KUISIONER PENELITIAN

PENGARUH AGNES MO SEBAGAI *BRAND AMBASSADOR* TERHADAP *BRAND IMAGE* LAZADA
(Studi Pada Mahasiswa Ilmu Komunikasi Universitas Pelita Harapan Karawaci Tangerang)

Perkenalkan saya Anggrei Wini Triska mahasiswi *Marketing Communication*, Fakultas Ilmu Komunikasi, Universitas Esa Unggul Jakarta. Dalam rangka menyelesaikan penelitian untuk keperluan tugas akhir, yang berjudul "Pengaruh Penggunaan Agnes Mo Sebagai *Brand Ambassador* Terhadap *Brand Image* (Studi Pada Mahasiswa Univerisitas Pelita Harapan Karawaci Tangerang)".

Saya memohon kesediaan teman - teman untuk memberikan tanggapan pada pernyataan dalam kuisioner yang telah disediakan guna mendukung penelitian ini.

Kriteria Yang Dibutuhkan :

1. Pengguna Aplikasi Lazada
2. Mahasiswa Aktif UPH angkatan 2017 dan 2018

Jika anda sesuai dengan kriteria diatas, dimohon untuk mengisi survei sesuai dengan kondisi yang sebenar - benar nya. Karena jawaban yang anda berikan akan sangat berguna bagi penelitian yang sedang dilakukan. Untuk hasil jawaban pada kuesioner tidak akan dipublikasikan, melainkan hanya untuk kepentingan penelitian semata. Atas waktu dan kerjasamanya saya ucapkan terimakasih.

A. Penyaringan Pertanyaan (*Screening Question)*

Apakah Anda pernah berbelanja pada *E- Commerce* Lazada ?

a. Ya b. Tidak

Jika jawaban Anda YA, maka Anda dapat melanjutkan untuk mengisi kuisioner. Namun jika jawaban yang diberikan adalah TIDAK, maka pengisian kuisioner tidak dapat dilanjutkan.

B. Identitas Responden

Untuk kelengkapan data pada penelitian ini, dimohon untuk mengisi data dibawah ini.

Nama :…….
No. HP : …….
Email : ……..

Berilah tanda **(X)** pada pertanyaan berikut :

1. Jenis Kelamin
   a. Pria b. Wanita
2. Usia :
   a. < 20 tahun c. 20-30 tahun
   b. 30 – 40 tahun d. > 50 tahun

C. Petunjuk Pengisian

Berikanlah tanda silang **(X)** pada jawaban yang sesuai dengan pilihan anda.

I. Variabel *Brand Ambassador*

No.	Pernyataan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
	Visibility					
1.	Agnes Mo merupakan artis dan bintang iklan yang terkenal					
2.	Saya mengenal Agnes Mo sebagai artis yang menjadi *Brand Ambassador*					
3.	Saya mengenal Agnes Mo sebagai artis *go – international*					
4.	Agnes Mo memiliki gaya *fashion* yang menarik					
	Credibility					
5.	Agnes Mo sebagai *Brand Ambassador* mampu memberikan informasi tentang produk secara baik					
6.	Saya mengenal Agnes Mo sebagai artis yang terampil dalam acara televisi					
7.	Pesan iklan yang disampaikan Agnes Mo dapat dipercaya					
8.	Agnes Mo adalah artis yang berpengalaman sebagai *Brand Ambassador*					
9.	Gaya *fashion* unik Agnes Mo mampu mewakili Lazada sebagai destinasi *fashion* indonesia					
	Attraction					
10.	Agnes Mo merupakan artis yang memiliki daya tarik					

11.	Daya tarik Agnes Mo mampu mempengaruhi saya					
12.	Penampilan Agnes Mo sangat menarik					
13.	Agnes Mo merupakan artis yang memiliki banyak prestasi					
Power						
14.	Ketika melihat Agnes Mo, muncul keinginan untuk mengikuti apa yang dilakukan nya					
15.	Perkataan dan gaya Agnes Mo mampu mempengaruhi pikiran saya					
16.	Agnes Mo pantas menjadi artis *go – international*					
17.	Produk dan lagu yang dibawakan Agnes Mo mudah untuk saya terima					

II. Variabel *Brand Image*

No	Pernyataan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
Brand Identity						
1.	Reputasi Lazada sebagai *e-commerce* dianggap baik					
2.	Lazada adalah *online shopping* terkemuka di Indonesia					
3.	Merek Lazada sudah dikenal oleh banyak orang					
4.	Lazada menyediakan produk sesuai keinginan dan kebutuhan					
5.	Merek Lazada mudah untuk di ingat					
Brand Personality						
6.	Merek Lazada mempunyai kesan yang positif untuk saya					
7.	Promo yang dikeluarkan Lazada membuat saya senang					
8.	Saya lebih memilih Lazada dibandingkan merek lain					

9.	Kecanggihan yang ditawarkan Lazada membantu saya untuk memilih tempat belanja *online*					
10.	Pesan yang disampaikan Lazada jelas dan mudah di pahami					
Brand Association						
11.	Fitur yang digunakan Lazada mudah untuk di mengerti					
12.	Berbelanja di Lazada memberikan banyak manfaat					
13.	Harga yang ditawarkan Lazada sesuai dengan kualitas produk yang akan diterima					
14.	Aplikasi Lazada mudah untuk digunakan					
15.	Berbelanja di Lazada membuat saya bangga					
Brand Attitude And Behaviour						
16.	Kelengkapan produk yang ditawarkan Lazada membuat saya tertarik untuk berbelanja					
17.	Saya percaya terhadap keamanan aplikasi Lazada					
18.	Promo yang ditawarkan Lazada memberikan kesan positif					
Brand Benefit And Competence						
19.	Lazada mempermudah pencarian barang dengan kategori produk					
20.	Banyak kemudahan yang diberikan oleh Lazada					
21.	Saya akan merekomendasikan merek Lazada kepada orang terdekat (Teman, Keluarga, dan lainnya)					
22.	Berbelanja di Lazada membuat saya merasa puas					

(Tabel Induk Variabel X)

Brand Ambassador																			
Responden	**X1**	**X2**	**X3**	**X4**	**X5**	**X6**	**X7**	**X8**	**X9**	**X10**	**X11**	**X12**	**X13**	**X14**	**X15**	**X16**	**X17**	**Total**	**Rata - Rata**
1	4	3	4	3	3	3	3	3	3	3	3	4	4	3	3	3	3	55	3
2	4	4	4	3	3	3	3	4	3	4	3	3	4	3	3	4	3	58	3
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5	5	3	5	4	3	3	3	4	2	4	4	5	5	4	3	5	5	67	4
6	4	4	5	4	3	3	3	4	4	4	3	4	5	3	3	5	4	65	4
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9	5	4	5	5	5	5	4	4	4	4	3	4	4	3	3	4	4	70	4
10	5	5	5	5	4	4	3	4	3	5	4	5	5	3	4	5	5	74	4
11	4	4	5	4	3	3	4	3	4	4	5	5	5	5	5	5	3	71	4
12	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	84	5
13	5	4	5	5	4	4	4	2	4	5	4	4	5	3	3	4	4	69	4
14	5	4	5	5	5	4	4	5	4	5	5	5	5	5	5	5	5	81	5
15	5	4	5	4	4	4	3	4	4	4	5	4	4	5	5	5	5	74	4
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17	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	84	5
18	5	4	5	4	3	4	4	4	5	4	3	4	5	3	4	5	4	70	4
19	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	84	5
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21	4	5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	82	5
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23	4	1	4	5	4	4	4	4	5	4	5	5	4	5	5	4	3	70	4
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27	5	4	5	5	4	4	5	4	4	5	3	3	5	3	2	5	3	69	4
28	5	5	5	5	3	4	3	4	5	5	3	4	5	2	2	5	3	68	4
29	5	3	5	5	3	4	4	4	3	5	3	5	5	4	3	5	5	71	4
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37	5	4	5	5	5	4	4	5	5	5	4	5	5	3	3	5	5	77	5
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45	4	4	4	4	4	4	4	5	4	4	5	4	4	5	5	4	5	73	4
46	4	2	3	3	3	4	4	4	5	5	4	5	5	5	5	5	5	71	4
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50	4	4	5	4	4	4	5	5	5	4	4	4	4	4	5	4	4	73	4
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52	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	3	82	5
53	5	4	4	4	3	4	4	5	3	4	3	4	5	3	3	5	5	68	4
54	5	4	5	5	4	4	4	5	4	5	2	5	5	2	2	5	4	70	4
55	5	3	5	4	4	4	4	5	4	4	4	4	5	4	4	5	4	72	4
56	5	5	4	5	5	4	5	4	5	5	5	5	5	5	5	5	5	82	5
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58	5	4	4	4	3	4	5	5	4	5	5	5	5	5	5	4	5	77	5
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66	5	4	5	4	4	4	5	4	5	3	5	4	4	5	5	5	4	75	4
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76	5	4	5	5	5	3	4	5	5	4	4	5	5	5	5	5	5	79	5
																		5374	

(Tabel Induk Variabel Y)

Brand Image																							
Y1	**Y2**	**Y3**	**Y4**	**Y5**	**Y6**	**Y7**	**Y8**	**Y9**	**Y10**	**Y11**	**Y12**	**Y13**	**Y14**	**Y15**	**Y16**	**Y17**	**Y18**	**Y19**	**Y20**	**Y21**	**Y22**	**TotalY**	**Rata - Rata**
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	66	3
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4	4	4	3	3	4	3	5	3	4	4	3	4	4	5	4	3	4	3	3	4	3	81	4
4	4	4	4	4	4	4	2	3	3	3	3	4	3	3	4	4	4	4	4	3	5	80	4
4	4	4	3	3	4	3	5	4	2	3	3	3	3	3	2	3	3	3	3	3	3	71	3
4	4	4	4	4	4	3	3	4	4	4	4	4	4	3	4	4	4	4	4	4	4	85	4
3	2	4	4	4	4	4	1	3	4	4	4	3	4	3	3	2	4	4	3	4	3	74	3
4	4	4	3	3	4	3	3	3	4	3	3	5	3	3	3	3	4	4	4	5	5	80	4
3	3	4	4	3	3	3	1	1	1	5	5	5	3	1	3	3	3	1	3	3	3	64	3
4	4	4	4	4	4	4	4	4	4	5	5	4	3	3	3	3	4	3	3	3	4	83	4
5	4	4	3	4	3	5	4	5	4	4	4	4	4	4	4	5	4	4	4	3	4	89	4
4	5	4	5	5	4	5	4	4	4	4	5	4	4	5	4	4	4	5	5	4	3	95	4
5	5	5	5	5	5	4	3	4	5	4	4	5	4	3	5	4	4	5	3	3	4	94	4
5	4	4	4	4	3	4	2	4	4	4	5	5	4	3	4	4	5	5	4	3	4	88	4
4	4	4	5	4	4	4	2	4	4	4	4	4	4	3	4	4	5	4	4	3	4	86	4
4	5	4	3	4	5	4	3	5	4	3	4	5	5	5	3	4	4	4	5	4	5	92	4
5	4	5	4	4	4	4	4	4	4	5	4	5	5	5	5	3	4	3	4	4	5	94	4
4	4	4	4	4	5	4	4	5	4	4	3	3	5	4	3	5	4	5	3	5	5	91	4
5	5	3	4	5	4	4	5	4	5	4	4	5	4	4	4	5	4	3	3	3	4	91	4
5	4	3	4	4	3	5	4	3	4	4	4	4	4	5	5	5	5	5	5	3	5	93	4
4	3	4	3	4	4	4	3	5	3	5	3	3	5	3	3	3	3	4	5	5	3	82	4
																						6237	

(Hasil PRE – TEST)

Variabel X *Brand Ambassador*

Correlations

		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	TotalX
XBA1	Pearson Correlation	1	.106	.784**	.241	-.055	.150	-.074	.117	-.172	.364*	-.113	.313	.438*	.000	.302	.411*	.401*	.469**
	Sig. (2-tailed)		.576	.000	.200	.773	.428	.698	.537	.363	.048	.554	.092	.015	1.000	.105	.024	.028	.009
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
XBA2	Pearson Correlation	.106	1	.235	.126	.115	.210	.220	.506**	.241	.135	.180	.369*	.056	.217	.012	.043	.500**	.533**
	Sig. (2-tailed)	.576		.211	.506	.544	.264	.243	.004	.200	.477	.341	.045	.770	.248	.951	.823	.005	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
XBA3	Pearson Correlation	.784**	.235	1	.207	.126	.097	-.095	.235	.030	.258	.083	.235	.274	.240	.288	.313	.449*	.548**
	Sig. (2-tailed)	.000	.211		.273	.508	.611	.616	.211	.877	.169	.663	.211	.144	.201	.123	.092	.013	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
XBA4	Pearson Correlation	.241	.126	.207	1	.406*	.364*	.376*	.307	.477**	.178	.163	.578**	.349	-.072	.170	.267	.338	.642**
	Sig. (2-tailed)	.200	.506	.273		.026	.048	.041	.099	.008	.347	.388	.001	.059	.706	.368	.154	.068	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
XBA5	Pearson Correlation	-.055	.115	.126	.406*	1	.214	.148	.294	.556**	.223	.352	.294	.305	.262	.061	.051	.051	.532**
	Sig. (2-tailed)	.773	.544	.508	.026		.257	.435	.115	.001	.237	.056	.115	.102	.162	.748	.788	.787	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
XBA6	Pearson Correlation	.150	.210	.097	.364*	.214	1	.328	.262	.223	.389*	.056	.008	.663**	.067	-.232	.013	-.128	.422*
	Sig. (2-tailed)	.428	.264	.611	.048	.257		.077	.162	.235	.034	.770	.965	.000	.724	.217	.945	.500	.020
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
XBA7	Pearson Correlation	-.074	.220	-.095	.376*	.148	.328	1	.225	.073	-.055	.383*	.225	-.008	.198	.114	-.039	.230	.404*
	Sig. (2-tailed)	.698	.243	.616	.041	.435	.077		.233	.700	.774	.037	.233	.965	.293	.548	.839	.221	.027
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
XBA8	Pearson Correlation	.117	.506**	.235	.307	.294	.262	.225	1	.284	.103	.261	.032	.110	.070	-.206	.027	.322	.473**
	Sig. (2-tailed)	.537	.004	.211	.099	.115	.162	.233		.128	.589	.164	.866	.561	.714	.274	.886	.083	.008
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
XBA9	Pearson Correlation	-.172	.241	.030	.477**	.556**	.223	.073	.284	1	.481**	.064	.284	.263	.062	.111	.060	.069	.494**
	Sig. (2-tailed)	.363	.200	.877	.008	.001	.235	.700	.128		.007	.738	.128	.161	.747	.560	.752	.717	.006
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
XBA10	Pearson Correlation	.364*	.135	.258	.178	.223	.389*	-.055	.103	.481**	1	.016	.296	.602**	-.077	.237	.285	.017	.509**

	Sig. (2-tailed)	.048	.477	.169	.347	.237	.034	.774	.589	.007		.934	.113	.000	.687	.207	.127	.928	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
XBA11	Pearson Correlation	-.113	.180	.083	.163	.352	.056	.383*	.261	.064	.016	1	.188	.015	.345	.174	-.101	.116	.406*
	Sig. (2-tailed)	.554	.341	.663	.388	.056	.770	.037	.164	.738	.934		.319	.938	.062	.359	.594	.541	.026
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
XBA12	Pearson Correlation	.313	.369*	.235	.578**	.294	.008	.225	.032	.284	.296	.188	1	.200	.210	.548**	.438*	.557**	.701**
	Sig. (2-tailed)	.092	.045	.211	.001	.115	.965	.233	.866	.128	.113	.319		.289	.266	.002	.016	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
XBA13	Pearson Correlation	.438*	.056	.274	.349	.305	.663**	-.008	.110	.263	.602**	.015	.200	1	.000	-.113	.334	-.104	.494**
	Sig. (2-tailed)	.015	.770	.144	.059	.102	.000	.965	.561	.161	.000	.938	.289		1.000	.554	.071	.585	.005
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
XBA14	Pearson Correlation	.000	.217	.240	-.072	.262	.067	.198	.070	.062	-.077	.345	.210	.000	1	.240	-.109	.249	.378*
	Sig. (2-tailed)	1.000	.248	.201	.706	.162	.724	.293	.714	.747	.687	.062	.266	1.000		.202	.567	.184	.040
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
XBA15	Pearson Correlation	.302	.012	.288	.170	.061	-.232	.114	-.206	.111	.237	.174	.548**	-.113	.240	1	.305	.188	.395*
	Sig. (2-tailed)	.105	.951	.123	.368	.748	.217	.548	.274	.560	.207	.359	.002	.554	.202		.101	.319	.031
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
XBA16	Pearson Correlation	.411*	.043	.313	.267	.051	.013	-.039	.027	.060	.285	-.101	.438*	.334	-.109	.305	1	.134	.410*
	Sig. (2-tailed)	.024	.823	.092	.154	.788	.945	.839	.886	.752	.127	.594	.016	.071	.567	.101		.480	.025
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
XBA17	Pearson Correlation	.401*	.500**	.449*	.338	.051	-.128	.230	.322	.069	.017	.116	.557**	-.104	.249	.188	.134	1	.532**
	Sig. (2-tailed)	.028	.005	.013	.068	.787	.500	.221	.083	.717	.928	.541	.001	.585	.184	.319	.480		.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
TotalX	Pearson Correlation	.469**	.533**	.548**	.642**	.532**	.422*	.404*	.473**	.494**	.509**	.406*	.701**	.494**	.378*	.395*	.410*	.532**	1
	Sig. (2-tailed)	.009	.002	.002	.000	.002	.020	.027	.008	.006	.004	.026	.000	.005	.040	.031	.025	.002	
	N	30	30	30	30	30	30	30	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).

(Hasil PRE – TEST)

Variabel X *Brand Image*

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15	Y16	Y17	Y18	Y19	Y20	Y21	Y22	TotalY
Y1	Pearson Correlation	1	.408*	.460*	.116	.062	.605**	.400*	.088	-.057	.590**	.254	.292	.181	.323	.100	.239	.564**	.566**	.410*	.408*	.486**	.318	.508**
	Sig. (2-tailed)		.028	.012	.550	.751	.001	.032	.652	.768	.001	.183	.124	.347	.087	.605	.211	.001	.001	.027	.028	.008	.093	.005
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y2	Pearson Correlation	.408*	1	.409*	.180	.407*	.515**	.710**	.416*	.565**	.599**	.565**	.413*	.671**	.559**	.438*	.636**	.638**	.548**	.549**	.559**	.473**	.536**	.805**
	Sig. (2-tailed)	.028		.025	.342	.026	.004	.000	.022	.001	.000	.001	.023	.000	.001	.016	.000	.000	.002	.002	.001	.008	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y3	Pearson Correlation	.460*	.409*	1	.424*	.319	.283	.397*	.129	.089	.575**	.140	.316	.225	.479**	.014	.313	.467**	.015	.161	.338	.397*	.517**	.486**
	Sig. (2-tailed)	.012	.025		.020	.086	.130	.030	.496	.639	.001	.460	.088	.232	.007	.940	.092	.009	.937	.396	.068	.030	.003	.007
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y4	Pearson Correlation	.116	.180	.424*	1	.565**	.205	.068	.214	.483**	.284	.000	.509**	.000	.326	.164	.423*	.223	.042	.136	.544**	.274	.549**	.447*
	Sig. (2-tailed)	.550	.342	.020		.001	.277	.719	.257	.007	.128	1.000	.004	1.000	.079	.387	.020	.235	.827	.475	.002	.143	.002	.013
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y5	Pearson Correlation	.062	.407*	.319	.565**	1	.461*	.382*	.269	.516**	.248	.406*	.261	.347	.489**	.250	.469**	.349	.261	.310	.489**	.229	.441*	.577**
	Sig. (2-tailed)	.751	.026	.086	.001		.010	.037	.151	.004	.186	.026	.163	.060	.006	.183	.009	.059	.163	.096	.006	.223	.015	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y6	Pearson Correlation	.605**	.515**	.283	.205	.461*	1	.609**	.357	.196	.466**	.711**	.282	.415*	.450*	.358	.541**	.537**	.629**	.488**	.580**	.426*	.315	.707**
	Sig. (2-tailed)	.001	.004	.130	.277	.010		.000	.053	.299	.009	.000	.131	.023	.013	.052	.002	.002	.000	.006	.001	.019	.090	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y7	Pearson Correlation	.400*	.710**	.397*	.068	.382*	.609**	1	.434*	.346	.576**	.589**	.253	.441*	.473**	.423*	.681**	.760**	.506**	.375*	.414*	.444*	.427*	.738**
	Sig. (2-tailed)	.032	.000	.030	.719	.037	.000		.017	.061	.001	.001	.177	.015	.008	.020	.000	.000	.004	.041	.023	.014	.019	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y8	Pearson Correlation	.088	.416*	.129	.214	.269	.357	.434*	1	.698**	.197	.460*	.544**	.492**	.416*	.567**	.532**	.544**	.297	.410*	.416*	.608**	.473**	.675**
	Sig. (2-tailed)	.652	.022	.496	.257	.151	.053	.017		.000	.297	.010	.002	.006	.022	.001	.002	.002	.111	.024	.022	.000	.008	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y9	Pearson Correlation	-.057	.565**	.089	.483**	.516**	.196	.346	.698**	1	.322	.428*	.578**	.523**	.381*	.552**	.535**	.513**	.250	.405*	.504**	.461*	.658**	.693**

	Sig. (2-tailed)	.768	.001	.639	.007	.004	.299	.061	.000		.083	.018	.001	.003	.038	.002	.002	.004	.183	.026	.005	.010	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y10	Pearson Correlation	.590**	.599**	.575**	.284	.248	.466**	.576**	.197	.322	1	.535**	.509**	.409*	.445*	.329	.404*	.673**	.263	.370*	.522**	.432*	.563**	.686**
	Sig. (2-tailed)	.001	.000	.001	.128	.186	.009	.001	.297	.083		.002	.004	.025	.014	.076	.027	.000	.161	.044	.003	.017	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y11	Pearson Correlation	.254	.565**	.140	.000	.406*	.711**	.589**	.460*	.428*	.535**	1	.403*	.601**	.377*	.577**	.568**	.470**	.336	.398*	.565**	.354	.302	.694**
	Sig. (2-tailed)	.183	.001	.460	1.000	.026	.000	.001	.010	.018	.002		.027	.000	.040	.001	.001	.009	.070	.029	.001	.055	.105	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y12	Pearson Correlation	.292	.413*	.316	.509**	.261	.282	.253	.544**	.578**	.509**	.403*	1	.359	.548**	.496**	.650**	.399*	.135	.439*	.751**	.506**	.562**	.697**
	Sig. (2-tailed)	.124	.023	.088	.004	.163	.131	.177	.002	.001	.004	.027		.051	.002	.005	.000	.029	.478	.015	.000	.004	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y13	Pearson Correlation	.181	.671**	.225	.000	.347	.415*	.441*	.492**	.523**	.409*	.601**	.359	1	.335	.480**	.441*	.359	.215	.511**	.403*	.441*	.404*	.638**
	Sig. (2-tailed)	.347	.000	.232	1.000	.060	.023	.015	.006	.003	.025	.000	.051		.070	.007	.015	.051	.253	.004	.027	.015	.027	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y14	Pearson Correlation	.323	.559**	.479**	.326	.489**	.450*	.473**	.416*	.381*	.445*	.377*	.548**	.335	1	.180	.584**	.571**	.211	.549**	.622**	.237	.384*	.676**
	Sig. (2-tailed)	.087	.001	.007	.079	.006	.013	.008	.022	.038	.014	.040	.002	.070		.340	.001	.001	.262	.002	.000	.208	.036	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y15	Pearson Correlation	.100	.438*	.014	.164	.250	.358	.423*	.567**	.552**	.329	.577**	.496**	.480**	.180	1	.604**	.427*	.152	.392*	.438*	.484**	.511**	.623**
	Sig. (2-tailed)	.605	.016	.940	.387	.183	.052	.020	.001	.002	.076	.001	.005	.007	.340		.000	.019	.424	.032	.016	.007	.004	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y16	Pearson Correlation	.239	.636**	.313	.423*	.469**	.541**	.681**	.532**	.535**	.404*	.568**	.650**	.441*	.584**	.604**	1	.503**	.262	.346	.688**	.487**	.553**	.797**
	Sig. (2-tailed)	.211	.000	.092	.020	.009	.002	.000	.002	.002	.027	.001	.000	.015	.001	.000		.005	.161	.061	.000	.006	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y17	Pearson Correlation	.564**	.638**	.467**	.223	.349	.537**	.760**	.544**	.513**	.673**	.470**	.399*	.359	.571**	.427*	.503**	1	.543**	.553**	.436*	.633**	.670**	.803**
	Sig. (2-tailed)	.001	.000	.009	.235	.059	.002	.000	.002	.004	.000	.009	.029	.051	.001	.019	.005		.002	.002	.016	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y18	Pearson Correlation	.566**	.548**	.015	.042	.261	.629**	.506**	.297	.250	.263	.336	.135	.215	.211	.152	.262	.543**	1	.524**	.279	.380*	.238	.516**
	Sig. (2-tailed)	.001	.002	.937	.827	.163	.000	.004	.111	.183	.161	.070	.478	.253	.262	.424	.161	.002		.003	.136	.038	.206	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Y19	Pearson Correlation	.410*	.549**	.161	.136	.310	.488**	.375*	.410*	.405*	.370*	.398*	.439*	.511**	.549**	.392*	.346	.553**	.524**	1	.469**	.300	.487**	.643**
	Sig. (2-tailed)	.027	.002	.396	.475	.096	.006	.041	.024	.026	.044	.029	.015	.004	.002	.032	.061	.002	.003		.009	.107	.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y20	Pearson Correlation	.408*	.559**	.338	.544**	.489**	.580**	.414*	.416*	.504**	.522**	.565**	.751**	.403*	.622**	.438*	.688**	.436*	.279	.469**	1	.533**	.536**	.782**
	Sig. (2-tailed)	.028	.001	.068	.002	.006	.001	.023	.022	.005	.003	.001	.000	.027	.000	.016	.000	.016	.136	.009		.002	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y21	Pearson Correlation	.486**	.473**	.397*	.274	.229	.426*	.444*	.608**	.461*	.432*	.354	.506**	.441*	.237	.484**	.487**	.633**	.380*	.300	.533**	1	.712**	.704**
	Sig. (2-tailed)	.008	.008	.030	.143	.223	.019	.014	.000	.010	.017	.055	.004	.015	.208	.007	.006	.000	.038	.107	.002		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y22	Pearson Correlation	.318	.536**	.517**	.549**	.441*	.315	.427*	.473**	.658**	.563**	.302	.562**	.404*	.384*	.511**	.553**	.670**	.238	.487**	.536**	.712**	1	.755**
	Sig. (2-tailed)	.093	.002	.003	.002	.015	.090	.019	.008	.000	.001	.105	.001	.027	.036	.004	.002	.000	.206	.006	.002	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.508**	.805**	.486**	.447*	.577**	.707**	.738**	.675**	.693**	.686**	.694**	.697**	.638**	.676**	.623**	.797**	.803**	.516**	.643**	.782**	.704**	.755**	1
	Sig. (2-tailed)	.005	.000	.007	.013	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.003	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

(HASIL UJI VALDITAS)

Variabel X *Brand Ambassdor*

Correlations

		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	Total
X1	Pearson Correlation	1	.455**	.581**	.340**	.316**	.233*	.337**	.338**	.241*	.517**	.303**	.497**	.483**	.121	.139	.585**	.515**	.627**
	Sig. (2-tailed)		.000	.000	.003	.005	.043	.003	.003	.036	.000	.008	.000	.000	.296	.231	.000	.000	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
X2	Pearson Correlation	.455**	1	.350**	.375**	.336**	.020	.372**	.388**	.311**	.381**	.227*	.319**	.244*	.152	.206	.396**	.312**	.554**
	Sig. (2-tailed)	.000		.002	.001	.003	.863	.001	.001	.006	.001	.048	.005	.034	.189	.075	.000	.006	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
X3	Pearson Correlation	.581**	.350**	1	.519**	.398**	.138	.247*	.305**	.284*	.397**	.253*	.470**	.574**	.157	.149	.659**	.424**	.613**
	Sig. (2-tailed)	.000	.002		.000	.000	.235	.032	.007	.013	.000	.027	.000	.000	.175	.200	.000	.000	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
X4	Pearson Correlation	.340**	.375**	.519**	1	.586**	.268*	.341**	.277*	.368**	.470**	.191	.538**	.420**	.083	.104	.437**	.321**	.578**
	Sig. (2-tailed)	.003	.001	.000		.000	.019	.003	.016	.001	.000	.098	.000	.000	.477	.370	.000	.005	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
X5	Pearson Correlation	.316**	.336**	.398**	.586**	1	.280*	.530**	.495**	.520**	.387**	.350**	.514**	.287*	.373**	.405**	.434**	.378**	.695**
	Sig. (2-tailed)	.005	.003	.000	.000		.014	.000	.000	.000	.001	.002	.000	.012	.001	.000	.000	.001	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
X6	Pearson Correlation	.233*	.020	.138	.268*	.280*	1	.171	.113	.220	.207	.107	.089	.103	.017	.036	.187	.169	.258*
	Sig. (2-tailed)	.043	.863	.235	.019	.014		.140	.329	.056	.073	.356	.442	.375	.885	.755	.105	.145	.025
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
X7	Pearson Correlation	.337**	.372**	.247*	.341**	.530**	.171	1	.585**	.596**	.384**	.453**	.427**	.386**	.414**	.454**	.400**	.304**	.689**
	Sig. (2-tailed)	.003	.001	.032	.003	.000	.140		.000	.000	.001	.000	.000	.001	.000	.000	.000	.008	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
X8	Pearson Correlation	.338**	.388**	.305**	.277*	.495**	.113	.585**	1	.447**	.383**	.380**	.484**	.389**	.394**	.413**	.449**	.529**	.687**
	Sig. (2-tailed)	.003	.001	.007	.016	.000	.329	.000		.000	.001	.001	.000	.001	.000	.000	.000	.000	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
X9	Pearson Correlation	.241*	.311**	.284*	.368**	.520**	.220	.596**	.447**	1	.380**	.567**	.528**	.366**	.428**	.485**	.465**	.274*	.700**
	Sig. (2-tailed)	.036	.006	.013	.001	.000	.056	.000	.000		.001	.000	.000	.001	.000	.000	.000	.017	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
X10	Pearson Correlation	.517**	.381**	.397**	.470**	.387**	.207	.384**	.383**	.380**	1	.275*	.501**	.566**	.088	.156	.551**	.397**	.622**
	Sig. (2-tailed)	.000	.001	.000	.000	.001	.073	.001	.001	.001		.016	.000	.000	.448	.177	.000	.000	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
X11	Pearson Correlation	.303**	.227*	.253*	.191	.350**	.107	.453**	.380**	.567**	.275*	1	.535**	.219	.697**	.648**	.319**	.387**	.680**
	Sig. (2-tailed)	.008	.048	.027	.098	.002	.356	.000	.001	.000	.016		.000	.058	.000	.000	.005	.001	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76

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X12	Pearson Correlation	.497**	.319**	.470**	.538**	.514**	.089	.427**	.484**	.528**	.501**	.535**	1	.488**	.437**	.455**	.546**	.633**	.784**
	Sig. (2-tailed)	.000	.005	.000	.000	.000	.442	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
X13	Pearson Correlation	.483**	.244*	.574**	.420**	.287*	.103	.386**	.389**	.366**	.566**	.219	.488**	1	.172	.068	.734**	.490**	.613**
	Sig. (2-tailed)	.000	.034	.000	.000	.012	.375	.001	.001	.001	.000	.058	.000		.136	.559	.000	.000	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
X14	Pearson Correlation	.121	.152	.157	.083	.373**	.017	.414**	.394**	.428**	.088	.697**	.437**	.172	1	.831**	.290*	.443**	.619**
	Sig. (2-tailed)	.296	.189	.175	.477	.001	.885	.000	.000	.000	.448	.000	.000	.136		.000	.011	.000	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
X15	Pearson Correlation	.139	.206	.149	.104	.405**	.036	.454**	.413**	.485**	.156	.648**	.455**	.068	.831**	1	.228*	.416**	.627**
	Sig. (2-tailed)	.231	.075	.200	.370	.000	.755	.000	.000	.000	.177	.000	.000	.559	.000		.047	.000	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
X16	Pearson Correlation	.585**	.396**	.659**	.437**	.434**	.187	.400**	.449**	.465**	.551**	.319**	.546**	.734**	.290*	.228*	1	.499**	.732**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.105	.000	.000	.000	.000	.005	.000	.000	.011	.047		.000	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
X17	Pearson Correlation	.515**	.312**	.424**	.321**	.378**	.169	.304**	.529**	.274*	.397**	.387**	.633**	.490**	.443**	.416**	.499**	1	.694**
	Sig. (2-tailed)	.000	.006	.000	.005	.001	.145	.008	.000	.017	.000	.001	.000	.000	.000	.000	.000		.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Total	Pearson Correlation	.627**	.554**	.613**	.578**	.695**	.258*	.689**	.687**	.700**	.622**	.680**	.784**	.613**	.619**	.627**	.732**	.694**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.025	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76

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

*. Correlation is significant at the 0.05 level (2-tailed).

(HASIL UJI VALDITAS)

Variabel X *Brand Image*

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15	Y16	Y17	Y18	Y19	Y20	Y21	Y22	Total
Y1	Pearson Correlation	1	.728	.449	.451	.484	.618	.593	.458	.462	.498	.528	.477	.549	.423	.513	.407	.331	.260	.371	.298	.183	.296	.702**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.004	.024	.001	.009	.114	.010	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Y2	Pearson Correlation	.728**	1	.507**	.507**	.524**	.649**	.527**	.536**	.468**	.580**	.478**	.448**	.567**	.376**	.448**	.422**	.417**	.362**	.388**	.320**	.198	.320**	.730**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.001	.001	.005	.087	.005	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Y3	Pearson Correlation	.449**	.507**	1	.551**	.548**	.565**	.412**	.186	.428**	.407**	.533**	.468**	.489**	.474**	.328**	.376**	.325**	.213	.445**	.408**	.288*	.291*	.647**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.108	.000	.000	.000	.000	.000	.000	.004	.001	.004	.065	.000	.000	.011	.011	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Y4	Pearson Correlation	.451**	.507**	.551**	1	.703**	.545**	.460**	.144	.380**	.535**	.453**	.563**	.421**	.437**	.362**	.495**	.452**	.436**	.509**	.482**	.288*	.384**	.708**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.216	.001	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.012	.001	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Y5	Pearson Correlation	.484**	.524**	.548**	.703**	1	.557**	.524**	.243*	.535**	.704**	.548**	.542**	.463**	.588**	.427**	.449**	.513**	.503**	.561**	.563**	.264*	.416**	.787**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.035	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.021	.000	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Y6	Pearson Correlation	.618**	.649**	.565**	.545**	.557**	1	.555**	.385**	.556**	.525**	.507**	.436**	.512**	.535**	.476**	.338**	.238*	.247*	.454**	.392**	.372**	.326**	.729**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.001	.000	.000	.000	.000	.000	.000	.000	.003	.039	.031	.000	.000	.001	.004	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Y7	Pearson Correlation	.593**	.527**	.412**	.460**	.524**	.555**	1	.344**	.392**	.450**	.388**	.615**	.411**	.445**	.447**	.398**	.357**	.400**	.405**	.445**	.215	.254*	.677**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.002	.000	.000	.001	.000	.000	.000	.000	.000	.002	.000	.000	.000	.062	.027	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Y8	Pearson Correlation	.458**	.536**	.186	.144	.243*	.385**	.344**	1	.596**	.433**	.323**	.256*	.260*	.092	.417**	.246*	.270*	.180	.215	.105	.373**	.353**	.529**
	Sig. (2-tailed)	.000	.000	.108	.216	.035	.001	.002		.000	.000	.004	.026	.024	.428	.000	.032	.018	.119	.062	.366	.001	.002	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76

Y9	Pearson Correlation	.462**	.468**	.428**	.380**	.535**	.556**	.392**	.596**	1	.597**	.480**	.311**	.291*	.420**	.403**	.355**	.407**	.246*	.499**	.383**	.376**	.426**	.695**
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000	.000	.000		.000	.000	.006	.011	.000	.000	.002	.000	.032	.000	.001	.001	.000	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Y 10	Pearson Correlation	.498**	.580**	.407**	.535**	.704**	.525**	.450**	.433**	.597**	1	.478**	.453**	.432**	.478**	.440**	.423**	.438**	.531**	.518**	.403**	.196	.316**	.738**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.090	.005	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Y 11	Pearson Correlation	.528**	.478**	.533**	.453**	.548**	.507**	.388**	.323**	.480**	.478**	1	.421**	.408**	.424**	.353**	.227*	.237*	.235*	.254*	.312**	.031	.089	.586**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.001	.004	.000	.000		.000	.000	.000	.002	.049	.039	.041	.027	.006	.790	.443	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Y 12	Pearson Correlation	.477**	.448**	.468**	.563**	.542**	.436**	.615**	.256*	.311**	.453**	.421**	1	.649**	.432**	.367**	.481**	.263*	.340**	.280*	.453**	.218	.228*	.650**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.026	.006	.000	.000		.000	.000	.001	.000	.022	.003	.014	.000	.059	.047	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Y 13	Pearson Correlation	.549**	.567**	.489**	.421**	.463**	.512**	.411**	.260*	.291*	.432**	.408**	.649**	1	.370**	.461**	.549**	.275*	.344**	.354**	.355**	.158	.325**	.649**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.024	.011	.000	.000	.000		.001	.000	.000	.016	.002	.002	.002	.172	.004	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Y 14	Pearson Correlation	.423**	.376**	.474**	.437**	.588**	.535**	.445**	.092	.420**	.478**	.424**	.432**	.370**	1	.598**	.500**	.363**	.456**	.467**	.637**	.367**	.330**	.693**
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.000	.428	.000	.000	.000	.000	.001		.000	.000	.001	.000	.000	.000	.001	.004	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Y 15	Pearson Correlation	.513**	.448**	.328**	.362**	.427**	.476**	.447**	.417**	.403**	.440**	.353**	.367**	.461**	.598**	1	.582**	.305**	.305**	.413**	.450**	.265*	.323**	.669**
	Sig. (2-tailed)	.000	.000	.004	.001	.000	.000	.000	.000	.000	.000	.002	.001	.000	.000		.000	.007	.007	.000	.000	.021	.004	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Y 16	Pearson Correlation	.407**	.422**	.376**	.495**	.449**	.338**	.398**	.246*	.355**	.423**	.227*	.481**	.549**	.500**	.582**	1	.464**	.440**	.375**	.387**	.419**	.494**	.674**
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.003	.000	.032	.002	.000	.049	.000	.000	.000	.000		.000	.000	.001	.001	.000	.000	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Y 17	Pearson Correlation	.331**	.417**	.325**	.452**	.513**	.238*	.357**	.270*	.407**	.438**	.237*	.263*	.275*	.363**	.305**	.464**	1	.535**	.500**	.452**	.425**	.580**	.634**
	Sig. (2-tailed)	.004	.000	.004	.000	.000	.039	.002	.018	.000	.000	.039	.022	.016	.001	.007	.000		.000	.000	.000	.000	.000	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Y 18	Pearson Correlation	.260*	.362**	.213	.436**	.503**	.247*	.400**	.180	.246*	.531**	.235*	.340**	.344**	.456**	.305**	.440**	.535**	1	.573**	.532**	.376**	.479**	.616**

	Sig. (2-tailed)	.024	.001	.065	.000	.000	.031	.000	.119	.032	.000	.041	.003	.002	.000	.007	.000	.000		.000	.000	.001	.000	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Y 19	Pearson Correlation	.371**	.388**	.445**	.509**	.561**	.454**	.405**	.215	.499**	.518**	.254*	.280*	.354**	.467**	.413**	.375**	.500**	.573**	1	.548**	.391**	.592**	.693**
	Sig. (2-tailed)	.001	.001	.000	.000	.000	.000	.000	.062	.000	.000	.027	.014	.002	.000	.000	.001	.000	.000		.000	.000	.000	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Y 20	Pearson Correlation	.298**	.320**	.408**	.482**	.563**	.392**	.445**	.105	.383**	.403**	.312**	.453**	.355**	.637**	.450**	.387**	.452**	.532**	.548**	1	.400**	.405**	.664**
	Sig. (2-tailed)	.009	.005	.000	.000	.000	.000	.000	.366	.001	.000	.006	.000	.002	.000	.000	.001	.000	.000	.000		.000	.000	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Y 21	Pearson Correlation	.183	.198	.288*	.288*	.264*	.372**	.215	.373**	.376**	.196	.031	.218	.158	.367**	.265*	.419**	.425**	.376**	.391**	.400**	1	.698**	.532**
	Sig. (2-tailed)	.114	.087	.011	.012	.021	.001	.062	.001	.001	.090	.790	.059	.172	.001	.021	.000	.000	.001	.000	.000		.000	.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Y 22	Pearson Correlation	.296**	.320**	.291*	.384**	.416**	.326**	.254*	.353**	.426**	.316**	.089	.228*	.325**	.330**	.323**	.494**	.580**	.479**	.592**	.405**	.698**	1	.627**
	Sig. (2-tailed)	.010	.005	.011	.001	.000	.004	.027	.002	.000	.005	.443	.047	.004	.004	.004	.000	.000	.000	.000	.000	.000		.000
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
Total	Pearson Correlation	.702**	.730**	.647**	.708**	.787**	.729**	.677**	.529**	.695**	.738**	.586**	.650**	.649**	.693**	.669**	.674**	.634**	.616**	.693**	.664**	.532**	.627**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76

RIWAYAT HIDUP PENULIS

Nama : Anggrei Wini Triska
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Jenis Kelamin : Perempuan
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Agama : Islam
Alamat Rumah : Jalan Empu Panulu II No.48, Karawaci, Tangerang
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Riwayat Pendidikan

1. SD Negeri Karawaci Baru 7 Kota Tangerang (2005 - 2011)
2. SMP Nusantara 1 Kota Tangerang (2011 – 2014)
3. SMK Nusantara 1 Kota Tangerang (2015 – 2017)
4. Universitas Esa Unggul Jakarta (2017 – Sekarang)

Riwayat Pekerjaan

1. PT Mitsuba Indonesia (Internship)
2. Harian Kompas (Internship)

Riwayat Organisasi

1. Pramuka SMK Nusantara 1 Kota Tangerang (2015 - 2016)
2. Paskibra SMK Nusantara 1 Kota Tangerang (2016 - 2017)
3. Himpunan Mahasiswa Marketing Communication (2018 – 2019)

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KARTU ABSENSI BIMBINGAN

~~KULIAH KERJA PRAKTER/SEMINAR & TEK.PENULISAN ILMIAH~~/TUGAS AKHIR

NAMA : Anggrei Wini Triska…….

NIM/PEMINATAN : 20170501001 / Marketing Communication……

NO. TELP/EMAIL : 081290814305……

JUDUL : Pengaruh Agnes Mo Sebagai *Brand Ambassador* Terhadap *Brand Image* Lazada……

DOSEN PEMBIMBING : Euis Nurul Bahriyah, SE, M,Si ……

No.	Tanggal	Bab	Catatan Pembimbing	TTD Pembimbing
1	24/04/21	4	Penyusunan dan Konsultasi pembuatan kuisioner penelitian	
2	22/05/21	4	Revisi dan acc kuisioner penelitian	
3	14/06/21	4	Konsultasi hasil pre - test	
4	29/06/21	4	Konsultasi dan pembuatan BAB 4	
5	10/07/21	4	Acc BAB 4	
6	17/07/21	5	Konsultasi pembuatan BAB 5	
7	23/07/21	5	Pembahasan dan acc BAB 5	
8	27/07/21	6	Konsultasi pembuatan BAB 6	
9	31/07/21	6	Pembahasan dan acc BAB 6	
10	1/08/21	4-6	Konsultasi penyusunan dan kelengkapan data	

Syarat maju sidang minimal 10x pertemuan/bimbingan

Mahasiswa

(Mahasiswa)

Mengetahui,

(Ka. Peminatan)

RA Loretta Kartikasari, SE., M. IKom