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UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI

Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax: 031-8281183 Surabaya 60234
Website : <http://www.f6.umpsby.ac.id>

Nomor : 01/FE/VI/2019
Lampiran : -
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:
Bapak/Ibu Pimpinan
3Second Store SunCity Mall
Jl. Pahlawan No.01, Rwf, Sidokumpul, Kec. Sidoarjo, Jawa Timur
di -
Sidoarjo

Sesuai kurikulum Fakultas Ekonomi Universitas PGRI Adi Buana Surabaya, maka mahasiswa wajib menulis Skripsi/Tugas Akhir dalam bentuk Laporan Penelitian dan Artikel Ilmiah. Berkaitan dengan hal tersebut mohon perkenan Bapak/Ibu untuk memberikan ijin penelitian kepada mahasiswa kami yang tersebut dibawah ini :

Nama : Mochamad Alfian Zain Maulana
NIM : 151500127
Prodi : Manajemen
Judul Skripsi : Pengaruh Celebrity Endorsement Terhadap Keputusan Pembelian Melalui Brand Image Sebagai Variable Intervening Pada 3Second Store SunCity Mall Sidoarjo

Demikian atas perkenan serta kebijaksanaan Bapak/Ibu kami sampaikan terima kasih.



26 Juni 2019
Dra. Siti Istikhroh, M.Si
NIP. 19671019.199203.2001



Suncity Mall Sidoarjo, Lantai 6F - Unit A20 - A22
Jalan Pahlawan No. 1 RW. 6, Sidokumpul, Kec. Sidoarjo, Sidoarjo 61212

SURAT KETERANGAN

Yang bertanda tangan di bawah ini :

Nama : Ridwan Hermawan
Jabatan : Kepala Toko

Menerangkan bahwa :

Nama : Mochamad Alfian Zain Maulana
NIM : 151500127
Jurusan : Manajemen (Fakultas Ekonomi)
Universitas : Universitas PGRI Adi Buana Surabaya

Telah melakukan penelitian dan pengambilan data di outlet 3second Suncity Mall Sidoarjo pada tanggal 18 Mei 2019 sampai tanggal 1 Juni 2019.

Demikian surat keterangan ini kami buat dengan sebenarnya, agar dapat digunakan sebagaimana mestinya.

Sidoarjo, 10 Juni 2019

Kepala Toko


Ridwan Hermawan



Lampiran Berita Acara Bimbingan

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : Mochamad Alfian Zain M.
2. NIM : 151500127
3. Program Studi : Manajemen
4. Tanggal Pengajuan Skripsi : 02 November 2018
5. Judul Skripsi : Pengaruh *Celebrity Endorsement* Terhadap Keputusan Pembelian Melalui *Brand Image* sebagai Variabel Intervening Pada 3Second Store Suncity Mall Sidoarjo
6. Dosen Pembimbing : Dr. Fachrudy Asfari,
S.Psi.,M.M., Siti Samsiyah,
S.E.,M.M.
7. Konsultasi :

No.	Tanggal	Paraf Pembimbing	Uraian / Kegiatan	Keterangan
1.	02 November 2018		Judul Skripsi	Acc
2.	05 November 2018		Bab I	Revisi
3.	06 November 2018		Bab I	Acc
4.	09 November 2018		Bab II	Revisi
5.	13 November 2018		Bab II	Revisi
6.	16 November 2018		Bab II	Acc
7.	21 November 2018		Bab III	Revisi
8.	30 November 2018		Bab III & Kuesioner	Revisi
9.	04 Desember 2018		Bab III & Kuesioner	Revisi
10.	27 Mei 2019		Bab III &	Acc

			Kuesioner	
11.	20 Juni 2019	///	Seminar Proposal	
12.	1 Juli 2019	///	Bab IV	Revisi
13.	3 Juli 2019	///	Bab IV & V	Revisi
14.	8 Juli 2019	///	Bab IV	Acc
15.	11 Juli 2019	///	Bab V	Acc

8. Tanggal Selesai Menulis Skripsi : 20 Juli 2019
 9. Telah diuji dengan nilai :

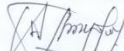
Surabaya, 20 Juli 2019

Dosen Pembimbing I,



Dr. Fachrudin As'ari, S.Psi., M.M
 NPP: 1202612/DY

Dosen Pembimbing II,



Siti Samiyah, S.E., M.M
 NPP: 1511749/DY

**DAFTAR HADIR
PESERTA SEMINAR PROPOSAL PENELITIAN**

Nama : Mochamad Alfian Zain Maulana
 Program Studi/Angkatan : Manajemen/2015
 NIM : 151500127

Judul : Pengaruh *Celebrity Endorsement* terhadap Keputusan Pembelian Melalui *Brand Image* Sebagai Variabel Intervening Pada Konsumen 3Second Store SunCity Mall Sidoarjo.

NO	NIM	NAMA	PROGRAM STUDI	TANDA TANGAN
1	15-150-0049	Iedah Ayu Dwi L	Manajemen	
2	15-150-0147	Ista Rohmauwati M	—	
3	15-150-0207	Rizki Dwi S	—	
4	15-150-0076	Prinanda Dony A	—	
5	15-150-0090	Movia Rama p.	—	
6	15-150-0109	Ayq Abidiah	—	
7	15-150-0098	Muthi Kusuma Adi	—	
8	15-150-0078	Lita Rizky A	—	
9	15-150-0110	Nur Ari W	—	
10	15-150-0146	Siti Atmaul F.	—	
11	15-150-0161	Lailatul U.	—	
12	15-150-0087	Jeff Prambowo	—	
13	15-150-0141	Amalia Eva Kusuma	—	
14	15-150-0181	Dwi Cahyaning A	—	
15	15-150-0121	Subeki	—	
16	15-150-0200	Ayu Trianeng	—	
17	15-150-0026	Fitria	—	
18	15-150-0071	Randi Ferry	—	
19	15-150-0166	Abie Soesna	—	

20	15-150-0112	Agus Budiman	Manajemen	
21	15-150-0114	Yoon Dwi P	" "	
22	15-150-0119	Moch. Han T. H	" "	
23	15-150-0122	Muhammad Asrori	" "	
24	15-150-0237	M. Dikha Fikri H	" "	
25	15-150-0034	M. Rizki A	" "	
26	15-150-0020	Diva Wahyu I	" "	
27				
28				
29				
30				

Mengetahui,
Dosen Pembimbing I

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Mengetahui,
Dosen Pembimbing II

Siti Samsiyah, S.E., M.M.
NIP/NPP: 1511749/DY

Surabaya, 20 Juni 2019
Mahasiswa

Mochamad Alfian Zain Maulana
NIM: 151500127

**KUESIONER PENELITIAN
PENGARUH CELEBRITY ENDORSEMENT TERHADAP
KEPUTUSAN PEMBELIAN MELALUI BRAND IMAGE SEBAGAI
VARIABEL INTERVENING DI 3SECOND STORE SUNCITY
MALL SIDOARJO**

No. Responden :....

Dengan Hormat,

Dalam rangka memenuhi Tugas Akhir (Skripsi), maka bersama ini saya selaku peneliti dari Universitas PGRI Adi Buana Surabaya memohon kesediaan Bapak/Ibu/Sdr untuk memberikan dukungan kepada kami dengan mengisi kuesioner seperti dibawah ini. Saya selaku peneliti akan menjaga kerahasiaan identitas dan pendapat yang terdapat dalam kuesioner ini. Atas kesediaan dan kepercayaannya, saya mengucapkan banyak terimakasih.

Peneliti,

Mochamad Alfian Zain Maulana

CELEBRITY ENDORSEMENT

No	Pertanyaan	SS (5)	S (4)	RR (3)	TS (2)	STS (1)
Trustworthy (Kepercayaan)						
1	Ariel Noah dalam produk <i>3Second</i> terlihat sebagai individu yang diandalkan dalam beriklan.					
2	Ariel Noah kurang konsisten dalam menyampaikan periklanan.					
Expertise (Keahlian)						
3	Ariel Noah dalam produk <i>3Second</i> memiliki keahlian terkait dengan produk tersebut.					
4	Ariel Noah dalam produk <i>3Second</i> tidak memiliki pengetahuan tentang produk yang diiklankan tersebut.					
Attractiveness (Daya Tarik)						
5	Ariel Noah cocok menjadi <i>Celebrity Endorser</i> produk <i>3Second</i> .					

6	Ariel Noah sebagai <i>Celebrity Endorser</i> produk <i>3Second</i> tidak disukai oleh masyarakat.					
Respect (Rasa Hormat)						
7	<i>Celebrity</i> pendukung produk <i>3Second</i> memiliki integritas dan dapat dipercaya sebagai pendukung produk tersebut.					
8	<i>Celebrity Endorser</i> produk <i>3Second</i> tidak memiliki daya tarik <i>personality</i> sehingga tidak mampu memikat konsumen.					
Similarity (Kesamaan dengan Target Audiens)						
9	Produk <i>3Second</i> menjadi menarik karena dibintangi oleh Ariel Noah yang disukai oleh masyarakat.					
10	Ariel Noah tidak memiliki kesamaan karakter dengan konsumen dalam hal berpenampilan.					

KEPUTUSAN PEMBELIAN

No	Pertanyaan	SS (5)	S (4)	RR (3)	TS (2)	STS (1)
Pilihan Produk						

1.	Saya merasa tertarik dengan produk <i>3Second</i> karena kualitas, harga dan design.					
2.	Menurut saya, saya tidak yakin dengan produk <i>3Second</i> karena pilihan produk yang kurang.					
Pilihan Merek						
3.	Saya yakin akan keputusan saya membeli produk <i>3Second</i> karena membuat saya lebih percaya diri.					
4.	Saya merasa tidak tertarik untuk membeli karena merek <i>3Second</i> kurang dikenal masyarakat.					
Pilihan Penyalur						
5.	Membeli produk <i>3second</i> karena lokasi outlet <i>3second</i> yang mudah dijangkau.					
6.	Saya merasa kesulitan mendapatkan produk yang saya inginkan di toko tersebut.					
Waktu Pembelian						

7.	Pembelian produk <i>3second</i> bisa dilakukan kapan saja.					
8.	Saya melakukan pembelian produk <i>3Second</i> pada saat memiliki uang lebih saja.					
Jumlah Pembelian						
9.	Saya membeli produk <i>3Second</i> sesuai dengan kebutuhan.					
10.	Saya merasa tidak tertarik membeli produk <i>3Second</i> lebih dari satu.					

BRAND IMAGE

No	Pertanyaan	SS (5)	S (4)	RR (3)	TS (2)	STS (1)
Recognition						
1.	<i>3Second</i> memiliki merek yang mudah dikenali.					

2.	Saya tidak dapat mengingat dengan mudah logo produk <i>3Second</i> .					
Reputation						
3.	Reputasi produk <i>3Second</i> dijalankan dengan baik.					
4.	Saya pernah mendengarkan komentar negatif tentang produk <i>3Second</i> .					
Affinity						
5.	Produk <i>3Second</i> memiliki keunikan dibanding produk sejenis lainnya.					
6.	Produk <i>3Second</i> kurang sesuai dengan <i>lifestyle</i> jaman sekarang.					

Tabulasi X1

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Tabulasi Y1

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4	2	5	4	5	3	23
5	5	5	5	5	5	30
4	3	4	3	4	4	22
4	4	3	4	4	4	23
4	5	4	5	5	5	28
5	3	3	4	3	4	22
4	4	4	4	3	4	23
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4	4	4	5	5	5	27
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4	4	4	4	4	4	24
3	3	4	3	3	3	19
4	3	3	3	3	3	19
4	4	4	4	4	4	24
4	4	4	4	4	3	23

4	4	4	4	4	5	25
5	5	5	3	4	5	27
3	3	3	3	4	3	19
5	5	5	5	5	3	28
5	5	5	5	5	5	30
5	5	5	5	2	5	27
4	4	4	4	4	2	22
5	5	4	5	5	4	28
4	4	4	4	4	4	24
4	5	5	5	5	5	29
3	3	3	4	3	4	20
4	4	5	4	4	3	24
3	4	3	4	3	4	21
5	5	4	5	4	5	28
5	4	5	5	5	5	29
4	3	3	4	4	4	22
4	4	4	4	3	4	23

5	5	5	5	5	5	30
3	4	3	4	3	4	21
5	3	5	3	3	4	23
4	4	4	4	5	3	24
4	4	3	4	4	4	23
4	4	4	5	4	3	24
5	5	5	5	5	5	30
5	5	5	5	4	5	29
5	5	5	5	4	4	28
4	5	4	4	5	4	26
3	4	3	5	3	3	21
5	5	5	5	4	5	29
3	3	3	4	3	4	20
4	4	4	4	4	4	24
3	3	3	3	3	4	19
4	4	4	4	5	5	26
4	3	4	3	4	3	21

5	4	5	5	5	5	29
4	4	4	4	4	4	24
3	3	4	3	3	3	19
4	4	4	4	5	3	24
4	4	4	4	4	2	22
4	4	4	4	4	4	24
3	3	3	3	3	3	18
5	5	4	5	4	5	28
5	5	4	5	4	3	26
4	4	4	4	5	5	26
4	4	4	4	4	3	23
4	4	4	4	4	4	24
5	5	5	5	5	5	30
3	3	4	3	3	3	19
5	5	5	5	4	5	29

Tabulasi Y2

4	4	5	4	5	5	4	4	3	5	43
4	5	4	5	4	4	5	5	4	5	45
2	4	4	4	4	4	4	4	4	3	37
3	4	3	4	5	3	3	5	5	3	38
3	4	3	3	3	3	4	4	3	4	34
4	4	4	3	4	4	3	4	4	3	37
4	4	4	4	4	4	4	3	3	4	38
3	3	3	3	4	3	4	3	4	3	33
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3	3	4	3	4	4	3	4	3	4	35
5	5	5	5	5	5	5	5	5	5	50
2	4	3	3	2	4	3	4	2	3	30

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3	4	4	4	4	4	4	4	4	4	39
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3	3	5	3	5	5	5	3	5	5	42
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4	4	4	4	4	4	5	4	5	4	42
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5	5	4	5	5	5	5	5	5	5	49
4	4	5	5	4	5	5	4	4	5	45
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3	4	4	5	5	5	4	4	5	5	44
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4	5	3	3	4	3	5	4	4	3	38
5	4	4	5	5	4	5	4	5	5	46
4	5	4	3	5	5	5	5	4	5	45
4	5	3	3	3	3	3	5	3	3	35
4	5	4	4	4	5	5	5	4	5	45

LAMPIRAN UJI VALIDITAS DAN UJI REALIBITAS VARIABEL *CELEBRITY ENDORSEMENT* (X1)

Indikator

	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
X1.1.1	4.4103	.434	.514	.264	.
X1.1.2	4.3846	.359	.514	.264	.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.677	.679	2

Indikator

	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
X1.2.1	4.3846	.342	.596	.355	.
X1.2.2	4.4444	.352	.596	.355	.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.747	.747	2

Indikator

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
X1.3.1	4.3333	.293	.637	.406	.
X1.3.2	4.4530	.284	.637	.406	.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.778	.778	2

Indikator

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
X1.4.1	4.1282	.354	.491	.241	.
X1.4.2	4.2991	.367	.491	.241	.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.658	.658	2

Indikator

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
X1.5.1	4.3162	.442	.407	.165	.
X1.5.2	4.2479	.360	.407	.165	.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.670	.670	2

LAMPIRAN UJI VALIDITAS DAN UJI REALIBITAS VARIABEL *BRAND IMAGE* (Y1)

Indikator

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
Y1.1.1	4.2051	.509	.608	.369	.
Y1.1.2	4.2735	.442	.608	.369	.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.755	.756	2

Indikator

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
Y1.2.1	4.2564	.623	.757	.573	.
Y1.2.2	4.2393	.580	.757	.573	.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.862	.862	2

Indikator

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
Y1.3.1	4.2821	.515	.730	.533	.
Y1.3.2	4.3504	.488	.730	.533	.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.844	.844	2

LAMPIRAN UJI VALIDITAS DAN UJI REALIBITAS VARIABEL KEPUTUSAN PEMBELIAN (Y2)

Indikator

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
Y2.1.1	4.5128	.373	.549	.301	.
Y2.1.2	4.3846	.411	.549	.301	.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.708	.709	2

Indikator

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
Y2.2.1	4.0769	.434	.760	.578	.
Y2.2.2	4.1880	.482	.760	.578	.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.863	.864	2

Indikator

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
Y2.3.1	4.1026	.558	.683	.467	.
Y2.3.2	4.0000	.552	.683	.467	.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.812	.812	2

Indikator

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
Y2.4.1	4.1624	.654	.626	.391	.
Y2.4.2	4.1624	.585	.626	.391	.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.769	.770	2

Indikator

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
Y2.5.1	4.2393	.528	.706	.499	.
Y2.5.2	4.2906	.518	.706	.499	.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.828	.828	2

UJI REGRESI LINEAR MODEL I

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	CELEBRITY ENDORSEMENT ^b	.	Enter

a. Dependent Variable: BRAND IMAGE

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,620 ^a	,384	,379	2,59771

a. Predictors: (Constant), CELEBRITY ENDORSEMENT

b. Dependent Variable: BRAND IMAGE

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	484,552	1	484,552	71,806	,000 ^b
	Residual	776,030	115	6,748		
	Total	1260,581	116			

a. Dependent Variable: BRAND IMAGE

b. Predictors: (Constant), CELEBRITY ENDORSEMENT

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,153	1,906		4,278	,000

CELEBRITY ENDORSEMENT	,386	,046	,620	8,474	,000
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a. Dependent Variable: BRAND IMAGE

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	19,3588	27,4737	24,1709	2,04381	117
Residual	-5,38232	6,54980	,00000	2,58649	117
Std. Predicted Value	-2,354	1,616	,000	1,000	117
Std. Residual	-2,072	2,521	,000	,996	117

a. Dependent Variable: BRAND IMAGE

UJI REGRESI LINIEAR MODEL II

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	BRAND IMAGE, CELEBRITY ENDORSEMENT ^b	.	Enter

a. Dependent Variable: KEPUTUSAN PEMBELI

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	,841 ^a	,708	,703	2,99806

a. Predictors: (Constant), BRAND IMAGE, CELEBRITY ENDORSEMENT

b. Dependent Variable: KEPUTUSAN PEMBELI

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
2	Regression	2485,020	2	1242,510	138,235	,000 ^b
	Residual	1024,673	114	8,988		
	Total	3509,692	116			

a. Dependent Variable: KEPUTUSAN PEMBELI

b. Predictors: (Constant), BRAND IMAGE, CELEBRITY ENDORSEMENT

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,171	2,368		,917	,361
	CELEBRITY ENDORSEMENT	,368	,067	,354	5,489	,000
	BRAND IMAGE	,959	,108	,575	8,912	,000

a. Dependent Variable: KEPUTUSAN PEMBELI

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	31,4392	49,3528	40,6154	4,62845	117
Residual	-6,44827	6,77898	,00000	2,97210	117
Std. Predicted Value	-1,983	1,888	,000	1,000	117
Std. Residual	-2,151	2,261	,000	,991	117

a. Dependent Variable: KEPUTUSAN PEMBELI

UJI NORMALITAS

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual I	Unstandardized Residual II
N		117	117
Normal Parameters ^{a,b}	Mean	,0000000	,0000000
	Std. Deviation	2,58648602	2,97210101
	Most Extreme Differences		
	Absolute	,054	,053
	Positive	,054	,043
	Negative	-,036	-,053
Test Statistic		,054	,053
Asymp. Sig. (2-tailed)		,200 ^{c,d}	,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Explore

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Unstandardized Residual	117	100,0%	0	0,0%	117	100,0%
Unstandardized Residual	117	100,0%	0	0,0%	117	100,0%

Tests of Normality

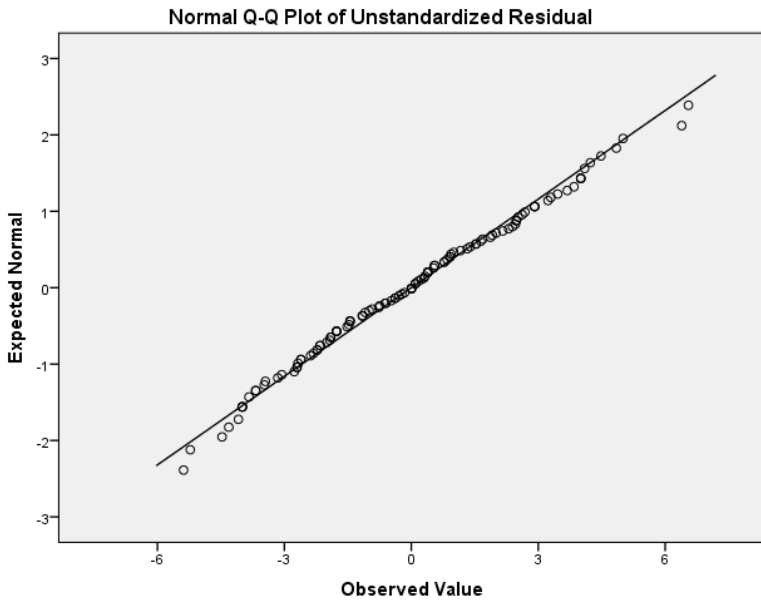
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	,054	117	,200*	,989	117	,466

Unstandardized Residual	,053	117	,200*	,987	117	,354
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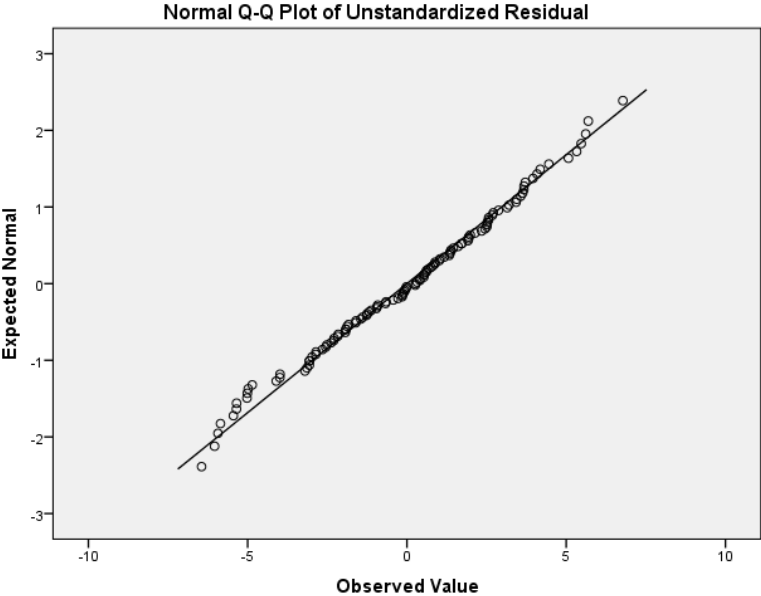
*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Unstandardized Residual I



Unstandardized Residual II



FREKUENSI CELEBRITY ENDORSEMENT (X₁)

Frequencies

	Statistics										CELEBRITY ENDORSEMENT
	X1. 1_1	X1. 1_2	X1. 2_1	X1. 2_2	X1. 3_1	X1. 3_2	X1. 4_1	X1. 4_2	X1. 5_1	X1. 5_2	
N Valid	117	117	117	117	117	117	117	117	117	117	117
Mis sing	0	0	0	0	0	0	0	0	0	0	0
Mean	4,0 684	4,1 709	4,1 197	4,1 880	4,2 137	4,1 880	4,1 026	4,1 453	4,1 368	4,1 197	41,4530
Median	4,0 000	4,0 000	4,0 000	4,0 000	4,0 000	4,0 000	4,0 000	4,0 000	4,0 000	4,0 000	41,0000
Mode	4,0 0	5,0 0	4,0 0	5,0 0	5,0 0	4,0 0	4,0 0	4,0 0	5,0 0	4,0 0	41,00
Std. Deviation	,72 785	,88 367	,72 114	,80 870	,81 821	,65 563	,71 178	,82 279	,87 991	,70 908	5,28905
Minimum	2,0 0	2,0 0	2,0 0	2,0 0	2,0 0	3,0 0	2,0 0	2,0 0	2,0 0	3,0 0	29,00
Maximum	5,0 0	5,0 0	5,0 0	5,0 0	5,0 0	5,0 0	5,0 0	5,0 0	5,0 0	5,0 0	50,00
Sum	476 ,00	488 ,00	482 ,00	490 ,00	493 ,00	490 ,00	480 ,00	485 ,00	484 ,00	482 ,00	4850,00

Frequency Table

X1.1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,9	,9
	3,00	24	20,5	21,4
	4,00	58	49,6	70,9
	5,00	34	29,1	100,0
	Total	117	100,0	

X1.1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	6	5,1	5,1
	3,00	19	16,2	21,4
	4,00	41	35,0	56,4
	5,00	51	43,6	100,0
	Total	117	100,0	

X1.2_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,9	,9
	3,00	21	17,9	18,8
	4,00	58	49,6	68,4
	5,00	37	31,6	100,0
	Total	117	100,0	

X1.2_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	2,6	2,6
	3,00	20	17,1	19,7
	4,00	46	39,3	59,0
	5,00	48	41,0	100,0
Total	117	100,0	100,0	

X1.3_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	3,4	3,4
	3,00	17	14,5	17,9
	4,00	46	39,3	57,3
	5,00	50	42,7	100,0
Total	117	100,0	100,0	

X1.3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	16	13,7	13,7
	4,00	63	53,8	67,5
	5,00	38	32,5	100,0
Total	117	100,0	100,0	

X1.4_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,9	,9

	3,00	21	17,9	17,9	18,8
	4,00	60	51,3	51,3	70,1
	5,00	35	29,9	29,9	100,0
	Total	117	100,0	100,0	

X1.4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	3,4	3,4	3,4
	3,00	20	17,1	17,1	20,5
	4,00	48	41,0	41,0	61,5
	5,00	45	38,5	38,5	100,0
	Total	117	100,0	100,0	

X1.5_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	5	4,3	4,3	4,3
	3,00	23	19,7	19,7	23,9
	4,00	40	34,2	34,2	58,1
	5,00	49	41,9	41,9	100,0
	Total	117	100,0	100,0	

X1.5_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	23	19,7	19,7	19,7
	4,00	57	48,7	48,7	68,4
	5,00	37	31,6	31,6	100,0
	Total	117	100,0	100,0	

CELEBRITY ENDORSEMENT

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	29,00	1	,9	,9
	30,00	1	,9	1,7
	31,00	1	,9	2,6
	32,00	4	3,4	6,0
	33,00	5	4,3	10,3
	34,00	1	,9	11,1
	35,00	5	4,3	15,4
	36,00	2	1,7	17,1
	37,00	7	6,0	23,1
	38,00	4	3,4	26,5
	39,00	6	5,1	31,6
	40,00	11	9,4	41,0
	41,00	15	12,8	53,8
	42,00	5	4,3	58,1
	43,00	9	7,7	65,8
	44,00	10	8,5	74,4
	45,00	2	1,7	76,1
	46,00	2	1,7	77,8
	47,00	5	4,3	82,1
	48,00	5	4,3	86,3
	49,00	8	6,8	93,2
	50,00	8	6,8	100,0
Total	117	100,0	100,0	

FREKUENSI BRAND IMAGE (Y₁)

Frequencies

		Statistics						BRAND IMAGE
		Y1.1_1	Y1.1_2	Y1.2_1	Y1.2_2	Y1.3_1	Y1.3_2	
N	Valid	117	117	117	117	117	117	117
	Missing	0	0	0	0	0	0	0
Mean		4,0513	4,0513	4,0171	4,0769	3,9744	4,0000	24,1709
Median		4,0000	4,0000	4,0000	4,0000	4,0000	4,0000	24,0000
Mode		4,00	4,00	4,00	4,00	4,00	4,00	24,00
Std. Deviation		,74099	,77511	,70690	,73290	,70051	,82001	3,29653
Minimum		2,00	2,00	2,00	2,00	2,00	2,00	18,00
Maximum		5,00	5,00	5,00	5,00	5,00	5,00	30,00
Sum		474,00	474,00	470,00	477,00	465,00	468,00	2828,00

Frequency Table

		Y1.1_1			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	2,00	1	,9	,9	,9
	3,00	26	22,2	22,2	23,1
	4,00	56	47,9	47,9	70,9
	5,00	34	29,1	29,1	100,0
Total		117	100,0	100,0	

		Y1.1_2			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	2,00	2	1,7	1,7	1,7
	3,00	26	22,2	22,2	23,9
	4,00	53	45,3	45,3	69,2

	5,00	36	30,8	30,8	100,0
	Total	117	100,0	100,0	

Y1.2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,9	,9	,9
	3,00	25	21,4	21,4	22,2
	4,00	62	53,0	53,0	75,2
	5,00	29	24,8	24,8	100,0
	Total	117	100,0	100,0	

Y1.2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,9	,9	,9
	3,00	24	20,5	20,5	21,4
	4,00	57	48,7	48,7	70,1
	5,00	35	29,9	29,9	100,0
	Total	117	100,0	100,0	

Y1.3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,9	,9	,9
	3,00	27	23,1	23,1	23,9
	4,00	63	53,8	53,8	77,8
	5,00	26	22,2	22,2	100,0
	Total	117	100,0	100,0	

Y1.3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	1,7	1,7
	3,00	33	28,2	29,9
	4,00	45	38,5	68,4
	5,00	37	31,6	100,0
Total	117	100,0	100,0	

BRAND IMAGE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18,00	3	2,6	2,6
	19,00	9	7,7	10,3
	20,00	3	2,6	12,8
	21,00	11	9,4	22,2
	22,00	7	6,0	28,2
	23,00	19	16,2	44,4
	24,00	22	18,8	63,2
	25,00	8	6,8	70,1
	26,00	5	4,3	74,4
	27,00	3	2,6	76,9
	28,00	9	7,7	84,6
	29,00	10	8,5	93,2
	30,00	8	6,8	100,0
Total	117	100,0	100,0	

FREKUENSI KEPUTUSAN PEMBELIAN (Y₂)
Frequencies

	Statistics										KEPUTUSAN PEMBELIAN
	Y2. 1_1	Y2. 1_2	Y2. 2_1	Y2. 2_2	Y2. 3_1	Y2. 3_2	Y2. 4_1	Y2. 4_2	Y2. 5_1	Y2. 5_2	
N Valid	117	117	117	117	117	117	117	117	117	117	117
Missing	0	0	0	0	0	0	0	0	0	0	0
Mean	3,7436	4,0940	4,0256	3,9744	4,0769	4,1795	4,1709	4,1966	4,0256	4,1282	40,6154
Median	4,0000	4,0000	4,0000	4,0000	4,0000	4,0000	4,0000	4,0000	4,0000	4,0000	40,0000
Mode	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	40,00 ^a
Std. Deviation	,90166	,84060	,74812	,74812	,80036	,72653	,76891	,77947	,84549	,79371	5,50054
Minimum	1,00	1,00	2,00	2,00	2,00	2,00	2,00	2,00	2,00	2,00	29,00
Maximum	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	50,00
Sum	438,00	479,00	471,00	465,00	477,00	489,00	488,00	491,00	471,00	483,00	4752,00

a. Multiple modes exist. The smallest value is shown

Frequency Table

Y2.1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	,9	,9
	2,00	8	6,8	7,7
	3,00	36	30,8	38,5
	4,00	47	40,2	78,6
	5,00	25	21,4	100,0
Total	117	100,0	100,0	

Y2.1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	,9	,9
	2,00	2	1,7	2,6
	3,00	24	20,5	23,1
	4,00	48	41,0	64,1
	5,00	42	35,9	100,0
Total	117	100,0	100,0	

Y2.2_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,9	,9
	3,00	28	23,9	24,8
	4,00	55	47,0	71,8
	5,00	33	28,2	100,0
Total	117	100,0	100,0	

Y2.2_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,9	,9
	3,00	31	26,5	27,4
	4,00	55	47,0	74,4
	5,00	30	25,6	100,0
	Total	117	100,0	100,0

Y2.3_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	1,7	1,7
	3,00	27	23,1	24,8
	4,00	48	41,0	65,8
	5,00	40	34,2	100,0
	Total	117	100,0	100,0

Y2.3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,9	,9
	3,00	19	16,2	17,1
	4,00	55	47,0	64,1
	5,00	42	35,9	100,0
	Total	117	100,0	100,0

Y2.4_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,9	,9
	3,00	23	19,7	20,5
	4,00	48	41,0	61,5

	5,00	45	38,5	38,5	100,0
	Total	117	100,0	100,0	

Y2.4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	1,7	1,7	1,7
	3,00	20	17,1	17,1	18,8
	4,00	48	41,0	41,0	59,8
	5,00	47	40,2	40,2	100,0
	Total	117	100,0	100,0	

Y2.5_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	2,6	2,6	2,6
	3,00	31	26,5	26,5	29,1
	4,00	43	36,8	36,8	65,8
	5,00	40	34,2	34,2	100,0
	Total	117	100,0	100,0	

Y2.5_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,9	,9	,9
	3,00	27	23,1	23,1	23,9
	4,00	45	38,5	38,5	62,4
	5,00	44	37,6	37,6	100,0
	Total	117	100,0	100,0	

KEPUTUSAN PEMBELIAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	29,00	1	,9	,9
	30,00	3	2,6	3,4
	31,00	3	2,6	6,0
	32,00	2	1,7	7,7
	33,00	3	2,6	10,3
	34,00	5	4,3	14,5
	35,00	8	6,8	21,4
	36,00	3	2,6	23,9
	37,00	7	6,0	29,9
	38,00	8	6,8	36,8
	39,00	6	5,1	41,9
	40,00	11	9,4	51,3
	41,00	3	2,6	53,8
	42,00	10	8,5	62,4
	43,00	4	3,4	65,8
	44,00	9	7,7	73,5
	45,00	11	9,4	82,9
	46,00	2	1,7	84,6
	47,00	3	2,6	87,2
	48,00	1	,9	88,0
	49,00	5	4,3	92,3
	50,00	9	7,7	100,0
Total	117	100,0	100,0	