

Lampiran 1

PRA SURVEY

Kepada Responden yang terhormat,

Perkenalkan Saya Mohammad Fahrur rezi, mahasiswa Fakultas Ekonomi dan Bisnis Program Studi Manajemen Universitas Esa Unggul Jakarta yang sedang melakukan pra survey dalam penulisan skripsi dan men dapatkan gelar sarjana S1 Manajemen. Terima kasih atas partisipasinya anda untuk meluangkan waktu dalam mengisi daftar pra survey ini, dengan tujuan sebagai data penelitian Pengaruh Celebrity Endorser, Citra Merek dan Kualitas Pelayanan Terhadap Keputusan Pembelian Produk Wardah Kosmetik (Studi Kasus di Toko Burma Kosmetik).

Saya Berharap responden dapat menjawab dengan sebaik-baiknya saya ucapkan terima kasih.

Petunjuk pengisian pra survei:

- 1.Mohon dengan hormat, bantuan ibu/Saudari untuk menjawab seluruh pertanyaan yang ada.
- 2.Berikan tanda ✓(√) untuk menjawab pertanyaan secara detail yang sesuai dengan keadaan sesungguhnya.

DATA RERPONDEN

PETUNJUK

1. Usia :
 - a. 17-22 Tahun
 - b. 23-28 Tahun
 - c. 29-34 Tahun
 - d. \geq 35Tahun
2. Pendidikan Terakhir :
 - a. SMP
 - b. SMA
 - c. D3/S1/S2/S3 Sederajat
3. Pekerjaan anda saat ini :
 - a. Pelajar / Mahasiswa

- b. Karyawan
 - c. Wirausaha
 - d. Lain-lain
4. Pendapatan perbulan :
- a. < Rp. 1.500.000
 - b. Rp. 1.500.000 – Rp. 3000.000
 - c. Rp. 3.100.000 – Rp. 5.000.000
 - d. > Rp. 5000.000
5. Berapa kali dalam sebulan anda melakukan pembelian Produk Wardah?
- a. 1 Kali
 - b. 2-3 Kali
 - c. 3-5 Kali
 - d. > 5 Kali

1. Celebrity Endorser

Menurut anda apakah Dewi Sandra sebagai *celebrity endorser* produk Wardah menarik perhatian masyarakat?

- a. Setuju
- b. Tidak Setuju

Alasan

.....

Menurut anda apakah *celebrity endorser* Wardah merupakan sosok selebriti yang terkenal?

- a. Setuju
- b. Tidak Setuju

Alasan

.....

2. Kualitas Pelayanan

Menurut anda, apakah pelayanan dari karyawan Burma Kosmetik sudah memuaskan anda?

- a. Setuju b. Tidak Setuju

Alasan

.....
.....
.....

Lampiran 2

UNIVERSITAS ESA UNGGUL

Program S-1 Fakultas Ekonomi dan Bisnis Program Studi Manajemen

KUESIONER PENELITIAN SKRIPSI

Kepada responden yang terhormat,
Saya, mahasiswi Fakultas Ekonomi dan Bisnis Program Studi Manajemen
Universitas Esa Unggul Jakarta.

Nama : Mohammad Fahrurrezi

NIM : 20160101383

Bersama ini saya sampaikan daftar pernyataan kepada pembeli dan pengguna Kosmetik Wardah. Pernyataan dalam kuesioner ini berkenaan dengan penelitian saya yang berjudul Pengaruh *Celebrity Endorser*, Citra Merek, dan Kualitas Pelayanan Terhadap Keputusan Pembelian Produk Kosmetik Wardah di Toko Burma, Oleh karena itu, saya mohon kesediaan anda untuk meluangkan waktu guna mengisi kuesioner ini dengan tetap dan teliti. Data yang diperoleh akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian. Atas perhatian dan kerjasamanya saya ucapkan terima kasih.

DATA RESPONDEN :

PETUNJUK

Isilah data responden di bawah ini kemudian pilihlah jawaban dengan tanda (X) dipertanyaan yang tersedia.

1. Usia :
 - a. 17-22 Tahun
 - b. 23-28 Tahun
 - c. 29-34 Tahun
 - d. \geq 35Tahun
2. Pendidikan Terakhir :
 - a. SMP
 - b. SMA
 - c. D3/S1/S2/S3 Sederajat
3. Pekerjaan anda saat ini :

- a. Pelajar / Mahasiswa
 - b. Karyawan
 - c. Wirausaha
 - d. Lain-lain
4. Pendapatan perbulan :
 - a. < Rp. 1.500.000
 - b. Rp. 1.500.000 – Rp. 3.000.000
 - c. Rp. 3.100.000 – Rp. 5.000.000
 - d. > Rp. 5000.000
 5. Berapa kali dalam sebulan anda melakukan pembelian Produk Wardah?
 - a. 1 Kali
 - b. 2-3 Kali
 - c. 3-5 Kali
 - d. > 5 Kali

TANGGAPAN RESPONDEN

PETUNJUK :

Isilah semua pertanyaan dalam kuesioner sesuai dengan kenyataan, dengan cara memberikan tanda (X) pada kotak yang telah tersedia

KETERANGAN

| No. | Pernyataan | Skor |
|-----|---------------------------|------|
| 1 | Sangat Tidak Setuju (STS) | 1 |
| 2 | Tidak Setuju (TS) | 2 |
| 3 | Setuju (S) | 3 |
| 4 | Sangat Setuju (SS) | 4 |

| No. | PERNYATAAN | KETERANGAN | | | |
|-----|---|------------|----------|----------|----------|
| | | STS | TS | S | SS |
| | <i>Celebrity Endorser</i> | 1 | 2 | 3 | 4 |
| 1. | Dewi Sandra sebagai <i>endorser</i> Wardah memiliki penampilan yang menarik. | | | | |
| 2. | Dewi Sandra sebagai <i>endorser</i> Wardah memiliki kemampuan untuk memikat konsumen. | | | | |
| 3. | Dewi Sandra menyampaikan pesan iklan produk Wardah dengan jujur. | | | | |

| No | PERNYATAAN | STS | TS | S | SS |
|---------------------------|---|-----|----|---|----|
| | | 1 | 2 | 3 | 4 |
| 4. | Dewi Sandra memiliki kemampuan untuk meyakinkan konsumen bahwa produk Wardah adalah kosmetik yang baik. | | | | |
| 5. | Dewi Sandra memiliki pengetahuan atau wawasan yang luas. | | | | |
| 6. | Dewi Sandra merupakan artis yang mengenal kualitas kosmetik yang baik. | | | | |
| Citra Merek | | | | | |
| 7. | Apakah merek Wardah memiliki reputasi yang baik. | | | | |
| 8. | Apakah anda merasa bahwa <i>brand</i> Wardah mudah di ingat. | | | | |
| 9. | Apakah Warna hijau toska pada logo produk Wardah jarang ditemukan di produk lain. | | | | |
| 10. | Label halal produk Wardah melekat dibenak saya. | | | | |
| 11. | Slogan atau tagline " <i>inspiring beauty</i> " yang terletak di logo sangat melekat pada ingatan saya. | | | | |
| 12. | Apakah warna logo Wardah menggambarkan kesejukan dan ketenangan. | | | | |
| Kualitas Pelayanan | | | | | |
| 13. | Penampilan dari karyawan Burma Kosmetik tidak nyaman di pandang | | | | |
| 14. | Saya tidak nyaman dengan fasilitas yang disediakan Burma Kosmetik | | | | |
| 15. | Karyawan Burma Kosmetik bersikap tidak penuh perhatian dalam melakukan pelayanan | | | | |
| 16. | Karyawan tidak selalu memahami kebutuhan yang saya inginkan | | | | |
| 17. | Karyawan selalu lambat datang untuk memberikan pelayanan kepada saya | | | | |
| 18. | Karyawan tidak tepat waktu memberikan pesanan yang saya pesan di Burma Kosmetik | | | | |

| No | PERNYATAAN | STS | TS | S | SS |
|----------------------------|--|-----|----|---|----|
| | | 1 | 2 | 3 | 4 |
| 19. | Produk Wardah yang sudah diantarkan selalu tidak sesuai dengan yang saya pesan di Burma Kosmetik | | | | |
| 20. | Saya tidak langsung diberi pelayan saat datang ke Toko Burma Kosmetik | | | | |
| 21. | Karyawan Burma Kosmetik selalu lambat merespons pesanan saya | | | | |
| 22. | Pelayan selalu berkomunikasi dengan tidak baik kepada saya | | | | |
| 23. | Pelayan selalu bersikap tidak sopan kepada saya | | | | |
| Keputusan Pembelian | | | | | |
| 24. | Saya membeli produk Wardah karena produknya sesuai dengan yang saya butuhkan. | | | | |
| 25. | Saya membeli produk Wardah karena produknya dikenal aman untuk digunakan. | | | | |
| 26. | Saya membeli produk Wardah disaat ada potongan harga. | | | | |
| 27. | Saya membeli produk Wardah ketika saya membutuhkan produk tersebut. | | | | |
| 28. | Saya membeli produk Wardah karena produk Wardah lebih baik dari produk lain | | | | |
| 29. | Merek Wardah kosmetik yang ingin dibeli konsumen disetiap produk Wardah | | | | |
| 30. | Saya ingin membeli Wardah kosmetik karena memiliki nama yang besar | | | | |
| 31. | Banyak pembeli produk Wardah menjadikan kita ikut membeli | | | | |
| 32. | Saya membeli produk Wardah sesuai dengan yang saya butuh kan | | | | |
| 33. | Pembayaran dalam membeli produk wardah sangat mudah dan cepat | | | | |

Lampiran 3
Tabulasi Data 30 Responden

| No | Celebrity Endorser | | | | | | | Citra Merek | | | | | | |
|----|--------------------|----|----|----|----|----|---------|-------------|----|----|-----|-----|-----|---------|
| | P1 | P2 | P3 | P4 | P5 | P6 | JM L | P7 | P8 | P9 | P10 | P11 | P12 | JM L |
| 1 | 4 | 4 | 3 | 4 | 4 | 4 | 23 | 3 | 3 | 4 | 3 | 4 | 4 | 21 |
| 2 | 4 | 3 | 3 | 3 | 3 | 3 | 19 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| 4 | 4 | 2 | 3 | 3 | 3 | 4 | 19 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 5 | 4 | 3 | 3 | 3 | 3 | 3 | 19 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 6 | 3 | 4 | 3 | 3 | 4 | 3 | 20 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 7 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 4 | 4 | 4 | 3 | 3 | 21 |
| 8 | 4 | 4 | 3 | 4 | 3 | 3 | 21 | 3 | 4 | 3 | 4 | 2 | 2 | 18 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 2 | 2 | 2 | 1 | 15 |
| 10 | 4 | 3 | 4 | 2 | 1 | 4 | 18 | 3 | 3 | 2 | 4 | 4 | 2 | 18 |
| 11 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 12 | 3 | 3 | 3 | 4 | 3 | 3 | 19 | 4 | 4 | 4 | 4 | 2 | 3 | 21 |
| 13 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 14 | 4 | 4 | 4 | 3 | 4 | 3 | 22 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| 15 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 3 | 3 | 3 | 2 | 3 | 17 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 17 | 4 | 4 | 3 | 3 | 3 | 3 | 20 | 3 | 4 | 4 | 4 | 3 | 4 | 22 |
| 18 | 2 | 3 | 2 | 3 | 3 | 2 | 15 | 3 | 2 | 3 | 3 | 2 | 3 | 16 |
| 19 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 3 | 4 | 2 | 3 | 20 |
| 21 | 4 | 3 | 3 | 3 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 22 | 4 | 4 | 4 | 4 | 3 | 2 | 21 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| 23 | 4 | 3 | 3 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 24 | 3 | 4 | 3 | 4 | 3 | 4 | 21 | 3 | 3 | 2 | 4 | 3 | 3 | 18 |
| 25 | 4 | 3 | 4 | 3 | 3 | 3 | 20 | 4 | 4 | 2 | 4 | 3 | 2 | 19 |
| 26 | 3 | 2 | 3 | 3 | 3 | 3 | 17 | 4 | 3 | 3 | 4 | 3 | 2 | 19 |
| 27 | 3 | 3 | 3 | 4 | 2 | 2 | 17 | 4 | 4 | 4 | 4 | 2 | 3 | 21 |
| 28 | 3 | 3 | 3 | 3 | 3 | 4 | 19 | 4 | 4 | 2 | 4 | 3 | 4 | 21 |
| 29 | 4 | 4 | 4 | 4 | 3 | 3 | 22 | 3 | 3 | 2 | 3 | 2 | 2 | 15 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 3 | 3 | 4 | 3 | 3 | 20 |

| No | P13 | P14 | P15 | P16 | P17 | P18 | P19 | P20 | P21 | P22 | P23 | JML | P24 | P25 | P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | |
|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----|
| 1 | 1 | 2 | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 17 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 33 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 25 |
| 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 4 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 4 | 2 | 3 | 27 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 31 |
| 5 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 23 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 6 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 18 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 28 |
| 7 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 17 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 34 |
| 8 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 23 | 3 | 3 | 4 | 4 | 2 | 2 | 4 | 3 | 4 | 4 | 33 |
| 9 | 2 | 3 | 2 | 4 | 3 | 2 | 3 | 3 | 4 | 2 | 2 | 30 | 4 | 3 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 37 |
| 10 | 3 | 3 | 2 | 2 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 31 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 28 |
| 11 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 36 |
| 12 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 4 | 4 | 4 | 4 | 2 | 2 | 3 | 4 | 4 | 4 | 35 |
| 13 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 14 | 4 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 15 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 |
| 16 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 17 | 2 | 4 | 4 | 4 | 2 | 2 | 2 | 4 | 2 | 3 | 29 |
| 17 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 24 | 4 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 4 | 3 | 28 |
| 18 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 29 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 27 |
| 19 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 20 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 35 |
| 21 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 2 | 4 | 4 | 34 |
| 22 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 | 4 | 4 | 2 | 4 | 2 | 2 | 2 | 2 | 4 | 4 | 30 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 24 | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 31 |
| 25 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 3 | 1 | 2 | 21 | 4 | 3 | 4 | 4 | 2 | 2 | 2 | 3 | 4 | 3 | 31 |
| 26 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 32 |
| 27 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 24 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 2 | 4 | 3 | 31 |
| 28 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 14 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 37 |
| 29 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 20 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 26 |
| 30 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 33 | 3 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 3 | 34 |

Lampiran 4
Hasil Uji Validitas
Uji Validitas *Celebrity Endorser*

| Correlations | | | | | | | | |
|---|---------------------|--------|--------|--------|--------|--------|--------|---------|
| | | P1 | P2 | P3 | P4 | P5 | P6 | JUMLAH1 |
| P1 | Pearson Correlation | 1 | .333 | .669** | .237 | .271 | .457* | .721** |
| | Sig. (2-tailed) | | .072 | .000 | .207 | .147 | .011 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P2 | Pearson Correlation | .333 | 1 | .425* | .505** | .391* | .087 | .674** |
| | Sig. (2-tailed) | .072 | | .019 | .004 | .033 | .646 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P3 | Pearson Correlation | .669** | .425* | 1 | .275 | .180 | .327 | .688** |
| | Sig. (2-tailed) | .000 | .019 | | .142 | .340 | .078 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P4 | Pearson Correlation | .237 | .505** | .275 | 1 | .469** | .132 | .643** |
| | Sig. (2-tailed) | .207 | .004 | .142 | | .009 | .488 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P5 | Pearson Correlation | .271 | .391* | .180 | .469** | 1 | .382* | .695** |
| | Sig. (2-tailed) | .147 | .033 | .340 | .009 | | .037 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P6 | Pearson Correlation | .457* | .087 | .327 | .132 | .382* | 1 | .609** |
| | Sig. (2-tailed) | .011 | .646 | .078 | .488 | .037 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| JUMLAH1 | Pearson Correlation | .721** | .674** | .688** | .643** | .695** | .609** | 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). | | | | | | | | |
| * . Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |

Uji Validitas Citra Merek

| Correlations | | | | | | | | |
|--|---------------------|--------|--------|--------|--------|--------|--------|---------|
| | | P7 | P8 | P9 | P10 | P11 | P12 | JUMLAH2 |
| P7 | Pearson Correlation | 1 | .594** | .212 | .410* | .130 | .167 | .564** |
| | Sig. (2-tailed) | | .001 | .260 | .024 | .493 | .377 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P8 | Pearson Correlation | .594** | 1 | .363* | .428* | .039 | .154 | .590** |
| | Sig. (2-tailed) | .001 | | .049 | .018 | .836 | .418 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P9 | Pearson Correlation | .212 | .363* | 1 | .246 | .292 | .628** | .736** |
| | Sig. (2-tailed) | .260 | .049 | | .190 | .118 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P10 | Pearson Correlation | .410* | .428* | .246 | 1 | .192 | .296 | .606** |
| | Sig. (2-tailed) | .024 | .018 | .190 | | .309 | .112 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P11 | Pearson Correlation | .130 | .039 | .292 | .192 | 1 | .571** | .625** |
| | Sig. (2-tailed) | .493 | .836 | .118 | .309 | | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P12 | Pearson Correlation | .167 | .154 | .628** | .296 | .571** | 1 | .779** |
| | Sig. (2-tailed) | .377 | .418 | .000 | .112 | .001 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| JUMLAH2 | Pearson Correlation | .564** | .590** | .736** | .606** | .625** | .779** | 1 |
| | Sig. (2-tailed) | .001 | .001 | .000 | .000 | .000 | .000 | |
| | 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). | | | | | | | | |

Uji Validitas Kualitas Pelayanan

| Correlations | | | | | | | | | | | | | |
|--------------|---------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|---------|
| | | P13 | P14 | P15 | P16 | P17 | P18 | P19 | P20 | P21 | P22 | P23 | JUMLAH3 |
| P13 | Pearson Correlation | 1 | .713* | .523* | .394* | .636* | .726* | .560* | .636* | .436* | .625* | .520** | .718** |
| | Sig. (2-tailed) | | .000 | .003 | .031 | .000 | .000 | .001 | .000 | .016 | .000 | .003 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P14 | Pearson Correlation | .713* | 1 | .793* | .703* | .825* | .771* | .716* | .825* | .649* | .730* | .631** | .893** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P15 | Pearson Correlation | .523* | .793* | 1 | .649* | .760* | .772* | .595* | .691* | .595* | .657* | .553** | .810** |
| | Sig. (2-tailed) | .003 | .000 | | .000 | .000 | .000 | .001 | .000 | .001 | .000 | .002 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P16 | Pearson Correlation | .394* | .703* | .649* | 1 | .688* | .631* | .586* | .751* | .694* | .597* | .567** | .784** |
| | Sig. (2-tailed) | .031 | .000 | .000 | | .000 | .000 | .001 | .000 | .000 | .000 | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P17 | Pearson Correlation | .636* | .825* | .760* | .688* | 1 | .746* | .796* | .933* | .796* | .694* | .737** | .926** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P18 | Pearson Correlation | .726* | .771* | .772* | .631* | .746* | 1 | .707* | .746* | .514* | .839* | .672** | .867** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .004 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P19 | Pearson Correlation | .560* | .716* | .595* | .586* | .796* | .707* | 1 | .854* | .802* | .697* | .815** | .881** |
| | Sig. (2-tailed) | .001 | .000 | .001 | .001 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P20 | Pearson Correlation | .636* | .825* | .691* | .751* | .933* | .746* | .854* | 1 | .796* | .751* | .804** | .947** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |

| | | Correlations | | | | | | | | | | | |
|--|---------------------|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | | P13 | P14 | P15 | P16 | P17 | P18 | P19 | P20 | P21 | P22 | P23 | JUMLAH |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P21 | Pearson Correlation | .436* | .649* | .595* | .694* | .796* | .514* | .802* | .796* | 1 | .498* | .700** | .814** |
| | Sig. (2-tailed) | .016 | .000 | .001 | .000 | .000 | .004 | .000 | .000 | | .005 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P22 | Pearson Correlation | .625* | .730* | .657* | .597* | .694* | .839* | .697* | .751* | .498* | 1 | .636** | .831** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .005 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P23 | Pearson Correlation | .520* | .631* | .553* | .567* | .737* | .672* | .815* | .804* | .700* | .636* | 1 | .825** |
| | Sig. (2-tailed) | .003 | .000 | .002 | .001 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| JUM LAH3 | Pearson Correlation | .718* | .893* | .810* | .784* | .926* | .867* | .881* | .947* | .814* | .831* | .825** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 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). | | | | | | | | | | | | | |

Uji Validitas Keputusan Pembelian

| Correlations | | | | | | | | | | | | |
|--------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| | | P24 | P25 | P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | JUMLAH4 |
| P24 | Pearson Correlation | 1 | .541** | .252 | .307 | -.073 | .032 | -.028 | .029 | .608** | .256 | .508** |
| | Sig. (2-tailed) | | .002 | .180 | .099 | .703 | .868 | .884 | .877 | .000 | .172 | .004 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P25 | Pearson Correlation | .541** | 1 | .316 | .354 | .137 | .078 | .020 | .104 | .479** | .406* | .599** |
| | Sig. (2-tailed) | .002 | | .089 | .055 | .469 | .680 | .918 | .584 | .007 | .026 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P26 | Pearson Correlation | .252 | .316 | 1 | .646** | -.145 | -.099 | .007 | .274 | .074 | .366* | .486** |
| | Sig. (2-tailed) | .180 | .089 | | .000 | .445 | .602 | .970 | .143 | .697 | .046 | .006 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P27 | Pearson Correlation | .307 | .354 | .646** | 1 | -.265 | -.147 | -.028 | .282 | .401* | .487** | .531** |
| | Sig. (2-tailed) | .099 | .055 | .000 | | .157 | .440 | .884 | .132 | .028 | .006 | .003 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P28 | Pearson Correlation | -.073 | .137 | -.145 | -.265 | 1 | .756** | .575** | .158 | .126 | .260 | .448* |
| | Sig. (2-tailed) | .703 | .469 | .445 | .157 | | .000 | .001 | .404 | .506 | .165 | .013 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P29 | Pearson Correlation | .032 | .078 | -.099 | -.147 | .756** | 1 | .664** | .424* | .247 | .338 | .585** |
| | Sig. (2-tailed) | .868 | .680 | .602 | .440 | .000 | | .000 | .020 | .187 | .068 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P30 | Pearson Correlation | -.028 | .020 | .007 | -.028 | .575** | .664** | 1 | .364* | .378* | .266 | .574** |
| | Sig. (2-tailed) | .884 | .918 | .970 | .884 | .001 | .000 | | .048 | .040 | .156 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P31 | Pearson Correlation | .029 | .104 | .274 | .282 | .158 | .424* | .364* | 1 | .221 | .256 | .555** |
| | Sig. (2-tailed) | .877 | .584 | .143 | .132 | .404 | .020 | .048 | | .240 | .172 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P32 | Pearson Correlation | .608** | .479** | .074 | .401* | .126 | .247 | .378* | .221 | 1 | .506** | .695** |
| | Sig. (2-tailed) | .000 | .007 | .697 | .028 | .506 | .187 | .040 | .240 | | .004 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P33 | Pearson Correlation | .256 | .406* | .366* | .487** | .260 | .338 | .266 | .256 | .506** | 1 | .710** |
| | Sig. (2-tailed) | .172 | .026 | .046 | .006 | .165 | .068 | .156 | .172 | .004 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| JUMLA H4 | Pearson Correlation | .508** | .599** | .486** | .531** | .448* | .585** | .574** | .555** | .695** | .710** | 1 |
| | Sig. (2-tailed) | .004 | .000 | .006 | .003 | .013 | .001 | .001 | .001 | .000 | .000 | |
| | N | 30 | 30 | 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).

Lampiran 5
Hasil Uji Reabilitas

Celebrity Endorser

| Reliability Statistics | |
|-------------------------------|------------|
| Cronbach's Alpha | N of Items |
| .752 | 6 |

Citra Merek

| Reliability Statistics | |
|-------------------------------|------------|
| Cronbach's Alpha | N of Items |
| .729 | 6 |

Kualitas Pelayanan

| Reliability Statistics | |
|-------------------------------|------------|
| Cronbach's Alpha | N of Items |
| .959 | 11 |

Keputusan Pembelian

| Reliability Statistics | |
|-------------------------------|------------|
| Cronbach's Alpha | N of Items |
| .761 | 10 |

Lampiran 6 Tabulasi Data 165 Responden

| No | Celebrity Endorser | | | | | | | Citra Merek | | | | | | |
|----|--------------------|----|----|----|----|----|--------|-------------|----|----|-----|-----|-----|--------|
| | P1 | P2 | P3 | P4 | P5 | P6 | JUMLAH | P7 | P8 | P9 | P10 | P11 | P12 | JUMLAH |
| 1 | 4 | 2 | 2 | 3 | 4 | 3 | 18 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |
| 2 | 3 | 4 | 3 | 3 | 3 | 3 | 19 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| 4 | 3 | 3 | 2 | 3 | 3 | 3 | 17 | 2 | 2 | 3 | 2 | 2 | 3 | 14 |
| 5 | 3 | 3 | 2 | 2 | 2 | 2 | 14 | 2 | 2 | 4 | 3 | 2 | 3 | 16 |
| 6 | 4 | 4 | 3 | 3 | 3 | 3 | 20 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 7 | 3 | 4 | 3 | 4 | 3 | 4 | 21 | 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| 8 | 3 | 3 | 3 | 4 | 3 | 4 | 20 | 3 | 4 | 4 | 3 | 4 | 3 | 21 |
| 9 | 4 | 4 | 4 | 4 | 3 | 3 | 22 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| 10 | 4 | 4 | 4 | 4 | 3 | 3 | 22 | 4 | 3 | 1 | 4 | 4 | 3 | 19 |
| 11 | 4 | 4 | 4 | 3 | 3 | 4 | 22 | 4 | 4 | 3 | 3 | 2 | 3 | 19 |
| 12 | 3 | 3 | 2 | 2 | 4 | 4 | 18 | 4 | 2 | 2 | 4 | 4 | 4 | 20 |
| 13 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 14 | 4 | 2 | 4 | 2 | 3 | 2 | 17 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| 15 | 3 | 4 | 3 | 3 | 3 | 3 | 19 | 3 | 4 | 4 | 3 | 3 | 4 | 21 |
| 16 | 4 | 4 | 3 | 4 | 4 | 3 | 22 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 17 | 4 | 1 | 4 | 1 | 4 | 1 | 15 | 4 | 1 | 4 | 1 | 4 | 1 | 15 |
| 18 | 2 | 2 | 2 | 2 | 3 | 2 | 13 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 19 | 4 | 4 | 3 | 4 | 3 | 2 | 20 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 20 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 4 | 4 | 2 | 4 | 4 | 3 | 21 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 22 | 4 | 4 | 3 | 3 | 4 | 4 | 22 | 4 | 4 | 3 | 3 | 3 | 2 | 19 |
| 23 | 4 | 3 | 3 | 3 | 3 | 3 | 19 | 4 | 4 | 3 | 2 | 3 | 3 | 19 |
| 24 | 4 | 4 | 3 | 3 | 3 | 3 | 20 | 3 | 3 | 4 | 4 | 2 | 3 | 19 |
| 25 | 3 | 4 | 3 | 3 | 3 | 3 | 19 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 26 | 4 | 4 | 3 | 3 | 2 | 3 | 19 | 3 | 2 | 4 | 4 | 4 | 3 | 20 |
| 27 | 3 | 3 | 4 | 4 | 4 | 4 | 22 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 28 | 4 | 4 | 4 | 4 | 4 | 3 | 23 | 4 | 3 | 3 | 3 | 2 | 3 | 18 |
| 29 | 4 | 4 | 4 | 4 | 4 | 3 | 23 | 3 | 4 | 3 | 4 | 4 | 4 | 22 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 31 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 32 | 4 | 3 | 3 | 4 | 3 | 3 | 20 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 33 | 3 | 3 | 3 | 2 | 3 | 3 | 17 | 3 | 3 | 4 | 4 | 4 | 3 | 21 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 35 | 4 | 4 | 3 | 3 | 3 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 36 | 4 | 4 | 3 | 3 | 3 | 3 | 20 | 3 | 4 | 2 | 4 | 4 | 3 | 20 |
| 37 | 3 | 3 | 3 | 2 | 3 | 3 | 17 | 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| 38 | 4 | 4 | 3 | 3 | 4 | 3 | 21 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 39 | 4 | 3 | 3 | 3 | 4 | 3 | 20 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 40 | 4 | 3 | 3 | 3 | 3 | 4 | 20 | 4 | 3 | 3 | 3 | 2 | 2 | 17 |
| 41 | 4 | 3 | 3 | 3 | 4 | 3 | 20 | 4 | 3 | 3 | 2 | 3 | 4 | 19 |
| 42 | 4 | 4 | 4 | 3 | 4 | 3 | 22 | 3 | 3 | 3 | 4 | 3 | 4 | 20 |
| 43 | 4 | 4 | 4 | 3 | 3 | 4 | 22 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 44 | 4 | 4 | 4 | 3 | 3 | 2 | 20 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 45 | 3 | 3 | 4 | 4 | 3 | 2 | 19 | 2 | 3 | 4 | 4 | 4 | 4 | 21 |

| No. | Celebrity Endorser | | | | | | | Citra Merek | | | | | | |
|-----|--------------------|----|----|----|----|----|--------|-------------|----|----|-----|-----|-----|--------|
| | P1 | P2 | P3 | P4 | P5 | P6 | JUMLAH | P7 | P8 | P9 | P10 | P11 | P12 | JUMLAH |
| 46 | 4 | 3 | 4 | 3 | 3 | 3 | 20 | 3 | 3 | 4 | 4 | 3 | 3 | 20 |
| 47 | 4 | 3 | 3 | 3 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 48 | 2 | 3 | 2 | 3 | 2 | 3 | 15 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 49 | 3 | 3 | 3 | 4 | 3 | 4 | 20 | 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 50 | 3 | 3 | 3 | 3 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 51 | 3 | 3 | 3 | 4 | 3 | 3 | 19 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 52 | 4 | 3 | 3 | 4 | 3 | 4 | 21 | 4 | 3 | 3 | 3 | 4 | 3 | 20 |
| 53 | 4 | 4 | 3 | 3 | 3 | 3 | 20 | 3 | 4 | 3 | 3 | 3 | 3 | 19 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| 55 | 2 | 2 | 2 | 2 | 2 | 3 | 13 | 3 | 3 | 2 | 4 | 2 | 3 | 17 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 57 | 4 | 4 | 4 | 3 | 3 | 4 | 22 | 3 | 3 | 4 | 3 | 1 | 4 | 18 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 60 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 64 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 2 | 3 | 3 | 3 | 1 | 2 | 14 |
| 65 | 4 | 4 | 3 | 4 | 4 | 2 | 21 | 4 | 4 | 3 | 4 | 2 | 4 | 21 |
| 66 | 4 | 4 | 4 | 4 | 4 | 3 | 23 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 67 | 4 | 4 | 3 | 4 | 4 | 3 | 22 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 68 | 4 | 4 | 2 | 3 | 4 | 2 | 19 | 3 | 3 | 2 | 3 | 2 | 3 | 16 |
| 69 | 4 | 4 | 3 | 4 | 4 | 3 | 22 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 70 | 4 | 4 | 3 | 3 | 3 | 3 | 20 | 4 | 4 | 2 | 4 | 2 | 4 | 20 |
| 71 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 4 | 4 | 2 | 4 | 2 | 4 | 20 |
| 72 | 4 | 4 | 3 | 4 | 4 | 3 | 22 | 3 | 3 | 2 | 3 | 2 | 3 | 16 |
| 73 | 3 | 3 | 2 | 3 | 3 | 3 | 17 | 3 | 3 | 4 | 2 | 2 | 2 | 16 |
| 74 | 3 | 3 | 2 | 3 | 3 | 3 | 17 | 3 | 3 | 4 | 2 | 3 | 2 | 17 |
| 75 | 4 | 4 | 3 | 4 | 4 | 3 | 22 | 4 | 3 | 2 | 3 | 3 | 3 | 18 |
| 76 | 4 | 4 | 4 | 4 | 4 | 3 | 23 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 77 | 4 | 4 | 2 | 4 | 4 | 3 | 21 | 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 78 | 3 | 3 | 4 | 3 | 3 | 4 | 20 | 3 | 3 | 3 | 4 | 3 | 4 | 20 |
| 79 | 3 | 3 | 3 | 3 | 4 | 3 | 19 | 3 | 4 | 3 | 3 | 4 | 4 | 21 |
| 80 | 3 | 3 | 3 | 3 | 4 | 3 | 19 | 3 | 4 | 3 | 3 | 2 | 2 | 17 |
| 81 | 3 | 3 | 4 | 3 | 3 | 4 | 20 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 82 | 3 | 3 | 4 | 4 | 3 | 4 | 21 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 83 | 4 | 4 | 4 | 3 | 3 | 3 | 21 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 84 | 4 | 4 | 3 | 3 | 3 | 3 | 20 | 3 | 4 | 2 | 3 | 2 | 2 | 16 |
| 85 | 4 | 4 | 4 | 4 | 4 | 3 | 23 | 3 | 3 | 3 | 4 | 3 | 2 | 18 |
| 86 | 4 | 4 | 4 | 4 | 4 | 3 | 23 | 3 | 4 | 3 | 4 | 2 | 3 | 19 |
| 87 | 4 | 4 | 3 | 3 | 4 | 2 | 20 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| 89 | 4 | 4 | 4 | 4 | 4 | 3 | 23 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 90 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 2 | 4 | 3 | 3 | 20 |
| 91 | 4 | 4 | 3 | 3 | 3 | 3 | 20 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |

| No. | Celebrity Endorser | | | | | | | Citra Merek | | | | | | |
|-----|--------------------|----|----|----|----|----|--------|-------------|----|----|-----|-----|-----|--------|
| | P1 | P2 | P3 | P4 | P5 | P6 | JUMLAH | P7 | P8 | P9 | P10 | P11 | P12 | JUMLAH |
| 92 | 4 | 4 | 3 | 4 | 4 | 3 | 22 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 93 | 4 | 4 | 3 | 4 | 4 | 2 | 21 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 94 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 95 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 96 | 3 | 3 | 2 | 3 | 3 | 3 | 17 | 3 | 3 | 4 | 2 | 2 | 2 | 16 |
| 97 | 4 | 4 | 4 | 4 | 3 | 2 | 21 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 98 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 3 | 3 | 2 | 2 | 2 | 15 |
| 99 | 4 | 4 | 4 | 3 | 4 | 2 | 21 | 4 | 3 | 3 | 4 | 3 | 4 | 21 |
| 100 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 3 | 3 | 2 | 2 | 2 | 15 |
| 101 | 4 | 4 | 4 | 4 | 4 | 2 | 22 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 102 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 3 | 3 | 2 | 2 | 3 | 16 |
| 103 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 4 | 3 | 3 | 3 | 4 | 20 |
| 104 | 4 | 4 | 4 | 4 | 4 | 3 | 23 | 3 | 4 | 2 | 3 | 3 | 3 | 18 |
| 105 | 4 | 4 | 4 | 4 | 4 | 3 | 23 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 106 | 4 | 4 | 3 | 3 | 4 | 3 | 21 | 3 | 4 | 4 | 4 | 3 | 4 | 22 |
| 107 | 4 | 3 | 4 | 3 | 3 | 3 | 20 | 4 | 3 | 4 | 3 | 3 | 3 | 20 |
| 108 | 4 | 4 | 4 | 4 | 3 | 3 | 22 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 109 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 110 | 4 | 4 | 3 | 3 | 3 | 4 | 21 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 111 | 4 | 4 | 3 | 3 | 4 | 2 | 20 | 4 | 4 | 2 | 4 | 2 | 4 | 20 |
| 112 | 3 | 3 | 3 | 3 | 3 | 2 | 17 | 3 | 3 | 3 | 4 | 2 | 4 | 19 |
| 113 | 4 | 4 | 3 | 4 | 4 | 2 | 21 | 4 | 4 | 3 | 4 | 2 | 4 | 21 |
| 114 | 4 | 4 | 3 | 4 | 4 | 4 | 23 | 4 | 3 | 3 | 4 | 3 | 3 | 20 |
| 115 | 4 | 4 | 4 | 3 | 4 | 4 | 23 | 4 | 4 | 3 | 4 | 3 | 2 | 20 |
| 116 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 117 | 4 | 4 | 3 | 4 | 3 | 3 | 21 | 4 | 3 | 4 | 4 | 3 | 3 | 21 |
| 118 | 3 | 3 | 3 | 4 | 4 | 4 | 21 | 4 | 3 | 3 | 4 | 3 | 3 | 20 |
| 119 | 2 | 3 | 3 | 3 | 3 | 3 | 17 | 4 | 1 | 2 | 1 | 2 | 1 | 11 |
| 120 | 3 | 3 | 3 | 4 | 4 | 4 | 21 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 121 | 4 | 4 | 3 | 4 | 3 | 3 | 21 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 122 | 4 | 4 | 4 | 3 | 3 | 3 | 21 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 123 | 3 | 3 | 3 | 3 | 3 | 2 | 17 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| 124 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 125 | 4 | 4 | 4 | 3 | 3 | 3 | 21 | 3 | 3 | 3 | 4 | 3 | 4 | 20 |
| 126 | 3 | 3 | 3 | 3 | 4 | 4 | 20 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| 127 | 4 | 4 | 3 | 3 | 3 | 3 | 20 | 4 | 4 | 3 | 3 | 2 | 3 | 19 |
| 128 | 4 | 4 | 4 | 4 | 4 | 3 | 23 | 4 | 3 | 3 | 4 | 3 | 3 | 20 |
| 129 | 4 | 4 | 3 | 4 | 4 | 3 | 22 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 130 | 3 | 3 | 3 | 3 | 4 | 3 | 19 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 131 | 4 | 4 | 4 | 3 | 4 | 4 | 23 | 4 | 4 | 4 | 3 | 2 | 3 | 20 |
| 132 | 4 | 4 | 4 | 3 | 3 | 3 | 21 | 4 | 3 | 2 | 4 | 2 | 2 | 17 |
| 133 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 134 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 135 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| 136 | 4 | 4 | 3 | 4 | 4 | 4 | 23 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| 137 | 4 | 4 | 3 | 3 | 3 | 3 | 20 | 3 | 3 | 3 | 4 | 3 | 4 | 20 |

| No. | Celebrity Endorser | | | | | | | Citra Merek | | | | | | |
|-----|--------------------|----|----|----|----|----|--------|-------------|----|----|-----|-----|-----|--------|
| | P1 | P2 | P3 | P4 | P5 | P6 | JUMLAH | P7 | P8 | P9 | P10 | P11 | P12 | JUMLAH |
| 138 | 4 | 4 | 4 | 3 | 3 | 3 | 21 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 139 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 140 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 141 | 4 | 4 | 4 | 3 | 3 | 3 | 21 | 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 142 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 143 | 4 | 4 | 4 | 4 | 3 | 3 | 22 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 144 | 4 | 4 | 3 | 3 | 4 | 3 | 21 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 145 | 3 | 3 | 3 | 3 | 4 | 3 | 19 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 146 | 3 | 3 | 4 | 4 | 4 | 4 | 22 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 147 | 3 | 4 | 4 | 4 | 3 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 2 | 22 |
| 148 | 3 | 3 | 3 | 4 | 4 | 4 | 21 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 149 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 150 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 3 | 3 | 4 | 3 | 4 | 4 | 21 |
| 151 | 4 | 4 | 3 | 3 | 4 | 4 | 22 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 152 | 4 | 4 | 4 | 4 | 3 | 4 | 23 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| 153 | 4 | 4 | 3 | 3 | 3 | 3 | 20 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 154 | 3 | 4 | 3 | 4 | 4 | 3 | 21 | 3 | 3 | 4 | 4 | 4 | 3 | 21 |
| 155 | 4 | 4 | 4 | 4 | 4 | 3 | 23 | 3 | 3 | 3 | 3 | 3 | 2 | 17 |
| 156 | 3 | 3 | 3 | 3 | 4 | 4 | 20 | 4 | 3 | 3 | 3 | 3 | 4 | 20 |
| 157 | 4 | 4 | 4 | 2 | 3 | 3 | 20 | 4 | 3 | 3 | 4 | 3 | 3 | 20 |
| 158 | 3 | 3 | 4 | 3 | 4 | 4 | 21 | 4 | 4 | 3 | 3 | 3 | 2 | 19 |
| 159 | 4 | 4 | 4 | 3 | 3 | 4 | 22 | 4 | 3 | 4 | 3 | 3 | 4 | 21 |
| 160 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 161 | 3 | 3 | 4 | 4 | 4 | 4 | 22 | 4 | 3 | 3 | 3 | 3 | 4 | 20 |
| 162 | 4 | 4 | 4 | 3 | 3 | 4 | 22 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 163 | 4 | 4 | 3 | 4 | 4 | 3 | 22 | 3 | 4 | 3 | 3 | 3 | 3 | 19 |
| 164 | 4 | 4 | 4 | 3 | 3 | 3 | 21 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 165 | 3 | 3 | 3 | 3 | 2 | 3 | 17 | 3 | 3 | 3 | 4 | 3 | 2 | 18 |

| No | Kualitas Pelayanan | | | | | | | | | | | Keputusan Pembelian | | | | | | | | | | | |
|----|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| | P13 | P14 | P15 | P16 | P17 | P18 | P19 | P20 | P21 | P22 | P23 | JUMLAH | P24 | P25 | P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | JUMLAH |
| 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 12 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 1 | 4 | 3 | 28 |
| 2 | 2 | 2 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 3 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 4 | 1 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 22 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 |
| 5 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 23 | 3 | 3 | 2 | 4 | 2 | 2 | 2 | 2 | 3 | 2 | 25 |
| 6 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 17 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 7 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 38 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 34 |
| 8 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 36 |
| 9 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 18 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 10 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 13 | 4 | 4 | 4 | 4 | 4 | 3 | 1 | 2 | 4 | 4 | 34 |
| 11 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 15 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |
| 12 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 1 | 14 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 34 |
| 13 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 27 |
| 14 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 15 | 3 | 3 | 2 | 4 | 3 | 3 | 2 | 2 | 3 | 3 | 28 |
| 15 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 2 | 4 | 4 | 31 |
| 16 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 29 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 17 | 4 | 1 | 4 | 1 | 4 | 1 | 4 | 1 | 4 | 1 | 4 | 29 | 1 | 4 | 1 | 4 | 1 | 4 | 1 | 4 | 1 | 1 | 22 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 19 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 23 | 3 | 3 | 2 | 4 | 2 | 2 | 2 | 2 | 4 | 3 | 27 |
| 20 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 20 | 3 | 3 | 3 | 2 | 3 | 4 | 2 | 3 | 2 | 4 | 29 |
| 21 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 | 1 | 1 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 22 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 17 | 2 | 2 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 2 | 30 |
| 23 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 24 | 2 | 2 | 1 | 1 | 1 | 3 | 3 | 2 | 1 | 1 | 1 | 18 | 3 | 3 | 4 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 32 |
| 25 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 16 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 31 |
| 26 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 19 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 32 |
| 27 | 2 | 2 | 1 | 1 | 3 | 2 | 1 | 1 | 1 | 2 | 2 | 18 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |
| 28 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 20 | 2 | 2 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 31 |
| 29 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 1 | 14 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 37 |

| No. | Kualitas Pelayanan | | | | | | | | | | | Keputusan Pembelian | | | | | | | | | | | |
|-----|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| | P13 | P14 | P15 | P16 | P17 | P18 | P19 | P20 | P21 | P22 | P23 | JUMLAH | P24 | P25 | P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | JUMLAH |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 31 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 32 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 20 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 33 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 21 | 3 | 3 | 1 | 3 | 3 | 2 | 2 | 2 | 3 | 4 | 26 |
| 34 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 33 |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 39 |
| 36 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 24 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 29 |
| 37 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 34 |
| 38 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 21 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 37 |
| 39 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 24 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 34 |
| 40 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 37 |
| 41 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 15 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 35 |
| 42 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 21 | 3 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 33 |
| 43 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 12 | 1 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 34 |
| 44 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 45 | 2 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 17 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 36 |
| 46 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 3 | 2 | 19 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 47 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 18 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 34 |
| 48 | 3 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 17 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 37 |
| 49 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 16 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 50 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 14 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 34 |
| 51 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 35 |
| 52 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 3 | 16 | 4 | 4 | 3 | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 35 |
| 53 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 34 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 54 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 55 | 1 | 1 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 4 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 29 |
| 56 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 57 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 58 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 59 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |

| No. | Kualitas Pelayanan | | | | | | | | | | | | Keputusan Pembelian | | | | | | | | | | |
|-----|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| | P13 | P14 | P15 | P16 | P17 | P18 | P19 | P20 | P21 | P22 | P23 | JUMLAH | P24 | P25 | P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | JUMLAH |
| 60 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 35 |
| 61 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 62 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 36 |
| 63 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 64 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 3 | 1 | 3 | 2 | 1 | 2 | 1 | 4 | 2 | 22 |
| 65 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 4 | 4 | 4 | 33 |
| 66 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 4 | 4 | 3 | 4 | 3 | 2 | 2 | 4 | 4 | 4 | 34 |
| 67 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 33 |
| 68 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 3 | 4 | 4 | 4 | 2 | 2 | 2 | 3 | 4 | 3 | 31 |
| 69 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 4 | 3 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 35 |
| 70 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 4 | 4 | 4 | 36 |
| 71 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 30 |
| 72 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 23 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 29 |
| 73 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 26 | 3 | 4 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 26 |
| 74 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 25 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 4 | 30 |
| 75 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 17 | 4 | 3 | 4 | 4 | 3 | 2 | 2 | 3 | 4 | 4 | 33 |
| 76 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 17 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 4 | 3 | 4 | 29 |
| 77 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 25 | 3 | 3 | 2 | 4 | 2 | 2 | 2 | 3 | 4 | 3 | 28 |
| 78 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 19 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 38 |
| 79 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 18 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 33 |
| 80 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 21 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 30 |
| 81 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 21 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 33 |
| 82 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 21 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 32 |
| 83 | 3 | 2 | 4 | 2 | 2 | 2 | 1 | 2 | 2 | 3 | 2 | 25 | 2 | 3 | 3 | 2 | 3 | 2 | 4 | 4 | 2 | 4 | 29 |
| 84 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 3 | 2 | 4 | 2 | 3 | 2 | 3 | 3 | 3 | 28 |
| 85 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 36 |
| 86 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 31 |
| 87 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 28 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 34 |
| 88 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 20 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 2 | 35 |
| 89 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 4 | 3 | 34 |

| No. | Kualitas Pelayanan | | | | | | | | | | | Keputusan Pembelian | | | | | | | | | | | |
|-----|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| | P13 | P14 | P15 | P16 | P17 | P18 | P19 | P20 | P21 | P22 | P23 | JUMLAH | P24 | P25 | P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | JUMLAH |
| 90 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 35 |
| 91 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 35 |
| 92 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 21 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 33 |
| 93 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 21 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 29 |
| 94 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 4 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 4 | 3 | 33 |
| 95 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 17 | 4 | 4 | 3 | 4 | 3 | 3 | 2 | 3 | 4 | 4 | 34 |
| 96 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 25 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 26 |
| 97 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 2 | 2 | 1 | 1 | 15 | 4 | 4 | 4 | 4 | 2 | 2 | 3 | 4 | 4 | 4 | 35 |
| 98 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 25 |
| 99 | 3 | 2 | 2 | 1 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 25 | 3 | 4 | 4 | 4 | 2 | 2 | 2 | 4 | 4 | 3 | 32 |
| 100 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 25 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 25 |
| 101 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 23 | 3 | 4 | 3 | 4 | 3 | 2 | 2 | 3 | 4 | 4 | 32 |
| 102 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 25 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 25 |
| 103 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 18 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 27 |
| 104 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 3 | 1 | 1 | 20 | 4 | 4 | 2 | 3 | 4 | 3 | 2 | 3 | 4 | 4 | 33 |
| 105 | 3 | 2 | 3 | 2 | 3 | 2 | 1 | 1 | 2 | 2 | 2 | 23 | 4 | 3 | 4 | 4 | 3 | 2 | 2 | 3 | 4 | 4 | 33 |
| 106 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 16 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 32 |
| 107 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 20 | 3 | 4 | 2 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 30 |
| 108 | 1 | 1 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 15 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 31 |
| 109 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 26 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 26 |
| 110 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 2 | 3 | 3 | 4 | 2 | 2 | 3 | 4 | 4 | 3 | 30 |
| 111 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 30 |
| 112 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 4 | 3 | 2 | 4 | 2 | 3 | 2 | 4 | 4 | 3 | 31 |
| 113 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 35 |
| 114 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 4 | 4 | 3 | 4 | 3 | 3 | 2 | 4 | 4 | 3 | 34 |
| 115 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 32 |
| 116 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 19 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 31 |
| 117 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 4 | 31 |
| 118 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 28 |
| 119 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 23 | 3 | 2 | 4 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 26 |

| No. | Kualitas Pelayanan | | | | | | | | | | | | Keputusan Pembelian | | | | | | | | | | |
|-----|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| | P13 | P14 | P15 | P16 | P17 | P18 | P19 | P20 | P21 | P22 | P23 | JUMLAH | P24 | P25 | P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | JUMLAH |
| 120 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 28 |
| 121 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 23 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 34 |
| 122 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 33 |
| 123 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 19 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 32 |
| 124 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 | 4 | 4 | 2 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 33 |
| 125 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 3 | 4 | 4 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 33 |
| 126 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 4 | 4 | 2 | 4 | 2 | 3 | 2 | 4 | 4 | 2 | 31 |
| 127 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 2 | 3 | 3 | 4 | 2 | 2 | 3 | 3 | 3 | 3 | 28 |
| 128 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 19 | 4 | 4 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 29 |
| 129 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 2 | 30 |
| 130 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 3 | 2 | 3 | 4 | 3 | 2 | 4 | 4 | 3 | 31 |
| 131 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 4 | 2 | 4 | 3 | 3 | 2 | 4 | 4 | 3 | 32 |
| 132 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 27 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 4 | 2 | 34 |
| 133 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 | 4 | 4 | 2 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 35 |
| 134 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 16 | 4 | 4 | 2 | 4 | 3 | 3 | 2 | 4 | 4 | 4 | 34 |
| 135 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 31 |
| 136 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 3 | 4 | 2 | 4 | 4 | 3 | 2 | 4 | 3 | 3 | 32 |
| 137 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 21 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 28 |
| 138 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 2 | 2 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 29 |
| 139 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 29 |
| 140 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 2 | 3 | 4 | 4 | 3 | 2 | 2 | 3 | 3 | 3 | 29 |
| 141 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 33 |
| 142 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 3 | 3 | 4 | 4 | 2 | 3 | 2 | 4 | 4 | 4 | 33 |
| 143 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 144 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 19 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 37 |
| 145 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 19 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 35 |
| 146 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 16 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 37 |
| 147 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 4 | 21 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 148 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 19 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 37 |
| 149 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 19 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |

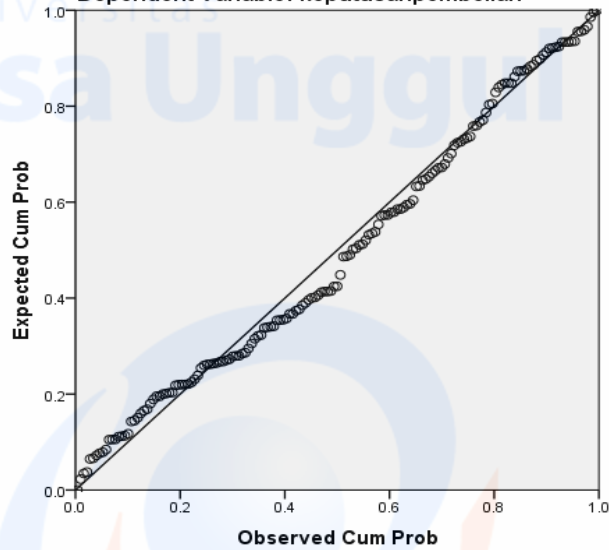
| No. | Kualitas Pelayanan | | | | | | | | | | | | Keputusan Pembelian | | | | | | | | | | |
|-----|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| | P13 | P14 | P15 | P16 | P17 | P18 | P19 | P20 | P21 | P22 | P23 | JUMLAH | P24 | P25 | P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | JUMLAH |
| 150 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 20 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 151 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 18 | 1 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 30 |
| 152 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 18 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 36 |
| 153 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 34 |
| 154 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 17 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 31 |
| 155 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 17 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 31 |
| 156 | 2 | 2 | 1 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 18 | 4 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 31 |
| 157 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 18 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 34 |
| 158 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 16 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 34 |
| 159 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 15 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 32 |
| 160 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 19 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 34 |
| 161 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 20 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 34 |
| 162 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 20 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 33 |
| 163 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 22 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 37 |
| 164 | 2 | 2 | 1 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 18 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 33 |
| 165 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 21 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 34 |

Lampiran 7
Hasil Uji Asumsi Klasik

Hasil Uji Normalitas

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: keputusanpembelian

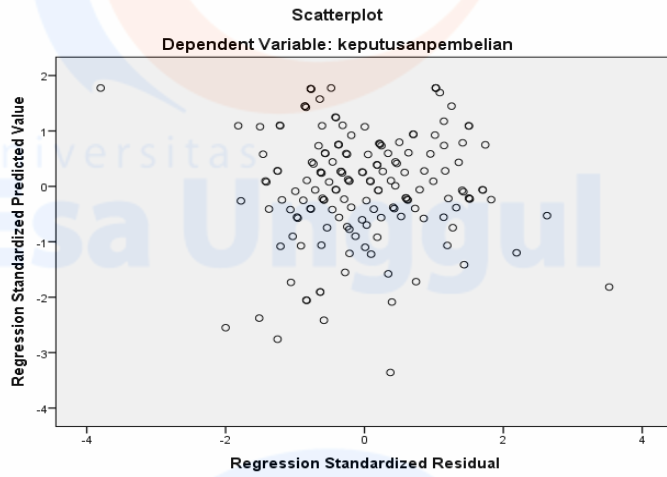


Hasil Uji Multikolinearitas

| Model | | Collinearity Statistics | |
|-------|------------------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | Celebrity Endorser(X1) | ,727 | 1,375 |
| | Citra Merek(X2) | ,756 | 1,322 |
| | Kualitas Pelayanan(X3) | ,901 | 1,110 |

a. Dependent Variable: Keputusan Pembelian(Y)

Hasil Uji Heteroskedastistas



Lampiran 8
Hasil Uji Analisis Regresi Linear Berganda

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 9,081 | 3,422 | | 2,653 | ,009 |
| | Celebrity Endorser(X1) | ,397 | ,148 | ,203 | 2,685 | ,008 |
| | Citra Merek(X2) | ,752 | ,125 | ,445 | 6,001 | ,000 |
| | Kualitas Pelayanan(X3) | -,006 | ,046 | -,009 | -,126 | ,900 |
| a. Dependent Variable: Keputusan Pembelian(Y) | | | | | | |

Hasil Uji F

| ANOVA ^a | | | | | | |
|--|------------|----------------|-----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 871.070 | 3 | 290.357 | 26.438 | .000 ^b |
| | Residual | 1768.179 | 161 | 10.982 | | |
| | Total | 2639.248 | 164 | | | |
| a. Dependent Variable: keputusan pembelian | | | | | | |
| b. Predictors: (Constant), kualitas pelayanan, citramerek, celebrityendorser | | | | | | |

Hasil Uji T

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|--|-------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 9.081 | 3.422 | | 2.653 | .009 |
| | celebrityendorser | .397 | .148 | .203 | 2.685 | .008 |
| | citramerek | .752 | .125 | .445 | 6.001 | .000 |
| | kualitaspelayanan | -.006 | .046 | -.009 | -.126 | .900 |
| a. Dependent Variable: Keputusan Pembelian(Y) | | | | | | |
| b. Predictors: (Constant), <i>Celebrity Endorser</i> (X1), Citra Merek(X2), Kualitas Pelayanan(X3) | | | | | | |

Koefisien Determinasi

| Model Summary | | | | |
|--|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .574 ^a | .330 | .318 | 3,31398 |
| a. Predictors: (Constant), <i>Celebrity Endorser</i> (X1), <i>Citra Merek</i> (X2), <i>Kualitas Pelayanan</i> (X3) | | | | |