2	2	2	13	2	2	1	2	2	9
13	1	1	1	1	1	1	1	1	8	1	1	1	2	2	7
14	1	1	1	1	1	1	1	1	8	1	1	1	2	2	7
15	2	2	3	1	3	1	1	1	14	2	2	2	2	2	10
16	1	2	1	1	1	2	2	2	12	1	2	1	2	2	8
17	1	1	2	1	1	2	2	1	11	2	2	1	2	2	9
18	2	2	3	2	2	1	3	1	16	2	2	2	2	3	11
19	2	2	3	2	2	2	3	2	18	3	2	2	3	1	11
20	3	2	1	1	3	2	2	2	16	2	2	2	2	2	10
21	2	1	2	1	3	1	3	4	17	3	3	2	2	3	13
22	1	2	3	1	1	2	2	2	14	3	2	1	2	1	9
23	2	2	3	2	2	1	1	3	16	3	4	2	4	2	15
24	2	2	1	1	2	3	2	1	14	2	2	2	3	3	12
25	1	1	2	2	1	1	1	1	10	2	2	1	1	2	8
26	1	2	1	1	1	1	1	1	9	1	2	1	2	1	7
27	2	2	2	2	2	2	2	2	16	2	2	2	2	2	10
28	1	2	1	1	1	3	2	1	12	1	2	1	2	2	8
29	1	2	1	2	1	3	2	2	14	2	2	1	2	2	9
30	3	1	3	1	1	3	3	1	16	2	2	2	2	2	10

No	Citra Merek				Total	Keputusan Pembelian										Total
	P 14	P 15	P 16	P 17		P 18	P 19	P 20	P 21	P 22	P 23	P 24	P 25	P 26		
1	3	3	2	3	11	2	3	3	3	3	3	3	3	2	25	
2	2	2	2	1	7	2	2	2	2	2	2	2	1	2	17	
3	3	3	3	2	11	3	3	3	3	3	3	3	2	3	26	
4	1	2	2	1	6	1	2	1	1	2	2	1	1	1	12	
5	3	2	2	1	8	1	2	3	2	2	2	3	1	1	17	
6	2	2	1	1	6	1	2	2	1	2	2	2	1	1	14	
7	3	2	3	1	9	2	3	3	2	3	3	3	1	2	22	
8	3	2	3	1	9	2	3	3	2	3	3	3	1	2	22	
9	2	2	1	2	7	2	2	2	2	2	2	2	2	2	18	
10	2	2	3	2	9	2	2	2	3	2	2	2	2	2	19	
11	2	3	2	2	9	2	2	2	2	2	2	2	2	2	18	
12	2	2	2	2	8	2	2	2	2	2	2	2	2	2	18	
13	1	2	2	1	6	1	2	1	2	2	2	1	1	1	13	
14	1	2	2	1	6	1	2	1	2	2	2	1	1	1	13	
15	2	2	1	2	7	2	2	2	2	2	2	2	2	2	18	
16	1	2	1	2	6	1	2	1	2	2	2	1	2	1	14	
17	2	2	2	1	7	2	2	2	2	2	2	2	1	2	17	
18	2	3	2	2	9	2	3	2	2	3	3	2	2	2	21	
19	3	3	2	2	10	3	1	3	3	1	1	3	2	3	20	
20	2	3	3	2	10	2	2	2	2	2	2	2	2	2	18	
21	2	2	3	4	11	3	3	2	2	3	3	2	4	3	25	
22	1	3	2	2	8	3	1	1	2	1	1	1	2	3	15	
23	2	3	2	3	10	3	2	2	4	2	2	2	3	3	23	
24	3	3	3	1	10	2	3	3	3	3	3	3	1	2	23	
25	2	2	2	1	7	2	2	2	1	2	2	2	1	2	16	
26	1	2	2	1	6	1	1	1	2	1	1	1	1	1	10	
27	2	2	2	2	8	2	2	2	2	2	2	2	2	2	18	
28	2	2	3	1	8	1	2	2	2	2	2	2	1	1	15	
29	2	2	2	2	8	2	2	2	2	2	2	2	2	2	18	
30	1	3	2	2	8	2	2	1	2	2	2	1	2	2	16	

## Lampiran 4

## Tabulasi Data 130 Responden

No	Celebrity Endorser								Total	Harga					Total
	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8		P 9	P 10	P 11	P 12	P 13	
1	2	2	2	3	3	1	1	3	17	2	2	2	3	3	12
2	1	1	2	2	1	1	2	1	11	2	2	1	2	2	9
3	2	3	3	2	1	2	2	2	17	3	2	2	3	3	13
4	1	1	1	1	1	1	1	1	8	1	1	1	1	2	6
5	2	2	1	1	2	1	2	1	12	1	1	2	2	2	8
6	1	1	1	1	1	1	2	1	9	1	1	1	1	2	6
7	2	2	2	2	2	2	2	1	15	2	2	2	2	3	11
8	2	3	1	2	3	2	1	1	15	2	2	2	2	3	11
9	2	3	2	2	2	2	3	2	18	2	2	2	2	2	10
10	2	3	1	1	3	2	1	2	15	2	2	2	3	2	11
11	2	2	2	2	2	2	3	2	17	2	2	2	2	2	10
12	1	1	2	2	1	2	2	2	13	2	2	1	2	2	9
13	1	1	1	1	1	1	1	1	8	1	1	1	2	2	7
14	1	1	1	1	1	1	1	1	8	1	1	1	2	2	7
15	2	2	3	1	3	1	1	1	14	2	2	2	2	2	10
16	1	2	1	1	1	2	2	2	12	1	2	1	2	2	8
17	1	1	2	1	1	2	2	1	11	2	2	1	2	2	9
18	2	2	3	2	2	1	3	1	16	2	2	2	2	3	11
19	2	2	3	2	2	2	3	2	18	3	2	2	3	1	11
20	3	2	1	1	3	2	2	2	16	2	2	2	2	2	10
21	2	1	2	1	3	1	3	4	17	3	3	2	2	3	13
22	1	2	3	1	1	2	2	2	14	3	2	1	2	1	9
23	2	2	3	2	2	1	1	3	16	3	4	2	4	2	15
24	2	2	1	1	2	3	2	1	14	2	2	2	3	3	12
25	1	1	2	2	1	1	1	1	10	2	2	1	1	2	8
26	1	2	1	1	1	1	1	1	9	1	2	1	2	1	7
27	2	2	2	2	2	2	2	2	16	2	2	2	2	2	10
28	1	2	1	1	1	3	2	1	12	1	2	1	2	2	8
29	1	2	1	2	1	3	2	2	14	2	2	1	2	2	9
30	3	1	3	1	1	3	3	1	16	2	2	2	2	2	10
31	2	2	2	2	2	2	2	3	17	2	2	2	3	3	12
32	1	1	2	2	1	1	2	1	11	2	2	1	2	2	9

33	2	3	3	2	2	2	2	2	18	3	2	2	3	3	13
34	1	1	1	1	1	1	1	1	8	1	1	1	1	2	6
35	2	2	1	1	2	1	2	1	12	1	1	2	2	2	8
36	1	1	1	1	1	1	2	1	9	1	1	1	1	2	6
37	2	2	2	2	2	2	2	1	15	2	2	2	2	3	11
38	1	3	1	2	4	2	1	1	15	2	2	2	2	3	11
39	2	3	2	2	1	1	3	2	16	2	2	2	2	2	10
40	2	2	2	1	2	2	2	2	15	2	2	2	3	2	11
41	2	2	1	1	2	1	2	1	12	1	1	2	2	2	8
42	1	1	1	1	1	1	2	1	9	1	1	1	1	2	6
43	2	2	1	2	3	2	2	1	15	2	2	2	2	3	11
44	2	2	2	2	2	2	2	1	15	2	2	2	2	3	11
45	2	3	1	2	2	3	3	2	18	2	2	2	2	2	10
46	2	2	2	1	2	2	2	2	15	2	2	2	3	2	11
47	2	2	2	2	2	2	3	2	17	2	2	2	2	2	10
48	1	1	2	2	1	2	2	2	13	2	2	1	2	2	9
49	1	1	1	1	1	1	1	1	8	1	1	1	2	2	7
50	1	1	1	1	1	1	1	1	8	1	1	1	2	2	7
51	2	2	3	2	2	2	2	4	19	3	3	2	2	3	13
52	1	2	3	1	1	2	2	2	14	3	2	1	2	1	9
53	2	2	4	2	1	1	1	3	16	3	4	2	4	2	15
54	2	2	2	1	2	2	2	1	14	2	2	2	3	3	12
55	1	1	2	2	1	1	1	1	10	2	2	1	1	2	8
56	1	2	1	1	1	1	1	1	9	1	2	1	2	1	7
57	2	2	2	2	2	2	2	2	16	2	2	2	2	2	10
58	1	2	1	2	1	2	2	1	12	1	2	1	2	2	8
59	1	2	2	2	1	2	2	2	14	2	2	1	2	2	9
60	2	2	2	2	2	3	3	2	18	2	2	2	2	2	10
61	2	2	1	2	3	2	4	1	17	2	2	2	2	2	10
62	1	1	2	2	1	2	2	2	13	2	2	1	2	2	9
63	1	1	1	1	1	1	1	1	8	1	1	1	2	2	7
64	1	1	1	1	1	1	1	1	8	1	1	1	2	2	7
65	2	2	2	2	2	3	2	1	16	2	2	2	2	2	10
66	1	2	1	1	1	2	2	2	12	1	2	1	2	2	8
67	1	1	2	1	1	2	2	1	11	2	2	1	2	2	9
68	2	2	1	2	2	4	2	2	17	2	2	2	2	3	11
69	2	2	4	2	2	1	3	2	18	3	2	2	3	1	11
70	2	2	2	2	3	1	2	2	16	2	2	2	2	2	10

71	2	2	2	2	2	2	2	3	17	2	2	2	3	3	12
72	1	1	2	2	1	1	2	1	11	2	2	1	2	2	9
73	2	3	3	2	2	3	2	1	18	3	2	2	3	3	13
74	1	1	1	1	1	1	1	1	8	1	1	1	1	2	6
75	2	2	1	1	2	1	2	1	12	1	1	2	2	2	8
76	1	1	1	1	1	1	2	1	9	1	1	1	1	2	6
77	2	2	2	2	2	2	2	1	15	2	2	2	2	3	11
78	2	2	1	2	3	2	2	1	15	2	2	2	2	3	11
79	2	3	2	2	2	2	3	2	18	2	2	2	2	2	10
80	2	1	2	1	2	3	2	2	15	2	2	2	3	2	11
81	2	2	1	1	2	1	2	1	12	1	1	2	2	2	8
82	1	1	1	1	1	1	2	1	9	1	1	1	1	2	6
83	2	2	2	2	2	2	2	1	15	2	2	2	2	3	11
84	2	2	2	2	2	2	2	1	15	2	2	2	2	3	11
85	2	3	2	2	3	1	3	2	18	2	2	2	2	2	10
86	2	2	2	1	2	2	2	2	15	2	2	2	3	2	11
87	2	2	2	2	2	2	3	2	17	2	2	2	2	2	10
88	1	1	2	2	1	2	2	2	13	2	2	1	2	2	9
89	1	1	1	1	1	1	1	1	8	1	1	1	2	2	7
90	1	1	1	1	1	1	1	1	8	1	1	1	2	2	7
91	2	2	3	2	2	2	2	4	19	3	3	2	2	3	13
92	1	2	3	1	1	2	2	2	14	3	2	1	2	1	9
93	2	2	3	2	2	1	1	3	16	3	4	2	4	2	15
94	2	2	2	1	2	2	2	1	14	2	2	2	3	3	12
95	1	1	2	2	1	1	1	1	10	2	2	1	1	2	8
96	1	2	1	1	1	1	1	1	9	1	2	1	2	1	7
97	2	2	2	2	2	2	2	2	16	2	2	2	2	2	10
98	1	2	1	2	1	2	2	1	12	1	2	1	2	2	8
99	1	2	2	2	1	2	2	2	14	2	2	1	2	2	9
100	2	2	2	3	1	3	3	1	17	2	2	2	2	2	10
101	2	2	2	2	2	2	3	2	17	2	2	2	2	2	10
102	1	1	2	2	1	2	2	2	13	2	2	1	2	2	9
103	1	1	1	1	1	1	1	1	8	1	1	1	2	2	7
104	1	1	1	1	1	1	1	1	8	1	1	1	2	2	7
105	2	2	2	2	2	2	2	2	16	2	2	2	2	2	10
106	1	2	1	1	1	2	2	2	12	1	2	1	2	2	8
107	1	1	2	1	1	2	2	1	11	2	2	1	2	2	9
108	2	2	2	2	2	2	2	2	16	2	2	2	2	3	11

109	2	2	3	2	2	2	3	2	18	3	2	2	3	1	11
110	2	2	2	2	2	2	2	2	16	2	2	2	2	2	10
111	2	2	3	2	1	3	1	4	18	3	3	2	2	3	13
112	1	2	3	1	1	2	2	2	14	3	2	1	2	1	9
113	2	2	3	2	2	1	1	3	16	3	4	2	4	2	15
114	2	2	2	1	2	2	2	1	14	2	2	2	3	3	12
115	1	1	2	2	1	1	1	1	10	2	2	1	1	2	8
116	1	2	1	1	1	1	1	1	9	1	2	1	2	1	7
117	2	2	2	2	2	2	2	2	16	2	2	2	2	2	10
118	1	2	1	2	1	2	2	1	12	1	2	1	2	2	8
119	1	2	2	2	1	2	2	2	14	2	2	1	2	2	9
120	2	2	1	1	2	4	3	2	17	2	2	2	2	2	10
121	2	2	2	2	2	2	2	3	17	2	2	2	3	3	12
122	1	1	2	2	1	1	2	1	11	2	2	1	2	2	9
123	2	3	3	3	2	2	1	2	18	3	2	2	3	3	13
124	1	1	1	1	1	1	1	1	8	1	1	1	1	2	6
125	2	2	1	1	2	1	2	1	12	1	1	2	2	2	8
126	1	1	1	1	1	1	2	1	9	1	1	1	1	2	6
127	2	2	2	2	2	2	2	1	15	2	2	2	2	3	11
128	2	2	2	2	2	2	2	1	15	2	2	2	2	3	11
129	2	4	2	2	1	1	3	2	17	2	2	2	2	2	10
130	2	2	2	1	2	2	2	2	15	2	2	2	3	2	11
	206	235	234	207	211	224	248	208		242	246	205	275	280	
	248									280					



No	Citra Merek				Total	Keputusan Pembelian										Total
	P 14	P 15	P 16	P 17		P 18	P 19	P 20	P 21	P 22	P 23	P 24	P 25	P 26		
1	3	3	2	3	11	2	3	3	3	3	3	3	3	2	25	
2	2	2	2	1	7	2	2	2	2	2	2	2	1	2	17	
3	3	3	3	2	11	3	3	3	3	3	3	3	2	3	26	
4	1	2	2	1	6	1	2	1	1	2	2	1	1	1	12	
5	3	2	2	1	8	1	2	3	2	2	2	3	1	1	17	
6	2	2	1	1	6	1	2	2	1	2	2	2	1	1	14	
7	3	2	3	1	9	2	3	3	2	3	3	3	1	2	22	
8	3	2	3	1	9	2	3	3	2	3	3	3	1	2	22	
9	2	2	1	2	7	2	2	2	2	2	2	2	2	2	18	
10	2	2	3	2	9	2	2	2	3	2	2	2	2	2	19	
11	2	3	2	2	9	2	2	2	2	2	2	2	2	2	18	
12	2	2	2	2	8	2	2	2	2	2	2	2	2	2	18	
13	1	2	2	1	6	1	2	1	2	2	2	1	1	1	13	
14	1	2	2	1	6	1	2	1	2	2	2	1	1	1	13	
15	2	2	1	2	7	2	2	2	2	2	2	2	2	2	18	
16	1	2	1	2	6	1	2	1	2	2	2	1	2	1	14	
17	2	2	2	1	7	2	2	2	2	2	2	2	1	2	17	
18	2	3	2	2	9	2	3	2	2	3	3	2	2	2	21	
19	3	3	2	2	10	3	1	3	3	1	1	3	2	3	20	
20	2	3	3	2	10	2	2	2	2	2	2	2	2	2	18	
21	2	2	3	4	11	3	3	2	2	3	3	2	4	3	25	
22	1	3	2	2	8	3	1	1	2	1	1	1	2	3	15	
23	2	3	2	3	10	3	2	2	4	2	2	2	3	3	23	
24	3	3	3	1	10	2	3	3	3	3	3	3	1	2	23	
25	2	2	2	1	7	2	2	2	1	2	2	2	1	2	16	
26	1	2	2	1	6	1	1	1	2	1	1	1	1	1	10	
27	2	2	2	2	8	2	2	2	2	2	2	2	2	2	18	
28	2	2	3	1	8	1	2	2	2	2	2	2	1	1	15	
29	2	2	2	2	8	2	2	2	2	2	2	2	2	2	18	
30	1	3	2	2	8	2	2	1	2	2	2	1	2	2	16	
31	3	3	2	3	11	2	3	3	3	3	3	3	3	2	25	
32	2	2	2	1	7	2	2	2	2	2	2	2	1	2	17	
33	3	3	3	2	11	3	3	3	3	3	3	3	2	3	26	
34	1	2	2	1	6	1	2	1	1	2	2	1	1	1	12	
35	3	2	2	1	8	1	2	3	2	2	2	3	1	1	17	

36	2	2	1	1	6	1	2	2	1	2	2	2	1	1	14
37	3	2	3	1	9	2	3	3	2	3	3	3	1	2	22
38	3	2	3	1	9	2	3	3	2	3	3	3	1	2	22
39	2	2	1	2	7	2	2	2	2	2	2	2	2	2	18
40	2	2	3	2	9	2	2	2	3	2	2	2	2	2	19
41	3	2	2	1	8	1	2	3	2	2	2	3	1	1	17
42	2	2	1	1	6	1	2	2	1	2	2	2	1	1	14
43	3	2	3	1	9	2	3	3	2	3	3	3	1	2	22
44	3	2	3	1	9	2	3	3	2	3	3	3	1	2	22
45	2	2	1	2	7	2	2	2	2	2	2	2	2	2	18
46	2	2	3	2	9	2	2	2	3	2	2	2	2	2	19
47	2	3	2	2	9	2	2	2	2	2	2	2	2	2	18
48	2	2	2	2	8	2	2	2	2	2	2	2	2	2	18
49	1	2	2	1	6	1	2	1	2	2	2	1	1	1	13
50	1	2	2	1	6	1	2	1	2	2	2	1	1	1	13
51	2	2	3	4	11	3	3	2	2	3	3	2	4	3	25
52	1	3	2	2	8	3	1	1	2	1	1	1	2	3	15
53	2	3	2	3	10	3	2	2	4	2	2	2	3	3	23
54	3	3	3	1	10	2	3	3	3	3	3	3	1	2	23
55	2	2	2	1	7	2	2	2	1	2	2	2	1	2	16
56	1	2	2	1	6	1	1	1	2	1	1	1	1	1	10
57	2	2	2	2	8	2	2	2	2	2	2	2	2	2	18
58	2	2	3	1	8	1	2	2	2	2	2	2	1	1	15
59	2	2	2	2	8	2	2	2	2	2	2	2	2	2	18
60	1	3	2	2	8	2	2	1	2	2	2	1	2	2	16
61	2	3	2	2	9	2	2	2	2	2	2	2	2	2	18
62	2	2	2	2	8	2	2	2	2	2	2	2	2	2	18
63	1	2	2	1	6	1	2	1	2	2	2	1	1	1	13
64	1	2	2	1	6	1	2	1	2	2	2	1	1	1	13
65	2	2	1	2	7	2	2	2	2	2	2	2	2	2	18
66	1	2	1	2	6	1	2	1	2	2	2	1	2	1	14
67	2	2	2	1	7	2	2	2	2	2	2	2	1	2	17
68	2	3	2	2	9	2	3	2	2	3	3	2	2	2	21
69	3	3	2	2	10	3	1	3	3	1	1	3	2	3	20
70	2	3	3	2	10	2	2	2	2	2	2	2	2	2	18
71	3	3	2	3	11	2	3	3	3	3	3	3	3	2	25
72	2	2	2	1	7	2	2	2	2	2	2	2	1	2	17
73	3	3	3	2	11	3	3	3	3	3	3	3	2	3	26

74	1	2	2	1	6	1	2	1	1	2	2	1	1	1	12
75	3	2	2	1	8	1	2	3	2	2	2	3	1	1	17
76	2	2	1	1	6	1	2	2	1	2	2	2	1	1	14
77	3	2	3	1	9	2	3	3	2	3	3	3	1	2	22
78	3	2	3	1	9	2	3	3	2	3	3	3	1	2	22
79	2	2	1	2	7	2	2	2	2	2	2	2	2	2	18
80	2	2	3	2	9	2	2	2	3	2	2	2	2	2	19
81	3	2	2	1	8	1	2	3	2	2	2	3	1	1	17
82	2	2	1	1	6	1	2	2	1	2	2	2	1	1	14
83	3	2	3	1	9	2	3	3	2	3	3	3	1	2	22
84	3	2	3	1	9	2	3	3	2	3	3	3	1	2	22
85	2	2	1	2	7	2	2	2	2	2	2	2	2	2	18
86	2	2	3	2	9	2	2	2	3	2	2	2	2	2	19
87	2	3	2	2	9	2	2	2	2	2	2	2	2	2	18
88	2	2	2	2	8	2	2	2	2	2	2	2	2	2	18
89	1	2	2	1	6	1	2	1	2	2	2	1	1	1	13
90	1	2	2	1	6	1	2	1	2	2	2	1	1	1	13
91	2	2	3	4	11	3	3	2	2	3	3	2	4	3	25
92	1	3	2	2	8	3	1	1	2	1	1	1	2	3	15
93	2	3	2	3	10	3	2	2	4	2	2	2	3	3	23
94	3	3	3	1	10	2	3	3	3	3	3	3	1	2	23
95	2	2	2	1	7	2	2	2	1	2	2	2	1	2	16
96	1	2	2	1	6	1	1	1	2	1	1	1	1	1	10
97	2	2	2	2	8	2	2	2	2	2	2	2	2	2	18
98	2	2	3	1	8	1	2	2	2	2	2	2	1	1	15
99	2	2	2	2	8	2	2	2	2	2	2	2	2	2	18
100	1	3	2	2	8	2	2	1	2	2	2	1	2	2	16
101	2	3	2	2	9	2	2	2	2	2	2	2	2	2	18
102	2	2	2	2	8	2	2	2	2	2	2	2	2	2	18
103	1	2	2	1	6	1	2	1	2	2	2	1	1	1	13
104	1	2	2	1	6	1	2	1	2	2	2	1	1	1	13
105	2	2	1	2	7	2	2	2	2	2	2	2	2	2	18
106	1	2	1	2	6	1	2	1	2	2	2	1	2	1	14
107	2	2	2	1	7	2	2	2	2	2	2	2	1	2	17
108	2	3	2	2	9	2	3	2	2	3	3	2	2	2	21
109	3	3	2	2	10	3	1	3	3	1	1	3	2	3	20
110	2	3	3	2	10	2	2	2	2	2	2	2	2	2	18
111	2	2	3	4	11	3	3	2	2	3	3	2	4	3	25



## Lampiran 5

## r Tabel Product Moment

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

## Lampiran 6

## Uji Validitas Pre Test 30 Responden

## 1. Celebrity Endorser

## Correlations

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Celebrity Endorser
X1.1 Pearson Correlation	1	.405*	.334	.147	.685**	.216	.348	.262	.754**
Sig. (2-tailed)		.026	.071	.438	.000	.253	.059	.162	.000
N	30	30	30	30	30	30	30	30	30
X1.2 Pearson Correlation	.405*	1	.052	.272	.470**	.310	.014	.175	.583**
Sig. (2-tailed)	.026		.787	.146	.009	.095	.941	.354	.001
N	30	30	30	30	30	30	30	30	30
X1.3 Pearson Correlation	.334	.052	1	.374*	.065	-.049	.364*	.256	.549**
Sig. (2-tailed)	.071	.787		.042	.734	.798	.048	.172	.002
N	30	30	30	30	30	30	30	30	30
X1.4 Pearson Correlation	.147	.272	.374*	1	.190	-.043	.082	.313	.494**
Sig. (2-tailed)	.438	.146	.042		.316	.822	.665	.092	.005
N	30	30	30	30	30	30	30	30	30
X1.5 Pearson Correlation	.685**	.470**	.065	.190	1	-.105	-.012	.417*	.608**
Sig. (2-tailed)	.000	.009	.734	.316		.580	.950	.022	.000
N	30	30	30	30	30	30	30	30	30
X1.6 Pearson Correlation	.216	.310	-.049	-.043	-.105	1	.390*	-.038	.363*
Sig. (2-tailed)	.253	.095	.798	.822	.580		.033	.841	.049
N	30	30	30	30	30	30	30	30	30
X1.7 Pearson Correlation	.348	.014	.364*	.082	-.012	.390*	1	.208	.542**
Sig. (2-tailed)	.059	.941	.048	.665	.950	.033		.269	.002
N	30	30	30	30	30	30	30	30	30
X1.8 Pearson Correlation	.262	.175	.256	.313	.417*	-.038	.208	1	.596**
Sig. (2-tailed)	.162	.354	.172	.092	.022	.841	.269		.001
N	30	30	30	30	30	30	30	30	30
Total Pearson Correlation	.754**	.583**	.549**	.494**	.608**	.363*	.542**	.596**	1
Sig. (2-tailed)	.000	.001	.002	.005	.000	.049	.002	.001	
N	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. Harga

**Correlations**

		X2.1	X2.2	X2.3	X2.4	X2.5	Harga
X2.1	Pearson Correlation	1	.697**	.486**	.530**	.128	.804**
	Sig. (2-tailed)		.000	.006	.003	.501	.000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	.697**	1	.368*	.589**	.131	.783**
	Sig. (2-tailed)	.000		.046	.001	.490	.000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	.486**	.368*	1	.515**	.447*	.757**
	Sig. (2-tailed)	.006	.046		.004	.013	.000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	.530**	.589**	.515**	1	.141	.778**
	Sig. (2-tailed)	.003	.001	.004		.458	.000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	.128	.131	.447*	.141	1	.489**
	Sig. (2-tailed)	.501	.490	.013	.458		.006
	N	30	30	30	30	30	30
Total	Pearson Correlation	.804**	.783**	.757**	.778**	.489**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.006	
	N	30	30	30	30	30	30

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

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



### 3. Citra Merek

Correlations

		Z1	Z2	Z3	Z4	Citra Merek
Z1	Pearson Correlation	1	.207	.395*	.066	.674**
	Sig. (2-tailed)		.272	.031	.728	.000
	N	30	30	30	30	30
Z2	Pearson Correlation	.207	1	.191	.384*	.636**
	Sig. (2-tailed)	.272		.313	.036	.000
	N	30	30	30	30	30
Z3	Pearson Correlation	.395*	.191	1	.015	.620**
	Sig. (2-tailed)	.031	.313		.939	.000
	N	30	30	30	30	30
Z4	Pearson Correlation	.066	.384*	.015	1	.610**
	Sig. (2-tailed)	.728	.036	.939		.000
	N	30	30	30	30	30
Total	Pearson Correlation	.674**	.636**	.620**	.610**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).



## 4. Keputusan Pembelian

## Correlations

	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Keputusan Pembelian
Y1 Pearson Correlation	1	.128	.375*	.530**	.128	.128	.375*	.632**	1.000**	.714**
Sig. (2-tailed)		.501	.041	.003	.501	.501	.041	.000	.000	.000
N	30	30	30	30	30	30	30	30	30	30
Y2 Pearson Correlation	.128	1	.521**	.141	1.000**	1.000**	.521**	.177	.128	.703**
Sig. (2-tailed)	.501		.003	.458	.000	.000	.003	.349	.501	.000
N	30	30	30	30	30	30	30	30	30	30
Y3 Pearson Correlation	.375*	.521**	1	.395*	.521**	.521**	1.000**	.066	.375*	.765**
Sig. (2-tailed)	.041	.003		.031	.003	.003	.000	.728	.041	.000
N	30	30	30	30	30	30	30	30	30	30
Y4 Pearson Correlation	.530**	.141	.395*	1	.141	.141	.395*	.454*	.530**	.612**
Sig. (2-tailed)	.003	.458	.031		.458	.458	.031	.012	.003	.000
N	30	30	30	30	30	30	30	30	30	30
Y5 Pearson Correlation	.128	1.000**	.521**	.141	1	1.000**	.521**	.177	.128	.703**
Sig. (2-tailed)	.501	.000	.003	.458		.000	.003	.349	.501	.000
N	30	30	30	30	30	30	30	30	30	30
Y6 Pearson Correlation	.128	1.000**	.521**	.141	1.000**	1	.521**	.177	.128	.703**
Sig. (2-tailed)	.501	.000	.003	.458	.000		.003	.349	.501	.000
N	30	30	30	30	30	30	30	30	30	30
Y7 Pearson Correlation	.375*	.521**	1.000**	.395*	.521**	.521**	1	.066	.375*	.765**
Sig. (2-tailed)	.041	.003	.000	.031	.003	.003		.728	.041	.000
N	30	30	30	30	30	30	30	30	30	30
Y8 Pearson Correlation	.632**	.177	.066	.454*	.177	.177	.066	1	.632**	.564**
Sig. (2-tailed)	.000	.349	.728	.012	.349	.349	.728		.000	.001

N		30	30	30	30	30	30	30	30	30	
Y9	Pearson	1.000**	.128	.375*	.530**	.128	.128	.375*	.632**	1	.714**
	Correlation										
	Sig. (2-tailed)	.000	.501	.041	.003	.501	.501	.041	.000		.000
N		30	30	30	30	30	30	30	30	30	30
total	Pearson	.714**	.703**	.765**	.612**	.703**	.703**	.765**	.564**	.714**	1
	Correlation										
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.001	.000	
N		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).

### Lampiran 7

#### Uji Reliabilitas 26 Pernyataan

##### Reliability Statistics

Cronbach's Alpha	N of Items
.929	26

### Lampiran 8

#### Koefisien Determinasi *Celebrity Endorser* dan Harga terhadap Citra Merek

##### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.885 <sup>a</sup>	.783	.780	.73488

a. Predictors: (Constant), Harga, *Celebrity Endorser*

### Lampiran 9

#### Uji Regresi *Celebrity Endorser* dan Harga terhadap Citra Merek

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.782	.303		5.872	.000
	Celebrity Endorser	.092	.035	.193	2.610	.010
	Harga	.529	.055	.718	9.692	.000

a. Dependent Variable: Citra Merek

### Lampiran 10

#### Uji Regresi *Celebrity Endorser*, Harga, dan Citra Merek terhadap Keputusan Pembelian

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.346	.654		-.529	.597
	Celebrity Endorser	-.058	.069	-.048	-.837	.404
	Harga	.986	.138	.532	7.159	.000
	Citra Merek	1.192	.170	.475	7.027	.000

a. Dependent Variable: Keputusan Pembelian

### Lampiran 11

#### Koefisien Determinasi Harga dan Citra Merek terhadap Keputusan Pembelian

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.935 <sup>a</sup>	.875	.873	1.40376

a. Predictors: (Constant), Citra Merek, Harga

## Lampiran 12

**Hasil Uji Regresi Harga dan Citra Merek  
terhadap Keputusan Pembelian**

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.364	.653		-.557	.579
	Harga	.933	.122	.503	7.659	.000
	CitraMerek	1.160	.165	.462	7.027	.000

a. Dependent Variable: Keputusan Pembelian

## Lampiran 13

**Logo Oppo Smartphone**



## Lampiran 14

**Perbandingan Harga Sesuai Spesifikasi**

No.	Merek	Type	Harga
1	Oppo	Oppo F7	Rp. 3.749.000
2	Samsung	Galaxy A6+	Rp. 3.930.000
3	Asus	Zenfone 5	Rp. 4.300.000
4	Vivo	Vivo V9	Rp. 2.790.000
5	Xiaomi	Redmi 6 Pro	Rp. 3.445.000

Lampiran 15

Foto Chelsea Islan



