

## LAMPIRAN 1 : Kuesioner Penelitian

**KUESIONER PENELITIAN**  
**ANALISIS PENGARUH *CELEBRITY ENDORSER* TERHADAP**  
**KEPUTUSAN PEMBELIAN BIORE BODY FOAM**  
**MELALUI CITRA MEREK**

Yth. Saudara/Saudari  
di Tempat

Dengan hormat,

Saya adalah Mahasiswa Fakultas Ekonomi Manajemen Jurusan Pemasaran Universitas Esa Unggul tingkat akhir, saya sedang melakukan penelitian mengenai Pengaruh *Celebrity Endorser* Terhadap Keputusan Pembelian Biore Body Foam Melalui Citra Merek, penelitian ini saya ajukan sebagai skripsi, yang merupakan salah satu syarat guna memperoleh gelar kesarjanaan di Fakultas Ekonomi Universitas Esa Unggul.

Untuk itu, saya mengharapkan kesediaan dari saudara/i sekalian untuk menjawab pertanyaan kuesioner ini sesuai dengan petunjuk yang sudah ada, semua informasi yang anda berikan akan dijamin kerahasiaannya dan hanya digunakan untuk tujuan penelitian ini.

Atas kesediaan saudara/i sekalian dalam menjawab kuesioner ini, saya ucapkan terima kasih.

Jakarta, Februari 2015

Nurul Aini

## KUESIONER PENELITIAN

### A. Data Responden

Petunjuk : Berikan tanda silang ( X ) untuk jawaban anda.

1. Usia Anda?

- |            |            |
|------------|------------|
| a. 18 – 22 | c. 28 – 32 |
| b. 23 – 27 | d. > 33    |

2. Pendidikan terakhir Anda?

- |        |       |                   |
|--------|-------|-------------------|
| a. SMP | c. D3 | e. Lainnya :..... |
| b. SMA | d. S1 |                   |

3. Pekerjaan Anda ?

- |                   |                     |                   |
|-------------------|---------------------|-------------------|
| a. Mahasiswa      | c. Wirausaha        | e. Lainnya: ..... |
| b. Pegawai Swasta | d. Ibu Rumah Tangga |                   |

4. Rata-rata pengeluaran Anda per bulan untuk kebutuhan perawatan pribadi?

- |                            |                            |
|----------------------------|----------------------------|
| a. < Rp 200.000            | c. Rp 450.001 – Rp 700.000 |
| b. Rp 200.000 – Rp 450.000 | d. > Rp 700.000            |

5. Frekuensi menonton televisi dalam sehari?

- |            |            |
|------------|------------|
| a. 1-3 jam | c. 6-8 jam |
| b. 4-6 jam | d. > 8 jam |

6. Berapa kali Anda pernah menonton iklan Biore *body foam* dengan bintang iklan Eva Celia Lesmana?

- |             |             |
|-------------|-------------|
| a. 2-3 kali | c. 6-7 kali |
| b. 4-5 kali | d. > 7 kali |

**B. Berikan tanda silang ( ✓ ) untuk pertanyaan yang sesuai dengan pendapat anda!**

Keterangan :

STS = Sangat Tidak Setuju

TS = Tidak Setuju

S = Setuju

SS = Sangat Setuju

**1. CELEBRITY ENDORSER**

No.	Pertanyaan	STS	TS	S	SS
1.	Eva Celia Lesmana terkenal ( <i>familiar</i> )				
2.	Eva Celia Lesmana berbakat				
3.	Eva Celia Lesmana memiliki tingkat keseringan tampil di publik cukup tinggi				
4.	Eva Celia Lesmana memiliki reputasi yang baik				
5.	Eva Celia Lesmana memiliki keahlian dalam penyampaian pesan iklan				
6.	Eva Celia Lesmana sosok yang dapat dipercaya				
7.	Eva Celia Lesmana cantik				
8.	Eva Celia Lesmana memiliki penampilan yang menarik				
9.	Eva Celia Lesmana mencerminkan wanita yang menjaga keindahan tubuh dan kulitnya				
10.	Eva Celia Lesmana menjadi inspirasi saya dalam membeli Biore <i>body foam</i>				
11.	Eva Celia Lesmana memiliki kemampuan menarik minat beli saya terhadap Biore				

	<i>body foam</i>				
12.	Eva Celia Lesmana memiliki kemampuan mempengaruhi saya dalam membeli Biore <i>body foam</i>				

## 2. CITRA MEREK

No.	Pertanyaan	STS	TS	S	SS
13.	Harga Biore <i>body foam</i> terjangkau				
14.	Reputasi Biore <i>body foam</i> baik				
15.	Biore <i>body foam</i> memberikan manfaat				
16.	Biore <i>body foam</i> memiliki banyak jenis varian wangi berbeda dengan yang lain				
17.	Biore <i>body foam</i> membuat kulit tidak hanya bersih tetapi juga menjadikan kulit sangat lembut				
18.	Biore <i>body foam</i> menggunakan teknologi <i>skin purifying</i> yang canggih				
19.	Saya merasa cocok dengan produk sabun mandi cair Biore <i>body foam</i>				
20.	Biore <i>body foam</i> memberikan kesan positif kepada saya				

## 3. KEPUTUSAN PEMBELIAN

No.	Pertanyaan	STS	TS	S	SS
21.	Saya membeli karena melihat iklan televisi Biore <i>body foam</i>				
22.	Saya membeli karena Biore <i>body foam</i> merupakan merek yang terpercaya				
23.	Saya membeli Biore <i>body foam</i> karena tersedia diberbagai toko atau supermarket				

24.	Saya puas setelah menggunakan Biore <i>body foam</i>				
25.	Saya akan merekomendasikan Biore <i>body foam</i> kepada orang lain				
26.	Saya akan melakukan pembelian kembali Biore <i>body foam</i>				

## LAMPIRAN 2 : Tabulasi 30 Responden

CELEBRITY ENDORSER													
Dimensi	Visibility			Credibility			Attraction			Power			TOTAL
RSPD	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	
1	3	3	2	3	3	3	3	3	3	3	3	3	35
2	3	3	2	3	3	3	3	3	3	3	3	3	35
3	3	3	3	3	3	3	3	3	3	3	3	3	36
4	3	3	2	3	3	4	4	3	3	3	4	3	38
5	3	3	3	3	3	3	3	4	3	3	3	3	37
6	4	3	3	3	3	3	4	4	3	3	3	3	39
7	3	3	2	3	3	3	3	3	3	3	3	3	35
8	3	3	3	2	2	3	3	3	3	2	3	3	33
9	3	3	3	4	4	3	4	3	3	4	4	4	42
10	4	4	2	3	3	3	4	4	4	3	3	3	40
11	4	3	3	3	3	3	3	3	3	3	3	3	37
12	4	4	3	4	4	3	4	3	4	4	3	4	44
13	3	3	3	3	3	3	3	3	3	3	3	3	36
14	4	3	3	3	3	4	4	4	3	3	3	3	40
15	4	4	2	3	3	3	4	4	4	3	4	3	41
16	4	4	2	4	3	3	3	3	4	4	4	3	41
17	3	3	2	3	3	3	3	3	3	3	3	3	35
18	3	3	2	3	3	3	3	3	3	3	3	3	35
19	3	3	2	3	3	4	4	4	3	3	3	4	39
20	3	3	3	3	3	3	3	3	3	3	3	3	36
21	4	4	2	4	4	4	4	4	4	4	4	4	46
22	4	4	2	3	3	3	3	4	4	3	3	3	39
23	4	4	2	4	4	4	4	4	4	4	3	4	45
24	4	4	3	4	4	3	3	3	4	4	4	4	44
25	4	4	3	3	3	3	3	4	4	3	3	3	40
26	3	3	2	3	3	3	3	3	3	3	4	3	36
27	4	4	2	3	3	4	4	3	4	3	3	3	40
28	3	3	2	2	3	3	3	3	3	2	3	3	33
29	4	4	3	3	4	3	4	4	4	3	4	4	44
30	4	4	2	3	4	4	4	4	4	3	3	4	43

CITRA MEREK									
DIMENSI	Streight			Uniqueness			Favorability		TOTAL
RSPD	p1	p2	p3	p4	P5	P6	P7	P8	
1	3	3	3	3	3	3	3	3	24
2	4	4	4	3	3	2	4	4	28
3	3	3	3	3	3	2	3	3	23
4	3	3	3	3	3	3	3	3	24
5	3	4	4	3	3	3	3	4	27
6	3	3	3	3	3	3	3	3	24
7	4	3	3	3	3	3	3	3	25
8	3	3	3	3	3	3	4	4	26
9	3	3	3	3	3	3	4	3	25
10	4	4	3	4	3	3	3	3	27
11	4	3	4	3	4	3	3	4	28
12	3	3	3	4	3	3	4	4	27
13	3	3	3	3	3	3	3	3	24
14	3	3	3	3	3	3	4	4	26
15	3	3	2	4	3	4	4	4	27
16	3	3	3	4	2	3	3	3	24
17	3	3	3	3	3	3	4	4	26
18	4	4	4	3	3	3	3	3	27
19	4	4	4	3	4	3	3	3	28
20	3	3	4	3	3	3	3	3	25
21	4	4	4	4	4	4	4	4	32
22	4	3	3	4	3	3	4	4	28
23	4	4	4	4	3	3	3	4	29
24	4	4	3	4	4	3	4	4	30
25	4	4	4	4	3	3	4	4	30
26	4	4	4	3	3	3	3	3	27
27	4	4	4	4	3	3	4	4	30
28	4	4	3	3	3	3	3	3	26
29	4	4	4	4	3	3	4	3	29
30	3	3	3	4	3	3	4	4	27

DIMENSI	Keputusan Pembelian			Perilaku Pascapembelian			TOTAL
	RSPD	P1	P2	P3	P4	P5	
1	3	3	3	3	3	3	42
2	3	3	3	3	3	2	41
3	3	3	3	3	3	2	39
4	3	3	4	3	3	3	41
5	3	3	3	3	3	3	40
6	3	4	3	3	3	3	42
7	3	3	3	3	3	3	40
8	2	3	3	3	3	3	38
9	4	4	4	4	3	3	44
10	3	3	3	3	3	3	43
11	3	3	3	3	3	3	42
12	4	3	3	3	3	3	44
13	3	3	3	3	3	3	39
14	3	3	3	3	3	3	41
15	3	3	4	4	4	3	46
16	4	3	3	3	3	3	42
17	3	3	3	3	3	3	40
18	3	3	3	3	3	3	42
19	3	3	3	3	3	3	42
20	3	3	3	3	3	3	41
21	4	4	4	3	4	4	50
22	3	3	3	3	3	3	44
23	4	3	3	4	3	3	45
24	4	3	4	4	3	3	44
25	3	4	3	3	4	4	46
26	3	3	3	3	3	3	41
27	3	3	3	4	4	3	47
28	2	3	4	4	3	3	40
29	3	3	4	4	3	3	47
30	3	3	3	3	3	3	43















<b>P19</b>	<b>P20</b>	<b>P21</b>	<b>P22</b>	<b>P23</b>	<b>P24</b>	<b>P25</b>	<b>P26</b>	<b>Total</b>
,401*	,467**	,401*	,196	,079	,236	,392*	,365*	,752**
,028	,009	,028	,299	,679	,208	,032	,047	,000
30	30	30	30	30	30	30	30	30
,464**	,408*	,464**	,080	,193	,354	,480**	,373*	,815**
,010	,025	,010	,674	,307	,055	,007	,043	,000
30	30	30	30	30	30	30	30	30
,126	,067	,036	,251	-,005	-,005	-,145	0,000	-,056
,508	,724	,850	,182	,978	,978	,444	1,000	,769
30	30	30	30	30	30	30	30	30
,152	,134	1,000**	,288	,169	,169	,092	,183	,613**
,423	,481	0,000	,122	,373	,373	,630	,333	,000
30	30	30	30	30	30	30	30	30
,309	,140	,730**	,247	,430*	,430*	,041	,192	,724**
,097	,461	,000	,188	,018	,018	,829	,310	,000

30	30	30	30	30	30	30	30	30
,116	,236	,169	,015	,068	,068	,247	,216	,408*
,542	,208	,373	,935	,720	,720	,188	,252	,025
30	30	30	30	30	30	30	30	30
,261	,067	,306	,251	,313	,313	,251	,184	,583**
,164	,724	,101	,182	,092	,092	,182	,330	,001
30	30	30	30	30	30	30	30	30
,191	,272	,055	,280	,032	,032	,280	,373*	,528**
,312	,146	,775	,134	,866	,866	,134	,043	,003
30	30	30	30	30	30	30	30	30
,464**	,408*	,464**	,080	,193	,354	,480**	,373*	,815**
,010	,025	,010	,674	,307	,055	,007	,043	,000
30	30	30	30	30	30	30	30	30
,152	,134	1,000**	,288	,169	,169	,092	,183	,613**
,423	,481	0,000	,122	,373	,373	,630	,333	,000

30	30	30	30	30	30	30	30	30
,191	-,151	,443*	,207	,737**	,380*	,207	,206	,400*
,311	,426	,014	,272	,000	,038	,272	,274	,029
30	30	30	30	30	30	30	30	30
,342	,151	,594**	,207	,380*	,380*	-,015	,206	,678**
,064	,426	,001	,272	,038	,038	,938	,274	,000
30	30	30	30	30	30	30	30	30
0,000	,067	0,000	0,000	,079	,236	,196	,183	,391*
1,000	,726	1,000	1,000	,679	,208	,299	,334	,033
30	30	30	30	30	30	30	30	30
-,009	,067	,036	,053	,154	,313	,251	,184	,414*
,962	,724	,850	,782	,417	,092	,182	,330	,023
30	30	30	30	30	30	30	30	30
-,139	,061	,065	,096	-,226	-,082	,096	,167	,248
,465	,749	,732	,615	,230	,668	,615	,378	,185

30	30	30	30	30	30	30	30	30
,464**	,408*	,464**	,080	,193	,354	,480**	,373*	,815**
,010	,025	,010	,674	,307	,055	,007	,043	,000
30	30	30	30	30	30	30	30	30
,101	,253	,101	,149	,259	,060	,149	,231	,341
,594	,178	,594	,433	,167	,754	,433	,220	,065
30	30	30	30	30	30	30	30	30
,183	,183	,183	,269	,432*	,216	,537**	,750**	,482**
,333	,334	,333	,151	,017	,252	,002	,000	,007
30	30	30	30	30	30	30	30	30
1	,668**	,152	,223	,274	,274	,419*	,183	,516**
	,000	,423	,237	,143	,143	,021	,333	,003
30	30	30	30	30	30	30	30	30
,668**	1	,134	0,000	-,079	,079	,392*	,183	,435*
,000		,481	1,000	,679	,679	,032	,334	,016

30	30	30	30	30	30	30	30	30
,327	,272	,191	,080	,032	,032	,280	,186	,465**
,077	,146	,312	,674	,866	,866	,134	,324	,010
30	30	30	30	30	30	30	30	30
,157	,069	,203	-,109	-,071	-,071	,298	,189	,366*
,407	,716	,281	,568	,710	,710	,109	,316	,047
30	30	30	30	30	30	30	30	30
,327	,544**	,055	,080	,032	,193	,480**	,186	,510**
,077	,002	,775	,674	,866	,307	,007	,324	,004
30	30	30	30	30	30	30	30	30
,464**	,408*	,464**	,080	,193	,354	,480**	,373*	,815**
,010	,025	,010	,674	,307	,055	,007	,043	,000
30	30	30	30	30	30	30	30	30
-,252	-,246	,022	-,209	-,148	,045	-,209	- ,449*	-,215
,180	,190	,909	,268	,434	,813	,268	,013	,254

30	30	30	30	30	30	30	30	30
,261	,067	,306	,251	,313	,313	,251	,184	,583**
,164	,724	,101	,182	,092	,092	,182	,330	,001
30	30	30	30	30	30	30	30	30
,126	,067	-,099	,251	-,164	-,164	,251	,368*	,334
,508	,724	,603	,182	,385	,385	,182	,045	,071
30	30	30	30	30	30	30	30	30
,152	,134	1	,288	,169	,169	,092	,183	,613**
,423	,481		,122	,373	,373	,630	,333	,000
30	30	30	30	30	30	30	30	30
,223	0,000	,288	1	,247	,015	,423*	,537**	,357
,237	1,000	,122		,188	,935	,020	,002	,053
30	30	30	30	30	30	30	30	30
,274	-,079	,169	,247	1	,627**	,247	,216	,377*
,143	,679	,373	,188		,000	,188	,252	,040



## LAMPIRAN 4 : Hasil Uji Reliabilitas

**Reliability****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
,903	26

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	104,6000	53,834	,721	,895
P2	104,7000	53,459	,791	,894
P3	105,6667	60,161	-,121	,910
P4	104,9667	54,930	,570	,898
P5	104,9000	54,300	,692	,896
P6	104,8667	56,947	,360	,901
P7	104,6667	55,195	,537	,899
P8	104,7000	55,666	,479	,900
P9	104,7000	53,459	,791	,894
P10	104,9667	54,930	,570	,898
P11	104,8333	56,902	,349	,902

P12	104,8333	54,971	,645	,897
P13	104,6000	56,662	,333	,902
P14	104,6667	56,506	,358	,902
P15	104,7333	57,651	,179	,905
P16	104,7000	53,459	,791	,894
P17	105,0000	57,517	,294	,902
P18	105,1000	56,852	,443	,900
P19	104,6333	55,689	,466	,900
P20	104,6000	56,317	,379	,901
P21	104,9667	54,930	,570	,898
P22	104,9667	57,689	,317	,902
P23	104,8667	57,154	,328	,902
P24	104,8667	56,809	,382	,901
P25	104,9667	56,654	,519	,900
P26	105,1000	56,714	,469	,900

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
108,1000	59,472	7,71184	26

## LAMPIRAN 5 : Tabulasi 110 Responden

CELEBRITY ENDORSER												
Dimensi	Visibility		Credibility			Attraction			Power			
RSPD	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	
1	3	3	3	3	4	4	3	3	3	3	3	3,18
2	3	4	3	3	3	4	4	3	3	3	3	3,27
3	3	3	4	4	3	4	4	4	4	3	3	3,55
4	3	3	3	3	3	3	3	3	3	3	3	3,00
5	3	3	3	3	3	4	4	4	3	2	2	3,09
6	3	3	4	3	3	4	3	4	3	3	3	3,27
7	3	3	3	3	3	3	3	3	3	3	3	3,00
8	3	3	3	3	3	3	3	3	3	3	3	3,00
9	3	3	4	2	3	4	4	3	3	2	3	3,09
10	4	4	4	4	3	3	3	3	3	3	3	3,36
11	3	3	4	3	3	4	4	4	4	3	2	3,36
12	4	3	3	3	3	4	4	3	2	2	2	3,00
13	3	3	3	3	3	3	3	3	4	4	4	3,27
14	3	3	3	3	3	4	4	3	3	3	3	3,18
15	3	3	4	4	3	3	3	3	3	4	4	3,36
16	2	3	3	3	3	3	3	3	3	3	3	2,91
17	3	3	3	3	4	4	4	4	2	2	2	3,09
18	3	3	4	4	3	4	4	4	3	3	3	3,45
19	3	3	3	3	3	2	2	3	2	2	2	2,55
20	2	3	3	2	3	4	4	4	2	3	3	3,00
21	3	3	3	3	3	4	3	4	4	4	3	3,36
22	3	3	3	3	3	3	3	3	3	3	3	3,00
23	3	3	3	3	2	2	2	3	2	4	4	2,82
24	3	3	3	3	2	2	2	3	2	2	2	2,45
25	2	3	3	3	3	3	2	3	2	2	2	2,55
26	3	3	3	3	3	3	3	3	3	3	3	3,00
27	4	3	3	4	3	4	4	3	1	2	2	3,00
28	3	3	3	2	3	4	3	3	2	2	3	2,82
29	3	3	3	3	2	3	2	3	2	2	2	2,55
30	2	3	3	2	2	4	3	3	2	2	2	2,55

31	3	3	3	2	2	3	2	3	1	1	1	2,18
32	2	2	2	2	2	3	3	3	2	2	2	2,27
33	4	4	3	3	4	4	4	3	3	3	3	3,45
34	4	2	3	3	2	4	3	3	1	1	1	2,45
35	3	2	3	3	3	3	3	3	2	2	2	2,64
36	4	3	3	4	3	2	3	1	2	3	2	2,73
37	3	3	3	3	3	3	3	3	3	3	3	3,00
38	2	3	3	2	2	3	3	3	2	2	2	2,45
39	2	2	2	2	2	4	3	3	2	2	2	2,36
40	3	3	3	3	3	3	3	3	3	3	3	3,00
41	1	1	2	2	2	2	2	2	2	2	2	1,82
42	3	3	3	3	3	3	3	3	3	3	2	2,91
43	4	3	3	3	3	2	3	3	2	2	2	2,73
44	3	3	3	3	3	3	4	4	1	1	1	2,64
45	3	4	4	3	3	4	4	4	3	3	3	3,45
46	3	3	2	3	3	4	4	4	2	2	2	2,91
47	2	3	3	2	2	3	4	3	2	2	1	2,45
48	1	3	3	2	2	3	2	2	2	2	2	2,18
49	2	2	2	3	3	3	3	3	4	4	4	3,00
50	2	3	3	2	3	3	3	3	2	2	2	2,55
51	4	3	3	3	2	4	4	4	2	2	2	3,00
52	3	4	4	4	4	4	4	4	4	4	4	3,91
53	4	4	4	3	3	3	3	3	3	3	3	3,27
54	2	2	3	3	2	3	3	2	2	2	2	2,36
55	3	3	3	3	3	3	3	3	1	1	1	2,45
56	3	4	3	3	3	4	3	3	2	2	2	2,91
57	3	3	3	3	2	3	3	2	2	2	2	2,55
58	2	2	3	2	3	3	3	2	2	1	1	2,18
59	2	2	2	2	2	3	3	2	2	2	1	2,09
60	2	2	2	2	2	3	3	3	3	3	3	2,55
61	3	3	3	4	4	4	3	2	2	2	2	2,91
62	2	3	3	2	2	3	3	4	2	2	2	2,55
63	4	4	3	3	3	4	3	3	3	3	3	3,27
64	3	3	3	3	2	4	4	4	2	2	2	2,91
65	2	1	3	1	2	3	3	3	1	1	1	1,91
66	3	2	3	2	3	3	3	3	3	3	3	2,82
67	2	3	3	2	2	3	2	2	1	2	2	2,18
68	3	3	3	3	3	3	3	3	2	2	2	2,73

69	2	3	3	3	4	3	3	3	4	3	2	3,00
70	3	3	3	3	3	3	3	2	2	3	2	2,73
71	3	3	3	3	3	3	3	3	3	3	3	3,00
72	3	3	3	3	3	3	3	3	3	3	3	3,00
73	1	1	3	2	2	2	2	2	1	1	3	1,82
74	4	3	4	4	3	4	4	4	4	3	3	3,64
75	3	3	3	3	3	4	4	3	4	4	3	3,36
76	3	3	3	3	3	4	4	3	4	4	3	3,36
77	4	4	4	3	3	4	4	3	3	3	3	3,45
78	4	3	3	3	3	3	3	3	3	4	3	3,18
79	2	3	3	2	2	3	3	2	1	1	1	2,09
80	4	2	2	2	2	3	3	3	1	1	1	2,18
81	2	2	2	2	2	3	3	2	1	2	2	2,09
82	3	3	3	3	2	3	3	3	2	2	2	2,64
83	3	3	3	2	2	4	4	3	1	1	1	2,45
84	4	4	3	3	3	4	4	3	3	2	2	3,18
85	2	2	2	2	2	3	2	2	1	1	1	1,82
86	3	3	2	2	2	3	3	3	2	2	2	2,45
87	4	4	3	3	3	4	3	3	3	3	3	3,27
88	3	3	3	3	2	3	3	3	3	3	3	2,91
89	2	3	3	3	4	3	3	3	4	3	2	3,00
90	4	4	4	3	3	4	4	3	3	3	3	3,45
91	3	2	3	2	2	3	3	3	1	1	1	2,18
92	4	4	3	3	4	4	4	3	3	3	3	3,45
93	3	3	3	3	2	1	2	1	1	2	2	2,09
94	2	3	3	3	3	4	4	4	3	3	3	3,18
95	2	3	3	2	2	2	2	2	1	2	2	2,09
96	2	3	3	2	2	2	2	2	1	2	2	2,09
97	3	2	2	2	3	3	3	2	3	3	2	2,55
98	4	4	4	4	4	4	4	4	3	4	4	3,91
99	3	3	3	3	3	3	3	2	2	1	1	2,45
100	4	4	3	3	3	4	3	3	3	3	2	3,18
101	4	3	3	3	3	4	4	4	3	3	3	3,36
102	3	3	3	3	2	4	3	3	2	3	2	2,82
103	3	2	3	3	3	4	4	4	3	3	3	3,18
104	3	3	4	3	3	4	4	4	2	3	2	3,18
105	4	3	4	3	3	4	3	3	2	3	4	3,27
106	3	3	3	4	4	4	4	4	3	3	3	3,45

107	3	3	3	3	3	3	3	4	3	4	4	3,27
108	3	3	3	3	3	3	3	3	3	3	3	3,00
109	3	3	3	3	3	3	3	3	3	3	3	3,00
110	3	3	3	3	3	3	2	2	3	3	3	2,82

CITRA MERERK							
Dimensi	Strength		Uniqueness		Favorability		
RSPD	P1	P2	P3	P4	P5	P6	
1	3	3	3	3	3	3	3,00
2	3	3	3	3	3	3	3,00
3	3	3	3	3	3	3	3,00
4	3	3	3	3	3	3	3,00
5	3	3	4	3	3	3	3,17
6	3	3	3	3	3	3	3,00
7	4	3	4	4	3	4	3,67
8	3	3	3	3	3	3	3,00
9	4	4	3	2	4	4	3,50
10	3	3	3	3	3	3	3,00
11	4	3	3	2	4	4	3,33
12	3	3	3	3	2	2	2,67
13	3	3	3	3	3	4	3,17
14	3	3	3	3	3	3	3,00
15	3	3	4	4	4	4	3,67
16	3	3	3	3	3	2	2,83
17	3	3	3	3	2	2	2,67
18	3	4	3	3	3	3	3,17
19	3	3	3	3	3	3	3,00
20	4	4	3	3	3	4	3,50
21	4	4	4	4	4	4	4,00
22	3	3	3	3	3	3	3,00
23	2	3	2	2	2	3	2,33
24	2	3	2	2	2	3	2,33
25	3	3	3	3	3	3	3,00
26	3	3	3	3	4	4	3,33
27	4	3	3	3	4	3	3,33
28	3	4	3	3	4	3	3,33
29	3	3	3	2	2	3	2,67
30	3	3	3	4	1	2	2,67
31	2	2	3	2	2	2	2,17
32	2	4	4	4	4	4	3,67

33	4	4	4	4	3	3	3,67
34	3	3	3	2	3	2	2,67
35	3	3	3	3	4	2	3,00
36	4	4	3	3	4	4	3,67
37	3	3	3	3	3	3	3,00
38	3	3	3	3	3	3	3,00
39	2	2	2	2	2	2	2,00
40	3	3	3	3	3	3	3,00
41	2	2	2	2	2	2	2,00
42	3	3	3	3	3	3	3,00
43	3	3	3	3	4	4	3,33
44	3	3	3	3	3	3	3,00
45	3	4	4	3	3	3	3,33
46	3	3	3	2	2	2	2,50
47	3	2	3	2	2	2	2,33
48	3	3	3	3	2	3	2,83
49	3	3	2	2	2	3	2,50
50	2	2	2	2	1	2	1,83
51	4	4	4	3	4	4	3,83
52	4	4	4	4	4	4	4,00
53	3	3	3	3	3	3	3,00
54	4	3	3	3	2	2	2,83
55	2	2	2	3	1	1	1,83
56	3	3	2	2	2	2	2,33
57	3	3	3	3	2	2	2,67
58	4	4	4	3	4	4	3,83
59	4	4	4	3	4	4	3,83
60	3	3	3	2	2	1	2,33
61	3	2	2	2	3	2	2,33
62	2	2	4	3	4	4	3,17
63	3	3	3	3	3	1	2,67
64	3	3	3	3	3	3	3,00
65	4	3	4	3	3	3	3,33
66	3	2	2	2	2	2	2,17
67	4	3	3	3	2	3	3,00
68	2	3	2	2	2	2	2,17
69	3	3	3	3	3	3	3,00
70	3	3	3	3	2	2	2,67

71	3	4	3	3	2	4	3,17
72	4	4	3	4	4	3	3,67
73	2	4	4	3	3	4	3,33
74	2	3	2	3	4	3	2,83
75	2	4	3	2	4	3	3,00
76	2	4	3	2	4	3	3,00
77	3	3	2	3	2	3	2,67
78	3	2	3	3	3	4	3,00
79	2	2	3	2	1	1	1,83
80	3	3	4	4	4	4	3,67
81	2	2	2	2	3	2	2,17
82	3	3	3	2	2	2	2,50
83	3	3	3	2	2	2	2,50
84	4	4	4	4	3	3	3,67
85	3	4	3	2	3	3	3,00
86	3	3	4	2	2	2	2,67
87	3	3	3	3	4	3	3,17
88	3	3	4	3	3	3	3,17
89	3	3	3	3	3	3	3,00
90	3	3	4	3	4	3	3,33
91	4	3	2	2	2	3	2,67
92	4	4	4	4	3	3	3,67
93	3	3	2	2	3	3	2,67
94	3	3	4	4	4	4	3,67
95	3	3	3	3	3	3	3,00
96	3	3	3	3	3	3	3,00
97	2	3	2	3	2	3	2,50
98	4	4	4	3	4	4	3,83
99	1	3	3	3	3	3	2,67
100	4	4	3	2	3	3	3,17
101	4	4	3	3	4	4	3,67
102	4	3	2	2	4	4	3,17
103	4	3	3	3	3	3	3,17
104	4	4	4	3	4	3	3,67
105	3	5	3	3	4	4	3,67
106	3	3	2	2	3	3	2,67
107	4	4	4	4	3	3	3,67

108	4	4	4	4	3	3	3,67
109	4	4	3	4	3	3	3,50
110	3	3	3	3	3	3	3,00

Dimensi	Keputusan Pembelian			Perilaku Pascapembelian			
	RSPD	P1	P2	P3	P4	P5	
1	3	3	3	3	3	3	2,82
2	3	3	3	3	3	3	3,00
3	3	4	3	3	3	3	3,36
4	4	4	3	3	3	3	3,36
5	4	4	4	3	3	3	3,45
6	3	3	3	3	3	3	3,00
7	3	3	3	3	3	3	3,45
8	3	3	3	3	2	2	3,00
9	4	4	3	3	3	3	3,55
10	3	3	3	3	3	3	3,91
11	2	3	4	3	3	3	3,73
12	3	3	3	3	2	3	3,55
13	3	3	3	3	3	3	4,00
14	4	3	3	3	3	3	4,18
15	4	3	3	3	4	4	4,55
16	3	3	3	2	2	3	3,91
17	3	3	3	3	3	2	4,18
18	3	3	3	3	3	3	4,27
19	3	3	3	3	3	3	4,73
20	2	4	4	4	4	4	5,00
21	3	4	4	4	4	4	5,45
22	3	3	3	3	3	3	4,73
23	3	2	3	2	2	2	4,45
24	3	2	3	2	2	2	4,55
25	2	3	3	3	3	3	4,73
26	3	3	4	4	2	3	5,27
27	1	3	4	3	4	2	4,82
28	2	3	3	4	3	3	5,36
29	2	3	3	3	2	2	5,09
30	2	3	3	3	2	2	4,82
31	2	2	3	2	2	2	4,73
32	2	4	3	4	4	4	6,09

33	3	4	4	3	3	3	6,00
34	1	3	3	2	3	3	5,45
35	3	2	3	2	3	2	5,55
36	1	3	4	3	2	2	6,18
37	3	3	3	3	3	3	6,09
38	2	3	3	3	3	3	6,00
39	3	3	2	2	2	2	5,82
40	3	3	3	3	3	3	6,36
41	1	3	3	3	3	3	5,91
42	3	3	3	3	3	3	6,45
43	2	3	3	3	3	3	6,27
44	3	3	3	2	2	2	6,09
45	3	3	4	4	4	4	7,45
46	4	2	3	3	3	3	6,91
47	3	3	3	2	3	3	6,82
48	2	2	3	3	2	2	6,55
49	2	3	3	3	3	3	6,73
50	2	3	3	3	2	2	6,73
51	3	3	4	4	3	4	7,82
52	3	4	3	4	4	4	7,73
53	3	3	3	3	2	3	7,36
54	2	3	2	2	2	1	6,82
55	1	3	3	1	2	1	7,09
56	3	3	4	3	3	3	7,91
57	3	3	3	3	2	3	7,64
58	2	4	4	4	4	4	8,45
59	1	4	4	4	4	3	8,36
60	3	3	3	3	1	1	7,91
61	1	3	2	2	2	2	7,73
62	2	3	3	4	3	2	8,09
63	4	3	2	1	1	1	7,73
64	3	3	3	3	3	3	8,55
65	1	3	3	3	2	3	8,45
66	4	4	2	4	3	3	8,73
67	1	3	3	3	3	3	8,45
68	2	3	3	3	3	3	8,82
69	3	4	3	3	3	3	9,00
70	3	3	3	2	2	2	8,64

71	2	3	3	4	3	3	8,73
72	3	3	3	3	3	3	9,18
73	3	3	3	3	4	4	9,55
74	3	2	4	3	3	3	9,09
75	3	3	3	3	2	3	9,55
76	3	3	3	3	2	3	9,64
77	3	3	3	2	3	2	9,55
78	3	3	3	3	4	3	9,73
79	1	3	2	1	1	1	9,27
80	1	3	3	4	4	4	10,09
81	3	2	3	3	2	2	9,73
82	2	3	3	2	2	2	9,64
83	2	3	3	3	2	2	9,91
84	3	3	3	3	3	3	10,27
85	1	1	3	3	2	2	9,91
86	2	2	2	2	2	2	9,64
87	3	3	3	3	3	3	10,36
88	1	2	3	3	2	3	9,82
89	3	4	3	3	3	3	10,82
90	3	3	3	3	4	3	11,09
91	1	3	4	3	2	2	10,55
92	3	4	4	3	3	3	11,36
93	2	3	3	2	2	2	10,73
94	3	4	4	4	4	4	11,82
95	3	3	3	3	3	3	11,27
96	3	3	3	3	3	3	11,36
97	2	2	3	2	2	2	10,73
98	2	3	3	4	4	4	12,00
99	2	3	3	3	2	3	11,45
100	4	3	4	3	4	3	11,82
101	3	3	4	4	4	4	12,09
102	4	3	4	3	3	3	12,18
103	4	4	4	4	3	3	12,18
104	4	4	4	4	4	4	12,82
105	4	4	4	4	4	4	12,82
106	2	3	4	3	3	3	12,55
107	3	3	3	3	3	3	12,45

108	3	3	3	3	3	3	12,64
109	3	3	4	4	3	3	12,91
110	2	3	3	3	2	3	12,45

## LAMPIRAN 6 : Hasil Analisis Jalur Tahap I

**Regression****Descriptive Statistics**

	Mean	Std. Deviation	N
Citra merek	3,0081	,50635	110
Celebrity endorser	2,8490	,46839	110

**Correlations**

		Citra merek	Celebrity endorser
Pearson Correlation	Citra merek	1,000	,397
	Celebrity endorser	,397	1,000
Sig. (1-tailed)	Citra merek	.	,000
	Celebrity endorser	,000	.
N	Citra merek	110	110
	Celebrity endorser	110	110

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

Model	Variables Entered	Variables Removed	Method
1	Celebrity endorser <sup>b</sup>	.	Enter

a. Dependent Variable: citra merek

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,397 <sup>a</sup>	,157	,150	,46694	,157	20,176	1	108	,000

a. Predictors: (Constant), celebrity endorser

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,399	1	4,399	20,176	,000 <sup>b</sup>
	Residual	23,548	108	,218		
	Total	27,947	109			

a. Dependent Variable: citra merek

b. Predictors: (Constant), celebrity endorser

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,786	,276		6,480	,000
	Celebrity Endorser	,429	,095	,397	4,492	,000

a. Dependent Variable: citra merek

## LAMPIRAN 7 : Hasil Analisis Jalur Tahap II

**Regression****Descriptive Statistics**

	Mean	Std. Deviation	N
Keputusan pembelian	2,9057	,48318	110
Celebrity endorser	2,8490	,46839	110
Citra merek	3,0081	,50635	110

**Correlations**

		kepututsanpem belian	celebrityendors er	citramerek
Pearson Correlation	Keputusan pembelian	1,000	,495	,697
	Celebrity endorser	,495	1,000	,397
	Citra merek	,697	,397	1,000
Sig. (1-tailed)	Keputusan pembelian	.	,000	,000
	Celebrity endorser	,000	.	,000
	Citra merek	,000	,000	.
N	Keputusan pembelian	110	110	110
	Celebrity endorser	110	110	110
	Citra merek	110	110	110

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

Model	Variables Entered	Variables Removed	Method
1	Citra merek, celebrity endorser <sup>b</sup>	.	Enter

a. Dependent Variable: keputusan pembelian

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,736 <sup>a</sup>	,542	,533	,33004	,542	63,312	2	107	,000

a. Predictors: (Constant), citra merek, celebrity endorser

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,792	2	6,896	63,312	,000 <sup>b</sup>
	Residual	11,655	107	,109		
	Total	25,447	109			

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), citra merek, celebrity endorser

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,439	,230		1,914	,058
	Celebrity endorser	,267	,074	,259	3,636	,000
	Citra merek	,567	,068	,594	8,333	,000

a. Dependent Variable: keputusan pembelian