

Lampiran 1

KUESIONER PRA SURVEY

Nama :

Yth. Saudara/i.

di Tempat

Dengan Hormat,

Perkenalkan nama saya Rahmah Pajriah Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Esa Unggul Jurusan Manajemen, saya ingin melakukan pra survey untuk memenuhi tugas akhir. Terima kasih atas partisipasi anda untuk meluangkan waktu dalam mengisi daftar pertanyaan dalam pra survey ini, dengan tujuan sebagai data penelitian saya mengenai **Pengaruh Harga dan Celebrity Endorser Terhadap Niat Beli Ulang Melalui Citra Merek Sabun Pembersih Wajah Pond's**. Saya berharap responden dapat menjawab dengan sebaik-baiknya dan sejujur-jujurnya. Oleh karena itu, atas kesediaan Saudara/I sekalian dalam mengisi pra survey ini, saya mengucapkan terima kasih, dan mohon maaf telah menyita waktu Saudara/i.

No	Pertanyaan	Jawaban Responden	
		Ya	Tidak
1.	Apakah konsumen membeli sabun pembersih wajah Pond's dengan mempertimbangkan harga produk lain?		
2.	Apakah konsumen mengetahui logo sabun pembersih wajah Pond's?		
3.	Apakah konsumen tertarik melakukan pembelian ulang sabun pembersih wajah Pond's karena melihat Maudy Ayunda sebagai <i>endorser</i> produk tersebut?		

Lampiran 2

KUESIONER PENELITIAN

Pengaruh Harga dan *Celebrity Endorser* Terhadap Niat Beli Ulang Melalui Citra Merek Sabun Pembersih Wajah Pond's

Yth. Saudara/i.

di Tempat

Dengan Hormat,

Saya Rahmah Pajriah Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Esa Unggul Jurusan Manajemen. Saya saat ini sedang melakukan penelitian mengenai Pengaruh Harga dan *Celebrity Endorser* Terhadap Niat Beli Ulang Melalui Citra Merek Sabun Pembersih Wajah Pond's.

Penelitian ini saya ajukan sebagai skripsi, yang merupakan salah satu syarat guna memperoleh gelar sarjana di Fakultas Ekonomi dan Bisnis Universitas Esa Unggul. Untuk itu saya mengharapkan kesediaan Saudara/i sekalian untuk mengisi pernyataan kuesioner ini sesuai dengan petunjuk yang sudah ada, semua informasi yang Anda berikan akan dijamin kerahasiaannya dan digunakan hanya untuk penelitian ini.

Oleh karena itu, atas kesediaan Saudara/i sekalian dalam mengisi kuesioner ini, saya mengucapkan terima kasih, semoga bantuan dan amal baik Saudara/i sekalian mendapat imbalan dari Allah SWT.

Hormat Saya,

Rahmah Pajriah

I. DATA RESPONDEN

Petunjuk : Berikan tanda silang (X) untuk jawaban anda.

1. Usia Anda?
 - a. 15 – 18
 - b. 19 – 21
 - c. 22 – 25
2. Pendidikan terakhir Anda?
 - a. SMP
 - b. SMA
 - c. D3
 - d. S1
 - e. lainnya :....
3. Pekerjaan Anda?
 - a. Pelajar
 - b. Mahasiswa
 - c. Pegawai Swasta
 - d. Wirausaha
 - e. lainnya :....
4. Dalam sehari berapa kali Anda melihat Maudy Ayunda sebagai celebrity endorser sabun pembersih wajah Pond's?
 - a. 2 – 3 kali
 - b. 4 – 5 kali
 - c. 6 – 7 kali
 - d. > 7 kali

II. Berikan tanda centang (√) untuk pernyataan yang sesuai dengan pendapat Anda!

Keterangan :

SS = Sangat Setuju

S = Setuju

TS = Tidak Setuju

STS = Sangat Tidak Setuju

No	Pernyataan Mengenai	Jawaban Responden			
		1	2	3	4
Harga (X1)		STS	TS	S	SS
1.	Harga sabun pembersih wajah pond's terjangkau untuk saya.				
2.	Harga sabun pembersih wajah Pond's bervariasi tergantung jenis produk.				
3.	Harga yang ditawarkan sabun pembersih wajah Pond's sesuai dengan manfaat yang didapat.				

No	Pernyataan Mengenai	Jawaban Responden			
		1	2	3	4
Harga (X1)		STS	TS	S	SS
4.	Harga sabun pembersih wajah Pond's memberikan manfaat yang bagus dibandingkan dengan produk lain.				
5.	Harga sabun pembersih wajah Pond's lebih murah dibandingkan dengan produk lain.				

No	Pertanyaan Mengenai	Jawaban Responden			
		1	2	3	4
Celebrity Endorser (X2)		STS	TS	S	SS
6.	Maudy Ayunda memiliki tingkat keseringan tampil di publik cukup tinggi				
7.	Maudy Ayunda terkenal				
8.	Maudy Ayunda berbakat				
9.	Maudy Ayunda sosok yang dapat dipercaya				
10.	Maudy Ayunda memiliki reputasi yang baik				
11.	Maudy Ayunda cocok menjadi <i>endorser</i> sabun pembersih wajah Pond's				
12.	Maudy Ayunda memiliki penampilan yang menarik				
13.	Maudy Ayunda memiliki kemampuan mempengaruhi saya dalam membeli sabun pembersih wajah Pond's				
14.	Maudy Ayunda menjadi inspirasi saya dalam membeli sabun pembersih wajah Pond's				

No	Pertanyaan Mengenai	Jawaban Responden			
		1	2	3	4
Citra Merek (X3)		STS	TS	S	SS
15.	Sabun pembersih wajah Pond's mudah diingat oleh saya.				
16.	Sabun pembersih wajah Pond's memiliki reputasi yang baik.				

No	Pertanyaan Mengenai	Jawaban Responden			
		1	2	3	4
Citra Merek (X3)		1	2	3	4
		STS	TS	S	SS
17.	Untuk produk sabun pembersih wajah, merek pertama yang muncul dibenak saya adalah sabun pembersih wajah Pond's.				
18.	Sabun pembersih wajah Pond's memiliki kemasan yang bervariasi.				
19.	Sabun pembersih wajah Pond's memiliki beberapa varian jenis.				
20.	Saya merasa cocok dengan produk sabun pembersih wajah Pond's.				
21.	Sabun pembersih wajah Pond's memberikan kesan positif kepada konsumen.				
22.	Sabun pembersih wajah Pond's dapat memenuhi harapan konsumen dengan membuat wajah lebih cerah.				

No	Pertanyaan Mengenai	Jawaban Responden			
		1	2	3	4
Niat Beli Ulang (Y)		1	2	3	4
		STS	TS	S	SS
23.	Saya akan tetap membeli sabun pembersih wajah Pond's di masa yang akan datang				
24.	Saya akan melakukan pembelian kembali sabun pembersih wajah Pond's secara rutin.				
25.	Saya akan merekomendasikan sabun pembersih wajah Pond's kepada orang lain.				
26.	Saya akan mempromosikan sabun pembersih wajah Pond's kepada orang lain.				
27.	Saya akan menjadi konsumen yang setia dengan membeli sabun pembersih wajah Pond's karena manfaat yang saya dapat.				
28.	Saya tidak akan beralih ke sabun pembersih wajah lain selain sabun pembersih wajah Pond's.				

Lampiran 3

Tabulasi 30 Responden

Responden	Harga (X1)						Total
	P1	P2	P3	P4	P5	P6	
1	4	3	3	2	3	2	17
2	3	3	4	2	2	3	17
3	3	3	3	3	3	3	18
4	3	3	2	2	3	2	15
5	3	3	3	2	3	3	17
6	3	4	3	3	3	3	19
7	3	3	3	3	4	4	20
8	3	3	4	4	3	3	20
9	4	4	4	3	2	3	20
10	4	3	2	3	3	2	17
11	2	3	2	2	4	3	16
12	3	3	3	4	3	3	19
13	2	3	2	2	3	2	14
14	2	2	3	1	3	1	12
15	3	3	3	3	4	3	19
16	3	4	3	2	3	2	17
17	3	3	3	2	3	2	16
18	3	3	3	3	4	3	19
19	4	3	3	3	3	3	19
20	3	1	4	3	3	3	17
21	3	3	3	2	3	2	16
22	3	3	4	3	3	2	18
23	2	3	2	3	3	3	16
24	3	3	4	3	3	3	19
25	4	3	3	2	3	3	18
26	3	4	2	2	3	3	17
27	3	3	3	3	3	3	18
28	1	2	2	3	3	2	13
29	2	3	2	2	3	2	14
30	3	4	3	2	3	4	19

Responden	Celebrity Endorser (X2)										Total
	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	
1	3	3	4	2	4	3	3	3	3	4	32
2	3	3	3	3	3	3	3	3	3	3	30
3	2	4	4	4	4	4	4	4	3	3	36
4	4	4	3	3	4	4	3	3	3	3	34
5	3	3	4	4	4	3	3	3	4	4	35
6	3	3	4	3	3	3	3	4	2	2	30
7	4	4	4	3	4	4	4	2	3	3	35
8	2	4	4	3	4	3	3	3	3	3	32
9	3	4	4	3	4	4	3	4	4	2	35
10	3	3	3	3	3	4	3	4	4	2	32
11	2	4	4	2	3	3	2	4	4	3	31
12	3	4	3	3	3	4	4	4	3	3	34
13	3	4	4	3	3	3	3	3	2	2	30
14	3	3	3	1	3	3	3	3	1	1	24
15	4	4	4	4	4	4	4	4	2	2	36
16	4	4	4	3	3	3	4	3	3	4	35
17	2	2	2	3	1	3	2	3	1	1	20
18	4	2	4	1	4	4	4	4	3	3	33
19	3	2	4	1	3	3	4	3	2	2	27
20	3	3	4	3	3	3	3	4	2	2	30
21	3	3	4	2	3	3	3	3	2	2	28
22	3	3	3	3	3	3	3	3	3	3	30
23	3	3	3	3	3	2	2	3	3	3	28
24	3	4	4	4	4	3	4	3	3	3	35
25	3	3	3	3	4	3	3	4	1	1	28
26	3	4	4	3	4	3	4	4	3	2	34
27	4	4	4	4	4	3	4	4	2	2	35
28	2	2	3	2	4	2	3	4	3	3	28
29	3	3	3	2	3	3	3	3	3	3	29
30	3	4	4	3	4	3	4	4	3	3	35

Responden	Citra Merek (Y)								Total
	P17	P18	P19	P20	P21	P22	P23	P24	
1	3	3	3	3	3	3	3	3	24
2	3	3	2	3	3	3	3	3	23
3	3	3	2	3	3	3	3	3	23
4	4	4	4	4	4	2	3	3	28
5	3	3	2	2	3	2	3	2	20
6	3	3	2	3	3	2	2	2	20
7	4	4	4	4	4	4	3	3	30
8	4	3	2	3	3	2	3	2	22
9	4	3	3	2	3	3	3	3	24
10	4	4	3	3	3	3	3	4	27
11	4	4	3	4	4	3	2	4	28
12	4	4	4	4	4	4	4	3	31
13	3	3	3	2	3	2	3	3	22
14	3	3	2	3	3	1	1	3	19
15	3	3	3	3	3	2	3	3	23
16	3	3	2	3	4	3	3	2	23
17	3	3	3	3	3	3	1	1	20
18	4	3	1	3	3	2	3	3	22
19	3	3	3	3	3	3	3	2	23
20	3	3	2	3	3	2	2	2	20
21	3	3	3	3	3	3	3	3	24
22	4	3	4	4	4	2	3	3	27
23	3	3	1	3	3	2	3	2	20
24	4	3	3	4	3	3	4	3	27
25	3	3	1	3	3	2	3	2	20
26	3	3	3	3	4	2	3	2	23
27	3	3	3	3	3	2	3	2	22
28	2	2	3	3	3	2	3	3	21
29	4	3	3	3	3	1	3	2	22
30	4	3	3	3	3	2	3	3	24

Responden	Niat Beli Ulang (Z)						Total
	P25	P26	P27	P28	P29	P30	
1	3	3	3	3	3	3	18
2	3	3	3	3	2	2	16
3	3	3	3	3	3	2	17
4	3	3	3	3	3	2	17
5	2	2	3	3	2	2	14
6	2	2	2	2	2	2	12
7	4	4	4	4	4	4	24
8	2	2	3	3	4	3	17
9	3	3	3	3	4	3	19
10	4	4	4	4	4	3	23
11	4	3	4	4	3	4	22
12	4	4	4	3	4	4	23
13	3	2	3	3	2	2	15
14	1	1	1	1	1	1	6
15	2	2	2	2	1	1	10
16	3	3	3	3	3	4	19
17	3	3	2	2	3	3	16
18	3	3	3	3	3	3	18
19	3	3	3	4	4	4	21
20	2	1	2	3	4	3	15
21	2	2	3	3	1	1	12
22	2	2	3	2	2	2	13
23	2	2	2	2	1	3	12
24	3	4	3	3	4	3	20
25	2	2	2	2	2	1	11
26	2	2	1	2	2	3	12
27	2	2	1	1	2	2	10
28	3	3	4	2	3	3	18
29	2	2	2	2	2	2	12
30	3	3	3	3	3	3	18

Lampiran 4

Hasil Output Uji Validitas

Harga

		Correlations						
		P1	P2	P3	P4	P5	P6	TOTAL
P1	Pearson Correlation	1	.330	.423*	.157	-.207	.252	.659**
	Sig. (2-tailed)		.075	.020	.408	.272	.180	.000
	N	30	30	30	30	30	30	30
P2	Pearson Correlation	.330	1	-.076	-.047	-.133	.283	.427*
	Sig. (2-tailed)	.075		.691	.806	.484	.130	.019
	N	30	30	30	30	30	30	30
P3	Pearson Correlation	.423*	-.076	1	.304	-.318	.252	.563**
	Sig. (2-tailed)	.020	.691		.103	.087	.180	.001
	N	30	30	30	30	30	30	30
P4	Pearson Correlation	.157	-.047	.304	1	.098	.435*	.627**
	Sig. (2-tailed)	.408	.806	.103		.607	.016	.000
	N	30	30	30	30	30	30	30
P5	Pearson Correlation	-.207	-.133	-.318	.098	1	.193	.096

	Sig. (2-tailed)	.272	.484	.087	.607		.306	.613
	N	30	30	30	30	30	30	30
P6	Pearson Correlation	.252	.283	.252	.435*	.193	1	.755**
	Sig. (2-tailed)	.180	.130	.180	.016	.306		.000
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.659**	.427*	.563**	.627**	.096	.755**	1
	Sig. (2-tailed)	.000	.019	.001	.000	.613	.000	
	N	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).								

Celebrity Endorser

		Correlations										
		P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	TOTAL
P7	Pearson Correlation	1	.210	.239	.079	.295	.387*	.503**	-.141	-.047	.098	.435*
	Sig. (2-tailed)		.265	.204	.676	.114	.035	.005	.456	.806	.605	.016
	N	30	30	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	.210	1	.430*	.573**	.405*	.352	.328	.057	.290	.198	.703**
	Sig. (2-tailed)	.265		.018	.001	.027	.056	.076	.765	.120	.295	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P9	Pearson Correlation	.239	.430*	1	.116	.559**	.156	.498**	.129	.249	.285	.632**
	Sig. (2-tailed)	.204	.018		.543	.001	.412	.005	.496	.185	.127	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P10	Pearson Correlation	.079	.573**	.116	1	.216	.163	.165	.115	.156	.120	.525**

	Sig. (2-tailed)	.676	.001	.543		.252	.391	.382	.546	.411	.529	.003
	N	30	30	30	30	30	30	30	30	30	30	30
P11	Pearson Correlation	.295	.405*	.559**	.216	1	.221	.519**	.212	.358	.350	.735**
	Sig. (2-tailed)	.114	.027	.001	.252		.240	.003	.262	.052	.058	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P12	Pearson Correlation	.387*	.352	.156	.163	.221	1	.431*	.154	.209	-.031	.505**
	Sig. (2-tailed)	.035	.056	.412	.391	.240		.018	.416	.267	.872	.004
	N	30	30	30	30	30	30	30	30	30	30	30
P13	Pearson Correlation	.503*	.328	.498**	.165	.519**	.431*	1	.145	.026	.163	.636**
	Sig. (2-tailed)	.005	.076	.005	.382	.003	.018		.443	.892	.390	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P14	Pearson Correlation	-.141	.057	.129	.115	.212	.154	.145	1	.065	-.250	.226

	Sig. (2-tailed)	.456	.765	.496	.546	.262	.416	.443		.732	.183	.230
	N	30	30	30	30	30	30	30	30	30	30	30
P15	Pearson Correlation	-.047	.290	.249	.156	.358	.209	.026	.065	1	.711**	.597**
	Sig. (2-tailed)	.806	.120	.185	.411	.052	.267	.892	.732		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P16	Pearson Correlation	.098	.198	.285	.120	.350	-.031	.163	-.250	.711**	1	.539**
	Sig. (2-tailed)	.605	.295	.127	.529	.058	.872	.390	.183	.000		.002
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.435*	.703**	.632**	.525**	.735**	.505**	.636**	.226	.597**	.539**	1
	Sig. (2-tailed)	.016	.000	.000	.003	.000	.004	.000	.230	.000	.002	
	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).												

Citra Merek

		Correlations								
		P17	P18	P19	P20	P21	P22	P23	P24	TOTAL
P17	Pearson Correlation	1	.648**	.343	.442*	.351	.190	.271	.374*	.660**
	Sig. (2-tailed)		.000	.064	.015	.057	.314	.147	.042	.000
	N	30	30	30	30	30	30	30	30	30
P18	Pearson Correlation	.648**	1	.408*	.522**	.566**	.466**	.082	.412*	.739**
	Sig. (2-tailed)	.000		.025	.003	.001	.010	.668	.024	.000
	N	30	30	30	30	30	30	30	30	30
P19	Pearson Correlation	.343	.408*	1	.447*	.506**	.355	.210	.326	.724**
	Sig. (2-tailed)	.064	.025		.013	.004	.054	.265	.079	.000
	N	30	30	30	30	30	30	30	30	30
P20	Pearson Correlation	.442*	.522**	.447*	1	.629**	.320	.146	.292	.694**
	Sig. (2-tailed)	.015	.003	.013		.000	.085	.442	.118	.000
	N	30	30	30	30	30	30	30	30	30
P21	Pearson Correlation	.351	.566**	.506**	.629**	1	.327	.144	.188	.665**

	Sig. (2-tailed)	.057	.001	.004	.000	.078	.447	.320	.000	
	N	30	30	30	30	30	30	30	30	
P22	Pearson Correlation	.190	.466**	.355	.320	.327	1	.305	.267	.642**
	Sig. (2-tailed)	.314	.010	.054	.085	.078		.102	.154	.000
	N	30	30	30	30	30	30	30	30	30
P23	Pearson Correlation	.271	.082	.210	.146	.144	.305	1	.252	.489**
	Sig. (2-tailed)	.147	.668	.265	.442	.447	.102		.179	.006
	N	30	30	30	30	30	30	30	30	30
P24	Pearson Correlation	.374*	.412*	.326	.292	.188	.267	.252	1	.611**
	Sig. (2-tailed)	.042	.024	.079	.118	.320	.154	.179		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.660**	.739**	.724**	.694**	.665**	.642**	.489**	.611**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.006	.000	
	N	30	30	30	30	30	30	30	30	30
** . Correlation is significant at the 0.01 level (2-tailed).										
* . Correlation is significant at the 0.05 level (2-tailed).										

Niat Beli Ulang

		Correlations						
		P25	P26	P27	P28	P29	P30	TOTAL
P25	Pearson Correlation	1	.894**	.803**	.744**	.667**	.683**	.925**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
P26	Pearson Correlation	.894**	1	.722**	.608**	.638**	.600**	.862**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
P27	Pearson Correlation	.803**	.722**	1	.780**	.567**	.503**	.843**
	Sig. (2-tailed)	.000	.000		.000	.001	.005	.000
	N	30	30	30	30	30	30	30
P28	Pearson Correlation	.744**	.608**	.780**	1	.650**	.577**	.844**

	Sig. (2-tailed)	.000	.000	.000		.000	.001	.000
	N	30	30	30	30	30	30	30
P29	Pearson Correlation	.667**	.638**	.567**	.650**	1	.738**	.846**
	Sig. (2-tailed)	.000	.000	.001	.000		.000	.000
	N	30	30	30	30	30	30	30
P30	Pearson Correlation	.683**	.600**	.503**	.577**	.738**	1	.811**
	Sig. (2-tailed)	.000	.000	.005	.001	.000		.000
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.925**	.862**	.843**	.844**	.846**	.811**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

Lampiran 5

Hasil Output Uji Reliabilitas

Harga

Reliability Statistics	
Cronbach's Alpha	N of Items
.521	6

Celebrity Endorser

Reliability Statistics	
Cronbach's Alpha	N of Items
.747	10

Citra Merek

Reliability Statistics	
Cronbach's Alpha	N of Items
.789	8

Niat Beli Ulang

Reliability Statistics	
Cronbach's Alpha	N of Items
.922	6

Lampiran 6

Tabulasi 140 Responden

Responden	Harga (X1)						
	P1	P2	P3	P4	P5	Total	Rata-Rata
1	4	3	3	3	4	17	3.4
2	3	4	3	2	3	15	3.0
3	3	3	3	2	2	13	2.6
4	3	4	4	2	2	15	3.0
5	4	3	3	3	3	16	3.2
6	3	3	3	2	2	13	2.6
7	3	3	3	2	3	14	2.8
8	3	3	3	2	1	12	2.4
9	3	3	4	3	4	17	3.4
10	4	3	3	3	4	17	3.4
11	3	3	4	3	4	17	3.4
12	4	4	4	3	3	18	3.6
13	2	3	3	3	2	13	2.6
14	3	3	3	3	2	14	2.8
15	4	3	3	2	4	16	3.2
16	3	3	3	3	2	14	2.8
17	3	4	3	3	2	15	3.0
18	4	4	4	3	4	19	3.8
19	4	4	3	2	3	16	3.2
20	4	4	4	4	4	20	4.0
21	4	4	4	4	4	20	4.0
22	2	4	3	3	2	14	2.8
23	2	3	3	2	2	12	2.4
24	3	4	3	3	2	15	3.0
25	3	3	2	2	2	12	2.4
26	4	3	3	3	2	15	3.0
27	3	3	3	3	3	15	3.0
28	4	4	4	3	2	17	3.4
29	2	2	2	2	2	10	2.0
30	2	2	3	2	2	11	2.2
31	3	4	4	3	3	17	3.4
32	2	3	3	2	2	12	2.4
33	3	4	4	3	3	17	3.4

Responden	Harga (X1)						
	P1	P2	P3	P4	P5	Total	Rata-Rata
34	4	4	4	4	4	20	4.0
35	2	3	2	2	2	11	2.2
36	3	3	3	3	2	14	2.8
37	3	4	3	3	2	15	3.0
38	3	3	3	3	4	16	3.2
39	4	4	3	1	4	16	3.2
40	3	3	3	2	2	13	2.6
41	4	3	3	2	2	14	2.8
42	4	3	4	3	4	18	3.6
43	3	3	4	3	4	17	3.4
44	4	4	4	4	3	19	3.8
45	3	3	3	2	3	14	2.8
46	4	4	4	4	4	20	4.0
47	3	3	2	3	3	14	2.8
48	3	3	2	2	3	13	2.6
49	3	4	3	3	3	16	3.2
50	4	4	3	2	2	15	3.0
51	3	3	3	2	3	14	2.8
52	4	4	3	2	2	15	3.0
53	4	4	4	2	2	16	3.2
54	3	4	2	1	2	12	2.4
55	3	4	2	2	2	13	2.6
56	2	3	3	3	3	14	2.8
57	3	3	3	2	2	13	2.6
58	3	4	2	2	2	13	2.6
59	4	4	3	3	3	17	3.4
60	3	3	3	3	3	15	3.0
61	3	3	3	2	2	13	2.6
62	4	3	3	2	3	15	3.0
63	3	3	3	3	2	14	2.8
64	4	4	4	4	4	20	4.0
65	3	3	2	2	3	13	2.6
66	3	3	3	2	2	13	2.6
67	3	3	3	2	2	13	2.6
68	4	4	2	4	2	16	3.2
69	3	3	3	2	2	13	2.6

Responden	Harga (X1)						
	P1	P2	P3	P4	P5	Total	Rata-Rata
70	3	4	4	3	3	17	3.4
71	4	2	3	2	2	13	2.6
72	3	3	2	2	2	12	2.4
73	4	4	4	2	2	16	3.2
74	2	2	2	2	3	11	2.2
75	4	3	3	3	3	16	3.2
76	4	4	4	3	3	18	3.6
77	4	4	3	3	3	17	3.4
78	3	4	4	3	3	17	3.4
79	3	4	4	3	3	17	3.4
80	3	3	3	3	3	15	3.0
81	3	4	3	3	3	16	3.2
82	3	3	3	3	2	14	2.8
83	3	4	3	3	4	17	3.4
84	3	3	3	2	2	13	2.6
85	4	4	3	4	4	19	3.8
86	3	3	2	2	3	13	2.6
87	3	3	2	2	2	12	2.4
88	4	4	3	4	3	18	3.6
89	3	3	3	3	3	15	3.0
90	3	3	2	2	2	12	2.4
91	2	2	2	2	2	10	2.0
92	3	3	3	3	3	15	3.0
93	3	4	3	3	2	15	3.0
94	3	4	4	3	2	16	3.2
95	3	2	3	2	2	12	2.4
96	3	3	3	3	3	15	3.0
97	4	4	3	3	3	17	3.4
98	4	3	4	4	3	18	3.6
99	4	3	3	2	3	15	3.0
100	4	4	4	3	3	18	3.6
101	4	4	3	3	3	17	3.4
102	3	3	3	3	3	15	3.0
103	4	4	3	3	2	16	3.2
104	2	3	2	2	2	11	2.2
105	3	3	2	2	2	12	2.4

Responden	Harga (X1)						
	P1	P2	P3	P4	P5	Total	Rata-Rata
106	3	4	3	3	3	16	3.2
107	3	3	3	3	3	15	3.0
108	4	3	3	3	3	16	3.2
109	4	3	3	3	3	16	3.2
110	3	4	3	3	3	16	3.2
111	3	3	3	2	2	13	2.6
112	4	4	2	1	4	15	3.0
113	4	3	3	2	3	15	3.0
114	3	3	4	3	3	16	3.2
115	3	4	3	1	2	13	2.6
116	2	2	3	4	2	13	2.6
117	4	3	3	3	2	15	3.0
118	3	3	2	2	2	12	2.4
119	3	3	3	2	2	13	2.6
120	3	4	3	3	3	16	3.2
121	3	3	3	3	2	14	2.8
122	4	4	2	2	2	14	2.8
123	3	2	2	2	2	11	2.2
124	3	3	3	3	3	15	3.0
125	3	3	3	2	3	14	2.8
126	4	3	3	2	3	15	3.0
127	3	3	3	3	2	14	2.8
128	3	2	3	3	3	14	2.8
129	4	3	3	4	4	18	3.6
130	2	3	1	1	4	11	2.2
131	3	3	3	2	2	13	2.6
132	3	3	3	3	3	15	3.0
133	2	4	2	3	1	12	2.4
134	4	4	4	3	3	18	3.6
135	3	3	3	3	3	15	3.0
136	4	3	4	4	4	19	3.8
137	3	4	3	3	3	16	3.2
138	3	3	3	3	3	15	3.0
139	4	3	3	3	3	16	3.2
140	4	3	3	3	4	17	3.4

Responden	Celebrity Endorser (X2)										Rata-Rata
	P6	P7	P8	P9	P10	P11	P12	P13	P14	Total	
1	4	3	3	4	4	3	3	2	2	28	3.1
2	4	4	4	3	4	3	3	2	2	29	3.2
3	3	4	3	3	4	3	4	2	2	28	3.1
4	3	4	4	4	4	3	4	2	2	30	3.3
5	2	4	3	3	4	3	3	2	2	26	2.9
6	4	4	4	2	3	3	4	2	2	28	3.1
7	2	3	3	3	3	3	3	2	2	24	2.7
8	4	3	4	4	4	2	4	1	1	27	3.0
9	2	2	3	2	3	2	4	3	3	24	2.7
10	3	2	4	3	2	3	3	3	3	26	2.9
11	3	3	4	2	3	2	4	3	3	27	3.0
12	3	3	4	3	3	3	2	3	3	27	3.0
13	1	3	4	1	3	2	2	3	3	22	2.4
14	3	3	3	3	3	2	3	1	1	22	2.4
15	4	4	4	3	4	4	4	2	2	31	3.4
16	4	4	4	4	4	3	3	1	1	28	3.1
17	2	3	3	3	3	3	3	2	2	24	2.7
18	1	3	3	2	3	3	4	1	1	21	2.3
19	3	4	4	4	4	4	4	2	1	30	3.3
20	2	1	3	3	4	3	3	1	1	21	2.3
21	1	1	3	3	3	3	3	3	3	23	2.6
22	3	4	4	3	4	4	3	2	2	29	3.2
23	4	4	4	4	4	4	4	4	4	36	4.0
24	3	4	4	3	4	3	3	2	2	28	3.1
25	1	2	4	4	4	3	4	3	2	27	3.0
26	3	4	4	3	3	4	4	2	2	29	3.2
27	2	4	3	3	3	3	3	2	1	24	2.7
28	2	3	4	3	4	3	4	2	2	27	3.0
29	3	3	3	3	3	3	3	1	1	23	2.6
30	2	4	4	4	4	3	3	2	2	28	3.1
31	4	4	4	3	3	3	3	2	2	28	3.1
32	4	4	4	3	4	3	3	3	3	31	3.4
33	3	4	4	4	4	4	4	4	4	35	3.9
34	3	4	4	4	4	4	4	4	4	35	3.9
35	3	4	4	3	4	4	4	2	2	30	3.3
36	4	4	4	3	4	3	3	3	1	29	3.2
37	3	4	4	3	4	4	3	2	2	29	3.2
38	1	4	4	2	3	4	4	2	2	26	2.9
39	3	4	4	4	4	3	4	2	2	30	3.3
40	3	3	3	3	3	3	3	2	2	25	2.8
41	3	4	4	4	4	3	4	2	2	30	3.3
42	1	2	3	2	4	2	3	3	3	23	2.6

Responden	Celebrity Endorser (X2)										Rata-Rata
	P6	P7	P8	P9	P10	P11	P12	P13	P14	Total	
43	3	4	4	4	4	3	3	4	4	33	3.7
44	3	4	4	4	4	4	4	1	1	29	3.2
45	4	4	4	3	4	4	4	2	2	31	3.4
46	4	4	4	4	4	4	4	4	4	36	4.0
47	3	4	4	2	2	4	3	2	2	26	2.9
48	3	3	4	3	4	3	4	1	1	26	2.9
49	1	3	3	2	3	3	3	3	3	24	2.7
50	3	3	3	3	3	3	3	1	1	23	2.6
51	3	4	4	3	4	3	4	2	2	29	3.2
52	4	4	4	3	4	4	4	2	2	31	3.4
53	3	4	4	2	3	3	4	1	1	25	2.8
54	4	4	4	4	4	2	4	1	1	28	3.1
55	2	4	4	3	4	3	4	2	2	28	3.1
56	4	4	4	3	3	3	3	3	3	30	3.3
57	3	4	4	3	4	3	3	2	2	28	3.1
58	2	4	4	2	4	3	4	1	1	25	2.8
59	4	4	4	4	4	4	4	3	3	34	3.8
60	3	4	4	3	4	3	4	3	3	31	3.4
61	3	3	3	3	3	3	3	3	3	27	3.0
62	3	4	4	3	3	3	4	2	2	28	3.1
63	2	4	4	4	4	3	3	3	2	29	3.2
64	4	4	4	4	4	4	4	4	4	36	4.0
65	2	4	4	3	4	4	4	2	2	29	3.2
66	4	4	4	4	4	3	3	2	2	30	3.3
67	3	4	4	4	4	3	4	2	2	30	3.3
68	4	4	4	4	4	4	4	2	2	32	3.6
69	3	4	4	3	4	4	4	4	4	34	3.8
70	2	4	4	2	3	3	3	3	3	27	3.0
71	3	4	4	4	4	3	3	1	1	27	3.0
72	4	4	4	4	4	4	3	2	2	31	3.4
73	4	4	4	4	4	4	4	2	2	32	3.6
74	2	3	3	2	3	3	3	2	2	23	2.6
75	2	3	4	1	3	3	4	3	3	26	2.9
76	2	1	2	3	3	3	4	3	3	24	2.7
77	2	3	4	3	4	3	4	3	3	29	3.2
78	2	3	4	2	4	3	4	3	3	28	3.1
79	3	4	4	3	3	3	2	3	3	28	3.1
80	3	4	4	3	2	3	4	3	3	29	3.2
81	1	3	3	1	2	1	3	3	3	20	2.2
82	3	4	4	3	4	4	4	2	2	30	3.3
83	4	4	4	4	4	4	4	3	3	34	3.8
84	3	4	4	4	4	4	4	2	2	31	3.4

Responden	Celebrity Endorser (X2)										Rata-Rata
	P6	P7	P8	P9	P10	P11	P12	P13	P14	Total	
85	4	4	4	4	4	4	4	4	4	36	4.0
86	3	4	4	3	4	3	4	1	1	27	3.0
87	3	4	4	4	4	4	4	2	2	31	3.4
88	3	4	4	4	4	4	4	3	4	34	3.8
89	2	4	4	3	4	3	3	3	3	29	3.2
90	1	4	4	4	4	4	4	1	1	27	3.0
91	2	2	2	2	2	2	2	2	2	18	2.0
92	4	4	4	3	3	4	4	4	4	34	3.8
93	3	3	3	3	3	3	3	3	3	27	3.0
94	3	4	4	4	4	3	4	2	2	30	3.3
95	3	3	3	3	3	3	4	2	2	26	2.9
96	4	4	4	4	4	4	4	3	3	34	3.8
97	1	3	4	2	3	1	2	3	3	22	2.4
98	4	4	4	4	4	4	4	3	3	34	3.8
99	3	4	4	4	4	3	4	3	3	32	3.6
100	1	3	4	2	3	2	4	3	3	25	2.8
101	4	4	4	4	4	3	4	3	4	34	3.8
102	3	3	3	3	3	3	3	3	3	27	3.0
103	4	4	4	4	4	4	4	2	2	32	3.6
104	3	4	4	3	4	4	4	2	2	30	3.3
105	2	3	3	2	3	3	3	1	1	21	2.3
106	1	4	4	2	3	3	4	3	3	27	3.0
107	4	3	3	3	4	4	4	3	3	31	3.4
108	2	3	3	3	4	3	4	3	3	28	3.1
109	3	3	3	2	4	4	4	3	3	29	3.2
110	4	4	4	3	4	3	4	3	3	32	3.6
111	3	3	3	3	4	3	3	2	2	26	2.9
112	4	4	4	4	4	4	4	1	1	30	3.3
113	4	4	4	4	4	4	4	3	2	33	3.7
114	4	3	4	4	3	4	4	3	2	31	3.4
115	4	4	4	4	4	4	4	2	2	32	3.6
116	3	4	4	3	3	4	4	3	3	31	3.4
117	4	4	4	4	4	4	4	3	3	34	3.8
118	2	2	3	3	3	3	3	2	1	22	2.4
119	3	3	3	3	3	3	3	2	2	25	2.8
120	4	4	3	3	4	3	4	2	2	29	3.2
121	4	4	4	4	4	4	4	4	2	34	3.8
122	3	3	4	4	4	4	4	1	1	28	3.1
123	2	3	4	3	4	4	4	2	1	27	3.0
124	3	4	4	3	4	3	3	2	2	28	3.1
125	3	4	4	3	3	3	4	2	2	28	3.1
126	3	4	4	4	4	3	3	1	1	27	3.0

Responden	Celebrity Endorser (X2)										Rata-Rata
	P6	P7	P8	P9	P10	P11	P12	P13	P14	Total	
127	3	4	4	4	4	4	4	4	4	35	3.9
128	3	3	3	3	3	3	3	2	2	25	2.8
129	4	3	4	3	4	3	4	1	1	27	3.0
130	3	4	4	4	4	1	1	1	1	23	2.6
131	3	4	4	3	4	3	3	2	2	28	3.1
132	4	2	4	4	4	4	4	3	2	31	3.4
133	4	4	4	4	4	3	4	3	3	33	3.7
134	4	4	4	3	4	3	4	3	3	32	3.6
135	3	3	3	3	3	3	3	3	3	27	3.0
136	4	4	4	4	4	4	4	4	4	36	4.0
137	2	4	4	2	4	3	4	3	3	29	3.2
138	3	3	4	3	4	4	4	3	3	31	3.4
139	2	3	3	2	3	3	4	3	3	26	2.9
140	3	4	4	4	4	4	4	3	3	33	3.7

Responden	Citra Merek (Y)									Rata-Rata
	P15	P16	P17	P18	P19	P20	P21	P22	Total	
1	4	3	3	3	4	3	3	3	26	3.3
2	3	3	2	4	3	1	2	2	20	2.5
3	3	3	2	2	3	2	3	3	21	2.6
4	4	3	2	3	4	1	2	2	21	2.6
5	4	4	3	2	4	3	3	3	26	3.3
6	3	3	3	4	4	3	3	3	26	3.3
7	3	3	3	3	3	2	3	3	23	2.9
8	2	3	1	2	4	1	3	1	17	2.1
9	3	4	3	3	3	3	4	3	26	3.3
10	3	4	3	3	3	3	3	4	26	3.3
11	4	4	4	3	3	3	4	4	29	3.6
12	4	3	4	3	4	3	3	4	28	3.5
13	3	3	4	3	3	3	2	3	24	3.0
14	3	3	3	3	3	2	2	2	21	2.6
15	4	4	4	4	4	1	3	2	26	3.3
16	3	3	3	3	3	4	3	3	25	3.1
17	3	3	3	2	3	3	3	3	23	2.9
18	4	4	4	4	4	4	4	4	32	4.0
19	3	2	2	3	3	1	3	3	20	2.5
20	4	4	4	4	4	4	4	4	32	4.0
21	4	4	4	4	4	4	4	4	32	4.0
22	3	3	2	3	3	2	2	3	21	2.6
23	3	3	3	3	3	2	3	3	23	2.9
24	3	3	2	3	3	2	3	3	22	2.8
25	3	3	2	4	3	2	2	3	22	2.8
26	4	3	2	4	4	2	3	3	25	3.1
27	3	3	2	3	3	3	3	3	23	2.9
28	4	4	1	4	4	2	3	2	24	3.0
29	3	2	2	2	2	2	2	2	17	2.1
30	4	4	4	4	3	2	3	3	27	3.4
31	4	4	3	4	4	2	3	4	28	3.5
32	3	3	3	3	3	3	3	3	24	3.0
33	3	3	3	4	4	3	3	3	26	3.3
34	4	3	3	4	4	4	4	4	30	3.8
35	4	4	4	3	4	3	3	2	27	3.4
36	3	3	2	2	3	3	3	3	22	2.8
37	3	3	2	3	3	2	2	3	21	2.6
38	3	3	3	3	4	4	3	3	26	3.3
39	4	3	2	2	3	1	2	2	19	2.4
40	3	3	3	3	3	3	3	3	24	3.0
41	4	3	2	2	3	1	3	3	21	2.6
42	3	3	3	3	3	3	4	3	25	3.1

Responden	Citra Merek (Y)									Rata-Rata
	P15	P16	P17	P18	P19	P20	P21	P22	Total	
43	4	4	4	3	4	4	4	4	31	3.9
44	3	3	3	3	4	4	3	3	26	3.3
45	3	3	3	3	3	2	3	2	22	2.8
46	4	4	4	4	4	4	4	4	32	4.0
47	3	3	2	4	4	2	2	2	22	2.8
48	3	3	1	3	3	1	2	1	17	2.1
49	3	4	3	3	3	3	4	3	26	3.3
50	2	3	1	4	4	2	3	3	22	2.8
51	3	3	2	3	3	2	3	3	22	2.8
52	4	4	2	4	4	1	4	3	26	3.3
53	4	3	1	3	4	2	3	3	23	2.9
54	2	2	2	3	3	1	2	2	17	2.1
55	3	3	2	2	3	1	2	2	18	2.3
56	3	2	2	4	4	2	3	2	22	2.8
57	3	2	1	3	3	1	3	3	19	2.4
58	2	3	2	3	4	3	3	2	22	2.8
59	4	2	2	4	4	2	3	3	24	3.0
60	3	3	3	4	3	3	3	3	25	3.1
61	3	3	3	3	3	3	3	2	23	2.9
62	3	3	1	2	3	1	3	3	19	2.4
63	3	3	2	3	3	1	2	3	20	2.5
64	4	4	4	4	4	4	4	4	32	4.0
65	3	2	1	3	3	1	2	1	16	2.0
66	2	3	2	3	3	2	3	2	20	2.5
67	3	3	3	3	3	3	3	3	24	3.0
68	3	3	2	4	4	4	4	4	28	3.5
69	4	4	4	4	4	4	4	4	32	4.0
70	3	4	3	4	4	3	4	3	28	3.5
71	2	3	2	3	3	3	2	2	20	2.5
72	3	2	2	2	3	1	3	3	19	2.4
73	3	3	3	3	3	1	2	2	20	2.5
74	3	2	2	3	3	2	3	3	21	2.6
75	4	4	3	4	3	3	4	4	29	3.6
76	3	2	3	4	4	3	3	3	25	3.1
77	4	3	3	4	4	3	4	3	28	3.5
78	3	4	3	4	4	3	4	3	28	3.5
79	4	4	3	3	3	3	4	4	28	3.5
80	4	4	3	1	2	3	4	4	25	3.1
81	4	3	3	3	3	3	4	4	27	3.4
82	3	4	4	4	4	2	3	3	27	3.4
83	3	3	2	3	3	3	3	3	23	2.9
84	3	3	2	3	3	3	3	2	22	2.8

Responden	Citra Merek (Y)									Rata-Rata
	P15	P16	P17	P18	P19	P20	P21	P22	Total	
85	3	3	2	3	4	4	4	4	27	3.4
86	3	3	1	3	3	1	3	2	19	2.4
87	3	3	1	3	4	2	3	3	22	2.8
88	4	4	4	3	4	4	3	4	30	3.8
89	3	4	3	3	3	3	4	3	26	3.3
90	4	3	2	4	4	3	4	3	27	3.4
91	2	2	2	2	2	2	2	2	16	2.0
92	4	4	3	3	3	3	4	3	27	3.4
93	3	3	3	3	3	3	3	3	24	3.0
94	3	3	2	3	3	1	3	3	21	2.6
95	4	3	3	3	4	2	3	3	25	3.1
96	4	3	3	3	3	3	3	3	25	3.1
97	3	4	3	4	4	3	3	3	27	3.4
98	3	3	3	4	4	3	3	3	26	3.3
99	3	2	2	3	3	2	2	3	20	2.5
100	3	4	3	3	4	3	4	4	28	3.5
101	4	3	3	3	3	3	3	3	25	3.1
102	3	3	3	3	3	3	3	3	24	3.0
103	4	4	2	3	3	2	3	2	23	2.9
104	4	4	4	3	4	3	3	2	27	3.4
105	3	3	2	3	3	2	2	1	19	2.4
106	4	4	3	4	4	3	3	3	28	3.5
107	3	3	3	4	4	3	4	4	28	3.5
108	4	4	4	3	3	3	4	3	28	3.5
109	3	3	3	3	3	4	3	4	26	3.3
110	3	4	3	1	3	3	3	4	24	3.0
111	3	3	2	3	3	2	2	2	20	2.5
112	3	2	3	4	4	1	3	2	22	2.8
113	3	3	2	3	3	3	3	3	23	2.9
114	3	4	4	3	4	4	3	3	28	3.5
115	4	3	2	3	3	3	3	3	24	3.0
116	4	4	4	3	3	4	3	4	29	3.6
117	4	4	3	3	3	3	3	3	26	3.3
118	2	2	3	3	3	1	2	1	17	2.1
119	3	3	2	2	3	2	3	3	21	2.6
120	3	3	2	3	3	3	3	2	22	2.8
121	4	3	4	4	4	3	3	3	28	3.5
122	1	2	2	3	3	1	1	1	14	1.8
123	2	3	3	3	3	3	3	2	22	2.8
124	3	3	2	3	3	3	3	3	23	2.9
125	3	3	2	3	3	3	3	3	23	2.9
126	3	1	3	2	2	3	1	4	19	2.4

Responden	Citra Merek (Y)									Rata-Rata
	P15	P16	P17	P18	P19	P20	P21	P22	Total	
127	4	4	4	4	3	4	4	4	31	3.9
128	3	3	3	3	4	3	3	3	25	3.1
129	4	4	4	4	4	3	3	3	29	3.6
130	4	4	4	4	4	1	1	4	26	3.3
131	3	3	1	3	3	1	2	2	18	2.3
132	4	4	4	3	3	3	3	3	27	3.4
133	3	3	2	3	4	3	3	3	24	3.0
134	3	3	3	2	2	1	2	2	18	2.3
135	3	3	3	3	3	3	3	3	24	3.0
136	4	4	4	4	4	4	4	4	32	4.0
137	3	4	3	3	4	3	4	4	28	3.5
138	4	4	4	3	4	3	3	3	28	3.5
139	3	3	4	3	3	3	4	4	27	3.4
140	4	4	4	3	4	3	3	3	28	3.5

Responden	Niat Beli Ulang (Z)						Total	Rata-Rata
	P23	P24	P25	P26	P27	P28		
1	3	4	3	2	3	3	18	3.0
2	2	2	2	2	2	2	12	2.0
3	2	2	3	3	2	2	14	2.3
4	1	1	2	2	1	1	8	1.3
5	3	2	2	2	2	2	13	2.2
6	3	2	3	3	2	2	15	2.5
7	2	2	2	2	1	1	10	1.7
8	2	2	3	3	2	2	14	2.3
9	3	3	4	4	3	3	20	3.3
10	3	3	3	3	3	3	18	3.0
11	3	3	3	3	4	4	20	3.3
12	4	3	3	3	4	4	21	3.5
13	3	4	3	3	3	3	19	3.2
14	3	3	1	1	3	2	13	2.2
15	2	2	2	2	2	2	12	2.0
16	2	2	2	3	2	2	13	2.2
17	3	3	3	3	3	3	18	3.0
18	4	4	4	4	4	4	24	4.0
19	1	1	1	1	1	1	6	1.0
20	4	4	4	4	4	4	24	4.0
21	4	4	4	4	3	4	23	3.8
22	3	2	2	2	2	2	13	2.2
23	3	1	3	4	3	1	15	2.5
24	2	2	3	3	2	2	14	2.3
25	2	2	2	2	2	2	12	2.0
26	2	2	2	2	2	2	12	2.0
27	3	2	2	2	2	1	12	2.0
28	2	2	2	2	2	2	12	2.0
29	1	1	1	1	1	1	6	1.0
30	3	3	3	3	3	2	17	2.8
31	2	2	3	3	2	1	13	2.2
32	3	3	3	3	3	2	17	2.8
33	3	3	3	3	3	3	18	3.0
34	4	2	3	3	3	3	18	3.0
35	3	2	2	2	2	2	13	2.2
36	3	2	2	2	2	2	13	2.2

Responden	Niat Beli Ulang (Z)						Total	Rata-Rata
	P23	P24	P25	P26	P27	P28		
37	2	2	2	2	1	1	10	1.7
38	3	3	3	3	3	3	18	3.0
39	1	1	1	1	1	1	6	1.0
40	3	3	3	2	3	2	16	2.7
41	2	2	2	2	2	1	11	1.8
42	3	3	3	3	3	3	18	3.0
43	4	4	4	4	4	4	24	4.0
44	3	3	3	2	2	2	15	2.5
45	2	2	2	2	2	2	12	2.0
46	4	4	4	4	4	4	24	4.0
47	1	1	2	1	2	1	8	1.3
48	1	1	1	1	1	1	6	1.0
49	3	4	4	4	3	3	21	3.5
50	2	2	2	2	2	1	11	1.8
51	3	2	2	2	2	2	13	2.2
52	1	1	1	1	1	1	6	1.0
53	2	2	3	2	2	2	13	2.2
54	1	1	1	1	1	1	6	1.0
55	2	2	2	2	2	2	12	2.0
56	3	2	2	2	4	3	16	2.7
57	2	2	3	3	2	1	13	2.2
58	2	2	2	2	2	2	12	2.0
59	2	2	3	3	2	2	14	2.3
60	3	3	3	3	3	3	18	3.0
61	2	2	2	2	2	2	12	2.0
62	1	2	2	2	2	1	10	1.7
63	1	1	2	2	2	1	9	1.5
64	4	4	4	4	4	4	24	4.0
65	1	1	1	1	1	1	6	1.0
66	1	1	1	1	1	1	6	1.0
67	3	3	3	3	3	3	18	3.0
68	4	2	2	2	3	2	15	2.5
69	3	3	3	3	4	3	19	3.2
70	3	3	3	3	3	3	18	3.0
71	3	2	2	2	2	1	12	2.0
72	2	2	3	3	2	1	13	2.2

Responden	Niat Beli Ulang (Z)						Total	Rata-Rata
	P23	P24	P25	P26	P27	P28		
73	1	1	2	2	1	1	8	1.3
74	2	3	2	2	2	3	14	2.3
75	4	3	3	3	3	3	19	3.2
76	3	3	4	4	3	3	20	3.3
77	3	4	4	4	3	3	21	3.5
78	3	3	4	4	3	3	20	3.3
79	4	3	4	3	3	3	20	3.3
80	4	3	4	4	3	3	21	3.5
81	3	3	3	3	3	3	18	3.0
82	2	2	2	2	2	2	12	2.0
83	2	2	3	3	2	2	14	2.3
84	3	2	3	2	2	1	13	2.2
85	3	3	3	3	3	2	17	2.8
86	1	1	1	1	1	1	6	1.0
87	2	2	2	2	2	2	12	2.0
88	4	4	4	4	4	4	24	4.0
89	2	2	2	2	2	2	12	2.0
90	3	3	3	3	3	3	18	3.0
91	2	2	2	2	2	2	12	2.0
92	3	3	3	3	3	3	18	3.0
93	2	2	2	2	2	2	12	2.0
94	3	3	3	3	3	3	18	3.0
95	3	2	3	3	2	2	15	2.5
96	3	3	3	3	3	3	18	3.0
97	4	3	3	3	3	3	19	3.2
98	3	3	3	3	2	2	16	2.7
99	2	2	2	2	2	2	12	2.0
100	4	3	3	3	3	3	19	3.2
101	2	1	2	2	2	2	11	1.8
102	2	2	2	2	2	2	12	2.0
103	2	2	1	1	1	1	8	1.3
104	3	2	2	2	2	2	13	2.2
105	1	1	1	1	1	1	6	1.0
106	4	3	3	3	3	3	19	3.2
107	3	4	4	3	3	3	20	3.3
108	3	3	3	3	3	3	18	3.0

Responden	Niat Beli Ulang (Z)						Total	Rata-Rata
	P23	P24	P25	P26	P27	P28		
109	3	3	3	3	3	3	18	3.0
110	3	4	4	4	3	3	21	3.5
111	2	2	2	2	2	2	12	2.0
112	1	1	1	1	1	1	6	1.0
113	2	2	3	2	2	2	13	2.2
114	3	4	3	3	4	3	20	3.3
115	1	1	1	1	1	1	6	1.0
116	4	4	3	2	3	3	19	3.2
117	3	2	3	2	3	2	15	2.5
118	1	1	1	1	1	1	6	1.0
119	2	2	2	2	2	2	12	2.0
120	3	3	2	2	2	2	14	2.3
121	2	2	2	2	2	2	12	2.0
122	2	2	2	2	2	2	12	2.0
123	3	3	2	2	2	2	14	2.3
124	3	2	3	3	3	3	17	2.8
125	3	2	2	3	2	2	14	2.3
126	2	3	3	2	1	1	12	2.0
127	4	3	3	3	3	3	19	3.2
128	3	3	3	2	3	2	16	2.7
129	4	3	3	3	2	1	16	2.7
130	1	1	1	1	1	1	6	1.0
131	1	1	2	1	1	1	7	1.2
132	2	2	3	3	2	2	14	2.3
133	3	3	2	2	3	3	16	2.7
134	1	2	2	2	2	2	11	1.8
135	3	3	3	3	3	3	18	3.0
136	4	4	4	4	4	4	24	4.0
137	4	3	4	3	3	3	20	3.3
138	3	3	4	3	3	3	19	3.2
139	3	3	4	4	3	3	20	3.3
140	4	3	3	3	3	3	19	3.2

Lampiran 7

Hasil Output Analisis Jalur Tahap 1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.809	.317		2.551	.012
	Harga	.592	.078	.539	7.558	.000
	<i>Celebrity Endorser</i>	.146	.084	.124	1.738	.084

a. Dependent Variable: Citra Merek

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.578 ^a	.334	.324	.40667	

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

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.357	2	5.679	34.337	.000 ^b
	Residual	22.657	137	.165		
	Total	34.014	139			

a. Dependent Variable: Citra Merek

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

Lampiran 8

Hasil Output Analisis Jalur Tahap 2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.208	.417		-2.897	.004
	Harga	.299	.120	.168	2.492	.014
	<i>Celebrity Endorser</i>	-.175	.109	-.092	-1.603	.111
	Citra Merek	1.088	.110	.673	9.911	.000

a. Dependent Variable: Niat Beli Ulang

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763 ^a	.582	.573	.52274

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

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.749	3	17.250	63.126	.000 ^b
	Residual	37.163	136	.273		
	Total	88.912	139			

a. Dependent Variable: Niat Beli Ulang

b. Predictors: (Constant), Citra Merek, *Celebrity Endorser*, Harga