

LAMPIRAN

Tabulasi Data Variabel X

Table with columns: No, Variabel X Karakteristik Brand Ambassador (Kemungkinan Dilihat (Visibility), Kredibilitas (Credibility), Daya Tarik (Attraction), Kekuatan (Power)), TOTAL X. Rows 1-89.

Tabulasi Data Variabel Y

No	Variabel Y (Brand Image Somethine)														TOTAL Y	
	Keunggulan Asosiasi Merek			Kekuatan Asosiasi Merek					Keunikan Asosiasi Merek							
	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14		
1	4	4	4	4	2	3	3	1	4	4	4	4	4	4	4	49
2	4	4	4	3	3	3	2	4	4	4	4	4	4	4	4	51
3	4	3	4	4	3	4	3	4	4	4	4	4	4	4	4	53
4	3	3	4	4	3	3	4	4	4	3	4	4	3	4	4	50
5	4	3	4	3	3	3	3	4	3	4	4	4	4	4	4	50
6	2	3	4	3	3	3	1	4	3	4	4	4	4	4	4	46
7	3	3	4	4	4	4	1	1	4	4	3	3	4	3	4	45
8	4	4	4	4	4	4	2	3	4	4	4	4	4	4	4	53
9	3	3	4	3	3	4	2	1	4	3	3	3	3	3	3	42
10	3	4	4	3	3	2	1	1	2	4	3	3	4	3	3	40
11	4	4	2	4	3	4	1	4	4	3	3	3	3	3	3	45
12	3	3	4	3	3	3	1	4	3	4	4	4	4	4	4	47
13	4	4	4	4	3	3	2	3	3	4	4	4	4	4	4	50
14	4	4	4	3	2	3	1	4	3	4	4	4	4	4	4	48
15	3	3	1	3	3	3	1	4	3	3	3	3	3	3	3	39
16	3	4	3	4	4	4	4	4	4	3	3	3	3	3	3	49
17	4	4	4	4	4	4	1	1	4	4	4	2	4	4	4	48
18	4	3	4	3	3	3	1	4	3	3	3	2	3	3	3	42
19	4	4	4	4	3	3	4	3	4	4	4	4	4	4	4	53
20	4	4	4	3	3	4	4	3	4	3	4	4	3	4	4	51
21	4	4	4	3	4	3	2	4	4	4	4	4	4	4	4	52
22	3	3	4	3	4	3	2	4	4	4	4	4	4	4	4	50
23	3	3	3	4	3	4	3	3	3	4	4	4	4	4	4	49
24	3	3	3	3	2	3	3	4	4	4	4	4	4	4	4	48
25	4	3	4	3	4	3	3	3	4	4	4	4	4	4	4	51
26	3	3	3	3	4	3	2	4	4	3	3	3	3	3	3	44
27	3	3	4	3	4	3	3	3	4	4	4	2	4	4	4	48
28	4	3	3	3	4	3	1	1	4	4	3	3	4	3	3	43
29	4	4	4	3	4	3	1	3	4	4	3	4	4	4	3	48
30	3	4	4	3	4	3	4	3	4	4	4	4	4	4	4	52
31	3	3	2	3	4	4	1	3	3	2	2	2	2	2	2	36
32	3	3	3	3	4	3	1	1	4	3	3	3	3	3	3	40
33	3	4	4	3	4	3	2	4	4	4	2	3	4	4	2	46
34	3	4	4	3	4	3	1	1	4	4	4	4	4	4	4	47
35	3	4	4	3	4	3	2	4	4	4	4	3	4	4	4	50
36	3	4	4	3	4	3	2	1	4	4	3	3	4	3	3	45
37	3	4	4	3	4	3	3	3	4	4	4	4	4	4	4	51
38	3	4	4	3	4	3	3	4	4	4	4	4	4	4	4	52
39	3	4	4	3	4	3	2	3	4	4	3	3	4	3	3	47
40	3	4	3	3	4	3	3	1	4	4	3	3	4	3	3	45
41	3	4	4	3	4	3	1	4	4	4	4	4	4	4	4	50
42	3	4	4	3	4	3	3	4	4	4	4	3	4	4	4	51
43	3	4	4	3	4	3	1	2	4	4	4	4	4	4	4	48
44	3	4	4	3	4	3	2	3	4	4	4	3	4	4	4	49
45	3	4	4	3	4	3	3	3	4	4	4	4	4	4	4	51
46	3	4	4	3	4	3	4	4	4	4	4	4	4	4	4	53
47	3	4	4	3	4	3	1	1	4	4	3	3	4	3	3	44
48	3	3	4	3	4	3	3	3	4	4	4	4	4	4	4	50
49	3	4	4	3	4	3	3	4	4	4	4	3	4	4	4	51
50	4	4	3	3	4	3	1	1	4	3	3	3	3	3	3	42
51	3	4	4	4	3	4	1	4	4	4	4	4	4	4	4	51
52	4	4	4	3	3	4	4	1	4	3	4	4	4	3	4	49
53	4	3	4	4	3	3	1	1	4	4	4	3	4	4	4	46
54	4	3	4	3	4	3	1	1	4	4	4	4	4	4	4	47
55	4	3	4	3	4	3	1	1	4	3	4	4	4	3	4	45
56	3	3	4	3	4	3	1	1	4	4	3	3	4	3	3	43
57	3	3	4	3	4	3	4	3	4	3	3	3	3	3	3	46
58	3	3	4	3	4	3	4	3	4	3	3	1	3	3	3	44
59	4	4	3	3	4	3	4	1	4	4	3	3	4	3	3	47
60	4	4	4	3	4	3	4	3	4	4	4	3	4	4	4	52
61	3	3	4	3	4	3	2	1	4	4	4	4	4	4	4	47
62	3	3	4	3	4	3	1	1	4	4	3	4	4	4	3	44
63	4	4	4	3	4	3	1	1	4	4	4	1	4	4	4	45
64	3	4	4	3	4	3	1	1	4	4	3	3	4	3	3	44
65	3	3	4	3	4	3	4	3	4	4	4	4	4	4	4	51
66	3	4	3	3	4	3	1	1	4	3	3	3	3	3	3	41
67	4	4	3	3	4	3	4	1	4	4	3	3	4	3	3	47
68	4	3	2	3	4	3	1	1	4	1	4	2	1	4	3	37
69	4	4	4	3	3	3	3	3	3	3	4	3	3	4	4	47
70	4	4	4	4	3	4	4	4	4	4	4	3	4	4	4	54
71	4	4	4	4	4	4	1	1	4	4	3	3	4	3	3	47
72	4	4	4	3	4	3	3	4	4	4	4	4	4	4	4	53
73	3	3	3	4	4	4	1	1	4	3	3	3	3	3	3	42
74	2	3	3	3	3	4	3	3	4	2	2	3	2	2	2	39
75	4	4	4	3	3	3	4	3	4	4	4	4	4	4	4	52
76	4	3	4	3	3	4	3	3	4	4	4	4	4	4	4	51
77	4	3	3	3	3	4	1	1	4	4	4	3	4	4	4	45
78	2	2	2	3	4	3	1	1	3	2	2	2	2	2	2	31
79	4	4	3	3	3	3	3	3	3	4	3	4	4	4	3	47
80	4	4	4	3	3	4	3	4	4	4	4	4	4	4	4	53
81	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
82	4	3	4	3	3	3	3	3	3	4	4	4	4	4	4	49
83	4	4	4	3	3	3	3	3	3	4	4	4	4	4	4	50
84	2	3	4	4	4	4	1	1	4	4	3	3	4	3	3	44
85	4	3	4	3	4	3	1	1	3	4	2	2	4	2	2	40
86	4	4	3	3	3	4	3	3	3	4	4	4	4	4	4	50
87	4	4	4	4	3	4	3	4	4	4	4	2	4	4	4	52
88	4	4	3	3	3	3	4	3	4	4	4	4	4	4	4	51
89	4	3	4	4	3	4	1	1	3	2	3	4	2	3	3	41
90	3	4	4	4	4	4	1	1	4	3	3	3	3	3	3	44

Hasil Uji Validitas dan Reliabilitas Variabel X

		Correlations																			X_TOTAL
		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	
X1	Pearson Correlation	1	.747**	.663**	.601*	.456	.756**	.299	.456	.455	.482	.523*	.821**	.686**	.648**	.374	.523*	.299	.419	.559*	.793**
	Sig. (2-tailed)		.001	.007	.018	.087	.001	.279	.087	.088	.069	.045	.000	.005	.009	.170	.045	.279	.120	.030	.000
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
X2	Pearson Correlation	.747**	1	.490	.288	.327	.565*	.196	.218	.264	.274	.464	.600*	.491	.376	.071	.464	-.071	.301	.535*	.552*
	Sig. (2-tailed)	.001		.064	.299	.234	.028	.483	.435	.342	.323	.081	.018	.063	.167	.800	.081	.800	.276	.040	.033
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
X3	Pearson Correlation	.663**	.490	1	.571*	.616*	.501	.490	.264	.727**	.651**	.706**	.773**	.594*	.901**	.591*	.922**	.490	.566*	.647**	.883**
	Sig. (2-tailed)	.007	.064		.026	.014	.057	.064	.341	.002	.009	.003	.001	.019	.000	.020	.000	.064	.028	.009	.000
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
X4	Pearson Correlation	.601*	.288	.571*	1	.541*	.874**	.122	.135	.596*	.705**	.453	.693**	.431	.644**	.376	.288	.453	.186	.538*	.718**
	Sig. (2-tailed)	.018	.299	.026		.037	.000	.666	.631	.019	.003	.090	.004	.109	.010	.167	.299	.090	.506	.039	.003
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
X5	Pearson Correlation	.456	.327	.616*	.541*	1	.518*	.055	.111	.332	.616*	.873**	.423	.250	.473	.491	.600*	.327	.068	.272	.596*
	Sig. (2-tailed)	.087	.234	.014	.037		.048	.847	.693	.226	.014	.000	.116	.369	.075	.063	.019	.234	.810	.326	.019
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
X6	Pearson Correlation	.756**	.565*	.501	.874**	.518*	1	.226	.345	.491	.638*	.395	.730**	.516*	.595*	.282	.226	.226	.106	.423	.711**
	Sig. (2-tailed)	.001	.028	.057	.000	.048		.418	.208	.063	.011	.145	.002	.048	.019	.308	.418	.418	.708	.117	.003
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
X7	Pearson Correlation	.299	.196	.490	.122	.055	.226	1	.764**	.497	.490	.196	.600*	.696**	.542*	.607*	.464	.464	.488	.200	.600*
	Sig. (2-tailed)	.279	.483	.064	.666	.847	.418		.001	.059	.064	.483	.018	.004	.037	.016	.081	.081	.079	.474	.018
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
X8	Pearson Correlation	.456	.218	.264	.135	.111	.345	.764**	1	.380	.484	.218	.635*	.792**	.372	.600*	.218	.491	.272	.068	.560*
	Sig. (2-tailed)	.087	.435	.341	.631	.693	.208	.001		.163	.067	.435	.011	.000	.173	.018	.435	.063	.326	.810	.030
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
X9	Pearson Correlation	.455	.264	.727**	.596*	.332	.491	.497	.380	1	.727**	.497	.793**	.676**	.847**	.435	.497	.497	.322	.639*	.775**
	Sig. (2-tailed)	.088	.342	.002	.019	.226	.063	.059	.163		.002	.059	.000	.006	.000	.105	.059	.059	.404	.010	.001
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
X10	Pearson Correlation	.482	.274	.651**	.705**	.616*	.638*	.490	.484	.727**	1	.706**	.773**	.594*	.834*	.807**	.490	.490	.431	.647**	.844**
	Sig. (2-tailed)	.069	.323	.009	.003	.014	.011	.064	.067	.002		.003	.001	.019	.011	.000	.064	.064	.108	.009	.000
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
X11	Pearson Correlation	.523*	.464	.706**	.453	.873**	.395	.196	.218	.497	.706**	1	.600*	.491	.542*	.607*	.732**	.464	.301	.535*	.728**
	Sig. (2-tailed)	.045	.081	.003	.090	.000	.145	.483	.435	.059	.003		.018	.063	.037	.016	.002	.081	.276	.040	.002
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
X12	Pearson Correlation	.821**	.600*	.773**	.693**	.423	.730**	.600*	.635*	.793**	.773**	.600*	1	.899**	.808**	.612*	.600*	.600*	.497	.691**	.961**
	Sig. (2-tailed)	.000	.018	.001	.004	.116	.002	.018	.011	.000	.001	.018		.000	.000	.015	.018	.018	.060	.004	.000
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
X13	Pearson Correlation	.685**	.491	.594*	.431	.250	.518*	.696**	.792**	.676**	.594*	.491	.899**	1	.710**	.532*	.491	.696**	.357	.408	.820**
	Sig. (2-tailed)	.005	.063	.019	.109	.369	.048	.004	.000	.006	.019	.063	.000		.003	.041	.063	.004	.191	.131	.000
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
X14	Pearson Correlation	.648**	.376	.901**	.644**	.473	.595*	.542*	.372	.847**	.634*	.542*	.808**	.710**	1	.453	.708**	.542*	.331	.497	.856**
	Sig. (2-tailed)	.009	.167	.000	.010	.075	.019	.037	.173	.000	.011	.037	.000	.003		.090	.003	.037	.228	.060	.000
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
X15	Pearson Correlation	.374	.071	.591*	.376	.491	.282	.607*	.600*	.435	.807**	.607*	.612*	.532*	.453	1	.607*	.607*	.702**	.468	.727**
	Sig. (2-tailed)	.170	.800	.020	.167	.063	.308	.016	.018	.105	.000	.016	.015	.041	.090		.016	.016	.004	.079	.002
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
X16	Pearson Correlation	.523*	.464	.922**	.288	.600*	.226	.464	.218	.497	.490	.732**	.600*	.491	.708**	.607*	1	.464	.635*	.535*	.744**
	Sig. (2-tailed)	.045	.081	.000	.299	.018	.418	.081	.435	.059	.064	.002	.018	.063	.003	.016		.081	.011	.040	.001
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
X17	Pearson Correlation	.299	-.071	.490	.453	.327	.226	.464	.491	.497	.490	.464	.600*	.696**	.542*	.607*	.464	1	.301	.200	.616*
	Sig. (2-tailed)	.279	.800	.064	.090	.234	.418	.081	.063	.059	.064	.081	.018	.004	.037	.016	.081		.276	.474	.015
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
X18	Pearson Correlation	.419	.301	.566*	.186	.068	.106	.468	.272	.232	.431	.301	.497	.357	.331	.702**	.635*	.301	1	.667**	.562*
	Sig. (2-tailed)	.120	.276	.028	.506	.810	.708	.079	.326	.404	.108	.276	.060	.191	.228	.004	.011	.276		.007	.029
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
X19	Pearson Correlation	.559*	.535*	.647**	.538*	.272	.423	.200	.068	.639*	.647**	.535*	.691**	.408	.497	.468	.535*	.200	.667**	1	.694**
	Sig. (2-tailed)	.030	.040	.009	.039	.326	.117	.474	.810	.010	.009	.040	.004	.131	.060	.079	.040	.474	.007		.004
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
X_TOTAL	Pearson Correlation	.793**	.552*	.863**	.716**	.596*	.711**	.600*	.560*	.775**	.844**	.728**	.961**	.820**	.856**	.727**	.744**	.616*	.562*	.694**	1
	Sig. (2-tailed)	.000	.033	.000	.003	.019	.003	.018	.030	.001	.000	.002	.000	.000	.000	.002	.001	.015	.029	.004	
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics	
Cronbach's Alpha	N of Items
.947	19

Hasil Uji Validitas dan Reliabilitas Variabel Y

		Correlations														
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	Y.11	Y.12	Y.13	Y.14	Y
Y.1	Pearson Correlation	1	.764**	.873**	.681**	.408	.764**	.444	.280	.764**	.667**	.764**	.389	.444	.218	.847**
	Sig. (2-tailed)		.001	.000	.005	.131	.001	.097	.312	.001	.007	.001	.152	.097	.435	.000
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
Y.2	Pearson Correlation	.764**	1	.875**	.563*	.535*	.732**	.491	.367	.732**	.873**	.732**	.327	.491	.464	.891**
	Sig. (2-tailed)	.001		.000	.029	.040	.002	.063	.179	.002	.000	.002	.234	.063	.081	.000
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
Y.3	Pearson Correlation	.873**	.875**	1	.419	.468	.875**	.327	.223	.875**	.764**	.607*	.491	.600*	.339	.861**
	Sig. (2-tailed)	.000	.000		.120	.079	.000	.234	.425	.000	.001	.016	.063	.018	.216	.000
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
Y.4	Pearson Correlation	.681**	.563*	.419	1	.196	.170	.480	.279	.170	.320	.563*	-.080	.280	.367	.567*
	Sig. (2-tailed)	.005	.029	.120		.484	.544	.070	.314	.544	.245	.029	.777	.312	.179	.028
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
Y.5	Pearson Correlation	.408	.535*	.468	.196	1	.535*	.408	-.049	.535*	.612*	.535*	.272	.068	.200	.541*
	Sig. (2-tailed)	.131	.040	.079	.484		.040	.131	.862	.040	.015	.040	.326	.810	.474	.037
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
Y.6	Pearson Correlation	.764**	.732**	.875**	.170	.535*	1	.218	.170	1.000**	.873**	.732**	.600*	.491	.196	.812**
	Sig. (2-tailed)	.001	.002	.000	.544	.040		.435	.444	.000	.000	.002	.018	.063	.483	.000
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
Y.7	Pearson Correlation	.444	.491	.327	.480	.408	.218	1	.681**	.218	.389	.491	.111	.167	.491	.607*
	Sig. (2-tailed)	.097	.063	.234	.070	.131	.435		.005	.435	.152	.063	.693	.553	.063	.016
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
Y.8	Pearson Correlation	.280	.367	.223	.279	-.049	.170	.681**	1	.170	.320	.367	.520*	.480	.563*	.567*
	Sig. (2-tailed)	.312	.179	.425	.314	.862	.544	.005		.544	.245	.179	.047	.070	.029	.028
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
Y.9	Pearson Correlation	.764**	.732**	.875**	.170	.535*	1.000**	.218	.170	1	.873**	.732**	.600*	.491	.196	.812**
	Sig. (2-tailed)	.001	.002	.000	.544	.040	.000	.435	.544		.000	.002	.018	.063	.483	.000
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
Y.10	Pearson Correlation	.667**	.873**	.764**	.320	.612*	.873**	.389	.320	.873**	1	.873**	.444	.389	.327	.857**
	Sig. (2-tailed)	.007	.000	.001	.245	.015	.000	.152	.245	.000		.000	.097	.152	.234	.000
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
Y.11	Pearson Correlation	.764**	.732**	.607*	.563*	.535*	.732**	.491	.367	.732**	.873**	1	.327	.218	.196	.812**
	Sig. (2-tailed)	.001	.002	.016	.029	.040	.002	.063	.179	.002	.000		.234	.435	.483	.000
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
Y.12	Pearson Correlation	.389	.327	.491	-.080	.272	.600*	.111	.520*	.600*	.444	.327	1	.667**	.327	.591*
	Sig. (2-tailed)	.152	.234	.063	.777	.326	.018	.693	.047	.018	.097	.234		.007	.234	.020
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
Y.13	Pearson Correlation	.444	.491	.600*	.280	.068	.491	.167	.480	.491	.389	.218	.667**	1	.764**	.660**
	Sig. (2-tailed)	.097	.063	.018	.312	.810	.063	.553	.070	.063	.152	.435	.007		.001	.007
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
Y.14	Pearson Correlation	.218	.464	.339	.367	.200	.196	.491	.563*	.196	.327	.196	.327	.764**	1	.577*
	Sig. (2-tailed)	.435	.081	.216	.179	.474	.483	.063	.029	.483	.234	.483	.234	.001		.024
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
Y	Pearson Correlation	.847**	.891**	.861**	.567*	.541*	.812**	.607*	.567*	.812**	.857**	.812**	.591*	.660**	.577*	1
	Sig. (2-tailed)	.000	.000	.000	.028	.037	.000	.016	.028	.000	.000	.000	.020	.007	.024	
	N	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15

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

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.921	14

B. Identitas Responden

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

Nama :.....

Usia:.....

Jenis Kelamin: () Laki-laki () Perempuan

C. Petunjuk Pengisian

Silakan menjawab pernyataan berikut dengan memilih opsi jawaban pada pilihan ganda yang sudah tersedia. dan berikan tanda centang (√) pada kolom yang anda pilih. Terdapat alternatif jawaban yang ada pada setiap pernyataan, diantaranya:

1= Sangat Tidak Setuju (STS)

2= Tidak Setuju (TS)

3= Setuju (S)

4= Sangat Setuju (SS)

1. Kuesioner Variabel X (Karakteristik Brand Ambassador NCT Dream)

No.	Pernyataan	Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju
Visibilitas					
1.	Boy Group NCT Dream adalah <i>idol</i> populer yang dikenal luas oleh masyarakat				
2.	NCT Dream memiliki banyak <i>followers</i> di media sosial				
3.	NCT Dream memiliki pesona bintang				
4.	NCT Dream memiliki perilaku baik				
5.	Mengetahui NCT Dream sebagai <i>idol internasional</i> , sebelum berkolaborasi dengan Somethinc				
6.	Mengetahui NCT Dream dari kolaborasi Somethinc dengan NCT Dream yang menjadikan NCT Dream sebagai <i>brand ambassador</i>				

Kredibilitas					
7.	NCT Dream memiliki citra diri positif				
8.	NCT Dream memiliki pengetahuan dan keahlian dalam merepresentasikan citra terbaik brand Somethinc				
9.	NCT Dream mampu memberikan keyakinan, bahwa Somethinc adalah brand <i>skincare</i> dengan bahan terbaik yang sudah teruji kualitasnya				
10.	NCT Dream merupakan <i>brand ambassador</i> yang cocok dan tepat untuk mewakili citra brand Somethinc				
Daya Tarik					
11.	NCT Dream memiliki beragam prestasi				
12.	NCT Dream dapat menginspirasi saya dalam banyak hal, termasuk dalam mewujudkan kulit sehat impian saya				
13.	NCT Dream memiliki penampilan fisik yang baik dan menarik				
14.	NCT Dream memiliki gambaran diri yang sama dengan kepribadian saya seperti usia, hobi, dan aktivitas yang dijalani				
Kekuatan					
15.	NCT Dream mampu memengaruhi saya untuk menggunakan Somethinc				
16.	NCT Dream memiliki banyak penggemar				
17.	NCT Dream mampu menjadikan Brand Somethinc lebih dekat dengan khalayaknya melalui sejumlah kegiatan dan <i>special package</i> yang tersedia untuk para konsumen serta NCTzen dan Dreamies				
18.	NCT Dream memiliki kepribadian yang baik				
19.	NCT Dream memiliki pengaruh yang besar serta dampak positif terhadap brand Somethinc				

2. Kuesioner Variabel Y (Brand Image Somethinc)

No.	Pernyataan	Sangat Tidak Setuju	Tidak Setuju	Setuju	Sangat Setuju
Keunggulan Asosisasi Merek					

1.	Somethinc merupakan brand <i>skincare</i> lokal yang tidak kalah unggul dari brand <i>skincare</i> lainnya				
2.	Somethinc selalu berupaya untuk terus berinovasi pada setiap produknya, baik itu <i>skincare, makeup, maupun bodycare</i>				
3.	Produk dari brand Somethinc memiliki kualitas yang baik				
Kekuatan Asosiasi Merek					
4.	Somethinc memiliki harga yang terjangkau				
5.	Produk Somethinc telah teruji BPOM dan tersertifikasi halal dari LPPOM MUI				
6.	Somethinc memiliki cara yang kreatif dan informatif dalam mengiklankan produknya				
7.	Somethinc selalu memilih <i>brand ambassador</i> yang tepat, sesuai dengan tipe kulit masyarakat Indonesia				
8.	Saya menggunakan Somethinc karena mengetahui NCT Dream sebagai <i>brand ambassador</i> Somethinc				
Keunikan Asosisasi Merek					
9.	Nama brand Somethinc mudah diingat				
10.	Somethinc memiliki kemasan produk yang menarik sehingga menjadi ciri khas tersendiri				
11.	Somethinc memiliki keunikan karena mengadakan <i>free photocard</i> NCT Dream pada paket produk yang ditawarkan				
12.	Somethinc memiliki keunikan pada tagline yaitu “Be You, Be Somethinc” artinya “akan selalu ada sesuatu untukmu, dan jadilah sesuatu untuk dirimu”				
13.	Desain kemasan box yang sebelumnya terdapat gambar member NCT Dream telah diubah, namun tetap menarik dan tidak merubah citra positif Brand Somethinc				
14.	Somethinc menggunakan NCT Dream untuk mewakili citra terbaik Somethinc yang dapat menjadi ciri khas sekaligus pembeda dari brand <i>skincare</i> lokal lainnya				