

## LAMPIRAN

### LAMPIRAN I

#### PRA SURVEY

Kepada responden yang terhormat,

Perkenalkan saya Rangga Putra Islami, mahasiswa Fakultas Ekonomi dan Bisnis Program Studi Manajemen Universitas Esa Unggul Jakarta yang sedang melakukan pra survey dalam penelitian skripsi untuk memperoleh gelar sarjana S1 Manajemen. Terima kasih atas partisipasi anda untuk meluangkan waktu dalam mengisi daftar pertanyaan pra survey ini, dengan tujuan sebagai data penelitian saya mengenai Pengaruh *Celebrity Endorser*, dan Harga Terhadap Keputusan Pembelian Melalui *Brand Awareness* Pada Produk Air Mineral . Saya berharap responden dapat menjawab dengan sebaik-baiknya.

TANGGAPAN RESPONDEN:

No	Pertanyaan	Jawaban Responden	
		Ya	Tidak
1	Apakah Kepopuleran Dr. Reisa Broto Asmoro dalam mempromosikan produk Le Minerale membuat anda tertarik untuk membeli produk Le Minerale ?	27	13
2	Apakah Produk Le Minerale merupakan produk yang muncul di benak anda ketika ingin membeli air mineral ?	23	17
3	Apakah harga produk Le Minerale terjangkau di bandingkan produk air mineral lain nya ?	35	5

**LAMPIRAN II**

**KUESIONER PENELITIAN**

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

Nama : Rangga Putra Islami  
NIM : 20160101072

Bersama ini saya sampaikan daftar pertanyaan kepada konsumen Le Minerale. Pertanyaan dalam kuesioner ini berkenaan dengan penelitian saya yang berjudul “Pengaruh *Celebrity Endorser* dan Harga Terhadap keputusan Pembelian Melalui *Brand Awareness* Pada Produk Air Mineral”. Maka dari itu saya meminta kesediaan saudara-saudara sekalian untuk bersedia mengisi kuesioner ini dengan sebaik baiknya.

Atas kesediaan dan partisipasi saudara, saya ucapkan terima kasih

**DATA RESPONDEN**

**PETUNJUK**

Isilah data responden dibawah ini kemudian pilihlah jawaban dengan tanda (√) pada jawaban yang tersedia.

1. Jenis Kelamin :
  - a. Laki – Laki
  - b. Perempuan
2. Usia :
  - a. 18-22 Tahun
  - b. 23-27 Tahun
  - c. 28-32 Tahun
  - d. > 35 Tahun
3. Pendidikan Terakhir :
  - a. SMA/SMK
  - b. Diploma (D1-D3)
  - c. S1
  - d. S2

4. Pekerjaan :
  - a. Pegawai Swasta
  - b. Wirausaha
  - c. Pegawai Negeri Sipil
  - d. Mahasiswa
  
5. Pengeluaran dalam sebulan :
  - a. Rp.500,000 – Rp.1,000,000
  - b. Rp.2,000,000 – Rp.3,000,000
  - c. Rp.4,000,000 – Rp.5,000,000
  - d. > Rp.5,000,000
  
6. Frekuensi dalam membeli produk air mineral Le Minerale dalam 1 bulan terakhir:
  - a. 1 Kali
  - b. 2-3 Kali
  - c. 4-5 Kali
  - d. > 5 Kali

#### TANGGAPAN RESPONDEN

#### PETUNJUK :

Isilah semua pertanyaan dalam kuesioner sesuai dengan kenyataan, dengan cara memberikan tanda (√) pada jawaban yang telah tersedia.

**KETERANGAN**

No	Alternatif Jawaban	Skor
1	Sangat Tidak Setuju (STS)	1
2	Tidak Setuju (TS)	2
3	Kurang Setuju (KS)	3
4	Setuju (S)	4
5	Sangat Setuju (SS)	5

*Celebrity Endorser*

No	Pertanyaan	STS	TS	KS	S	SS
		1	2	3	4	5
1	Penampilan Dr. Reisa Broto Asmoro menarik dalam Iklan Le Minerale					
2	Penampilan Dr. Reisa Broto Asmoro menyenangkan dalam iklan Le Minerale					
3	Saya menyukai Dr.Reisa Broto Asmoro dalam iklan Le Minerale					
4	Penampilan Dr. Reisa Broto Asmoro berkharisma dalam Iklan Le Minerale					
5	Dr. Reisa Broto Asmoro jujur dalam menyampaikan dalam iklan Le Minerale					
6	Dr. Reisa Broto Asmoro konsisten dalam menyampaikan pesan dalam iklan Le Minerale					
7	Penampilan Dr. Reisa Broto Asmoro piawai dalam iklan Le Minerale					
8	Dr. Reis Broto Asmoro terampil dalam iklan Le Minerale					
9	Dr Resia Broto Asmoro sangat mewakili sosok milenial saat ini.					

**Brand Awareness**

No	Pertanyaan	STS	TS	KS	SS	S
		1	2	3	4	5
1	Saya sering mendengar slogan Le Minerale “Ada Manis-manisnya”					
2	Saya mengetahui Le Minerale produk air mineral terbaik di Indonesia					
3	Saya sudah mengenal produk Le Minerale					
4	Saya mengetahui Le Minerale dari media televisi					
5	Saya membeli produk Le Minerale karena memberikan manfaat lebih banyak dibandingkan produk lainnya					
6	Hanya Le Minerale yang dapat menghilangkan rasa haus sekaligus aman untuk di konsumsi.					
7	Produk air minerale yang muncul di benak saya pertama kali adalah Le Minerale					
8	Saya sering membeli Le Minerale					
9	Le Minerale merupakan produk air mineral yang kaya akan manfaat, mudah di dapat dan harganya terjangkau					
10	Dengan kandungan mineral yang cukup tinggi membuat Le Minerale cocok untuk di minum sehari hari					

**Harga**

No	Pertanyaan	STS	TS	KS	SS	S
		1	2	3	4	5
1	Harga Le Minerale sesuai dengan kualitas yang di dapat					
2	Harga Le Minerale dapat di jangkau oleh semua lapisan masyarakat					

3	Harga Le Minerale sesuai dengan manfaat yang di dapat					
4	Harga Le Minerale lebih terjangkau dibandingkan produk air mineral lainnya					
5	Saya lebih tertarik membeli Le Minerale karena Harga nya lebih murah dibandingkan produk lainnya					
6	Saya tidak memperdulikan Harga Le Minerale saya lebih mengutamakan kualitas yang saya peroleh dari produk tersebut					
7	saya lebih mengutamakan manfaat yang saya dapat dari le minerale dibandingkan Harga nya.					
8	Sebelum melakukan keputusan pembelian Le Minerale saya membandingkan harganya dengan produk sejenis					

**Keputusan Pembelian**

No	Pertanyaan	STS	TS	KS	SS	S
		1	2	3	4	5
1	Saya lebih mengutamakan Le Minerale di bandingkan produk lain nya ketika hendak membeli air mineral					
2	Saya merasa mantap membeli Le Minerale dibandingkan produk lainnya					
3	saya membeli Le Minerale karena kualitas nya yang sangat baik					
4	saya membeli Le minerale karena kehygienisannya yang sangat baik					
5	saya selalu merekomendasikan Le Minerale kepada orang lain ketika hendak membeli air mineral					
6	saya selalu memberikan saran keteman-teman saya untuk memilih le minerale ketika ingin membeli air mineral					

7	Saya akan membeli lagi Le Minerale					
8	saya tertarik lagi untuk membeli le minerale di bandingkan produk sejenis lain nya					

**LAMPIRAN III**

## Karakteristik Responden

Data Tabulasi Karakteristik 150 Responden Yang Pernah Membeli produk air minerale Le Minerale Di Wilayah Kecamatan Cengkareng, Jakarta Barat.

**Jenis Kelamin**

No	Jenis Kelamin	Jumlah	Presentase
1	Laki-Laki	61	40,7%
2	Perempuan	89	59,3%
<b>Jumlah</b>		<b>150</b>	<b>100%</b>

**Usia**

No	Usia	Jumlah	Presentase
1	18-22 Tahun	49	32,7%
2	23-27 Tahun	46	30,7%
3	28-32 Tahun	19	12,7%
4	> 32 Tahun	36	24%
<b>Jumlah</b>		<b>150</b>	<b>100%</b>

**Pendidikan**

No	Pendidikan terakhir	Jumlah	Presentase
1	SMA/SMK	58	38,7%
2	Diploma (D1-D3)	16	10,7%
3	S1	71	47,3%
4	S2	5	3,3%
<b>Jumlah</b>		<b>150</b>	<b>100%</b>

**Pekerjaan**

No	Pekerjaan	Jumlah	Presentae
1	Pegawai Swasta	96	64%
2	Wirausaha	19	12,7%
3	Pegawai Negeri Sipil	9	6%
4	Mahasiswa	26	17,3%
<b>Jumlah</b>		<b>150</b>	<b>100%</b>



**Pengeluaran Responden Dalam Sebulan**

No	Pengeluaran Responden	Jumlah	Presentase
1	Rp.500,000 – Rp.1,000,000	27	18%
2	Rp.2,000,000 – Rp.3,000,000	49	32,7%
3	Rp.4,000,000 – Rp.5,000,000	52	34,7%
4	> Rp.5,000,000	22	14,7%
<b>Jumlah</b>		<b>150</b>	<b>100%</b>

**Frekuensi Responden Dalam Membeli Le Minerale Dalam Waktu 1 Bulan Terakhir**

No	Frekuensi dalam membeli produk air mineral Le Minerale dalam 1 bulan terakhir	Jumlah	Presentase
1	1 kali	46	30,7%
2	2-3 kali	66	44%
3	3-4 kali	13	8,7%
4	>5 Kali	25	16,7%
<b>Jumlah</b>		<b>150</b>	<b>100%</b>

LAMPIRAN IV

Uji Validitas  
Celebrity Endorser (X<sub>1</sub>)

Correlations

		p1	p2	p3	p4	p5	p6	p7	p8	p9	Total
p1	Pearson Correlation	1	.832**	.657**	.841**	.522**	.546**	.627**	.389*	.427*	.784**
	Sig. (2-tailed)		.000	.000	.000	.003	.002	.000	.033	.019	.000
	N	30	30	30	30	30	30	30	30	30	30
p2	Pearson Correlation	.832**	1	.790**	.811**	.756**	.587**	.824**	.409*	.513**	.876**
	Sig. (2-tailed)	.000		.000	.000	.000	.001	.000	.025	.004	.000
	N	30	30	30	30	30	30	30	30	30	30
p3	Pearson Correlation	.657**	.790**	1	.754**	.768**	.554**	.848**	.433*	.485**	.856**
	Sig. (2-tailed)	.000	.000		.000	.000	.001	.000	.017	.007	.000
	N	30	30	30	30	30	30	30	30	30	30
p4	Pearson Correlation	.841**	.811**	.754**	1	.727**	.695**	.789**	.469**	.503**	.885**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.009	.005	.000
	N	30	30	30	30	30	30	30	30	30	30
p5	Pearson Correlation	.522**	.756**	.768**	.727**	1	.826**	.913**	.462*	.483**	.865**
	Sig. (2-tailed)	.003	.000	.000	.000		.000	.000	.010	.007	.000
	N	30	30	30	30	30	30	30	30	30	30
p6	Pearson Correlation	.546**	.587**	.554**	.695**	.826**	1	.703**	.437*	.479**	.779**
	Sig. (2-tailed)	.002	.001	.001	.000	.000		.000	.016	.007	.000
	N	30	30	30	30	30	30	30	30	30	30
p7	Pearson Correlation	.627**	.824**	.848**	.789**	.913**	.703**	1	.507**	.445*	.892**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.004	.014	.000
	N	30	30	30	30	30	30	30	30	30	30
p8	Pearson Correlation	.389*	.409*	.433*	.469**	.462*	.437*	.507**	1	.814**	.690**
	Sig. (2-tailed)	.033	.025	.017	.009	.010	.016	.004		.000	.000
	N	30	30	30	30	30	30	30	30	30	30
p9	Pearson Correlation	.427*	.513**	.485**	.503**	.483**	.479**	.445*	.814**	1	.728**
	Sig. (2-tailed)	.019	.004	.007	.005	.007	.007	.014	.000		.000
	N	30	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.784**	.876**	.856**	.885**	.865**	.779**	.892**	.690**	.728**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	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  
Harga (X<sub>2</sub>)**

**Correlations**

		p1	p2	p3	p4	p5	p6	p7	p8	Total
p1	Pearson Correlation	1	.783**	.925**	.663**	.685**	.492**	.443*	.676**	.841**
	Sig. (2-tailed)		.000	.000	.000	.000	.006	.014	.000	.000
	N	30	30	30	30	30	30	30	30	30
p2	Pearson Correlation	.783**	1	.874**	.686**	.715**	.367*	.299	.420*	.761**
	Sig. (2-tailed)	.000		.000	.000	.000	.046	.108	.021	.000
	N	30	30	30	30	30	30	30	30	30
p3	Pearson Correlation	.925**	.874**	1	.696**	.723**	.424*	.373*	.547**	.824**
	Sig. (2-tailed)	.000	.000		.000	.000	.020	.043	.002	.000
	N	30	30	30	30	30	30	30	30	30
p4	Pearson Correlation	.663**	.686**	.696**	1	.868**	.807**	.757**	.517**	.926**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.003	.000
	N	30	30	30	30	30	30	30	30	30
p5	Pearson Correlation	.685**	.715**	.723**	.868**	1	.541**	.578**	.672**	.880**
	Sig. (2-tailed)	.000	.000	.000	.000		.002	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30
p6	Pearson Correlation	.492**	.367*	.424*	.807**	.541**	1	.926**	.478**	.796**
	Sig. (2-tailed)	.006	.046	.020	.000	.002		.000	.008	.000
	N	30	30	30	30	30	30	30	30	30
p7	Pearson Correlation	.443*	.299	.373*	.757**	.578**	.926**	1	.577**	.785**
	Sig. (2-tailed)	.014	.108	.043	.000	.001	.000		.001	.000
	N	30	30	30	30	30	30	30	30	30
p8	Pearson Correlation	.676**	.420*	.547**	.517**	.672**	.478**	.577**	1	.737**
	Sig. (2-tailed)	.000	.021	.002	.003	.000	.008	.001		.000
	N	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.841**	.761**	.824**	.926**	.880**	.796**	.785**	.737**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.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).

**Uji Validitas**  
**Brand Awareness (Z)**

**Correlations**

		p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	Total
p1	Pearson Correlation	1	.594**	.559**	.908**	.524**	.462*	.443*	.457*	.425*	.348	.653**
	Sig. (2-tailed)		.001	.001	.000	.003	.010	.014	.011	.019	.059	.000
	N	30	30	30	30	30	30	30	30	30	30	30
p2	Pearson Correlation	.594**	1	.705**	.692**	.934**	.889**	.861**	.835**	.664**	.744**	.933**
	Sig. (2-tailed)	.001		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
p3	Pearson Correlation	.559**	.705**	1	.640**	.627**	.688**	.615**	.678**	.624**	.551**	.760**
	Sig. (2-tailed)	.001	.000		.000	.000	.000	.000	.000	.000	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30
p4	Pearson Correlation	.908**	.692**	.640**	1	.615**	.600**	.552**	.583**	.496**	.426*	.748**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.002	.001	.005	.019	.000
	N	30	30	30	30	30	30	30	30	30	30	30
p5	Pearson Correlation	.524**	.934**	.627**	.615**	1	.924**	.893**	.876**	.702**	.800**	.938**
	Sig. (2-tailed)	.003	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
p6	Pearson Correlation	.462*	.889**	.688**	.600**	.924**	1	.903**	.895**	.686**	.735**	.923**
	Sig. (2-tailed)	.010	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
p7	Pearson Correlation	.443*	.861**	.615**	.552**	.893**	.903**	1	.963**	.795**	.791**	.931**
	Sig. (2-tailed)	.014	.000	.000	.002	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
p8	Pearson Correlation	.457*	.835**	.678**	.583**	.876**	.895**	.963**	1	.867**	.854**	.949**
	Sig. (2-tailed)	.011	.000	.000	.001	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
p9	Pearson Correlation	.425*	.664**	.624**	.496**	.702**	.686**	.795**	.867**	1	.812**	.828**
	Sig. (2-tailed)	.019	.000	.000	.005	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
p10	Pearson Correlation	.348	.744**	.551**	.426*	.800**	.735**	.791**	.854**	.812**	1	.838**
	Sig. (2-tailed)	.059	.000	.002	.019	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.653**	.933**	.760**	.748**	.938**	.923**	.931**	.949**	.828**	.838**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.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).

**Uji Validitas**  
**Keputusan Pembelian (Y)**

**Correlations**

		p1	p2	p3	p4	p5	p6	p7	p8	Total
p1	Pearson Correlation	1	.713**	.785**	.769**	.841**	.639**	.687**	.766**	.903**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
p2	Pearson Correlation	.713**	1	.687**	.675**	.759**	.651**	.727**	.748**	.861**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
p3	Pearson Correlation	.785**	.687**	1	.744**	.796**	.617**	.614**	.614**	.852**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
p4	Pearson Correlation	.769**	.675**	.744**	1	.941**	.642**	.695**	.512**	.866**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.004	.000
	N	30	30	30	30	30	30	30	30	30
p5	Pearson Correlation	.841**	.759**	.796**	.941**	1	.719**	.798**	.632**	.938**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
p6	Pearson Correlation	.639**	.651**	.617**	.642**	.719**	1	.936**	.664**	.830**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
p7	Pearson Correlation	.687**	.727**	.614**	.695**	.798**	.936**	1	.679**	.871**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
p8	Pearson Correlation	.766**	.748**	.614**	.512**	.632**	.664**	.679**	1	.809**
	Sig. (2-tailed)	.000	.000	.000	.004	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.903**	.861**	.852**	.866**	.938**	.830**	.871**	.809**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

LAMPIRAN V

**Hasil Uji Reliabilitas  
Celebrity Endorser (X<sub>1</sub>)**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

Cronbach's Alpha	N of Items
.785	10

**Hasil Uji Reliabilitas  
Harga (X<sub>2</sub>)**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

Cronbach's Alpha	N of Items
.791	9

**Uji Reliabilitas**  
***Brand Awareness (Z)***

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

Cronbach's Alpha	N of Items
.785	10

**Uji Reliabilitas**  
**Keputusan Pembelian (Y)**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

Cronbach's Alpha	N of Items
.797	9

## LAMPIRAN VI

**Hasil Tabulasi 150 Responden**  
***Celebrity Endorser (X<sub>1</sub>)***

No	P1	P2	P3	P4	P5	P6	P7	P8	P9	Total
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3	5	5	5	5	5	5	5	5	5	45
4	5	5	5	5	5	5	5	5	5	45
5	3	3	4	4	3	2	3	2	3	27
6	4	4	4	4	4	4	4	4	4	36
7	5	5	5	5	4	4	5	5	4	42
8	4	4	4	5	4	4	4	4	4	37
9	5	5	5	5	4	5	5	5	5	44
10	4	4	5	5	4	4	4	5	4	39
11	5	4	5	5	5	5	5	5	5	44
12	5	5	5	5	5	5	5	5	5	45
13	5	5	5	5	5	5	5	5	5	45
14	5	5	5	5	5	5	5	5	5	45
15	5	5	5	5	5	5	5	5	5	45
16	5	5	5	5	5	5	5	5	5	45
17	3	3	3	3	3	3	3	3	3	27
18	3	3	3	3	3	3	3	3	3	27
19	2	2	2	2	2	2	2	1	1	16
20	3	3	3	3	3	3	3	3	3	27
21	3	3	3	4	3	3	3	3	3	28
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23	4	4	4	4	4	4	4	4	3	35
24	5	5	5	5	5	5	5	5	5	45
25	5	5	5	5	5	5	5	5	5	45
26	5	5	5	5	5	5	5	5	5	45
27	3	3	3	3	3	3	3	3	3	27
28	5	5	5	5	5	5	5	5	5	45
29	5	5	5	5	5	5	5	5	5	45
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33	4	4	4	5	4	4	4	4	4	37
34	3	3	3	3	3	3	3	3	3	27
35	5	5	5	5	5	5	5	5	5	45
36	2	2	1	2	2	3	3	3	1	19
37	4	4	4	4	3	4	4	4	3	34
38	2	2	2	2	2	2	2	2	2	18
39	4	4	4	5	4	5	5	5	5	41



<b>40</b>	4	4	5	5	3	3	4	4	5	<b>37</b>
<b>41</b>	1	2	2	2	3	2	2	3	2	<b>19</b>
<b>42</b>	2	4	3	1	5	2	4	3	3	<b>27</b>
<b>43</b>	5	5	5	5	4	5	4	5	5	<b>43</b>
<b>44</b>	2	4	3	3	4	3	3	3	4	<b>29</b>
<b>45</b>	4	4	4	4	4	4	4	4	4	<b>36</b>
<b>46</b>	5	5	5	5	5	5	5	5	5	<b>45</b>
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<b>48</b>	5	5	5	5	5	4	4	4	5	<b>42</b>
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<b>51</b>	2	3	2	2	2	2	2	2	2	<b>19</b>
<b>52</b>	3	3	3	3	3	3	3	3	3	<b>27</b>
<b>53</b>	5	5	5	5	5	5	5	5	5	<b>45</b>
<b>54</b>	5	5	5	5	5	5	5	5	5	<b>45</b>
<b>55</b>	4	4	4	4	4	5	4	5	4	<b>38</b>
<b>56</b>	5	5	5	5	5	5	5	5	5	<b>45</b>
<b>57</b>	4	4	4	3	3	3	3	3	4	<b>31</b>
<b>58</b>	4	4	4	4	3	4	4	4	4	<b>35</b>
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<b>61</b>	5	5	5	5	5	5	5	5	5	<b>45</b>
<b>62</b>	4	4	4	3	4	4	4	3	4	<b>34</b>
<b>63</b>	4	3	4	4	4	5	4	4	4	<b>36</b>
<b>64</b>	4	3	4	5	5	5	4	4	4	<b>38</b>
<b>65</b>	4	4	5	5	5	5	4	4	5	<b>41</b>
<b>66</b>	4	2	4	4	5	5	4	4	5	<b>37</b>
<b>67</b>	5	4	4	5	4	4	4	4	5	<b>39</b>
<b>68</b>	4	2	4	4	5	5	4	4	4	<b>36</b>
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<b>72</b>	4	3	4	3	4	5	4	4	5	<b>36</b>
<b>73</b>	4	4	4	4	5	5	4	4	5	<b>39</b>
<b>74</b>	4	4	4	5	5	5	4	4	4	<b>39</b>
<b>75</b>	4	3	4	4	5	5	4	4	3	<b>36</b>
<b>76</b>	4	3	4	4	5	4	5	5	4	<b>38</b>
<b>77</b>	4	3	4	4	4	4	4	4	5	<b>36</b>
<b>78</b>	4	4	4	3	5	5	4	4	3	<b>36</b>
<b>79</b>	5	4	4	4	5	5	4	4	4	<b>39</b>
<b>80</b>	5	5	4	4	5	5	4	4	5	<b>41</b>
<b>81</b>	5	4	4	4	5	5	4	4	4	<b>39</b>
<b>82</b>	5	5	4	3	5	4	4	4	4	<b>38</b>

<b>83</b>	5	4	4	4	5	5	4	5	5	<b>41</b>
<b>84</b>	5	5	4	4	5	4	4	4	5	<b>40</b>
<b>85</b>	5	4	4	4	5	5	4	4	3	<b>38</b>
<b>86</b>	4	4	4	4	5	5	5	5	4	<b>40</b>
<b>87</b>	5	5	5	4	5	5	4	4	4	<b>41</b>
<b>88</b>	5	4	4	4	5	5	3	3	4	<b>37</b>
<b>89</b>	4	4	4	5	5	4	4	5	4	<b>39</b>
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<b>93</b>	4	4	4	3	3	4	4	4	4	<b>34</b>
<b>94</b>	4	4	4	3	4	4	4	4	4	<b>35</b>
<b>95</b>	5	5	5	5	4	4	4	4	4	<b>40</b>
<b>96</b>	5	5	5	5	4	4	4	4	4	<b>40</b>
<b>97</b>	5	5	5	5	4	4	5	5	4	<b>42</b>
<b>98</b>	5	5	5	4	4	4	4	4	4	<b>39</b>
<b>99</b>	5	5	5	5	5	5	5	5	5	<b>45</b>
<b>100</b>	5	4	4	4	5	5	4	4	3	<b>38</b>
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<b>102</b>	5	5	4	4	5	5	4	4	5	<b>41</b>
<b>103</b>	5	5	5	4	5	5	4	4	3	<b>40</b>
<b>104</b>	5	4	4	4	5	5	4	4	5	<b>40</b>
<b>105</b>	5	5	5	4	5	5	4	4	4	<b>41</b>
<b>106</b>	5	4	4	4	5	5	4	4	4	<b>39</b>
<b>107</b>	5	3	4	4	5	5	4	4	5	<b>39</b>
<b>108</b>	4	4	4	4	5	5	4	4	3	<b>37</b>
<b>109</b>	4	4	4	4	5	5	4	4	3	<b>37</b>
<b>110</b>	5	4	4	4	5	5	3	3	4	<b>37</b>
<b>111</b>	4	4	4	5	5	5	4	3	4	<b>38</b>
<b>112</b>	5	3	4	3	4	5	5	5	4	<b>38</b>
<b>113</b>	3	3	4	3	4	5	5	4	4	<b>35</b>
<b>114</b>	5	5	5	5	5	4	4	4	5	<b>42</b>
<b>115</b>	4	3	4	4	5	5	4	4	4	<b>37</b>
<b>116</b>	5	4	4	4	5	5	4	4	4	<b>39</b>
<b>117</b>	5	3	3	4	5	5	4	4	4	<b>37</b>
<b>118</b>	5	5	4	4	5	5	4	4	4	<b>40</b>
<b>119</b>	4	4	5	4	5	5	4	4	5	<b>40</b>
<b>120</b>	5	4	4	4	5	5	3	4	5	<b>39</b>
<b>121</b>	5	5	5	5	5	5	5	5	5	<b>45</b>
<b>122</b>	5	5	5	3	3	5	3	3	3	<b>35</b>
<b>123</b>	5	4	5	5	4	5	4	5	4	<b>41</b>
<b>124</b>	4	3	4	4	5	5	4	4	4	<b>37</b>
<b>125</b>	4	3	4	4	5	5	4	5	4	<b>38</b>

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128	4	4	4	5	5	5	5	4	4	40
129	5	4	4	4	4	4	3	5	5	38
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132	4	4	5	5	5	5	4	4	3	39
133	5	5	4	5	4	5	5	4	4	41
134	4	4	4	5	5	5	4	3	4	38
135	5	4	4	4	5	5	4	5	4	40
136	5	5	4	5	5	5	4	4	5	42
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145	5	5	5	4	5	5	5	5	5	44
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147	5	4	4	4	5	5	5	4	5	41
148	5	5	5	4	5	5	4	5	5	43
149	5	5	4	5	5	5	4	5	5	43
150	5	4	4	4	5	5	4	4	5	40

### Hasil Tabulasi 150 Responden

#### Harga (X<sub>2</sub>)

No	P1	P2	P3	P4	P5	P6	P7	P8	Total
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4	5	5	5	5	3	5	5	5	38
5	3	3	4	4	4	4	4	4	30
6	5	5	5	5	5	5	5	5	40
7	4	4	4	4	4	5	5	1	31
8	4	4	4	3	4	5	4	2	30
9	5	5	5	5	5	5	5	5	40
10	4	4	4	4	4	4	4	4	32
11	5	5	5	5	3	5	5	5	38
12	5	5	5	5	5	5	5	5	40
13	5	5	5	5	5	5	5	5	40
14	5	5	5	5	5	5	5	5	40

15	5	5	5	5	5	5	5	5	40
16	5	5	5	5	5	5	5	5	40
17	3	3	3	3	3	3	3	3	24
18	5	5	5	5	5	5	5	5	40
19	1	1	1	1	1	1	1	1	8
20	5	5	5	3	3	5	5	5	36
21	2	1	1	1	2	2	1	2	12
22	4	4	3	3	3	4	4	4	29
23	5	5	4	5	4	3	4	5	35
24	5	5	5	5	1	5	5	5	36
25	5	5	5	5	1	5	5	5	36
26	5	5	5	5	1	5	5	5	36
27	3	3	3	3	3	4	3	5	27
28	5	4	5	5	5	4	5	5	38
29	5	5	5	5	5	5	5	5	40
30	4	2	4	3	4	5	5	3	30
31	5	5	5	5	5	5	5	5	40
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<b>60</b>	5	5	5	5	5	5	5	5	<b>40</b>
<b>61</b>	3	4	4	3	2	3	3	5	<b>27</b>
<b>62</b>	4	5	4	4	4	5	4	5	<b>35</b>
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<b>64</b>	4	5	4	5	5	4	4	4	<b>35</b>
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<b>66</b>	4	5	4	4	2	4	2	4	<b>29</b>
<b>67</b>	5	5	4	4	5	5	4	4	<b>36</b>
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<b>82</b>	4	4	5	5	4	4	5	4	<b>35</b>
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<b>86</b>	4	4	5	5	4	5	4	4	<b>35</b>
<b>87</b>	4	5	5	4	5	5	5	4	<b>37</b>
<b>88</b>	5	5	4	5	5	4	5	4	<b>37</b>
<b>89</b>	5	4	4	4	5	4	4	5	<b>35</b>
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<b>96</b>	4	3	4	3	4	4	3	5	<b>30</b>
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<b>99</b>	5	5	5	5	4	5	4	5	<b>38</b>
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108	5	5	4	4	4	4	5	4	35
109	5	5	5	5	4	5	4	4	37
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111	5	5	5	4	4	4	4	5	36
112	5	5	4	5	5	4	4	5	37
113	5	5	4	4	4	5	4	4	35
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115	4	5	5	4	4	4	4	4	34
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117	4	5	4	4	4	4	4	5	34
118	5	5	5	4	5	5	5	4	38
119	5	4	4	5	5	5	4	4	36
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140	5	5	4	5	5	5	5	5	39
141	5	5	5	5	5	5	5	4	39
142	5	5	5	5	4	4	4	5	37
143	5	5	5	4	5	5	4	3	36

144	5	5	4	5	5	5	5	5	5	39
145	5	5	5	5	4	5	5	5	5	39
146	5	5	5	5	4	5	5	5	5	39
147	5	5	5	4	5	5	4	5	5	38
148	5	5	5	4	5	3	5	5	5	37
149	5	4	4	4	5	4	4	4	4	34
150	5	5	4	5	5	5	5	5	4	38

### Hasil Tabulasi 150 Responden

#### *Brand Awareness (Z)*

No	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	Total
1	4	3	4	4	3	3	3	2	3	3	32
2	2	2	3	5	2	2	2	2	3	3	26
3	5	4	5	5	5	3	3	4	4	4	42
4	5	5	5	5	5	5	5	5	5	5	50
5	3	3	3	4	4	4	4	4	4	4	37
6	5	4	5	5	5	4	5	5	5	5	48
7	4	4	4	5	4	4	3	5	4	4	41
8	5	4	4	4	4	3	3	3	4	4	38
9	5	4	5	5	4	4	3	4	4	4	42
10	5	4	4	5	3	3	3	2	3	3	35
11	5	5	5	5	4	5	5	3	5	5	47
12	5	5	5	5	5	5	5	5	5	5	50
13	5	5	5	5	5	5	5	5	5	5	50
14	5	5	5	5	5	5	5	5	5	5	50
15	5	5	5	5	5	5	5	5	5	5	50
16	5	5	5	5	5	5	5	5	5	5	50
17	3	3	3	3	3	3	3	3	3	3	30
18	5	5	5	5	5	5	3	5	5	5	48
19	2	1	2	2	2	2	2	2	2	2	19
20	5	5	5	5	4	5	5	5	5	5	49
21	5	3	4	4	3	3	1	1	2	2	28
22	5	5	5	5	5	5	5	5	5	5	50
23	4	4	4	4	4	4	4	4	4	4	40
24	5	5	5	5	5	5	5	5	5	5	50
25	5	5	5	5	5	5	5	5	5	5	50
26	5	5	5	5	5	5	5	5	5	5	50
27	5	2	4	5	2	3	1	3	3	3	31
28	5	5	5	5	5	5	4	4	4	4	46
29	5	5	5	5	5	5	5	4	5	5	49
30	5	5	5	5	4	3	4	4	4	5	44
31	5	5	5	5	5	5	5	5	5	5	50
32	2	3	3	5	4	4	4	4	4	4	37

33	5	4	4	4	4	4	4	4	4	4	41
34	5	3	4	5	3	3	3	3	3	3	35
35	5	5	5	5	5	5	5	5	5	5	50
36	3	1	2	3	1	1	1	1	1	1	15
37	5	2	4	5	2	2	2	1	3	3	29
38	5	3	5	5	3	4	4	3	4	4	40
39	5	5	5	5	5	5	5	5	5	5	50
40	5	2	4	5	2	1	1	2	2	3	27
41	3	3	3	3	3	2	4	3	2	3	29
42	5	2	3	1	5	5	4	3	3	4	35
43	4	5	4	5	4	5	4	4	5	5	45
44	4	2	3	3	1	3	1	1	2	3	23
45	5	4	5	5	5	4	5	5	5	5	48
46	3	5	5	5	5	5	5	5	5	5	48
47	5	5	5	5	5	5	5	5	5	5	50
48	5	5	5	5	4	5	4	4	4	4	45
49	5	4	2	5	2	2	3	1	3	4	31
50	3	3	3	3	3	3	3	3	3	3	30
51	2	2	3	3	3	2	1	2	2	4	24
52	4	3	5	5	4	3	1	2	3	3	33
53	4	5	5	5	5	5	4	4	5	5	47
54	5	4	5	5	5	5	4	5	5	5	48
55	4	4	4	4	4	5	4	4	4	4	41
56	5	5	5	5	5	5	5	5	5	5	50
57	5	3	3	5	3	3	3	3	4	3	35
58	5	4	5	5	4	4	4	4	4	4	43
59	5	3	5	5	3	1	1	1	3	4	31
60	5	4	5	5	5	4	5	5	5	5	48
61	5	4	2	5	2	2	3	1	3	4	31
62	5	3	5	5	4	2	4	3	4	4	39
63	5	4	5	5	4	4	4	3	4	4	42
64	5	4	5	5	3	4	4	3	4	5	42
65	4	4	5	5	3	4	4	4	4	4	41
66	5	2	5	5	4	2	2	2	4	4	35
67	5	4	4	5	4	2	2	5	4	4	39
68	5	4	5	5	4	2	2	4	4	4	39
69	4	4	5	5	4	4	5	4	5	2	42
70	5	3	4	5	4	3	3	3	3	4	37
71	4	4	5	5	4	3	4	4	4	4	41
72	4	4	4	4	4	3	3	2	3	4	35
73	5	3	4	5	4	1	3	4	4	3	36
74	5	3	5	5	3	4	3	4	4	3	39
75	5	2	4	4	4	1	3	4	4	4	35



76	5	3	5	5	4	1	4	4	4	5	40
77	5	3	4	4	4	2	3	4	4	4	37
78	4	4	4	5	4	3	4	4	5	4	41
79	5	4	4	5	4	3	4	4	4	3	40
80	5	4	4	5	5	4	4	4	4	4	43
81	5	4	4	5	4	4	4	3	4	4	41
82	4	4	4	5	4	3	4	5	4	4	41
83	4	4	4	5	4	4	3	4	4	3	39
84	5	4	5	5	4	3	4	4	4	5	43
85	4	3	4	5	4	3	3	4	4	4	38
86	5	3	4	5	5	3	4	3	4	4	40
87	5	4	4	5	5	4	5	4	3	4	43
88	4	3	4	5	4	3	4	3	4	4	38
89	5	5	4	5	4	2	5	5	4	4	43
90	5	4	5	5	5	4	4	4	4	5	45
91	4	3	5	5	4	3	5	5	5	4	43
92	5	4	5	4	5	2	4	4	5	5	43
93	5	3	3	5	4	3	4	3	4	4	38
94	5	4	5	5	4	4	4	4	4	4	43
95	5	4	5	5	4	4	4	4	4	4	43
96	4	4	5	5	4	3	4	4	3	4	40
97	5	4	5	5	4	3	4	4	3	3	40
98	4	4	5	5	3	3	3	3	3	3	36
99	5	5	5	5	5	5	4	5	5	5	49
100	4	3	5	5	4	3	3	4	4	3	38
101	5	3	4	4	4	3	3	4	4	4	38
102	5	5	5	5	4	4	4	3	4	4	43
103	5	3	5	5	4	3	3	4	4	4	40
104	5	4	5	5	4	4	3	4	4	4	42
105	5	2	4	5	4	4	4	4	4	4	40
106	5	3	4	5	4	4	4	4	3	4	40
107	5	4	4	5	4	3	3	4	4	5	41
108	4	3	5	5	4	4	3	4	3	4	39
109	5	5	5	5	4	4	4	4	4	4	44
110	5	5	5	5	4	3	4	4	4	3	42
111	5	5	5	5	4	3	4	4	5	5	45
112	4	5	5	4	4	3	3	4	4	5	41
113	5	3	4	4	4	4	5	5	5	5	44
114	5	2	5	5	4	4	3	4	4	4	40
115	5	4	4	5	4	4	3	4	5	4	42
116	5	4	5	5	4	4	5	4	4	4	44
117	5	3	4	4	4	3	4	4	4	4	39
118	4	3	4	4	5	5	4	4	5	3	41

119	5	3	5	5	4	4	5	5	4	5	45
120	5	4	4	5	5	4	4	4	4	5	44
121	5	5	5	5	5	5	5	5	5	5	50
122	5	4	4	5	3	3	4	4	3	3	38
123	5	4	5	5	5	4	5	5	5	4	47
124	5	5	5	5	4	4	3	4	4	4	43
125	5	4	5	5	4	3	4	4	4	3	41
126	5	4	5	5	4	4	4	4	4	4	43
127	5	3	5	5	4	4	4	4	4	4	42
128	5	4	5	5	5	5	4	5	5	4	47
129	5	5	4	5	5	5	4	4	5	5	47
130	5	5	4	5	4	5	5	4	5	5	47
131	5	5	5	5	5	4	4	5	5	4	47
132	5	5	5	5	5	4	3	4	4	4	44
133	5	5	4	5	5	5	4	4	5	5	47
134	5	3	4	5	5	4	4	4	4	4	42
135	5	4	4	4	4	5	5	5	5	4	45
136	5	5	4	5	5	4	4	5	4	4	45
137	5	5	5	5	5	4	5	5	5	5	49
138	5	3	5	4	5	5	5	4	4	4	44
139	5	5	5	5	5	5	5	5	5	5	50
140	5	5	4	5	5	5	4	5	5	5	48
141	5	5	5	5	4	5	5	5	5	4	48
142	5	4	5	5	5	5	5	5	5	4	48
143	5	5	4	5	5	4	5	5	5	5	48
144	5	4	5	5	5	4	4	5	5	5	47
145	5	5	5	5	5	4	5	5	3	5	47
146	5	4	4	5	5	4	4	4	4	4	43
147	5	4	4	5	5	5	4	5	5	5	47
148	5	5	4	5	5	5	4	5	5	5	48
149	5	4	4	5	5	5	4	4	4	5	45
150	5	3	5	5	4	2	5	5	5	4	43

**Hasil Tabulasi 150 Responden  
Keputusan Pembelian (Z)**

No	P1	P2	P3	P4	P5	P6	P7	P8	Total
1	2	3	3	3	3	3	3	3	23
2	2	2	2	2	3	3	3	3	20
3	4	3	4	4	4	4	4	4	31
4	5	3	5	5	5	5	5	5	38
5	5	4	4	4	5	4	4	4	34
6	5	3	5	5	5	5	5	5	38
7	5	1	5	3	5	5	5	5	34
8	3	2	4	3	4	4	3	4	27
9	5	4	4	4	5	5	5	5	37
10	3	4	4	4	4	4	4	4	31
11	3	3	3	2	3	3	3	5	25
12	5	5	5	5	5	5	5	5	40
13	5	4	5	5	5	5	5	5	39
14	5	5	5	5	5	5	5	5	40
15	5	5	5	5	5	5	5	5	40
16	5	5	5	5	5	5	5	5	40
17	3	3	3	3	3	3	3	3	24
18	5	5	5	5	5	5	5	5	40
19	1	1	2	1	1	2	1	1	10
20	5	3	3	3	5	5	5	3	32
21	2	2	2	2	2	2	2	2	16
22	1	3	4	2	2	3	3	3	21
23	5	5	5	4	4	4	5	4	36
24	5	5	4	5	5	5	5	5	39
25	5	5	4	5	5	5	5	5	39
26	5	5	4	5	5	5	5	5	39
27	2	1	1	2	3	3	3	3	18
28	5	5	5	5	5	5	5	5	40
29	5	5	5	5	5	5	5	1	36
30	3	3	4	3	4	5	4	4	30
31	5	5	5	5	5	5	5	5	40
32	4	1	4	4	4	4	4	4	29
33	4	4	4	4	4	4	4	4	32
34	3	3	3	3	3	3	3	3	24
35	5	1	5	5	5	5	5	5	36
36	1	1	2	1	2	2	2	2	13
37	3	2	3	3	3	3	3	3	23
38	3	1	3	3	3	4	4	1	22
39	5	5	4	5	5	5	5	5	39
40	2	2	2	2	3	3	2	2	18

41	3	3	3	4	3	3	2	3	24
42	1	1	1	1	1	1	1	3	10
43	5	4	4	5	4	5	4	5	36
44	1	2	1	1	3	3	3	2	16
45	5	3	5	5	5	5	5	5	38
46	3	1	5	5	5	5	5	5	34
47	5	2	5	5	5	5	5	5	37
48	3	3	3	3	3	4	3	3	25
49	3	3	4	3	5	5	3	4	30
50	3	3	4	3	3	3	3	3	25
51	2	2	2	2	2	2	2	2	16
52	1	3	3	3	3	3	2	3	21
53	5	5	5	5	5	5	5	5	40
54	5	5	5	5	5	5	5	5	40
55	4	4	4	4	4	4	4	4	32
56	5	5	5	5	5	5	5	5	40
57	3	4	3	4	4	4	4	4	30
58	4	3	4	4	4	4	4	4	31
59	1	1	1	2	3	3	3	3	17
60	5	3	5	5	5	5	5	5	38
61	3	3	4	3	5	5	3	4	30
62	3	2	4	4	3	4	5	4	29
63	3	3	4	4	3	4	4	4	29
64	3	3	4	5	4	4	4	2	29
65	4	2	4	4	3	4	4	2	27
66	3	3	3	4	4	4	5	3	29
67	4	2	4	4	2	4	4	4	28
68	4	2	2	4	4	5	4	2	27
69	4	2	4	4	4	4	4	2	28
70	3	4	4	5	4	4	5	4	33
71	4	3	4	4	4	4	5	3	31
72	4	3	4	4	3	4	4	3	29
73	3	3	4	4	4	4	4	3	29
74	3	3	4	4	4	5	5	4	32
75	3	2	3	4	4	5	5	4	30
76	4	3	4	4	4	5	5	4	33
77	4	4	4	5	4	5	5	4	35
78	4	4	4	5	4	5	4	4	34
79	4	3	4	4	4	5	5	4	33
80	4	3	4	4	4	5	5	3	32
81	4	2	4	4	4	5	5	3	31
82	4	3	4	4	4	5	5	3	32
83	2	3	4	5	5	4	4	3	30

<b>84</b>	4	5	5	4	3	4	4	2	<b>31</b>
<b>85</b>	4	3	4	5	3	4	5	4	<b>32</b>
<b>86</b>	3	3	4	5	4	4	5	4	<b>32</b>
<b>87</b>	4	1	4	4	4	5	5	3	<b>30</b>
<b>88</b>	5	2	4	4	4	3	4	4	<b>30</b>
<b>89</b>	3	3	4	5	4	4	4	3	<b>30</b>
<b>90</b>	4	3	4	4	4	5	4	5	<b>33</b>
<b>91</b>	4	3	4	4	3	5	5	4	<b>32</b>
<b>92</b>	4	3	5	4	3	4	4	3	<b>30</b>
<b>93</b>	3	3	4	4	4	4	3	3	<b>28</b>
<b>94</b>	4	3	4	3	4	5	4	4	<b>31</b>
<b>95</b>	4	3	4	3	4	4	4	4	<b>30</b>
<b>96</b>	4	2	4	3	4	4	4	3	<b>28</b>
<b>97</b>	4	2	3	3	3	3	3	4	<b>25</b>
<b>98</b>	3	1	3	3	3	3	3	4	<b>23</b>
<b>99</b>	4	4	5	4	5	5	5	5	<b>37</b>
<b>100</b>	4	3	4	4	4	4	3	4	<b>30</b>
<b>101</b>	4	4	4	4	4	4	4	3	<b>31</b>
<b>102</b>	4	4	5	4	4	4	4	4	<b>33</b>
<b>103</b>	3	4	5	5	4	5	4	5	<b>35</b>
<b>104</b>	3	4	5	5	4	4	4	4	<b>33</b>
<b>105</b>	3	4	5	4	5	4	4	4	<b>33</b>
<b>106</b>	4	4	5	4	5	5	5	4	<b>36</b>
<b>107</b>	4	4	5	5	5	5	4	4	<b>36</b>
<b>108</b>	4	4	5	5	4	4	5	4	<b>35</b>
<b>109</b>	4	4	5	5	5	5	5	4	<b>37</b>
<b>110</b>	4	4	5	5	4	4	5	4	<b>35</b>
<b>111</b>	5	5	5	4	5	5	5	4	<b>38</b>
<b>112</b>	4	4	5	5	5	5	4	4	<b>36</b>
<b>113</b>	4	4	5	5	5	5	5	4	<b>37</b>
<b>114</b>	4	4	5	5	4	5	4	5	<b>36</b>
<b>115</b>	5	4	5	5	5	5	4	5	<b>38</b>
<b>116</b>	5	5	5	4	5	5	5	4	<b>38</b>
<b>117</b>	5	5	5	4	5	5	5	4	<b>38</b>
<b>118</b>	4	4	5	5	5	5	5	5	<b>38</b>
<b>119</b>	5	5	5	5	4	4	4	4	<b>36</b>
<b>120</b>	4	4	5	5	4	4	5	4	<b>35</b>
<b>121</b>	5	5	5	5	5	5	5	5	<b>40</b>
<b>122</b>	3	4	4	4	4	4	4	4	<b>31</b>
<b>123</b>	4	4	5	4	4	4	4	5	<b>34</b>
<b>124</b>	4	4	5	5	4	4	4	4	<b>34</b>
<b>125</b>	4	5	5	4	5	5	5	4	<b>37</b>
<b>126</b>	4	5	5	5	5	5	4	4	<b>37</b>

<b>127</b>	5	5	5	5	5	5	5	4	<b>39</b>
<b>128</b>	5	5	4	5	5	5	5	5	<b>39</b>
<b>129</b>	5	5	5	4	5	5	4	4	<b>37</b>
<b>130</b>	5	4	4	4	5	5	4	4	<b>35</b>
<b>131</b>	5	5	4	4	5	5	4	4	<b>36</b>
<b>132</b>	5	5	5	4	5	5	5	5	<b>39</b>
<b>133</b>	5	5	4	5	5	5	5	5	<b>39</b>
<b>134</b>	5	5	5	4	5	5	5	4	<b>38</b>
<b>135</b>	5	5	4	5	5	5	4	5	<b>38</b>
<b>136</b>	5	5	5	4	4	5	4	4	<b>36</b>
<b>137</b>	5	5	4	5	5	5	5	4	<b>38</b>
<b>138</b>	5	5	5	4	5	5	4	5	<b>38</b>
<b>139</b>	5	5	5	5	5	5	5	4	<b>39</b>
<b>140</b>	4	4	4	5	5	5	4	4	<b>35</b>
<b>141</b>	5	5	5	5	5	5	5	4	<b>39</b>
<b>142</b>	5	5	5	5	5	5	5	5	<b>40</b>
<b>143</b>	5	5	4	5	5	4	5	5	<b>38</b>
<b>144</b>	5	5	4	4	4	5	5	5	<b>37</b>
<b>145</b>	5	5	5	5	5	4	4	4	<b>37</b>
<b>146</b>	5	5	5	5	5	5	5	4	<b>39</b>
<b>147</b>	5	4	5	5	5	5	4	5	<b>38</b>
<b>148</b>	5	5	5	5	4	5	5	5	<b>39</b>
<b>149</b>	5	4	5	5	5	5	5	4	<b>38</b>
<b>150</b>	5	5	4	4	5	5	4	4	<b>36</b>

## LAMPIRAN VII

## Analisis Jalur Tahap 1

## Uji F

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.121	1.998		2.564	.011
Celebrity Endorser	.232	.063	.207	3.708	.000
Harga	.820	.065	.705	12.646	.000

a. Dependent Variable: Brand Awareness

## Koefisien Determinasi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851 <sup>a</sup>	.724	.720	3.55124

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

## Uji T

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4857.309	2	2428.655	192.577	.000 <sup>b</sup>
	Residual	1853.864	147	12.611		
	Total	6711.173	149			

a. Dependent Variable: Brand Awareness

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

LAMPIRAN VIII

Analisis Jalur Tahap 2

Uji F

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.121	1.998		2.564	.011
Celebrity Endorser	.232	.063	.207	3.708	.000
Harga	.820	.065	.705	12.646	.000

a. Dependent Variable: Brand Awareness

Koefisien Determinasi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851 <sup>a</sup>	.724	.720	3.55124

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

Uji T

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4857.309	2	2428.655	192.577	.000 <sup>b</sup>
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	Total	6711.173	149			

a. Dependent Variable: Brand Awareness

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