

LAMPIRAN 6

Tabulasi Celebrity Endorsement 100 Responden

| No. | Celebrity Endorsement | | | | | | Total |
|-----|-----------------------|----|----|----|----|----|-------|
| | p1 | p2 | p3 | p4 | p5 | p6 | |
| 1 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 2 | 2 | 2 | 2 | 3 | 1 | 2 | 12 |
| 3 | 3 | 4 | 3 | 4 | 3 | 2 | 19 |
| 4 | 3 | 3 | 4 | 3 | 3 | 4 | 20 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 6 | 3 | 3 | 2 | 3 | 2 | 2 | 15 |
| 7 | 3 | 3 | 4 | 3 | 2 | 3 | 18 |
| 8 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 9 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 10 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 11 | 4 | 4 | 3 | 4 | 1 | 4 | 20 |
| 12 | 4 | 4 | 4 | 4 | 2 | 2 | 20 |
| 13 | 1 | 3 | 3 | 4 | 2 | 1 | 14 |
| 14 | 3 | 3 | 4 | 4 | 3 | 3 | 20 |
| 15 | 3 | 3 | 2 | 3 | 2 | 3 | 16 |
| 16 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 18 | 3 | 3 | 2 | 3 | 2 | 3 | 16 |
| 19 | 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 21 | 4 | 3 | 3 | 4 | 2 | 2 | 18 |
| 22 | 3 | 3 | 2 | 3 | 2 | 3 | 16 |
| 23 | 2 | 2 | 2 | 3 | 2 | 2 | 13 |
| 24 | 3 | 3 | 3 | 3 | 2 | 3 | 17 |
| 25 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 26 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 27 | 3 | 2 | 3 | 4 | 2 | 3 | 17 |
| 28 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 29 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 30 | 3 | 4 | 4 | 4 | 2 | 3 | 20 |
| 31 | 3 | 3 | 3 | 3 | 2 | 4 | 18 |
| 32 | 3 | 3 | 2 | 3 | 2 | 3 | 16 |
| 33 | 4 | 4 | 4 | 3 | 3 | 4 | 18 |

| No | Celebrity Endorsement | | | | | | Total |
|----|-----------------------|----|----|----|----|----|-------|
| | p1 | p2 | p3 | p4 | p5 | p6 | |
| 34 | 3 | 3 | 4 | 3 | 3 | 4 | 20 |
| 35 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 36 | 4 | 3 | 3 | 3 | 2 | 3 | 18 |
| 37 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 38 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 39 | 4 | 3 | 3 | 4 | 3 | 4 | 21 |
| 40 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 41 | 4 | 3 | 4 | 4 | 3 | 3 | 21 |
| 42 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 43 | 2 | 3 | 4 | 3 | 3 | 4 | 19 |
| 44 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 45 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 46 | 3 | 2 | 2 | 4 | 2 | 3 | 16 |
| 47 | 4 | 3 | 2 | 3 | 2 | 3 | 17 |
| 48 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 49 | 3 | 4 | 4 | 2 | 4 | 4 | 21 |
| 50 | 4 | 3 | 4 | 4 | 3 | 3 | 21 |
| 51 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 52 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 54 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 55 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 56 | 4 | 4 | 4 | 4 | 3 | 2 | 21 |
| 57 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 58 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 59 | 3 | 3 | 2 | 2 | 1 | 2 | 13 |
| 60 | 3 | 2 | 3 | 1 | 1 | 2 | 12 |
| 61 | 4 | 2 | 2 | 2 | 2 | 1 | 13 |
| 62 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 63 | 4 | 3 | 3 | 3 | 1 | 3 | 17 |
| 64 | 4 | 4 | 4 | 4 | 3 | 2 | 21 |
| 65 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 66 | 3 | 3 | 2 | 3 | 2 | 3 | 16 |
| 67 | 4 | 3 | 3 | 3 | 1 | 3 | 17 |
| 68 | 3 | 2 | 3 | 4 | 2 | 2 | 16 |
| 69 | 4 | 2 | 2 | 4 | 1 | 3 | 16 |
| 70 | 4 | 3 | 2 | 4 | 1 | 2 | 16 |

| No. | Celebrity Endorsement | | | | | | Total |
|-------|-----------------------|-----|-----|-----|-----|-----|-------|
| | p1 | p2 | p3 | p4 | p5 | p6 | |
| 71 | 3 | 3 | 1 | 3 | 3 | 3 | 16 |
| 72 | 4 | 4 | 2 | 3 | 3 | 4 | 20 |
| 73 | 3 | 2 | 3 | 3 | 1 | 3 | 15 |
| 74 | 3 | 2 | 3 | 2 | 2 | 3 | 15 |
| 75 | 3 | 2 | 1 | 3 | 2 | 2 | 13 |
| 76 | 3 | 3 | 2 | 4 | 1 | 2 | 15 |
| 77 | 4 | 3 | 3 | 4 | 2 | 4 | 20 |
| 78 | 4 | 4 | 2 | 4 | 1 | 3 | 18 |
| 79 | 3 | 4 | 2 | 4 | 2 | 3 | 18 |
| 80 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 81 | 4 | 4 | 4 | 3 | 2 | 4 | 21 |
| 82 | 3 | 3 | 2 | 4 | 3 | 3 | 18 |
| 83 | 3 | 2 | 2 | 3 | 2 | 3 | 15 |
| 84 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 85 | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 86 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 87 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 88 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 89 | 4 | 2 | 2 | 3 | 2 | 3 | 16 |
| 90 | 4 | 4 | 2 | 3 | 1 | 3 | 17 |
| 91 | 3 | 3 | 2 | 4 | 1 | 3 | 16 |
| 92 | 4 | 4 | 2 | 3 | 2 | 4 | 19 |
| 93 | 4 | 3 | 4 | 4 | 3 | 3 | 21 |
| 94 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 95 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 96 | 4 | 3 | 3 | 4 | 2 | 3 | 19 |
| 97 | 4 | 4 | 4 | 4 | 2 | 4 | 22 |
| 98 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 99 | 3 | 3 | 3 | 3 | 2 | 2 | 16 |
| 100 | 4 | 3 | 3 | 4 | 2 | 3 | 19 |
| Total | 304 | 318 | 298 | 339 | 252 | 308 | 1891 |

Tabulasi Brand Awareness (Kesadaran Merek) 100 Responden

| No. | Brand Awareness | | | | | | Total |
|-----|-----------------|----|----|-----|-----|-----|-------|
| | p7 | p8 | p9 | p10 | p11 | p12 | |
| 1 | 3 | 2 | 3 | 3 | 3 | 3 | 17 |
| 2 | 4 | 3 | 3 | 4 | 4 | 3 | 21 |
| 3 | 2 | 3 | 3 | 4 | 4 | 3 | 19 |
| 4 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 6 | 3 | 2 | 3 | 3 | 3 | 2 | 16 |
| 7 | 3 | 3 | 3 | 2 | 2 | 2 | 15 |
| 8 | 2 | 3 | 3 | 3 | 2 | 4 | 17 |
| 9 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 10 | 1 | 1 | 1 | 1 | 1 | 1 | 6 |
| 11 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 12 | 4 | 1 | 2 | 3 | 3 | 4 | 17 |
| 13 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 14 | 3 | 3 | 4 | 4 | 3 | 2 | 19 |
| 15 | 3 | 2 | 4 | 3 | 2 | 1 | 15 |
| 16 | 2 | 2 | 3 | 3 | 2 | 3 | 15 |
| 17 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 18 | 3 | 2 | 3 | 3 | 2 | 3 | 16 |
| 19 | 4 | 4 | 2 | 3 | 3 | 3 | 19 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 21 | 3 | 3 | 3 | 4 | 3 | 2 | 18 |
| 22 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 23 | 3 | 2 | 3 | 3 | 2 | 2 | 15 |
| 24 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 25 | 4 | 1 | 1 | 3 | 4 | 1 | 14 |
| 26 | 4 | 4 | 4 | 3 | 2 | 4 | 21 |
| 27 | 2 | 2 | 3 | 2 | 3 | 2 | 14 |
| 28 | 3 | 2 | 2 | 3 | 3 | 3 | 16 |
| 29 | 3 | 1 | 1 | 3 | 3 | 3 | 14 |
| 30 | 3 | 2 | 2 | 3 | 4 | 2 | 16 |
| 31 | 3 | 3 | 2 | 3 | 2 | 2 | 15 |
| 32 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 33 | 3 | 2 | 1 | 3 | 2 | 2 | 13 |
| 34 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| 35 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |

| No. | Brand Awareness | | | | | | Total |
|-----|-----------------|----|----|-----|-----|-----|-------|
| | p7 | p8 | p9 | p10 | p11 | p12 | |
| 36 | 4 | 3 | 3 | 4 | 4 | 3 | 21 |
| 37 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 38 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 39 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 40 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| 41 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 42 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 43 | 1 | 2 | 1 | 4 | 3 | 4 | 15 |
| 44 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 45 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 46 | 2 | 2 | 2 | 2 | 3 | 2 | 13 |
| 47 | 3 | 2 | 2 | 3 | 3 | 3 | 16 |
| 48 | 3 | 4 | 2 | 2 | 3 | 3 | 17 |
| 49 | 3 | 4 | 1 | 3 | 1 | 1 | 13 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 51 | 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 52 | 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 53 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 54 | 3 | 3 | 2 | 3 | 3 | 2 | 16 |
| 55 | 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 56 | 4 | 4 | 2 | 2 | 2 | 2 | 16 |
| 57 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 58 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 59 | 1 | 2 | 2 | 3 | 3 | 1 | 12 |
| 60 | 2 | 3 | 2 | 2 | 3 | 2 | 14 |
| 61 | 2 | 2 | 4 | 2 | 4 | 4 | 18 |
| 62 | 4 | 3 | 3 | 2 | 2 | 3 | 17 |
| 63 | 2 | 2 | 2 | 3 | 3 | 3 | 15 |
| 64 | 4 | 4 | 2 | 2 | 2 | 2 | 16 |
| 65 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 66 | 3 | 3 | 2 | 2 | 2 | 2 | 14 |
| 67 | 2 | 2 | 2 | 3 | 3 | 3 | 15 |
| 68 | 2 | 3 | 2 | 1 | 3 | 2 | 13 |
| 69 | 3 | 2 | 1 | 2 | 3 | 2 | 13 |
| 70 | 2 | 1 | 1 | 3 | 3 | 1 | 11 |
| 71 | 2 | 1 | 3 | 3 | 4 | 3 | 16 |
| 72 | 2 | 3 | 2 | 2 | 4 | 2 | 15 |

| No. | Brand Awareness | | | | | | Total |
|-------|-----------------|-----|-----|-----|-----|-----|-------|
| | p7 | p8 | p9 | p10 | p11 | p12 | |
| 73 | 3 | 3 | 2 | 3 | 4 | 2 | 17 |
| 74 | 2 | 2 | 3 | 3 | 4 | 2 | 16 |
| 75 | 2 | 2 | 2 | 3 | 3 | 3 | 15 |
| 76 | 2 | 1 | 3 | 3 | 3 | 2 | 14 |
| 77 | 2 | 2 | 2 | 3 | 3 | 4 | 16 |
| 78 | 2 | 4 | 1 | 3 | 3 | 3 | 16 |
| 79 | 2 | 2 | 2 | 3 | 3 | 4 | 16 |
| 80 | 2 | 2 | 2 | 3 | 3 | 2 | 14 |
| 81 | 4 | 3 | 1 | 3 | 4 | 4 | 19 |
| 82 | 3 | 3 | 2 | 3 | 2 | 2 | 15 |
| 83 | 3 | 3 | 1 | 1 | 2 | 1 | 11 |
| 84 | 3 | 3 | 3 | 3 | 3 | 2 | 17 |
| 85 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 86 | 3 | 2 | 2 | 3 | 2 | 2 | 14 |
| 87 | 3 | 3 | 2 | 3 | 1 | 3 | 15 |
| 88 | 2 | 2 | 3 | 4 | 3 | 3 | 17 |
| 89 | 2 | 3 | 1 | 3 | 2 | 3 | 14 |
| 90 | 2 | 1 | 3 | 3 | 2 | 4 | 15 |
| 91 | 2 | 2 | 3 | 2 | 3 | 3 | 15 |
| 92 | 3 | 2 | 3 | 2 | 3 | 2 | 15 |
| 93 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 94 | 3 | 4 | 3 | 4 | 4 | 4 | 22 |
| 95 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 96 | 3 | 3 | 1 | 2 | 2 | 2 | 13 |
| 97 | 3 | 1 | 3 | 3 | 2 | 2 | 14 |
| 98 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 99 | 2 | 3 | 2 | 3 | 2 | 3 | 15 |
| 100 | 2 | 2 | 1 | 3 | 3 | 4 | 15 |
| Total | 289 | 270 | 255 | 295 | 291 | 275 | 1675 |

Tabulasi Purchase Intention (Minat Beli) 100 Responden

| No. | Purchase Intention | | | | | | | | Total |
|-----|--------------------|-----|-----|-----|-----|-----|-----|-----|-------|
| | p13 | p14 | p15 | p16 | p17 | p18 | p19 | p20 | |
| 1 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 21 |
| 2 | 3 | 2 | 2 | 2 | 1 | 1 | 3 | 3 | 17 |
| 3 | 4 | 3 | 4 | 3 | 2 | 3 | 3 | 2 | 24 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 5 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 22 |
| 6 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 19 |
| 7 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 22 |
| 8 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 4 | 13 |
| 9 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 24 |
| 10 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 3 | 12 |
| 11 | 4 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 29 |
| 12 | 3 | 3 | 2 | 2 | 3 | 1 | 4 | 4 | 22 |
| 13 | 1 | 1 | 2 | 2 | 1 | 1 | 4 | 3 | 15 |
| 14 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 25 |
| 15 | 3 | 2 | 1 | 3 | 2 | 1 | 4 | 2 | 18 |
| 16 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 21 |
| 17 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 18 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 24 |
| 19 | 3 | 4 | 3 | 3 | 2 | 1 | 4 | 4 | 24 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 21 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 22 |
| 22 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 22 |
| 23 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 19 |
| 24 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 24 |
| 25 | 3 | 3 | 3 | 3 | 3 | 1 | 4 | 4 | 24 |
| 26 | 4 | 4 | 3 | 3 | 4 | 1 | 3 | 3 | 25 |
| 27 | 2 | 1 | 1 | 1 | 1 | 1 | 3 | 3 | 13 |
| 28 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 20 |
| 29 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 30 | 3 | 4 | 3 | 3 | 2 | 1 | 4 | 4 | 24 |
| 31 | 1 | 2 | 2 | 3 | 2 | 2 | 4 | 4 | 20 |
| 32 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 22 |
| 33 | 3 | 2 | 3 | 3 | 3 | 1 | 2 | 2 | 19 |
| 34 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 26 |
| 35 | 4 | 4 | 4 | 3 | 3 | 2 | 2 | 1 | 23 |

| No. | Purchase Intention | | | | | | | | Total |
|-----|--------------------|-----|-----|-----|-----|-----|-----|-----|-------|
| | p13 | p14 | p15 | p16 | p17 | p18 | p19 | p20 | |
| 36 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 29 |
| 37 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 25 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 30 |
| 39 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 26 |
| 40 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 28 |
| 41 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 25 |
| 42 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 30 |
| 43 | 3 | 4 | 2 | 4 | 1 | 3 | 2 | 2 | 21 |
| 44 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 45 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 46 | 2 | 3 | 2 | 3 | 2 | 1 | 4 | 4 | 21 |
| 47 | 3 | 4 | 2 | 3 | 2 | 1 | 3 | 3 | 21 |
| 48 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 20 |
| 49 | 2 | 3 | 3 | 4 | 2 | 3 | 3 | 4 | 24 |
| 50 | 4 | 4 | 2 | 3 | 4 | 3 | 2 | 2 | 24 |
| 51 | 1 | 2 | 2 | 2 | 2 | 1 | 4 | 4 | 18 |
| 52 | 1 | 1 | 1 | 2 | 2 | 1 | 3 | 3 | 14 |
| 53 | 3 | 3 | 2 | 2 | 3 | 2 | 4 | 4 | 23 |
| 54 | 2 | 3 | 2 | 2 | 1 | 1 | 3 | 3 | 17 |
| 55 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 23 |
| 56 | 2 | 2 | 2 | 2 | 4 | 2 | 4 | 4 | 22 |
| 57 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 26 |
| 58 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 21 |
| 59 | 3 | 3 | 2 | 2 | 1 | 1 | 3 | 3 | 18 |
| 60 | 2 | 3 | 3 | 4 | 2 | 2 | 4 | 4 | 24 |
| 61 | 2 | 1 | 2 | 3 | 1 | 1 | 4 | 4 | 18 |
| 62 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 21 |
| 63 | 2 | 3 | 2 | 3 | 2 | 4 | 3 | 3 | 22 |
| 64 | 2 | 2 | 2 | 2 | 4 | 2 | 4 | 4 | 22 |
| 65 | 3 | 3 | 2 | 2 | 2 | 1 | 4 | 4 | 21 |
| 66 | 2 | 3 | 3 | 2 | 2 | 1 | 3 | 3 | 19 |
| 67 | 2 | 3 | 2 | 3 | 2 | 4 | 3 | 3 | 22 |
| 68 | 2 | 3 | 2 | 2 | 2 | 1 | 4 | 3 | 19 |
| 69 | 2 | 4 | 2 | 2 | 1 | 1 | 1 | 4 | 17 |
| 70 | 3 | 3 | 2 | 2 | 3 | 1 | 3 | 3 | 20 |
| 71 | 3 | 3 | 4 | 2 | 4 | 3 | 4 | 3 | 26 |
| 72 | 3 | 4 | 4 | 2 | 3 | 3 | 3 | 4 | 26 |

| No. | Purchase Intention | | | | | | | | Total |
|-------|--------------------|-----|-----|-----|-----|-----|-----|-----|-------|
| | p13 | p14 | p15 | p16 | p17 | p18 | p19 | p20 | |
| 73 | 3 | 4 | 3 | 4 | 2 | 2 | 4 | 3 | 25 |
| 74 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 19 |
| 75 | 3 | 2 | 3 | 3 | 3 | 1 | 4 | 3 | 22 |
| 76 | 3 | 2 | 3 | 3 | 2 | 1 | 3 | 4 | 21 |
| 77 | 3 | 4 | 2 | 3 | 2 | 1 | 4 | 4 | 23 |
| 78 | 3 | 4 | 3 | 2 | 3 | 2 | 3 | 4 | 24 |
| 79 | 2 | 3 | 2 | 3 | 1 | 1 | 4 | 3 | 19 |
| 80 | 2 | 2 | 2 | 3 | 2 | 1 | 4 | 4 | 20 |
| 81 | 4 | 2 | 4 | 4 | 3 | 2 | 4 | 3 | 26 |
| 82 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 21 |
| 83 | 2 | 3 | 1 | 1 | 2 | 1 | 1 | 3 | 14 |
| 84 | 3 | 3 | 2 | 3 | 2 | 2 | 4 | 4 | 23 |
| 85 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 24 |
| 86 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 21 |
| 87 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 22 |
| 88 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 22 |
| 89 | 2 | 2 | 2 | 3 | 2 | 1 | 4 | 3 | 19 |
| 90 | 3 | 4 | 3 | 4 | 2 | 2 | 3 | 4 | 25 |
| 91 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 4 | 22 |
| 92 | 2 | 3 | 2 | 2 | 2 | 2 | 4 | 3 | 20 |
| 93 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 24 |
| 94 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 26 |
| 95 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 96 | 3 | 3 | 4 | 3 | 4 | 3 | 1 | 3 | 24 |
| 97 | 4 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 27 |
| 98 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 29 |
| 99 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 4 | 23 |
| 100 | 3 | 4 | 4 | 3 | 2 | 2 | 3 | 3 | 24 |
| Total | 284 | 293 | 268 | 283 | 253 | 211 | 318 | 330 | 2240 |