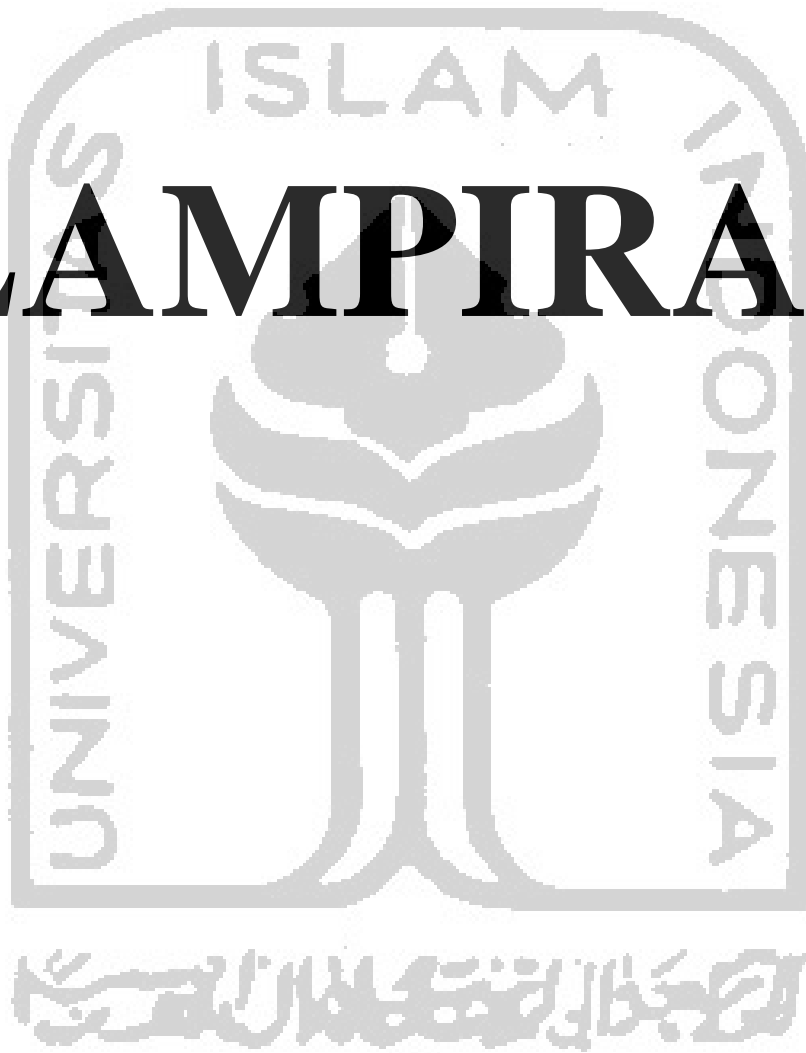


LAMPIRAN



MATRIKS KERJA

Variabel X : *Celebrity Endorser*

Variabel	Indikator		Skala
Variabel X <i>Celebrity Endorser</i>	<i>Attractiveness (Daya Tarik)</i>	1. <i>Celebrity Endorser</i> memiliki gaya fashion yang menarik 2. Gaya fashion yang digunakan <i>Celebrity Endorser</i> menarik untuk ditiru	Ordinal
	<i>Similarity (Kesamaan)</i>	Tampilan <i>Celebrity Endorser</i> sesuai dengan selera konsumen	Ordinal
	<i>Expertise (Keahlian)</i>	<i>Celebrity Endorser</i> memiliki keahlian dalam dunia model, dengan integritas yang baik	Ordinal
	<i>Trustworthiness (Kepercayaan)</i>	<i>Celebrity Endorser</i> dapat dipercaya	Ordinal
	<i>Respect (Kualitas)</i>	<i>Celebrity Endorser</i> Dapat merepresentasikan kualitas produk dengan baik 2. <i>celebrity endorser</i> mampu meyakinkan	Ordinal

		konsumen dengan kualitas yang dimiliki.	
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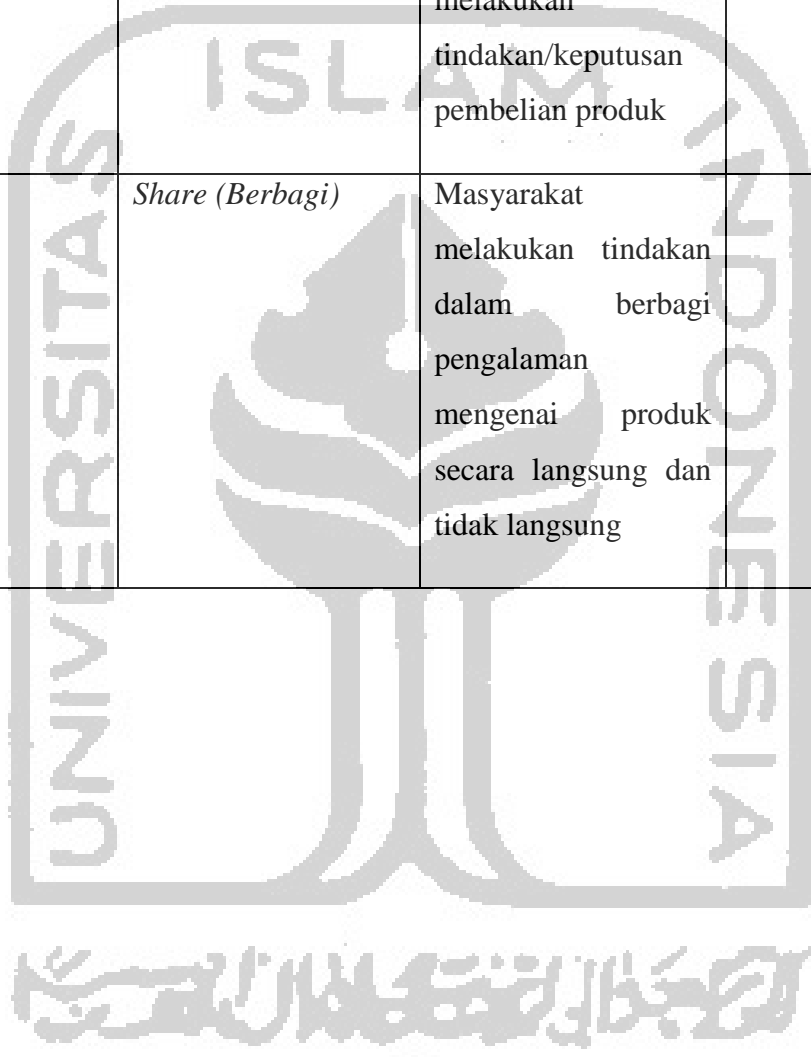
Variabel Y1 : Brand Image

Variabel	Indikator		Skala
Variabel Y1 <i>Brand Image</i>	<i>Favorable</i> (Keunggulan)	Merek produk Zoya merupakan merek yang terkenal	Ordinal
	<i>Strengthness</i> (Kekuatan)	Merek produk Zoya merupakan merek yang mudah diingat	Ordinal
	<i>Uniqueness</i> (Keunikan)	Merek produk Zoya memiliki varian model dan motif produk yang unik	Ordinal

Variabel Y2 : Keputusan Pembelian

Variabel	Indikator		Skala
Variabel Y2 Keputusan Pembelian	<i>Attention</i> (Perhatian)	Masyarakat mulai memiliki ketertarikan pada produk yang digunakan endorser	Ordinal
	<i>Interest</i> (Ketertarikan)	Masyarakat memiliki minat untuk mengetahui produk lebih lanjut	Ordinal

	<i>Search (Pencarian)</i>	Masyarakat melakukan tindakan dalam mencari tahu produk melalui sosial media (Instagram)	Ordinal
	<i>Action (Aksi)</i>	Masyarakat melakukan tindakan/keputusan pembelian produk	Ordinal
	<i>Share (Berbagi)</i>	Masyarakat melakukan tindakan dalam berbagi pengalaman mengenai produk secara langsung dan tidak langsung	Ordinal



KUESIONER

Nama :

Usia :

PETUNJUK PENGISIAN KUESIONER

Di bawah ini terdapat beberapa pernyataan. Baca dan pahami setiap pernyataan dengan seksama, kemudian berikan respon Saudara dengan cara memilih salah satu dari jawaban yang telah tersedia.

Pilihan Jawaban	Keterangan
SS	Sangat Setuju
S	Setuju
N	Netral
TS	Tidak Setuju
STS	Sangat Tidak Setuju

1. Variabel X : Celebrity Endorser

No.	Keterangan	SS	S	N	TS	STS
1	Nandiya Deva Puspa Dewi memiliki gaya fashion yang menarik					
2	Gaya fashion Nandiya Deva Puspa Dewi menarik untuk ditiru					

3	Penampilan Nandiya Deva Puspa Dewi sesuai dengan selera saya					
4	Nandiya Deva Puspa Dewi merupakan model dengan integritas yang baik					
5	Nandiya Deva Puspa Dewi dapat dipercaya					
6	Nandiya Deva Puspa Dewi memiliki keterampilan yang baik dalam menampilkan produk merek Zoya					
7	Nandiya Deva Puspa Dewi dapat meyakinkan saya untuk menggunakan merek Zoya					

2. Variabel Y1 : Brand Image

No.	Keterangan	SS	S	N	TS	STS
9	Merek Zoya merupakan merek yang terkenal					
10	Merek Zoya merupakan merek favorit saya					
11	Merek Zoya mudah diingat					
12	Merek Zoya mudah diucapkan					
13	Merek Zoya melekat dalam benak saya					
14	Merek Zoya memiliki banyak pilihan model dan motif					
15	Merek Zoya memiliki model dan motif yang unik					
16	Merek Zoya berbeda dengan merek yang lain					

3. Variabel Y2 : Keputusan Pembelian

No.	Keterangan	SS	S	N	TS	STS
17	Saya mulai tertarik menggunakan merek Zoya karena melihat Nandiya Deva Puspa Dewi menggunakannya					
18	Saya mencari tahu lebih lanjut mengenai produk Zoya					
19	Saya mencari tahu produk Zoya melalui media sosial instagram					
20	Saya memutuskan untuk membeli produk Zoya setelah mencari tahu lebih lanjut					
21	Saya menyukai produk Zoya					
22	Saya memiliki lebih dari satu produk Zoya					
23	Saya memberikan informasi mengenai produk Zoya kepada teman-teman secara langsung					
24	Saya membagikan foto saat menggunakan produk Zoya di instagram					

CROSSTABS

/TABLES=Y2 BY X

/FORMAT=AVALUE TABLES

/CELLS=COUNT ROW

/COUNT ROUND CELL.

Crosstabs

[DataSet1]

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Keputusan_Pembelian * Celebrity_Endorser	100	100.0%	0	0.0%	100	100.0%

Keputusan_Pembelian * Celebrity_Endorser Crosstabulation

			Celebrity_Endorser	
			Berpengaruh	Cukup Berpengaruh
Keputusan_Pembelian	Berminat	Count	25	9
		% within Keputusan_Pembelian	61.0%	22.0%
Keputusan_Pembelian	Cukup berminat	Count	7	9
		% within Keputusan_Pembelian	41.2%	52.9%

	Count	0	2
Kurang Berminat	% within	0.0%	100.0%
	Keputusan_Pembelian		
	Count	16	3
Sangat Berminat	% within	40.0%	7.5%
	Keputusan_Pembelian		
Total	Count	48	23
	% within	48.0%	23.0%
	Keputusan_Pembelian		

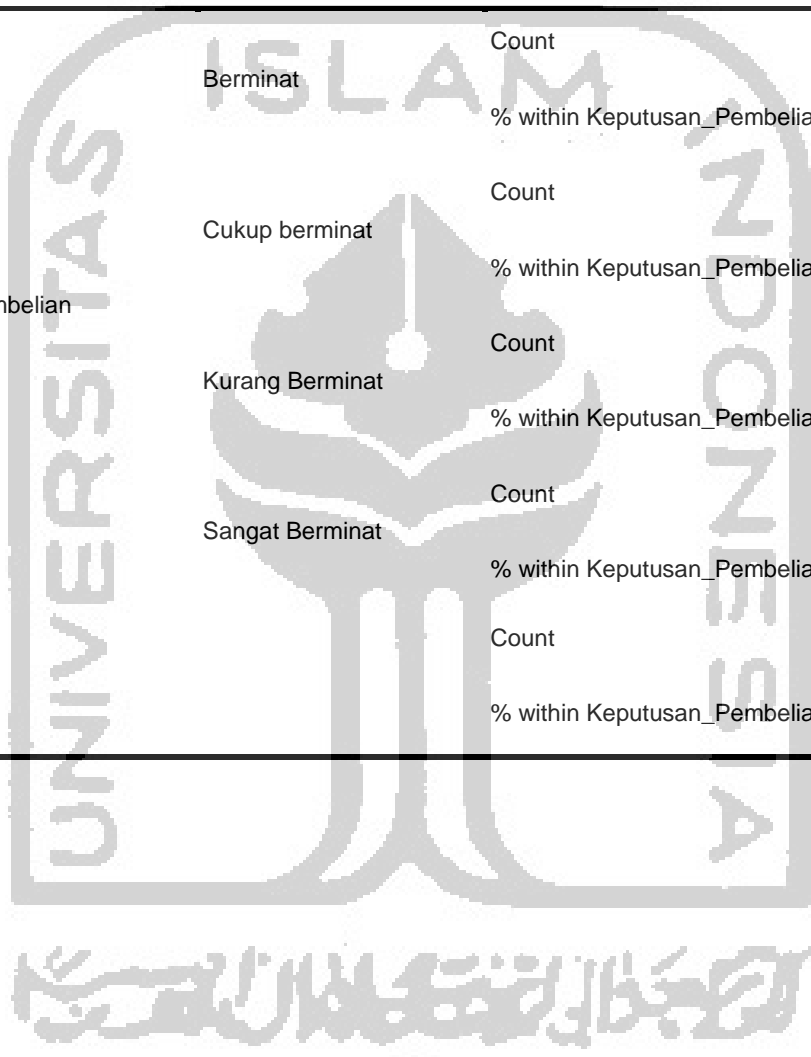
Keputusan_Pembelian * Celebrity_Endorser Crosstabulation

		Celebrity_Endorser	
		Sangat Berpengaruh	Tidak Berpengaruh
Berminat	Count	7	0
	% within Keputusan_Pembelian	17.1%	0.0%
Cukup berminat	Count	0	1
	% within Keputusan_Pembelian	0.0%	5.9%
Kurang Berminat	Count	0	0
	% within Keputusan_Pembelian	0.0%	0.0%
Sangat Berminat	Count	21	0
	% within Keputusan_Pembelian	52.5%	0.0%
Total	Count	28	1

% within Keputusan_Pembelian	28.0%	1.0%
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Keputusan_Pembelian * Celebrity_Endorser Crosstabulation

		Total
Keputusan_Pembelian	Berminat	41
	Count	41
	% within Keputusan_Pembelian	100.0%
	Cukup berminat	17
	Count	17
	% within Keputusan_Pembelian	100.0%
	Kurang Berminat	2
	Count	2
% within Keputusan_Pembelian	100.0%	
Sangat Berminat	40	
Count	40	
% within Keputusan_Pembelian	100.0%	
Total	100	
Count	100	
% within Keputusan_Pembelian	100.0%	



CROSSTABS

/TABLES=Y1 BY X

/FORMAT=AVALUE TABLES

/CELLS=COUNT ROW

/COUNT ROUND CELL.

Crosstabs

[DataSet1]

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Brand_Image * Celebrity_Endorser	100	100.0%	0	0.0%	100	100.0%

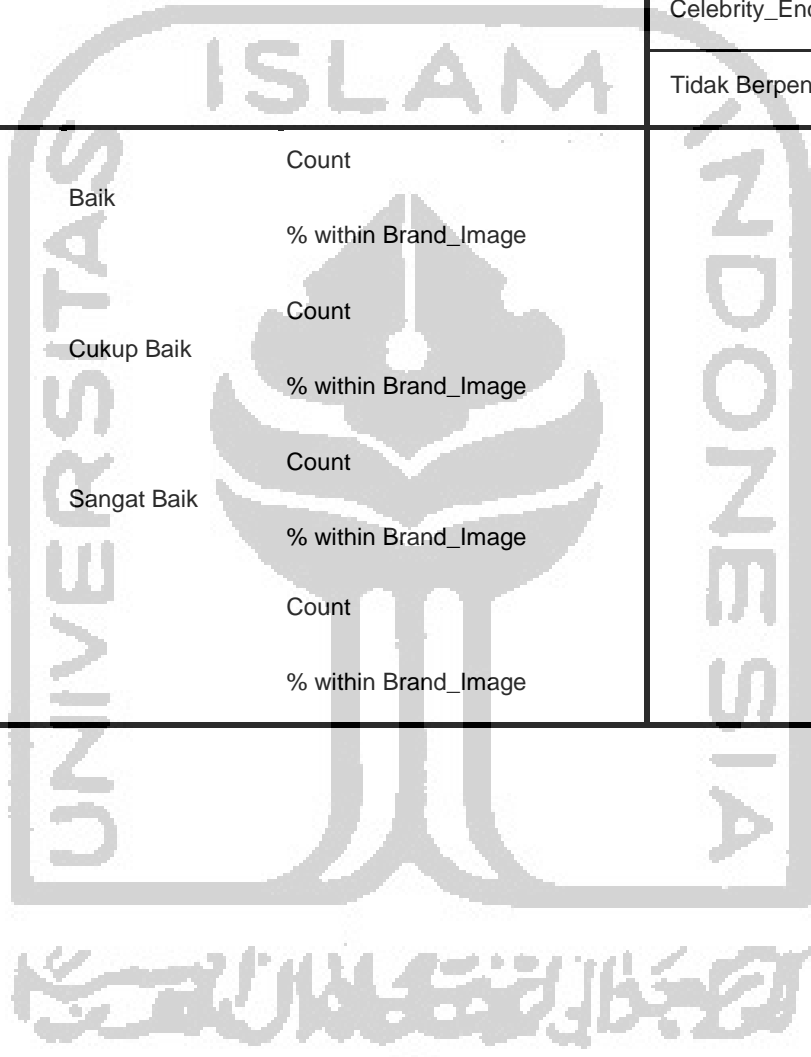
Brand_Image * Celebrity_Endorser Crosstabulation

		Celebrity_Endorser			
		Berpengaruh	Cukup Berpengaruh	Sangat Berpengaruh	
Brand_Image	Baik	Count	13	13	2
		% within Brand_Image	46.4%	46.4%	7.1%
	Cukup Baik	Count	2	3	0
		% within Brand_Image	40.0%	60.0%	0.0%
	Sangat Baik	Count	33	7	26

	% within Brand_Image	49.3%	10.4%	38.8%
Total	Count	48	23	28
	% within Brand_Image	48.0%	23.0%	28.0%

Brand_Image * Celebrity_Endorser Crosstabulation

		Celebrity_Endorser		Total
		Tidak Berpengaruh		
Brand_Image	Baik	Count	0	28
		% within Brand_Image	0.0%	100.0%
	Cukup Baik	Count	0	5
		% within Brand_Image	0.0%	100.0%
	Sangat Baik	Count	1	67
		% within Brand_Image	1.5%	100.0%
Total	Count	1	100	
	% within Brand_Image	1.0%	100.0%	



CROSSTABS

/TABLES=Y1 BY X BY Y2

/FORMAT=AVALUE TABLES

/CELLS=COUNT ROW

/COUNT ROUND CELL.

Crosstabs

[DataSet1]

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Brand_Image * Celebrity_Endorser * Keputusan_Pembelian	100	100.0%	0	0.0%	100	100.0%

Brand_Image * Celebrity_Endorser * Keputusan_Pembelian Crosstabulation

Keputusan_Pembelian				Celebrity_Endorser	
				Berpengaruh	Cukup Berpengaruh
Berminat	Brand_Image	Baik	Count	6	3
			% within Brand_Image	60.0%	30.0%

			Count	1	1
		Cukup Baik	% within Brand_Image	50.0%	50.0%
			Count	18	5
		Sangat Baik	% within Brand_Image	62.1%	17.2%
			Count	25	9
	Total		% within Brand_Image	61.0%	22.0%
		Baik	Count	6	7
			% within Brand_Image	46.2%	53.8%
		Cukup Baik	Count	1	2
	Brand_Image		% within Brand_Image	33.3%	66.7%
Cukup berminat		Sangat Baik	Count	0	0
			% within Brand_Image	0.0%	0.0%
	Total		Count	7	9
			% within Brand_Image	41.2%	52.9%
		Baik	Count		2
	Brand_Image		% within Brand_Image		100.0%
Kurang Berminat			Count		2
	Total		% within Brand_Image		100.0%
		Baik	Count	1	1
	Brand_Image		% within Brand_Image	33.3%	33.3%
		Sangat Baik	Count	15	2
Sangat Berminat			% within Brand_Image	40.5%	5.4%
	Total		Count	16	3
			% within Brand_Image	40.0%	7.5%
		Baik	Count	13	13
Total	Brand_Image		% within Brand_Image	46.4%	46.4%

	Count	2	3
Cukup Baik	% within Brand_Image	40.0%	60.0%
Sangat Baik	Count	33	7

Brand_Image * Celebrity_Endorser * Keputusan_Pembelian Crosstabulation

Keputusan_Pembelian		Celebrity_Endorser	
		Sangat Berpengaruh	
Berminat	Baik	Count	1
		% within Brand_Image	10.0%
	Cukup Baik	Count	0
		% within Brand_Image	0.0%
	Sangat Baik	Count	6
		% within Brand_Image	20.7%
	Total	Count	7
		% within Brand_Image	17.1%
Cukup berminat		Count	
	Sangat Baik	% within Brand_Image	
	Total	Count	
		% within Brand_Image	
Kurang Berminat	Baik	Count	

			% within Brand_Image	
	Total		Count	
			% within Brand_Image	
		Baik	Count	1
	Brand_Image		% within Brand_Image	33.3%
Sangat Berminat			Count	20
		Sangat Baik	% within Brand_Image	54.1%
	Total		Count	21
			% within Brand_Image	52.5%
		Baik	Count	2
	Brand_Image		% within Brand_Image	7.1%
Total			Count	0
		Cukup Baik	% within Brand_Image	0.0%
		Sangat Baik	Count	26

Brand_Image * Celebrity_Endorser * Keputusan_Pembelian Crosstabulation

Keputusan_Pembelian			Celebrity_Endorser	Total
			Tidak Berpengaruh	
		Baik	Count	10
			% within Brand_Image	100.0%
Berminat	Brand_Image	Cukup Baik	Count	2
			% within Brand_Image	100.0%
		Sangat Baik	Count	29
			% within Brand_Image	100.0%

	Total		Count		41
			% within Brand_Image		100.0%
		Baik	Count	0	13
			% within Brand_Image	0.0%	100.0%
	Brand_Image	Cukup Baik	Count	0	3
			% within Brand_Image	0.0%	100.0%
Cukup berminat		Sangat Baik	Count	1	1
			% within Brand_Image	100.0%	100.0%
	Total		Count	1	17
			% within Brand_Image	5.9%	100.0%
	Brand_Image	Baik	Count		2
			% within Brand_Image		100.0%
Kurang Berminat	Total		Count		2
			% within Brand_Image		100.0%
		Baik	Count		3
			% within Brand_Image		100.0%
	Brand_Image		Count		37
Sangat Berminat		Sangat Baik	% within Brand_Image		100.0%
	Total		Count		40
			% within Brand_Image		100.0%
		Baik	Count	0	28
			% within Brand_Image	0.0%	100.0%
Total	Brand_Image	Cukup Baik	Count	0	5
			% within Brand_Image	0.0%	100.0%
		Sangat Baik	Count	1	67

Brand_Image * Celebrity_Endorser * Keputusan_Pembelian Crosstabulation

Keputusan_Pembelian				Celebrity_Endorser	
				Berpengaruh	Cukup Berpengaruh
Total	Brand_Image	Sangat Baik	% within Brand_Image	49.3%	10.4%
			Count	48	23
	Total		% within Brand_Image	48.0%	23.0%

Brand_Image * Celebrity_Endorser * Keputusan_Pembelian Crosstabulation

Keputusan_Pembelian				Celebrity_Endorser	
				Sangat Berpengaruh	
Total	Brand_Image	Sangat Baik	% within Brand_Image		38.8%
			Count		28
	Total		% within Brand_Image		28.0%

Brand_Image * Celebrity_Endorser * Keputusan_Pembelian Crosstabulation

Keputusan_Pembelian				Celebrity_Endorser	Total
				Tidak Berpengaruh	
Total	Brand_Image	Sangat Baik	% within Brand_Image	1.5%	100.0%
			Count	1	100
	Total		% within Brand_Image	1.0%	100.0%

Reliability

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Valid	100	100.0
Cases Excluded ^a	0	.0
Total	100	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
.958	.959	23

Item Statistics

	Mean	Std. Deviation	N
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VAR00001	4.14	.711	100
VAR00002	3.87	.787	100
VAR00003	3.78	.883	100
VAR00004	4.30	.644	100
VAR00005	3.88	.832	100
VAR00006	4.20	.696	100
VAR00007	3.88	.868	100
VAR00008	4.47	.611	100
VAR00009	3.91	.805	100
VAR00010	4.36	.595	100
VAR00011	4.39	.601	100
VAR00012	3.85	.833	100
VAR00013	4.04	.777	100
VAR00014	4.03	.758	100
VAR00015	3.93	.756	100
VAR00016	3.69	.929	100
VAR00017	3.93	.728	100
VAR00018	4.03	.771	100
VAR00019	3.91	.740	100
VAR00020	4.02	.696	100
VAR00021	3.68	.973	100
VAR00022	3.57	.987	100
VAR00023	3.31	1.002	100

Inter-Item Correlation Matrix

	VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007
--	----------	----------	----------	----------	----------	----------	----------

VAR00001	1.000	.719	.693	.614	.626	.555	.584
VAR00002	.719	1.000	.773	.616	.655	.564	.583
VAR00003	.693	.773	1.000	.597	.706	.598	.638
VAR00004	.614	.616	.597	1.000	.615	.654	.427
VAR00005	.626	.655	.706	.615	1.000	.617	.651
VAR00006	.555	.564	.598	.654	.617	1.000	.675
VAR00007	.584	.583	.638	.427	.651	.675	1.000
VAR00008	.359	.381	.306	.409	.291	.418	.279
VAR00009	.322	.507	.455	.481	.496	.555	.476
VAR00010	.238	.403	.325	.348	.313	.434	.378
VAR00011	.296	.343	.258	.295	.236	.391	.478
VAR00012	.257	.524	.435	.405	.527	.574	.617
VAR00013	.355	.487	.513	.400	.570	.638	.576
VAR00014	.329	.498	.508	.499	.518	.620	.527
VAR00015	.451	.562	.613	.501	.581	.565	.588
VAR00016	.602	.649	.667	.512	.553	.644	.655
VAR00017	.331	.425	.400	.390	.319	.426	.402
VAR00018	.342	.323	.381	.409	.305	.365	.428
VAR00019	.351	.465	.464	.397	.343	.447	.455
VAR00020	.423	.576	.632	.483	.615	.638	.673
VAR00021	.416	.539	.529	.332	.351	.483	.612
VAR00022	.403	.551	.505	.332	.477	.494	.588
VAR00023	.350	.410	.306	.277	.396	.287	.496

Inter-Item Correlation Matrix

	VAR00008	VAR00009	VAR00010	VAR00011	VAR00012	VAR00013	VAR00014
--	----------	----------	----------	----------	----------	----------	----------

VAR00001	.359	.322	.238	.296	.257	.355	.329
VAR00002	.381	.507	.403	.343	.524	.487	.498
VAR00003	.306	.455	.325	.258	.435	.513	.508
VAR00004	.409	.481	.348	.295	.405	.400	.499
VAR00005	.291	.496	.313	.236	.527	.570	.518
VAR00006	.418	.555	.434	.391	.574	.638	.620
VAR00007	.279	.476	.378	.478	.617	.576	.527
VAR00008	1.000	.477	.642	.569	.418	.407	.493
VAR00009	.477	1.000	.553	.407	.717	.635	.666
VAR00010	.642	.553	1.000	.705	.599	.602	.625
VAR00011	.569	.407	.705	1.000	.501	.420	.462
VAR00012	.418	.717	.599	.501	1.000	.695	.663
VAR00013	.407	.635	.602	.420	.695	1.000	.838
VAR00014	.493	.666	.625	.462	.663	.838	1.000
VAR00015	.510	.587	.529	.439	.641	.727	.815
VAR00016	.420	.584	.387	.345	.592	.633	.616
VAR00017	.484	.489	.408	.386	.515	.433	.516
VAR00018	.377	.492	.460	.454	.494	.419	.482
VAR00019	.475	.563	.510	.420	.600	.551	.617
VAR00020	.477	.706	.592	.416	.754	.727	.688
VAR00021	.290	.517	.375	.354	.563	.484	.465
VAR00022	.339	.599	.524	.438	.657	.641	.625
VAR00023	.205	.511	.218	.267	.504	.373	.413

Inter-Item Correlation Matrix

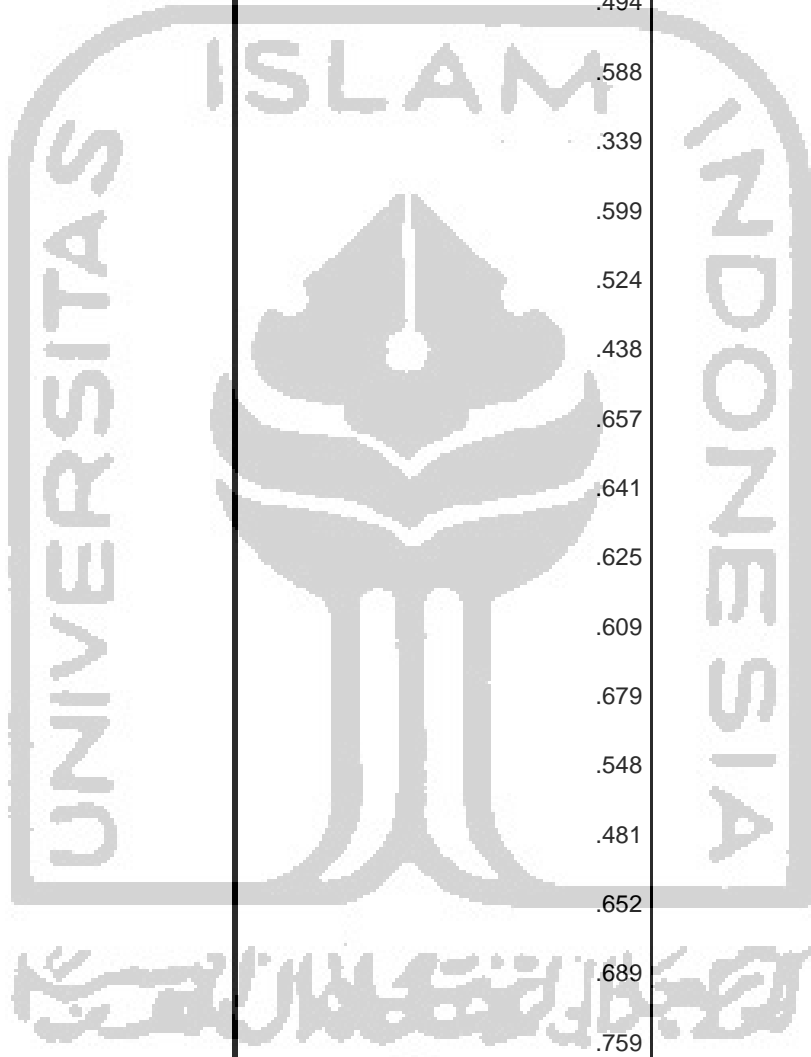
	VAR00015	VAR00016	VAR00017	VAR00018	VAR00019	VAR00020	VAR00021
--	----------	----------	----------	----------	----------	----------	----------

VAR00001	.451	.602	.331	.342	.351	.423	.416
VAR00002	.562	.649	.425	.323	.465	.576	.539
VAR00003	.613	.667	.400	.381	.464	.632	.529
VAR00004	.501	.512	.390	.409	.397	.483	.332
VAR00005	.581	.553	.319	.305	.343	.615	.351
VAR00006	.565	.644	.426	.365	.447	.638	.483
VAR00007	.588	.655	.402	.428	.455	.673	.612
VAR00008	.510	.420	.484	.377	.475	.477	.290
VAR00009	.587	.584	.489	.492	.563	.706	.517
VAR00010	.529	.387	.408	.460	.510	.592	.375
VAR00011	.439	.345	.386	.454	.420	.416	.354
VAR00012	.641	.592	.515	.494	.600	.754	.563
VAR00013	.727	.633	.433	.419	.551	.727	.484
VAR00014	.815	.616	.516	.482	.617	.688	.465
VAR00015	1.000	.660	.615	.489	.693	.733	.464
VAR00016	.660	1.000	.580	.521	.650	.635	.560
VAR00017	.615	.580	1.000	.669	.813	.541	.481
VAR00018	.489	.521	.669	1.000	.730	.526	.376
VAR00019	.693	.650	.813	.730	1.000	.631	.493
VAR00020	.733	.635	.541	.526	.631	1.000	.621
VAR00021	.464	.560	.481	.376	.493	.621	1.000
VAR00022	.609	.679	.548	.481	.652	.689	.759
VAR00023	.496	.636	.473	.354	.460	.483	.507

Inter-Item Correlation Matrix

	VAR00022	VAR00023
--	----------	----------

VAR00001	.403	.350
VAR00002	.551	.410
VAR00003	.505	.306
VAR00004	.332	.277
VAR00005	.477	.396
VAR00006	.494	.287
VAR00007	.588	.496
VAR00008	.339	.205
VAR00009	.599	.511
VAR00010	.524	.218
VAR00011	.438	.267
VAR00012	.657	.504
VAR00013	.641	.373
VAR00014	.625	.413
VAR00015	.609	.496
VAR00016	.679	.636
VAR00017	.548	.473
VAR00018	.481	.354
VAR00019	.652	.460
VAR00020	.689	.483
VAR00021	.759	.507
VAR00022	1.000	.596
VAR00023	.596	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
VAR00001	87.03	161.282	.601		.958
VAR00002	87.30	157.667	.727		.956
VAR00003	87.39	156.220	.709		.956
VAR00004	86.87	162.134	.616		.957
VAR00005	87.29	157.865	.674		.957
VAR00006	86.97	159.403	.726		.956
VAR00007	87.29	155.743	.746		.956
VAR00008	86.70	163.808	.542		.958
VAR00009	87.26	157.103	.738		.956
VAR00010	86.81	162.903	.618		.957
VAR00011	86.78	163.992	.539		.958
VAR00012	87.32	155.937	.770		.956
VAR00013	87.13	157.246	.759		.956
VAR00014	87.14	157.273	.778		.956
VAR00015	87.24	156.811	.807		.955
VAR00016	87.48	153.121	.812		.955
VAR00017	87.24	159.901	.663		.957
VAR00018	87.14	160.182	.608		.957
VAR00019	87.26	158.376	.737		.956

VAR00020	87.15	157.523	.838	.	.955
VAR00021	87.49	155.444	.670	.	.957
VAR00022	87.60	152.768	.775	.	.956
VAR00023	87.86	157.273	.572	.	.959

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
91.17	172.648	13.140	23

RELIABILITY

/VARIABLES=VAR00001 VAR00002 VAR00003 VAR00004 VAR00005 VAR00006 VAR00007

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE SCALE CORR

/SUMMARY=TOTAL.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
	Valid	100	100.0
Cases	Excluded ^a	0	.0
	Total	100	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
.920	.922	7

Item Statistics

	Mean	Std. Deviation	N
VAR00001	4.14	.711	100
VAR00002	3.87	.787	100
VAR00003	3.78	.883	100
VAR00004	4.30	.644	100
VAR00005	3.88	.832	100
VAR00006	4.20	.696	100
VAR00007	3.88	.868	100

Inter-Item Correlation Matrix

	VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007
VAR00001	1.000	.719	.693	.614	.626	.555	.584
VAR00002	.719	1.000	.773	.616	.655	.564	.583

VAR00003	.693	.773	1.000	.597	.706	.598	.638
VAR00004	.614	.616	.597	1.000	.615	.654	.427
VAR00005	.626	.655	.706	.615	1.000	.617	.651
VAR00006	.555	.564	.598	.654	.617	1.000	.675
VAR00007	.584	.583	.638	.427	.651	.675	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
VAR00001	23.91	15.335	.763	.611	.907
VAR00002	24.18	14.695	.791	.679	.904
VAR00003	24.27	13.936	.815	.697	.901
VAR00004	23.75	16.088	.695	.594	.914
VAR00005	24.17	14.446	.783	.622	.905
VAR00006	23.85	15.583	.731	.622	.910
VAR00007	24.17	14.607	.713	.614	.913

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
28.05	20.088	4.482	7

RELIABILITY

/VARIABLES=VAR00008 VAR00009 VAR00010 VAR00011 VAR00012 VAR00013 VAR00014
VAR00015

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE SCALE CORR

/SUMMARY=TOTAL.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	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
.918	.918	8

Item Statistics

	Mean	Std. Deviation	N
VAR00008	4.47	.611	100
VAR00009	3.91	.805	100
VAR00010	4.36	.595	100
VAR00011	4.39	.601	100
VAR00012	3.85	.833	100
VAR00013	4.04	.777	100
VAR00014	4.03	.758	100
VAR00015	3.93	.756	100

Inter-Item Correlation Matrix

	VAR00008	VAR00009	VAR00010	VAR00011	VAR00012	VAR00013	VAR00014
VAR00008	1.000	.477	.642	.569	.418	.407	.493
VAR00009	.477	1.000	.553	.407	.717	.635	.666
VAR00010	.642	.553	1.000	.705	.599	.602	.625
VAR00011	.569	.407	.705	1.000	.501	.420	.462
VAR00012	.418	.717	.599	.501	1.000	.695	.663
VAR00013	.407	.635	.602	.420	.695	1.000	.838
VAR00014	.493	.666	.625	.462	.663	.838	1.000
VAR00015	.510	.587	.529	.439	.641	.727	.815

Inter-Item Correlation Matrix

	VAR00015
VAR00008	.510
VAR00009	.587
VAR00010	.529

VAR00011	.439
VAR00012	.641
VAR00013	.727
VAR00014	.815
VAR00015	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
VAR00008	28.51	17.747	.601	.504	.916
VAR00009	29.07	15.884	.729	.599	.907
VAR00010	28.62	17.167	.749	.679	.907
VAR00011	28.59	17.820	.597	.538	.917
VAR00012	29.13	15.488	.767	.656	.904
VAR00013	28.94	15.734	.790	.747	.901
VAR00014	28.95	15.624	.836	.810	.897
VAR00015	29.05	15.987	.770	.705	.903

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
32.98	21.212	4.606	8

RELIABILITY

/VARIABLES=VAR00016 VAR00017 VAR00018 VAR00019 VAR00020 VAR00021 VAR00022
VAR00023

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE SCALE CORR

/SUMMARY=TOTAL.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
	Valid	100	100.0
Cases	Excluded ^a	0	.0
	Total	100	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
.911	.916	8

Item Statistics

	Mean	Std. Deviation	N
VAR00016	3.69	.929	100
VAR00017	3.93	.728	100
VAR00018	4.03	.771	100
VAR00019	3.91	.740	100
VAR00020	4.02	.696	100
VAR00021	3.68	.973	100
VAR00022	3.57	.987	100
VAR00023	3.31	1.002	100

Inter-Item Correlation Matrix

	VAR00016	VAR00017	VAR00018	VAR00019	VAR00020	VAR00021	VAR00022
VAR00016	1.000	.580	.521	.650	.635	.560	.679
VAR00017	.580	1.000	.669	.813	.541	.481	.548
VAR00018	.521	.669	1.000	.730	.526	.376	.481
VAR00019	.650	.813	.730	1.000	.631	.493	.652
VAR00020	.635	.541	.526	.631	1.000	.621	.689
VAR00021	.560	.481	.376	.493	.621	1.000	.759
VAR00022	.679	.548	.481	.652	.689	.759	1.000
VAR00023	.636	.473	.354	.460	.483	.507	.596

Inter-Item Correlation Matrix

	VAR00023
VAR00016	.636
VAR00017	.473

VAR00018	.354
VAR00019	.460
VAR00020	.483
VAR00021	.507
VAR00022	.596
VAR00023	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
VAR00016	26.45	21.745	.772	.620	.894
VAR00017	26.21	23.642	.723	.694	.899
VAR00018	26.11	23.957	.628	.560	.906
VAR00019	26.23	23.149	.786	.782	.895
VAR00020	26.12	23.763	.744	.579	.899
VAR00021	26.46	22.089	.684	.611	.903
VAR00022	26.57	21.015	.807	.731	.891
VAR00023	26.83	22.345	.628	.472	.909

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
30.14	29.293	5.412	8

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Celebrity_Endorser ^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	.681 ^a	.463	.458	3.391

a. Predictors: (Constant), Celebrity_Endorser

b. Dependent Variable: Brand_Image

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	973.053	1	973.053	84.620	.000 ^b
	Residual	1126.907	98	11.499		
	Total	2099.960	99			

a. Dependent Variable: Brand_Image

b. Predictors: (Constant), Celebrity_Endorser

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13.359	2.160		6.186	.000
Celebrity_Endorser	.699	.076	.681	9.199	.000

a. Dependent Variable: Brand_Image

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	21.05	37.84	32.98	3.135	100
Residual	-9.841	10.946	.000	3.374	100
Std. Predicted Value	-3.804	1.551	.000	1.000	100
Std. Residual	-2.902	3.228	.000	.995	100

a. Dependent Variable: Brand_Image

NPAR TESTS

/K-S(NORMAL)=RES_1

/MISSING ANALYSIS.

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	3.37385517
	Absolute	.069
Most Extreme Differences	Positive	.068
	Negative	-.069
Kolmogorov-Smirnov Z		.688
Asymp. Sig. (2-tailed)		.730

a. Test distribution is Normal.

b. Calculated from data.

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT Y2

/METHOD=ENTER X

/SAVE RESID.

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Celebrity_Endorser ^b		Enter

a. Dependent Variable: Keputusan_Pembelian

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.705 ^a	.497	.491	3.860

a. Predictors: (Constant), Celebrity_Endorser

b. Dependent Variable: Keputusan_Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1440.040	1	1440.040	96.660	.000 ^b
	Residual	1460.000	98	14.898		
	Total	2900.040	99			

a. Dependent Variable: Keputusan_Pembelian

b. Predictors: (Constant), Celebrity_Endorser

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.271	2.458		2.551	.012
Celebrity_Endorser	.851	.087	.705	9.832	.000

a. Dependent Variable: Keputusan_Pembelian

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	15.63	36.05	30.14	3.814	100
Residual	-9.247	8.052	.000	3.840	100
Std. Predicted Value	-3.804	1.551	.000	1.000	100
Std. Residual	-2.396	2.086	.000	.995	100

a. Dependent Variable: Keputusan_Pembelian

NPAR TESTS

/K-S(NORMAL)=RES_2

/MISSING ANALYSIS.

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	3.84024427
	Absolute	.106
Most Extreme Differences	Positive	.050
	Negative	-.106
Kolmogorov-Smirnov Z		1.060
Asymp. Sig. (2-tailed)		.211

a. Test distribution is Normal.

b. Calculated from data.

GET

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DATASET NAME DataSet2 WINDOW=FRONT.

DATASET ACTIVATE DataSet1.

DATASET CLOSE DataSet2.

MEANS TABLES=Y1 BY X

/CELLS MEAN COUNT STDDEV

/STATISTICS LINEARITY.

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Brand_Image * Celebrity_Endorser	100	100.0%	0	0.0%	100	100.0%

Report

Brand_Image

Celebrity_Endorser	Mean	N	Std. Deviation
11	32.00	1	.
20	27.50	2	.707
21	25.67	3	1.528
23	28.78	9	3.701
24	30.44	9	2.506
25	29.40	5	1.673
26	30.86	7	5.146
27	32.86	7	2.545
28	32.17	18	2.176
29	35.50	4	4.123
30	33.57	7	4.315
31	36.00	3	4.000
32	38.67	3	2.309
33	36.17	6	3.545
34	37.80	5	3.493
35	38.36	11	3.668
Total	32.98	100	4.606

ANOVA Table

		Sum of Squares	df	
(Combined)		1194.042	15	
Brand_Image * Celebrity_Endorser	Between Groups	Linearity	973.053	1
		Deviation from Linearity	220.989	14
	Within Groups		905.918	84
Total		2099.960	99	

ANOVA Table

		Mean Square	F	
(Combined)		79.603	7.381	
Brand_Image * Celebrity_Endorser	Between Groups	Linearity	973.053	90.225
		Deviation from Linearity	15.785	1.464
	Within Groups		10.785	
Total				

ANOVA Table

		Sig.	
(Combined)		.000	
Brand_Image * Celebrity_Endorser	Between Groups	Linearity	.000
		Deviation from Linearity	.143
	Within Groups		
Total			

Measures of Association

	R	R Squared	Eta	Eta Squared
Brand_Image * Celebrity_Endorser	.681	.463	.754	.569

MEANS TABLES=Y2 BY X

/CELLS MEAN COUNT STDDEV

/STATISTICS LINEARITY.

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Keputusan_Pembelian * Celebrity_Endorser	100	100.0%	0	0.0%	100	100.0%

Report

Keputusan_Pembelian

Celebrity_Endorser	Mean	N	Std. Deviation
11	21.00	1	.
20	21.50	2	.707
21	21.00	3	3.000

23	27.44	9	2.603
24	27.11	9	4.859
25	25.20	5	4.087
26	27.71	7	3.498
27	30.00	7	4.690
28	30.06	18	2.940
29	32.75	4	4.856
30	29.43	7	2.936
31	32.67	3	2.082
32	36.67	3	4.163
33	32.67	6	3.445
34	34.60	5	6.148
35	37.36	11	3.982
Total	30.14	100	5.412

ANOVA Table

		Sum of Squares	df
	(Combined)	1684.379	15
	Between Groups		
	Linearity	1440.040	1
Keputusan_Pembelian *	Deviation from Linearity	244.340	14
Celebrity_Endorser			
	Within Groups	1215.661	84
	Total	2900.040	99

ANOVA Table

		Mean Square	F
(Combined)		112.292	7.759
Keputusan_Pembelian * Celebrity_Endorser	Between Groups	1440.040	99.504
	Linearity		
	Deviation from Linearity	17.453	1.206
Within Groups		14.472	
Total			

ANOVA Table

		Sig.
(Combined)		.000
Keputusan_Pembelian * Celebrity_Endorser	Between Groups	.000
	Linearity	
	Deviation from Linearity	.287
Within Groups		
Total		

Measures of Association

	R	R Squared	Eta	Eta Squared
Keputusan_Pembelian * Celebrity_Endorser	.705	.497	.762	.581

COMPUTE RES2_1=ABS_RES(RES_1).

EXECUTE.

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT RES2_1

/METHOD=ENTER X.

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Celebrity_Endorser ^b		Enter

a. Dependent Variable: RES2_1

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.080 ^a	.006	-.004	2.05359

a. Predictors: (Constant), Celebrity_Endorser

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.631	1	2.631	.624	.431 ^b
	Residual	413.288	98	4.217		
	Total	415.920	99			

a. Dependent Variable: RES2_1

b. Predictors: (Constant), Celebrity_Endorser

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.687	1.308		2.819	.006
	Celebrity_Endorser	-.036	.046	-.080	-.790	.431

a. Dependent Variable: RES2_1

COMPUTE RES2_2=ABS_RES(RES_2).

EXECUTE.

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT RES2_2

/METHOD=ENTER X.

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Celebrity_Endorser ^b		Enter

a. Dependent Variable: RES2_2

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.084 ^a	.007	-.003	2.23663

a. Predictors: (Constant), Celebrity_Endorser

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.500	1	3.500	.700	.405 ^b
	Residual	490.247	98	5.003		
	Total	493.747	99			

a. Dependent Variable: RES2_2

b. Predictors: (Constant), Celebrity_Endorser

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.932	1.424		1.356	.178
	Celebrity_Endorser	.042	.050	.084	.836	.405

a. Dependent Variable: RES2_2

CORRELATIONS

/VARIABLES=X Y1 Y2
 /PRINT=TWOTAIL NOSIG
 /MISSING=PAIRWISE.

Correlations

Correlations

		Celebrity_Endorser	Brand_Image	Keputusan_Pembelian
Celebrity_Endorser	Pearson Correlation	1	.681**	.705**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Brand_Image	Pearson Correlation	.681**	1	.798**

	Sig. (2-tailed)	.000		.000
	N	100	100	100
	Pearson Correlation	.705**	.798**	1
Keputusan_Pembelian	Sig. (2-tailed)	.000	.000	
	N	100	100	100

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

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT Y1

/METHOD=ENTER X

/SCATTERPLOT=(*SRESID ,*ZPRED)

/RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID).

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Celebrity_Endorser ^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	Durbin-Watson
1	.681 ^a	.463	.458	3.391	1.683

a. Predictors: (Constant), Celebrity_Endorser

b. Dependent Variable: Brand_Image

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	973.053	1	973.053	84.620	.000 ^b
	Residual	1126.907	98	11.499		
	Total	2099.960	99			

a. Dependent Variable: Brand_Image

b. Predictors: (Constant), Celebrity_Endorser

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.359	2.160		6.186	.000
	Celebrity_Endorser	.699	.076	.681	9.199	.000

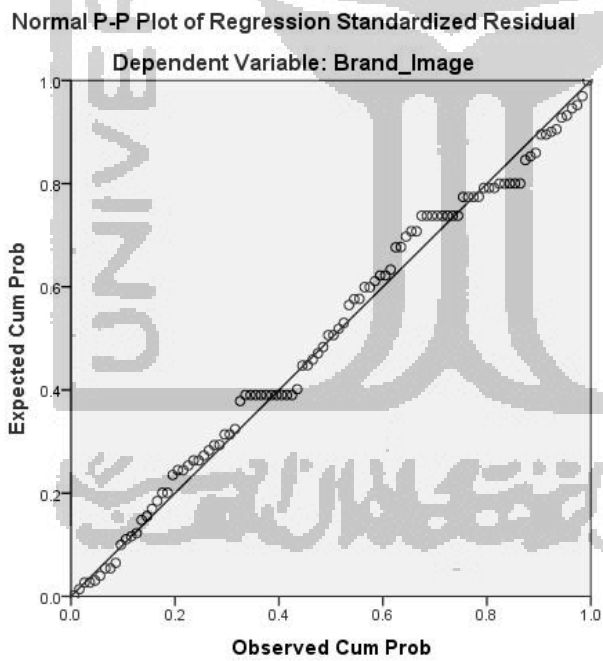
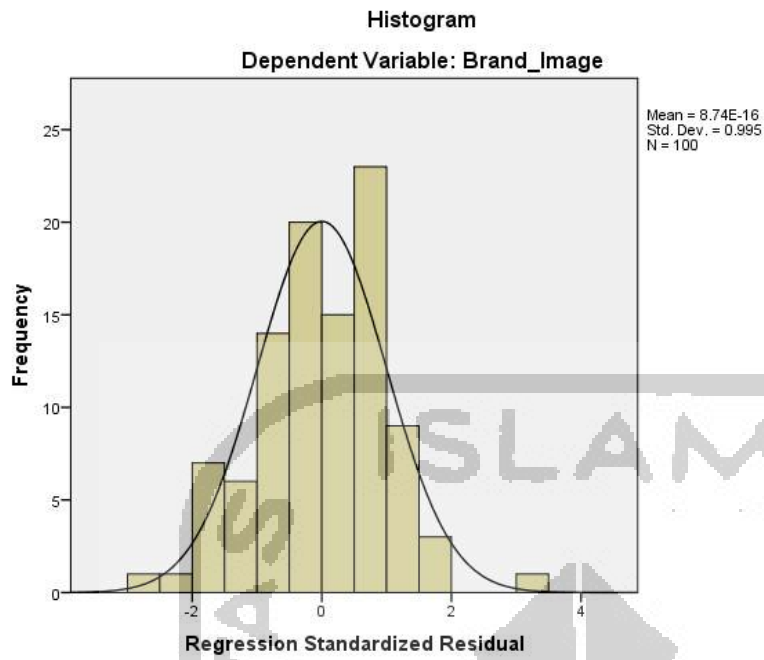
a. Dependent Variable: Brand_Image

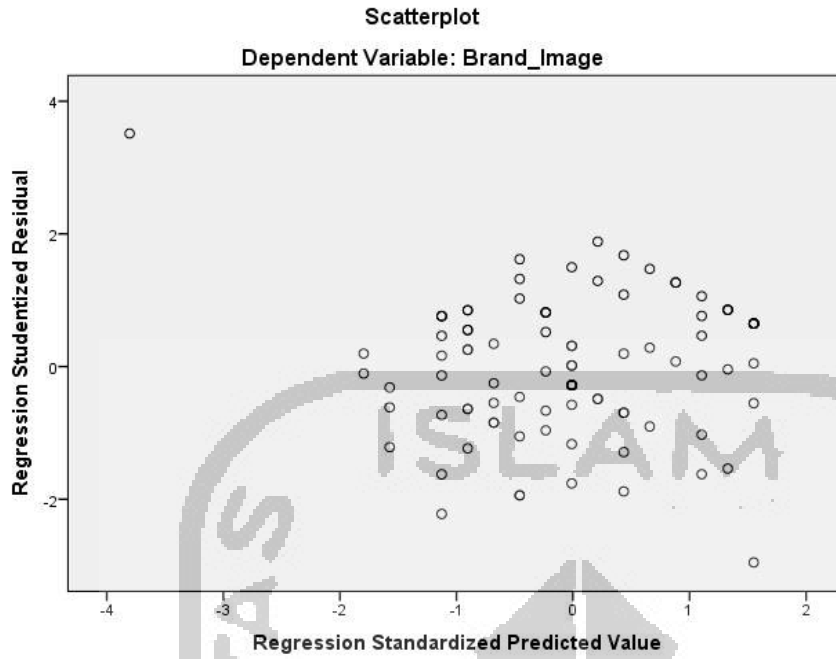
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	21.05	37.84	32.98	3.135	100
Std. Predicted Value	-3.804	1.551	.000	1.000	100
Standard Error of Predicted Value	.339	1.340	.459	.139	100
Adjusted Predicted Value	19.03	38.19	32.96	3.208	100
Residual	-9.841	10.946	.000	3.374	100
Std. Residual	-2.902	3.228	.000	.995	100
Stud. Residual	-2.953	3.514	.003	1.013	100
Deleted Residual	-10.191	12.972	.019	3.502	100
Stud. Deleted Residual	-3.078	3.740	.003	1.029	100
Mahal. Distance	.000	14.471	.990	1.630	100
Cook's Distance	.000	1.143	.020	.115	100
Centered Leverage Value	.000	.146	.010	.016	100

a. Dependent Variable: Brand_Image

Charts





REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT Y2

/METHOD=ENTER X

/SCATTERPLOT=(*SRESID,*ZPRED)

/RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID).

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Celebrity_Endorser ^b		Enter

a. Dependent Variable: Keputusan_Pembelian

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.705 ^a	.497	.491	3.860	1.437

a. Predictors: (Constant), Celebrity_Endorser

b. Dependent Variable: Keputusan_Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1440.040	1	1440.040	96.660	.000 ^b
	Residual	1460.000	98	14.898		
	Total	2900.040	99			

a. Dependent Variable: Keputusan_Pembelian

b. Predictors: (Constant), Celebrity_Endorser

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.271	2.458		2.551	.012
Celebrity_Endorser	.851	.087	.705	9.832	.000

a. Dependent Variable: Keputusan_Pembelian

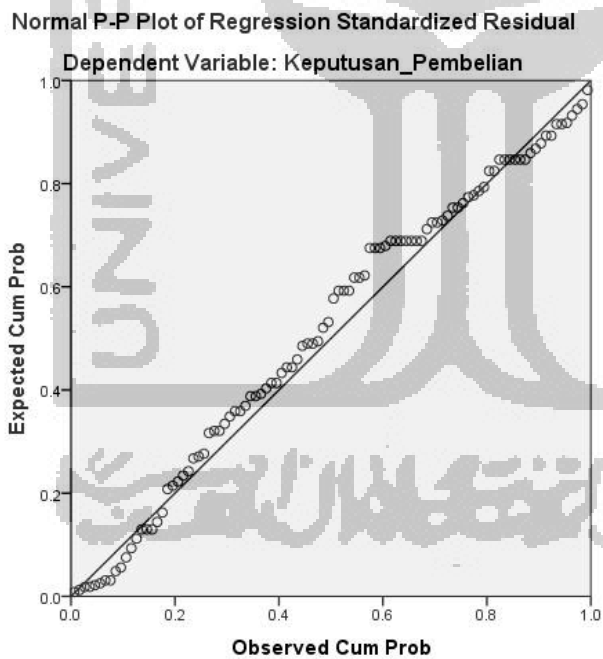
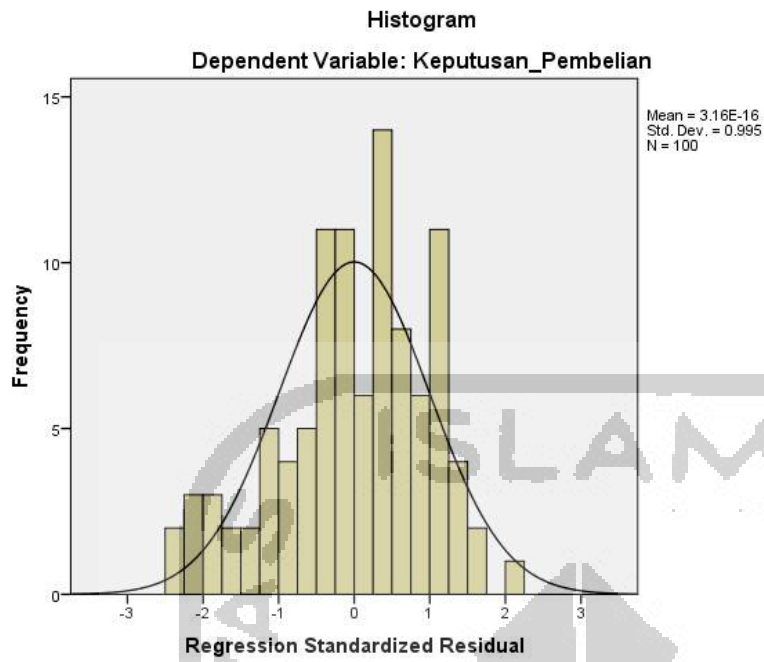
Residuals Statistics^a

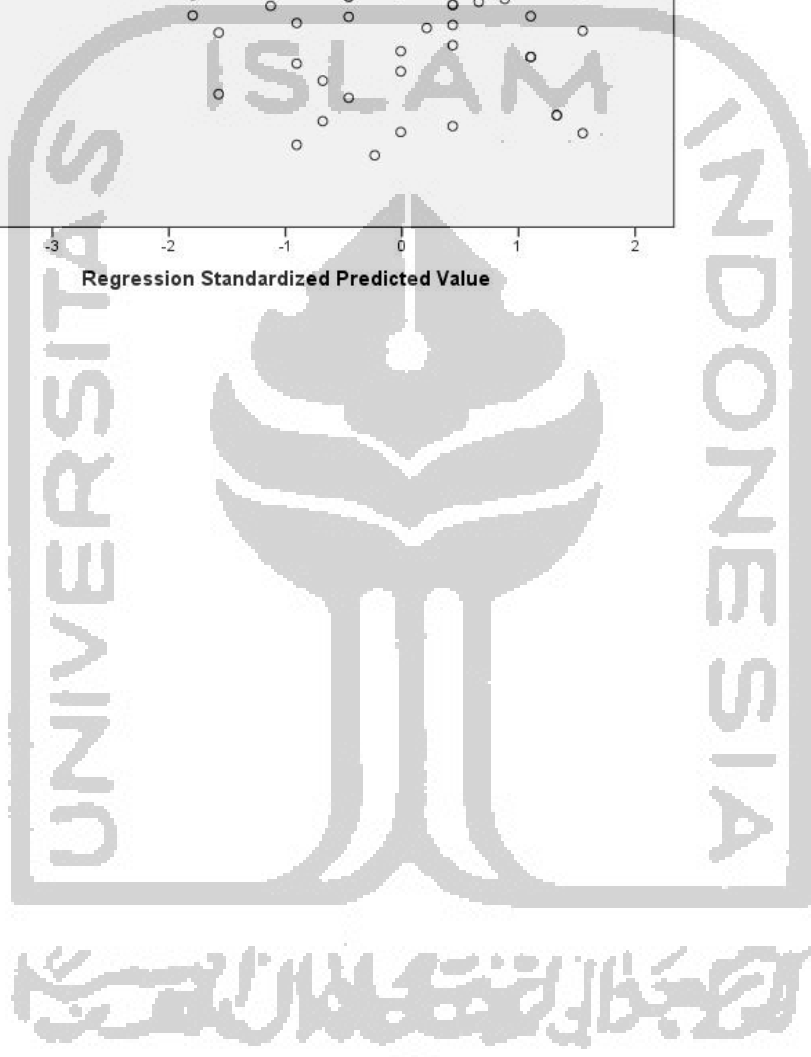
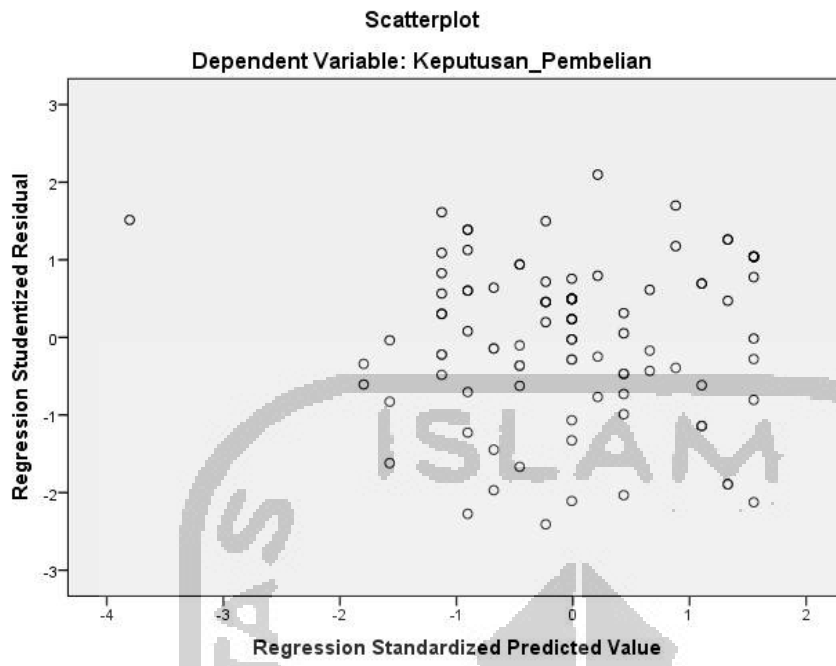
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	15.63	36.05	30.14	3.814	100
Std. Predicted Value	-3.804	1.551	.000	1.000	100
Standard Error of Predicted Value	.386	1.525	.523	.158	100
Adjusted Predicted Value	14.64	36.34	30.13	3.844	100
Residual	-9.247	8.052	.000	3.840	100
Std. Residual	-2.396	2.086	.000	.995	100
Stud. Residual	-2.408	2.097	.001	1.006	100
Deleted Residual	-9.345	8.137	.010	3.930	100
Stud. Deleted Residual	-2.470	2.135	-.001	1.015	100
Mahal. Distance	.000	14.471	.990	1.630	100
Cook's Distance	.000	.212	.012	.024	100
Centered Leverage Value	.000	.146	.010	.016	100

a. Dependent Variable: Keputusan_Pembelian

Charts







Responden	Butir																							TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
1	4	4	4	4	3	4	4	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	3	88
2	5	4	4	4	3	3	4	4	5	2	4	2	2	2	4	2	4	4	4	4	4	3	2	78
3	4	4	4	4	4	4	4	4	4	4	4	5	3	4	4	3	3	3	4	3	4	3	3	85
4	4	4	3	3	3	4	3	5	4	4	4	3	4	4	4	4	4	3	3	3	3	3	4	83
5	4	3	3	4	3	4	3	4	3	4	4	3	4	3	3	3	3	3	3	3	3	3	3	76
6	4	4	2	4	3	4	3	4	3	4	4	4	3	2	2	3	2	2	2	3	2	2	2	68
7	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5	5	5	5	111
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9	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	115
10	4	4	3	4	3	5	4	5	4	4	5	5	4	4	4	3	5	3	4	4	4	5	4	93
11	4	4	4	5	3	5	4	5	5	5	5	4	5	5	4	4	4	5	4	5	5	5	2	101
12	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	115
13	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	3	4	4	4	3	4	3	90
14	4	4	4	4	3	4	4	4	5	3	5	5	4	4	4	4	5	5	5	4	5	5	2	97
15	3	3	3	3	3	3	3	3	2	4	4	3	4	3	3	2	3	3	3	3	2	1	1	65
16	5	5	5	4	4	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	4	4	109
17	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	115
18	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	114
19	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	114
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22	3	5	5	4	5	4	4	5	3	5	5	5	5	5	5	4	4	4	4	5	3	4	2	98
23	5	4	5	5	5	5	4	4	5	5	4	4	5	5	4	4	2	5	4	4	4	5	2	99
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26	5	4	4	4	4	5	5	4	4	5	5	4	4	3	3	4	3	4	4	5	4	4	3	94
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35	3	4	4	5	4	5	1	5	5	5	2	4	5	5	4	3	4	3	4	5	3	3	2	88
36	5	4	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	110
37	4	3	4	4	4	4	4	4	4	3	4	4	3	3	4	4	2	2	2	2	4	4	2	76
38	3	3	2	4	4	4	4	4	4	4	4	4	4	4	3	1	3	5	3	4	2	2	2	77
39	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	3	5	5	5	5	3	2	2	103
40	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	3	3	3	3	4	4	3	3	82
41	4	4	3	5	3	3	3	5	3	4	4	3	3	3	3	3	3	3	3	3	3	2	2	75
42	5	4	5	5	5	4	5	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	96
43	4	5	4	5	4	4	4	3	3	5	5	3	3	4	4	3	3	3	3	3	3	3	3	84
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45	5	4	5	5	4	4	3	4	4	3	4	3	3	3	4	4	4	4	4	4	4	4	4	90
46	2	2	1	2	2	1	1	5	5	5	3	3	3	3	1	3	3	3	3	2	3	3	3	64
47	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	5	4	4	4	4	4	4	4	104
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61	3	3	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	88
62	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	115
63	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	87
64	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5	5	113
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77	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	3	2	91
78	4	4	4	4	4																			

Responden	Pengaruh Celebrity Endorser (X)							Brand Image (Y2)							Keputusan Pembelian (Y2)														
	1	2	3	4	5	6	7	Total	Kategori	8	9	10	11	12	13	14	15	Total	Kategori	16	17	18	19	20	21	22	23	Total	Kategori
1	4	4	4	4	3	4	4	27	Berpengaruh	4	3	4	4	3	4	4	4	30	Baik	4	4	4	4	4	4	4	3	31	Berminat
2	5	4	4	3	3	3	4	26	Berpengaruh	5	2	4	4	2	2	2	4	25	Cukup Baik	2	4	4	4	4	4	3	2	27	Berminat
3	4	4	4	4	4	4	4	28	Berpengaruh	4	4	4	5	3	4	4	3	31	Baik	3	3	4	3	4	3	3	3	26	Berminat
4	4	4	3	3	3	4	3	24	Cukup Berpengaruh	5	4	4	4	3	4	4	4	32	Sangat Baik	4	4	3	3	3	3	3	4	27	Berminat
5	4	3	3	4	3	4	3	24	Cukup Berpengaruh	4	3	4	4	3	4	3	3	28	Baik	3	3	3	3	3	3	3	3	24	Cukup berminat
6	4	4	2	4	3	4	3	24	Cukup Berpengaruh	4	3	4	4	4	3	2	2	26	Baik	3	2	2	2	3	2	2	2	18	Kurang Berminat
7	5	5	4	5	5	5	5	34	Sangat Berpengaruh	5	5	5	5	5	5	5	40	Sangat Baik	5	4	4	4	5	5	5	5	37	Sangat Berminat	
8	3	3	3	4	3	4	4	24	Cukup Berpengaruh	4	4	5	5	5	4	3	3	33	Sangat Baik	2	3	4	3	5	5	4	3	29	Berminat
9	5	5	5	5	5	5	5	35	Sangat Berpengaruh	5	5	5	5	5	5	5	40	Sangat Baik	5	5	5	5	5	5	5	5	40	Sangat Berminat	
10	4	4	3	4	3	5	4	27	Berpengaruh	5	4	4	5	5	4	4	4	35	Sangat Baik	3	5	3	4	4	5	4	3	31	Berminat
11	4	4	4	5	3	5	4	29	Berpengaruh	5	5	5	5	4	5	5	4	38	Sangat Baik	4	4	5	4	5	5	5	2	34	Sangat Berminat
12	5	5	5	5	5	5	5	35	Sangat Berpengaruh	5	5	5	5	5	5	5	40	Sangat Baik	5	5	5	5	5	5	5	5	40	Sangat Berminat	
13	4	4	4	4	4	4	4	28	Berpengaruh	5	4	4	4	4	4	4	4	33	Sangat Baik	4	3	4	4	4	3	4	3	29	Berminat
14	4	4	4	4	3	4	4	27	Berpengaruh	5	3	5	5	5	4	4	4	35	Sangat Baik	4	5	5	5	4	5	5	2	35	Sangat Berminat
15	3	3	3	3	3	3	3	21	Cukup Berpengaruh	3	2	4	4	3	4	3	3	26	Baik	2	3	3	3	2	1	1	1	18	Kurang Berminat
16	5	5	5	4	4	5	5	33	Sangat Berpengaruh	5	5	5	5	4	5	5	5	39	Sangat Baik	5	5	5	5	5	4	4	4	37	Sangat Berminat
17	5	5	5	5	5	5	5	35	Sangat Berpengaruh	5	5	5	5	5	5	5	40	Sangat Baik	5	5	5	5	5	5	5	5	40	Sangat Berminat	
18	5	5	4	5	5	5	5	34	Sangat Berpengaruh	5	5	5	5	5	5	5	40	Sangat Baik	5	5	5	5	5	5	5	5	40	Sangat Berminat	
19	5	5	4	5	5	5	5	34	Sangat Berpengaruh	5	5	5	5	5	5	5	40	Sangat Baik	5	5	5	5	5	5	5	5	40	Sangat Berminat	
20	5	4	5	5	5	4	4	32	Sangat Berpengaruh	5	5	4	4	5	4	5	36	Sangat Baik	5	4	5	4	5	2	2	5	32	Sangat Berminat	
21	4	2	3	4	3	5	4	25	Berpengaruh	4	3	3	4	2	4	4	3	28	Baik	3	3	2	3	3	2	2	2	20	Cukup berminat
22	3	5	4	5	4	4	4	30	Berpengaruh	5	3	5	5	5	5	5	38	Sangat Baik	4	4	4	5	3	4	2	30	Berminat		
23	5	4	5	5	5	4	4	33	Sangat Berpengaruh	4	5	4	4	5	5	4	36	Sangat Baik	4	2	5	4	4	4	5	2	30	Berminat	
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26	5	4	4	4	4	5	5	31	Sangat Berpengaruh	4	4	5	5	4	4	3	3	32	Sangat Baik	4	3	4	4	5	4	4	3	31	Berminat
27	4	3	3	4	4	4	4	26	Berpengaruh	5	3	5	5	3	5	5	5	36	Sangat Baik	4	4	5	4	4	4	4	4	32	Sangat Berminat
28	5	5	5	5	5	4	4	34	Sangat Berpengaruh	5	3	5	5	4	5	5	5	37	Sangat Baik	4	3	3	3	4	3	4	4	28	Berminat
29	4	3	3	4	4	5	5	28	Berpengaruh	5	4	5	5	5	5	4	38	Sangat Baik	4	4	4	4	3	3	3	3	29	Berminat	
30	4	3	4	4	5	4	4	28	Berpengaruh	4	3	4	4	3	3	3	27	Baik	3	3	3	3	4	3	3	3	25	Cukup berminat	
31	4	3	3	4	3	3	3	23	Cukup Berpengaruh	3	3	3	2	3	3	2	22	Cukup Baik	3	4	4	3	3	2	3	2	25	Cukup berminat	
32	5	5	5	5	4	4	4	33	Sangat Berpengaruh	5	4	4	4	4	4	4	33	Sangat Baik	4	4	4	4	4	4	4	2	30	Berminat	
33	5	5	4	5	3	4	4	30	Berpengaruh	5	4	4	5	4	4	5	4	35	Sangat Baik	4	3	4	4	4	4	3	4	30	Berminat
34	5	4	3	4	5	4	3	28	Berpengaruh	5	3	4	4	3	4	3	3	29	Baik	3	3	3	3	3	3	2	2	22	Cukup berminat
35	3	4	4	5	4	5	1	26	Berpengaruh	5	5	5	2	4	5	5	4	35	Sangat Baik	3	4	3	4	5	3	3	2	27	Berminat
36	5	4	3	5	5	5	5	32	Sangat Berpengaruh	5	5	5	5	5	5	5	40	Sangat Baik	5	5	5	5	5	5	5	5	38	Sangat Berminat	
37	4	3	4	4	4	4	4	27	Berpengaruh	4	3	4	4	3	3	4	4	29	Baik	2	2	2	4	4	2	2	2	20	Cukup berminat
38	3	3	2	4	4	4	4	24	Cukup Berpengaruh	4	4	4	4	4	4	3	31	Baik	1	3	5	3	4	2	2	2	22	Cukup berminat	
39	4	4	5	5	5	5	5	33	Sangat Berpengaruh	5	5	5	5	5	5	5	40	Sangat Baik	3	5	5	5	5	3	2	2	30	Berminat	
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