

**LAMPIRAN I**

**Kuesioner Penelitian**

**Pengaruh Kualitas Produk, *Social Media Influencer* dan Citra Merek sebagai variabel Intervening Terhadap *Purchase Intention* Pada Kosmetik Wardah.**

**IDENTITAS RESPONDEN**

Isilah keterangan dibawah ini dengan data yang relevan pada kolom yang tersedia.

Usia

- a. 17-20
- b. 21-25
- c. >25

Pekerjaan :

- a. Pelajar/Mahasiswa
- b. Pegawai Negeri
- c. Pegawai Swasta
- d. Wirausaha

Apakah menggunakan lebih dari 2 produk Wardah Cosmetics

- a. Ya
- b. Tidak

Sudah berapa lama menggunakan produk Wardah Cosmetics

- a. <6 bulan
- b. 6 bulan – 1 Tahun
- c. 1-2 Tahun
- >2 Tahun

Sudah berapa lama menjadi followers Mega Iskanti

- a. <6 bulan
- b. 6 s.d 12 bulan
- c. 1 s.d 5 tahun
- d. >5 tahun

Jawablah pertanyaan-pertanyaan dibawah ini sesuai dengan kenyataan. Berilah tanda (✓) pada satu kotak yang mewakili diri anda dengan keterangan sebagai berikut :

Jawaban	Skor
Sangat Setuju	4
Setuju	3
Tidak Setuju	2
Sangat Tidak Setuju	1

### PERNYATAAN

No	Pernyataan	Jawaban			
		STS	TS	S	SS
<b>Citra Merek Z</b>					
1.	Hampir semua kalangan remaja sampai dewasa mengenal produk Wardah Cosmetics.				
2.	Produk Wardah Cosmetics memiliki catatan record yang bagus.				
3.	Saya tertarik dengan produk wardah karna harganya terjangkau.				
4.	saya merasa lebih percaya diri saat menggunakan produk Wardah Cosmetics				
5.	Wardah Cosmetics mempunyai ciri khas yang tidak ada pada produk kompetitor.				
<b>Purchase Intention Y</b>					
6.	Saya berminat membeli produk Wardah Cosmetics karena pesan visualisasi iklan yang disampaikan menarik				
7.	Saya mencari informasi mengenai produk Wardah Cosmetics di media <i>instagram</i> dan <i>youtube</i>				
8.	Saya berniat menanyakan informasi produk Wardah Cosmetics kepada orang yang sudah menggunakannya.				
9.	Saya bersedia merekomendasikan produk Wardah Cosmetics kepada orang lain.				
10.	Saya memiliki teman yang menyarankan untuk meggunakan produk Wardah Cosmetics.				
11.	Saya berminat untuk melakukan pembelian				

	produk Wardah Cosmetics.				
<b>Kualitas Produk X1</b>					
12.	Wardah Cosmetics memiliki reputasi yang baik dalam hal kosmetik.				
13.	Saya merasa produk wardah lebih tahan lama pada saat digunakan.				
14.	Wardah mempunyai karakteristik yang tidak dimiliki produk lain.				
15.	Produk wardah sudah teruji dan aman untuk digunakan .				
16.	Saya merasa masa kadaluarsa produk wardah cukup lama.				
17.	Kemasan produk Wardah Cosmetics menarik.				
18.	Wardah memiliki produk yang lebih berkualitas dari pada produk lain.				
<b>Social Media Influencer X2</b>					
19.	Saya mengikuti Mega Iskanti yang ahli dalam <i>makeup</i> setelah memakai Wardah <i>Cosmetics</i>				
20.	Saya mengikuti dan mendengarkan Mega Iskanti mencerminkan Wardah Cosmetics yang terkini				
21.	Mega Iskanti percaya bahwa memakai Wardah Cosmetics terlihat terlihat menjadi lebih terpercaya				
22.	Mega Iskanti sudah andal dalam memakai Wardah Cosmetics				

## LAMPIRAN II

## 1.1 Tabulasi Kepribadian 30 Responden Citra Merek (Z), Purchase Intention (Y)

No	Citra Merek Z					TOTAL	Purchase Intention Y						TOTAL
	Z.1	Z.2	Z.3	Z.4	Z.5		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	
1	3	4	3	3	4	17	4	3	4	3	3	2	19
2	3	4	2	2	4	15	3	3	3	2	4	2	17
3	3	2	3	2	4	14	2	3	2	2	2	2	13
4	3	4	3	4	4	18	4	3	3	3	3	3	19
5	3	4	3	3	3	16	3	3	3	3	3	3	18
6	4	4	4	4	3	19	3	4	4	4	4	4	23
7	3	3	4	4	3	17	4	4	4	4	4	4	24
8	3	3	4	4	3	17	4	4	4	4	4	4	24
9	3	3	4	4	3	17	4	4	4	4	4	4	24
10	4	4	4	4	4	20	4	4	4	4	4	4	24
11	3	4	3	3	3	16	2	2	2	2	3	3	14
12	3	4	3	3	3	16	3	3	4	2	3	2	17
13	4	4	4	4	4	20	4	4	4	4	4	4	24
14	4	4	4	4	3	19	4	3	3	4	3	3	20
15	4	3	4	3	3	17	4	3	3	3	4	4	21
16	3	4	4	3	4	18	3	2	3	3	3	3	17
17	3	3	3	3	4	16	3	3	3	4	3	3	19
18	4	3	3	3	3	16	4	4	4	3	4	4	23
19	3	3	3	3	3	15	4	4	3	3	3	3	20
20	4	4	4	4	4	20	3	4	4	3	4	4	22
21	4	4	4	4	4	20	4	4	4	4	4	4	24
22	2	4	2	2	4	14	2	2	1	2	2	2	11
23	3	3	3	3	3	15	4	4	3	3	3	3	20
24	2	3	2	2	2	11	3	2	4	3	4	3	19
25	3	3	3	2	3	14	3	3	2	3	3	3	17
26	3	3	3	4	3	16	3	3	3	3	3	3	18
27	4	4	4	4	4	20	4	4	4	4	4	4	24
28	4	3	4	3	2	16	4	3	3	4	4	3	21
29	4	3	4	4	3	18	1	1	2	1	2	4	11
30	3	2	3	2	3	13	2	3	3	3	3	3	17

## 1.2 Tabulasi Kepribadian 30 Responden Kualitas Produk (X1), Sosial Media Influencer (X2)

No	Kualitas Produk X1							TOTAL	Social Media Influencer X2				TOTAL
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7		X2.1	X2.2	X2.3	X2.4	
1	2	2	3	2	4	3	3	19	4	3	2	2	11
2	4	4	3	2	3	4	2	22	3	2	2	4	11
3	3	2	3	2	1	2	2	15	2	3	2	2	9
4	3	3	4	4	4	4	3	25	4	4	3	3	14
5	3	3	3	3	3	3	3	21	3	3	3	4	13
6	4	4	4	3	3	4	4	26	3	4	4	4	15
7	4	4	1	2	4	3	4	22	3	3	4	4	14
8	4	4	1	2	4	3	4	22	3	3	4	4	14
9	4	4	1	2	4	3	4	22	3	3	4	4	14
10	4	4	4	4	4	4	4	28	4	4	4	4	16
11	1	2	1	2	1	1	2	10	4	2	4	4	14
12	3	3	4	2	4	2	3	21	4	2	4	3	13
13	4	4	4	4	2	2	3	23	4	4	4	4	16
14	4	3	4	3	3	4	3	24	3	3	3	3	12
15	3	3	3	3	3	3	4	22	4	4	3	3	14
16	3	1	1	1	1	2	2	11	2	2	4	1	9
17	3	3	3	4	3	3	3	22	4	3	3	3	13
18	3	4	4	4	4	4	4	27	4	4	4	4	16
19	3	3	3	3	3	3	3	21	3	3	3	3	12
20	3	4	4	4	4	3	3	25	4	3	3	4	14
21	4	4	4	4	4	4	4	28	4	4	4	4	16
22	4	4	2	2	3	4	3	22	3	4	2	3	12
23	3	3	3	3	3	3	3	21	3	3	3	3	12
24	3	2	3	3	1	1	3	16	4	1	2	1	8
25	3	3	3	3	3	3	3	21	3	3	3	2	11
26	3	3	3	3	3	3	3	21	3	3	3	3	12
27	4	4	4	4	4	4	4	28	4	4	4	4	16
28	3	3	2	4	3	4	3	22	3	1	3	1	8
29	3	2	1	3	2	4	3	18	2	3	1	4	10
30	3	3	2	2	2	2	2	16	3	3	2	3	11

### 1.3 Hasil Uji Validitas Dan Realibitas Citra Merek (Z)

		Z.1	Z.2	Z.3	Z.4	Z.5	Z.TOT
Z.1	Pearson Correlation	1	,194	.753**	.591**	,095	.762**
	Sig. (2-tailed)		,304	,000	,001	,616	,000
	N	30	30	30	30	30	30
Z.2	Pearson Correlation	,194	1	,102	,354	.424*	.588**
	Sig. (2-tailed)	,304		,593	,055	,020	,001
	N	30	30	30	30	30	30
Z.3	Pearson Correlation	.753**	,102	1	.762**	,028	.784**
	Sig. (2-tailed)	,000	,593		,000	,882	,000
	N	30	30	30	30	30	30
Z.4	Pearson Correlation	.591**	,354	.762**	1	,122	.847**
	Sig. (2-tailed)	,001	,055	,000		,519	,000
	N	30	30	30	30	30	30
Z.5	Pearson Correlation	,095	.424*	,028	,122	1	.457*
	Sig. (2-tailed)	,616	,020	,882	,519		,011
	N	30	30	30	30	30	30
Z.TOT	Pearson Correlation	.762**	.588**	.784**	.847**	.457*	1
	Sig. (2-tailed)	,000	,001	,000	,000	,011	
	N	30	30	30	30	30	30

#### 1.4 Hasil Uji Validitas Dan Realibitas Purchase Intention (Y)

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.TOT
Y.1	Pearson Correlation	1	.727**	.651**	.745**	.660**	.334	.842**
	Sig. (2-tailed)		,000	,000	,000	,000	,071	,000
	N	30	30	30	30	30	30	30
Y.2	Pearson Correlation	.727**	1	.660**	.690**	.628**	.447*	.846**
	Sig. (2-tailed)	,000		,000	,000	,000	,013	,000
	N	30	30	30	30	30	30	30
Y.3	Pearson Correlation	.651**	.660**	1	.621**	.785**	.485**	.850**
	Sig. (2-tailed)	,000	,000		,000	,000	,007	,000
	N	30	30	30	30	30	30	30
Y.4	Pearson Correlation	.745**	.690**	.621**	1	.663**	.524**	.863**
	Sig. (2-tailed)	,000	,000	,000		,000	,003	,000
	N	30	30	30	30	30	30	30
Y.5	Pearson Correlation	.660**	.628**	.785**	.663**	1	.597**	.867**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30	30
Y.6	Pearson Correlation	.334	.447*	.485**	.524**	.597**	1	.672**
	Sig. (2-tailed)	,071	,013	,007	,003	,000		,000
	N	30	30	30	30	30	30	30
Y.TOT	Pearson Correlation	.842**	.846**	.850**	.863**	.867**	.672**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30

**1.5 Hasil Uji Validitas Dan Realibitas Kualitas Produk (X1)**

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.TOT
X1.1	Pearson Correlation	1	.698**	,194	,158	.392*	.520**	.507**	.638**
	Sig. (2-tailed)		,000	,306	,405	,032	,003	,004	,000
	N	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.698**	1	,327	.397*	.691**	.532**	.627**	.817**
	Sig. (2-tailed)	,000		,078	,030	,000	,002	,000	,000
	N	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	,194	,327	1	.646**	,334	,284	,211	.636**
	Sig. (2-tailed)	,306	,078		,000	,071	,129	,262	,000
	N	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	,158	.397*	.646**	1	,345	.438*	.423*	.691**
	Sig. (2-tailed)	,405	,030	,000		,062	,015	,020	,000
	N	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.392*	.691**	,334	,345	1	.635**	.697**	.806**
	Sig. (2-tailed)	,032	,000	,071	,062		,000	,000	,000
	N	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.520**	.532**	,284	.438*	.635**	1	.487**	.761**
	Sig. (2-tailed)	,003	,002	,129	,015	,000		,006	,000
	N	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	.507**	.627**	,211	.423*	.697**	.487**	1	.743**
	Sig. (2-tailed)	,004	,000	,262	,020	,000	,006		,000
	N	30	30	30	30	30	30	30	30
X1.TOT	Pearson Correlation	.638**	.817**	.636**	.691**	.806**	.761**	.743**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30

**1.6 Hasil Uji Validitas Dan Realibitas Sosial Media Influencer (X2)**

		X2.1	X2.2	X2.3	X2.4	X2.TOT
X2.1	Pearson Correlation	1	,225	,344	,229	.577**



	Sig. (2-tailed)		,232	,063	,223	,001
	N	30	30	30	30	30
X2.2	Pearson Correlation	,225	1	,229	.569**	.737**
	Sig. (2-tailed)	,232		,223	,001	,000
	N	30	30	30	30	30
X2.3	Pearson Correlation	,344	,229	1	,339	.678**
	Sig. (2-tailed)	,063	,223		,067	,000
	N	30	30	30	30	30
X2.4	Pearson Correlation	,229	.569**	,339	1	.803**
	Sig. (2-tailed)	,223	,001	,067		,000
	N	30	30	30	30	30
X2.TOT	Pearson Correlation	.577**	.737**	.678**	.803**	1
	Sig. (2-tailed)	,001	,000	,000	,000	
	N	30	30	30	30	30

### LAMPIRAN III

#### 1.1 Hasil Uji Reliabilitas

##### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	0,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
,827	4

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Z.TOT	53,50	87,983	,631	,810
Y.TOT	50,70	62,562	,700	,762
X1.TOT	48,80	53,131	,725	,773
X2.TOT	57,50	82,259	,745	,771

### LAMPIRAN IV

#### 4.1 Tabulasi Citra Merek (Z), Purchase Intention (Y) 110 Responden

No	Citra Merek Z								Purchase Intention Y							
	Z.1	Z.2	Z.3	Z.4	Z.5	Total	Rata-rata	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Total	Rata-rata	
1	3	4	3	3	4	17	3.40	4	3	4	3	3	2	19	3.17	
2	3	4	2	2	4	15	3.00	3	3	3	2	4	2	17	2.83	
3	3	2	3	2	4	14	2.80	2	3	2	2	2	2	13	2.17	
4	4	3	3	3	3	16	3.20	4	4	4	3	4	4	23	3.83	



44	4	4	4	4	4	20	4.00	4	4	4	4	4	4	24	4.00
45	4	3	4	3	2	16	3.20	4	3	3	4	4	3	21	3.50
46	4	3	4	4	3	18	3.60	1	1	2	1	2	4	11	1.83
47	3	2	3	2	3	13	2.60	2	3	3	3	3	3	17	2.83
48	3	3	3	2	2	13	2.60	2	2	4	3	3	2	16	2.67
49	3	3	3	2	3	14	2.80	2	2	1	1	3	2	11	1.83
50	3	3	2	3	2	13	2.60	4	4	2	3	4	2	19	3.17
51	3	2	3	3	2	13	2.60	3	3	3	3	3	3	18	3.00
52	4	4	4	4	4	20	4.00	3	4	4	4	4	4	23	3.83
53	4	4	4	4	4	20	4.00	4	4	4	4	4	4	24	4.00
54	4	4	4	4	4	20	4.00	4	4	4	4	4	4	24	4.00
55	4	4	4	4	4	20	4.00	3	4	4	3	3	3	20	3.33
56	3	4	3	4	4	18	3.60	4	4	3	4	3	4	22	3.67
57	3	3	4	4	3	17	3.40	4	4	4	4	4	4	24	4.00
58	4	4	4	4	4	20	4.00	4	4	4	4	4	4	24	4.00
59	4	4	4	4	3	19	3.80	4	3	3	4	3	3	20	3.33
60	4	3	4	3	3	17	3.40	4	3	3	3	4	4	21	3.50
61	3	4	4	3	4	18	3.60	3	2	3	3	3	3	17	2.83
62	2	4	2	2	4	14	2.80	2	2	1	2	2	2	11	1.83
63	3	3	4	4	3	17	3.40	4	4	4	4	4	4	24	4.00
64	4	4	4	4	4	20	4.00	4	4	4	4	4	4	24	4.00
65	3	4	3	3	3	16	3.20	2	2	2	2	3	3	14	2.33
66	3	4	3	3	3	16	3.20	3	3	4	2	3	2	17	2.83
67	3	3	4	4	3	17	3.40	4	4	4	4	4	4	24	4.00
68	3	3	3	3	4	16	3.20	3	3	3	4	3	3	19	3.17
69	4	3	3	3	3	16	3.20	4	4	4	3	4	4	23	3.83
70	3	3	3	3	3	15	3.00	4	4	3	3	3	3	20	3.33
71	4	4	4	4	4	20	4.00	3	4	4	3	4	4	22	3.67
72	4	4	4	4	4	20	4.00	4	4	4	4	4	4	24	4.00
73	3	4	3	3	4	17	3.40	4	3	4	3	3	2	19	3.17
74	3	4	2	2	4	15	3.00	3	3	3	2	4	2	17	2.83
75	3	2	3	2	4	14	2.80	2	3	2	2	2	2	13	2.17
76	3	4	3	4	4	18	3.60	4	3	3	3	3	3	19	3.17
77	3	4	3	3	3	16	3.20	3	3	3	3	3	3	18	3.00
78	4	4	4	4	3	19	3.80	3	4	4	4	4	4	23	3.83
79	3	3	4	4	3	17	3.40	4	4	4	4	4	4	24	4.00
80	4	4	4	4	4	20	4.00	4	4	4	4	4	4	24	4.00
81	3	4	3	3	3	16	3.20	2	2	2	2	3	3	14	2.33
82	3	4	3	3	3	16	3.20	3	3	4	2	3	2	17	2.83

83	4	4	4	4	4	20	4.00	4	4	4	4	4	4	24	4.00
84	4	4	4	4	3	19	3.80	4	3	3	4	3	3	20	3.33
85	4	3	4	3	3	17	3.40	4	3	3	3	4	4	21	3.50
86	3	4	4	3	4	18	3.60	3	2	3	3	3	3	17	2.83
87	4	4	4	4	4	20	4.00	4	4	4	4	4	4	24	4.00
88	4	4	4	4	4	20	4.00	4	4	4	4	4	4	24	4.00
89	4	4	4	4	4	20	4.00	3	4	4	3	3	3	20	3.33
90	3	4	3	4	4	18	3.60	4	4	3	4	3	4	22	3.67
91	3	3	4	4	3	17	3.40	4	4	4	4	4	4	24	4.00
92	3	3	4	4	3	17	3.40	4	4	4	4	4	4	24	4.00
93	3	3	3	3	4	16	3.20	3	3	3	4	3	3	19	3.17
94	4	3	3	3	3	16	3.20	4	4	4	3	4	4	23	3.83
95	4	3	4	3	2	16	3.20	4	3	3	4	4	3	21	3.50
96	4	3	4	4	3	18	3.60	1	1	2	1	2	4	11	1.83
97	3	2	3	2	3	13	2.60	2	3	3	3	3	3	17	2.83
98	3	3	3	3	3	15	3.00	4	4	3	3	3	3	20	3.33
99	2	3	2	2	2	11	2.20	3	2	4	3	4	3	19	3.17
100	3	2	3	3	2	13	2.60	3	3	3	3	3	3	18	3.00
101	4	4	4	4	4	20	4.00	3	4	4	4	4	4	23	3.83
102	4	4	4	4	4	20	4.00	4	4	4	4	4	4	24	4.00
103	4	4	4	4	4	20	4.00	4	4	4	4	4	4	24	4.00
104	4	4	4	4	4	20	4.00	3	4	4	3	3	3	20	3.33
105	3	4	3	4	4	18	3.60	4	4	3	4	3	4	22	3.67
106	2	4	2	2	4	14	2.80	2	2	1	2	2	2	11	1.83
107	2	4	2	2	4	14	2.80	2	2	1	2	2	2	11	1.83
108	3	3	3	3	3	15	3.00	4	4	3	3	3	3	20	3.33
109	4	4	4	4	3	19	3.80	4	3	3	4	3	3	20	3.33
110	4	3	4	3	3	17	3.40	4	3	3	3	4	4	21	3.50

#### 4.2 Tabulasi (Kualitas Produk X1), Social Media Influencer (X2) 110 Responden

No	Kualitas Produk X1										Social Media Influencer X2					
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	Total	Rata-rata	X2.1	X2.2	X2.3	X2.4	Total	Rata-rata	
1	4	3	2	2	3	3	3	20	2.86	2	2	3	2	9	2.25	
2	3	2	2	4	1	4	2	18	2.57	4	4	3	2	13	3.25	
3	2	3	2	2	4	3	2	18	2.57	3	2	3	2	10	2.50	
4	4	4	4	4	4	4	3	27	3.86	3	4	4	4	15	3.75	
5	3	3	3	3	3	3	3	21	3.00	3	3	3	3	12	3.00	
6	4	3	3	4	4	3	4	25	3.57	3	4	4	4	15	3.75	

7	3	3	3	2	4	3	4	22	3.14	3	3	3	3	12	3.00
8	3	3	3	3	3	3	4	22	3.14	3	3	3	3	12	3.00
9	4	4	4	4	4	4	4	28	4.00	4	4	4	4	16	4.00
10	3	1	3	1	4	3	4	19	2.71	3	3	2	4	12	3.00
11	2	3	2	2	2	2	2	15	2.14	3	3	2	3	11	2.75
12	3	2	3	3	3	2	3	19	2.71	2	2	2	2	8	2.00
13	3	2	3	3	3	3	3	20	2.86	3	3	3	2	11	2.75
14	4	3	3	4	4	3	3	24	3.43	3	4	4	4	15	3.75
15	4	4	4	4	4	4	4	28	4.00	4	4	4	4	16	4.00
16	4	3	2	2	3	3	2	19	2.71	2	2	3	2	9	2.25
17	3	2	2	4	1	4	3	19	2.71	4	4	3	2	13	3.25
18	2	3	2	2	4	3	4	20	2.86	3	2	3	2	10	2.50
19	4	4	3	3	3	4	3	24	3.43	3	3	4	4	14	3.50
20	3	3	3	4	3	3	3	22	3.14	3	3	3	3	12	3.00
21	2	2	4	1	4	4	4	21	3.00	3	1	1	1	6	1.50
22	4	3	3	3	3	3	3	22	3.14	3	3	3	4	13	3.25
23	4	4	4	4	4	4	3	27	3.86	3	4	4	4	15	3.75
24	4	4	3	3	3	4	3	24	3.43	3	3	4	4	14	3.50
25	3	3	3	4	3	3	3	22	3.14	3	3	3	3	12	3.00
26	3	4	4	4	4	4	3	26	3.71	4	4	4	3	15	3.75
27	3	3	4	4	4	3	4	25	3.57	4	4	1	2	11	2.75
28	3	3	4	4	4	3	3	24	3.43	4	4	1	2	11	2.75
29	3	3	4	4	4	3	3	24	3.43	4	4	1	2	11	2.75
30	4	4	4	4	4	4	2	26	3.71	4	4	4	4	16	4.00
31	4	2	4	4	4	3	3	24	3.43	1	2	1	2	6	1.50
32	4	2	4	3	4	3	4	24	3.43	3	3	4	2	12	3.00
33	4	4	4	4	4	4	1	25	3.57	4	4	4	4	16	4.00
34	3	3	3	3	4	4	3	23	3.29	4	3	4	3	14	3.50
35	4	4	3	3	4	4	1	23	3.29	3	3	3	3	12	3.00
36	2	2	4	1	4	4	1	18	2.57	3	1	1	1	6	1.50
37	4	3	3	3	3	3	2	21	3.00	3	3	3	4	13	3.25
38	4	4	4	4	4	4	2	26	3.71	4	4	4	4	16	4.00
39	3	4	2	3	3	4	3	22	3.14	4	4	2	2	12	3.00
40	3	3	3	3	3	3	1	19	2.71	3	3	3	3	12	3.00
41	4	1	2	1	3	2	1	14	2.00	3	2	3	3	11	2.75
42	3	3	3	2	4	3	2	20	2.86	3	3	3	3	12	3.00
43	3	3	3	3	3	3	2	20	2.86	3	3	3	3	12	3.00
44	4	4	4	4	4	4	2	26	3.71	4	4	4	4	16	4.00
45	3	1	3	1	4	3	1	16	2.29	3	3	2	4	12	3.00

46	2	3	1	4	4	1	3	18	2.57	3	2	1	3	9	2.25
47	3	3	2	3	2	2	3	18	2.57	3	3	2	2	10	2.50
48	2	3	2	2	2	2	3	16	2.29	3	3	2	3	11	2.75
49	3	2	3	3	3	2	4	20	2.86	2	2	2	2	8	2.00
50	3	2	3	3	3	3	1	18	2.57	3	3	3	2	11	2.75
51	3	3	3	3	3	3	3	21	3.00	3	3	3	3	12	3.00
52	4	4	4	4	4	4	1	25	3.57	4	3	4	4	15	3.75
53	4	4	4	4	4	4	1	25	3.57	4	4	4	4	16	4.00
54	4	4	4	4	4	4	2	26	3.71	4	4	4	4	16	4.00
55	4	3	4	3	4	2	2	22	3.14	4	4	4	3	15	3.75
56	4	3	4	3	4	3	3	24	3.43	4	3	4	3	14	3.50
57	3	3	4	4	4	3	4	25	3.57	4	4	1	2	11	2.75
58	4	4	4	4	4	4	1	25	3.57	4	4	4	4	16	4.00
59	3	3	3	3	4	4	3	23	3.29	4	3	4	3	14	3.50
60	4	4	3	3	4	4	1	23	3.29	3	3	3	3	12	3.00
61	2	2	4	1	4	4	1	18	2.57	3	1	1	1	6	1.50
62	3	4	2	3	3	4	2	21	3.00	4	4	2	2	12	3.00
63	3	3	4	4	4	3	3	24	3.43	4	4	1	2	11	2.75
64	4	4	4	4	4	4	1	25	3.57	4	4	4	4	16	4.00
65	4	2	4	4	4	3	1	22	3.14	1	2	1	2	6	1.50
66	4	2	4	3	4	3	2	22	3.14	3	3	4	2	12	3.00
67	3	3	4	4	4	3	2	23	3.29	4	4	1	2	11	2.75
68	4	3	3	3	3	3	2	21	3.00	3	3	3	4	13	3.25
69	4	4	4	4	4	4	1	25	3.57	3	4	4	4	15	3.75
70	3	3	3	3	3	3	3	21	3.00	3	3	3	3	12	3.00
71	4	3	3	4	4	3	3	24	3.43	3	4	4	4	15	3.75
72	4	4	4	4	4	4	3	27	3.86	4	4	4	4	16	4.00
73	4	3	2	2	3	3	4	21	3.00	2	2	3	2	9	2.25
74	3	2	2	4	1	4	1	17	2.43	4	4	3	2	13	3.25
75	2	3	2	2	4	3	3	19	2.71	3	2	3	2	10	2.50
76	4	4	3	3	3	4	1	22	3.14	3	3	4	4	14	3.50
77	3	3	3	4	3	3	1	20	2.86	3	3	3	3	12	3.00
78	3	4	4	4	4	4	2	25	3.57	4	4	4	3	15	3.75
79	3	3	4	4	4	3	2	23	3.29	4	4	1	2	11	2.75
80	4	4	4	4	4	4	2	26	3.71	4	4	4	4	16	4.00
81	4	2	4	4	4	3	1	22	3.14	1	2	1	2	6	1.50
82	4	2	4	3	4	3	3	23	3.29	3	3	4	2	12	3.00
83	4	4	4	4	4	4	1	25	3.57	4	4	4	4	16	4.00
84	3	3	3	3	4	4	1	21	3.00	4	3	4	3	14	3.50

85	4	4	3	3	4	4	2	24	3.43	3	3	3	3	12	3.00
86	2	2	4	1	4	4	2	19	2.71	3	1	1	1	6	1.50
87	4	4	4	4	4	4	2	26	3.71	4	4	4	4	16	4.00
88	4	4	4	4	4	4	1	25	3.57	4	4	4	4	16	4.00
89	4	3	4	3	4	2	3	23	3.29	4	4	4	3	15	3.75
90	4	3	4	3	4	3	3	24	3.43	4	3	4	3	14	3.50
91	3	3	4	4	4	3	3	24	3.43	4	4	1	2	11	2.75
92	3	3	4	4	4	3	1	22	3.14	4	4	1	2	11	2.75
93	4	3	3	3	3	3	2	21	3.00	3	3	3	4	13	3.25
94	4	4	4	4	4	4	2	26	3.71	3	4	4	4	15	3.75
95	3	1	3	1	4	3	2	17	2.43	3	3	2	4	12	3.00
96	2	3	1	4	4	1	1	16	2.29	3	2	1	3	9	2.25
97	3	3	2	3	2	2	3	18	2.57	3	3	2	2	10	2.50
98	3	3	3	3	3	3	3	21	3.00	3	3	3	3	12	3.00
99	4	1	2	1	3	2	3	16	2.29	3	2	3	3	11	2.75
100	3	3	3	3	3	3	2	20	2.86	3	3	3	3	12	3.00
101	4	4	4	4	4	4	3	27	3.86	4	3	4	4	15	3.75
102	4	4	4	4	4	4	3	27	3.86	4	4	4	4	16	4.00
103	4	4	4	4	4	4	4	28	4.00	4	4	4	4	16	4.00
104	4	3	4	3	4	2	1	21	3.00	4	4	4	3	15	3.75
105	4	3	4	3	4	3	3	24	3.43	4	3	4	3	14	3.50
106	3	4	2	3	3	4	4	23	3.29	4	4	2	2	12	3.00
107	3	4	2	3	3	4	1	20	2.86	4	4	2	2	12	3.00
108	3	3	3	3	3	3	3	21	3.00	3	3	3	3	12	3.00
109	3	3	3	3	4	4	1	21	3.00	4	3	4	3	14	3.50
110	4	4	3	3	4	4	1	23	3.29	3	3	3	3	12	3.00

## LAMPIRAN V

### 5.1 Hasil Uji Linear I Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables	Method
-------	-------------------	-----------	--------



		Removed	
1	Social Media Influencer, Kualitas Produk <sup>b</sup>		Enter

a. Dependent Variable: Citra Merek

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.697 <sup>a</sup>	.486	.476	.34293

a. Predictors: (Constant), Social Media Influencer, Kualitas Produk

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.884	2	5.942	50.525	.000 <sup>b</sup>
	Residual	12.583	107	.118		
	Total	24.467	109			

a. Dependent Variable: Citra Merek

b. Predictors: (Constant), Social Media Influencer, Kualitas Produk

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.080	.233		4.627	.000
	Kualitas Produk	.593	.093	.563	6.362	.000
	Social Media Influencer	.133	.062	.189	2.135	.035

a. Dependent Variable: Citra Merek

## 5.2 Hasil Uji Linear II

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Citra Merek, Social Media Influencer, Kualitas Produk <sup>b</sup>		Enter

- a. Dependent Variable: Purchase Intention  
 b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731 <sup>a</sup>	.535	.521	.44295

- a. Predictors: (Constant), Citra Merek, Social Media Influencer, Kualitas Produk

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.890	3	7.963	40.587	.000 <sup>b</sup>
	Residual	20.798	106	.196		
	Total	44.688	109			

- a. Dependent Variable: Purchase Intention  
 b. Predictors: (Constant), Citra Merek, Social Media Influencer, Kualitas Produk

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.032	.330		-.096	.923
	Kualitas Produk	.391	.141	.275	2.765	.007
	Social Media Influencer	.326	.082	.342	3.961	.000
	Citra Merek	.312	.125	.231	2.498	.014

- a. Dependent Variable: Purchase Intention