

### Uji Validitas Variabel *Credibility Celebrity Endorser*

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.743
Approx. Chi-Square		49.649
Bartlett's Test of Sphericity	df	6
	Sig.	.000

### Uji Validitas Variabel *Attractiveness Celebrity Endorser*

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.773
Approx. Chi-Square		61.368
Bartlett's Test of Sphericity	df	10
	Sig.	.000

### Uji Validitas Variabel *Power Celebrity Endorser*

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.737
Approx. Chi-Square		86.781
Bartlett's Test of Sphericity	df	10
	Sig.	.000

### Uji Validitas Variabel *Intensitas Pembelian*

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.574
Approx. Chi-Square		20.940
Bartlett's Test of Sphericity	df	3
	Sig.	.000

### Uji Reliabilitas Variabel *Credibility Celebrity Endorser*

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.848	.848	4

### Uji Reliabilitas Variabel *Attractiveness Celebrity Endorser*

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.839	.840	5

### Uji Reliabilitas Variabel *Power Celebrity Endorser*

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.877	.887	5

### Uji Reliabilitas Variabel *Intensitas Pembelian*

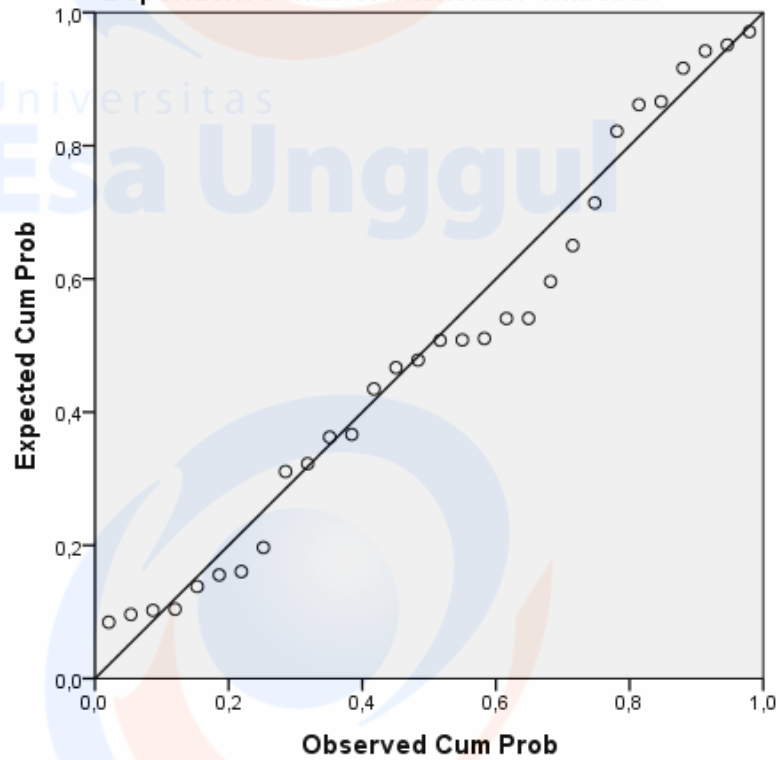
**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.718	.710	3

### Uji Normalitas

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: IntensitasPembelian



### Uji Multikolinearitas

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3,221	3,094		1,041	,307		
Credibility	,344	,118	,523	2,909	,007	,892	1,121
Attractiveness	-,130	,128	-,192	1,014	,320	,802	1,247
Power	-,073	,138	-,097	-,528	,602	,857	1,167

a. Dependent Variable: IntensitasPembelian

## Uji Autokorelasi

Model Summary<sup>b</sup>

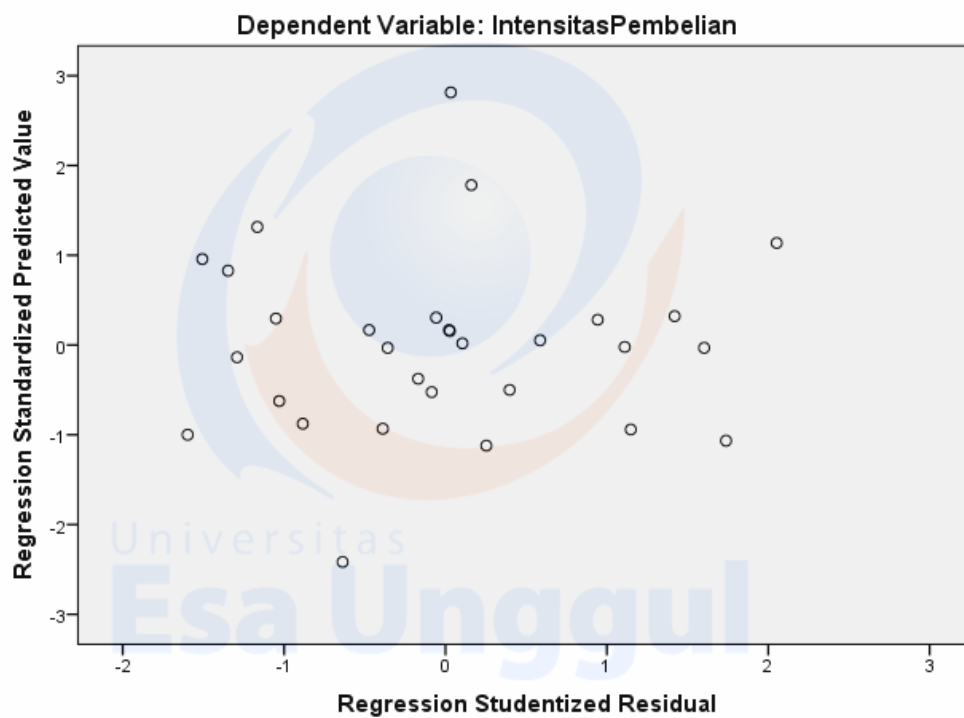
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df 1	df 2	Sig. F Change	
1	,500 <sup>a</sup>	,250	,163	2,07574	,250	2,889	3	26	,055	2,145

a. Predictors: (Constant), Power, Credibility, Attractiveness

b. Dependent Variable: IntensitasPembelian

## Uji Heteroskedastisitas

Scatterplot



### Analisis Regresi Linear Berganda

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,752	1,540		3,085	,003
Credibility	,290	,066	,489	4,375	,000
Attractiveness	-,123	,081	-,156	-1,525	,130
Power	-,091	,079	-,126	-1,144	,255

a. Dependent Variable: IntensitasPembelian

### Uji t (Uji Parsial)

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
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Credibility	,290	,066	,489	4,375	,000
Attractiveness	-,123	,081	-,156	-1,525	,130
Power	-,091	,079	-,126	-1,144	,255

a. Dependent Variable: IntensitasPembelian

### Uji F (Uji Simultan)

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

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	66,115	3	22,038	6,640	,000 <sup>b</sup>
Residual	318,635	96	3,319		
Total	384,750	99			

a. Dependent Variable: IntensitasPembelian

b. Predictors: (Constant), Power, Attractiveness, Credibility

### Koefisien Determinasi (R<sup>2</sup>)

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,415 <sup>a</sup>	,172	,146	1,82184	2,048

a. Predictors : (Constant), Power, Attractiveness, Credibility

b. Dependent Variable : IntensitasPembelian