

# Lampiran

## Lampiran 1

### KUESIONER PENELITIAN

#### **Pengaruh *Korean Wave* dan *Brand Ambassador* Terhadap Keputusan Pembelian melalui Citra Merek Pada Produk Bukalapak.**

Kepada Yang Terhormat Responden

Kuesioner penelitian ini ditujukan untuk mengetahui faktor-faktor yang dapat mempengaruhi *purchase decision* atau keputusan pembelian konsumen pada produk Bukalapak. Adapun variabel dalam penelitian ini adalah *korean wave*, *brand ambassador*, citra merek dan keputusan pembelian. Sehubungan dengan hal tersebut saya mengharapkan partisipasi dan bantuan anda untuk mengisi kuesioner ini. Data yang anda isikan akan saya jaga dan rahasiakan dan hanya saya gunakan untuk kepentingan akademis penelitian.

Atas partisipasi dan kesediaan saudara/i dalam meluangkan waktu untuk mengisi kuesioner ini saya ucapkan terimakasih.

Hormat Saya

Reza Abdul Malik

## LEMBAR KUESIONER

Saya Mahasiswa Universitas Esa Unggul Fakultas Ekonomi dan Bisnis Prodi Manajemen yang berfokus pada bidang Pemasaran. Penelitian ini dilakukan untuk memenuhi Tugas Akhir yang berjudul : “Pengaruh Korean Wave dan Brand Ambassador Terhadap Keputusan Pembelian Melalui Citra Merek Pada Bukalapak”. Demi tercapainya tujuan penelitian ini saya mengharapkan ketersediaan Bapak/Ibu/Saudara/i untuk meluangkan waktu sedikit untuk mengisi kuesioner ini.

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Atas ketersediaan dan kerjasamanya dalam berpartisipasi mengisi kuesioner ini, saya ucapkan terima kasih.

Petunjuk Pengisian Bagian I

Pilihlah salah satu jawaban yang sudah tersedia dibawah ini dengan memberi tanda silang (X) sesuai dengan kondisi saudara/i :

(Karakteristik Responden)

Jenis Kelamin

- a. Laki-laki
- b. Perempuan

Usia

- a. 17-21 tahun
- b. 22-26 tahun
- c. 27-35 tahun
- d. >35 tahun

Pekerjaan

- a. Pelajar/Mahasiswa
- b. Pegawai
- c. Wiraswasta
- d. Lainnya, sebutkan.....

Domisili

- a. Jakarta
- b. Bogor
- c. Depok
- d. Tangerang
- e. Bekasi

Berapa pendapatan anda dalam 1 bulan ?

- a. < Rp.2.000.000
- b. Rp. 2.001.000 – Rp. 3.500.000
- c. Rp. 3.501.000 – Rp. 5.000.000
- d. > Rp. 5.000.000

Berapa pengeluaran anda dalam 1 bulan ?

- a. < Rp. 500.000
- b. Rp. 501.000 – Rp. 1.000.000
- c. Rp. 1.001.000 – Rp. 2.000.000
- d. > Rp. 2.001.000

**(Screening Question)**

Pilihlah salah satu jawaban yang sudah tersedia dibawah ini dengan memberi tanda silang (X) sesuai dengan kondisi saudara/i :

Apakah anda tahu tentang brand Bukalapak?

- a. Ya
- b. Tidak

Dari mana anda mengetahui brand Bukalapak?

- a. Teman
- b. Iklan
- c. Sosial Media

Apakah anda mengetahui Song Joong Ki adalah *brand ambassador* dari *brand* Bukalapak?

- a. Ya
- b. Tidak

Apakah anda adalah bagian dari pembeli dan pemakai produk Bukalapak?

- a. Ya

- b. Tidak

Berapa kali anda membeli barang dari Bukalapak dalam 3 bulan ?

- a. 2 kali
- b. 3 kali
- c. > 3kali

Jenis barang yang dijual di Bukalapak apa yang anda gunakan ?

- a. *Kecantikan & Perawatan*
- b. *Fashion*
- c. Lainnya, sebutkan...

## Petunjuk Pengisian Bagian II

Isilah pernyataan dibawah ini dengan memberikan tanda (√) pada kolom yang sesuai dengan pilihan anda.

### Keterangan :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

S : Setuju

SS : Sangat Setuju

| NO          | Pernyataan   | Penilaian |    |   |    |
|-------------|--|-----------|----|---|----|
|             |  | STS       | TS | S | SS |
|             |  | 1         | 2  | 3 | 4  |
| Korean Wave |  |           |    |   |    |
| 1           | Produk budaya <i>korean wave</i> ada di dalam semua kategori kebutuhan primer maupun sekunder.                     |           |    |   |    |
| 2           | Produk <i>Fashion</i> adalah bagian dari <i>korean wave</i> .  |           |    |   |    |
| 3           | Saya mencari tau informasi tentang produk yang biasa digunakan oleh selebriti korea.                               |           |    |   |    |
| 4           | Saya sudah pernah membeli produk yang berhubungan dengan <i>korean wave</i> seperti <i>Fashion</i> di Bukalapak    |           |    |   |    |
| 5           | Bukalapak dan produk yang berhubungan dengan <i>korean wave</i> lainnya memiliki kualitas yang terjamin.           |           |    |   |    |
| 6           | Setelah menggunakan Bukalapak saya merasa Puas dengan pembelian barang yang serupa seperti selebriti korea miliki. |           |    |   |    |

| NO               | Pernyataan   | Penilaian |    |   |    |
|------------------|--|-----------|----|---|----|
|                  |  | STS       | TS | S | SS |
|                  |  | 1         | 2  | 3 | 4  |
| Brand Ambassador |  |           |    |   |    |
| 7                | Song Joong Ki merupakan aktor korea populer.   |           |    |   |    |
| 8                | Song Joong Ki memiliki banyak penggemar.   |           |    |   |    |
| 9                | Song Joong Ki memiliki kemampuan menyampaikan informasi mengenai Bukalapak dengan baik.  |           |    |   |    |
| 10               | Informasi yang dikatakan oleh Song Joong Ki mengenai Bukalapak terkesan jujur dan dapat dipercaya.                             |           |    |   |    |
| 11               | Song Joong Ki cocok menjadi <i>Brand Ambassador</i> dari Bukalapak.  |           |    |   |    |
| 12               | Penampilan Song Joong Ki sesuai dengan <i>brand</i> Bukalapak.   |           |    |   |    |
| 13               | Song Joong Ki mampu mempengaruhi persepsi saya terhadap <i>brand</i> Bukalapak.  |           |    |   |    |
| 14               | Saya memutuskan untuk membeli produk Bukalapak setelah mengetahui Song Joong Ki adalah <i>brand ambassador</i> dari Bukalapak. |           |    |   |    |
| NO               | Pernyataan   | Penilaian |    |   |    |
|                  |  | STS       | TS | S | SS |
|                  |  | 1         | 2  | 3 | 4  |
| Citra Merek      |  |           |    |   |    |
| 15               | Informasi merek Bukalapak sebagai situs jual beli <i>online</i> yang “mudah dan terpercaya” mudah diingat konsumen             |           |    |   |    |
| 16               | Bukalapak sebagai situs jual beli <i>online</i> yang “mudah dan terpercaya” dapat bertahan.                                    |           |    |   |    |

|                     |  |           |    |   |    |
|---------------------|--|-----------|----|---|----|
| 17                  | Belanja di Bukalapak nyaman  |           |    |   |    |
| 18                  | Merek Bukalapak mudah diingat  |           |    |   |    |
| 19                  | Cara penjualan produk di Bukalapak unik  |           |    |   |    |
| 20                  | Atribut-atribut produk Bukalapak sesuai dengan kebutuhan konsumen                          |           |    |   |    |
| NO                  | Pernyataan   | Penilaian |    |   |    |
|                     |  | STS       | TS | S | SS |
|                     |  | 1         | 2  | 3 | 4  |
| Keputusan Pembelian |  |           |    |   |    |
| 21                  | Saya membeli di Bukalapak karena terdapat beragam pilihan produk yang tersedia.            |           |    |   |    |
| 22                  | Saya membeli di Bukalapak karena dapat membantu mengatasi masalah dengan cepat.            |           |    |   |    |
| 23                  | Saya melakukan pembelian di Bukalapak karena banyak brand terkenal.                        |           |    |   |    |
| 24                  | Saya melakukan pembelian di Bukalapak karena brand terpercaya yang sudah terdaftar di OJK. |           |    |   |    |
| 25                  | Saya membeli di Bukalapak karena mudah menemukan di berbagai barang.                       |           |    |   |    |
| 26                  | Saya membeli di Bukalapak karena produk yang selalu tersedia .                             |           |    |   |    |
| 27                  | Saya membeli di Bukalapak karena produk yang tersedia dapat dibeli kapan saja.             |           |    |   |    |
| 28                  | Saya membeli di Bukalapak sesuai dengan kebutuhan saya.                                    |           |    |   |    |
| 29                  | Saya membeli di Bukalapak karena ada diskon untuk jumlah pembelian tertentu.               |           |    |   |    |
| 30                  | Bukalapak dapat menarik saya untuk membeli produk lebih dari satu.                         |           |    |   |    |
| 31                  | Saya melakukan pembelian karena Bukalapak menyediakan berbagai macam metode pembayaran .   |           |    |   |    |
| NO                  | Pernyataan   | Penilaian |    |   |    |

|    |  | STS | TS | S | SS |
|----|--|-----|----|---|----|
|    |  | 1   | 2  | 3 | 4  |
| 32 | Saya membeli di Bukalapak karena metode pembayarannya mudah. |     |    |   |    |



## Lampiran 2

Tabulasi Data Karakteristik 160 responden

| Keterangan   |                               | Jumlah Responden | Total |
|--|-------------------------------|------------------|-------|
| Jenis Kelamin  | Laki-laki                     | 43               | 160   |
|  | Perempuan                     | 117              |       |
| Usia   | 17-21 Tahun                   | 86               | 160   |
|  | 22-26 Tahun                   | 62               |       |
|  | 27-35 Tahun                   | 12               |       |
|  | > 35 Tahun                    | 0                |       |
| Pekerjaan  | Pelajar/Mahasiswa             | 86               | 160   |
|  | Pegawai                       | 30               |       |
|  | Wiraswasta                    | 43               |       |
|  | Ibu Rumah Tangga              | 1                |       |
| Domisili   | Jakarta                       | 104              | 160   |
|  | Bogor                         | 18               |       |
|  | Depok                         | 13               |       |
|  | Tangerang                     | 18               |       |
|  | Bekasi                        | 7                |       |
| Pendapatan Per Bulan   | < Rp.2.000.000                | 62               | 160   |
|  | Rp. 2.001.000 – Rp. 3.500.000 | 18               |       |
|  | Rp. 3.501.000 – Rp. 5.000.000 | 30               |       |
|  | > Rp. 5.000.000               | 50               |       |
| Pengeluaran Per Bulan  | < Rp. 500.000                 | 56               | 160   |
|  | Rp. 501.000-Rp. 1.000.000     | 50               |       |
|  | Rp. 1.001.000-Rp. 2.000.000   | 30               |       |
|  | > Rp. 2.000.000               | 24               |       |
| Apakah anda tahu tentang brand Bukalapak?  | Ya                            | 160              | 160   |
|  | Tidak                         | 0                |       |
| Apakah anda mengetahui Song Joong Ki adalah <i>brand ambassador</i> dari <i>brand</i> Bukalapak? | Teman                         | 13               | 160   |
|  | Iklan                         | 67               |       |
|  | Sosial Media                  | 80               |       |
| Apakah anda adalah bagian dari   | Ya                            | 160              | 160   |

|  |                                   |     |     |
|--|-----------------------------------|-----|-----|
| pembeli dan pemakai produk Bukalapak?                          | Tidak                             | 0   |     |
| Berapa kali anda membeli barang dari Bukalapak dalam 4 bulan ? | 2 kali                            | 98  | 160 |
|  | 3 kali                            | 50  |     |
|  | > 3kali                           | 12  |     |
| Jenis barang yang dijual di Bukalapak apa yang anda gunakan ?  | <i>Kecantikan &amp; Perawatan</i> | 110 | 160 |
|  | <i>Fashion</i>                    | 43  |     |
|  | Elektronik                        | 7   |     |

### Lampiran 3

#### Data Pre-Test 30 Responden

| No. | <i>Korean Wave</i> |      |      |      |      |      | Total     |
|-----|--------------------|------|------|------|------|------|-----------|
|     | X1.1               | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 |           |
| 1.  | 1                  | 1    | 1    | 1    | 2    | 3    | <b>9</b>  |
| 2.  | 1                  | 1    | 2    | 2    | 2    | 2    | <b>10</b> |
| 3.  | 1                  | 1    | 1    | 1    | 2    | 4    | <b>10</b> |
| 4.  | 2                  | 2    | 2    | 2    | 3    | 4    | <b>15</b> |
| 5.  | 2                  | 2    | 2    | 2    | 3    | 4    | <b>15</b> |
| 6.  | 2                  | 2    | 2    | 2    | 2    | 4    | <b>14</b> |
| 7.  | 2                  | 2    | 2    | 3    | 2    | 4    | <b>15</b> |
| 8.  | 2                  | 2    | 2    | 2    | 2    | 4    | <b>14</b> |
| 9.  | 2                  | 2    | 1    | 2    | 2    | 4    | <b>13</b> |
| 10. | 3                  | 1    | 1    | 2    | 2    | 4    | <b>13</b> |
| 11. | 2                  | 1    | 1    | 2    | 2    | 4    | <b>12</b> |
| 12. | 2                  | 2    | 2    | 2    | 2    | 4    | <b>14</b> |
| 13. | 1                  | 2    | 1    | 2    | 2    | 4    | <b>12</b> |
| 14. | 2                  | 2    | 1    | 2    | 2    | 4    | <b>13</b> |
| 15. | 2                  | 2    | 2    | 2    | 3    | 4    | <b>15</b> |
| 16. | 3                  | 2    | 2    | 3    | 1    | 4    | <b>15</b> |
| 17. | 2                  | 2    | 2    | 2    | 2    | 4    | <b>14</b> |
| 18. | 4                  | 3    | 3    | 4    | 3    | 4    | <b>21</b> |
| 19. | 3                  | 4    | 3    | 4    | 3    | 4    | <b>21</b> |
| 20. | 3                  | 2    | 3    | 3    | 4    | 4    | <b>19</b> |
| 21. | 4                  | 3    | 3    | 4    | 3    | 4    | <b>21</b> |
| 22. | 2                  | 2    | 2    | 3    | 3    | 4    | <b>16</b> |
| 23. | 3                  | 4    | 2    | 1    | 1    | 4    | <b>15</b> |
| 24. | 2                  | 3    | 4    | 3    | 3    | 4    | <b>19</b> |
| 25. | 1                  | 2    | 3    | 2    | 2    | 4    | <b>14</b> |
| 26. | 3                  | 3    | 4    | 3    | 4    | 4    | <b>21</b> |
| 27. | 4                  | 3    | 3    | 4    | 4    | 4    | <b>22</b> |
| 28. | 2                  | 3    | 3    | 3    | 2    | 4    | <b>17</b> |
| 29. | 2                  | 3    | 3    | 2    | 2    | 4    | <b>16</b> |
| 30. | 2                  | 2    | 1    | 2    | 3    | 4    | <b>14</b> |

Data Pre-Test 30 Responden

| No. | <i>Brand Ambassador</i> |             |             |             |             |             |             |             | Total     |
|-----|-------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------|
|     | <b>X2.1</b>             | <b>X2.2</b> | <b>X2.3</b> | <b>X2.4</b> | <b>X2.5</b> | <b>X2.6</b> | <b>X2.7</b> | <b>X2.8</b> |           |
| 1.  | 4                       | 4           | 4           | 4           | 4           | 4           | 4           | 3           | <b>31</b> |
| 2.  | 4                       | 4           | 4           | 4           | 4           | 4           | 4           | 3           | <b>31</b> |
| 3.  | 4                       | 4           | 4           | 4           | 4           | 4           | 4           | 3           | <b>31</b> |
| 4.  | 4                       | 4           | 4           | 4           | 4           | 4           | 4           | 4           | <b>32</b> |
| 5.  | 4                       | 4           | 4           | 4           | 4           | 4           | 4           | 3           | <b>31</b> |
| 6.  | 4                       | 4           | 4           | 4           | 4           | 4           | 4           | 2           | <b>30</b> |
| 7.  | 4                       | 4           | 4           | 4           | 4           | 4           | 4           | 2           | <b>30</b> |
| 8.  | 4                       | 4           | 4           | 4           | 4           | 3           | 3           | 3           | <b>29</b> |
| 9.  | 4                       | 4           | 4           | 1           | 2           | 1           | 2           | 4           | <b>19</b> |
| 10. | 4                       | 3           | 4           | 3           | 3           | 3           | 4           | 4           | <b>28</b> |
| 11. | 3                       | 4           | 4           | 3           | 3           | 3           | 3           | 4           | <b>27</b> |
| 12. | 3                       | 3           | 4           | 4           | 4           | 3           | 3           | 4           | <b>28</b> |
| 13. | 1                       | 2           | 4           | 2           | 2           | 2           | 1           | 2           | <b>16</b> |
| 14. | 2                       | 2           | 4           | 3           | 3           | 3           | 3           | 2           | <b>22</b> |
| 15. | 3                       | 4           | 4           | 3           | 3           | 3           | 3           | 3           | <b>26</b> |
| 16. | 3                       | 4           | 4           | 3           | 3           | 3           | 3           | 4           | <b>27</b> |
| 17. | 3                       | 4           | 4           | 4           | 4           | 4           | 4           | 4           | <b>31</b> |
| 18. | 2                       | 2           | 4           | 4           | 4           | 4           | 4           | 4           | <b>25</b> |
| 19. | 3                       | 4           | 4           | 4           | 4           | 4           | 4           | 4           | <b>31</b> |
| 20. | 4                       | 3           | 4           | 4           | 4           | 4           | 4           | 3           | <b>30</b> |
| 21. | 4                       | 4           | 4           | 4           | 4           | 4           | 4           | 3           | <b>31</b> |
| 22. | 3                       | 3           | 3           | 3           | 4           | 3           | 4           | 3           | <b>26</b> |
| 23. | 3                       | 4           | 3           | 3           | 3           | 4           | 2           | 4           | <b>26</b> |
| 24. | 4                       | 3           | 3           | 4           | 3           | 3           | 3           | 3           | <b>26</b> |
| 25. | 2                       | 2           | 3           | 2           | 2           | 2           | 2           | 4           | <b>19</b> |
| 26. | 1                       | 2           | 2           | 1           | 1           | 2           | 2           | 2           | <b>13</b> |
| 27. | 2                       | 2           | 2           | 2           | 2           | 1           | 1           | 2           | <b>14</b> |
| 28. | 3                       | 4           | 3           | 4           | 4           | 4           | 4           | 2           | <b>28</b> |
| 29. | 1                       | 2           | 1           | 4           | 4           | 4           | 4           | 1           | <b>21</b> |
| 30. | 2                       | 2           | 2           | 4           | 4           | 4           | 4           | 2           | <b>24</b> |

Data Pre-Test 30 Responden

| No. | Citra Merek |    |    |    |    |    | Total |
|-----|-------------|----|----|----|----|----|-------|
|     | Z1          | Z2 | Z3 | Z4 | Z5 | Z6 |       |
| 1.  | 3           | 3  | 4  | 4  | 3  | 4  | 21    |
| 2.  | 4           | 4  | 4  | 3  | 4  | 3  | 22    |
| 3.  | 4           | 3  | 4  | 3  | 3  | 3  | 20    |
| 4.  | 4           | 4  | 4  | 4  | 4  | 4  | 24    |
| 5.  | 3           | 4  | 4  | 3  | 4  | 3  | 21    |
| 6.  | 4           | 4  | 4  | 3  | 2  | 4  | 21    |
| 7.  | 4           | 4  | 4  | 4  | 4  | 4  | 24    |
| 8.  | 3           | 2  | 3  | 2  | 3  | 2  | 15    |
| 9.  | 4           | 4  | 4  | 4  | 4  | 3  | 23    |
| 10. | 4           | 4  | 4  | 4  | 4  | 4  | 24    |
| 11. | 4           | 4  | 4  | 3  | 3  | 4  | 22    |
| 12. | 3           | 3  | 3  | 2  | 2  | 3  | 16    |
| 13. | 3           | 4  | 4  | 3  | 3  | 3  | 20    |
| 14. | 4           | 4  | 4  | 3  | 3  | 4  | 22    |
| 15. | 4           | 4  | 4  | 3  | 2  | 3  | 20    |
| 16. | 3           | 3  | 4  | 3  | 3  | 3  | 19    |
| 17. | 3           | 3  | 3  | 3  | 3  | 3  | 18    |
| 18. | 3           | 3  | 3  | 4  | 3  | 4  | 20    |
| 19. | 4           | 4  | 4  | 4  | 4  | 4  | 24    |
| 20. | 4           | 4  | 3  | 4  | 4  | 3  | 22    |
| 21. | 4           | 4  | 3  | 4  | 3  | 4  | 22    |
| 22. | 4           | 4  | 4  | 4  | 4  | 4  | 24    |
| 23. | 3           | 3  | 3  | 3  | 3  | 3  | 18    |
| 24. | 3           | 3  | 4  | 4  | 3  | 4  | 21    |
| 25. | 3           | 3  | 3  | 2  | 3  | 3  | 17    |
| 26. | 4           | 4  | 4  | 4  | 4  | 4  | 24    |
| 27. | 3           | 2  | 3  | 3  | 3  | 3  | 17    |
| 28. | 3           | 3  | 4  | 2  | 3  | 3  | 18    |
| 29. | 4           | 3  | 4  | 3  | 4  | 3  | 21    |
| 30. | 3           | 3  | 3  | 3  | 4  | 4  | 20    |

Data Pre-Test 30 Responden

| No. | Keputusan Pembelian |    |    |    |    |    |    |    |    |     |     |     | Total |
|-----|---------------------|----|----|----|----|----|----|----|----|-----|-----|-----|-------|
|     | Y1                  | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Y11 | Y12 |       |
| 1.  | 4                   | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 3   | 4   | 4   | 45    |
| 2.  | 4                   | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4   | 4   | 4   | 46    |
| 3.  | 4                   | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3   | 4   | 4   | 46    |
| 4.  | 4                   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 48    |
| 5.  | 4                   | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 4  | 4   | 4   | 4   | 43    |
| 6.  | 4                   | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 46    |
| 7.  | 4                   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 48    |
| 8.  | 3                   | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 35    |
| 9.  | 4                   | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 4   | 4   | 4   | 45    |
| 10. | 4                   | 3  | 2  | 3  | 3  | 3  | 4  | 4  | 3  | 2   | 4   | 4   | 39    |
| 11. | 4                   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3   | 4   | 4   | 47    |
| 12. | 2                   | 2  | 2  | 3  | 2  | 2  | 3  | 2  | 2  | 2   | 2   | 2   | 26    |
| 13. | 4                   | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 4   | 4   | 4   | 43    |
| 14. | 4                   | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 2   | 4   | 4   | 42    |
| 15. | 4                   | 3  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 3   | 4   | 4   | 44    |
| 16. | 4                   | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3   | 3   | 3   | 39    |
| 17. | 3                   | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 37    |
| 18. | 3                   | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 3   | 3   | 3   | 37    |
| 19. | 4                   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 48    |
| 20. | 4                   | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4   | 4   | 4   | 45    |
| 21. | 3                   | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 4  | 3   | 4   | 4   | 43    |
| 22. | 4                   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4   | 4   | 4   | 47    |
| 23. | 3                   | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 36    |
| 24. | 4                   | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 2   | 4   | 4   | 42    |
| 25. | 3                   | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 2  | 3   | 3   | 3   | 36    |
| 26. | 4                   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 48    |
| 27. | 3                   | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3   | 3   | 3   | 40    |
| 28. | 3                   | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 35    |
| 29. | 4                   | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 3   | 4   | 3   | 42    |
| 30. | 4                   | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 3   | 3   | 4   | 42    |

## Lampiran 4

### Hasil Uji Validitas 30 Responden

*Korean Wave (X1)*

| Correlations |                     |        |        |        |        |        |       |        |
|--------------|---------------------|--------|--------|--------|--------|--------|-------|--------|
|              |                     | X1.1   | X1.2   | X1.3   | X1.4   | X1.5   | X1.6  | TOTAL  |
| X1.1         | Pearson Correlation | 1      | .579** | .450*  | .714** | .414*  | .369* | .808** |
|              | Sig. (2-tailed)     |        | <,001  | .013   | <,001  | .023   | .045  | <,001  |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| X1.2         | Pearson Correlation | .579** | 1      | .676** | .531** | .244   | .383* | .779** |
|              | Sig. (2-tailed)     | <,001  |        | <,001  | .003   | .195   | .037  | <,001  |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| X1.3         | Pearson Correlation | .450*  | .676** | 1      | .646** | .509** | .133  | .814** |
|              | Sig. (2-tailed)     | .013   | <,001  |        | <,001  | .004   | .483  | <,001  |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| X1.4         | Pearson Correlation | .714** | .531** | .646** | 1      | .563** | .220  | .863** |
|              | Sig. (2-tailed)     | <,001  | .003   | <,001  |        | .001   | .242  | <,001  |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| X1.5         | Pearson Correlation | .414*  | .244   | .509** | .563** | 1      | .144  | .668** |
|              | Sig. (2-tailed)     | .023   | .195   | .004   | .001   |        | .448  | <,001  |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| X1.6         | Pearson Correlation | .369*  | .383*  | .133   | .220   | .144   | 1     | .417*  |
|              | Sig. (2-tailed)     | .045   | .037   | .483   | .242   | .448   |       | .022   |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| TOTAL        | Pearson Correlation | .808** | .779** | .814** | .863** | .668** | .417* | 1      |
|              | Sig. (2-tailed)     | <,001  | <,001  | <,001  | <,001  | <,001  | .022  |        |
|              | 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).

Brand Ambassador (X2)

|                              | BA1    | BA2    | BA3    | BA4    | BA5    | BA6    | BA7    | BA8   | JMLHBA |
|------------------------------|--------|--------|--------|--------|--------|--------|--------|-------|--------|
| X2. Pearson<br>1 Correlation | 1      | .790** | .619** | .449*  | .485** | .349   | .478** | .356  | .776** |
| Sig. (2-tailed)              |        | <,001  | <,001  | .013   | .007   | .059   | .008   | .053  | <,001  |
| N                            | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| X2. Pearson<br>2 Correlation | .790** | 1      | .586** | .369*  | .432*  | .400*  | .384*  | .419* | .747** |
| Sig. (2-tailed)              | <,001  |        | <,001  | .045   | .017   | .029   | .036   | .021  | <,001  |
| N                            | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| X2. Pearson<br>3 Correlation | .619** | .586** | 1      | .233   | .276   | .193   | .230   | .370* | .590** |
| Sig. (2-tailed)              | <,001  | <,001  |        | .216   | .140   | .307   | .222   | .044  | <,001  |
| N                            | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| X2. Pearson<br>4 Correlation | .449*  | .369*  | .233   | 1      | .939** | .881** | .808** | .182  | .829** |
| Sig. (2-tailed)              | .013   | .045   | .216   |        | <,001  | <,001  | <,001  | .335  | <,001  |
| N                            | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| X2. Pearson<br>5 Correlation | .485** | .432*  | .276   | .939** | 1      | .855** | .864** | .123  | .846** |
| Sig. (2-tailed)              | .007   | .017   | .140   | <,001  |        | <,001  | <,001  | .518  | <,001  |
| N                            | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| X2. Pearson<br>6 Correlation | .349   | .400*  | .193   | .881** | .855** | 1      | .843** | .172  | .799** |
| Sig. (2-tailed)              | .059   | .029   | .307   | <,001  | <,001  |        | <,001  | .363  | <,001  |
| N                            | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| X2. Pearson<br>7 Correlation | .478** | .384*  | .230   | .808** | .864** | .843** | 1      | .092  | .802** |
| Sig. (2-tailed)              | .008   | .036   | .222   | <,001  | <,001  | <,001  |        | .629  | <,001  |
| N                            | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30    | 30     |
| X2. Pearson<br>8 Correlation | .356   | .419*  | .370*  | .182   | .123   | .172   | .092   | 1     | .472** |



|    |                 |        |        |        |        |        |        |        |        |      |
|----|-----------------|--------|--------|--------|--------|--------|--------|--------|--------|------|
|    | Sig. (2-tailed) | .053   | .021   | .044   | .335   | .518   | .363   | .629   |        | .009 |
|    | N               | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30   |
| TO | Pearson         | .776** | .747** | .590** | .829** | .846** | .799** | .802** | .472** | 1    |
| TA | Correlation     |        |        |        |        |        |        |        |        |      |
| L  |                 |        |        |        |        |        |        |        |        |      |
|    | Sig. (2-tailed) | <,001  | <,001  | <,001  | <,001  | <,001  | <,001  | <,001  | .009   |      |
|    | 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).

## Citra Merek (Z)

## Correlations

|       |                     | Z.1    | Z.2    | Z.3    | Z.4    | Z.5    | Z.6    | TOTAL  |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|
| Z.1   | Pearson Correlation | 1      | .706** | .472** | .465** | .334   | .367*  | .755** |
|       | Sig. (2-tailed)     |        | <,001  | .008   | .010   | .071   | .046   | <,001  |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Z.2   | Pearson Correlation | .706** | 1      | .534** | .497** | .320   | .476** | .810** |
|       | Sig. (2-tailed)     | <,001  |        | .002   | .005   | .085   | .008   | <,001  |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Z.3   | Pearson Correlation | .472** | .534** | 1      | .277   | .221   | .295   | .611** |
|       | Sig. (2-tailed)     | .008   | .002   |        | .138   | .241   | .113   | <,001  |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Z.4   | Pearson Correlation | .465** | .497** | .277   | 1      | .505** | .661** | .815** |
|       | Sig. (2-tailed)     | .010   | .005   | .138   |        | .004   | <,001  | <,001  |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Z.5   | Pearson Correlation | .334   | .320   | .221   | .505** | 1      | .196   | .623** |
|       | Sig. (2-tailed)     | .071   | .085   | .241   | .004   |        | .300   | <,001  |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| Z.6   | Pearson Correlation | .367*  | .476** | .295   | .661** | .196   | 1      | .698** |
|       | Sig. (2-tailed)     | .046   | .008   | .113   | <,001  | .300   |        | <,001  |
|       | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| TOTAL | Pearson Correlation | .755** | .810** | .611** | .815** | .623** | .698** | 1      |
|       | Sig. (2-tailed)     | <,001  | <,001  | <,001  | <,001  | <,001  | <,001  |        |
|       | 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).



|         |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |
|---------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| PD10    | Pearson Correlation | .403*  | .382*  | .759** | .387*  | .271   | .379*  | .141   | .488** | .449*  | 1      | .417*  | .417*  | .629** |
|         | Sig. (2-tailed)     | .027   | .037   | .000   | .034   | .147   | .039   | .457   | .006   | .013   |        | .022   | .022   | .000   |
|         | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| PD11    | Pearson Correlation | .832** | .505** | .551** | .697** | .680** | .637** | .560** | .704** | .508** | .417*  | 1      | .888** | .876** |
|         | Sig. (2-tailed)     | .000   | .004   | .002   | .000   | .000   | .000   | .001   | .000   | .004   | .022   |        | .000   | .000   |
|         | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| PD12    | Pearson Correlation | .832** | .409*  | .551** | .821** | .680** | .745** | .560** | .596** | .508** | .417*  | .888** | 1      | .876** |
|         | Sig. (2-tailed)     | .000   | .025   | .002   | .000   | .000   | .000   | .001   | .001   | .004   | .022   | .000   |        | .000   |
|         | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| JMLH PD | Pearson Correlation | .842** | .676** | .762** | .790** | .752** | .818** | .585** | .770** | .651** | .629** | .876** | .876** | 1      |
|         | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   | .001   | .000   | .000   | .000   | .000   | .000   |        |
|         | N                   | 30     | 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).

## Lampiran 5

### Hasil Uji Reabilitas 30 Responden

#### *Korean Wave (X1)*

##### Case Processing Summary

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

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

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .834             | 6          |

#### *Brand Ambassador (X2)*

##### Case Processing Summary

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

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

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .872             | 8          |

Citra Merek (Z)

### Case Processing Summary

|       |                           | N  | %     |
|-------|---------------------------|----|-------|
| Cases | Valid                     | 30 | 100.0 |
|       | Exclude<br>d <sup>a</sup> | 0  | .0    |
|       | Total                     | 30 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .811             | 6          |

Keputusan Pembelian (Y)

### Case Processing Summary

|       |                           | N  | %     |
|-------|---------------------------|----|-------|
| Cases | Valid                     | 30 | 100.0 |
|       | Exclude<br>d <sup>a</sup> | 0  | .0    |
|       | Total                     | 30 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .928             | 12         |

## Lampiran 6

Tabulasi Data 160 Responden

| No  | Korean Wave |      |      |      |      |      | TOTAL |
|-----|-------------|------|------|------|------|------|-------|
|     | X1.1        | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1    |
| 1.  | 3           | 4    | 3    | 3    | 4    | 3    | 20    |
| 2.  | 4           | 3    | 4    | 3    | 3    | 3    | 20    |
| 3.  | 1           | 4    | 4    | 4    | 4    | 3    | 20    |
| 4.  | 4           | 4    | 4    | 4    | 4    | 4    | 24    |
| 5.  | 4           | 4    | 4    | 4    | 4    | 4    | 24    |
| 6.  | 3           | 3    | 3    | 4    | 4    | 3    | 20    |
| 7.  | 4           | 4    | 4    | 4    | 4    | 4    | 24    |
| 8.  | 3           | 3    | 3    | 3    | 3    | 3    | 18    |
| 9.  | 4           | 4    | 3    | 3    | 4    | 4    | 22    |
| 10. | 4           | 4    | 4    | 3    | 3    | 3    | 21    |
| 11. | 3           | 3    | 1    | 2    | 4    | 2    | 15    |
| 12. | 2           | 3    | 2    | 4    | 3    | 2    | 16    |
| 13. | 3           | 3    | 3    | 3    | 3    | 3    | 18    |
| 14. | 3           | 3    | 3    | 3    | 3    | 3    | 18    |
| 15. | 3           | 4    | 2    | 3    | 3    | 2    | 17    |
| 16. | 4           | 4    | 4    | 3    | 4    | 3    | 22    |
| 17. | 2           | 3    | 2    | 3    | 3    | 2    | 15    |
| 18. | 3           | 3    | 3    | 3    | 4    | 4    | 20    |
| 19. | 3           | 3    | 3    | 4    | 4    | 4    | 21    |
| 20. | 2           | 2    | 2    | 2    | 2    | 2    | 12    |
| 21. | 3           | 4    | 3    | 4    | 4    | 3    | 21    |
| 22. | 2           | 3    | 2    | 3    | 3    | 3    | 16    |
| 23. | 4           | 4    | 4    | 4    | 3    | 3    | 22    |
| 24. | 3           | 2    | 3    | 3    | 3    | 4    | 18    |
| 25. | 2           | 3    | 2    | 3    | 3    | 2    | 15    |
| 26. | 3           | 3    | 3    | 4    | 4    | 4    | 21    |
| 27. | 3           | 1    | 4    | 4    | 4    | 4    | 20    |
| 28. | 3           | 4    | 4    | 3    | 3    | 4    | 21    |

| No  | Korean Wave |      |      |      |      |      | TOTAL |
|-----|-------------|------|------|------|------|------|-------|
|     | X1.1        | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1    |
| 29. | 4           | 3    | 4    | 3    | 3    | 4    | 21    |
| 30. | 3           | 4    | 4    | 4    | 4    | 4    | 23    |
| 31. | 3           | 3    | 4    | 4    | 3    | 3    | 20    |
| 32. | 4           | 3    | 4    | 4    | 3    | 4    | 22    |
| 33. | 4           | 3    | 4    | 2    | 3    | 4    | 20    |
| 34. | 4           | 4    | 3    | 3    | 4    | 4    | 22    |
| 35. | 2           | 1    | 3    | 4    | 3    | 4    | 17    |
| 36. | 4           | 4    | 3    | 3    | 4    | 4    | 22    |
| 37. | 4           | 3    | 4    | 3    | 4    | 3    | 21    |
| 38. | 3           | 4    | 3    | 3    | 3    | 3    | 19    |
| 39. | 4           | 3    | 3    | 4    | 3    | 4    | 21    |
| 40. | 3           | 4    | 3    | 3    | 3    | 3    | 19    |
| 41. | 4           | 4    | 3    | 1    | 4    | 4    | 20    |
| 42. | 2           | 2    | 1    | 2    | 2    | 4    | 13    |
| 43. | 2           | 2    | 2    | 2    | 3    | 4    | 15    |
| 44. | 3           | 2    | 2    | 3    | 1    | 4    | 15    |
| 45. | 2           | 2    | 2    | 2    | 2    | 4    | 14    |
| 46. | 4           | 3    | 3    | 4    | 3    | 4    | 21    |
| 47. | 3           | 4    | 3    | 4    | 3    | 4    | 21    |
| 48. | 3           | 2    | 3    | 3    | 4    | 4    | 19    |
| 49. | 4           | 3    | 3    | 4    | 3    | 4    | 21    |
| 50. | 2           | 2    | 2    | 3    | 3    | 4    | 16    |
| 51. | 3           | 4    | 2    | 1    | 1    | 4    | 15    |
| 52. | 2           | 3    | 4    | 3    | 3    | 4    | 19    |
| 53. | 1           | 2    | 3    | 2    | 2    | 4    | 14    |
| 54. | 3           | 3    | 4    | 3    | 4    | 4    | 21    |
| 55. | 4           | 3    | 3    | 4    | 4    | 4    | 22    |
| 56. | 2           | 3    | 3    | 3    | 2    | 4    | 17    |
| 57. | 2           | 3    | 3    | 2    | 2    | 4    | 16    |
| 58. | 3           | 3    | 4    | 3    | 3    | 4    | 20    |



| No  | Korean Wave |      |      |      |      |      | TOTAL |
|-----|-------------|------|------|------|------|------|-------|
|     | X1.1        | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1    |
| 59. | 2           | 2    | 1    | 2    | 3    | 4    | 14    |
| 60. | 4           | 3    | 3    | 4    | 4    | 4    | 22    |
| 61. | 3           | 3    | 2    | 3    | 3    | 2    | 16    |
| 62. | 4           | 4    | 3    | 4    | 4    | 3    | 22    |
| 63. | 4           | 4    | 4    | 4    | 4    | 4    | 24    |
| 64. | 3           | 2    | 2    | 2    | 4    | 3    | 16    |
| 65. | 3           | 3    | 4    | 3    | 2    | 2    | 17    |
| 66. | 4           | 4    | 4    | 4    | 4    | 4    | 24    |
| 67. | 4           | 4    | 4    | 4    | 4    | 4    | 24    |
| 68. | 3           | 3    | 3    | 3    | 3    | 3    | 18    |
| 69. | 4           | 4    | 4    | 4    | 4    | 4    | 24    |
| 70. | 4           | 4    | 3    | 3    | 3    | 2    | 19    |
| 71. | 4           | 3    | 2    | 3    | 4    | 2    | 18    |
| 72. | 3           | 4    | 4    | 4    | 4    | 4    | 23    |
| 73. | 4           | 4    | 4    | 4    | 4    | 4    | 24    |
| 74. | 3           | 3    | 3    | 3    | 3    | 3    | 18    |
| 75. | 3           | 4    | 4    | 3    | 4    | 3    | 21    |
| 76. | 3           | 3    | 2    | 4    | 3    | 2    | 17    |
| 77. | 3           | 4    | 4    | 3    | 4    | 4    | 22    |
| 78. | 3           | 2    | 3    | 3    | 2    | 3    | 16    |
| 79. | 4           | 4    | 4    | 4    | 4    | 4    | 24    |
| 80. | 4           | 4    | 4    | 4    | 4    | 4    | 24    |
| 81. | 4           | 4    | 4    | 4    | 3    | 3    | 22    |
| 82. | 4           | 4    | 4    | 4    | 4    | 3    | 23    |
| 83. | 4           | 4    | 2    | 3    | 3    | 2    | 18    |
| 84. | 4           | 3    | 3    | 4    | 3    | 2    | 19    |
| 85. | 3           | 4    | 3    | 3    | 4    | 4    | 21    |
| 86. | 4           | 2    | 2    | 3    | 2    | 1    | 14    |
| 87. | 3           | 3    | 4    | 3    | 3    | 3    | 19    |
| 88. | 3           | 3    | 3    | 3    | 3    | 3    | 18    |

| No   | Korean Wave |      |      |      |      |      | TOTAL |
|------|-------------|------|------|------|------|------|-------|
|      | X1.1        | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1    |
| 89.  | 3           | 4    | 3    | 4    | 3    | 2    | 19    |
| 90.  | 3           | 2    | 2    | 2    | 3    | 2    | 14    |
| 91.  | 4           | 4    | 3    | 3    | 3    | 4    | 21    |
| 92.  | 4           | 4    | 3    | 3    | 3    | 4    | 21    |
| 93.  | 4           | 3    | 4    | 4    | 4    | 4    | 23    |
| 94.  | 3           | 4    | 4    | 4    | 3    | 4    | 22    |
| 95.  | 3           | 3    | 4    | 4    | 3    | 4    | 21    |
| 96.  | 3           | 4    | 3    | 4    | 4    | 3    | 21    |
| 97.  | 3           | 4    | 4    | 3    | 4    | 3    | 21    |
| 98.  | 3           | 4    | 4    | 4    | 3    | 4    | 22    |
| 99.  | 3           | 4    | 4    | 3    | 4    | 3    | 21    |
| 100. | 1           | 1    | 1    | 1    | 2    | 4    | 10    |
| 101. | 2           | 2    | 2    | 2    | 3    | 4    | 15    |
| 102. | 2           | 2    | 2    | 2    | 3    | 4    | 15    |
| 103. | 2           | 2    | 2    | 2    | 2    | 4    | 14    |
| 104. | 2           | 2    | 2    | 3    | 2    | 4    | 15    |
| 105. | 2           | 2    | 2    | 2    | 2    | 4    | 14    |
| 106. | 2           | 2    | 1    | 2    | 2    | 4    | 13    |
| 107. | 3           | 1    | 1    | 2    | 2    | 4    | 13    |
| 108. | 2           | 1    | 1    | 2    | 2    | 4    | 12    |
| 109. | 2           | 2    | 2    | 2    | 2    | 4    | 14    |
| 110. | 1           | 2    | 1    | 2    | 2    | 4    | 12    |
| 111. | 2           | 2    | 1    | 2    | 2    | 4    | 13    |
| 112. | 2           | 2    | 2    | 2    | 3    | 4    | 15    |
| 113. | 3           | 2    | 2    | 3    | 1    | 4    | 15    |
| 114. | 2           | 2    | 2    | 2    | 2    | 4    | 14    |
| 115. | 4           | 3    | 3    | 4    | 3    | 4    | 21    |
| 116. | 3           | 4    | 3    | 4    | 3    | 4    | 21    |
| 117. | 3           | 2    | 3    | 3    | 4    | 4    | 19    |
| 118. | 4           | 3    | 3    | 4    | 3    | 4    | 21    |

| No   | Korean Wave |      |      |      |      |      | TOTAL |
|------|-------------|------|------|------|------|------|-------|
|      | X1.1        | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1    |
| 119. | 2           | 2    | 2    | 3    | 3    | 4    | 16    |
| 120. | 2           | 1    | 3    | 3    | 2    | 4    | 15    |
| 121. | 2           | 3    | 3    | 2    | 2    | 4    | 16    |
| 122. | 3           | 3    | 4    | 3    | 3    | 4    | 20    |
| 123. | 3           | 3    | 3    | 3    | 3    | 4    | 19    |
| 124. | 4           | 3    | 4    | 4    | 4    | 4    | 23    |
| 125. | 3           | 4    | 2    | 1    | 1    | 4    | 15    |
| 126. | 2           | 3    | 4    | 3    | 3    | 4    | 19    |
| 127. | 2           | 2    | 2    | 3    | 3    | 4    | 16    |
| 128. | 2           | 2    | 1    | 1    | 2    | 4    | 12    |
| 129. | 1           | 2    | 1    | 2    | 1    | 4    | 11    |
| 130. | 3           | 3    | 3    | 4    | 3    | 2    | 18    |
| 131. | 3           | 4    | 3    | 3    | 3    | 2    | 18    |
| 132. | 4           | 3    | 3    | 3    | 3    | 2    | 18    |
| 133. | 1           | 1    | 2    | 2    | 2    | 2    | 10    |
| 134. | 2           | 2    | 2    | 2    | 1    | 2    | 11    |
| 135. | 4           | 3    | 3    | 3    | 4    | 2    | 19    |
| 136. | 3           | 3    | 4    | 3    | 3    | 2    | 18    |
| 137. | 4           | 4    | 3    | 2    | 2    | 2    | 17    |
| 138. | 2           | 2    | 2    | 2    | 1    | 2    | 11    |
| 139. | 4           | 3    | 3    | 4    | 4    | 2    | 20    |
| 140. | 2           | 3    | 4    | 3    | 3    | 4    | 19    |
| 141. | 1           | 2    | 3    | 2    | 2    | 4    | 14    |
| 142. | 3           | 3    | 4    | 3    | 4    | 4    | 21    |
| 143. | 4           | 3    | 4    | 3    | 4    | 4    | 22    |
| 144. | 3           | 2    | 3    | 4    | 3    | 4    | 19    |
| 145. | 4           | 3    | 2    | 4    | 3    | 4    | 20    |
| 146. | 3           | 4    | 3    | 4    | 4    | 4    | 22    |
| 147. | 4           | 3    | 3    | 4    | 3    | 4    | 21    |
| 148. | 2           | 1    | 3    | 3    | 2    | 4    | 15    |

| No   | Korean Wave |      |      |      |      |      | TOTAL |
|------|-------------|------|------|------|------|------|-------|
|      | X1.1        | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1    |
| 149. | 1           | 2    | 1    | 2    | 1    | 4    | 11    |
| 150. | 2           | 2    | 2    | 2    | 2    | 4    | 14    |
| 151. | 4           | 4    | 3    | 2    | 2    | 4    | 19    |
| 152. | 4           | 3    | 4    | 3    | 4    | 4    | 22    |
| 153. | 3           | 4    | 2    | 3    | 4    | 4    | 20    |
| 154. | 4           | 3    | 4    | 3    | 4    | 4    | 22    |
| 155. | 3           | 2    | 3    | 4    | 3    | 4    | 19    |
| 156. | 4           | 3    | 2    | 4    | 3    | 2    | 18    |
| 157. | 2           | 4    | 2    | 4    | 4    | 3    | 19    |
| 158. | 3           | 3    | 4    | 3    | 3    | 4    | 20    |
| 159. | 3           | 4    | 3    | 4    | 4    | 2    | 20    |
| 160. | 4           | 3    | 3    | 3    | 3    | 3    | 19    |

| No  | Brand Ambassador |      |      |      |      |      |      |      | Total<br>X2 |
|-----|------------------|------|------|------|------|------|------|------|-------------|
|     | X2.1             | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 |             |
| 1.  | 4                | 3    | 4    | 3    | 3    | 3    | 4    | 3    | 27          |
| 2.  | 4                | 4    | 4    | 3    | 3    | 3    | 3    | 3    | 27          |
| 3.  | 4                | 4    | 4    | 3    | 4    | 3    | 3    | 3    | 28          |
| 4.  | 4                | 4    | 4    | 2    | 2    | 2    | 1    | 3    | 22          |
| 5.  | 4                | 4    | 2    | 1    | 2    | 2    | 2    | 3    | 20          |
| 6.  | 4                | 4    | 3    | 4    | 4    | 4    | 4    | 3    | 30          |
| 7.  | 4                | 4    | 3    | 3    | 3    | 4    | 3    | 3    | 27          |
| 8.  | 4                | 4    | 4    | 4    | 3    | 3    | 4    | 3    | 29          |
| 9.  | 4                | 4    | 4    | 2    | 2    | 2    | 2    | 3    | 23          |
| 10. | 4                | 4    | 3    | 4    | 4    | 2    | 1    | 1    | 23          |
| 11. | 4                | 4    | 3    | 3    | 2    | 3    | 4    | 3    | 26          |
| 12. | 4                | 4    | 4    | 4    | 3    | 4    | 3    | 4    | 30          |
| 13. | 4                | 4    | 4    | 3    | 4    | 3    | 4    | 4    | 30          |
| 14. | 4                | 4    | 4    | 3    | 3    | 4    | 2    | 4    | 28          |
| 15. | 4                | 4    | 4    | 4    | 3    | 3    | 3    | 4    | 29          |
| 16. | 4                | 4    | 4    | 2    | 2    | 2    | 2    | 3    | 23          |
| 17. | 4                | 4    | 4    | 1    | 1    | 2    | 2    | 3    | 21          |
| 18. | 4                | 4    | 4    | 2    | 2    | 1    | 1    | 3    | 21          |
| 19. | 4                | 4    | 4    | 4    | 4    | 4    | 4    | 3    | 31          |
| 20. | 4                | 4    | 4    | 1    | 1    | 1    | 1    | 3    | 19          |
| 21. | 4                | 4    | 4    | 2    | 2    | 2    | 2    | 3    | 23          |
| 22. | 4                | 4    | 4    | 3    | 2    | 1    | 2    | 3    | 23          |
| 23. | 4                | 4    | 4    | 2    | 1    | 2    | 2    | 3    | 22          |
| 24. | 4                | 4    | 4    | 2    | 1    | 2    | 2    | 3    | 22          |
| 25. | 4                | 4    | 4    | 2    | 2    | 3    | 3    | 3    | 25          |
| 26. | 4                | 4    | 4    | 2    | 2    | 2    | 2    | 4    | 24          |
| 27. | 4                | 4    | 4    | 2    | 1    | 1    | 2    | 4    | 22          |
| 28. | 4                | 4    | 4    | 2    | 2    | 2    | 2    | 4    | 24          |
| 29. | 4                | 4    | 4    | 1    | 1    | 1    | 1    | 4    | 20          |
| 30. | 4                | 4    | 4    | 1    | 2    | 1    | 2    | 4    | 22          |



| No  | Brand Ambassador |      |      |      |      |      |      |      | Total<br>X2 |
|-----|------------------|------|------|------|------|------|------|------|-------------|
|     | X2.1             | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 |             |
| 61. | 4                | 4    | 4    | 4    | 4    | 4    | 4    | 3    | 31          |
| 62. | 4                | 4    | 4    | 4    | 4    | 4    | 4    | 3    | 31          |
| 63. | 4                | 4    | 4    | 4    | 4    | 4    | 4    | 3    | 31          |
| 64. | 4                | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 32          |
| 65. | 4                | 4    | 4    | 4    | 4    | 4    | 4    | 3    | 31          |
| 66. | 4                | 4    | 4    | 4    | 4    | 4    | 4    | 2    | 30          |
| 67. | 4                | 4    | 4    | 4    | 4    | 4    | 4    | 2    | 30          |
| 68. | 4                | 4    | 4    | 4    | 4    | 3    | 3    | 3    | 29          |
| 69. | 4                | 4    | 4    | 1    | 2    | 1    | 2    | 1    | 19          |
| 70. | 4                | 3    | 4    | 3    | 3    | 3    | 4    | 4    | 28          |
| 71. | 3                | 4    | 4    | 3    | 3    | 3    | 3    | 4    | 27          |
| 72. | 3                | 3    | 4    | 4    | 4    | 3    | 3    | 4    | 28          |
| 73. | 1                | 2    | 4    | 2    | 2    | 2    | 1    | 2    | 16          |
| 74. | 2                | 2    | 4    | 3    | 3    | 3    | 3    | 2    | 22          |
| 75. | 3                | 4    | 4    | 3    | 3    | 3    | 3    | 3    | 26          |
| 76. | 3                | 4    | 4    | 3    | 3    | 3    | 3    | 4    | 27          |
| 77. | 3                | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 31          |
| 78. | 2                | 2    | 4    | 4    | 4    | 4    | 4    | 1    | 25          |
| 79. | 3                | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 31          |
| 80. | 4                | 3    | 4    | 4    | 4    | 4    | 4    | 3    | 30          |
| 81. | 4                | 4    | 4    | 4    | 4    | 4    | 4    | 3    | 31          |
| 82. | 3                | 3    | 3    | 3    | 4    | 3    | 4    | 3    | 26          |
| 83. | 3                | 4    | 3    | 3    | 3    | 4    | 2    | 4    | 26          |
| 84. | 4                | 3    | 3    | 4    | 3    | 3    | 3    | 3    | 26          |
| 85. | 2                | 2    | 3    | 2    | 2    | 2    | 2    | 4    | 19          |
| 86. | 1                | 2    | 2    | 1    | 1    | 2    | 2    | 2    | 13          |
| 87. | 2                | 2    | 2    | 2    | 2    | 1    | 1    | 2    | 14          |
| 88. | 3                | 4    | 3    | 4    | 4    | 4    | 4    | 2    | 28          |
| 89. | 1                | 2    | 1    | 4    | 4    | 4    | 4    | 1    | 21          |
| 90. | 2                | 2    | 2    | 4    | 4    | 4    | 4    | 2    | 24          |

| No   | Brand Ambassador |      |      |      |      |      |      |      | Total<br>X2 |
|------|------------------|------|------|------|------|------|------|------|-------------|
|      | X2.1             | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 |             |
| 91.  | 2                | 1    | 3    | 4    | 4    | 4    | 4    | 2    | 24          |
| 92.  | 1                | 2    | 1    | 4    | 4    | 4    | 4    | 1    | 21          |
| 93.  | 1                | 2    | 2    | 4    | 4    | 4    | 4    | 2    | 23          |
| 94.  | 2                | 2    | 2    | 4    | 4    | 4    | 4    | 2    | 24          |
| 95.  | 2                | 2    | 2    | 4    | 4    | 4    | 4    | 3    | 25          |
| 96.  | 1                | 1    | 2    | 4    | 4    | 4    | 4    | 1    | 21          |
| 97.  | 2                | 3    | 3    | 4    | 4    | 4    | 4    | 2    | 26          |
| 98.  | 1                | 1    | 1    | 2    | 4    | 4    | 4    | 1    | 18          |
| 99.  | 2                | 2    | 1    | 2    | 4    | 4    | 4    | 1    | 20          |
| 100. | 1                | 1    | 1    | 2    | 3    | 3    | 3    | 1    | 15          |
| 101. | 2                | 2    | 2    | 2    | 3    | 3    | 3    | 1    | 18          |
| 102. | 2                | 2    | 2    | 2    | 3    | 3    | 3    | 1    | 18          |
| 103. | 2                | 2    | 2    | 3    | 3    | 3    | 3    | 2    | 20          |
| 104. | 2                | 2    | 2    | 3    | 3    | 3    | 3    | 2    | 20          |
| 105. | 2                | 2    | 2    | 3    | 3    | 3    | 3    | 2    | 20          |
| 106. | 1                | 1    | 2    | 3    | 3    | 3    | 3    | 2    | 18          |
| 107. | 1                | 1    | 1    | 3    | 3    | 3    | 3    | 1    | 16          |
| 108. | 2                | 1    | 1    | 3    | 3    | 3    | 3    | 2    | 18          |
| 109. | 2                | 2    | 2    | 3    | 3    | 3    | 3    | 2    | 20          |
| 110. | 1                | 2    | 1    | 3    | 3    | 3    | 3    | 2    | 18          |
| 111. | 1                | 1    | 2    | 3    | 3    | 3    | 3    | 1    | 17          |
| 112. | 2                | 2    | 2    | 3    | 3    | 3    | 3    | 2    | 20          |
| 113. | 2                | 2    | 3    | 3    | 3    | 3    | 3    | 2    | 21          |
| 114. | 2                | 2    | 2    | 3    | 3    | 3    | 3    | 2    | 20          |
| 115. | 4                | 3    | 4    | 3    | 3    | 3    | 3    | 4    | 27          |
| 116. | 3                | 2    | 3    | 3    | 3    | 3    | 3    | 3    | 23          |
| 117. | 4                | 3    | 2    | 3    | 3    | 3    | 3    | 2    | 23          |
| 118. | 3                | 4    | 3    | 3    | 3    | 3    | 3    | 2    | 24          |
| 119. | 2                | 2    | 2    | 3    | 3    | 3    | 3    | 1    | 19          |
| 120. | 3                | 4    | 3    | 3    | 3    | 3    | 3    | 2    | 24          |



| No   | Brand Ambassador |      |      |      |      |      |      |      | Total<br>X2 |
|------|------------------|------|------|------|------|------|------|------|-------------|
|      | X2.1             | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 |             |
| 121. | 3                | 4    | 3    | 3    | 3    | 3    | 3    | 2    | 24          |
| 122. | 4                | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 25          |
| 123. | 4                | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 25          |
| 124. | 3                | 4    | 4    | 3    | 3    | 3    | 3    | 4    | 27          |
| 125. | 3                | 2    | 3    | 3    | 3    | 3    | 3    | 2    | 22          |
| 126. | 4                | 3    | 3    | 3    | 3    | 3    | 3    | 4    | 26          |
| 127. | 2                | 2    | 2    | 4    | 2    | 2    | 2    | 1    | 17          |
| 128. | 1                | 1    | 2    | 2    | 1    | 1    | 1    | 1    | 10          |
| 129. | 1                | 2    | 1    | 1    | 1    | 1    | 1    | 1    | 9           |
| 130. | 4                | 3    | 4    | 3    | 3    | 3    | 4    | 3    | 27          |
| 131. | 4                | 4    | 4    | 3    | 3    | 3    | 3    | 3    | 27          |
| 132. | 4                | 4    | 4    | 3    | 4    | 3    | 3    | 3    | 28          |
| 133. | 4                | 4    | 4    | 2    | 2    | 2    | 1    | 3    | 22          |
| 134. | 4                | 4    | 2    | 1    | 2    | 2    | 2    | 3    | 20          |
| 135. | 4                | 4    | 3    | 4    | 4    | 4    | 4    | 3    | 30          |
| 136. | 4                | 4    | 3    | 3    | 3    | 4    | 3    | 3    | 27          |
| 137. | 4                | 4    | 4    | 4    | 3    | 3    | 4    | 3    | 29          |
| 138. | 4                | 4    | 4    | 2    | 2    | 2    | 2    | 3    | 23          |
| 139. | 4                | 4    | 3    | 4    | 4    | 2    | 1    | 1    | 23          |
| 140. | 3                | 2    | 3    | 4    | 3    | 4    | 3    | 4    | 26          |
| 141. | 4                | 3    | 2    | 4    | 3    | 2    | 2    | 4    | 24          |
| 142. | 3                | 4    | 3    | 4    | 4    | 3    | 3    | 4    | 28          |
| 143. | 4                | 3    | 3    | 4    | 4    | 3    | 3    | 4    | 28          |
| 144. | 2                | 1    | 3    | 3    | 2    | 1    | 2    | 4    | 18          |
| 145. | 2                | 3    | 3    | 2    | 2    | 4    | 3    | 4    | 23          |
| 146. | 3                | 3    | 4    | 3    | 3    | 3    | 3    | 4    | 26          |
| 147. | 4                | 4    | 3    | 2    | 2    | 4    | 4    | 4    | 27          |
| 148. | 3                | 4    | 3    | 4    | 4    | 4    | 4    | 4    | 30          |
| 149. | 1                | 2    | 3    | 4    | 4    | 4    | 4    | 4    | 26          |
| 150. | 2                | 2    | 2    | 4    | 4    | 4    | 4    | 4    | 26          |

| No   | Brand Ambassador |      |      |      |      |      |      |      | Total<br>X2 |
|------|------------------|------|------|------|------|------|------|------|-------------|
|      | X2.1             | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 |             |
| 151. | 2                | 1    | 3    | 4    | 4    | 4    | 4    | 4    | <b>26</b>   |
| 152. | 4                | 3    | 3    | 4    | 4    | 4    | 4    | 4    | <b>30</b>   |
| 153. | 2                | 3    | 3    | 4    | 4    | 4    | 4    | 4    | <b>28</b>   |
| 154. | 4                | 3    | 3    | 4    | 4    | 4    | 4    | 4    | <b>30</b>   |
| 155. | 2                | 1    | 3    | 4    | 4    | 4    | 4    | 4    | <b>26</b>   |
| 156. | 2                | 3    | 3    | 4    | 4    | 4    | 4    | 4    | <b>28</b>   |
| 157. | 4                | 3    | 4    | 4    | 4    | 4    | 4    | 4    | <b>31</b>   |
| 158. | 3                | 4    | 4    | 4    | 4    | 4    | 4    | 4    | <b>31</b>   |
| 159. | 3                | 4    | 3    | 4    | 4    | 4    | 4    | 4    | <b>30</b>   |
| 160. | 3                | 3    | 3    | 4    | 4    | 4    | 4    | 3    | <b>28</b>   |

| No  | Citra Merek |    |    |    |    |    | TOTAL     |
|-----|-------------|----|----|----|----|----|-----------|
|     | Z1          | Z2 | Z3 | Z4 | Z5 | Z6 | Z         |
| 1.  | 4           | 4  | 3  | 4  | 4  | 3  | <b>22</b> |
| 2.  | 3           | 4  | 3  | 4  | 4  | 3  | <b>21</b> |
| 3.  | 3           | 4  | 4  | 3  | 4  | 3  | <b>21</b> |
| 4.  | 3           | 4  | 4  | 3  | 4  | 3  | <b>21</b> |
| 5.  | 3           | 4  | 4  | 3  | 4  | 3  | <b>21</b> |
| 6.  | 3           | 4  | 4  | 4  | 3  | 4  | <b>22</b> |
| 7.  | 3           | 4  | 3  | 4  | 4  | 3  | <b>21</b> |
| 8.  | 4           | 3  | 4  | 4  | 4  | 4  | <b>23</b> |
| 9.  | 3           | 4  | 4  | 3  | 4  | 3  | <b>21</b> |
| 10. | 3           | 4  | 4  | 4  | 3  | 4  | <b>22</b> |
| 11. | 4           | 4  | 3  | 4  | 4  | 3  | <b>22</b> |
| 12. | 3           | 3  | 4  | 4  | 3  | 4  | <b>21</b> |
| 13. | 3           | 4  | 3  | 4  | 4  | 3  | <b>21</b> |
| 14. | 3           | 4  | 4  | 3  | 4  | 3  | <b>21</b> |
| 15. | 3           | 4  | 4  | 3  | 4  | 3  | <b>21</b> |
| 16. | 3           | 4  | 3  | 4  | 4  | 3  | <b>21</b> |
| 17. | 4           | 3  | 4  | 4  | 4  | 4  | <b>23</b> |
| 18. | 4           | 4  | 3  | 4  | 4  | 3  | <b>22</b> |
| 19. | 3           | 4  | 4  | 3  | 4  | 3  | <b>21</b> |
| 20. | 3           | 3  | 4  | 4  | 3  | 4  | <b>21</b> |
| 21. | 3           | 4  | 4  | 4  | 3  | 4  | <b>22</b> |
| 22. | 3           | 4  | 3  | 4  | 4  | 3  | <b>21</b> |
| 23. | 3           | 4  | 4  | 4  | 3  | 4  | <b>22</b> |
| 24. | 3           | 3  | 2  | 3  | 2  | 1  | <b>14</b> |
| 25. | 3           | 2  | 2  | 3  | 3  | 2  | <b>15</b> |
| 26. | 3           | 3  | 3  | 4  | 4  | 4  | <b>21</b> |
| 27. | 3           | 3  | 4  | 4  | 4  | 3  | <b>21</b> |
| 28. | 4           | 3  | 4  | 3  | 4  | 3  | <b>21</b> |
| 29. | 3           | 4  | 4  | 3  | 3  | 4  | <b>21</b> |
| 30. | 3           | 2  | 4  | 2  | 4  | 3  | <b>18</b> |

| No  | Citra Merek |    |    |    |    |    | TOTAL |
|-----|-------------|----|----|----|----|----|-------|
|     | Z1          | Z2 | Z3 | Z4 | Z5 | Z6 | Z     |
| 31. | 3           | 3  | 3  | 4  | 4  | 4  | 21    |
| 32. | 4           | 4  | 3  | 4  | 4  | 3  | 22    |
| 33. | 4           | 4  | 3  | 4  | 3  | 3  | 21    |
| 34. | 4           | 3  | 4  | 3  | 4  | 4  | 22    |
| 35. | 4           | 4  | 3  | 3  | 3  | 2  | 19    |
| 36. | 3           | 2  | 2  | 3  | 3  | 3  | 16    |
| 37. | 2           | 2  | 2  | 2  | 2  | 2  | 12    |
| 38. | 3           | 4  | 4  | 3  | 3  | 4  | 21    |
| 39. | 3           | 3  | 4  | 4  | 3  | 3  | 20    |
| 40. | 3           | 3  | 3  | 3  | 3  | 3  | 18    |
| 41. | 3           | 3  | 3  | 3  | 3  | 3  | 18    |
| 42. | 3           | 3  | 4  | 4  | 3  | 3  | 20    |
| 43. | 4           | 3  | 4  | 4  | 3  | 4  | 22    |
| 44. | 4           | 3  | 4  | 2  | 3  | 4  | 20    |
| 45. | 4           | 4  | 3  | 3  | 4  | 4  | 22    |
| 46. | 2           | 1  | 3  | 4  | 3  | 4  | 17    |
| 47. | 4           | 4  | 3  | 3  | 4  | 4  | 22    |
| 48. | 4           | 3  | 4  | 3  | 4  | 3  | 21    |
| 49. | 3           | 4  | 3  | 3  | 3  | 3  | 19    |
| 50. | 4           | 3  | 3  | 4  | 3  | 4  | 21    |
| 51. | 3           | 4  | 3  | 3  | 3  | 3  | 19    |
| 52. | 4           | 4  | 3  | 1  | 4  | 4  | 20    |
| 53. | 3           | 4  | 3  | 4  | 4  | 3  | 21    |
| 54. | 2           | 3  | 2  | 3  | 3  | 3  | 16    |
| 55. | 4           | 4  | 4  | 4  | 3  | 3  | 22    |
| 56. | 3           | 2  | 3  | 3  | 3  | 4  | 18    |
| 57. | 2           | 3  | 2  | 3  | 3  | 2  | 15    |
| 58. | 3           | 3  | 3  | 4  | 4  | 4  | 21    |
| 59. | 3           | 1  | 4  | 4  | 4  | 4  | 20    |
| 60. | 3           | 4  | 4  | 3  | 3  | 4  | 21    |

| No  | Citra Merek |    |    |    |    |    | TOTAL |
|-----|-------------|----|----|----|----|----|-------|
|     | Z1          | Z2 | Z3 | Z4 | Z5 | Z6 | Z     |
| 61. | 4           | 3  | 4  | 3  | 3  | 4  | 21    |
| 62. | 3           | 4  | 4  | 4  | 4  | 4  | 23    |
| 63. | 3           | 3  | 1  | 2  | 4  | 2  | 15    |
| 64. | 2           | 3  | 2  | 4  | 3  | 2  | 16    |
| 65. | 3           | 3  | 3  | 3  | 3  | 3  | 18    |
| 66. | 3           | 3  | 3  | 3  | 3  | 3  | 18    |
| 67. | 3           | 4  | 2  | 3  | 3  | 2  | 17    |
| 68. | 4           | 4  | 4  | 3  | 4  | 3  | 22    |
| 69. | 2           | 3  | 2  | 3  | 3  | 2  | 15    |
| 70. | 3           | 3  | 3  | 3  | 4  | 4  | 20    |
| 71. | 3           | 3  | 3  | 4  | 4  | 4  | 21    |
| 72. | 2           | 2  | 2  | 2  | 2  | 2  | 12    |
| 73. | 3           | 4  | 3  | 3  | 4  | 3  | 20    |
| 74. | 4           | 3  | 4  | 3  | 3  | 3  | 20    |
| 75. | 1           | 4  | 4  | 4  | 4  | 3  | 20    |
| 76. | 4           | 4  | 4  | 4  | 4  | 4  | 24    |
| 77. | 4           | 4  | 4  | 4  | 4  | 4  | 24    |
| 78. | 3           | 3  | 3  | 4  | 4  | 3  | 20    |
| 79. | 4           | 4  | 4  | 4  | 4  | 4  | 24    |
| 80. | 4           | 4  | 3  | 4  | 4  | 3  | 22    |
| 81. | 3           | 4  | 3  | 4  | 4  | 3  | 21    |
| 82. | 3           | 4  | 4  | 3  | 4  | 3  | 21    |
| 83. | 3           | 4  | 4  | 3  | 4  | 3  | 21    |
| 84. | 3           | 4  | 4  | 3  | 4  | 3  | 21    |
| 85. | 3           | 4  | 4  | 4  | 3  | 4  | 22    |
| 86. | 3           | 4  | 3  | 4  | 4  | 3  | 21    |
| 87. | 4           | 3  | 4  | 4  | 4  | 4  | 23    |
| 88. | 3           | 4  | 4  | 3  | 4  | 3  | 21    |
| 89. | 3           | 4  | 4  | 4  | 3  | 4  | 22    |
| 90. | 2           | 2  | 2  | 2  | 3  | 3  | 14    |

| No   | Citra Merek |    |    |    |    |    | TOTAL |
|------|-------------|----|----|----|----|----|-------|
|      | Z1          | Z2 | Z3 | Z4 | Z5 | Z6 | Z     |
| 91.  | 3           | 2  | 4  | 4  | 3  | 3  | 19    |
| 92.  | 2           | 3  | 4  | 1  | 3  | 3  | 16    |
| 93.  | 2           | 2  | 4  | 2  | 2  | 4  | 16    |
| 94.  | 3           | 2  | 4  | 2  | 2  | 4  | 17    |
| 95.  | 3           | 2  | 4  | 2  | 2  | 4  | 17    |
| 96.  | 2           | 2  | 4  | 2  | 2  | 4  | 16    |
| 97.  | 3           | 3  | 4  | 2  | 3  | 4  | 19    |
| 98.  | 3           | 2  | 4  | 2  | 2  | 4  | 17    |
| 99.  | 2           | 2  | 4  | 2  | 4  | 4  | 18    |
| 100. | 3           | 1  | 4  | 2  | 2  | 4  | 16    |
| 101. | 2           | 3  | 2  | 3  | 2  | 4  | 16    |
| 102. | 4           | 3  | 2  | 3  | 2  | 3  | 17    |
| 103. | 4           | 1  | 1  | 2  | 1  | 4  | 13    |
| 104. | 4           | 3  | 2  | 2  | 2  | 4  | 17    |
| 105. | 4           | 2  | 2  | 2  | 2  | 4  | 16    |
| 106. | 4           | 2  | 2  | 2  | 2  | 4  | 16    |
| 107. | 4           | 2  | 2  | 2  | 2  | 3  | 15    |
| 108. | 4           | 2  | 2  | 2  | 2  | 3  | 15    |
| 109. | 4           | 1  | 1  | 2  | 1  | 3  | 12    |
| 110. | 4           | 1  | 2  | 2  | 2  | 3  | 14    |
| 111. | 4           | 2  | 1  | 2  | 1  | 3  | 13    |
| 112. | 4           | 2  | 2  | 2  | 2  | 3  | 15    |
| 113. | 4           | 2  | 1  | 2  | 1  | 3  | 13    |
| 114. | 4           | 3  | 2  | 2  | 2  | 2  | 15    |
| 115. | 4           | 4  | 4  | 3  | 2  | 4  | 21    |
| 116. | 4           | 2  | 4  | 4  | 3  | 4  | 21    |
| 117. | 4           | 3  | 4  | 3  | 4  | 4  | 22    |
| 118. | 4           | 4  | 4  | 4  | 3  | 4  | 23    |
| 119. | 4           | 3  | 4  | 2  | 2  | 4  | 19    |
| 120. | 2           | 4  | 4  | 2  | 3  | 4  | 19    |

| No   | Citra Merek |    |    |    |    |    | TOTAL |
|------|-------------|----|----|----|----|----|-------|
|      | Z1          | Z2 | Z3 | Z4 | Z5 | Z6 | Z     |
| 121. | 3           | 4  | 4  | 4  | 2  | 3  | 20    |
| 122. | 4           | 4  | 4  | 3  | 2  | 3  | 20    |
| 123. | 4           | 4  | 4  | 4  | 3  | 3  | 22    |
| 124. | 4           | 4  | 4  | 3  | 2  | 3  | 20    |
| 125. | 4           | 4  | 4  | 4  | 3  | 3  | 22    |
| 126. | 4           | 3  | 4  | 2  | 2  | 4  | 19    |
| 127. | 4           | 3  | 4  | 2  | 4  | 4  | 21    |
| 128. | 4           | 2  | 4  | 2  | 4  | 3  | 19    |
| 129. | 4           | 2  | 4  | 1  | 4  | 3  | 18    |
| 130. | 3           | 4  | 3  | 4  | 4  | 4  | 22    |
| 131. | 3           | 4  | 3  | 4  | 3  | 3  | 20    |
| 132. | 3           | 4  | 4  | 4  | 4  | 2  | 21    |
| 133. | 2           | 4  | 4  | 4  | 4  | 4  | 22    |
| 134. | 2           | 4  | 4  | 4  | 4  | 3  | 21    |
| 135. | 4           | 4  | 4  | 4  | 4  | 2  | 22    |
| 136. | 4           | 4  | 4  | 4  | 4  | 2  | 22    |
| 137. | 4           | 4  | 4  | 4  | 4  | 2  | 22    |
| 138. | 2           | 4  | 4  | 4  | 4  | 2  | 20    |
| 139. | 4           | 4  | 4  | 4  | 4  | 4  | 24    |
| 140. | 4           | 3  | 4  | 2  | 1  | 3  | 17    |
| 141. | 4           | 4  | 4  | 4  | 2  | 3  | 21    |
| 142. | 4           | 4  | 4  | 3  | 3  | 3  | 21    |
| 143. | 4           | 3  | 4  | 4  | 3  | 3  | 21    |
| 144. | 4           | 2  | 4  | 3  | 3  | 3  | 19    |
| 145. | 4           | 3  | 4  | 3  | 3  | 2  | 19    |
| 146. | 4           | 2  | 4  | 4  | 2  | 2  | 18    |
| 147. | 4           | 4  | 4  | 4  | 2  | 2  | 20    |
| 148. | 4           | 4  | 4  | 2  | 2  | 3  | 19    |
| 149. | 4           | 2  | 4  | 1  | 2  | 2  | 15    |
| 150. | 4           | 2  | 4  | 1  | 3  | 3  | 17    |

| No   | Citra Merek |    |    |    |    |    | TOTAL |
|------|-------------|----|----|----|----|----|-------|
|      | Z1          | Z2 | Z3 | Z4 | Z5 | Z6 | Z     |
| 151. | 4           | 2  | 4  | 4  | 2  | 3  | 19    |
| 152. | 4           | 3  | 4  | 3  | 2  | 2  | 18    |
| 153. | 4           | 3  | 4  | 4  | 3  | 3  | 21    |
| 154. | 3           | 4  | 4  | 3  | 4  | 4  | 22    |
| 155. | 2           | 2  | 4  | 3  | 4  | 4  | 19    |
| 156. | 3           | 3  | 4  | 3  | 4  | 4  | 21    |
| 157. | 3           | 1  | 4  | 2  | 3  | 3  | 16    |
| 158. | 3           | 4  | 4  | 1  | 1  | 1  | 14    |
| 159. | 4           | 4  | 4  | 4  | 2  | 2  | 20    |
| 160. | 3           | 3  | 3  | 3  | 1  | 1  | 14    |



| No  | Keputusan Pembelian |    |    |    |    |    |    |    |    |     |     |     | TOTAL<br>Y |
|-----|---------------------|----|----|----|----|----|----|----|----|-----|-----|-----|------------|
|     | Y1                  | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Y11 | Y12 |            |
| 1.  | 3                   | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3   | 4   | 4   | 45         |
| 2.  | 3                   | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 2   | 4   | 4   | 42         |
| 3.  | 3                   | 4  | 4  | 4  | 4  | 2  | 3  | 3  | 3  | 3   | 4   | 3   | 40         |
| 4.  | 2                   | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4   | 3   | 3   | 42         |
| 5.  | 2                   | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 2  | 3   | 4   | 3   | 40         |
| 6.  | 4                   | 4  | 4  | 4  | 4  | 2  | 3  | 1  | 2  | 2   | 3   | 3   | 36         |
| 7.  | 4                   | 4  | 4  | 4  | 4  | 2  | 4  | 4  | 4  | 4   | 4   | 4   | 46         |
| 8.  | 4                   | 4  | 4  | 4  | 4  | 2  | 4  | 4  | 4  | 4   | 4   | 4   | 46         |
| 9.  | 2                   | 4  | 4  | 4  | 4  | 2  | 4  | 4  | 4  | 4   | 4   | 4   | 44         |
| 10. | 4                   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 48         |
| 11. | 3                   | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3   | 3   | 4   | 44         |
| 12. | 3                   | 4  | 4  | 4  | 4  | 2  | 3  | 3  | 3  | 3   | 4   | 4   | 41         |
| 13. | 4                   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 48         |
| 14. | 3                   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 47         |
| 15. | 4                   | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4   | 3   | 3   | 44         |
| 16. | 3                   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 47         |
| 17. | 2                   | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4   | 3   | 3   | 42         |
| 18. | 2                   | 4  | 4  | 2  | 4  | 4  | 4  | 4  | 4  | 4   | 3   | 4   | 43         |
| 19. | 2                   | 4  | 4  | 2  | 4  | 3  | 4  | 3  | 3  | 3   | 3   | 4   | 39         |
| 20. | 2                   | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4   | 4   | 4   | 45         |
| 21. | 2                   | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4   | 4   | 4   | 45         |
| 22. | 3                   | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 3   | 3   | 4   | 43         |
| 23. | 2                   | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4   | 3   | 3   | 43         |
| 24. | 2                   | 4  | 4  | 4  | 4  | 2  | 3  | 3  | 4  | 2   | 4   | 4   | 40         |
| 25. | 3                   | 4  | 4  | 4  | 4  | 2  | 3  | 4  | 3  | 3   | 4   | 4   | 42         |
| 26. | 3                   | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4   | 4   | 3   | 44         |
| 27. | 2                   | 4  | 4  | 4  | 4  | 2  | 3  | 1  | 3  | 1   | 2   | 2   | 32         |
| 28. | 3                   | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4   | 4   | 4   | 45         |
| 29. | 3                   | 4  | 4  | 4  | 4  | 2  | 3  | 4  | 3  | 4   | 4   | 4   | 43         |
| 30. | 2                   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 3   | 4   | 45         |

| No  | Keputusan Pembelian |    |    |    |    |    |    |    |    |     |     |     | TOTAL<br>Y |
|-----|---------------------|----|----|----|----|----|----|----|----|-----|-----|-----|------------|
|     | Y1                  | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Y11 | Y12 |            |
| 31. | 3                   | 4  | 4  | 4  | 4  | 2  | 3  | 3  | 2  | 2   | 3   | 3   | 37         |
| 32. | 2                   | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4   | 4   | 3   | 44         |
| 33. | 2                   | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4   | 4   | 4   | 45         |
| 34. | 2                   | 4  | 4  | 2  | 4  | 3  | 4  | 3  | 3  | 3   | 3   | 4   | 39         |
| 35. | 3                   | 4  | 4  | 2  | 4  | 1  | 4  | 3  | 3  | 4   | 3   | 4   | 39         |
| 36. | 2                   | 4  | 4  | 3  | 4  | 2  | 3  | 4  | 4  | 3   | 4   | 4   | 41         |
| 37. | 2                   | 4  | 4  | 3  | 4  | 2  | 3  | 4  | 4  | 4   | 4   | 3   | 41         |
| 38. | 2                   | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 4   | 4   | 4   | 44         |
| 39. | 2                   | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4   | 3   | 4   | 44         |
| 40. | 2                   | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 4   | 4   | 3   | 42         |
| 41. | 2                   | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 3   | 4   | 4   | 42         |
| 42. | 2                   | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 4   | 3   | 4   | 42         |
| 43. | 3                   | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 3   | 4   | 3   | 42         |
| 44. | 3                   | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 4   | 4   | 4   | 44         |
| 45. | 3                   | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 3   | 4   | 3   | 42         |
| 46. | 4                   | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 3  | 4   | 3   | 4   | 43         |
| 47. | 3                   | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 4   | 4   | 3   | 43         |
| 48. | 4                   | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 3  | 3   | 3   | 4   | 42         |
| 49. | 3                   | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 3  | 4   | 4   | 3   | 43         |
| 50. | 2                   | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 4   | 3   | 4   | 43         |
| 51. | 4                   | 4  | 4  | 3  | 4  | 2  | 4  | 3  | 4  | 3   | 4   | 4   | 43         |
| 52. | 3                   | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 3   | 4   | 4   | 43         |
| 53. | 4                   | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 3  | 4   | 3   | 4   | 44         |
| 54. | 3                   | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 3  | 4   | 4   | 3   | 42         |
| 55. | 3                   | 4  | 4  | 3  | 4  | 2  | 4  | 4  | 3  | 4   | 4   | 4   | 43         |
| 56. | 2                   | 4  | 4  | 3  | 4  | 2  | 3  | 4  | 4  | 4   | 4   | 3   | 41         |
| 57. | 3                   | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 3   | 3   | 4   | 42         |
| 58. | 3                   | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 3   | 4   | 4   | 44         |
| 59. | 3                   | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3   | 4   | 3   | 44         |
| 60. | 2                   | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3   | 4   | 4   | 43         |

| No  | Keputusan Pembelian |    |    |    |    |    |    |    |    |     |     |     | TOTAL<br>Y |
|-----|---------------------|----|----|----|----|----|----|----|----|-----|-----|-----|------------|
|     | Y1                  | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Y11 | Y12 |            |
| 61. | 3                   | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4   | 3   | 4   | 43         |
| 62. | 3                   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4   | 3   | 4   | 45         |
| 63. | 3                   | 4  | 4  | 4  | 4  | 2  | 4  | 4  | 4  | 4   | 3   | 4   | 44         |
| 64. | 4                   | 4  | 4  | 4  | 4  | 3  | 3  | 2  | 3  | 2   | 3   | 3   | 39         |
| 65. | 3                   | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 2  | 2   | 3   | 3   | 38         |
| 66. | 2                   | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4   | 4   | 4   | 44         |
| 67. | 3                   | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3   | 4   | 4   | 45         |
| 68. | 3                   | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3   | 4   | 4   | 44         |
| 69. | 2                   | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3   | 4   | 4   | 42         |
| 70. | 3                   | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 3   | 3   | 3   | 41         |
| 71. | 3                   | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4   | 4   | 4   | 46         |
| 72. | 3                   | 4  | 4  | 4  | 4  | 2  | 3  | 3  | 3  | 3   | 4   | 4   | 41         |
| 73. | 2                   | 4  | 4  | 4  | 2  | 4  | 4  | 4  | 4  | 3   | 4   | 3   | 42         |
| 74. | 2                   | 4  | 4  | 4  | 2  | 3  | 3  | 3  | 4  | 3   | 3   | 3   | 38         |
| 75. | 4                   | 3  | 4  | 4  | 2  | 2  | 3  | 4  | 3  | 3   | 4   | 4   | 40         |
| 76. | 4                   | 3  | 3  | 4  | 2  | 2  | 3  | 3  | 2  | 3   | 3   | 3   | 35         |
| 77. | 4                   | 3  | 3  | 4  | 2  | 2  | 4  | 4  | 2  | 2   | 4   | 4   | 38         |
| 78. | 2                   | 2  | 4  | 4  | 2  | 2  | 4  | 3  | 4  | 4   | 3   | 4   | 38         |
| 79. | 4                   | 3  | 4  | 4  | 2  | 4  | 3  | 3  | 4  | 4   | 3   | 3   | 41         |
| 80. | 3                   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3   | 4   | 4   | 46         |
| 81. | 3                   | 3  | 4  | 4  | 2  | 2  | 4  | 4  | 4  | 4   | 4   | 4   | 42         |
| 82. | 4                   | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 3   | 3   | 4   | 45         |
| 83. | 3                   | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 3  | 3   | 4   | 3   | 43         |
| 84. | 4                   | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4   | 4   | 4   | 46         |
| 85. | 3                   | 3  | 4  | 2  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 44         |
| 86. | 2                   | 2  | 4  | 2  | 3  | 3  | 4  | 4  | 4  | 4   | 4   | 4   | 40         |
| 87. | 2                   | 2  | 4  | 2  | 3  | 4  | 3  | 3  | 4  | 4   | 4   | 4   | 39         |
| 88. | 2                   | 4  | 4  | 2  | 3  | 3  | 4  | 4  | 4  | 4   | 4   | 4   | 42         |
| 89. | 2                   | 2  | 4  | 1  | 1  | 3  | 3  | 4  | 3  | 3   | 4   | 4   | 34         |
| 90. | 2                   | 2  | 4  | 1  | 2  | 3  | 3  | 3  | 3  | 4   | 4   | 4   | 35         |

| No   | Keputusan Pembelian |    |    |    |    |    |    |    |    |     |     |     | TOTAL |
|------|---------------------|----|----|----|----|----|----|----|----|-----|-----|-----|-------|
|      | Y1                  | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Y11 | Y12 | Y     |
| 91.  | 3                   | 2  | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4   | 4   | 3   | 41    |
| 92.  | 2                   | 3  | 4  | 1  | 3  | 3  | 4  | 4  | 4  | 4   | 4   | 4   | 40    |
| 93.  | 2                   | 2  | 4  | 2  | 2  | 4  | 4  | 4  | 4  | 3   | 4   | 4   | 39    |
| 94.  | 3                   | 2  | 4  | 2  | 2  | 4  | 3  | 3  | 3  | 3   | 3   | 3   | 35    |
| 95.  | 3                   | 2  | 4  | 2  | 2  | 4  | 3  | 3  | 4  | 3   | 3   | 3   | 36    |
| 96.  | 2                   | 2  | 4  | 2  | 2  | 4  | 4  | 3  | 3  | 4   | 3   | 3   | 36    |
| 97.  | 3                   | 3  | 4  | 2  | 3  | 4  | 3  | 3  | 3  | 3   | 3   | 4   | 38    |
| 98.  | 3                   | 2  | 4  | 2  | 2  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 41    |
| 99.  | 2                   | 2  | 4  | 2  | 4  | 4  | 4  | 4  | 3  | 3   | 4   | 3   | 39    |
| 100. | 3                   | 1  | 4  | 2  | 2  | 4  | 4  | 4  | 4  | 3   | 3   | 3   | 37    |
| 101. | 2                   | 3  | 2  | 3  | 2  | 4  | 3  | 3  | 3  | 3   | 3   | 3   | 34    |
| 102. | 4                   | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 4  | 4   | 3   | 3   | 37    |
| 103. | 4                   | 1  | 1  | 2  | 1  | 4  | 4  | 3  | 4  | 4   | 4   | 4   | 36    |
| 104. | 4                   | 3  | 2  | 2  | 2  | 4  | 4  | 4  | 4  | 4   | 3   | 4   | 40    |
| 105. | 4                   | 2  | 2  | 2  | 2  | 4  | 4  | 4  | 4  | 2   | 4   | 4   | 38    |
| 106. | 4                   | 2  | 2  | 2  | 2  | 4  | 4  | 3  | 4  | 3   | 4   | 4   | 38    |
| 107. | 4                   | 2  | 2  | 2  | 2  | 3  | 4  | 3  | 4  | 4   | 3   | 4   | 37    |
| 108. | 4                   | 2  | 2  | 2  | 2  | 3  | 4  | 4  | 4  | 3   | 4   | 3   | 37    |
| 109. | 4                   | 1  | 1  | 2  | 1  | 3  | 4  | 4  | 4  | 4   | 3   | 3   | 34    |
| 110. | 4                   | 1  | 2  | 2  | 2  | 3  | 4  | 4  | 3  | 4   | 4   | 4   | 37    |
| 111. | 4                   | 2  | 1  | 2  | 1  | 3  | 4  | 4  | 4  | 3   | 4   | 4   | 36    |
| 112. | 4                   | 2  | 2  | 2  | 2  | 3  | 4  | 4  | 3  | 4   | 4   | 3   | 37    |
| 113. | 4                   | 2  | 1  | 2  | 1  | 3  | 4  | 4  | 4  | 4   | 3   | 4   | 36    |
| 114. | 4                   | 3  | 2  | 2  | 2  | 2  | 4  | 3  | 4  | 2   | 4   | 3   | 35    |
| 115. | 4                   | 4  | 4  | 3  | 2  | 4  | 1  | 4  | 3  | 2   | 4   | 3   | 38    |
| 116. | 4                   | 2  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4   | 4   | 4   | 44    |
| 117. | 4                   | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 3   | 4   | 3   | 41    |
| 118. | 4                   | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4   | 4   | 3   | 45    |
| 119. | 4                   | 3  | 4  | 2  | 2  | 4  | 3  | 4  | 4  | 3   | 4   | 4   | 41    |
| 120. | 2                   | 4  | 4  | 2  | 3  | 4  | 4  | 3  | 4  | 4   | 4   | 4   | 42    |

| No   | Keputusan Pembelian |    |    |    |    |    |    |    |    |     |     |     | TOTAL<br>Y |
|------|---------------------|----|----|----|----|----|----|----|----|-----|-----|-----|------------|
|      | Y1                  | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Y11 | Y12 |            |
| 121. | 3                   | 4  | 4  | 4  | 2  | 3  | 3  | 4  | 4  | 3   | 4   | 4   | 42         |
| 122. | 4                   | 4  | 4  | 3  | 2  | 3  | 3  | 3  | 3  | 1   | 4   | 3   | 37         |
| 123. | 4                   | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  | 4   | 3   | 4   | 45         |
| 124. | 4                   | 4  | 4  | 3  | 2  | 3  | 4  | 4  | 3  | 4   | 4   | 4   | 43         |
| 125. | 4                   | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 4   | 4   | 3   | 44         |
| 126. | 4                   | 3  | 4  | 2  | 2  | 4  | 4  | 3  | 4  | 4   | 4   | 3   | 41         |
| 127. | 4                   | 3  | 4  | 2  | 4  | 4  | 4  | 4  | 3  | 4   | 4   | 3   | 43         |
| 128. | 4                   | 2  | 4  | 2  | 4  | 3  | 4  | 4  | 3  | 4   | 4   | 3   | 41         |
| 129. | 4                   | 2  | 4  | 1  | 4  | 3  | 1  | 4  | 4  | 1   | 4   | 4   | 36         |
| 130. | 3                   | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4   | 4   | 3   | 44         |
| 131. | 3                   | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 4  | 3   | 4   | 4   | 43         |
| 132. | 3                   | 4  | 4  | 4  | 4  | 2  | 4  | 4  | 3  | 4   | 4   | 3   | 43         |
| 133. | 2                   | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4   | 4   | 3   | 44         |
| 134. | 2                   | 4  | 4  | 4  | 4  | 3  | 1  | 4  | 3  | 2   | 4   | 3   | 38         |
| 135. | 4                   | 4  | 4  | 4  | 4  | 2  | 3  | 3  | 3  | 1   | 4   | 3   | 39         |
| 136. | 4                   | 4  | 4  | 4  | 4  | 2  | 4  | 4  | 3  | 4   | 4   | 4   | 45         |
| 137. | 4                   | 4  | 4  | 4  | 4  | 2  | 4  | 3  | 4  | 4   | 4   | 4   | 45         |
| 138. | 2                   | 4  | 4  | 4  | 4  | 2  | 4  | 4  | 4  | 4   | 3   | 4   | 43         |
| 139. | 4                   | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3   | 4   | 4   | 46         |
| 140. | 4                   | 3  | 4  | 2  | 1  | 3  | 4  | 3  | 4  | 4   | 4   | 4   | 40         |
| 141. | 4                   | 4  | 4  | 4  | 2  | 3  | 4  | 4  | 3  | 4   | 4   | 3   | 43         |
| 142. | 4                   | 4  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 4   | 4   | 4   | 44         |
| 143. | 4                   | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 4   | 4   | 3   | 43         |
| 144. | 4                   | 2  | 4  | 3  | 3  | 3  | 4  | 3  | 4  | 4   | 4   | 3   | 41         |
| 145. | 4                   | 3  | 4  | 3  | 3  | 2  | 4  | 4  | 4  | 2   | 3   | 4   | 40         |
| 146. | 4                   | 2  | 4  | 4  | 2  | 2  | 4  | 4  | 4  | 3   | 4   | 4   | 41         |
| 147. | 4                   | 4  | 4  | 4  | 2  | 2  | 3  | 3  | 3  | 3   | 4   | 3   | 39         |
| 148. | 4                   | 4  | 4  | 2  | 2  | 3  | 1  | 4  | 3  | 2   | 4   | 3   | 36         |
| 149. | 4                   | 2  | 4  | 1  | 2  | 2  | 3  | 4  | 4  | 3   | 4   | 4   | 37         |
| 150. | 4                   | 2  | 4  | 1  | 3  | 3  | 4  | 3  | 3  | 1   | 4   | 3   | 35         |

| No   | Keputusan Pembelian |    |    |    |    |    |    |    |    |     |     |     | TOTAL |
|------|---------------------|----|----|----|----|----|----|----|----|-----|-----|-----|-------|
|      | Y1                  | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Y11 | Y12 | Y     |
| 151. | 4                   | 2  | 4  | 4  | 2  | 3  | 4  | 4  | 3  | 2   | 4   | 3   | 39    |
| 152. | 4                   | 3  | 4  | 3  | 2  | 2  | 4  | 4  | 3  | 4   | 4   | 3   | 40    |
| 153. | 4                   | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 4   | 4   | 4   | 44    |
| 154. | 3                   | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3   | 4   | 4   | 45    |
| 155. | 2                   | 2  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4   | 3   | 4   | 42    |
| 156. | 3                   | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 4   | 4   | 3   | 43    |
| 157. | 3                   | 1  | 4  | 2  | 3  | 3  | 4  | 4  | 3  | 4   | 4   | 3   | 38    |
| 158. | 3                   | 4  | 4  | 1  | 1  | 1  | 4  | 3  | 4  | 4   | 4   | 4   | 37    |
| 159. | 4                   | 4  | 4  | 4  | 2  | 2  | 3  | 4  | 4  | 3   | 4   | 4   | 42    |
| 160. | 3                   | 3  | 3  | 3  | 1  | 1  | 4  | 3  | 3  | 4   | 3   | 4   | 35    |

| Pernyataan X1 | Total  | Pernyataan X2 | Total  | Pernyataan Z | Total  | Pernyataan Y | Total  |
|---------------|--------|---------------|--------|--------------|--------|--------------|--------|
| X1.1          | 120    | X2.1          | 126,75 | Z.1          | 114,75 | Y.1          | 124,25 |
| X1.2          | 119,75 | X2.2          | 126,25 | Z.2          | 125,25 | Y.2          | 136,5  |
| X1.3          | 116,75 | X2.3          | 127,25 | Z.3          | 118,75 | Y.3          | 150,25 |
| X1.4          | 122,25 | X2.4          | 119    | Z.4          | 126,75 | Y.4          | 127,75 |
| X1.5          | 122,75 | X2.5          | 118,5  | Z.5          | 123,75 | Y.5          | 129,25 |
| X1.6          | 138    | X2.6          | 118    | Z.6          | 115    | Y.6          | 123    |
|               |        | X2.7          | 118,25 |              |        | Y.7          | 145,25 |
|               |        | X2.8          | 119    |              |        | Y.8          | 143,75 |
|               |        |               |        |              |        | Y.9          | 140,5  |
|               |        |               |        |              |        | Y.10         | 136    |
|               |        |               |        |              |        | Y.11         | 147,75 |
|               |        |               |        |              |        | Y.12         | 144    |

| No. | Variabel            | Pernyataan   | Nilai  |
|-----|---------------------|--|--------|
| 1.  | Korean Wave         | Setelah menggunakan Bukalapak saya merasa Puas dengan pembelian barang yang serupa seperti selebriti korea miliki. | 138    |
| 2.  | Brand Ambassador    | Song Joong Ki memiliki kemampuan menyampaikan informasi mengenai Bukalapak dengan baik                             | 127,25 |
| 3.  | Citra Merek         | Merek Bukalapak mudah diingat  | 126,75 |
| 4.  | Keputusan Pembelian | Saya melakukan pembelian di Bukalapak karena banyak brand terkenal..   | 150,25 |

## Lampiran 7

### Hasil Uji Analisis Jalur dan Uji F

#### 1. Hasil Uji *Brand Ambassador* dan *Korean Wave* terhadap Citra Merek

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

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|-------|------------|-----------------------------|------------|---------------------------|-------|-------|
|       |            | B                           | Std. Error | Beta                      |       |       |
| 1     | (Constant) | 7.318                       | 1.696      |                           | 4.313 | <,001 |
|       | X1         | .325                        | .080       | .308                      | 4.042 | <,001 |
|       | X2         | .204                        | .062       | .250                      | 3.277 | .001  |

a. Dependent Variable: Z

#### 2. Hasil Koefisien Determinasi *Brand Ambassador* dan *Korean Wave* terhadap Citra Merek

| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .464 <sup>a</sup> | .216     | .206              | 3.280                      |

a. Predictors: (Constant), X2, X1

#### 3. Hasil Uji F *Brand Ambassador* dan *Korean Wave* terhadap Citra Merek

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

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.               |
|-------|------------|----------------|-----|-------------|--------|--------------------|
| 1     | Regression | 463.939        | 2   | 231.970     | 21.565 | <,001 <sup>b</sup> |
|       | Residual   | 1688.836       | 157 | 10.757      |        |                    |
|       | Total      | 2152.775       | 159 |             |        |                    |

a. Dependent Variable: Z

b. Predictors: (Constant), X2, X1



2. Hasil Uji *Brand Ambassador*, *Korean Wave* dan Citra Merek terhadap Keputusan Pembelian

| Coefficients <sup>a</sup> |            |                             |            |                           |        |       |
|---------------------------|------------|-----------------------------|------------|---------------------------|--------|-------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.  |
|                           |            | B                           | Std. Error | Beta                      |        |       |
| 1                         | (Constant) | 31.476                      | 1.640      |                           | 19.190 | <,001 |
|                           | X1         | .113                        | .077       | .118                      | 1.468  | .144  |
|                           | X2         | .081                        | .059       | .110                      | 1.382  | .169  |
|                           | Z          | .309                        | .073       | .340                      | 4.239  | <,001 |

a. Dependent Variable: Y

3. Nilai Koefisien *Determinasi Brand Ambassador*, *Korean Wave* dan Citra Merek terhadap Keputusan Pembelian

| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .460 <sup>a</sup> | .211     | .196              | 2.998                      |

a. Predictors: (Constant), Z, X2, X1

4. Hasil Uji F *Brand Ambassador*, *Korean Wave* dan Citra Merek terhadap Keputusan Pembelian

| ANOVA <sup>a</sup> |            |                |     |             |        |                    |
|--------------------|------------|----------------|-----|-------------|--------|--------------------|
| Model              |            | Sum of Squares | df  | Mean Square | F      | Sig.               |
| 1                  | Regression | 375.761        | 3   | 125.254     | 13.933 | <,001 <sup>b</sup> |
|                    | Residual   | 1402.433       | 156 | 8.990       |        |                    |
|                    | Total      | 1778.194       | 159 |             |        |                    |

a. Dependent Variable: Y

b. Predictors: (Constant), Z, X2, X1

5. Hasil Uji *Brand Ambassador* dan Citra Merek terhadap Keputusan Pembelian setelah di *trimming*

| Coefficients <sup>a</sup> |            |                             |            |                           |        |       |
|---------------------------|------------|-----------------------------|------------|---------------------------|--------|-------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.  |
|                           |            | B                           | Std. Error | Beta                      |        |       |
| 1                         | (Constant) | 34.092                      | 1.219      |                           | 27.972 | <,001 |
|                           | Z          | .389                        | .065       | .428                      | 5.954  | <,001 |

a. Dependent Variable: Y

6. Nilai Koefisien Determinasi *Brand Ambassador* dan Citra Merek terhadap Keputusan Pembelian setelah di *trimming*

Model Summary

| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .428 <sup>a</sup> | .183     | .178              | 3.032                      |

a. Predictors: (Constant), Z

7. Hasil Uji F *Brand Ambassador* dan Citra Merek terhadap Keputusan Pembelian

| ANOVA <sup>a</sup> |            |                |     |             |        |                    |
|--------------------|------------|----------------|-----|-------------|--------|--------------------|
| Model              |            | Sum of Squares | df  | Mean Square | F      | Sig.               |
| 1                  | Regression | 325.825        | 1   | 325.825     | 35.446 | <,001 <sup>b</sup> |
|                    | Residual   | 1452.369       | 158 | 9.192       |        |                    |
|                    | Total      | 1778.194       | 159 |             |        |                    |

a. Dependent Variable: Y

b. Predictors: (Constant), Z

## Lampiran 8

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