

## LAMPIRAN 3

## Data Karakteristik 30 Responden dan 130 Responden

| Keterangan                      |                              | Jumlah Responden | Total |
|---------------------------------|------------------------------|------------------|-------|
| Responden Mengenal Maudy Ayunda | Ya                           | 30               | 30    |
|                                 | Tidak                        | 0                |       |
| Media dilihat                   | Televisi                     | 8                | 30    |
|                                 | Instagram                    | 14               |       |
|                                 | Internet                     | 6                |       |
|                                 | Majalah                      | 2                |       |
| Jenis Kelamin                   | Laki-Laki                    | 12               | 30    |
|                                 | Perempuan                    | 18               |       |
| Usia                            | 17-24 tahun                  | 24               | 30    |
|                                 | 25-35 tahun                  | 6                |       |
|                                 | > 35 tahun                   |                  |       |
| Pekerjaan                       | Pelajar/Mahasiswa            | 22               | 30    |
|                                 | Karyawan                     | 5                |       |
|                                 | Wirausaha                    | 3                |       |
|                                 | Lain-lain                    |                  |       |
| Anggaran Pembelian Smartphone   | < Rp 1.000.000               | 3                | 30    |
|                                 | Rp 1.000.000 - Rp 5.000.000  | 22               |       |
|                                 | Rp 5.000.000 - Rp 10.000.000 | 4                |       |
|                                 | > Rp 10.000.000              | 1                |       |
| Frekuensi Penggunaan Smartphone | 1-6 bulan                    | 3                | 30    |
|                                 | 7-12 bulan                   | 18               |       |
|                                 | > 12                         | 9                |       |

| Keterangan                      |                              | Jumlah Responden | Total |
|---------------------------------|------------------------------|------------------|-------|
| Responden Mengenal Maudy Ayunda | Ya                           | 130              | 130   |
|                                 | Tidak                        | 0                |       |
| Media yang dilihat              | Televisi                     | 26               | 130   |
|                                 | Instagram                    | 89               |       |
|                                 | Internet                     | 12               |       |
|                                 | Majalah                      | 3                |       |
| Jenis Kelamin                   | Laki-Laki                    | 42               | 130   |
|                                 | Perempuan                    | 88               |       |
| Usia                            | 17-24 tahun                  | 94               | 130   |
|                                 | 25-35 tahun                  | 34               |       |
|                                 | > 35 tahun                   | 2                |       |
| Pekerjaan                       | Pelajar/Mahasiswa            | 92               | 130   |
|                                 | Karyawan                     | 22               |       |
|                                 | Wirausaha                    | 15               |       |
|                                 | Lain-lain                    | 1                |       |
| Anggaran Pembelian Smartphone   | < Rp 1.000.000               | 2                | 130   |
|                                 | Rp 1.000.000 - Rp 5.000.000  | 102              |       |
|                                 | Rp 5.000.000 - Rp 10.000.000 | 23               |       |
|                                 | > Rp 10.000.000              | 3                |       |
| Frekuensi Penggunaan Smartphone | 1-6 bulan                    | 19               | 130   |
|                                 | 7-12 bulan                   | 72               |       |
|                                 | > 12                         | 39               |       |

## LAMPIRAN 4

## Tabulasi Data Pre-test 30 Responden

| No Responden | Celebrity Endorser (X1) |   |   |   |   |   | TOTAL |
|--------------|-------------------------|---|---|---|---|---|-------|
|              | Butir Soal Pernyataan   |   |   |   |   |   |       |
|              | 1                       | 2 | 3 | 4 | 5 | 6 |       |
| 1            | 3                       | 3 | 3 | 3 | 3 | 3 | 18    |
| 2            | 2                       | 2 | 2 | 3 | 2 | 3 | 14    |
| 3            | 4                       | 4 | 4 | 4 | 4 | 3 | 23    |
| 4            | 2                       | 2 | 2 | 3 | 3 | 3 | 15    |
| 5            | 4                       | 3 | 3 | 3 | 4 | 3 | 20    |
| 6            | 4                       | 2 | 3 | 3 | 2 | 2 | 16    |
| 7            | 3                       | 2 | 3 | 3 | 4 | 4 | 19    |
| 8            | 4                       | 4 | 3 | 3 | 3 | 3 | 20    |
| 9            | 3                       | 3 | 3 | 3 | 3 | 3 | 18    |
| 10           | 3                       | 3 | 3 | 3 | 3 | 3 | 18    |
| 11           | 2                       | 2 | 2 | 3 | 3 | 2 | 14    |
| 12           | 3                       | 3 | 3 | 3 | 3 | 3 | 18    |
| 13           | 3                       | 3 | 3 | 3 | 3 | 3 | 18    |
| 14           | 3                       | 3 | 3 | 3 | 3 | 3 | 18    |
| 15           | 3                       | 3 | 3 | 3 | 3 | 3 | 18    |
| 16           | 3                       | 3 | 3 | 3 | 3 | 3 | 18    |
| 17           | 3                       | 3 | 4 | 4 | 4 | 3 | 21    |
| 18           | 3                       | 4 | 3 | 3 | 4 | 3 | 20    |
| 19           | 3                       | 3 | 3 | 3 | 3 | 3 | 18    |
| 20           | 2                       | 3 | 2 | 3 | 3 | 4 | 17    |
| 21           | 2                       | 3 | 3 | 3 | 3 | 2 | 16    |
| 22           | 3                       | 3 | 3 | 3 | 3 | 3 | 18    |
| 23           | 2                       | 2 | 3 | 3 | 4 | 3 | 17    |
| 24           | 4                       | 3 | 3 | 3 | 3 | 3 | 19    |
| 25           | 3                       | 3 | 3 | 3 | 3 | 3 | 18    |
| 26           | 3                       | 3 | 3 | 4 | 3 | 4 | 20    |
| 27           | 3                       | 3 | 3 | 3 | 3 | 3 | 18    |
| 28           | 4                       | 3 | 4 | 3 | 3 | 3 | 20    |
| 29           | 3                       | 3 | 3 | 3 | 3 | 3 | 18    |
| 30           | 3                       | 3 | 3 | 3 | 3 | 3 | 18    |

| No Responden | Kualitas Produk (X2)  |   |   |   |   |   |   |   |   |    | TOTAL |
|--------------|-----------------------|---|---|---|---|---|---|---|---|----|-------|
|              | Butir Soal Pernyataan |   |   |   |   |   |   |   |   |    |       |
|              | 1                     | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |       |
| 1            | 3                     | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 30    |
| 2            | 4                     | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3  | 37    |
| 3            | 3                     | 4 | 3 | 2 | 3 | 4 | 3 | 4 | 2 | 3  | 31    |
| 4            | 3                     | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 30    |
| 5            | 4                     | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3  | 35    |
| 6            | 3                     | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4  | 34    |
| 7            | 4                     | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4  | 38    |
| 8            | 3                     | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 30    |
| 9            | 2                     | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2  | 24    |
| 10           | 3                     | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2  | 26    |
| 11           | 3                     | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 30    |
| 12           | 2                     | 3 | 3 | 2 | 1 | 2 | 3 | 2 | 3 | 1  | 22    |
| 13           | 4                     | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 2  | 34    |
| 14           | 3                     | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4  | 32    |
| 15           | 4                     | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3  | 33    |
| 16           | 3                     | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 30    |
| 17           | 3                     | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3  | 29    |
| 18           | 3                     | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 30    |
| 19           | 4                     | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 31    |
| 20           | 3                     | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 30    |
| 21           | 4                     | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4  | 38    |
| 22           | 4                     | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 30    |
| 23           | 3                     | 3 | 3 | 4 | 4 | 2 | 2 | 3 | 3 | 3  | 30    |
| 24           | 4                     | 2 | 3 | 2 | 4 | 3 | 2 | 4 | 4 | 4  | 32    |
| 25           | 3                     | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 4  | 30    |
| 26           | 3                     | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3  | 33    |
| 27           | 3                     | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 30    |
| 28           | 3                     | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 30    |
| 29           | 3                     | 1 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 4  | 27    |
| 30           | 3                     | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 30    |

| NO Responden | Minat Beli (Z)        |   |   |   | TOTAL |
|--------------|-----------------------|---|---|---|-------|
|              | Butir soal Pernyataan |   |   |   |       |
|              | 1                     | 2 | 3 | 4 |       |
| 1            | 3                     | 3 | 3 | 3 | 12    |
| 2            | 2                     | 2 | 2 | 2 | 8     |
| 3            | 4                     | 4 | 4 | 4 | 16    |
| 4            | 2                     | 3 | 3 | 3 | 11    |
| 5            | 4                     | 4 | 4 | 4 | 16    |
| 6            | 3                     | 3 | 2 | 4 | 12    |
| 7            | 4                     | 4 | 4 | 3 | 15    |
| 8            | 3                     | 3 | 3 | 3 | 12    |
| 9            | 3                     | 3 | 3 | 3 | 12    |
| 10           | 3                     | 3 | 3 | 3 | 12    |
| 11           | 4                     | 3 | 3 | 3 | 13    |
| 12           | 3                     | 3 | 3 | 3 | 12    |
| 13           | 3                     | 3 | 3 | 3 | 12    |
| 14           | 3                     | 3 | 3 | 3 | 12    |
| 15           | 3                     | 3 | 3 | 3 | 12    |
| 16           | 4                     | 3 | 3 | 3 | 13    |
| 17           | 3                     | 3 | 4 | 3 | 13    |
| 18           | 3                     | 4 | 4 | 4 | 15    |
| 19           | 3                     | 3 | 3 | 3 | 12    |
| 20           | 4                     | 3 | 3 | 3 | 13    |
| 21           | 3                     | 2 | 3 | 1 | 9     |
| 22           | 3                     | 3 | 3 | 3 | 12    |
| 23           | 3                     | 2 | 4 | 4 | 13    |
| 24           | 3                     | 3 | 3 | 3 | 12    |
| 25           | 3                     | 3 | 3 | 4 | 13    |
| 26           | 3                     | 3 | 3 | 3 | 12    |
| 27           | 3                     | 3 | 3 | 3 | 12    |
| 28           | 3                     | 3 | 3 | 3 | 12    |
| 29           | 3                     | 3 | 3 | 3 | 12    |
| 30           | 3                     | 3 | 3 | 3 | 12    |

| NO Responden | Keputusan Pembelian (Y) |   |   |   |   |   |   | TOTAL |
|--------------|-------------------------|---|---|---|---|---|---|-------|
|              | Butir soal Pernyataan   |   |   |   |   |   |   |       |
|              | 1                       | 2 | 3 | 4 | 5 | 6 | 7 |       |
| 1            | 3                       | 3 | 3 | 3 | 3 | 3 | 3 | 21    |
| 2            | 4                       | 4 | 4 | 3 | 4 | 2 | 4 | 25    |
| 3            | 3                       | 3 | 4 | 4 | 4 | 4 | 2 | 24    |
| 4            | 3                       | 3 | 3 | 3 | 3 | 3 | 3 | 21    |
| 5            | 3                       | 3 | 3 | 3 | 3 | 4 | 3 | 22    |
| 6            | 4                       | 3 | 4 | 4 | 4 | 2 | 4 | 25    |
| 7            | 3                       | 3 | 4 | 4 | 4 | 4 | 4 | 26    |
| 8            | 3                       | 3 | 3 | 3 | 3 | 3 | 3 | 21    |
| 9            | 4                       | 3 | 3 | 3 | 3 | 3 | 3 | 22    |
| 10           | 3                       | 3 | 3 | 3 | 2 | 3 | 2 | 19    |
| 11           | 3                       | 3 | 3 | 3 | 3 | 3 | 3 | 21    |
| 12           | 3                       | 3 | 2 | 2 | 3 | 3 | 3 | 19    |
| 13           | 4                       | 4 | 3 | 4 | 4 | 3 | 3 | 25    |
| 14           | 3                       | 3 | 3 | 3 | 3 | 3 | 3 | 21    |
| 15           | 3                       | 3 | 3 | 3 | 4 | 3 | 3 | 22    |
| 16           | 3                       | 3 | 3 | 3 | 3 | 3 | 3 | 21    |
| 17           | 2                       | 3 | 2 | 3 | 3 | 4 | 3 | 20    |
| 18           | 3                       | 3 | 3 | 3 | 3 | 4 | 3 | 22    |
| 19           | 3                       | 3 | 3 | 3 | 3 | 3 | 3 | 21    |
| 20           | 3                       | 3 | 3 | 3 | 3 | 3 | 3 | 21    |
| 21           | 4                       | 4 | 4 | 4 | 4 | 3 | 4 | 27    |
| 22           | 3                       | 3 | 3 | 3 | 2 | 3 | 3 | 20    |
| 23           | 3                       | 2 | 2 | 3 | 2 | 4 | 3 | 19    |
| 24           | 1                       | 2 | 3 | 4 | 4 | 3 | 4 | 21    |
| 25           | 3                       | 3 | 3 | 3 | 2 | 3 | 2 | 19    |
| 26           | 3                       | 3 | 4 | 4 | 4 | 3 | 4 | 25    |
| 27           | 3                       | 3 | 3 | 3 | 3 | 3 | 3 | 21    |
| 28           | 3                       | 3 | 3 | 3 | 3 | 3 | 3 | 21    |
| 29           | 3                       | 3 | 3 | 3 | 3 | 3 | 3 | 21    |
| 30           | 3                       | 3 | 3 | 3 | 3 | 3 | 3 | 21    |

**LAMPIRAN 5**  
**Tabel Tabulasi 130 Responden**

| No Responden | Celebrity Endorser |    |    |    |    |    | Total |
|--------------|--------------------|----|----|----|----|----|-------|
|              | P1                 | P2 | P3 | P4 | P5 | P6 |       |
| 1            | 4                  | 4  | 3  | 3  | 4  | 4  | 22    |
| 2            | 4                  | 3  | 4  | 3  | 4  | 3  | 21    |
| 3            | 3                  | 4  | 4  | 4  | 2  | 4  | 21    |
| 4            | 3                  | 3  | 4  | 3  | 3  | 3  | 19    |
| 5            | 3                  | 4  | 4  | 3  | 4  | 3  | 21    |
| 6            | 1                  | 3  | 3  | 4  | 3  | 3  | 17    |
| 7            | 3                  | 2  | 3  | 3  | 2  | 4  | 17    |
| 8            | 3                  | 3  | 3  | 4  | 3  | 4  | 20    |
| 9            | 4                  | 3  | 3  | 4  | 3  | 4  | 21    |
| 10           | 4                  | 4  | 3  | 3  | 4  | 3  | 21    |
| 11           | 3                  | 3  | 3  | 3  | 3  | 3  | 18    |
| 12           | 3                  | 3  | 3  | 4  | 3  | 3  | 19    |
| 13           | 3                  | 4  | 3  | 3  | 3  | 3  | 19    |
| 14           | 3                  | 3  | 3  | 3  | 3  | 3  | 18    |
| 15           | 3                  | 2  | 3  | 3  | 2  | 3  | 16    |
| 16           | 4                  | 4  | 4  | 4  | 4  | 4  | 24    |
| 17           | 4                  | 3  | 4  | 4  | 3  | 4  | 22    |
| 18           | 3                  | 4  | 3  | 3  | 4  | 3  | 20    |
| 19           | 3                  | 3  | 3  | 3  | 3  | 3  | 18    |
| 20           | 3                  | 3  | 3  | 3  | 3  | 3  | 18    |
| 21           | 3                  | 3  | 3  | 3  | 3  | 3  | 18    |
| 22           | 3                  | 4  | 3  | 3  | 4  | 3  | 20    |
| 23           | 3                  | 3  | 3  | 3  | 3  | 3  | 18    |
| 24           | 3                  | 3  | 3  | 3  | 3  | 3  | 18    |
| 25           | 4                  | 4  | 4  | 4  | 4  | 4  | 24    |
| 26           | 3                  | 3  | 3  | 3  | 3  | 3  | 18    |
| 27           | 3                  | 3  | 3  | 3  | 3  | 3  | 18    |
| 28           | 3                  | 3  | 4  | 4  | 3  | 4  | 21    |
| 29           | 3                  | 3  | 3  | 3  | 3  | 3  | 18    |
| 30           | 3                  | 3  | 3  | 3  | 3  | 3  | 18    |
| 31           | 4                  | 4  | 4  | 3  | 4  | 4  | 23    |
| 32           | 4                  | 4  | 3  | 4  | 4  | 4  | 23    |
| 33           | 3                  | 3  | 4  | 4  | 3  | 3  | 20    |
| 34           | 3                  | 3  | 3  | 4  | 3  | 3  | 19    |
| 35           | 3                  | 3  | 4  | 4  | 3  | 3  | 20    |
| 36           | 3                  | 3  | 3  | 3  | 3  | 3  | 18    |

|    |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|----|
| 37 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 38 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 39 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 40 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 41 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 42 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 43 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 44 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 45 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 46 | 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| 47 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 48 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 49 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 50 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 51 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 52 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 53 | 4 | 3 | 3 | 4 | 3 | 3 | 20 |
| 54 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 55 | 3 | 4 | 3 | 3 | 3 | 3 | 19 |
| 56 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 57 | 3 | 4 | 3 | 3 | 3 | 3 | 19 |
| 58 | 3 | 4 | 3 | 4 | 3 | 4 | 21 |
| 59 | 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| 60 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 61 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 62 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 63 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 64 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| 65 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 66 | 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| 67 | 1 | 3 | 2 | 4 | 3 | 4 | 17 |
| 68 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 69 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 70 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 71 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 72 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 73 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 74 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 75 | 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 76 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 77 | 3 | 3 | 3 | 4 | 4 | 4 | 21 |



|     |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|----|
| 78  | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 79  | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 80  | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 81  | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 82  | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| 83  | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 84  | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 85  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 86  | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 87  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 88  | 3 | 3 | 3 | 4 | 3 | 4 | 20 |
| 89  | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 90  | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 91  | 4 | 3 | 4 | 4 | 3 | 3 | 21 |
| 92  | 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| 93  | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 94  | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 95  | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 96  | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 97  | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 98  | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 99  | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 100 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 101 | 3 | 4 | 4 | 3 | 3 | 3 | 20 |
| 102 | 3 | 4 | 4 | 3 | 3 | 3 | 20 |
| 103 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 104 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 105 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 106 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 107 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 108 | 4 | 3 | 3 | 4 | 3 | 4 | 21 |
| 109 | 3 | 3 | 3 | 4 | 3 | 4 | 20 |
| 110 | 3 | 3 | 4 | 4 | 3 | 4 | 21 |
| 111 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 112 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 113 | 3 | 4 | 4 | 3 | 4 | 3 | 21 |
| 114 | 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| 115 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 116 | 3 | 4 | 4 | 3 | 3 | 3 | 20 |
| 117 | 3 | 4 | 4 | 4 | 3 | 4 | 22 |
| 118 | 3 | 3 | 3 | 4 | 3 | 4 | 20 |

|     |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|----|
| 119 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 120 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 121 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 122 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 123 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 21 |
| 124 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 20 |
| 125 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 21 |
| 126 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 127 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 17 |
| 128 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 20 |
| 129 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 130 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |

| No Responden | Kualitas Produk |    |    |     |     |     |     |     |     |     | Total |
|--------------|-----------------|----|----|-----|-----|-----|-----|-----|-----|-----|-------|
|              | P7              | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 | P16 |       |
| 1            | 3               | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 30    |
| 2            | 4               | 4  | 4  | 3   | 3   | 3   | 4   | 4   | 3   | 3   | 35    |
| 3            | 3               | 3  | 3  | 4   | 4   | 4   | 3   | 3   | 3   | 3   | 33    |
| 4            | 3               | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 30    |
| 5            | 3               | 4  | 4  | 3   | 3   | 4   | 3   | 3   | 4   | 3   | 34    |
| 6            | 3               | 3  | 4  | 3   | 4   | 3   | 3   | 3   | 4   | 4   | 34    |
| 7            | 3               | 3  | 4  | 2   | 3   | 3   | 3   | 3   | 3   | 3   | 30    |
| 8            | 3               | 3  | 3  | 3   | 4   | 3   | 3   | 3   | 3   | 3   | 31    |
| 9            | 3               | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 30    |
| 10           | 4               | 3  | 4  | 3   | 3   | 4   | 4   | 3   | 3   | 3   | 34    |
| 11           | 3               | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 30    |
| 12           | 3               | 3  | 3  | 3   | 4   | 3   | 3   | 4   | 3   | 3   | 32    |
| 13           | 3               | 3  | 3  | 3   | 3   | 4   | 3   | 3   | 4   | 4   | 33    |
| 14           | 3               | 3  | 3  | 3   | 3   | 4   | 3   | 3   | 4   | 3   | 32    |
| 15           | 3               | 2  | 3  | 2   | 3   | 3   | 3   | 3   | 3   | 3   | 28    |
| 16           | 4               | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 3   | 3   | 38    |
| 17           | 4               | 3  | 4  | 3   | 4   | 3   | 4   | 4   | 3   | 3   | 35    |
| 18           | 3               | 3  | 3  | 3   | 3   | 4   | 3   | 3   | 3   | 3   | 31    |
| 19           | 3               | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 30    |
| 20           | 3               | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 30    |
| 21           | 4               | 3  | 4  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 32    |
| 22           | 3               | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 30    |
| 23           | 3               | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 30    |
| 24           | 3               | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 30    |
| 25           | 3               | 3  | 3  | 3   | 3   | 4   | 4   | 4   | 4   | 4   | 35    |

|    |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 26 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 27 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 36 |
| 28 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 29 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 30 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 34 |
| 31 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 36 |
| 32 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 36 |
| 33 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 33 |
| 34 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 32 |
| 35 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 35 |
| 36 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 37 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 38 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 32 |
| 39 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 40 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 41 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 42 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 43 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 32 |
| 44 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 45 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 31 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 47 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 37 |
| 48 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 33 |
| 49 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 33 |
| 50 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 33 |
| 51 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 52 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 53 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 34 |
| 54 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 31 |
| 55 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |
| 56 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 32 |
| 57 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 36 |
| 58 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 34 |
| 59 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 60 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 61 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 62 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 36 |
| 63 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 34 |
| 64 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 33 |
| 65 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 36 |
| 66 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 30 |

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| 68  | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 35 |
| 69  | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 37 |
| 70  | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 71  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 72  | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 73  | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 34 |
| 74  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
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| 76  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 77  | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 37 |
| 78  | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 34 |
| 79  | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 33 |
| 80  | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 34 |
| 81  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 82  | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 32 |
| 83  | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 33 |
| 84  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 85  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 86  | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 32 |
| 87  | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 88  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 32 |
| 89  | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 29 |
| 90  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 91  | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 36 |
| 92  | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 93  | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 94  | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 95  | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 96  | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 32 |
| 97  | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 31 |
| 98  | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 34 |
| 99  | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 38 |
| 100 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 101 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 32 |
| 102 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 31 |
| 103 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 31 |
| 104 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 31 |
| 105 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 34 |
| 106 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 107 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |

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| 109 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 33 |
| 110 | 2 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 33 |
| 111 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 112 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 113 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 34 |
| 114 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 32 |
| 115 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 38 |
| 116 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 32 |
| 117 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 37 |
| 118 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 37 |
| 119 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 120 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 121 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 122 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 36 |
| 123 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 36 |
| 124 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 34 |
| 125 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 36 |
| 126 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 31 |
| 127 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 128 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 34 |
| 129 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 130 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 36 |

| No Responden | MINAT BELI |     |     |     | Total |
|--------------|------------|-----|-----|-----|-------|
|              | P17        | P18 | P19 | P20 |       |
| 1            | 4          | 4   | 4   | 4   | 16    |
| 2            | 4          | 4   | 3   | 4   | 15    |
| 3            | 3          | 3   | 4   | 3   | 13    |
| 4            | 3          | 3   | 3   | 3   | 12    |
| 5            | 3          | 3   | 4   | 3   | 13    |
| 6            | 3          | 3   | 3   | 3   | 12    |
| 7            | 3          | 3   | 2   | 3   | 11    |
| 8            | 3          | 3   | 3   | 3   | 12    |
| 9            | 4          | 4   | 3   | 4   | 15    |
| 10           | 4          | 3   | 4   | 4   | 15    |
| 11           | 3          | 3   | 3   | 3   | 12    |
| 12           | 3          | 4   | 3   | 3   | 13    |
| 13           | 3          | 3   | 3   | 3   | 12    |
| 14           | 3          | 3   | 4   | 3   | 13    |
| 15           | 3          | 3   | 2   | 3   | 11    |

|    |   |   |   |   |    |
|----|---|---|---|---|----|
| 16 | 4 | 4 | 4 | 4 | 16 |
| 17 | 4 | 4 | 3 | 4 | 15 |
| 18 | 3 | 3 | 4 | 3 | 13 |
| 19 | 3 | 3 | 3 | 3 | 12 |
| 20 | 3 | 3 | 3 | 3 | 12 |
| 21 | 3 | 3 | 3 | 3 | 12 |
| 22 | 3 | 3 | 4 | 3 | 13 |
| 23 | 3 | 3 | 3 | 3 | 12 |
| 24 | 3 | 3 | 3 | 3 | 12 |
| 25 | 4 | 4 | 4 | 4 | 16 |
| 26 | 3 | 3 | 3 | 3 | 12 |
| 27 | 4 | 4 | 4 | 4 | 16 |
| 28 | 4 | 4 | 3 | 4 | 15 |
| 29 | 3 | 3 | 3 | 3 | 12 |
| 30 | 3 | 3 | 3 | 3 | 12 |
| 31 | 4 | 3 | 4 | 4 | 15 |
| 32 | 4 | 3 | 4 | 4 | 15 |
| 33 | 3 | 4 | 4 | 3 | 14 |
| 34 | 3 | 3 | 4 | 3 | 13 |
| 35 | 3 | 4 | 4 | 3 | 14 |
| 36 | 3 | 3 | 3 | 3 | 12 |
| 37 | 3 | 3 | 3 | 3 | 12 |
| 38 | 3 | 3 | 4 | 3 | 13 |
| 39 | 4 | 3 | 4 | 4 | 15 |
| 40 | 4 | 3 | 4 | 4 | 15 |
| 41 | 3 | 3 | 3 | 3 | 12 |
| 42 | 3 | 3 | 3 | 3 | 12 |
| 43 | 3 | 3 | 4 | 3 | 13 |
| 44 | 3 | 3 | 3 | 3 | 12 |
| 45 | 3 | 3 | 3 | 3 | 12 |
| 46 | 4 | 4 | 4 | 4 | 16 |
| 47 | 4 | 4 | 3 | 4 | 15 |
| 48 | 3 | 3 | 4 | 3 | 13 |
| 49 | 3 | 3 | 4 | 3 | 13 |
| 50 | 3 | 3 | 4 | 3 | 13 |
| 51 | 3 | 3 | 3 | 3 | 12 |
| 52 | 3 | 3 | 3 | 3 | 12 |
| 53 | 3 | 3 | 4 | 3 | 13 |
| 54 | 3 | 3 | 3 | 3 | 12 |
| 55 | 4 | 4 | 4 | 4 | 16 |
| 56 | 3 | 3 | 4 | 3 | 13 |

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|----|---|---|---|---|----|
| 57 | 4 | 3 | 4 | 4 | 15 |
| 58 | 4 | 3 | 3 | 4 | 14 |
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| 62 | 4 | 4 | 4 | 3 | 15 |
| 63 | 3 | 4 | 4 | 4 | 15 |
| 64 | 3 | 4 | 4 | 4 | 15 |
| 65 | 3 | 4 | 4 | 4 | 15 |
| 66 | 3 | 3 | 3 | 3 | 12 |
| 67 | 3 | 3 | 3 | 3 | 12 |
| 68 | 3 | 4 | 4 | 4 | 15 |
| 69 | 4 | 4 | 4 | 4 | 16 |
| 70 | 4 | 4 | 4 | 4 | 16 |
| 71 | 3 | 3 | 3 | 3 | 12 |
| 72 | 3 | 3 | 3 | 3 | 12 |
| 73 | 3 | 4 | 4 | 3 | 14 |
| 74 | 3 | 3 | 3 | 3 | 12 |
| 75 | 3 | 3 | 3 | 3 | 12 |
| 76 | 4 | 4 | 4 | 4 | 16 |
| 77 | 4 | 3 | 3 | 4 | 14 |
| 78 | 4 | 4 | 4 | 3 | 15 |
| 79 | 4 | 4 | 4 | 3 | 15 |
| 80 | 4 | 4 | 4 | 3 | 15 |
| 81 | 3 | 3 | 3 | 3 | 12 |
| 82 | 4 | 3 | 3 | 3 | 13 |
| 83 | 3 | 3 | 3 | 3 | 12 |
| 84 | 3 | 3 | 3 | 3 | 12 |
| 85 | 4 | 4 | 4 | 4 | 16 |
| 86 | 3 | 2 | 3 | 3 | 11 |
| 87 | 4 | 4 | 4 | 4 | 16 |
| 88 | 3 | 4 | 3 | 4 | 14 |
| 89 | 3 | 3 | 3 | 3 | 12 |
| 90 | 3 | 3 | 3 | 3 | 12 |
| 91 | 4 | 4 | 4 | 4 | 16 |
| 92 | 4 | 4 | 4 | 4 | 16 |
| 93 | 3 | 3 | 3 | 3 | 12 |
| 94 | 3 | 3 | 3 | 3 | 12 |
| 95 | 3 | 3 | 3 | 3 | 12 |
| 96 | 3 | 3 | 3 | 3 | 12 |
| 97 | 3 | 3 | 3 | 3 | 12 |

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| 98  | 4 | 3 | 3 | 3 | 13 |
| 99  | 4 | 4 | 4 | 4 | 16 |
| 100 | 4 | 4 | 4 | 4 | 16 |
| 101 | 4 | 3 | 3 | 3 | 13 |
| 102 | 4 | 3 | 3 | 3 | 13 |
| 103 | 3 | 3 | 3 | 3 | 12 |
| 104 | 3 | 3 | 3 | 3 | 12 |
| 105 | 4 | 3 | 3 | 3 | 13 |
| 106 | 4 | 4 | 4 | 4 | 16 |
| 107 | 4 | 4 | 4 | 4 | 16 |
| 108 | 3 | 4 | 3 | 4 | 14 |
| 109 | 3 | 4 | 3 | 4 | 14 |
| 110 | 4 | 4 | 3 | 4 | 15 |
| 111 | 3 | 3 | 3 | 3 | 12 |
| 112 | 3 | 3 | 3 | 3 | 12 |
| 113 | 4 | 3 | 4 | 3 | 14 |
| 114 | 3 | 3 | 4 | 3 | 13 |
| 115 | 4 | 4 | 3 | 4 | 15 |
| 116 | 4 | 3 | 3 | 3 | 13 |
| 117 | 4 | 4 | 3 | 4 | 15 |
| 118 | 4 | 3 | 3 | 4 | 14 |
| 119 | 3 | 3 | 3 | 3 | 12 |
| 120 | 3 | 3 | 3 | 3 | 12 |
| 121 | 4 | 4 | 4 | 4 | 16 |
| 122 | 4 | 4 | 4 | 3 | 15 |
| 123 | 3 | 4 | 4 | 4 | 15 |
| 124 | 3 | 4 | 4 | 4 | 15 |
| 125 | 3 | 4 | 4 | 4 | 15 |
| 126 | 3 | 3 | 3 | 3 | 12 |
| 127 | 3 | 3 | 3 | 3 | 12 |
| 128 | 3 | 4 | 4 | 4 | 15 |
| 129 | 4 | 4 | 4 | 4 | 16 |
| 130 | 3 | 4 | 4 | 4 | 15 |

| No | KEPUTUSAN PEMBELIAN | Total |
|----|---------------------|-------|
|----|---------------------|-------|



| Responden | P21 | P22 | P23 | P24 | P25 | P26 |    |
|-----------|-----|-----|-----|-----|-----|-----|----|
| 1         | 3   | 4   | 4   | 4   | 4   | 4   | 23 |
| 2         | 3   | 3   | 4   | 4   | 3   | 4   | 21 |
| 3         | 4   | 4   | 3   | 3   | 4   | 3   | 21 |
| 4         | 3   | 3   | 3   | 3   | 3   | 3   | 18 |
| 5         | 3   | 4   | 3   | 3   | 4   | 3   | 20 |
| 6         | 4   | 3   | 3   | 3   | 3   | 3   | 19 |
| 7         | 3   | 3   | 3   | 3   | 2   | 3   | 17 |
| 8         | 4   | 3   | 3   | 3   | 3   | 3   | 19 |
| 9         | 4   | 3   | 4   | 4   | 3   | 4   | 22 |
| 10        | 3   | 4   | 4   | 3   | 4   | 4   | 22 |
| 11        | 3   | 3   | 3   | 3   | 3   | 3   | 18 |
| 12        | 4   | 3   | 3   | 4   | 3   | 3   | 20 |
| 13        | 3   | 4   | 3   | 3   | 3   | 3   | 19 |
| 14        | 3   | 4   | 3   | 3   | 4   | 3   | 20 |
| 15        | 3   | 3   | 3   | 1   | 2   | 3   | 15 |
| 16        | 4   | 4   | 4   | 4   | 4   | 4   | 24 |
| 17        | 4   | 3   | 4   | 4   | 3   | 4   | 22 |
| 18        | 3   | 4   | 3   | 3   | 4   | 3   | 20 |
| 19        | 3   | 3   | 3   | 3   | 3   | 3   | 18 |
| 20        | 3   | 3   | 3   | 3   | 3   | 3   | 18 |
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| 23        | 3   | 3   | 3   | 3   | 3   | 3   | 18 |
| 24        | 3   | 3   | 3   | 3   | 3   | 3   | 18 |
| 25        | 4   | 4   | 4   | 4   | 4   | 4   | 24 |
| 26        | 3   | 3   | 3   | 3   | 3   | 3   | 18 |
| 27        | 3   | 4   | 4   | 4   | 4   | 4   | 23 |
| 28        | 3   | 3   | 4   | 4   | 3   | 4   | 21 |
| 29        | 3   | 3   | 3   | 3   | 3   | 3   | 18 |
| 30        | 3   | 3   | 3   | 3   | 3   | 3   | 18 |
| 31        | 4   | 4   | 4   | 3   | 4   | 4   | 23 |
| 32        | 4   | 4   | 4   | 3   | 4   | 4   | 23 |
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| 35        | 3   | 3   | 3   | 4   | 4   | 3   | 20 |
| 36        | 3   | 3   | 3   | 3   | 3   | 3   | 18 |
| 37        | 3   | 3   | 3   | 3   | 3   | 3   | 18 |
| 38        | 3   | 3   | 3   | 3   | 4   | 3   | 19 |
| 39        | 4   | 4   | 4   | 3   | 4   | 4   | 23 |
| 40        | 4   | 4   | 4   | 3   | 4   | 4   | 23 |

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| 42 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 43 | 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| 44 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 45 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 47 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 48 | 3 | 3 | 3 | 3 | 4 | 3 | 19 |
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| 51 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
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| 56 | 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| 57 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
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| 74 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
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| 77 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 78 | 3 | 3 | 4 | 4 | 4 | 3 | 21 |
| 79 | 3 | 3 | 4 | 4 | 4 | 3 | 21 |
| 80 | 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| 81 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |

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| 82  | 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| 83  | 4 | 4 | 2 | 3 | 3 | 3 | 19 |
| 84  | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 85  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 86  | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 87  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 88  | 3 | 3 | 3 | 4 | 3 | 4 | 20 |
| 89  | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 90  | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 91  | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 92  | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 93  | 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 94  | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 95  | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 96  | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 97  | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 98  | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 99  | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 100 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 101 | 3 | 4 | 4 | 3 | 3 | 3 | 20 |
| 102 | 3 | 4 | 4 | 3 | 3 | 3 | 20 |
| 103 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 104 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 105 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 106 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 107 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 108 | 4 | 3 | 3 | 4 | 3 | 4 | 21 |
| 109 | 3 | 3 | 3 | 4 | 3 | 4 | 20 |
| 110 | 3 | 3 | 4 | 4 | 3 | 4 | 21 |
| 111 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 112 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 113 | 3 | 4 | 4 | 3 | 4 | 3 | 21 |
| 114 | 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| 115 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 116 | 3 | 4 | 4 | 3 | 3 | 3 | 20 |
| 117 | 3 | 4 | 4 | 4 | 3 | 4 | 22 |
| 118 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 119 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 120 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 121 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 122 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |

|     |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|----|
| 123 | 3 | 3 | 3 | 4 | 3 | 4 | 20 |
| 124 | 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| 125 | 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| 126 | 3 | 4 | 3 | 3 | 3 | 3 | 19 |
| 127 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 128 | 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| 129 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 130 | 3 | 4 | 3 | 4 | 4 | 4 | 22 |

Uji Validitas dan Reliabilitas

| Correlations  |                     |        |        |        |        |        |       |        |
|---|---------------------|--------|--------|--------|--------|--------|-------|--------|
| CELEBRITY ENDORSER  |                     | P1     | P2     | P3     | P4     | P5     | P6    | TOTAL  |
| P1  | Pearson Correlation | 1      | ,489** | ,656** | ,176   | ,106   | ,000  | ,699** |
|   | Sig. (2-tailed)     |        | ,006   | ,000   | ,353   | ,578   | 1,000 | ,000   |
|   | N                   | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| P2  | Pearson Correlation | ,489** | 1      | ,501** | ,268   | ,298   | ,138  | ,732** |
|   | Sig. (2-tailed)     | ,006   |        | ,005   | ,152   | ,110   | ,466  | ,000   |
|   | N                   | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| P3  | Pearson Correlation | ,656** | ,501** | 1      | ,484** | ,434*  | ,000  | ,811** |
|   | Sig. (2-tailed)     | ,000   | ,005   |        | ,007   | ,016   | 1,000 | ,000   |
|   | N                   | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| P4  | Pearson Correlation | ,176   | ,268   | ,484** | 1      | ,356   | ,248  | ,571** |
|   | Sig. (2-tailed)     | ,353   | ,152   | ,007   |        | ,053   | ,186  | ,001   |
|   | N                   | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| P5  | Pearson Correlation | ,106   | ,298   | ,434*  | ,356   | 1      | ,299  | ,624** |
|   | Sig. (2-tailed)     | ,578   | ,110   | ,016   | ,053   |        | ,109  | ,000   |
|   | N                   | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| P6  | Pearson Correlation | ,000   | ,138   | ,000   | ,248   | ,299   | 1     | ,395*  |
|   | Sig. (2-tailed)     | 1,000  | ,466   | 1,000  | ,186   | ,109   |       | ,031   |
|   | N                   | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| TOTAL   | Pearson Correlation | ,699** | ,732** | ,811** | ,571** | ,624** | ,395* | 1      |
|   | Sig. (2-tailed)     | ,000   | ,000   | ,000   | ,001   | ,000   | ,031  |        |
|   | N                   | 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    |                     |    |       |        |      |        |       |      |       |       |       |        |
|-----------------|---------------------|----|-------|--------|------|--------|-------|------|-------|-------|-------|--------|
| KUALITAS PRODUK |                     | P7 | P8    | P9     | P10  | P11    | P12   | P13  | P14   | P15   | P16   | TOTAL  |
| P7              | Pearson Correlation | 1  | ,433* | ,528** | ,361 | ,669** | ,366* | ,259 | ,451* | ,366* | ,398* | ,785** |

|     |                     |        |        |        |        |        |        |        |        |       |        |        |
|-----|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|--------|
|     | Sig. (2-tailed)     |        | ,017   | ,003   | ,050   | ,000   | ,047   | ,167   | ,012   | ,047  | ,029   | ,000   |
|     | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30     | 30     |
| P8  | Pearson Correlation | ,433*  | 1      | ,686** | ,360   | ,226   | ,367*  | ,494** | ,298   | ,179  | -,154  | ,612** |
|     | Sig. (2-tailed)     | ,017   |        | ,000   | ,051   | ,230   | ,046   | ,005   | ,109   | ,344  | ,416   | ,000   |
|     | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30     | 30     |
| P9  | Pearson Correlation | ,528** | ,686** | 1      | ,469** | ,380*  | ,218   | ,309   | ,219   | ,218  | -,013  | ,639** |
|     | Sig. (2-tailed)     | ,003   | ,000   |        | ,009   | ,038   | ,248   | ,096   | ,245   | ,248  | ,947   | ,000   |
|     | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30     | 30     |
| P10 | Pearson Correlation | ,361   | ,360   | ,469** | 1      | ,465** | -,086  | ,010   | -,073  | ,130  | ,268   | ,495** |
|     | Sig. (2-tailed)     | ,050   | ,051   | ,009   |        | ,010   | ,650   | ,960   | ,700   | ,495  | ,152   | ,005   |
|     | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30     | 30     |
| P11 | Pearson Correlation | ,669** | ,226   | ,380*  | ,465** | 1      | ,352   | -,013  | ,473** | ,352  | ,738** | ,784** |
|     | Sig. (2-tailed)     | ,000   | ,230   | ,038   | ,010   |        | ,056   | ,947   | ,008   | ,056  | ,000   | ,000   |
|     | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30     | 30     |
| P12 | Pearson Correlation | ,366*  | ,367*  | ,218   | -,086  | ,352   | 1      | ,441*  | ,702** | ,425* | ,437*  | ,663** |
|     | Sig. (2-tailed)     | ,047   | ,046   | ,248   | ,650   | ,056   |        | ,015   | ,000   | ,019  | ,016   | ,000   |
|     | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30     | 30     |
| P13 | Pearson Correlation | ,259   | ,494** | ,309   | ,010   | -,013  | ,441*  | 1      | ,138   | ,137  | -,129  | ,379*  |
|     | Sig. (2-tailed)     | ,167   | ,005   | ,096   | ,960   | ,947   | ,015   |        | ,468   | ,471  | ,498   | ,039   |
|     | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30     | 30     |
| P14 | Pearson Correlation | ,451*  | ,298   | ,219   | -,073  | ,473** | ,702** | ,138   | 1      | ,442* | ,474** | ,658** |
|     | Sig. (2-tailed)     | ,012   | ,109   | ,245   | ,700   | ,008   | ,000   | ,468   |        | ,014  | ,008   | ,000   |
|     | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30     | 30     |
| P15 | Pearson Correlation | ,366*  | ,179   | ,218   | ,130   | ,352   | ,425*  | ,137   | ,442*  | 1     | ,346   | ,575** |
|     | Sig. (2-tailed)     |        |        |        |        |        |        |        |        |       |        |        |

|       |                     |        |        |        |        |        |        |       |        |        |        |        |
|-------|---------------------|--------|--------|--------|--------|--------|--------|-------|--------|--------|--------|--------|
|       | Sig. (2-tailed)     | ,047   | ,344   | ,248   | ,495   | ,056   | ,019   | ,471  | ,014   |        | ,061   | ,001   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30     | 30     | 30     | 30     |
| P16   | Pearson Correlation | ,398*  | -,154  | -,013  | ,268   | ,738** | ,437*  | -,129 | ,474** | ,346   | 1      | ,580** |
|       | Sig. (2-tailed)     | ,029   | ,416   | ,947   | ,152   | ,000   | ,016   | ,498  | ,008   | ,061   |        | ,001   |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30     | 30     | 30     | 30     |
| TOTAL | Pearson Correlation | ,785** | ,612** | ,639** | ,495** | ,784** | ,663** | ,379* | ,658** | ,575** | ,580** | 1      |
|       | Sig. (2-tailed)     | ,000   | ,000   | ,000   | ,005   | ,000   | ,000   | ,039  | ,000   | ,001   | ,001   |        |
|       | N                   | 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).

| Correlations  |                     |        |        |        |        |        |
|---|---------------------|--------|--------|--------|--------|--------|
| MINAT BELI  |                     | P17    | P18    | P19    | P20    | TOTAL  |
| P17   | Pearson Correlation | 1      | ,536** | ,464** | ,291   | ,725** |
|   | Sig. (2-tailed)     |        | ,002   | ,010   | ,119   | ,000   |
|   | N                   | 30     | 30     | 30     | 30     | 30     |
| P18   | Pearson Correlation | ,536** | 1      | ,536** | ,568** | ,845** |
|   | Sig. (2-tailed)     | ,002   |        | ,002   | ,001   | ,000   |
|   | N                   | 30     | 30     | 30     | 30     | 30     |
| P19   | Pearson Correlation | ,464** | ,536** | 1      | ,403*  | ,766** |
|   | Sig. (2-tailed)     | ,010   | ,002   |        | ,027   | ,000   |
|   | N                   | 30     | 30     | 30     | 30     | 30     |
| P20   | Pearson Correlation | ,291   | ,568** | ,403*  | 1      | ,759** |
|   | Sig. (2-tailed)     | ,119   | ,001   | ,027   |        | ,000   |
|   | N                   | 30     | 30     | 30     | 30     | 30     |
| TOTAL   | Pearson Correlation | ,725** | ,845** | ,766** | ,759** | 1      |
|   | Sig. (2-tailed)     | ,000   | ,000   | ,000   | ,000   |        |
|   | N                   | 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        |                     |         |        |        |        |        |         |        |        |
|---------------------|---------------------|---------|--------|--------|--------|--------|---------|--------|--------|
| KEPUTUSAN PEMBELIAN |                     | P21     | P22    | P23    | P24    | P25    | P26     | P27    | TOTAL  |
| P21                 | Pearson Correlation | 1       | ,705** | ,410*  | ,073   | ,152   | - ,381* | ,086   | ,501** |
|                     | Sig. (2-tailed)     |         | ,000   | ,024   | ,700   | ,422   | ,038    | ,650   | ,005   |
|                     | N                   | 30      | 30     | 30     | 30     | 30     | 30      | 30     | 30     |
| P22                 | Pearson Correlation | ,705**  | 1      | ,441*  | ,138   | ,364*  | - ,350  | ,137   | ,583** |
|                     | Sig. (2-tailed)     | ,000    |        | ,015   | ,468   | ,048   | ,058    | ,471   | ,001   |
|                     | N                   | 30      | 30     | 30     | 30     | 30     | 30      | 30     | 30     |
| P23                 | Pearson Correlation | ,410*   | ,441*  | 1      | ,702** | ,632** | - ,298  | ,425*  | ,829** |
|                     | Sig. (2-tailed)     | ,024    | ,015   |        | ,000   | ,000   | ,110    | ,019   | ,000   |
|                     | N                   | 30      | 30     | 30     | 30     | 30     | 30      | 30     | 30     |
| P24                 | Pearson Correlation | ,073    | ,138   | ,702** | 1      | ,660** | ,028    | ,442*  | ,761** |
|                     | Sig. (2-tailed)     | ,700    | ,468   | ,000   |        | ,000   | ,883    | ,014   | ,000   |
|                     | N                   | 30      | 30     | 30     | 30     | 30     | 30      | 30     | 30     |
| P25                 | Pearson Correlation | ,152    | ,364*  | ,632** | ,660** | 1      | - ,175  | ,632** | ,833** |
|                     | Sig. (2-tailed)     | ,422    | ,048   | ,000   | ,000   |        | ,355    | ,000   | ,000   |
|                     | N                   | 30      | 30     | 30     | 30     | 30     | 30      | 30     | 30     |
| P26                 | Pearson Correlation | - ,381* | -,350  | -,298  | ,028   | -,175  | 1       | -,298  | -,131  |
|                     | Sig. (2-tailed)     | ,038    | ,058   | ,110   | ,883   | ,355   |         | ,110   | ,489   |
|                     | N                   | 30      | 30     | 30     | 30     | 30     | 30      | 30     | 30     |
| P27                 | Pearson Correlation | ,086    | ,137   | ,425*  | ,442*  | ,632** | - ,298  | 1      | ,626** |
|                     | Sig. (2-tailed)     | ,650    | ,471   | ,019   | ,014   | ,000   | ,110    |        | ,000   |
|                     | N                   | 30      | 30     | 30     | 30     | 30     | 30      | 30     | 30     |
| TOTAL               | Pearson Correlation | ,501**  | ,583** | ,829** | ,761** | ,833** | - ,131  | ,626** | 1      |
|                     | Sig. (2-            | ,005    | ,001   | ,000   | ,000   | ,000   | ,489    | ,000   |        |



|  |         |    |    |    |    |    |    |    |    |
|--|---------|----|----|----|----|----|----|----|----|
|  | tailed) |    |    |    |    |    |    |    |    |
|  | N       | 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).  |         |    |    |    |    |    |    |    |    |

| 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 |
| ,798                   | 26         |

**Lampiran 7**  
**Uji Tahap 1 dan 2**

**Variables Entered/Removed<sup>a</sup>**

| Model | Variables Entered                                   | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1     | Kualitas Produk, Celebrity Endorsement <sup>b</sup> | .                 | Enter  |

a. Dependent Variable: Minat Beli

b. All requested variables entered.

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | ,874 <sup>a</sup> | ,764     | ,760              | ,77410                     |

a. Predictors: (Constant), Kualitas Produk, Celebrity Endorsement

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F       | Sig.              |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1     | Regression | 246,021        | 2   | 123,010     | 205,281 | ,000 <sup>b</sup> |
|       | Residual   | 76,102         | 127 | ,599        |         |                   |
|       | Total      | 322,123        | 129 |             |         |                   |

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Kualitas Produk, Celebrity Endorsement

**Coefficients<sup>a</sup>**

| Model |                       | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|-----------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                       | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)            | -1,980                      | ,771       |                           | -2,570 | ,011 |
|       | Celebrity Endorsement | ,306                        | ,058       | ,379                      | 5,311  | ,000 |
|       | Kualitas Produk       | ,284                        | ,037       | ,541                      | 7,587  | ,000 |

a. Dependent Variable: Minat Beli

**Variables Entered/Removed<sup>a</sup>**

| Model | Variables Entered   | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1     | Minat Beli, Celebrity Endorsement, Kualitas Produk <sup>b</sup> | .                 | Enter  |

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | ,957 <sup>a</sup> | ,915     | ,913              | ,62189                     |

a. Predictors: (Constant), Minat Beli, Celebrity Endorsement, Kualitas Produk

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F       | Sig.              |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1     | Regression | 525,801        | 3   | 175,267     | 453,182 | ,000 <sup>b</sup> |
|       | Residual   | 48,730         | 126 | ,387        |         |                   |
|       | Total      | 574,531        | 129 |             |         |                   |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Minat Beli, Celebrity Endorsement, Kualitas Produk

**Coefficients<sup>a</sup>**

| Model |                       | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|-----------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                       | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)            | ,093                        | ,635       |                           | ,147   | ,883 |
|       | Celebrity Endorsement | ,313                        | ,051       | ,290                      | 6,106  | ,000 |
|       | Kualitas Produk       | ,111                        | ,036       | ,159                      | 3,075  | ,003 |
|       | Minat Beli            | ,752                        | ,071       | ,563                      | 10,547 | ,000 |

a. Dependent Variable: Keputusan Pembelian