

## LAMPIRAN

### LAMPIRAN 1

#### Kuesioner

No.	PERNYATAAN	STS	TS	N	S	SS
		1	2	3	4	5
	<b>BRAND AMBASSADOR (X1)</b>					
1	Saya mengetahui Keanu Agl merupakan Brand Ambassador dari Pantene					
2	Keanu Agl merupakan selebritis yang sangat populer					
3	Kepopuleran Keanu Agl mampu menarik perhatian saya					
4	Keanu Agl mampu menyampaikan informasi produk Pantene Miracles dengan baik dan mudah dipahami					
5	Keanu Agl memiliki kekuatan atau jiwa promosi untuk mempromosikan produk Pantene Miracles dengan baik					
6	Keanu Agl sebagai Brand Ambassador membuat saya lebih mudah mengenal dan mengingat produk Pantene Miracles					
7	Saya tertarik pada produk Pantene Miracles karena Keanu Agl menjadi Brand Ambassador Pantene					
8	Keanu Agl memiliki perilaku atau sikap yang positif (rendah hati, ramah)					
9	Keanu Agl selalu tampil menarik dan profesional sebagai Brand Ambassador Pantene					
10	Keanu Agl memiliki karakter yang sesuai dengan produk Pantene Miracles					
11	Keanu Agl dapat mempengaruhi saya untuk membeli produk Pantene Miracles					
12	Keanu Agl sebagai Brand Ambassador menjadi alasan saya membeli produk Pantene Miracles					

13	Keanu Agl sebagai Brand Ambassador membuat saya lebih mudah mengenal dan mengingat produk Pantene Miracles					
<b>DAYA TARIK IKLAN (X2)</b>						
1	Pesan iklan Pantene “Miracles Hair Supplement Baru!” memiliki makna yang menarik					
2	Pesan yang disampaikan dalam iklan Pantene “Miracles Hair Supplement Baru!” mampu membangkitkan keinginan saya untuk mengetahui lebih dalam mengenai produk Pantene Miracles					
3	Iklan Pantene “Miracles Hair Supplement Baru!” mampu menarik perhatian saya					
4	Bintang iklan Pantene “Miracles Hair Supplement Baru!” adalah selebritis yang terkenal sehingga menarik perhatian saya					
5	Pesan iklan Pantene “Miracles Hair Supplement Baru!” yang disampaikan dapat membuat saya yakin dan percaya untuk menggunakan produk Pantene Miracles					
6	Pesan iklan Pantene “Miracles Hair Supplement Baru!” menumbuhkan keyakinan saya untuk membeli produk tersebut					
7	Produk yang dibeli sesuai dengan apa yang ditampilkan pada iklan Pantene “Miracles Hair Supplement Baru!”					
8	Iklan Pantene “Miracles Hair Supplement Baru!” memiliki ciri khas tersendiri yang menarik dan berbeda dari merek lain					
9	Iklan Pantene “Miracles Hair Supplement Baru!” yang ditayangkan memberikan kejutan yang tidak terduga ketika saya menontonya					

10	Pesan pada iklan Pantene “Miracles Hair Supplement Baru!” mampu mempengaruhi saya dalam melihat perbandingan keunggulan dari produk lain													
<b>MINAT BELI (Y)</b>														
1	Saya berkeinginan untuk membeli produk Pantene Miracles Hair Supplement													
2	Saya berkeinginan untuk melakukan pembelian produk Pantene Miracles karena bintang iklannya													
3	Saya berkeinginan untuk melakukan pembelian produk Pantene Miracles setelah menonton iklan Pantene “Miracles Hair Supplement Baru!”													
4	Saya berniat membeli karena produk Pantene Miracles sangat berkualitas													
5	Saya berkeinginan untuk merekomendasikan produk Pantene Miracles ke orang lain													
6	Saya berkeinginan untuk mengatakan hal-hal positif tentang produk Pantene Miracles kepada orang lain													
7	Saya berkeinginan untuk memilih produk Pantene Miracles dibandingkan dengan produk lain													
8	Saya berkeinginan untuk menjadikan produk Pantene Miracles sebagai pilihan utama dalam berbelanja produk perawatan rambut													
9	Saya mencari tahu informasi secara detail sebelum melakukan transaksi tentang produk Pantene Miracles													

## LAMPIRAN 2

### Tabulasi Data 100 Responden

No. Resp	Brand Ambassador (X1)													TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	
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6	4	5	5	4	5	4	4	5	4	5	5	4	5	59
7	5	4	4	5	5	5	4	5	4	4	4	4	5	58
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21	4	5	4	3	5	5	4	3	5	5	4	4	5	56
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29	4	5	3	4	4	3	5	4	4	5	3	4	5	53
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34	5	5	5	5	5	5	4	5	5	5	4	3	5	61
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36	4	4	4	3	4	4	3	5	4	3	3	4	5	50
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38	4	5	4	4	4	5	2	5	4	5	3	2	4	51
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41	5	4	5	4	4	4	4	4	4	4	3	5	4	54
42	4	4	5	5	4	4	5	5	5	5	5	5	5	61
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47	5	5	4	5	5	4	5	4	5	5	4	5	5	61
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No. Resp	Daya Tarik Iklan (X2)										TOTAL
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No. Resp	Minat Beli (Y)									TOTAL
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50	5	4	4	5	5	5	4	5	5	42
51	5	5	5	5	5	5	5	5	5	45
52	5	4	4	4	3	3	4	4	5	36
53	4	3	3	4	4	3	4	2	4	31
54	5	3	5	5	5	5	5	5	5	43
55	5	5	4	4	5	5	5	5	4	42
56	5	3	4	4	4	3	4	5	4	36
57	5	4	5	5	4	4	5	4	5	41
58	5	2	4	5	4	4	2	2	4	32
59	5	4	4	4	5	4	5	5	4	40
60	5	4	4	4	5	4	4	4	4	38
61	4	4	5	5	4	5	2	1	4	34
62	4	4	5	5	4	5	4	5	5	41
63	5	5	5	4	4	4	4	4	4	39
64	4	5	5	5	5	5	5	5	4	43
65	5	4	4	5	4	4	5	5	5	41
66	4	4	4	4	4	4	4	4	4	36
67	4	4	4	4	2	4	4	2	4	32
68	5	4	5	4	4	4	4	4	5	39
69	5	4	4	5	5	5	5	5	5	43
70	5	4	4	5	4	4	4	4	4	38
71	4	3	4	4	4	4	4	4	4	35
72	4	5	5	4	5	4	4	4	5	40
73	5	5	5	4	4	4	5	4	5	41
74	5	4	4	5	5	5	5	5	4	42
75	4	4	5	5	4	5	4	5	5	41
76	4	4	4	4	3	3	4	4	4	34
77	4	4	4	4	4	4	4	3	4	35
78	4	4	4	4	4	4	5	4	4	37
79	5	2	4	4	4	4	4	4	5	36
80	4	4	4	5	4	4	5	4	4	38
81	4	2	4	4	5	5	3	3	5	35
82	5	5	5	5	5	5	4	4	5	43
83	4	4	5	5	5	5	5	4	5	42

84	5	3	4	5	4	4	5	4	5	39
85	5	4	5	4	5	4	5	4	5	41
86	5	3	4	5	4	4	4	5	4	38
87	5	5	4	4	4	4	4	4	5	39
88	5	4	4	5	5	5	4	5	5	42
89	5	4	4	4	3	4	3	4	4	35
90	4	4	5	5	4	4	5	4	5	40
91	4	4	5	5	5	5	5	5	4	42
92	5	4	4	5	4	5	4	5	4	40
93	5	4	4	4	5	5	4	4	4	39
94	5	4	3	4	4	3	4	5	4	36
95	5	4	4	5	5	5	4	4	4	40
96	4	5	5	4	4	4	3	4	3	36
97	3	4	3	4	4	3	3	4	3	31
98	5	4	4	5	4	5	4	5	5	41
99	4	3	4	3	4	3	5	4	3	33
100	4	5	5	4	4	4	4	4	5	39

**LAMPIRAN 3**  
**Hasil Uji Validitas 100 Responden**  
**Brand Ambassador**

		Correlations													
		X01	X02	X03	X04	X05	X06	X07	X08	X09	X10	X11	X12	X13	TOTAL
X01	Pearson Correlation	1	.074	.152	.244*	.214*	.147	.115	.104	.082	.159	.139	.073	.070	.367**
	Sig. (2-tailed)		.463	.132	.014	.033	.144	.253	.303	.420	.114	.168	.469	.488	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X02	Pearson Correlation	.074	1	.126	.069	.034	.138	.059	.335**	.315**	.227*	.045	-.008	.022	.355**
	Sig. (2-tailed)	.463		.213	.495	.739	.170	.563	.001	.001	.023	.655	.936	.829	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X03	Pearson Correlation	.152	.126	1	.108	.139	.088	.223*	.170	.282**	.019	.223*	.273**	.064	.429**
	Sig. (2-tailed)	.132	.213		.285	.166	.387	.025	.091	.004	.853	.026	.006	.528	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X04	Pearson Correlation	.244	.069	.108	1	.159	.319**	.169	.173	.030	.267**	.191	.179	.134	.451**
	Sig. (2-tailed)	.014	.495	.285		.114	.001	.092	.085	.769	.007	.057	.075	.183	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X05	Pearson Correlation	.214	.034	.139	.159	1	.269**	-.018	.178	.168	.150	.152	.046	.221*	.374**
	Sig. (2-tailed)	.033	.739	.166	.114		.007	.862	.077	.094	.137	.131	.647	.027	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X06	Pearson Correlation	.147	.138	.088	.319**	.269**	1	.186	.320**	.158	.217*	.158	.166	.058	.481**

	Sig. (2-tailed)	.144	.170	.387	.001	.007		.065	.001	.117	.030	.117	.100	.566	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X07	Pearson Correlation	.115	.059	.223*	.169	-.018	.186	1	.084	.163	.197*	.458**	.700**	.270**	.613**
	Sig. (2-tailed)	.253	.563	.025	.092	.862	.065		.405	.105	.049	.000	.000	.007	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X08	Pearson Correlation	.104	.335**	.170	.173	.178	.320**	.084	1	.337**	.249*	.189	.194	.224*	.543**
	Sig. (2-tailed)	.303	.001	.091	.085	.077	.001	.405		.001	.013	.060	.053	.025	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X09	Pearson Correlation	.082	.315**	.282**	.030	.168	.158	.163	.337**	1	.276**	.206*	.144	.318**	.506**
	Sig. (2-tailed)	.420	.001	.004	.769	.094	.117	.105	.001		.005	.040	.151	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X10	Pearson Correlation	.159	.227*	.019	.267**	.150	.217*	.197*	.249*	.276**	1	.406**	.190	.372**	.569**
	Sig. (2-tailed)	.114	.023	.853	.007	.137	.030	.049	.013	.005		.000	.058	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X11	Pearson Correlation	.139	.045	.223*	.191	.152	.158	.458**	.189	.206*	.406**	1	.512**	.265**	.642**
	Sig. (2-tailed)	.168	.655	.026	.057	.131	.117	.000	.060	.040	.000		.000	.008	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X12	Pearson Correlation	.073	-.008	.273**	.179	.046	.166	.700**	.194	.144	.190	.512**	1	.291**	.639**
	Sig. (2-tailed)	.469	.936	.006	.075	.647	.100	.000	.053	.151	.058	.000		.003	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X13	Pearson Correlation	.070	.022	.064	.134	.221*	.058	.270**	.224*	.318**	.372**	.265**	.291**	1	.502**
	Sig. (2-tailed)	.488	.829	.528	.183	.027	.566	.007	.025	.001	.000	.008	.003		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.367	.355**	.429**	.451**	.374**	.481**	.613**	.543**	.506**	.569**	.642**	.639**	.502**	1
AL	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100

## Daya Tarik Iklan

		Correlations											
		X01	X02	X03	X04	X05	X06	X07	X08	X09	X10	TOTAL	
X01	Pearson Correlation	1	.353**	.227*	.072	.376**	.120	.189	.213*	.162	.260**	.506**	
	Sig. (2-tailed)		.000	.023	.475	.000	.232	.060	.033	.108	.009	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	
X02	Pearson Correlation	.353**	1	.247*	.322**	.408**	.480**	.318**	.206*	.210*	.408**	.682**	
	Sig. (2-tailed)	.000		.013	.001	.000	.000	.001	.040	.036	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	

X03	Pearson Correlation	.227 <sup>*</sup>	.247 <sup>*</sup>	1	.318 <sup>**</sup>	.415 <sup>**</sup>	.290 <sup>**</sup>	.199 <sup>*</sup>	.205 <sup>*</sup>	.016	.283 <sup>**</sup>	.553 <sup>**</sup>
	Sig. (2-tailed)	.023	.013		.001	.000	.003	.047	.041	.873	.004	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X04	Pearson Correlation	.072	.322 <sup>**</sup>	.318 <sup>**</sup>	1	.299 <sup>**</sup>	.180	.136	.338 <sup>**</sup>	.309 <sup>**</sup>	.242 <sup>*</sup>	.584 <sup>**</sup>
	Sig. (2-tailed)	.475	.001	.001		.003	.074	.178	.001	.002	.015	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X05	Pearson Correlation	.376 <sup>**</sup>	.408 <sup>**</sup>	.415 <sup>**</sup>	.299 <sup>**</sup>	1	.459 <sup>**</sup>	.223 <sup>*</sup>	.252 <sup>*</sup>	.221 <sup>*</sup>	.422 <sup>**</sup>	.697 <sup>**</sup>
	Sig. (2-tailed)	.000	.000	.000	.003		.000	.026	.011	.027	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X06	Pearson Correlation	.120	.480 <sup>**</sup>	.290 <sup>**</sup>	.180	.459 <sup>**</sup>	1	.254 <sup>*</sup>	.249 <sup>*</sup>	.197 <sup>*</sup>	.382 <sup>**</sup>	.605 <sup>**</sup>
	Sig. (2-tailed)	.232	.000	.003	.074	.000		.011	.012	.050	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X07	Pearson Correlation	.189	.318 <sup>**</sup>	.199 <sup>*</sup>	.136	.223 <sup>*</sup>	.254 <sup>*</sup>	1	.226 <sup>*</sup>	.129	.248 <sup>*</sup>	.486 <sup>**</sup>
	Sig. (2-tailed)	.060	.001	.047	.178	.026	.011		.023	.203	.013	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X08	Pearson Correlation	.213 <sup>*</sup>	.206 <sup>*</sup>	.205 <sup>*</sup>	.338 <sup>**</sup>	.252 <sup>*</sup>	.249 <sup>*</sup>	.226 <sup>*</sup>	1	.253 <sup>*</sup>	.322 <sup>**</sup>	.561 <sup>**</sup>
	Sig. (2-tailed)	.033	.040	.041	.001	.011	.012	.023		.011	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X09	Pearson Correlation	.162	.210 <sup>*</sup>	.016	.309 <sup>**</sup>	.221 <sup>*</sup>	.197 <sup>*</sup>	.129	.253 <sup>*</sup>	1	.221 <sup>*</sup>	.482 <sup>**</sup>
	Sig. (2-tailed)	.108	.036	.873	.002	.027	.050	.203	.011		.027	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X10	Pearson Correlation	.260 <sup>**</sup>	.408 <sup>**</sup>	.283 <sup>**</sup>	.242 <sup>*</sup>	.422 <sup>**</sup>	.382 <sup>**</sup>	.248 <sup>*</sup>	.322 <sup>**</sup>	.221 <sup>*</sup>	1	.646 <sup>**</sup>
	Sig. (2-tailed)	.009	.000	.004	.015	.000	.000	.013	.001	.027		.000
	N	100	100	100	100	100	100	100	100	100	100	100
TOT	Pearson Correlation	.506 <sup>**</sup>	.682 <sup>**</sup>	.553 <sup>**</sup>	.584 <sup>**</sup>	.697 <sup>**</sup>	.605 <sup>**</sup>	.486 <sup>**</sup>	.561 <sup>**</sup>	.482 <sup>**</sup>	.646 <sup>**</sup>	1
AL	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100

## Minat Beli

		Correlations									
		X01	X02	X03	X04	X05	X06	X07	X08	X09	TOTAL
X01	Pearson Correlation	1	.002	.008	.142	.062	.092	.178	.237 <sup>*</sup>	.192	.346 <sup>**</sup>
	Sig. (2-tailed)		.982	.938	.158	.542	.360	.076	.017	.056	.000
	N	100	100	100	100	100	100	100	100	100	100
X02	Pearson Correlation	.002	1	.555 <sup>**</sup>	.084	.124	.238 <sup>*</sup>	.379 <sup>**</sup>	.151	-.118	.569 <sup>**</sup>
	Sig. (2-tailed)	.982		.000	.406	.220	.017	.000	.133	.244	.000
	N	100	100	100	100	100	100	100	100	100	100

X03	Pearson Correlation	.008	.555**	1	.175	.140	.412**	.307**	-.113	.028	.553**
	Sig. (2-tailed)	.938	.000		.082	.166	.000	.002	.263	.781	.000
	N	100	100	100	100	100	100	100	100	100	100
X04	Pearson Correlation	.142	.084	.175	1	.198*	.576**	.130	.299**	.144	.534**
	Sig. (2-tailed)	.158	.406	.082		.049	.000	.197	.002	.153	.000
	N	100	100	100	100	100	100	100	100	100	100
X05	Pearson Correlation	.062	.124	.140	.198*	1	.451**	.317**	.346**	.197*	.581**
	Sig. (2-tailed)	.542	.220	.166	.049		.000	.001	.000	.049	.000
	N	100	100	100	100	100	100	100	100	100	100
X06	Pearson Correlation	.092	.238*	.412**	.576**	.451**	1	.140	.223*	.138	.666**
	Sig. (2-tailed)	.360	.017	.000	.000	.000		.166	.026	.170	.000
	N	100	100	100	100	100	100	100	100	100	100
X07	Pearson Correlation	.178	.379**	.307**	.130	.317**	.140	1	.395**	-.014	.617**
	Sig. (2-tailed)	.076	.000	.002	.197	.001	.166		.000	.893	.000
	N	100	100	100	100	100	100	100	100	100	100
X08	Pearson Correlation	.237*	.151	-.113	.299**	.346**	.223*	.395**	1	.206*	.576**
	Sig. (2-tailed)	.017	.133	.263	.002	.000	.026	.000		.039	.000
	N	100	100	100	100	100	100	100	100	100	100
X09	Pearson Correlation	.192	-.118	.028	.144	.197*	.138	-.014	.206*	1	.335**
	Sig. (2-tailed)	.056	.244	.781	.153	.049	.170	.893	.039		.001
	N	100	100	100	100	100	100	100	100	100	100
TOT	Pearson Correlation	.346**	.569**	.553**	.534**	.581**	.666**	.617**	.576**	.335**	1
AL	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.001	
	N	100	100	100	100	100	100	100	100	100	100

#### LAMPIRAN 4

##### Hasil Uji Reliabilitas 100 responden

#### Brand Ambassador

Reliability Statistics	
Cronbach's Alpha	N of Items
.755	13

## Daya Tarik Iklan

Reliability Statistics	
Cronbach's Alpha	N of Items
.779	10

## Minat Beli

Reliability Statistics	
Cronbach's Alpha	N of Items
.685	9

## LAMPIRAN 5

### Hasil Uji Regresi Linear Berganda

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.314	2.707		1.593	.114
	Brand Ambassador	.265	.067	.347	3.957	.000
	Daya Tarik Iklan	.443	.076	.510	5.820	.000

a. Dependent Variable: Minat Beli

## LAMPIRAN 6

### Hasil Uji F

Model		ANOVA <sup>a</sup>				
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	731.194	2	365.597	83.052	.000 <sup>b</sup>
	Residual	426.996	97	4.402		
	Total	1158.190	99			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Daya Tarik Iklan, Brand Ambassador

## LAMPIRAN 7

### Hasil Uji T

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.314	2.707		1.593	.114

Brand Ambassador	.265	.067	.347	3.957	.000
Daya Tarik Iklan	.443	.076	.510	5.820	.000

a. Dependent Variable: Minat Beli

## LAMPIRAN 8

### Hasil koefisien Determinasi

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795 <sup>a</sup>	.631	.624	2.09810

a. Predictors: (Constant), Daya Tarik Iklan, Brand Ambassador