**IDENTITAS RESPONDEN**

Berilah tanda √ pada setiap pilihan jawaban yang telah disediakan pada identitas responden di bawah ini:

1. Umur 1. 17 Tahun – 22 Tahun 4. 35 Tahun – 40 Tahun

2. 23 Tahun – 28 Tahun 5. > 40 Tahun

3. 29 Tahun ­– 34 Tahun

2. Pendidikan 1. SMA/ Sederajat 4. Pasca Sarjana (S2)

2. D3/ Sederajat 5. Doktor (S3)

3. Sarjana (S1)

4.Uang saku per bulan : 1. <Rp. 1000.000

2. Rp. 1000.000 – Rp. 2.000.000

3. Rp. 3.000.000 – Rp. 4.000.000

4. > 4.000.000

**Keterangan :**

Berilah tanda (x) atau (√) pada kolom yang tersedia dengan memilih sesuai dengan keadaan yang sebenarnya pada setiap pilihan jawaban yang telah disediakan dibawah ini:

Terdapat lima ( 5 ) pilihan jawaban dengan skor sebagai berikut :

Sangat Setuju (SS) = 5

Setuju (S) = 4

Cukup Setuju (CS) = 3

Tidak Setuju (TS) = 2

Sangat Tidak Setuju (STS) = 1

**Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NNo** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| **1** | **2** | **3** | **4** | **5** |
| **Pengenalan Masalah** | | | | | | |
| 1 | Saya memiliki masalah dalam kebutuhan memakai Hijab, sehingga saya memilih Hijab Zoya memakai produk produk Hijab Zoya. |  |  |  |  |  |
| 2 | Saya sangat membutuhkan Hijab untuk sehari-harinya, sehingga saya memilih untuk memakai produk Hijab Zoya. |  |  |  |  |  |
| **Pencarian Informasi** | | | | | | |
| 3 | Saya mencari informasi bahwa produk Hijab Zoya mampu memenuhi kebutuhan saya |  |  |  |  |  |
| 4 | Saya mencari informasi tentang Hijab Zoya yang modis, sehingga saya memilih produk Hijab Zoya |  |  |  |  |  |
| **Penilaian Alternatif** | | | | | | |
| 5 | Dari sekian banyak Hijab Zoya yang ada, saya menilai produk Hijab Zoya paling mampu memenuhi kebutuhaan saya |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| 6 | Saya menyukai berbagai produk yang ditawarkan oleh Hijab Zoya |  |  |  |  |  |
| **Keputusan Pembelian** | | | | | | |
| 7 | Setiap kali saya memiliki kebutuhan untuk Hijab, saya memutuskan untuk membeli produk Hijab Zoya |  |  |  |  |  |
| 8 | Saya memutuskan membeli produk Hijab Zoya karna saya menyukai produk yang ditawarkannya |  |  |  |  |  |
| **Perilaku Setelah Pembelian** | | | | | | |
| 9 | Saya puas dengan kualitas produk Hijab Zoya, sehingga saya akan tetap memblinya |  |  |  |  |  |
| 10 | Saya mengakui bahwa produk Hijab Zoya memiliki keunggulan sehingg saya juga merekomendasikan kepada orang- orang terdekat |  |  |  |  |  |

Sumber:Kotler dan Keller (2009)

**Harga (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| **1** | **2** | **3** | **4** | **5** |
| **Keterjangkauan Harga** | | | | | | |
| 1 | Harga Hijab Zoya terjangkau |  |  |  |  |  |
| 2 | Harga bervariasi sesuai dengan ukuran/ berat produk |  |  |  |  |  |
| **Kesesuaian Harga Dengan Kualitas Produk** | | | | | | |
| 3 | Harga Hijab Zoya sesuai dengan kualitas produk |  |  |  |  |  |
| **Daya Saing Harga** | | | | | | |
| 4 | Harga Hijab Zoya lebih terjangkau dari hijab lainya |  |  |  |  |  |
| **Kesesuaian Harga Dengan Manfaat Produksi** | | | | | | |
| 5 | Harga Hijab Zoya sesuai dengan hasil yang diiginkan |  |  |  |  |  |
| **Harga Mempengaruhi Daya Beli Konsumen** | | | | | | |
| 6 | Harga Hijab Zoya yang terjangkau mempengaruhi saya membelinya |  |  |  |  |  |
| **Harga Harga Mempengaruh Konsumen Untuk Mengambil Keputusan Pembelian** | | | | | | |
| 7 | Hijab Zoya sesuai dengan kualitas produk dan manfaat bagi konsumen sehingga saya memutuskan membeli Hijab Zoya |  |  |  |  |  |

Sumber:Kotler dan Amsrong, (2008).

**Celebrity Endorser (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| **1** | **2** | **3** | **4** | **5** |
| **Kredibilitas** | | | | | | |
| 1 | *Celebrity Endorser* memiliki kredibilitas, sehingga pesan dalam iklan Hijab Zoya dapat tersampaikan dengan baik |  |  |  |  |  |
| **Daya Tarik** | | | | | | |
| 2 | *Celebrity Endorser* yang di pakai dalam iklan Hijab Zoya memiliki daya tarik dalam menyampaikan pesan iklan yang dibintanginya |  |  |  |  |  |
| **Kecocokan** | | | | | | |
| 3 | *Celebrity Endorser* memiliki kecocokan dengan mereka tau produk Hijab Zoya sehingga memiliki nilai positif untuk merek yang diiklankannya |  |  |  |  |  |

Sumber: Shimp (2003)

**Citra Merek (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| **1** | **2** | **3** | **4** | **5** |
| **Citra Pembuat** | | | | | | |
| 1 | Produk Hijab Zoya yang saya pakai dibuat oleh perusahaan yang mempunyai reputasi yang baik |  |  |  |  |  |
| 2 | Jaringan distribusi dan penjualan Hijab Zoya sangat luas |  |  |  |  |  |
| **Citra Pemakai** | | | | | | |
| 3 | Hijab Zoya lebih banyak disukai |  |  |  |  |  |
| 4 | Merasa lebih aman dan nyaman menggunakan Produk Hijab Zoya |  |  |  |  |  |
| **Citra Produk** | | | | | | |
| 5 | Produk Hijab Zoya mudah diingat |  |  |  |  |  |
| 6 | Hijab Zoya cocok untuk berbagai jenis wajah |  |  |  |  |  |

Sumber: Ferrinadewi (2008)

**Lampiran 2**

**Tabulasi Data**

**Lampiran 3**

**Profil Responden**

**PROFIL RESPONDEN**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Umur** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 17-22 th | 56 | 56.0 | 56.0 | 56.0 |
| 23-28 th | 44 | 44.0 | 44.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pendidikan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | SMA/Sederajat | 81 | 81.0 | 81.0 | 81.0 |
| D3/Sederajat | 9 | 9.0 | 9.0 | 90.0 |
| Sarjana(S1) | 10 | 10.0 | 10.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Uang Saku Perbulan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | < Rp. 1.000.000 | 4 | 4.0 | 4.0 | 4.0 |
| Rp 1.000.000- Rp 2.000.000 | 86 | 86.0 | 86.0 | 90.0 |
| Rp 3.000.000- Rp 4.000.000 | 10 | 10.0 | 10.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

**Lampiran 4**

**Uji Validitas Dan Reliabilitas**

**UJI VALIDITAS DAN RELIABILITAS**

**Keputusan pembelian**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 100 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .802 | 10 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| KP1 | 34.14 | 9.778 | .484 | .785 |
| KP2 | 33.77 | 9.431 | .573 | .775 |
| KP3 | 33.85 | 10.290 | .343 | .799 |
| KP4 | 33.80 | 9.212 | .584 | .772 |
| KP5 | 34.26 | 9.245 | .492 | .784 |
| KP6 | 34.32 | 10.119 | .327 | .802 |
| KP7 | 33.99 | 9.586 | .454 | .788 |
| KP8 | 33.83 | 9.011 | .595 | .770 |
| KP9 | 33.96 | 9.938 | .471 | .787 |
| KP10 | 33.83 | 9.274 | .464 | .788 |
|  |  |  |  |  |

**Harga**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 100 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .753 | 7 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| HG1 | 22.86 | 6.142 | .477 | .723 |
| HG2 | 22.63 | 5.872 | .461 | .726 |
| HG3 | 22.34 | 6.247 | .412 | .735 |
| HG4 | 22.65 | 5.624 | .462 | .728 |
| HG5 | 22.53 | 5.908 | .450 | .728 |
| HG6 | 22.42 | 5.721 | .507 | .715 |
| HG7 | 22.31 | 6.054 | .546 | .711 |
|  |  |  |  |  |

**Celebrity Endorser**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 100 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 100 | 100.0 |
| 1. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .684 | 3 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| CE1 | 8.06 | .360 | .529 | .556 |
| CE2 | 8.14 | .485 | .473 | .629 |
| CE3 | 8.10 | .414 | .508 | .577 |

**Citra Merek**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 100 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .666 | 6 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| CM1 | 20.10 | 3.162 | .325 | .649 |
| CM2 | 20.19 | 3.024 | .427 | .613 |
| CM3 | 20.13 | 3.145 | .362 | .635 |
| CM4 | 20.05 | 3.119 | .426 | .615 |
| CM5 | 20.17 | 3.011 | .463 | .601 |
| CM6 | 20.36 | 2.859 | .386 | .631 |

**Lampiran 5**

**Analisa Deskriptif**

**ANALISA DESKRIPTIF**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | | | | | | | |
|  | | KP1 | KP2 | KP3 | KP4 | KP5 | KP6 | KP7 | KP8 | KP9 | KP10 |
| N | Valid | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.61 | 3.98 | 3.90 | 3.95 | 3.49 | 3.43 | 3.76 | 3.92 | 3.79 | 3.92 |
| Median | | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| Mode | | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| Sum | | 361 | 398 | 390 | 395 | 349 | 343 | 376 | 392 | 379 | 392 |
|  | |  |  |  |  |  |  |  |  |  |  |

**Keputusan Pembelian**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KP1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | N | 40 | 40.0 | 40.0 | 40.0 |
| S | 59 | 59.0 | 59.0 | 99.0 |
| SS | 1 | 1.0 | 1.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KP2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 1 | 1.0 | 1.0 | 1.0 |
| N | 12 | 12.0 | 12.0 | 13.0 |
| S | 75 | 75.0 | 75.0 | 88.0 |
| SS | 12 | 12.0 | 12.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KP3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 1 | 1.0 | 1.0 | 1.0 |
| N | 14 | 14.0 | 14.0 | 15.0 |
| S | 79 | 79.0 | 79.0 | 94.0 |
| SS | 6 | 6.0 | 6.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KP4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | N | 19 | 19.0 | 19.0 | 19.0 |
| S | 67 | 67.0 | 67.0 | 86.0 |
| SS | 14 | 14.0 | 14.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KP5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 6 | 6.0 | 6.0 | 6.0 |
| N | 41 | 41.0 | 41.0 | 47.0 |
| S | 51 | 51.0 | 51.0 | 98.0 |
| SS | 2 | 2.0 | 2.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KP6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 1 | 1.0 | 1.0 | 1.0 |
| N | 57 | 57.0 | 57.0 | 58.0 |
| S | 40 | 40.0 | 40.0 | 98.0 |
| SS | 2 | 2.0 | 2.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KP7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 2 | 2.0 | 2.0 | 2.0 |
| N | 26 | 26.0 | 26.0 | 28.0 |
| S | 66 | 66.0 | 66.0 | 94.0 |
| SS | 6 | 6.0 | 6.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KP8** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 2 | 2.0 | 2.0 | 2.0 |
| N | 17 | 17.0 | 17.0 | 19.0 |
| S | 68 | 68.0 | 68.0 | 87.0 |
| SS | 13 | 13.0 | 13.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KP9** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | N | 24 | 24.0 | 24.0 | 24.0 |
| S | 73 | 73.0 | 73.0 | 97.0 |
| SS | 3 | 3.0 | 3.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KP10** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1.0 | 1.0 | 1.0 |
| N | 20 | 20.0 | 20.0 | 21.0 |
| S | 64 | 64.0 | 64.0 | 85.0 |
| SS | 15 | 15.0 | 15.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

**Harga**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | | | | |
|  | | HG1 | HG2 | HG3 | HG4 | HG5 | HG6 | HG7 |
| N | Valid | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.43 | 3.66 | 3.88 | 3.64 | 3.76 | 3.87 | 3.90 |
| Median | | 3.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| Mode | | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| Sum | | 343 | 366 | 388 | 364 | 376 | 387 | 390 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **HG1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 1 | 1.0 | 1.0 | 1.0 |
| N | 57 | 57.0 | 57.0 | 58.0 |
| S | 40 | 40.0 | 40.0 | 98.0 |
| SS | 2 | 2.0 | 2.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **HG2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 2 | 2.0 | 2.0 | 2.0 |
| N | 38 | 38.0 | 38.0 | 40.0 |
| S | 52 | 52.0 | 52.0 | 92.0 |
| SS | 8 | 8.0 | 8.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **HG3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | N | 22 | 22.0 | 22.0 | 22.0 |
| S | 68 | 68.0 | 68.0 | 90.0 |
| SS | 10 | 10.0 | 10.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **HG4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 5 | 5.0 | 5.0 | 5.0 |
| N | 36 | 36.0 | 36.0 | 41.0 |
| S | 49 | 49.0 | 49.0 | 90.0 |
| SS | 10 | 10.0 | 10.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **HG5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 1 | 1.0 | 1.0 | 1.0 |
| N | 33 | 33.0 | 33.0 | 34.0 |
| S | 55 | 55.0 | 55.0 | 89.0 |
| SS | 11 | 11.0 | 11.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **HG6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1.0 | 1.0 | 1.0 |
| N | 23 | 23.0 | 23.0 | 24.0 |
| S | 63 | 63.0 | 63.0 | 87.0 |
| SS | 13 | 13.0 | 13.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **HG7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | N | 16 | 16.0 | 16.0 | 16.0 |
| S | 78 | 78.0 | 78.0 | 94.0 |
| SS | 6 | 6.0 | 6.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

**Celebrity endorser**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Statistics** | | | | |
|  | | CE1 | CE2 | CE3 |
| N | Valid | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 |
| Mean | | 4.09 | 4.01 | 4.05 |
| Median | | 4.00 | 4.00 | 4.00 |
| Mode | | 4 | 4 | 4 |
| Sum | | 409 | 401 | 405 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CE1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | N | 5 | 5.0 | 5.0 | 5.0 |
| S | 81 | 81.0 | 81.0 | 86.0 |
| SS | 14 | 14.0 | 14.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CE2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | N | 5 | 5.0 | 5.0 | 5.0 |
| S | 89 | 89.0 | 89.0 | 94.0 |
| SS | 6 | 6.0 | 6.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CE3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | N | 5 | 5.0 | 5.0 | 5.0 |
| S | 85 | 85.0 | 85.0 | 90.0 |
| SS | 10 | 10.0 | 10.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

**Citra merek**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | | | |
|  | | CM1 | CM2 | CM3 | CM4 | CM5 | CM6 |
| N | Valid | 100 | 100 | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.10 | 4.01 | 4.07 | 4.15 | 4.03 | 3.84 |
| Median | | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| Mode | | 4 | 4 | 4 | 4 | 4 | 4 |
| Sum | | 410 | 401 | 407 | 415 | 403 | 384 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CM1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | N | 11 | 11.0 | 11.0 | 11.0 |
| S | 68 | 68.0 | 68.0 | 79.0 |
| SS | 21 | 21.0 | 21.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CM2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | N | 14 | 14.0 | 14.0 | 14.0 |
| S | 71 | 71.0 | 71.0 | 85.0 |
| SS | 15 | 15.0 | 15.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CM3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 1 | 1.0 | 1.0 | 1.0 |
| N | 8 | 8.0 | 8.0 | 9.0 |
| S | 74 | 74.0 | 74.0 | 83.0 |
| SS | 17 | 17.0 | 17.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CM4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | N | 6 | 6.0 | 6.0 | 6.0 |
| S | 73 | 73.0 | 73.0 | 79.0 |
| SS | 21 | 21.0 | 21.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CM5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | N | 12 | 12.0 | 12.0 | 12.0 |
| S | 73 | 73.0 | 73.0 | 85.0 |
| SS | 15 | 15.0 | 15.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CM6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 2 | 2.0 | 2.0 | 2.0 |
| N | 24 | 24.0 | 24.0 | 26.0 |
| S | 62 | 62.0 | 62.0 | 88.0 |
| SS | 12 | 12.0 | 12.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

**Lampiran 6**

**Analisa Inferensial**

**Asumsi Klasik**

**UJI ASUMSI KLASIK**

**Hasil Uji Normalitas**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | | | | |
|  | | KeputusanPembelian | Harga | CelebrityEndorser | CitraMerek |
| N | | 100 | 100 | 100 | 100 |
| Normal Parametersa,,b | Mean | 19.36 | 24.04 | 15.27 | 19.46 |
| Std. Deviation | 2.706 | 2.146 | 2.403 | 2.516 |
| Most Extreme Differences | Absolute | .133 | .133 | .129 | .135 |
| Positive | .117 | .102 | .121 | .135 |
| Negative | -.133 | -.133 | -.129 | -.097 |
| Kolmogorov-Smirnov Z | | 1.335 | 1.326 | 1.286 | 1.350 |
| Asymp. Sig. (2-tailed) | | .057 | .060 | .073 | .052 |
| a. Test distribution is Normal. | | | | | |
| b. Calculated from data. | | | | | |

**Hasil Uji Multikolonieritas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | .013 | 1.579 |  | .008 | .994 |  |  |
| Harga | -.008 | .050 | -.006 | -.152 | .879 | .979 | 1.021 |
| CelebrityEndorser | .040 | .052 | .036 | .774 | .441 | .716 | 1.397 |
| CitraMerek | .972 | .050 | .904 | 19.635 | .000 | .721 | 1.388 |
| . Dependent Variable: KeputusanPembelian | | | | | | | | |

**Hasil uji Heteroskedastisitas**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removed** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | CitraMerek, Harga, CelebrityEndorser | . | Enter |
| a. All requested variables entered. | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .365a | .133 | .106 | .63913 |
| a. Predictors: (Constant), CitraMerek, Harga, CelebrityEndorser | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAb** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 6.016 | 3 | 2.005 | 4.909 | .003a |
| Residual | 39.215 | 96 | .408 |  |  |
| Total | 45.231 | 99 |  |  |  |
| a. Predictors: (Constant), CitraMerek, Harga, CelebrityEndorser | | | | | | |
| b. Dependent Variable: RES2 | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1.840 | .959 |  | 1.918 | .058 |
| Harga | .033 | .030 | .103 | 1.077 | .284 |
| CelebrityEndorser | -.049 | .032 | -.174 | -1.547 | .125 |
| CitraMerek | -.056 | .030 | -.210 | -1.872 | .064 |
| a. Dependent Variable: RES2 | | | | | | |

**Lampiran 7**

**Analisis Regresi Linear Berganda**

**Analisis regresi**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .923a | .852 | .851 | 1.045 |
| a. Predictors: (Constant), CitraMerek | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAb** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 618.071 | 1 | 618.071 | 566.247 | .000a |
| Residual | 106.969 | 98 | 1.092 |  |  |
| Total | 725.040 | 99 |  |  |  |
| a. Predictors: (Constant), CitraMerek | | | | | | |
| b. Dependent Variable: KeputusanPembelian | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .037 | .819 |  | .045 | .964 |
| CitraMerek | .993 | .042 | .923 | 23.796 | .000 |
| a. Dependent Variable: KeputusanPembelian | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Excluded Variablesb** | | | | | | |
| Model | | Beta In | t | Sig. | Partial Correlation | Collinearity Statistics |
| Tolerance |
| 1 | Harga | -.009a | -.225 | .822 | -.023 | .987 |
| CelebrityEndorser | .036a | .795 | .428 | .080 | .722 |
| a. Predictors in the Model: (Constant), CitraMerek | | | | | | |
| b. Dependent Variable: KeputusanPembelian | | | | | | |