LAMPIRAN

KUESIONER PENELITIAN

Responden yang terhormat.

Saya Rendi Agustio (NIM 2012-11-023), Mahasiswa Fakultas Ekonomi Universitas Esa Unggul yang sedang melakukan penelitian tentang "Analisis Pengaruh *Celebrity Endorser* dan Iklan Terhadap Keputusan Pembelian Mie Instan Sarimi. Dalam rangka penulisan tugas akhir skripsi. Oleh karena itu, saya mohon kesediaan anda untuk meluangkan waktu guna mengisi kuesioner ini dengan tepat dan teliti. Data yang diperoleh akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian. Atas perhatian dan kerjasamanya saya ucapakan terimakasih.

No. Responden

Data Responden

Petunjuk :

Isilah data responden dibawah ini kemudian pilihan jawaban dimasukkan ke dalam kotak yang tersedia.

1. Jenis Kelamin:
   a. Laki-Laki
   b. Perempuan

2. Usia:
    a. 17-22 Tahun
    b. 23-28 Tahun
    c. 29-34 Tahun
    d. >35 Tahun

3. Pendidikan Terakhir:
    a. SMA
    b. S1
    c. S2
    d. Lainnya (sebutkan)……

4. Pekerjaan:
    a. Pelajar/Mahasiswa
    b. Wirausaha
    c. Karyawan Swasta
    d. Lainnya (sebutkan)……

5. Berapa kali dalam sebulan anda membeli Mie Instan Sarimi:
    a. 1-2 kali
    b. 3-4 kali
    c. 5-6 kali
    d. > 6 kali

6. Pernah membeli Mie Instan selain Mie Instan Sarimi:
   a. Ya
   b. Tidak
   Jika jawab “Ya” sebutkan nama produk:……..

7. Apakah anda pernah menonton iklan Mie Instan Sarimi di telivisi yang dibintangi oleh Aliando Syarief:
   a. Pernah
   b. Tidak Pernah

8. Berapa kali dalam seminggu anda melihat iklan Mie Instan Sarimi:
   a. 1 kali
   b. 2-3 kali
   c. 4-5 kali
   d. > 6 kali

DAFTAR ISIAN

Petunjuk :

Istilah semua pertanyaan dalam kuesioner sesuai dengan kenyataan, dengan memberikan tanda (X) pada kotak pilihan yang sudah tersedia.

Keterangan :

No	Pernyataan	Skor
1.	Sangat Tidak Setuju (STS)	1
2.	Tidak Setuju (TS)	2
3.	Setuju (S)	3
4.	Sangat Setuju (SS)	4

No	Pernyataan	STS	ST	S	SS
		1	2	3	4
	***Celebrity Endorser* (X1)**				
	Credibility	**STS**	**ST**	**S**	**SS**
1.	Aliando Memiliki keahlian dalam mempromosikan Mie Instan Sarimi				
2.	Aliando memiliki kenyakinan dalam mempromosikan Mie Instan Sarimi				
	Attraction	**STS**	**ST**	**S**	**SS**
3.	Aliando memiliki daya tarik secara fisik				
4.	Alaindo memikat dalam mempromosikan Mie Instan Sarimi				
	Power	**STS**	**ST**	**S**	**SS**
5.	Aliando menjadi sosok yang menginspirasi bagi konsumen Mie Instan Sarimi				
6.	Aliando memilik kepercayaan diri yang tinggi				
	Iklan (X2)				
	Daya Tarik Rasional	**STS**	**ST**	**S**	**SS**
7.	Isi pesan dalam iklan Mie Instan				

	Sarimi sesuai dengan kebutuhan				
	Daya Tarik Emosional	**STS**	**ST**	**S**	**SS**
8.	Tema iklan Mie Instan Sarimi sangat menarik				
9.	Selebriti yang ada dalam iklan Mie Instan Sarimi menarik				
	Keputusan Pembelian				
	Pengenalan Masalah	**STS**	**ST**	**S**	**SS**
10.	Harga Mie Instan Sarimi terjangkau				
11.	Saya suka rasa Mie Instan Sarimi				
	Pencarian Informasi	**STS**	**ST**	**S**	**SS**
12.	Saya selalu memperhatikan iklan Mie Instan Sarimi				
13.	Saya memilih Mie Instan Sarimi karena rekomendasi rekan saya				
	Penilaian Alternatif	**STS**	**ST**	**S**	**SS**
14.	Saya memilih untuk membeli Mie Instan Sarimi karena memiliki keunggulan dibandingkan merek lain				
15.	Saya memilih Mie Instan Sarimi karena mudah didapatkan				
	Keputusan Pembelian	**STS**	**ST**	**S**	**SS**
16.	Merek Mie Instan Sarimi berperan dalam keputusan saya membelinya				
17.	Saya membeli Mie Instan Sarimi sesuai dengan kebutuhan				
18.	Keputusan membeli Mie Instan Sarimi sesuai dengan informasi yang saya dapatkan				
	Perilaku Setelah Pembelian	**STS**	**ST**	**S**	**SS**
19	Saya akan selalu membeli Mie Instan Sarimi				

HASIL RELIABILITAS 30 RESPONDEN

Reliability Statistics

Cronbach's Alpha	N of Items
.881	19

HASIL RELIABILITAS 95 RESPONDEN

Reliability Statistics

Cronbach's Alpha	N of Items
.788	19

HASIL UJI ASUMSI KLASIK

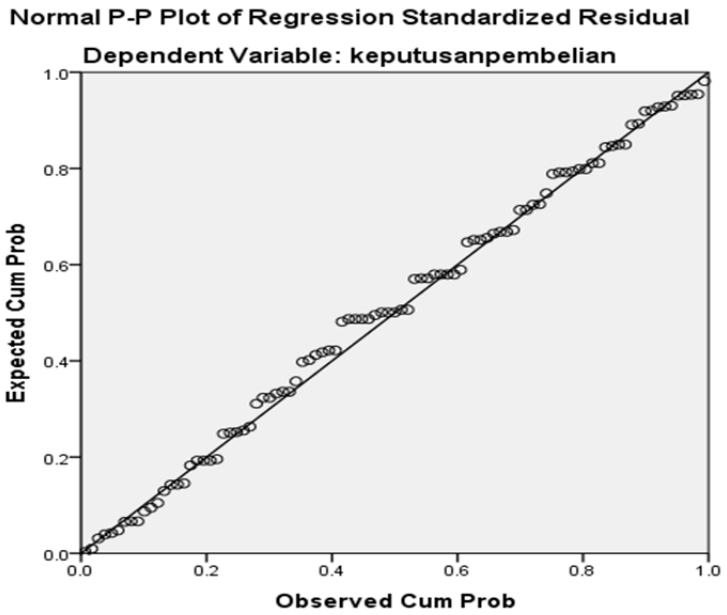
1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		95
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.34097314
Most Extreme Differences	Absolute	.071
	Positive	.033
	Negative	-.071
Kolmogorov-Smirnov Z		.690
Asymp. Sig. (2-tailed)		.728

a. Test distribution is Normal.

b. Calculated from data.



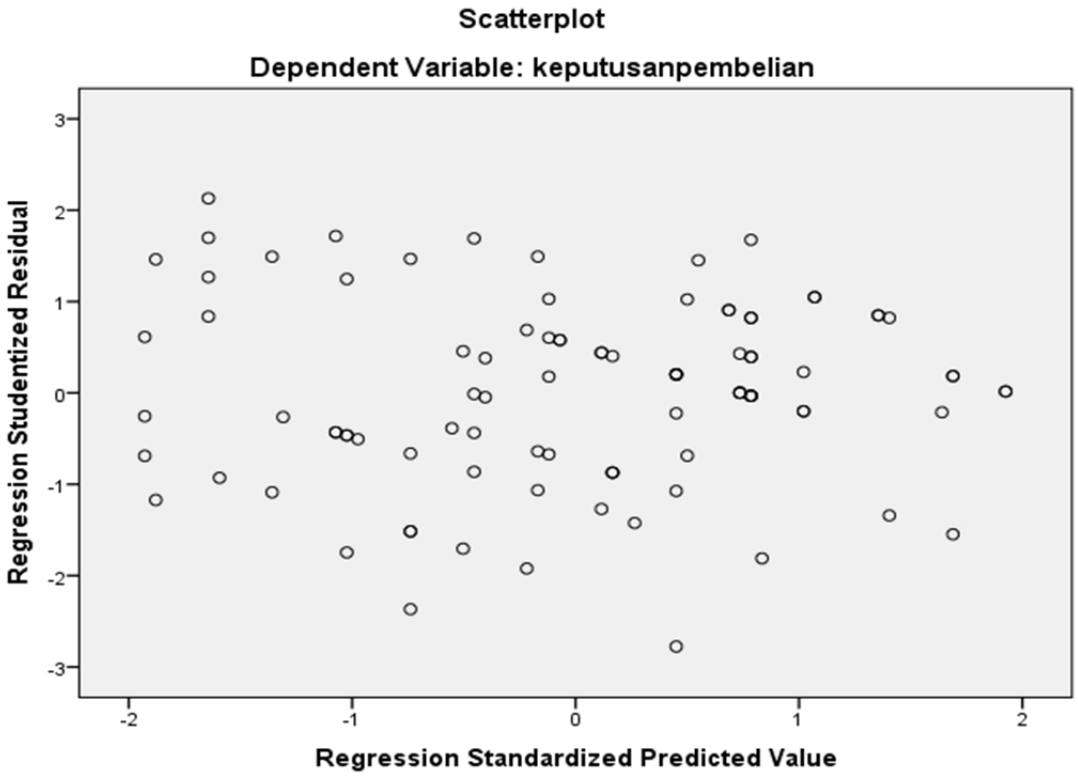
2. Uji Multikolonieritas

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	celebrityendorser	.699	1.430
	Iklan	.699	1.430

a. Dependent Variable: keputusan pembelian

3. Uji Heteroskedastisitas



HASIL UJI REGRESI LINIER BERGANDA

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.577[a]	.333	.319	2.366	.333	22.969	2

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	257.223	2	128.612	22.969	.000[b]
	Residual	515.135	92	5.599		
	Total	772.358	94			

a. Dependent Variable: Keputusan Pembelian

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

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.676	2.388		5.726	.000
	Celebrity Endorser	.471	.117	.410	4.031	.000
	Iklan	.553	.236	.239	2.346	.021

a. Dependent Variable: Keputusan Pembelian

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	Skor Total
P1	Pearson Correlation	1	.093	.068	.246*	.106	.394**	.200	.064	.169	.296**	.125	.125	.106	.038	.235*	.190	-.061	.062	.118	.419**
	Sig. (2-tailed)		.367	.515	.016	.306	.000	.052	.539	.101	.004	.229	.229	.305	.718	.022	.066	.557	.553	.255	.000
	N	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
P2	Pearson Correlation	.093	1	.001	.014	.127	.097	.012	-.051	.137	.217*	-.120	.207*	.244*	-.106	.157	-.031	.007	.110	-.055	.244*
	Sig. (2-tailed)	.367		.990	.892	.221	.350	.908	.626	.186	.034	.245	.045	.017	.307	.129	.766	.945	.290	.594	.017
	N	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
P3	Pearson Correlation	.068	.001	1	.109	.139	.232*	.215*	.093	.272**	.319**	.134	.104	.140	.096	.148	.147	.345**	.233*	.023	.439**
	Sig. (2-tailed)	.515	.990		.291	.179	.024	.036	.369	.008	.002	.195	.318	.175	.354	.153	.155	.001	.023	.828	.000
	N	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
P4	Pearson Correlation	.246*	.014	.109	1	.326**	.411**	.271**	.070	.150	.352**	.194	.128	.112	.245*	.281**	.076	.050	.252*	.217*	.523**
	Sig. (2-tailed)	.016	.892	.291		.001	.000	.008	.502	.145	.000	.060	.216	.280	.017	.006	.462	.628	.014	.035	.000
	N	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
P5	Pearson Correlation	.106	.127	.139	.326**	1	.236*	.082	.246*	.080	.056	.311**	.095	.196	.326**	.248*	.141	.352**	.296**	.175	.531**
	Sig. (2-tailed)	.306	.221	.179	.001		.021	.429	.016	.442	.591	.002	.358	.057	.001	.015	.172	.000	.004	.091	.000
	N	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
P6	Pearson Correlation	.394**	.097	.232*	.411**	.236*	1	.200	.072	.368**	.450**	.198	.103	.282**	.260*	.351**	.050	.090	.421**	.203*	.632**
	Sig. (2-tailed)	.000	.350	.024	.000	.021		.051	.487	.000	.000	.055	.319	.006	.011	.000	.628	.387	.000	.049	.000
	N	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
P7	Pearson Correlation	.200	.012	.215*	.271**	.082	.200	1	.318**	.121	.307**	.160	.028	-.101	-.066	.341**	.188	.197	.140	.165	.437**
	Sig. (2-tailed)	.052	.908	.036	.008	.429	.051		.002	.244	.002	.121	.785	.329	.523	.001	.068	.055	.177	.110	.000
	N	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
P8	Pearson Correlation	.064	-.051	.093	.070	.246*	.072	.318**	1	.126	.033	.207*	.058	-.029	-.036	.060	.299**	.256*	.052	.268**	.365**
	Sig. (2-tailed)	.539	.626	.369	.502	.016	.487	.002		.224	.750	.045	.579	.782	.727	.564	.003	.012	.615	.009	.000
	N	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
P9	Pearson Correlation	.169	.137	.272**	.150	.080	.368**	.121	.126	1	.286**	.169	.221*	.146	-.035	.199	.183	.289**	.357**	.014	.480**
	Sig. (2-tailed)	.101	.186	.008	.145	.442	.000	.244	.224		.005	.102	.031	.157	.739	.053	.077	.004	.000	.894	.000
	N	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
P10	Pearson Correlation	.296**	.217*	.319**	.352**	.056	.450**	.307**	.033	.286**	1	.165	.170	.283**	-.059	.393**	-.013	.190	.155	.264**	.566**
	Sig. (2-tailed)	.004	.034	.002	.000	.591	.000	.002	.750	.005		.110	.099	.005	.567	.000	.898	.065	.134	.010	.000
	N	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
P11	Pearson Correlation	.125	-.120	.134	.194	.311**	.198	.160	.207*	.169	.165	1	.170	.302**	.097	.229*	.211*	.184	.155	.294**	.473**
	Sig. (2-tailed)	.229	.245	.195	.060	.002	.055	.121	.045	.102	.110		.099	.003	.350	.026	.040	.075	.134	.004	.000
	N	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
P12	Pearson Correlation	.125	.207*	.104	.128	.095	.103	.028	.058	.221*	.170	.170	1	-.006	-.064	.016	.087	.138	.300**	.008	.317**
	Sig. (2-tailed)	.229	.045	.318	.216	.358	.319	.785	.579	.031	.099	.099		.954	.538	.878	.404	.183	.003	.942	.002
	N	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
P13	Pearson Correlation	.106	.244*	.140	.112	.196	.282**	-.101	-.029	.146	.283**	.302**	-.006	1	.169	.258*	.000	.114	.185	.097	.408**
	Sig. (2-tailed)	.305	.017	.175	.280	.057	.006	.329	.782	.157	.005	.003	.954		.101	.012	1.000	.272	.072	.348	.000
	N	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
P14	Pearson Correlation	.038	-.106	.096	.245*	.326**	.260*	-.066	-.036	-.035	-.059	.097	-.064	.169	1	.259*	.085	.130	.088	.234*	.307**
	Sig. (2-tailed)	.718	.307	.354	.017	.001	.011	.523	.727	.739	.567	.350	.538	.101		.011	.411	.209	.397	.022	.002
	N	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
P15	Pearson Correlation	.235*	.157	.148	.281**	.248*	.351**	.341**	.060	.199	.393**	.229*	.016	.258*	.259*	1	.201	.187	.317**	.281**	.597**
	Sig. (2-tailed)	.022	.129	.153	.006	.015	.000	.001	.564	.053	.000	.026	.878	.012	.011		.051	.070	.002	.006	.000
	N	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
P16	Pearson Correlation	.190	-.031	.147	.076	.141	.050	.188	.299**	.183	-.013	.211*	.087	.000	.085	.201	1	.441**	.168	.231*	.416**
	Sig. (2-tailed)	.066	.766	.155	.462	.172	.628	.068	.003	.077	.898	.040	.404	1.000	.411	.051		.000	.103	.024	.000
	N	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
P17	Pearson Correlation	-.061	.007	.345**	.050	.352**	.090	.197	.256*	.289**	.190	.184	.138	.114	.130	.187	.441**	1	.353**	.185	.515**
	Sig. (2-tailed)	.557	.945	.001	.628	.000	.387	.055	.012	.004	.065	.075	.183	.272	.209	.070	.000		.000	.072	.000
	N	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
P18	Pearson Correlation	.062	.110	.233*	.252*	.296**	.421**	.140	.052	.357**	.155	.155	.300**	.185	.088	.317**	.168	.353**	1	.089	.540**
	Sig. (2-tailed)	.553	.290	.023	.014	.004	.000	.177	.615	.000	.134	.134	.003	.072	.397	.002	.103	.000		.391	.000
	N	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
P19	Pearson Correlation	.118	-.055	.023	.217*	.175	.203*	.165	.268**	.014	.264**	.294**	.008	.097	.234*	.281**	.231*	.185	.089	1	.442**
	Sig. (2-tailed)	.255	.594	.828	.035	.091	.049	.110	.009	.894	.010	.004	.942	.348	.022	.006	.024	.072	.391		.000
	N	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
Skor Total	Pearson Correlation	.419**	.244*	.439**	.523**	.531**	.632**	.437**	.365**	.480**	.566**	.473**	.317**	.408**	.307**	.597**	.416**	.515**	.540**	.442**	1
	Sig. (2-tailed)	.000	.017	.000	.000	.000	.000	.000	.000	.000	.000	.000	.002	.000	.002	.000	.000	.000	.000	.000	
	N	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95

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

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

NO	Celebrity Endorser							Iklan				Keputusan Pembelian								Skor Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	
1	3	4	4	3	4	3	3	4	3	3	3	3	3	3	3	4	4	4	4	65
2	4	4	3	4	3	4	4	3	3	4	3	3	3	4	4	4	4	4	3	68
3	3	4	4	3	4	4	3	4	3	3	4	3	4	4	3	3	3	4	3	66
4	3	2	2	3	4	3	2	2	4	2	4	4	3	4	3	3	4	4	3	59
5	4	2	3	4	3	4	4	3	3	4	4	3	3	3	4	4	3	3	4	65
6	3	2	4	4	3	4	3	2	3	3	3	2	3	4	3	2	2	3	3	56
7	4	4	3	3	4	3	2	2	3	3	3	4	4	3	3	3	3	4	3	61
8	3	4	4	3	4	3	3	4	3	3	3	3	3	3	3	4	4	4	4	65
9	4	3	3	4	3	4	4	3	3	4	3	3	3	4	4	4	4	4	3	67
10	4	3	4	4	3	4	4	2	3	4	4	4	3	4	4	3	3	4	4	68
11	4	3	4	3	4	4	3	4	4	4	4	4	3	3	3	3	3	3	3	66
12	3	3	4	3	4	4	3	4	3	3	4	3	4	4	3	3	3	4	3	65
13	3	4	2	3	4	3	2	2	4	2	4	4	3	4	3	3	4	4	3	61
14	4	4	3	4	3	4	4	3	3	4	4	3	3	3	4	4	3	3	4	67
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19	4	2	4	4	4	4	4	4	3	4	4	3	4	4	4	4	3	4	4	71
20	1	4	4	3	3	3	4	4	4	4	4	4	4	3	4	3	4	4	4	68
21	3	3	3	3	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3	60
22	4	3	4	4	4	4	4	3	4	4	4	3	3	3	4	4	4	4	3	70
23	3	3	3	3	3	3	3	4	3	3	3	3	3	4	3	3	3	4	4	61
24	2	2	4	4	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	70
25	3	2	3	3	3	3	3	3	3	3	3	3	4	3	4	3	3	4	4	60
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27	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	56
28	4	4	4	4	3	4	3	4	4	4	4	4	4	3	4	4	3	3	4	71
29	4	3	2	3	3	2	4	4	3	2	3	3	2	3	3	4	2	2	3	55
30	4	3	4	2	2	3	3	3	4	4	4	3	4	2	3	4	4	3	4	63
31	2	3	3	3	4	2	2	3	3	2	4	3	4	4	3	4	3	3	3	58
32	3	3	4	3	3	3	3	4	3	3	4	4	3	4	3	4	3	3	4	64
33	3	3	4	3	3	3	4	4	4	4	3	3	3	3	3	3	3	3	3	62
34	4	3	3	4	4	4	4	4	3	4	4	4	3	4	4	4	4	3	4	71
35	4	3	3	4	4	4	3	4	4	3	4	4	3	4	3	4	4	4	4	70
36	4	3	3	3	4	4	3	3	3	3	4	2	3	4	3	4	3	4	4	64
37	3	3	4	3	4	3	3	4	3	3	3	4	2	3	4	4	4	4	3	64
38	4	3	2	3	3	2	4	4	3	2	3	3	2	3	3	4	2	2	3	55
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63	3	3	3	4	3	4	3	4	4	3	4	3	4	3	3	3	3	4	2	63
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65	4	3	3	3	3	4	2	2	3	4	2	3	4	4	4	3	2	3	3	59
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73	3	4	4	2	3	4	4	3	4	4	3	4	3	3	3	4	4	4	3	66
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75	3	4	3	4	3	4	3	3	4	4	3	3	4	3	4	3	3	4	4	66
76	3	3	4	3	3	3	3	3	3	3	4	3	4	4	4	4	4	3	3	64
77	4	4	4	4	4	4	4	3	4	4	3	4	3	4	4	3	4	4	4	72
78	4	3	4	4	2	3	4	4	4	3	4	4	3	3	4	4	3	4	4	68
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81	3	2	3	2	3	3	3	4	2	2	3	3	2	4	3	4	4	3	4	57
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85	4	2	4	3	3	3	4	3	3	3	3	3	4	3	2	3	3	3	3	59
86	3	4	3	4	4	3	4	3	3	4	3	4	4	3	3	3	4	4	3	66
87	3	2	3	3	2	3	2	3	3	3	3	3	2	4	1	3	3	2	4	52
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89	3	3	3	4	4	3	4	4	3	3	3	3	2	2	2	3	3	3	3	58
90	3	2	4	4	3	4	4	3	3	3	4	4	3	3	2	4	3	4	4	64
91	3	2	3	2	2	3	3	3	3	2	3	3	3	3	2	3	3	3	3	52
92	3	3	3	2	3	3	3	3	3	2	3	3	2	2	3	3	3	4	2	53
93	3	3	3	3	2	3	3	3	3	3	3	3	2	3	2	3	3	2	3	53
94	4	3	4	4	3	4	4	2	3	4	4	4	3	4	4	3	3	4	4	68
95	4	4	4	3	4	4	3	4	4	4	4	4	3	3	3	3	3	3	3	67

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RELIABILITY
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soal12 soal13 soal14 soal15 soal16 soal17 soal18 soal19
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE CORR
  /SUMMARY=TOTAL.
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Reliability

Notes

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Input	Active Dataset	DataSet0
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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=soal1 soal2 soal3 soal4 soal5 soal6 soal7 soal8 soal9 soal10 soal11 soal12 soal13 soal14 soal15 soal16 soal17 soal18 soal19 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE CORR /SUMMARY=TOTAL.
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[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	95	100.0
	Excluded[a]	0	.0
	Total	95	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.788	.788	19

Item Statistics

	Mean	Std. Deviation	N
soal1	3.29	.682	95
soal2	3.11	.676	95
soal3	3.29	.634	95
soal4	3.24	.648	95
soal5	3.16	.673	95
soal6	3.37	.700	95
soal7	3.25	.618	95
soal8	3.22	.687	95
soal9	3.21	.563	95
soal10	3.32	.640	95
soal11	3.44	.578	95

soal12	3.38	.549	95
soal13	3.20	.646	95
soal14	3.31	.603	95
soal15	3.26	.639	95
soal16	3.32	.588	95
soal17	3.17	.694	95
soal18	3.38	.605	95
soal19	3.33	.643	95

Inter-Item Correlation Matrix

	soal1	soal2	soal3	soal4	soal5	soal6	soal7	soal8
soal1	1.000	.093	.068	.246	.106	.394	.200	.064
soal2	.093	1.000	.001	.014	.127	.097	.012	-.051
soal3	.068	.001	1.000	.109	.139	.232	.215	.093
soal4	.246	.014	.109	1.000	.326	.411	.271	.070
soal5	.106	.127	.139	.326	1.000	.236	.082	.246
soal6	.394	.097	.232	.411	.236	1.000	.200	.072
soal7	.200	.012	.215	.271	.082	.200	1.000	.318
soal8	.064	-.051	.093	.070	.246	.072	.318	1.000
soal9	.169	.137	.272	.150	.080	.368	.121	.126
soal10	.296	.217	.319	.352	.056	.450	.307	.033
soal11	.125	-.120	.134	.194	.311	.198	.160	.207
soal12	.125	.207	.104	.128	.095	.103	.028	.058
soal13	.106	.244	.140	.112	.196	.282	-.101	-.029
soal14	.038	-.106	.096	.245	.326	.260	-.066	-.036
soal15	.235	.157	.148	.281	.248	.351	.341	.060
soal16	.190	-.031	.147	.076	.141	.050	.188	.299
soal17	-.061	.007	.345	.050	.352	.090	.197	.256
soal18	.062	.110	.233	.252	.296	.421	.140	.052
soal19	.118	-.055	.023	.217	.175	.203	.165	.268

Inter-Item Correlation Matrix

	soal9	soal10	soal11	soal12	soal13	soal14	soal15	soal16
soal1	.169	.296	.125	.125	.106	.038	.235	.190
soal2	.137	.217	-.120	.207	.244	-.106	.157	-.031
soal3	.272	.319	.134	.104	.140	.096	.148	.147
soal4	.150	.352	.194	.128	.112	.245	.281	.076
soal5	.080	.056	.311	.095	.196	.326	.248	.141

soal6	.368	.450	.198	.103	.282	.260	.351	.050
soal7	.121	.307	.160	.028	-.101	-.066	.341	.188
soal8	.126	.033	.207	.058	-.029	-.036	.060	.299
soal9	1.000	.286	.169	.221	.146	-.035	.199	.183
soal10	.286	1.000	.165	.170	.283	-.059	.393	-.013
soal11	.169	.165	1.000	.170	.302	.097	.229	.211
soal12	.221	.170	.170	1.000	-.006	-.064	.016	.087
soal13	.146	.283	.302	-.006	1.000	.169	.258	.000
soal14	-.035	-.059	.097	-.064	.169	1.000	.259	.085
soal15	.199	.393	.229	.016	.258	.259	1.000	.201
soal16	.183	-.013	.211	.087	.000	.085	.201	1.000
soal17	.289	.190	.184	.138	.114	.130	.187	.441
soal18	.357	.155	.155	.300	.185	.088	.317	.168
soal19	.014	.264	.294	.008	.097	.234	.281	.231

Inter-Item Correlation Matrix

	soal17	soal18	soal19
soal1	-.061	.062	.118
soal2	.007	.110	-.055
soal3	.345	.233	.023
soal4	.050	.252	.217
soal5	.352	.296	.175
soal6	.090	.421	.203
soal7	.197	.140	.165
soal8	.256	.052	.268
soal9	.289	.357	.014
soal10	.190	.155	.264
soal11	.184	.155	.294
soal12	.138	.300	.008
soal13	.114	.185	.097
soal14	.130	.088	.234
soal15	.187	.317	.281
soal16	.441	.168	.231
soal17	1.000	.353	.185
soal18	.353	1.000	.089
soal19	.185	.089	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
soal1	58.95	27.710	.309	.289	.782
soal2	59.14	29.034	.125	.261	.795
soal3	58.95	27.731	.339	.252	.780
soal4	59.00	27.085	.429	.357	.774
soal5	59.08	26.908	.435	.417	.774
soal6	58.87	26.005	.546	.520	.765
soal7	58.99	27.798	.340	.360	.780
soal8	59.02	28.106	.250	.287	.787
soal9	59.03	27.733	.396	.307	.777
soal10	58.93	26.814	.479	.549	.771
soal11	58.80	27.715	.386	.339	.777
soal12	58.86	28.779	.224	.236	.787
soal13	59.04	27.913	.303	.331	.783
soal14	58.94	28.719	.204	.365	.788
soal15	58.98	26.595	.515	.411	.769
soal16	58.93	28.048	.322	.362	.781
soal17	59.07	26.941	.413	.488	.775
soal18	58.86	27.162	.456	.436	.773
soal19	58.92	27.674	.341	.297	.780

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	Skor Total
P1	Pearson Correlation	1	-.533**	.235	.155	.322	.311	.072	.112	.311	.173	.311	.481**	.283	.259	.208	.274	.186	.254	.274	.466**
	Sig. (2-tailed)		.002	.212	.414	.083	.094	.704	.554	.094	.361	.094	.007	.130	.167	.271	.143	.326	.175	.143	.010
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	-.533**	1	-.345	-.374*	-.571**	-.493**	-.239	-.129	-.386*	-.345	-.493**	-.351	-.448*	-.452*	-.438*	-.348	-.345	-.302	-.348	-.566**
	Sig. (2-tailed)	.002		.062	.042	.001	.006	.204	.496	.035	.062	.006	.058	.013	.012	.015	.060	.062	.105	.060	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.235	-.345	1	.790**	.428*	.394*	.133	.162	.394*	.242	.394*	.195	.358	.342	.299	.263	.252	.288	.263	.565**
	Sig. (2-tailed)	.212	.062		.000	.018	.031	.484	.393	.031	.197	.031	.302	.052	.065	.108	.161	.179	.123	.161	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.155	-.374*	.790**	1	.559**	.420*	.097	.025	.311	.331	.420*	.184	.381*	.462*	.299	.173	.244	.302	.173	.545**
	Sig. (2-tailed)	.414	.042	.000		.001	.021	.608	.894	.094	.074	.021	.330	.038	.010	.108	.360	.194	.105	.360	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.322	-.571**	.428*	.559**	1	.622**	.415*	.273	.330	.510**	.622**	.300	.565**	.664**	.596**	.585**	.469**	.410*	.585**	.811**
	Sig. (2-tailed)	.083	.001	.018	.001		.000	.023	.144	.075	.004	.000	.107	.001	.000	.001	.001	.009	.024	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.311	-.493**	.394*	.420*	.622**	1	.183	.205	.261	.394*	.577**	.621**	.909**	.949**	.674**	.348	.418*	.432*	.348	.789**
	Sig. (2-tailed)	.094	.006	.031	.021	.000		.333	.276	.164	.031	.001	.000	.000	.000	.000	.059	.022	.017	.059	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.072	-.239	.133	.097	.415*	.183	1	.418*	-.013	.133	.183	.256	.166	.220	.453*	.232	.319	.076	.232	.401*
	Sig. (2-tailed)	.704	.204	.484	.608	.023	.333		.022	.945	.484	.333	.173	.379	.242	.012	.216	.086	.691	.216	.028
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	.112	-.129	.162	.025	.273	.205	.418*	1	.312	.072	.205	-.006	.283	.146	.220	.208	.146	.174	.208	.368*
	Sig. (2-tailed)	.554	.496	.393	.894	.144	.276	.022		.094	.706	.276	.973	.130	.442	.242	.270	.442	.357	.270	.046
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P9	Pearson Correlation	.311	-.386*	.394*	.311	.330	.261	-.013	.312	1	.125	.261	.141	.237	.205	.183	.022	.099	.219	.022	.369*
	Sig. (2-tailed)	.094	.035	.031	.094	.075	.164	.945	.094		.510	.164	.458	.208	.276	.333	.909	.602	.244	.909	.045
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P10	Pearson Correlation	.173	-.345	.242	.331	.510**	.394*	.133	.072	.125	1	.930**	.195	.358	.432*	.299	.608**	.791**	.827**	.608**	.717**
	Sig. (2-tailed)	.361	.062	.197	.074	.004	.031	.484	.706	.510		.000	.302	.052	.017	.108	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P11	Pearson Correlation	.311	-.493**	.394*	.420*	.622**	.577**	.183	.205	.261	.930**	1	.237	.525**	.524**	.478**	.675**	.842**	.857**	.675**	.860**
	Sig. (2-tailed)	.094	.006	.031	.021	.000	.001	.333	.276	.164	.000		.208	.003	.003	.008	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P12	Pearson Correlation	.481**	-.351	.195	.184	.300	.621**	.256	-.006	.141	.195	.237	1	.564**	.669**	.345	.168	.187	.103	.168	.514**
	Sig. (2-tailed)	.007	.058	.302	.330	.107	.000	.173	.973	.458	.302	.208		.001	.000	.062	.375	.324	.588	.375	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P13	Pearson Correlation	.283	-.448*	.358	.381*	.565**	.909**	.166	.283	.237	.358	.525**	.564**	1	.862**	.612**	.316	.380*	.296	.316	.733**
	Sig. (2-tailed)	.130	.013	.052	.038	.001	.000	.379	.130	.208	.052	.003	.001		.000	.000	.089	.039	.112	.089	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P14	Pearson Correlation	.259	-.452*	.342	.462*	.664**	.949**	.220	.146	.205	.432*	.524**	.669**	.862**	1	.615**	.290	.359	.388*	.290	.754**
	Sig. (2-tailed)	.167	.012	.065	.010	.000	.000	.242	.442	.276	.017	.003	.000	.000		.000	.120	.051	.034	.120	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P15	Pearson Correlation	.208	-.438*	.299	.299	.596**	.674**	.453*	.220	.183	.299	.478**	.345	.612**	.615**	1	.232	.319	.273	.232	.634**
	Sig. (2-tailed)	.271	.015	.108	.108	.001	.000	.012	.242	.333	.108	.008	.062	.000	.000		.216	.086	.144	.216	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P16	Pearson Correlation	.274	-.348	.263	.173	.585**	.348	.232	.208	.022	.608**	.675**	.168	.316	.290	.232	1	.536**	.530**	1.000**	.687**
	Sig. (2-tailed)	.143	.060	.161	.360	.001	.059	.216	.270	.909	.000	.000	.375	.089	.120	.216		.002	.003	0.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P17	Pearson Correlation	.186	-.345	.252	.244	.469**	.418*	.319	.146	.099	.791**	.842**	.187	.380*	.359	.319	.536**	1	.708**	.536**	.692**
	Sig. (2-tailed)	.326	.062	.179	.194	.009	.022	.086	.442	.602	.000	.000	.324	.039	.051	.086	.002		.000	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P18	Pearson Correlation	.254	-.302	.288	.302	.410*	.432*	.076	.174	.219	.827**	.857**	.103	.296	.388*	.273	.530**	.708**	1	.530**	.684**
	Sig. (2-tailed)	.175	.105	.123	.105	.024	.017	.691	.357	.244	.000	.000	.588	.112	.034	.144	.003	.000		.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P19	Pearson Correlation	.274	-.348	.263	.173	.585**	.348	.232	.208	.022	.608**	.675**	.168	.316	.290	.232	1.000**	.536**	.530**	1	.687**
	Sig. (2-tailed)	.143	.060	.161	.360	.001	.059	.216	.270	.909	.000	.000	.375	.089	.120	.216	0.000	.002	.003		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Skor Total	Pearson Correlation	.466**	-.566**	.565**	.545**	.811**	.789**	.401*	.368*	.369*	.717**	.860**	.514**	.733**	.754**	.634**	.687**	.692**	.684**	.687**	1
	Sig. (2-tailed)	.010	.001	.001	.002	.000	.000	.028	.046	.045	.000	.000	.004	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	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).

DAFTAR LAMPIRAN

Halaman

```
NEW FILE.
DATASET NAME DataSet1 WINDOW=FRONT.
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT keputusanpembelian
  /METHOD=ENTER celebrityendorser iklan.
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Regression

Notes

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	Weight	<none>
	Split File	<none>
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	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT keputusanpembelian /METHOD=ENTER celebrityendorser iklan.
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	Additional Memory Required for Residual Plots	0 bytes

[DataSet1]

Descriptive Statistics

	Mean	Std. Deviation	N
keputusanpembelian	29.78	2.866	95
celebrityendorser	22.72	2.495	95
iklan	9.75	1.237	95

Correlations

		keputusanpembelian	celebrityendorser	iklan
Pearson Correlation	keputusanpembelian	1.000	.541	.464
	celebrityendorser	.541	1.000	.548
	iklan	.464	.548	1.000
Sig. (1-tailed)	keputusanpembelian	.	.000	.000
	celebrityendorser	.000	.	.000
	iklan	.000	.000	.
N	keputusanpembelian	95	95	95
	celebrityendorser	95	95	95
	iklan	95	95	95

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	iklan, celebrityendorser[b]	.	Enter

a. Dependent Variable: keputusanpembelian

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
1	.577[a]	.333	.319	2.366	.333	22.969	2

Model Summary

Model	Change Statistics	
	df2	Sig. F Change
1	92[a]	.000

a. Predictors: (Constant), iklan, celebrityendorser

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	257.223	2	128.612	22.969	.000[b]
	Residual	515.135	92	5.599		
	Total	772.358	94			

a. Dependent Variable: keputusanpembelian

b. Predictors: (Constant), iklan, celebrityendorser

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.676	2.388		5.726	.000
	celebrityendorser	.471	.117	.410	4.031	.000
	iklan	.553	.236	.239	2.346	.021

a. Dependent Variable: keputusanpembelian

NO	Celebrity Endorser							Iklan				Keputusan Pembelian								Skor Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	
1	3	3	3	4	4	4	3	3	4	4	4	3	4	4	4	3	4	4	3	68
2	3	3	3	3	3	3	4	3	4	3	3	4	3	3	3	3	3	3	3	60
3	4	3	4	3	3	4	3	4	4	3	4	3	4	3	4	4	4	4	4	69
4	1	4	4	4	4	4	4	4	3	4	4	3	4	4	4	4	4	4	4	71
5	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	58
6	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	74
7	3	4	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	59
8	2	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	3	71
9	3	4	3	3	3	3	3	4	3	3	3	3	3	3	3	2	3	3	2	57
10	4	3	4	4	3	4	3	3	4	4	4	4	4	4	4	2	4	4	2	68
11	3	4	3	3	3	3	4	3	3	3	3	4	3	3	3	3	4	3	3	61
12	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	74
13	3	4	3	3	2	3	3	3	3	3	3	4	3	3	3	2	3	3	2	56
14	4	3	4	4	4	2	4	4	4	4	4	2	2	2	3	4	4	4	4	66
15	3	4	3	3	2	3	3	4	3	3	3	3	3	3	2	3	3	4	3	58
16	4	3	4	4	4	4	2	3	4	4	4	4	4	4	4	4	3	4	4	71
17	3	4	3	3	3	3	3	3	3	3	3	4	3	3	3	4	3	3	4	61
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19	3	4	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	4	3	58
20	4	3	4	4	4	4	2	3	4	4	4	4	4	4	2	4	4	4	4	70
21	3	4	3	3	3	3	3	4	3	3	3	3	4	3	3	3	3	3	3	60
22	4	3	4	4	4	4	4	2	2	4	4	4	4	4	4	4	4	4	4	71
23	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	58
24	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	74
25	3	4	3	3	3	3	3	3	4	3	3	3	3	3	3	2	3	4	2	58
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27	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	56
28	4	3	1	2	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	69
29	1	4	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	55
30	4	3	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	74

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CORRELATIONS
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VAR00008 VAR00009 VAR00010 VAR00011 VAR00012 VAR00013 VAR00014 VAR00015 VAR00016
VAR00017 VAR00018 VAR00019 VAR00020
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
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Correlations

Notes

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	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=VAR00001 VAR00002 VAR00003 VAR00004 VAR00005 VAR00006 VAR00007 VAR00008 VAR00009 VAR00010 VAR00011 VAR00012 VAR00013 VAR00014 VAR00015 VAR00016 VAR00017 VAR00018 VAR00019 VAR00020 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
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[DataSet0]

Correlations

		VAR0 0001	VAR0 0002	VAR0 0003	VAR0 0004	VAR0 0005	VAR0 0006	VAR0 0007	VAR0 0008	VAR0 0009	VAR0 0010	VAR0 0011	VAR0 0012
VAR0 0001	Pearson Correlation	1	.093	.068	.246*	.106	.394**	.200	.064	.169	.296**	.125	.125
	Sig. (2-tailed)		.367	.515	.016	.306	.000	.052	.539	.101	.004	.229	.229
	N	95	95	95	95	95	95	95	95	95	95	95	95
VAR0 0002	Pearson Correlation	.093	1	.001	.014	.127	.097	.012	-.051	.137	.217*	-.120	.207*
	Sig. (2-tailed)	.367		.990	.892	.221	.350	.908	.626	.186	.034	.245	.045
	N	95	95	95	95	95	95	95	95	95	95	95	95
VAR0 0003	Pearson Correlation	.068	.001	1	.109	.139	.232*	.215*	.093	.272**	.319**	.134	.104
	Sig. (2-tailed)	.515	.990		.291	.179	.024	.036	.369	.008	.002	.195	.318
	N	95	95	95	95	95	95	95	95	95	95	95	95
VAR0 0004	Pearson Correlation	.246*	.014	.109	1	.326**	.411**	.271**	.070	.150	.352**	.194	.128
	Sig. (2-tailed)	.016	.892	.291		.001	.000	.008	.502	.145	.000	.060	.216
	N	95	95	95	95	95	95	95	95	95	95	95	95
VAR0 0005	Pearson Correlation	.106	.127	.139	.326**	1	.236*	.082	.246*	.080	.056	.311**	.095
	Sig. (2-tailed)	.306	.221	.179	.001		.021	.429	.016	.442	.591	.002	.358
	N	95	95	95	95	95	95	95	95	95	95	95	95
VAR0 0006	Pearson Correlation	.394**	.097	.232*	.411**	.236*	1	.200	.072	.368**	.450**	.198	.103
	Sig. (2-tailed)	.000	.350	.024	.000	.021		.051	.487	.000	.000	.055	.319
	N	95	95	95	95	95	95	95	95	95	95	95	95
VAR0 0007	Pearson Correlation	.200	.012	.215*	.271**	.082	.200	1	.318**	.121	.307**	.160	.028
	Sig. (2-tailed)	.052	.908	.036	.008	.429	.051		.002	.244	.002	.121	.785

	N	95	95	95	95	95	95	95	95	95	95	95	95
	Pearson Correlation	.064	-.051	.093	.070	.246*	.072	.318**	1	.126	.033	.207*	.058
VAR00008	Sig. (2-tailed)	.539	.626	.369	.502	.016	.487	.002		.224	.750	.045	.579
	N	95	95	95	95	95	95	95	95	95	95	95	95
	Pearson Correlation	.169	.137	.272**	.150	.080	.368**	.121	.126	1	.286**	.169	.221*
VAR00009	Sig. (2-tailed)	.101	.186	.008	.145	.442	.000	.244	.224		.005	.102	.031
	N	95	95	95	95	95	95	95	95	95	95	95	95
	Pearson Correlation	.296**	.217*	.319**	.352**	.056	.450**	.307**	.033	.286**	1	.165	.170
VAR00010	Sig. (2-tailed)	.004	.034	.002	.000	.591	.000	.002	.750	.005		.110	.099
	N	95	95	95	95	95	95	95	95	95	95	95	95
	Pearson Correlation	.125	-.120	.134	.194	.311**	.198	.160	.207*	.169	.165	1	.170
VAR00011	Sig. (2-tailed)	.229	.245	.195	.060	.002	.055	.121	.045	.102	.110		.099
	N	95	95	95	95	95	95	95	95	95	95	95	95
	Pearson Correlation	.125	.207*	.104	.128	.095	.103	.028	.058	.221*	.170	.170	1
VAR00012	Sig. (2-tailed)	.229	.045	.318	.216	.358	.319	.785	.579	.031	.099	.099	
	N	95	95	95	95	95	95	95	95	95	95	95	95
	Pearson Correlation	.106	.244*	.140	.112	.196	.282**	-.101	-.029	.146	.283**	.302**	-.006
VAR00013	Sig. (2-tailed)	.305	.017	.175	.280	.057	.006	.329	.782	.157	.005	.003	.954
	N	95	95	95	95	95	95	95	95	95	95	95	95
	Pearson Correlation	.038	-.106	.096	.245*	.326**	.260*	-.066	-.036	-.035	-.059	.097	-.064
VAR00014	Sig. (2-tailed)	.718	.307	.354	.017	.001	.011	.523	.727	.739	.567	.350	.538
	N	95	95	95	95	95	95	95	95	95	95	95	95
	Pearson Correlation	.235*	.157	.148	.281**	.248*	.351**	.341**	.060	.199	.393**	.229*	.016
VAR00015	Sig. (2-tailed)	.022	.129	.153	.006	.015	.000	.001	.564	.053	.000	.026	.878

	N	95	95	95	95	95	95	95	95	95	95	95	95
	Pearson Correlation	.190	-.031	.147	.076	.141	.050	.188	.299**	.183	-.013	.211*	.087
VAR00016	Sig. (2-tailed)	.066	.766	.155	.462	.172	.628	.068	.003	.077	.898	.040	.404
	N	95	95	95	95	95	95	95	95	95	95	95	95
	Pearson Correlation	-.061	.007	.345**	.050	.352**	.090	.197	.256*	.289**	.190	.184	.138
VAR00017	Sig. (2-tailed)	.557	.945	.001	.628	.000	.387	.055	.012	.004	.065	.075	.183
	N	95	95	95	95	95	95	95	95	95	95	95	95
	Pearson Correlation	.062	.110	.233*	.252*	.296**	.421**	.140	.052	.357**	.155	.155	.300**
VAR00018	Sig. (2-tailed)	.553	.290	.023	.014	.004	.000	.177	.615	.000	.134	.134	.003
	N	95	95	95	95	95	95	95	95	95	95	95	95
	Pearson Correlation	.118	-.055	.023	.217*	.175	.203*	.165	.268**	.014	.264**	.294**	.008
VAR00019	Sig. (2-tailed)	.255	.594	.828	.035	.091	.049	.110	.009	.894	.010	.004	.942
	N	95	95	95	95	95	95	95	95	95	95	95	95
	Pearson Correlation	.419**	.244*	.439**	.523**	.531**	.632**	.437**	.365**	.480**	.566**	.473**	.317**
VAR00020	Sig. (2-tailed)	.000	.017	.000	.000	.000	.000	.000	.000	.000	.000	.000	.002
	N	95	95	95	95	95	95	95	95	95	95	95	95

Correlations

		VAR00013	VAR00014	VAR00015	VAR00016	VAR00017	VAR00018	VAR00019	VAR00020
	Pearson Correlation	.106	.038	.235	.190*	-.061	.062**	.118	.419
VAR00001	Sig. (2-tailed)	.305	.718	.022	.066	.557	.553	.255	.000
	N	95	95	95	95	95	95	95	95
	Pearson Correlation	.244	-.106	.157	-.031	.007	.110	-.055	.244
VAR00002	Sig. (2-tailed)	.017	.307	.129	.766	.945	.290	.594	.017
	N	95	95	95	95	95	95	95	95

	Pearson	.140	.096	.148	.147	.345	.233*	.023*	.439
VAR000	Correlation								
03	Sig. (2-tailed)	.175	.354	.153	.155	.001	.023	.828	.000
	N	95	95	95	95	95	95	95	95
	Pearson	.112*	.245	.281	.076	.050**	.252**	.217**	.523
VAR000	Correlation								
04	Sig. (2-tailed)	.280	.017	.006	.462	.628	.014	.035	.000
	N	95	95	95	95	95	95	95	95
	Pearson	.196	.326	.248	.141**	.352	.296*	.175	.531*
VAR000	Correlation								
05	Sig. (2-tailed)	.057	.001	.015	.172	.000	.004	.091	.000
	N	95	95	95	95	95	95	95	95
	Pearson	.282**	.260	.351*	.050**	.090*	.421	.203	.632
VAR000	Correlation								
06	Sig. (2-tailed)	.006	.011	.000	.628	.387	.000	.049	.000
	N	95	95	95	95	95	95	95	95
	Pearson	-.101	-.066	.341*	.188**	.197	.140	.165	.437**
VAR000	Correlation								
07	Sig. (2-tailed)	.329	.523	.001	.068	.055	.177	.110	.000
	N	95	95	95	95	95	95	95	95
	Pearson	-.029	-.036	.060	.299	.256*	.052	.268**	.365
VAR000	Correlation								
08	Sig. (2-tailed)	.782	.727	.564	.003	.012	.615	.009	.000
	N	95	95	95	95	95	95	95	95
	Pearson	.146	-.035	.199**	.183	.289	.357**	.014	.480
VAR000	Correlation								
09	Sig. (2-tailed)	.157	.739	.053	.077	.004	.000	.894	.000
	N	95	95	95	95	95	95	95	95
	Pearson	.283**	-.059*	.393**	-.013**	.190	.155**	.264**	.566
VAR000	Correlation								
10	Sig. (2-tailed)	.005	.567	.000	.898	.065	.134	.010	.000
	N	95	95	95	95	95	95	95	95
	Pearson	.302	.097	.229	.211	.184**	.155	.294	.473*
VAR000	Correlation								
11	Sig. (2-tailed)	.003	.350	.026	.040	.075	.134	.004	.000
	N	95	95	95	95	95	95	95	95
	Pearson	-.006	-.064*	.016	.087	.138	.300	.008	.317
VAR000	Correlation								
12	Sig. (2-tailed)	.954	.538	.878	.404	.183	.003	.942	.002
	N	95	95	95	95	95	95	95	95

	Pearson	1	.169*	.258	.000	.114	.185**	.097	.408
VAR000	Correlation								
13	Sig. (2-tailed)		.101	.012	1.000	.272	.072	.348	.000
	N	95	95	95	95	95	95	95	95
	Pearson	.169	1	.259	.085*	.130**	.088*	.234	.307
VAR000	Correlation								
14	Sig. (2-tailed)	.101		.011	.411	.209	.397	.022	.002
	N	95	95	95	95	95	95	95	95
	Pearson	.258*	.259	1	.201**	.187*	.317**	.281**	.597
VAR000	Correlation								
15	Sig. (2-tailed)	.012	.011		.051	.070	.002	.006	.000
	N	95	95	95	95	95	95	95	95
	Pearson	.000	.085	.201	1	.441	.168	.231	.416**
VAR000	Correlation								
16	Sig. (2-tailed)	1.000	.411	.051		.000	.103	.024	.000
	N	95	95	95	95	95	95	95	95
	Pearson	.114	.130	.187**	.441	1**	.353	.185	.515*
VAR000	Correlation								
17	Sig. (2-tailed)	.272	.209	.070	.000		.000	.072	.000
	N	95	95	95	95	95	95	95	95
	Pearson	.185	.088	.317*	.168*	.353**	1**	.089	.540
VAR000	Correlation								
18	Sig. (2-tailed)	.072	.397	.002	.103	.000		.391	.000
	N	95	95	95	95	95	95	95	95
	Pearson	.097	.234	.281	.231*	.185	.089*	1	.442**
VAR000	Correlation								
19	Sig. (2-tailed)	.348	.022	.006	.024	.072	.391		.000
	N	95	95	95	95	95	95	95	95
	Pearson	.408**	.307*	.597**	.416**	.515**	.540**	.442**	1**
VAR000	Correlation								
20	Sig. (2-tailed)	.000	.002	.000	.000	.000	.000	.000	
	N	95	95	95	95	95	95	95	95

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

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