

Lampiran 1: Kuisisioner

No. Resp

KUISISIONER PENELITIAN

Responden yang terhormat,

Saya Paramita Sari (NIM 2012-11-118), mahasiswi Fakultas Ekonomi Universitas Esa Unggul yang sedang melakukan penelitian tentang “Menguji Dampak Laudya Chintya Bella sebagai *Celebrity Endorser* terhadap Minat Beli Konsumen *Hand & Body Citra Light Touch White Japanese Wakame* melalui Daya Tarik Iklan.” Dalam rangka penulisan tugas akhir skripsi. Oleh karena itu, saya mohon kesediaan anda untuk meluangkan waktu guna mengisi kuisisioner ini dengan tepat dan teliti. Data yang diperoleh akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian. Atas perhatian dan kerjasamanya saya ucapkan terima kasih.

Petunjuk:

Anda diminta untuk mengisi kuisisioner ini dengan memberikan tanda (x) pada setiap pilihan yang disediakan.

A. IDENTITAS RESPONDEN

1. Usia anda saat ini adalah:

- | | |
|----------------|----------------|
| a. 17-22 tahun | c. 29-34 tahun |
| b. 23-28 tahun | d. > 35 tahun |

2. Pendidikan terakhir anda:

- | | |
|--------|----------------------------|
| a. SMP | c. Universitas (S1,S2,S3) |
| b. SMA | d. Lainnya (...) |

3. Pekerjaan:

- | | |
|-------------------|----------------------|
| a. Pegawai Negeri | c. Mahasiswa/pelajar |
| b. Pegawai Swasta | d. Wiraswasta |

4. Apakah anda sudah pernah menggunakan Citra *Light Touch White* Japanese Wakame?
 - a. Sudah pernah
 - b. Belum pernah
5. Pengeluaran untuk perawatan kecantikan per bulan:
 - a. $\leq$ Rp. 200.000
 - b. Rp. 200.001-Rp. 400.000
 - c. Rp. 400.001 – Rp. 600.000
 - d. $\geq$ Rp. 1.000.000

B. KREDIBILITAS SUMBER PESAN

Berikanlah penilaian anda terhadap pertanyaan-pertanyaan di bawah ini dengan memberikan tanda centang (✓) pada jawaban yang anda pilih

Keterangan:

STS : Sangat Tidak Setuju

TS : Tidak Setuju

S : Setuju

SS : Sangat setuju

No.	Celebrity Endorser	STS	TS	S	SS
1	Penampilan Bella dalam iklan terlihat menarik (<i>attractiveness</i>)				
2	Kesan berkelas yang dimiliki Bella menciptakan produk Citra Japanese Wakame terlihat berkualitas (<i>classy</i>)				
3	Penampilan Bella terlihat cantik dalam iklan (<i>beautiful</i>)				
4	Penampilan Bella dalam iklan terlihat anggun (<i>elegant</i>)				
5	Bella dapat diandalkan dalam menyampaikan pesan iklan (<i>dependable</i>)				
6	Bella terlihat jujur dalam menyampaikan pesan iklan (<i>honest</i>)				
7	Bella terlihat tulus dalam menyampaikan pesan iklan (<i>sincere</i>)				
8	Bella terlihat terpercaya dalam menyampaikan pesan iklan (<i>reliable</i>)				
9	Bella terlihat meyakinkan dalam menyampaikan pesan iklan (<i>trustworthy</i>)				
10	Bella terlihat ahli dalam menyampaikan pesan iklan (<i>expert</i>)				
11	Pengalaman Bella dalam bidangnya sehingga terlihat percaya diri dalam menyampaikan pesan iklan (<i>experienced</i>)				
12	Bella terlihat berpengetahuan dalam menyampaikan pesan iklan (<i>knowledge</i>)				
13	Kesan yang sesuai dimiliki Bella dalam menjalankan perannya sebagai <i>celebrity endorser</i> (<i>qualified</i>)				
14	Bella terlihat terlatih dalam menyampaikan pesan iklan (<i>skilled</i>)				

No.	Daya Tarik Iklan	STS	TS	S	SS
1	Isi pesan dalam iklan mudah dimengerti (<i>rational appeals</i>)				
2	Dengan melihat iklan saya dapat mengetahui produk ini sesuai dengan kebutuhan (<i>rational appeals</i>)				
3	Isi pesan dalam iklan menarik perhatian (<i>emotional appeals</i>)				
4	Isi pesan dalam iklan informatif dan sangat memotivasi (<i>emotional appeals</i>)				
5	Tema iklan mampu menarik perhatian dan kualitas produk yang dijual sesuai dengan apa yang diekspektasikan (<i>emotional appeals</i>)				
6	Pemilihan endorser yang digunakan yaitu Bella dalam iklan menarik (<i>emotional appeals</i>)				

No.	Minat Beli	STS	TS	S	SS
1	Setelah melihat iklan yang dibawakan Bella, menimbulkan minat untuk membeli Citra tersebut. (<i>Intention</i>)				
2	Setelah melihat iklan saya berniat membeli karena <i>celebrity endorser</i> nya				
3	Setelah melihat iklan saya berniat membeli karena produknya berkualitas				
4	Setelah melihat iklan saya berniat membeli karena tema yang menarik				
5	Setelah melihat iklan yang dibawakan Bella, membuat saya ingin merekomendasikan Citra ini. (<i>Recommendation</i>)				
6	Setelah melihat iklan yang dibawakan Bella, membuat saya bersedia untuk membeli Citra Japanese Wakame ini. (<i>Willingness</i>)				

LAMPIRAN 2 : TABULASI DATA KARAKTERISTIK PRETEST

R/P	Usia				Pendidikan Terakhir				Pekerjaan				Pengalaman Mencoba		Pengeluaran Kosmetik			
	17-22	23-28	29-34	>35	SMP	SMA	S1,S2 & S3	Lain	PN	PS	M/P	W	SP	BP	<200	201-400	401-600	>1jt
1	1					1					1			1		1		
2	1					1					1		1		1			
3	1						1				1		1			1		
4		1					1					1		1	1			
5		1					1			1			1				1	
6	1					1					1			1	1			
7	1					1					1			1	1			
8	1					1					1			1				
9			1				1		1					1				1
10	1					1					1		1		1			
11	1					1					1		1				1	
12		1				1				1				1				1
13	1					1					1			1	1			
14	1					1					1			1	1			
15		1				1						1	1			1		
16	1					1					1		1		1			
17	1						1					1		1			1	
18	1					1					1		1			1		
19	1					1					1		1		1			
20	1					1					1			1		1		
21			1				1		1				1			1		
22		1					1			1				1		1		
23	1						1				1			1			1	

R/P	Usia				Pendidikan Terakhir				Pekerjaan				Pengalaman Mencoba		Pengeluaran Kosmetik			
	17-22	23-28	29-34	>35	SMP	SMA	S1,S2 & S3	Lain	PN	PS	M/P	W	SP	BP	<200	201-400	401-600	>1jt
24	1						1				1			1				1
25	1					1					1			1	1			
26			1				1			1				1		1		
27	1					1					1			1		1		
28		1				1					1			1	1			
29	1					1					1			1	1			
30	1					1					1			1		1		

LAMPIRAN 3: HASIL DATA PRETEST KARAKTERISTIK

Statistics						
		Usia Responden	Pendidikan Terakhir	Pekerjaan	Pengalaman Mencoba	Pengeluaran Kosmetik per bulan
N	Valid	30	30	30	30	30
	Missing	0	0	0	0	0

Usia Responden				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-22	21	70.0	70.0
	23-28	6	20.0	90.0
	29-34	3	10.0	100.0
	Total	30	100.0	100.0

Pendidikan Terakhir					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	20	66.7	66.7	66.7
	UNIV	10	33.3	33.3	100.0
	Total	30	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid MAHASISWA	21	70.0	70.0	70.0
P.NEGERI	2	6.7	6.7	76.7
P.SWASTA	4	13.3	13.3	90.0
WIRASWASTA	3	10.0	10.0	100.0
Total	30	100.0	100.0	

Pengalaman Mencoba

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid BELUM	20	66.7	66.7	66.7
SUDAH	10	33.3	33.3	100.0
Total	30	100.0	100.0	

Pengeluaran Kosmetik per bulan

	Frequency	Percent	Valid Percent	Cumulative Percent
<200	13	43.3	43.3	43.3
>1000	3	10.0	10.0	53.3
Valid 201-400	10	33.3	33.3	86.7
401-600	4	13.3	13.3	100.0
Total	30	100.0	100.0	

LAMPIRAN 4 : TABULASI DATA PRE-TEST

R/ P	Celebrity Endorser														Daya Tarik Iklan						Minat Beli					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
1	3	3	4	3	3	3	2	3	2	3	3	2	3	3	4	3	2	3	3	4	3	2	3	4	2	3
2	3	3	4	3	3	3	4	3	3	3	3	3	3	3	4	3	3	3	3	3	2	2	3	2	2	3
3	4	3	4	4	4	3	2	3	3	2	4	4	3	3	3	4	4	3	4	4	4	4	3	4	2	4
4	3	3	3	3	3	2	2	3	3	3	3	2	3	3	3	3	2	2	3	3	2	2	2	2	2	2
5	4	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
7	4	3	3	3	3	2	2	3	3	3	3	2	2	2	3	3	3	2	2	3	2	2	3	2	2	2
8	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3
9	4	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	3	3	2	2
10	4	4	4	4	3	3	3	4	4	3	3	3	3	4	4	3	3	3	4	3	4	4	3	4	3	3
11	4	4	4	4	3	3	4	3	3	3	4	3	4	3	2	3	2	3	3	4	2	2	3	2	3	3
12	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	3	3	2	3	2	2	2	2	2	2
13	4	4	4	4	3	3	3	3	3	3	4	3	4	3	3	2	3	3	3	4	2	3	3	3	3	3
14	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2
15	3	2	4	2	3	2	3	4	1	3	3	2	3	2	3	2	3	2	3	2	3	2	3	4	3	3
16	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3
17	4	3	4	4	3	3	3	3	4	4	4	3	3	3	3	3	4	4	3	4	2	1	3	1	1	1
18	3	3	3	2	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	2	2	3	3	2	3
19	3	4	4	3	3	2	3	3	3	4	4	3	3	3	3	3	4	3	3	3	3	3	3	4	3	4
20	3	4	4	4	3	3	3	4	4	3	3	3	3	4	3	4	3	3	3	4	3	3	2	2	2	2
21	3	3	3	3	4	4	4	4	3	3	3	3	3	4	3	3	3	3	4	3	3	3	4	3	3	3
22	3	3	3	3	3	2	2	2	2	2	4	3	3	3	3	2	3	2	1	1	2	2	2	2	2	2
23	3	3	3	3	3	2	2	3	3	2	3	3	3	3	3	3	3	3	3	3	2	2	2	2	2	2

R/ P	<i>Celebrity Endorser</i>														Daya Tarik Iklan						Minat Beli					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
24	4	3	4	4	3	3	3	3	3	3	3	3	4	3	2	3	3	3	3	4	3	2	3	3	3	3
25	4	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	2	2	2	3	3	3	2	2	1	2
26	3	3	3	3	2	2	2	3	2	3	3	3	2	3	2	3	2	2	3	2	2	2	3	2	2	3
27	3	3	3	3	3	3	3	3	3	4	3	3	3	3	4	3	3	3	3	3	2	3	2	3	2	3
28	4	3	4	3	3	3	3	3	2	3	3	3	3	3	2	3	2	3	2	3	3	4	3	4	2	3
29	3	3	3	3	3	3	3	3	3	2	2	3	2	2	3	2	3	2	3	3	3	2	2	2	2	2
30	3	4	3	3	3	3	3	4	4	4	3	3	4	4	3	3	3	3	4	4	2	2	3	2	3	3

LAMPIRAN 5 : HASIL OUTPUT UJI VALIDITAS

a. Hasil Uji Validitas *Celebrity Endorser*

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	SkorTotal
P1	Pearson Correlation	1	.178	.312	.485**	.244	.243	.057	-.076	.144	-.046	.407*	.238	.306	-.053	.453*
	Sig. (2-tailed)		.347	.094	.007	.194	.196	.763	.691	.448	.808	.026	.206	.100	.782	.012
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.178	1	.272	.543**	-.068	.117	.218	.230	.578**	.247	.309	.287	.383*	.585**	.667**
	Sig. (2-tailed)	.347		.146	.002	.720	.537	.247	.222	.001	.189	.097	.124	.037	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.312	.272	1	.546**	.025	.021	.208	.200	-.058	.070	.339	.116	.280	.079	.450*
	Sig. (2-tailed)	.094	.146		.002	.896	.910	.271	.290	.761	.714	.067	.543	.134	.678	.013
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.485**	.543**	.546**	1	.103	.236	.088	.029	.487**	-.023	.362*	.548**	.312	.358	.686**
	Sig. (2-tailed)	.007	.002	.002		.589	.209	.645	.880	.006	.906	.049	.002	.093	.052	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.244	-.068	.025	.103	1	.593**	.209	.160	.151	-.181	.117	.276	.157	.180	.362*
	Sig. (2-tailed)	.194	.720	.896	.589		.001	.267	.400	.427	.338	.538	.141	.407	.342	.049
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.243	.117	.021	.236	.593**	1	.607**	.249	.373*	.136	-.134	.349	.291	.420*	.602**
	Sig. (2-tailed)	.196	.537	.910	.209	.001		.000	.184	.043	.473	.480	.059	.119	.021	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.057	.218	.208	.088	.209	.607**	1	.352	.259	.340	-.025	.204	.379*	.263	.572**
	Sig. (2-tailed)	.763	.247	.271	.645	.267	.000		.056	.167	.066	.896	.280	.039	.161	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	-.076	.230	.200	.029	.160	.249	.352	1	.253	.267	-.295	-.085	.112	.465**	.378*
	Sig. (2-tailed)	.691	.222	.290	.880	.400	.184	.056		.177	.154	.113	.654	.556	.010	.039

b. Hasil Uji Validitas Daya Tarik Iklan

		Correlations						
		P15	P16	P17	P18	P19	P20	SkorTotal
P15	Pearson Correlation	1	.116	.215	.102	.284	.015	.441 [*]
	Sig. (2-tailed)		.541	.254	.590	.128	.938	.015
	N	30	30	30	30	30	30	30
P16	Pearson Correlation	.116	1	.092	.356	.426 [*]	.462 [*]	.619 ^{**}
	Sig. (2-tailed)	.541		.630	.054	.019	.010	.000
	N	30	30	30	30	30	30	30
P17	Pearson Correlation	.215	.092	1	.442 [*]	.276	.135	.543 ^{**}
	Sig. (2-tailed)	.254	.630		.014	.140	.477	.002
	N	30	30	30	30	30	30	30
P18	Pearson Correlation	.102	.356	.442 [*]	1	.401 [*]	.611 ^{**}	.744 ^{**}
	Sig. (2-tailed)	.590	.054	.014		.028	.000	.000
	N	30	30	30	30	30	30	30
P19	Pearson Correlation	.284	.426 [*]	.276	.401 [*]	1	.488 ^{**}	.767 ^{**}
	Sig. (2-tailed)	.128	.019	.140	.028		.006	.000
	N	30	30	30	30	30	30	30
P20	Pearson Correlation	.015	.462 [*]	.135	.611 ^{**}	.488 ^{**}	1	.732 ^{**}
	Sig. (2-tailed)	.938	.010	.477	.000	.006		.000
	N	30	30	30	30	30	30	30
SkorTotal	Pearson Correlation	.441 [*]	.619 ^{**}	.543 ^{**}	.744 ^{**}	.767 ^{**}	.732 ^{**}	1
	Sig. (2-tailed)	.015	.000	.002	.000	.000	.000	
	N	30	30	30	30	30	30	30

c. Hasil Uji Validitas Minat Beli

		Correlations						
		P21	P22	P23	P24	P25	P26	SkorTotal
P21	Pearson Correlation	1	.714**	.242	.623**	.274	.420*	.746**
	Sig. (2-tailed)		.000	.197	.000	.142	.021	.000
	N	30	30	30	30	30	30	30
P22	Pearson Correlation	.714**	1	.162	.610**	.285	.524**	.764**
	Sig. (2-tailed)	.000		.391	.000	.126	.003	.000
	N	30	30	30	30	30	30	30
P23	Pearson Correlation	.242	.162	1	.401*	.489**	.483**	.577**
	Sig. (2-tailed)	.197	.391		.028	.006	.007	.001
	N	30	30	30	30	30	30	30
P24	Pearson Correlation	.623**	.610**	.401*	1	.408*	.686**	.860**
	Sig. (2-tailed)	.000	.000	.028		.025	.000	.000
	N	30	30	30	30	30	30	30
P25	Pearson Correlation	.274	.285	.489**	.408*	1	.631**	.666**
	Sig. (2-tailed)	.142	.126	.006	.025		.000	.000
	N	30	30	30	30	30	30	30
P26	Pearson Correlation	.420*	.524**	.483**	.686**	.631**	1	.838**
	Sig. (2-tailed)	.021	.003	.007	.000	.000		.000
	N	30	30	30	30	30	30	30
SkorTotal	Pearson Correlation	.746**	.764**	.577**	.860**	.666**	.838**	1
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000	
	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).

LAMPIRAN 6 : HASIL UJI RELIABILITAS PRETEST

1. Hasil Uji Reliabilitas *Celebrity Endorser***Reliability Statistics**

Cronbach's Alpha	N of Items
.805	14

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	39.87	12.947	.342	.800
VAR00002	40.07	12.271	.591	.782
VAR00003	39.80	12.924	.335	.800
VAR00004	40.03	11.826	.597	.779
VAR00005	40.17	13.523	.274	.803
VAR00006	40.40	12.248	.501	.787
VAR00007	40.37	12.240	.457	.791
VAR00008	40.10	13.334	.274	.804
VAR00009	40.27	11.513	.536	.784
VAR00010	40.20	13.062	.254	.808
VAR00011	40.03	13.206	.270	.805
VAR00012	40.37	12.861	.431	.793
VAR00013	40.17	12.213	.524	.785
VAR00014	40.20	12.166	.581	.781

2. Hasil Uji Reliabilitas Daya Tarik Iklan

Reliability Statistics

Cronbach's Alpha	N of Items
.712	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	14.70	4.079	.206	.740
VAR00002	14.77	3.771	.454	.673
VAR00003	14.77	3.840	.331	.706
VAR00004	14.87	3.499	.617	.629
VAR00005	14.73	3.099	.596	.619
VAR00006	14.50	3.086	.520	.649

3. Hasil Uji Reliabilitas Minat Beli

Reliability Statistics

Cronbach's Alpha	N of Items
.840	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	13.00	6.552	.629	.813
VAR00002	13.07	6.133	.628	.813
VAR00003	12.83	7.454	.447	.843
VAR00004	12.90	5.334	.751	.786
VAR00005	13.27	6.892	.527	.831
VAR00006	12.93	6.064	.749	.788

LAMPIRAN 7 : KARAKTERISTIK RESPONDEN

No	Usia				Pendidikan Terakhir				Pekerjaan				Pengalaman Mencoba		Pengeluaran Kosmetik			
	17-22	23-28	29-34	>35	SMP	SMA	S1,S2 & S3	Lain	PN	PS	M/P	W	SP	BP	<200	201-400	401-600	>1jt
1	1						1				1		1				1	
2	1					1					1			1	1			
3	1					1					1			1	1			
4	1					1						1	1			1		
5	1					1					1			1		1		
6	1					1					1			1	1			
7	1					1					1			1		1		
8	1					1					1			1	1			
9	1					1					1			1	1			
10	1						1				1		1			1		
11	1					1					1			1	1			
12	1					1					1			1	1			
13	1					1				1			1		1			
14	1						1				1		1			1		
15			1				1					1		1		1		
16	1					1					1		1		1			
17	1					1					1			1	1			
18		1					1		1					1		1		
19		1					1			1			1			1		
20	1						1				1		1			1		
21	1					1				1				1		1		
22		1				1				1			1			1		
23		1					1		1					1	1			

No	Usia				Pendidikan Terakhir				Pekerjaan				Pengalaman Mencoba		Pengeluaran Kosmetik			
	17-22	23-28	29-34	>35	SMP	SMA	S1,S2 & S3	Lain	PN	PS	M/P	W	SP	BP	<200	201-400	401-600	>1jt
24	1					1					1			1	1			
25	1					1					1			1	1			
26	1					1					1		1			1		
27		1					1			1				1		1		
28	1					1					1		1				1	
29	1					1					1		1					1
30		1					1			1				1		1		
31	1						1				1			1	1			
32	1						1				1			1		1		
33	1					1			1					1	1			
34		1					1			1			1			1		
35	1					1					1		1		1			
36	1					1					1			1	1			
37		1				1					1			1	1			
38	1					1					1		1		1			
39	1						1				1			1	1			
40	1					1					1			1		1		
41	1					1					1		1			1		
42	1						1				1			1	1			
43	1					1					1			1	1			
44	1					1					1			1	1			
45	1						1				1		1		1			
46	1					1					1		1			1		
47	1					1					1		1			1		

No.	Usia				Pendidikan Terakhir				Pekerjaan				Pengalaman Mencoba		Pengeluaran Kosmetik			
	17-22	23-28	29-34	>35	SMP	SMA	S1,S2 & S3	Lain	PN	PS	M/P	W	SP	BP	<200	201-400	401-600	>1jt
48			1				1			1				1		1		
49			1				1			1				1		1		
50	1					1					1			1	1			
51	1					1					1		1				1	
52			1				1			1			1			1		
53	1					1					1			1	1			
54	1					1				1				1	1			
55	1					1					1		1			1		
56	1					1					1		1			1		
57	1						1				1			1	1			
58	1					1					1			1	1			
59	1					1					1			1	1			
60	1						1				1			1		1		
61	1					1				1			1		1			
62	1					1					1			1	1			
63	1					1					1		1			1		
64	1						1				1		1		1			
65	1					1				1				1		1		
66	1					1				1				1	1			
67	1						1			1			1		1			
68	1					1				1			1		1			
69	1					1				1				1			1	
70	1					1					1			1	1			
71	1						1				1		1		1			

No	Usia				Pendidikan Terakhir				Pekerjaan				Pengalaman Mencoba		Pengeluaran Kosmetik			
	17-22	23-28	29-34	>35	SMP	SMA	S1,S2 & S3	Lain	PN	PS	M/P	W	SP	BP	<200	201-400	401-600	>1jt
72	1					1					1		1			1		
73	1					1					1		1			1		
74	1					1					1			1	1			
75	1						1				1		1			1		
76	1					1				1				1		1		
77	1					1					1			1				1
78	1					1				1				1	1			
79	1					1					1			1				1
80	1					1					1		1		1			
81		1					1				1			1	1			
82	1					1					1			1	1			
83	1					1					1			1		1		
84	1						1				1			1		1		
85			1			1				1			1		1			
86	1					1					1			1			1	
87	1					1				1				1		1		
88	1					1					1			1		1		
89	1						1					1		1				1
90	1						1					1		1				1
91	1					1					1			1			1	
92		1				1					1			1			1	
93	1					1					1			1			1	
94	1					1					1		1			1		
95	1					1					1			1		1		

No.	Usia				Pendidikan Terakhir				Pekerjaan				Pengalaman Mencoba		Pengeluaran Kosmetik			
	17-22	23-28	29-34	>35	SMP	SMA	S1,S2 & S3	Lain	PN	PS	M/P	W	SP	BP	<200	201-400	401-600	>1jt
96	1					1				1			1		1			
97	1						1				1			1	1			
98	1				1					1				1		1		
99	1					1					1			1	1			
100	1					1					1			1			1	
101	1					1					1			1			1	
102	1					1					1			1	1			
103	1					1					1		1			1		
104	1					1					1			1	1			
105	1					1					1			1	1			
106	1					1					1			1	1			
107	1					1				1				1	1			
108	1					1					1			1	1			
109	1					1					1			1			1	
110	1						1			1				1	1			
111	1					1					1			1	1			
112	1					1					1		1			1		
113	1					1					1		1		1			
114	1						1				1			1		1		
115	1						1				1			1	1			
116		1					1					1		1	1			
117	1					1					1			1	1			
118	1						1				1			1		1		
119	1					1					1			1	1			

No	Usia				Pendidikan Terakhir				Pekerjaan				Pengalaman Mencoba		Pengeluaran Kosmetik			
	17-22	23-28	29-34	>35	SMP	SMA	S1,S2 & S3	Lain	PN	PS	M/P	W	SP	BP	<200	201-400	401-600	>1jt
120	1							1		1			1			1		
121	1						1				1			1	1			
122	1					1					1		1				1	
123	1						1				1		1				1	
124	1					1					1		1				1	
125	1						1				1		1				1	
126	1					1					1			1	1			
127	1						1				1		1				1	
128	1					1					1			1	1			
129	1					1				1			1			1		
130	1					1				1				1		1		
131	1					1					1			1	1			
132	1						1				1		1		1			
133		1					1				1			1		1		
134	1						1			1				1	1			
135	1						1				1			1	1			
136	1							1		1			1					1
137	1					1					1			1	1			
138	1					1					1			1	1			
139		1					1		1				1			1		
140		1				1			1				1				1	
141	1						1						1		1			
142	1						1				1		1			1		
143	1					1			1					1	1			

No.	Usia				Pendidikan Terakhir				Pekerjaan				Pengalaman Mencoba		Pengeluaran Kosmetik			
	17-22	23-28	29-34	>35	SMP	SMA	S1,S2 & S3	Lain	PN	PS	M/P	W	SP	BP	<200	201-400	401-600	>1jt
144	1						1				1			1	1			
145	1							1			1			1	1			
146	1					1					1		1		1			
147	1					1					1		1				1	
148	1					1					1		1		1			
149	1				1					1				1		1		
150	1					1					1			1		1		

LAMPIRAN 8 : HASIL KARAKTERISTIK RESPONDEN

Statistics

		Usia Responden	Pendidikan Terakhir	Pekerjaan	Pengalaman Mencoba	Pengeluaran Kosmetik Per Bulan
N	Valid	150	150	150	150	150
	Missing	0	0	0	0	0

Usia Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-22 tahun	131	87.3	87.3	87.3
	23-28 tahun	14	9.3	9.3	96.7
	29-34 tahun	5	3.3	3.3	100.0
	Total	150	100.0	100.0	

Pendidikan Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lainnya	3	2.0	2.0	2.0
	SMA	98	65.3	65.3	67.3
	SMP	2	1.3	1.3	68.7
	Universitas (S1,S2,S3)	47	31.3	31.3	100.0
	Total	150	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Mahasiswa/pelajar	108	72.0	72.0	72.0
Pegawai Negeri	6	4.0	4.0	76.0
Valid Pegawai Swasta	31	20.7	20.7	96.7
Wiraswasta	5	3.3	3.3	100.0
Total	150	100.0	100.0	

Pengalaman Mencoba

	Frequency	Percent	Valid Percent	Cumulative Percent
Belum pernah	95	63.3	63.3	63.3
Valid Sudah pernah	55	36.7	36.7	100.0
Total	150	100.0	100.0	

Pengeluaran Kosmetik Per Bulan

	Frequency	Percent	Valid Percent	Cumulative Percent
< Rp. 200.000	75	50.0	50.0	50.0
> Rp. 1.000.000	6	4.0	4.0	54.0
Valid Rp. 200.001- Rp. 400.000	51	34.0	34.0	88.0
Rp. 400.001- Rp. 600.000	18	12.0	12.0	100.0
Total	150	100.0	100.0	

R/P	Celebrity Endorser														Daya Tarik Iklan						Minat Beli					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
1	3	2	3	3	3	3	3	3	3	3	4	3	3	4	3	4	3	3	3	3	3	3	3	4	3	3
2	3	3	3	3	2	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	2	1	3	2	2	2
3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	2	2	2	2	2	2	2
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	4	3	4	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
6	2	2	3	3	3	3	2	2	2	2	3	2	2	3	2	3	2	3	3	2	2	2	2	1	2	2
7	4	3	4	4	3	3	2	3	3	3	4	3	4	3	3	3	3	3	3	3	3	2	3	2	2	3
8	3	3	3	3	2	3	3	3	3	2	3	2	2	3	3	3	3	3	2	2	2	1	3	2	3	3
9	3	3	3	3	3	3	2	2	3	2	3	2	2	2	3	3	2	2	2	1	1	1	3	2	1	1
10	4	3	4	4	4	3	4	3	4	3	4	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3
11	3	4	3	4	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	2	3	2	2	3
12	3	2	1	3	3	2	3	3	2	2	3	2	3	3	2	2	2	1	3	3	2	2	3	2	2	2
13	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4
14	3	3	2	2	3	2	2	3	3	3	4	3	4	4	3	3	3	3	3	3	3	2	3	2	2	3
15	4	4	4	4	4	3	3	3	3	3	4	3	3	4	4	3	3	3	3	3	2	2	4	3	3	3
16	3	4	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
17	3	2	3	3	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	1	1
18	3	3	3	3	3	3	1	3	3	2	3	1	3	4	3	2	3	3	3	3	2	3	2	2	2	2
19	3	2	4	3	3	4	3	3	3	3	4	4	3	3	4	4	3	4	3	3	3	2	3	2	2	3
20	3	2	4	3	3	2	2	3	2	3	3	2	3	3	4	3	2	2	2	3	2	3	1	1	1	2
21	4	3	4	3	4	3	3	3	3	4	4	4	4	4	3	3	3	3	3	4	3	2	2	2	2	2
22	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
23	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
24	4	3	4	4	3	3	3	3	3	3	4	3	4	4	4	4	4	3	3	4	3	1	4	1	2	2
25	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

R/P	Celebrity Endorser														Daya Tarik Iklan						Minat Beli					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
26	3	3	4	3	2	2	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3
27	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
28	4	4	3	3	4	3	2	3	3	4	2	3	4	3	4	3	3	3	4	4	2	3	3	3	4	4
29	3	3	3	4	4	3	3	4	3	3	4	3	3	3	3	4	3	3	4	3	3	3	3	4	3	3
30	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
31	3	2	3	3	3	2	2	3	3	3	3	3	3	3	3	3	2	2	3	3	2	2	2	2	2	2
32	2	3	3	3	3	2	2	2	3	2	3	2	2	2	2	3	2	2	2	3	2	2	3	2	2	2
33	4	4	3	3	3	3	3	3	3	3	4	4	3	3	4	4	4	3	4	3	2	3	4	3	4	3
34	1	2	4	4	4	3	4	3	4	4	3	3	4	4	4	3	3	4	4	4	4	4	3	4	3	4
35	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
36	2	1	4	4	4	4	3	3	3	3	3	2	3	3	4	3	3	3	3	4	4	1	2	3	2	2
37	4	3	4	3	3	2	2	3	3	3	3	3	3	3	3	3	3	2	3	4	2	1	4	1	3	3
38	4	3	4	3	4	3	3	3	3	3	4	3	3	3	3	4	4	3	4	4	4	2	4	2	3	4
39	3	3	3	3	2	1	2	1	1	1	3	2	3	3	3	3	3	3	3	3	2	1	2	2	2	2
40	3	3	4	4	4	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4
41	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
42	4	3	4	3	4	3	4	3	4	3	4	3	3	4	3	3	3	4	3	4	3	4	3	4	3	4
43	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
44	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1
45	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	3	2	3
46	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	3	4	3	3	3	3
47	4	4	3	4	2	4	4	2	3	3	3	3	3	3	3	4	4	4	3	3	3	3	2	3	4	4
48	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
49	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
50	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
51	3	3	3	3	3	3	3	4	4	4	4	3	3	4	4	3	3	4	4	4	3	3	3	4	4	4

R/P	Celebrity Endorser														Daya Tarik Iklan						Minat Beli					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
52	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	3	4	3	3
53	3	4	4	4	4	4	4	4	4	3	3	3	1	3	4	3	3	3	4	4	4	4	3	3	3	4
54	3	4	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2
55	3	3	4	4	4	4	3	3	4	3	4	4	3	4	3	4	4	4	4	3	4	3	4	4	3	4
56	3	3	4	4	4	4	3	3	4	3	4	4	3	4	3	4	4	4	4	3	4	3	4	4	3	4
57	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
58	3	3	4	3	3	3	3	3	3	3	3	3	4	3	2	3	3	3	3	3	2	3	3	3	3	3
59	4	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	2	2	2
60	4	4	4	4	4	3	3	3	3	3	3	3	4	3	4	4	3	3	3	4	3	2	3	3	3	3
61	3	3	3	2	2	2	2	2	2	2	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	2
62	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
63	4	4	4	3	3	4	4	4	4	3	3	3	4	3	4	3	3	2	3	4	3	2	2	3	3	3
64	4	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
65	3	3	3	4	3	3	3	4	3	3	4	3	4	3	3	3	3	3	3	4	3	3	3	3	2	2
66	4	3	4	3	3	3	3	3	3	3	4	3	4	3	3	3	4	3	3	4	3	3	4	3	2	3
67	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4
68	4	4	4	4	4	3	4	4	4	4	3	2	3	2	3	3	4	3	3	4	4	1	3	2	3	2
69	2	2	3	2	1	3	2	1	2	3	3	3	3	4	4	3	3	2	3	4	3	3	4	3	3	2
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R/P	Celebrity Endorser														Daya Tarik Iklan						Minat Beli					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
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R/P	Celebrity Endorser														Daya Tarik Iklan						Minat Beli					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
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150	3	3	4	3	3	3	3	3	3	3	3	3	3	2	3	3	2	3	4	3	2	3	2	3	3	3

LAMPIRAN 10: ANALISIS JALUR (*PATH ANALYSIS*)

Analisis Jalur Tahap I

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Celebrity Endorser ^b	.	Enter

a. Dependent Variable: Daya Tarik Iklan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863 ^a	.744	.742	.324

a. Predictors: (Constant), Celebrity Endorser

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.132	1	45.132	430.144	.000 ^b
	Residual	15.529	148	.105		
	Total	60.661	149			

a. Dependent Variable: Daya Tarik Iklan

b. Predictors: (Constant), Celebrity Endorser

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.207	.139		1.487	.139
	Celebrity Endorser	.914	.044	.863	20.740	.000

a. Dependent Variable: Daya Tarik Iklan

Analisis Jalur Tahap II

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Daya Tarik Iklan, Celebrity Endorser ^b	.	Enter

a. Dependent Variable: Minat Beli

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778 ^a	.605	.600	.473

a. Predictors: (Constant), Daya Tarik Iklan, Celebrity Endorser

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	50.487	2	25.244	112.653	.000 ^b
Residual	32.940	147	.224		
Total	83.428	149			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Daya Tarik Iklan, Celebrity Endorser

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.211	.205		-1.029	.305
Celebrity Endorser	.394	.127	.317	3.097	.002
Daya Tarik Iklan	.572	.120	.488	4.760	.000

a. Dependent Variable: Minat Beli