LAMPIRAN

RELIABILITY

/VARIABLES=X1_1 X1_2 X1_3 X1_4 X1_5 X1_6 X1_7 X1_8 X1_9 X2_1 X2_2 X2_3 X2_4 X2_5 X2_6 X2_7 X2_8 X2_9 X2_10 X2_11 X2_12 X2_13 Y_1 Y_2 Y_3 Y_4 Y_5

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE SCALE CORR

/SUMMARY=TOTAL.

Reliability

[DataSet0]

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
.911	.914	27

Item Statistics

	Mean	Std. Deviation	N
X1_1	3.93	.856	100
X1_2	4.41	.712	100
X1_3	4.01	.798	100
X1_4	4.50	.659	100
X1_5	3.73	.815	100
X1_6	4.81	.598	100
X1_7	4.33	.739	100
X1_8	4.66	.685	100
X1_9	4.42	.794	100
X2_1	4.40	.586	100
X2_2	4.10	.718	100
X2_3	4.25	.702	100
X2_4	4.08	.800	100
X2_5	4.38	.663	100
X2_6	4.16	.707	100
X2_7	4.17	.817	100
X2_8	4.14	.652	100
X2_9	3.10	.916	100
X2_10	4.03	.627	100
X2_11	4.30	.644	100
X2_12	3.99	.745	100
X2_13	4.00	.711	100

Y_1	3.39	1.072	100
Y_2	3.70	.959	100
Y_3	3.65	.892	100
Y_4	3.00	.974	100
Y_5	4.10	.835	100

Inter-Item Correlation Matrix

	X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	X1_7	X1_8
X1_1	1.000	.628	.652	.457	.538	.290	.420	.321
X1_2	.628	1.000	.508	.570	.332	.470	.393	.517
X1_3	.652	.508	1.000	.413	.471	.279	.508	.358
X1_4	.457	.570	.413	1.000	.292	.474	.446	.559
X1_5	.538	.332	.471	.292	1.000	.308	.418	.323
X1_6	.290	.470	.279	.474	.308	1.000	.349	.753
X1_7	.420	.393	.508	.446	.418	.349	1.000	.503
X1_8	.321	.517	.358	.559	.323	.753	.503	1.000
X1_9	.401	.514	.408	.483	.411	.510	.519	.637
X2_1	.157	.087	.229	.105	.228	.104	.112	.191
X2_2	.176	.275	.228	.171	.237	.139	.318	.234
X2_3	.198	.217	.158	.186	.119	.331	.209	.284
X2_4	.215	.084	.157	.096	.173	.117	.228	.124
X2_5	.190	.201	.145	.139	.285	.286	.277	.309
X2_6	.169	.049	.123	-.108	.251	.097	.265	.030
X2_7	.219	.001	.152	.028	.343	.170	.124	.140

X2_8	.253	.180	.153	.094	.376	.225	.218	.244
X2_9	.151	.060	.123	.050	.253	-.039	.219	-.026
X2_10	.268	.221	.262	.183	.273	.204	.393	.212
X2_11	.222	.324	.132	.310	.291	.255	.384	.303
X2_12	.189	.122	.102	.010	.145	.064	.208	.053
X2_13	.432	.439	.321	.259	.279	.190	.404	.249
Y_1	.316	.159	.314	-.036	.342	.133	.320	.141
Y_2	.307	.212	.295	.064	.374	.146	.255	.120
Y_3	.325	.196	.303	.284	.383	.272	.299	.332
Y_4	.279	.015	.247	.000	.344	.017	.224	.045
Y_5	.208	.134	.241	.202	.248	.322	.175	.272

Inter-Item Correlation Matrix

	X1_9	X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	X2_7
X1_1	.401	.157	.176	.198	.215	.190	.169	.219
X1_2	.514	.087	.275	.217	.084	.201	.049	.001
X1_3	.408	.229	.228	.158	.157	.145	.123	.152
X1_4	.483	.105	.171	.186	.096	.139	-.108	.028
X1_5	.411	.228	.237	.119	.173	.285	.251	.343
X1_6	.510	.104	.139	.331	.117	.286	.097	.170
X1_7	.519	.112	.318	.209	.228	.277	.265	.124
X1_8	.637	.191	.234	.284	.124	.309	.030	.140
X1_9	1.000	.113	.209	.082	.153	.250	.095	.138
X2_1	.113	1.000	.264	.295	.297	.177	.307	.426

X2_2	.209	.264	1.000	.371	.338	.110	.366	.108
X2_3	.082	.295	.371	1.000	.504	.401	.367	.330
X2_4	.153	.297	.338	.504	1.000	.323	.460	.381
X2_5	.250	.177	.110	.401	.323	1.000	.494	.420
X2_6	.095	.307	.366	.367	.460	.494	1.000	.635
X2_7	.138	.426	.108	.330	.381	.420	.635	1.000
X2_8	.256	.407	.315	.431	.463	.437	.609	.619
X2_9	.192	.094	.307	.118	.279	.220	.240	.193
X2_10	.259	.242	.622	.419	.438	.385	.445	.246
X2_11	.305	.187	.372	.347	.385	.393	.338	.305
X2_12	.144	.356	.210	.295	.289	.314	.521	.484
X2_13	.269	.218	.356	.425	.373	.407	.382	.330
Y_1	.138	.183	-.025	.232	.211	.258	.410	.396
Y_2	.194	.288	.220	.323	.414	.419	.549	.543
Y_3	.381	.193	.024	.173	.266	.381	.330	.429
Y_4	.196	.106	-.058	.074	.285	.234	.352	.457
Y_5	.210	.145	.303	.181	.124	.131	.127	.108

Inter-Item Correlation Matrix

	X2_8	X2_9	X2_10	X2_11	X2_12	X2_13	Y_1	Y_2
X1_1	.253	.151	.268	.222	.189	.432	.316	.307
X1_2	.180	.060	.221	.324	.122	.439	.159	.212

X1_3	.153	.123	.262	.132	.102	.321	.314	.295
X1_4	.094	.050	.183	.310	.010	.259	-.036	.064
X1_5	.376	.253	.273	.291	.145	.279	.342	.374
X1_6	.225	-.039	.204	.255	.064	.190	.133	.146
X1_7	.218	.219	.393	.384	.208	.404	.320	.255
X1_8	.244	-.026	.212	.303	.053	.249	.141	.120
X1_9	.256	.192	.259	.305	.144	.269	.138	.194
X2_1	.407	.094	.242	.187	.356	.218	.183	.288
X2_2	.315	.307	.622	.372	.210	.356	-.025	.220
X2_3	.431	.118	.419	.347	.295	.425	.232	.323
X2_4	.463	.279	.438	.385	.289	.373	.211	.414
X2_5	.437	.220	.385	.393	.314	.407	.258	.419
X2_6	.609	.240	.445	.338	.521	.382	.410	.549
X2_7	.619	.193	.246	.305	.484	.330	.396	.543
X2_8	1.000	.247	.410	.381	.481	.393	.340	.521
X2_9	.247	1.000	.417	.171	.268	.373	.176	.414
X2_10	.410	.417	1.000	.528	.476	.499	.118	.435
X2_11	.381	.171	.528	1.000	.343	.442	.122	.377
X2_12	.481	.268	.476	.343	1.000	.477	.321	.533
X2_13	.393	.373	.499	.442	.477	1.000	.265	.534
Y_1	.340	.176	.118	.122	.321	.265	1.000	.695
Y_2	.521	.414	.435	.377	.533	.534	.695	1.000
Y_3	.381	.390	.236	.255	.283	.430	.546	.585
Y_4	.223	.306	.231	.226	.389	.335	.522	.551

Y_5	.104	.132	.303	.338	.083	.119	.137	.189

Inter-Item Correlation Matrix

	Y_3	Y_4	Y_5
X1_1	.325	.279	.208
X1_2	.196	.015	.134
X1_3	.303	.247	.241
X1_4	.284	.000	.202
X1_5	.383	.344	.248
X1_6	.272	.017	.322
X1_7	.299	.224	.175
X1_8	.332	.045	.272
X1_9	.381	.196	.210
X2_1	.193	.106	.145
X2_2	.024	-.058	.303
X2_3	.173	.074	.181
X2_4	.266	.285	.124
X2_5	.381	.234	.131
X2_6	.330	.352	.127
X2_7	.429	.457	.108
X2_8	.381	.223	.104
X2_9	.390	.306	.132
X2_10	.236	.231	.303
X2_11	.255	.226	.338

X2_12	.283	.389	.083
X2_13	.430	.335	.119
Y_1	.546	.522	.137
Y_2	.585	.551	.189
Y_3	1.000	.511	.237
Y_4	.511	1.000	.099
Y_5	.237	.099	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
X1_1	105.81	120.923	.556	.	.907
X1_2	105.33	124.264	.463	.	.909
X1_3	105.73	122.502	.508	.	.908
X1_4	105.24	126.103	.377	.	.910
X1_5	106.01	121.303	.565	.	.907
X1_6	104.93	125.985	.430	.	.909
X1_7	105.41	122.345	.564	.	.907
X1_8	105.08	124.357	.477	.	.908
X1_9	105.32	122.604	.505	.	.908
X2_1	105.34	126.813	.376	.	.910
X2_2	105.64	125.122	.403	.	.909
X2_3	105.49	124.252	.471	.	.908
X2_4	105.66	122.772	.491	.	.908

X2_5	105.36	123.970	.522	.	.908
X2_6	105.58	122.913	.555	.	.907
X2_7	105.57	121.662	.543	.	.907
X2_8	105.60	122.909	.608	.	.906
X2_9	106.64	123.627	.376	.	.911
X2_10	105.71	123.400	.597	.	.907
X2_11	105.44	123.905	.544	.	.907
X2_12	105.75	123.301	.499	.	.908
X2_13	105.74	121.548	.642	.	.906
Y_1	106.35	119.482	.490	.	.909
Y_2	106.04	116.867	.691	.	.904
Y_3	106.09	119.456	.608	.	.906
Y_4	106.74	121.346	.457	.	.909
Y_5	105.64	125.324	.326	.	.911

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
109.74	132.114	11.494	27

```
RELIABILITY
  /VARIABLES=X1_1 X1_2 X1_3 X1_4 X1_5 X1_6 X1_7 X1_8 X1_9
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
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/SUMMARY=TOTAL.

Reliability

[DataSet0]

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
.881	.883	9

Item Statistics

	Mean	Std. Deviation	N
X1_1	3.93	.856	100
X1_2	4.41	.712	100
X1_3	4.01	.798	100

X1_4	4.50	.659	100
X1_5	3.73	.815	100
X1_6	4.81	.598	100
X1_7	4.33	.739	100
X1_8	4.66	.685	100
X1_9	4.42	.794	100

Inter-Item Correlation Matrix

	X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	X1_7	X1_8
X1_1	1.000	.628	.652	.457	.538	.290	.420	.321
X1_2	.628	1.000	.508	.570	.332	.470	.393	.517
X1_3	.652	.508	1.000	.413	.471	.279	.508	.358
X1_4	.457	.570	.413	1.000	.292	.474	.446	.559
X1_5	.538	.332	.471	.292	1.000	.308	.418	.323
X1_6	.290	.470	.279	.474	.308	1.000	.349	.753
X1_7	.420	.393	.508	.446	.418	.349	1.000	.503
X1_8	.321	.517	.358	.559	.323	.753	.503	1.000
X1_9	.401	.514	.408	.483	.411	.510	.519	.637

Inter-Item Correlation Matrix

	X1_9
X1_1	.401
X1_2	.514
X1_3	.408

X1_4	.483
X1_5	.411
X1_6	.510
X1_7	.519
X1_8	.637
X1_9	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
X1_1	34.87	17.508	.652	.606	.866
X1_2	34.39	18.240	.684	.563	.863
X1_3	34.79	17.986	.634	.507	.867
X1_4	34.30	18.859	.632	.453	.868
X1_5	35.07	18.490	.536	.381	.876
X1_6	33.99	19.505	.577	.587	.872
X1_7	34.47	18.454	.615	.434	.868
X1_8	34.14	18.485	.672	.694	.864
X1_9	34.38	17.814	.667	.508	.864

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
38.80	22.909	4.786	9

RELIABILITY

/VARIABLES=X2_1 X2_2 X2_3 X2_4 X2_5 X2_6 X2_7 X2_8 X2_9 X2_10 X2_11 X2_12 X2_13

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE SCALE CORR

/SUMMARY=TOTAL.

Reliability

[DataSet0]

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

.875	.880	13

Item Statistics

	Mean	Std. Deviation	N
X2_1	4.40	.586	100
X2_2	4.10	.718	100
X2_3	4.25	.702	100
X2_4	4.08	.800	100
X2_5	4.38	.663	100
X2_6	4.16	.707	100
X2_7	4.17	.817	100
X2_8	4.14	.652	100
X2_9	3.10	.916	100
X2_10	4.03	.627	100
X2_11	4.30	.644	100
X2_12	3.99	.745	100
X2_13	4.00	.711	100

Inter-Item Correlation Matrix

	X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	X2_7	X2_8
X2_1	1.000	.264	.295	.297	.177	.307	.426	.407
X2_2	.264	1.000	.371	.338	.110	.366	.108	.315
X2_3	.295	.371	1.000	.504	.401	.367	.330	.431

X2_4	.297	.338	.504	1.000	.323	.460	.381	.463
X2_5	.177	.110	.401	.323	1.000	.494	.420	.437
X2_6	.307	.366	.367	.460	.494	1.000	.635	.609
X2_7	.426	.108	.330	.381	.420	.635	1.000	.619
X2_8	.407	.315	.431	.463	.437	.609	.619	1.000
X2_9	.094	.307	.118	.279	.220	.240	.193	.247
X2_10	.242	.622	.419	.438	.385	.445	.246	.410
X2_11	.187	.372	.347	.385	.393	.338	.305	.381
X2_12	.356	.210	.295	.289	.314	.521	.484	.481
X2_13	.218	.356	.425	.373	.407	.382	.330	.393

Inter-Item Correlation Matrix

	X2_9	X2_10	X2_11	X2_12	X2_13
X2_1	.094	.242	.187	.356	.218
X2_2	.307	.622	.372	.210	.356
X2_3	.118	.419	.347	.295	.425
X2_4	.279	.438	.385	.289	.373
X2_5	.220	.385	.393	.314	.407
X2_6	.240	.445	.338	.521	.382
X2_7	.193	.246	.305	.484	.330
X2_8	.247	.410	.381	.481	.393
X2_9	1.000	.417	.171	.268	.373
X2_10	.417	1.000	.528	.476	.499
X2_11	.171	.528	1.000	.343	.442

X2_12	.268	.476	.343	1.000	.477
X2_13	.373	.499	.442	.477	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
X2_1	48.70	31.949	.418	.289	.873
X2_2	49.00	30.768	.474	.531	.871
X2_3	48.85	30.311	.551	.419	.866
X2_4	49.02	29.333	.587	.415	.864
X2_5	48.72	30.749	.526	.431	.868
X2_6	48.94	29.350	.681	.608	.859
X2_7	48.93	29.298	.576	.575	.865
X2_8	48.96	29.776	.683	.539	.860
X2_9	50.00	30.465	.372	.273	.880
X2_10	49.07	30.025	.676	.624	.861
X2_11	48.80	30.808	.537	.391	.867
X2_12	49.11	29.755	.584	.483	.865
X2_13	49.10	29.808	.612	.437	.863

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
53.10	35.061	5.921	13

```
RELIABILITY
  /VARIABLES=Y_1 Y_2 Y_3 Y_4 Y_5
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
  /SUMMARY=TOTAL.
```

Reliability

[DataSet0]

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
.782	.775	5

Item Statistics

	Mean	Std. Deviation	N
Y_1	3.39	1.072	100
Y_2	3.70	.959	100
Y_3	3.65	.892	100
Y_4	3.00	.974	100
Y_5	4.10	.835	100

Inter-Item Correlation Matrix

	Y_1	Y_2	Y_3	Y_4	Y_5
Y_1	1.000	.695	.546	.522	.137
Y_2	.695	1.000	.585	.551	.189
Y_3	.546	.585	1.000	.511	.237
Y_4	.522	.551	.511	1.000	.099
Y_5	.137	.189	.237	.099	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
Y_1	14.45	7.098	.666	.528	.702
Y_2	14.14	7.374	.722	.569	.684
Y_3	14.19	7.974	.652	.431	.712

Y_4	14.84	7.934	.578	.380	.735
Y_5	13.74	10.295	.198	.063	.839

Scale Statistics

Mean	Variance	Std. Deviation	N
17.84	12.055	3.472	

Celebrity_Endorse * Minat_Beli Crosstabulation

			Minat_Beli					Total
			Cukup Tinggi	Rendah	sangat Rendah	Sangat Tinggi	Tinggi	
Celebrity_Endorse	Berpengaruh	Count	10	2	0	3	6	22
		% within Celebrity_Endorse	45.5%	9.1%	0.0%	13.6%	27.3%	100.0%
	Cukup Berpengaruh	Count	1	0	0	0	2	3
		% within Celebrity_Endorse	33.3%	0.0%	0.0%	0.0%	66.7%	100.0%
	Sangat Berpengaruh	Count	17	1	0	17	39	74
		% within Celebrity_Endorse	23.0%	1.4%	0.0%	23.0%	52.7%	100.0%
	Tidak Berpengaruh	Count	0	0	1	0	0	1
		% within Celebrity_Endorse	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
Total		Count	28	3	1	20	47	100
		% within Celebrity_Endorse	28.0%	3.0%	1.0%	20.0%	47.0%	100.0%

Kualitas_Produk * Minat_Beli Crosstabulation

			Minat_Beli					Total
			Cukup Tinggi	Rendah	sangat Rendah	Sangat Tinggi	Tinggi	
Kualitas_Produk	Baik	Count	21	1	0	4	16	43
		% within Kualitas_Produk	48.8%	2.3%	0.0%	9.3%	37.2%	100.0%
	Cukup Baik	Count	1	1	1	0	0	3
		% within Kualitas_Produk	33.3%	33.3%	33.3%	0.0%	0.0%	100.0%
	Sangat Baik	Count	6	1	0	16	31	54
		% within Kualitas_Produk	11.1%	1.9%	0.0%	29.6%	57.4%	100.0%
Total		Count	28	3	1	20	47	100
		% within Kualitas_Produk	28.0%	3.0%	1.0%	20.0%	47.0%	100.0%

Celebrity_Endorse * Kualitas_Produk * Minat_Beli Crosstabulation

Minat_Beli				Kualitas_Produk			Total
				Baik	Cukup Baik	Sangat Baik	
Cukup Tinggi	Celebrity_Endorse	Berpengaruh	Count	8	0	2	10
			% within Celebrity_Endorse	80.0%	0.0%	20.0%	100.0%
		Cukup Berpengaruh	Count	0	1	0	1
			% within Celebrity_Endorse	0.0%	100.0%	0.0%	100.0%
		Sangat Berpengaruh	Count	13	0	4	17
			% within Celebrity_Endorse	76.5%	0.0%	23.5%	100.0%
		Total	Count	21	1	6	28
			% within Celebrity_Endorse	75.0%	3.6%	21.4%	100.0%
Rendah	Celebrity_Endorse	Berpengaruh	Count	1	0	1	2
			% within Celebrity_Endorse	50.0%	0.0%	50.0%	100.0%
		Sangat Berpengaruh	Count	0	1	0	1
			% within Celebrity_Endorse	0.0%	100.0%	0.0%	100.0%
		Total	Count	1	1	1	3
			% within Celebrity_Endorse	33.3%	33.3%	33.3%	100.0%
sangat Rendah	Celebrity_Endorse	Tidak Berpengaruh	Count		1		1
			% within Celebrity_Endorse		100.0%		100.0%
		Total	Count		1		1
			% within Celebrity_Endorse		100.0%		100.0%
Sangat Rendah	Celebrity_Endorse	Berpengaruh	Count	1			1
			% within Celebrity_Endorse	100.0%			100.0%
		Total	Count	1			1
			% within Celebrity_Endorse	100.0%			100.0%
Sangat Tinggi	Celebrity_Endorse	Berpengaruh	Count	2		1	3
			% within Celebrity_Endorse	66.7%		33.3%	100.0%
		Sangat Berpengaruh	Count	2		15	17
			% within Celebrity_Endorse	11.8%		88.2%	100.0%

			Count	4		16	20
	Total		% within Celebrity_Endorse	20.0%		80.0%	100.0%
			Count	3		3	6
		Berpengaruh	% within Celebrity_Endorse	50.0%		50.0%	100.0%
			Count	1		1	2
	Celebrity_Endorse	Cukup Berpengaruh	% within Celebrity_Endorse	50.0%		50.0%	100.0%
Tinggi			Count	12		27	39
		Sangat Berpengaruh	% within Celebrity_Endorse	30.8%		69.2%	100.0%
			Count	16		31	47
	Total		% within Celebrity_Endorse	34.0%		66.0%	100.0%
			Count	43	3	54	100
Total	Total		% within Celebrity_Endorse	43.0%	3.0%	54.0%	100.0%

```
GET
  FILE='C:\Users\Asus\Documents\Zahra\Data uji keseluruhan.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Minat_Beli
  /METHOD=ENTER Celebrity_Endorser Kualitas_Produk
  /SAVE RESID.
```

Regression

[DataSet1] C:\Users\Asus\Documents\Zahra\Data uji keseluruhan.sav

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	X2, X1[b]	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.624[a]	.389	.376	2.742

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	464.068	2	232.034	30.858	.000[b]
	Residual	729.372	97	7.519		
	Total	1193.440	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.886	2.818		-1.379	.171
	X1	.159	.063	.219	2.511	.014
	X2	.293	.051	.500	5.723	.000

a. Dependent Variable: Y

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.33	22.31	17.84	2.165	100
Residual	-6.331	8.404	.000	2.714	100
Std. Predicted Value	-3.006	2.066	.000	1.000	100
Std. Residual	-2.309	3.065	.000	.990	100

a. Dependent Variable: Y

NPAR TESTS

/K-S(NORMAL)=RES_1

/MISSING ANALYSIS.

NPar Tests

a. Based on availability of workspace memory.

[DataSet1] C:\Users\Asus\Documents\Zahra\Data uji keseluruhan.sav

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	2.71429514
Most Extreme Differences	Absolute	.054
	Positive	.054
	Negative	-.038
Kolmogorov-Smirnov Z		.538
Asymp. Sig. (2-tailed)		.934

a. Test distribution is Normal.

b. Calculated from data.

MEANS TABLES=Minat_Beli BY Celebrity_Endorser

/CELLS MEAN COUNT STDDEV

/STATISTICS LINEARITY.

Means

[DataSet1] C:\Users\Asus\Documents\Zahra\Data uji keseluruhan.sav

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Y * X1	100	100.0%	0	0.0%	100	100.0%

Report

Y

X1	Mean	N	Std. Deviation
22	5.00	1	.
24	18.00	1	.
27	16.50	2	2.121
31	17.40	5	5.030
33	18.33	3	5.774
34	15.50	6	1.975
35	13.00	2	2.828
36	16.17	6	2.639
37	16.75	8	2.053

38	17.25	8	2.121
39	17.75	8	4.268
40	18.43	7	3.309
41	18.00	12	2.828
42	19.70	10	3.368
43	18.50	4	1.732
44	19.80	5	2.864
45	20.08	12	2.610
Total	17.84	100	3.472

ANOVA Table

			Sum of Squares	df	Mean Square
Y * X1	Between Groups	(Combined)	397.709	16	24.857
		Linearity	217.781	1	217.781
		Deviation from Linearity	179.928	15	11.995
	Within Groups		795.731	83	9.587
	Total		1193.440	99	

ANOVA Table

			F	Sig.
Y * X1	Between Groups	(Combined)	2.593	.003

	Linearity	22.716	.000
	Deviation from Linearity	1.251	.252
Within Groups			
Total			

Measures of Association

	R	R Squared	Eta	Eta Squared
Y * X1	.427	.182	.577	.333

```
MEANS TABLES=Minat_Beli BY Kualitas_Produk
  /CELLS MEAN COUNT STDDEV
  /STATISTICS LINEARITY
```

Means

[DataSet1] C:\Users\Asus\Documents\Zahra\Data uji keseluruhan.sav

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Y * X2	100	100.0%	0	0.0%	100	100.0%

Report

Y

X2	Mean	N	Std. Deviation
39	15.00	1	.
40	5.00	1	.
41	10.00	1	.
43	13.00	2	5.657
45	14.40	5	1.949
46	16.50	2	2.121
47	14.50	6	1.517
48	18.00	4	2.449
49	17.50	4	3.416
50	15.25	4	1.258
51	17.60	10	2.366
52	18.00	7	3.317
53	18.50	14	3.299
54	19.50	4	3.109
55	19.00	5	2.236
56	19.50	2	.707
57	20.67	3	1.155
58	20.20	5	1.483
59	20.00	5	2.000
60	18.00	2	1.414
61	22.00	2	4.243
62	18.00	3	2.000

63	19.00	2	2.828
64	21.00	2	2.828
65	20.75	4	4.425
Total	17.84	100	3.472

ANOVA Table

			Sum of Squares	df	Mean Square
Y * X2	Between Groups	(Combined)	634.873	24	26.453
		Linearity	416.666	1	416.666
		Deviation from Linearity	218.208	23	9.487
	Within Groups		558.567	75	7.448
	Total		1193.440	99	

ANOVA Table

			F	Sig.
Y * X2	Between Groups	(Combined)	3.552	.000
		Linearity	55.947	.000
		Deviation from Linearity	1.274	.215
	Within Groups			
	Total			

Measures of Association

	R	R Squared	Eta	Eta Squared
Y * X2	.591	.349	.729	.532

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Minat_Beli
  /METHOD=ENTER Celebrity_Endorser Kualitas_Produk
  /SAVE RESID.
```

Regression

[DataSet1] C:\Users\Asus\Documents\Zahra\Data uji keseluruhan.sav

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	X2, X1[b]	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.624[a]	.389	.376	2.742

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	464.068	2	232.034	30.858	.000[b]
	Residual	729.372	97	7.519		
	Total	1193.440	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.886	2.818		-1.379	.171
	X1	.159	.063	.219	2.511	.014

X2	.293	.051	.500	5.723	.000

a. Dependent Variable: Y

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.33	22.31	17.84	2.165	100
Residual	-6.331	8.404	.000	2.714	100
Std. Predicted Value	-3.006	2.066	.000	1.000	100
Std. Residual	-2.309	3.065	.000	.990	100

a. Dependent Variable: Y

```
COMPUTE RES2=ABS_RES(RES_2).
EXECUTE.
REGRESSION
 /MISSING LISTWISE
 /STATISTICS COEFF OUTS R ANOVA
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT RES2
 /METHOD=ENTER Celebrity_Endorser Kualitas_Produk.
```

Regression

[DataSet1] C:\Users\Asus\Documents\Zahra\Data uji keseluruhan.sav

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	X2, X1[b]	.	Enter

a. Dependent Variable: RES2

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.234[a]	.055	.035	1.65663

a. Predictors: (Constant), X2, X1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.392	2	7.696	2.804	.065[b]
	Residual	266.208	97	2.744		
	Total	281.601	99			

a. Dependent Variable: RES2

b. Predictors: (Constant), X2, X1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.786	1.702		2.812	.006
	X1	.088	.038	.250	.303	.023
	X2	.014	.031	.049	.455	.650

a. Dependent Variable: RES2

```
CORRELATIONS
  /VARIABLES=Celebrity_Endorser Kualitas_Produk Minat_Beli
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

[DataSet1] C:\Users\Asus\Documents\Zahra\Data uji keseluruhan.sav

Correlations

	X1	X2	Y

	Pearson Correlation	1	.416**	.427**
X1	Sig. (2-tailed)		.000	.000
	N	100	100	100
	Pearson Correlation	.416**	1	.591**
X2	Sig. (2-tailed)	.000		.000
	N	100	100	100
	Pearson Correlation	.427**	.591**	1
Y	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 COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Minat_Beli
  /METHOD=ENTER Celebrity_Endorser Kualitas_Produk
  /SCATTERPLOT=(*SRESID ,*ZPRED)
  /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID).
```

Regression

Notes

Resources	Additional Memory Required for Residual Plots	904 bytes

[DataSet1] C:\Users\Asus\Documents\Zahra\Data uji keseluruhan.sav

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	X2, X1[b]	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.624[a]	.389	.376	2.742	1.921

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	464.068	2	232.034	30.858	.000[b]
	Residual	729.372	97	7.519		
	Total	1193.440	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance
1	(Constant)	-3.886	2.818		-1.379	.171	
	X1	.159	.063	.219	2.511	.014	.827
	X2	.293	.051	.500	5.723	.000	.827

Coefficients[a]

Model		Collinearity Statistics
		VIF
1	(Constant)	
	X1	1.210
	X2	1.210

a. Dependent Variable: Y

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	X1	X2
1	1	2.986	1.000	.00	.00	.00
	2	.008	19.037	.12	.98	.30
	3	.006	22.186	.88	.02	.70

a. Dependent Variable: Y

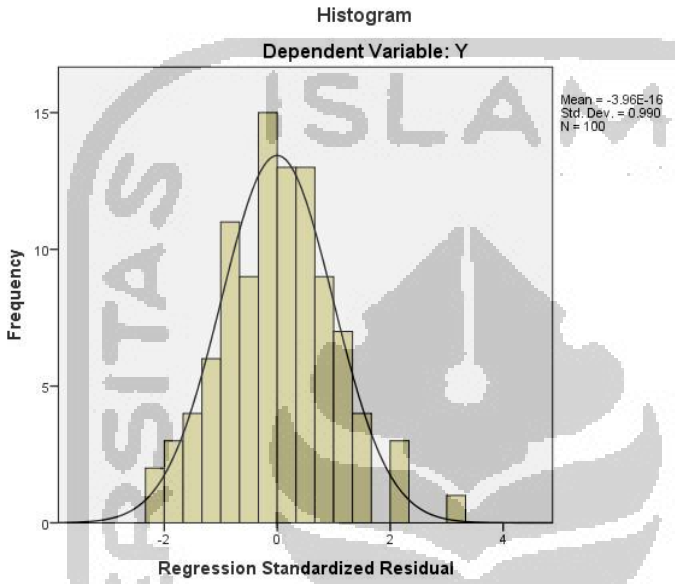
Residuals Statistics[a]

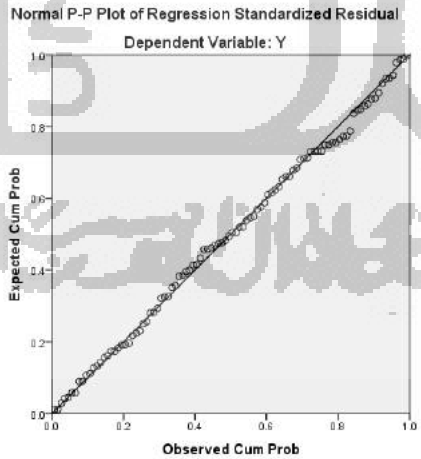
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.33	22.31	17.84	2.165	100
Std. Predicted Value	-3.006	2.066	.000	1.000	100
Standard Error of Predicted Value	.275	1.101	.450	.153	100
Adjusted Predicted Value	11.51	22.22	17.85	2.160	100
Residual	-6.331	8.404	.000	2.714	100
Std. Residual	-2.309	3.065	.000	.990	100
Stud. Residual	-2.492	3.106	-.002	1.010	100
Deleted Residual	-7.373	8.629	-.010	2.825	100
Stud. Deleted Residual	-2.562	3.256	-.001	1.023	100
Mahal. Distance	.003	14.971	1.980	2.395	100

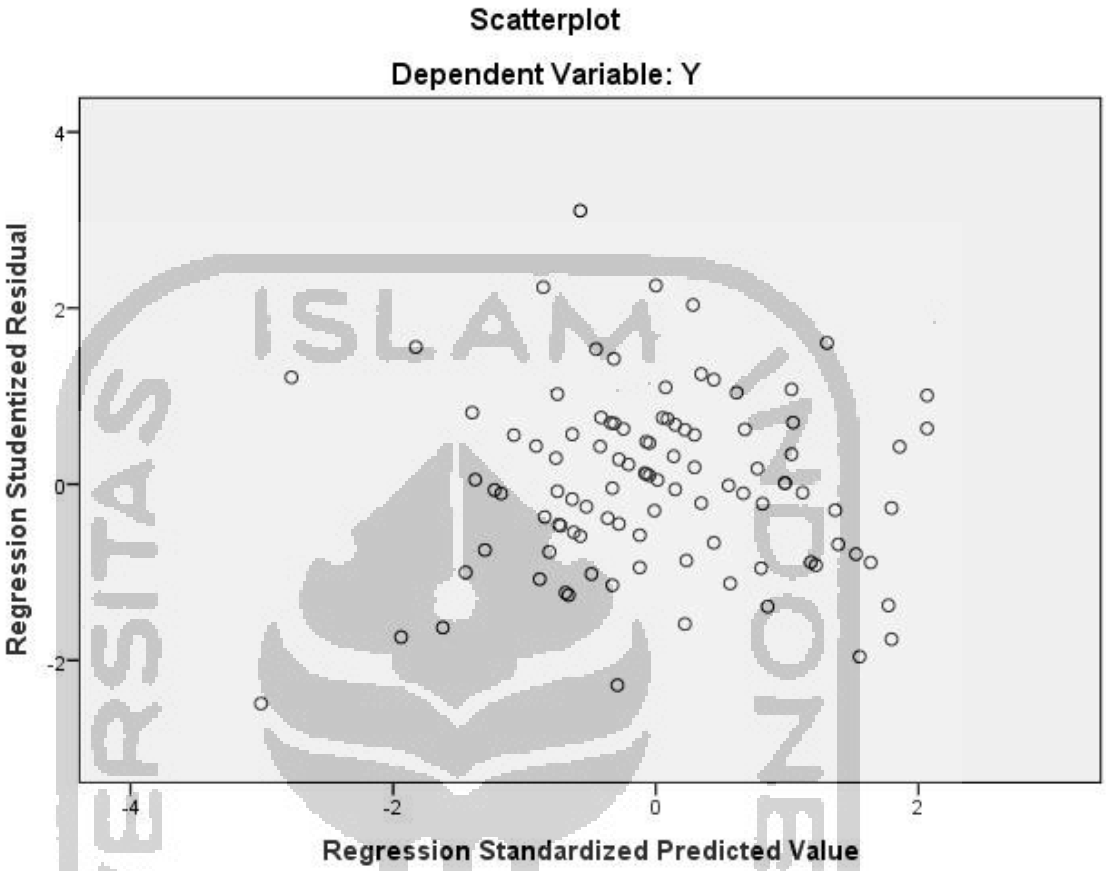
Cook's Distance	.000	.341	.014	.038	100
Centered Leverage Value	.000	.151	.020	.024	100

a. Dependent Variable: Y

Charts


Histogram
Dependent Variable: Y
Mean = -3.96E-16
Std. Dev. = 0.990
N = 100
Frequency
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Y
Expected Cum Prob
Observed Cum Prob



DATASET ACTIVATE DataSet1.

SAVE OUTFILE='C:\Users\Asus\Documents\Zahra\Data uji keseluruhan.sav'

/COMPRESSED.