Lampiran 1

**LEMBAR PERNYATAAN KUESIONER**

1. **IDENTITAS PEMBERI KUESIONER**

Nama : DINDA YUSTIKA IRJU

NPM : 173114332

Fakultas/Jurusan : Ekonomi/Manajemen

Perguruan Tinggi : Universitas Muslim Nusantara Al-Washliyah

Judul Proposal : “Pengaruh Brand Ambassador Terhadap Keputusan Pembelian Produk Mie Sukses Isi 2 Pada Masyarakat Kelurahan Sudirejo II Kecamatan Medan Kota”.

Dengan ini saya mohon kesediaan saudara/i untuk mengisi daftar kuesioner. Informasi yang anda berikan hanya semata-mata untuk melengkapi data penelitian dalam rangka penyusunan skripsi. Untuk itu, isilah kuesioner ini dengan jawaban yang sebenar-benarnya. Atas kesediaan saudara/i, saya ucapkan terimakasih.

Medan, April 2021

Hormat Saya

**Dinda Yustika Irju**

**NPM. 173114332**

1. **IDENTITAS RESPONDEN**

Nama :

Alamat :

Umur : Tahun

Jenis Kelamin : Laki-laki / Perempuan

Pendidikan :

Pekerjaan :

1. **PETUJUK PENGISIAN**

Anda dapat memberikan tanda ceklis (√) pada alteratif pilihan jawaban dari peryataan yang ada sesuai dengan penilaian anda.

Keterangan jawaban :

|  |  |  |
| --- | --- | --- |
| No. | Pernyataan | Skor |
| 1 | Sangat Setuju (SS) | 5 |
| 2 | Setuju (S) | 4 |
| 3 | Kurang Setuju (KS) | 3 |
| 4 | Tidak Setuju (TS) | 2 |
| 5 | Sangat Tidak Setuju (STS) | 1 |

1. ***Brand Ambassador* (X)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **Transparansi** | | | | | | |
| 1. | Siti Badriah adalah salah satu penyanyi dangdut yang saya sukai |  |  |  |  |  |
| 2. | Saya mengenal Siti Badriah sebelum ia menjadi bintang iklan mie sukses isi 2 |  |  |  |  |  |
| **Kesesuaian** | | | | | | |
| 3. | Ketika melihat Siti Badriah saya teringat dengan mie sukses isi 2. |  |  |  |  |  |
| 4. | Lagu-lagu Siti Badriah cukup populer di masyarakat |  |  |  |  |  |
| **Kredibilitas** | | | | | | |
| 5. | Siti Badriah pantas menjadi bintang iklan karena memiliki karakter ceria dan bersemangat |  |  |  |  |  |
| 6. | Menurut saya peran Siti Badriah sebagai penyanyi dangdut cukup berprestasi. |  |  |  |  |  |
| **Daya Tarik** | | | | | | |
| 7. | Siti Badriah merupakan penyanyi dangdut yang memiliki daya tarik tersendiri. |  |  |  |  |  |
| 8. | Siti Badriah merupakan sosok Penyanyi dangdut yang ramah |  |  |  |  |  |
| **Power** | | | | | | |
| 9. | Siti Badriah memiliki banyak fans dari semua kalangan. |  |  |  |  |  |
| 10. | Produk atau lagu yang dibawakan Siti Badriah mudah untuk di terima masyarakat |  |  |  |  |  |

1. **Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **Pilihan Produk** | | | | | | |
| 1. | Saya merekomendasikan mie sukses isi 2 kepada kerabat, teman maupun keluarga. |  |  |  |  |  |
| 2. | Saya melakukan pembelian mie sukses isi 2 karena sudah membandingkan dengan produk lain. |  |  |  |  |  |
| **Pilihan Merek** | | | | | | |
| 3. | Setelah melihat Siti Badriah pada iklan mie sukses isi 2 saya tertarik untuk membeli. |  |  |  |  |  |
| 4. | Sebelum saya membeli mie instan merek mie sukses isi 2 saya sudah mencari informasi mie instan yang menjual berbagai macam rasa dan terlaris. |  |  |  |  |  |
| **Waktu Pembelian** | | | | | | |
| 5. | Karena mudah di temukan di setiap toko mana saja saya tertarik untuk membeli mie sukses isi 2. |  |  |  |  |  |
| 6. | Saya membeli mie sukses isi 2 karena membutuhkan barang tersebut sebagai makanan saat lapar. |  |  |  |  |  |
| **Jumlah Pembelian** | | | | | | |
| 7. | Karena isinya yang banyak membuat saya tertarik untuk membeli mie sukses isi 2. |  |  |  |  |  |
| 8. | Saya puas dengan kualitas dan kuantitas nya yang sesuai dengan harga. |  |  |  |  |  |

Lampiran 2

**TABULASI DATA VARIABEL X (*BRAND AMBASSADOR)***

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Item Pernyataan** | | | | | | | | | | **Total** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| 1 | 3 | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 3 | 38 |
| 2 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 40 |
| 3 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 45 |
| 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 3 | 41 |
| 5 | 4 | 4 | 5 | 5 | 3 | 3 | 5 | 3 | 1 | 4 | 37 |
| 6 | 3 | 3 | 5 | 5 | 3 | 4 | 3 | 4 | 3 | 3 | 36 |
| 7 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 40 |
| 8 | 5 | 5 | 4 | 2 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 9 | 4 | 4 | 2 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 35 |
| 10 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 40 |
| 11 | 3 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 37 |
| 12 | 2 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 42 |
| 13 | 3 | 3 | 5 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 35 |
| 14 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 41 |
| 15 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 45 |
| 16 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 17 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 3 | 3 | 4 | 37 |
| 18 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 40 |
| 19 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 45 |
| 20 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 46 |
| 21 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 22 | 1 | 2 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 1 | 31 |
| 23 | 4 | 4 | 4 | 3 | 4 | 2 | 4 | 3 | 3 | 3 | 34 |
| 24 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 25 | 4 | 4 | 1 | 1 | 4 | 2 | 1 | 1 | 1 | 4 | 23 |
| 26 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 27 | 2 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 40 |
| 28 | 4 | 4 | 2 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 35 |
| 29 | 3 | 3 | 5 | 5 | 2 | 4 | 5 | 5 | 5 | 3 | 40 |
| 30 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 36 |
| 31 | 4 | 5 | 2 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 35 |
| 32 | 3 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 40 |
| 33 | 3 | 4 | 3 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 33 |
| 34 | 3 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 36 |
| 35 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 33 |
| 36 | 3 | 5 | 5 | 5 | 2 | 4 | 5 | 4 | 4 | 2 | 39 |
| 37 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 41 |
| 38 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 40 |
| 39 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 42 |
| 40 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 5 | 43 |
| 41 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 40 |
| 42 | 3 | 3 | 1 | 1 | 4 | 2 | 2 | 1 | 2 | 3 | 22 |
| 43 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 32 |
| 44 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 45 |
| 45 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 2 | 5 | 4 | 41 |
| 46 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 39 |
| 47 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 37 |
| 48 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 37 |
| 49 | 3 | 3 | 5 | 4 | 2 | 4 | 4 | 3 | 4 | 2 | 34 |
| 50 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 45 |
| 51 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 34 |
| 52 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 40 |
| 53 | 3 | 4 | 5 | 1 | 4 | 5 | 5 | 5 | 5 | 4 | 41 |
| 54 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 38 |
| 55 | 3 | 5 | 5 | 2 | 2 | 5 | 5 | 5 | 4 | 3 | 39 |
| **Total** | **197** | **222** | **230** | **219** | **198** | **208** | **224** | **203** | **200** | **198** | **2099** |

**TABULASI DATA VARIABEL Y (KEPUTUSAN PEMBELIAN)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Item Pernyataan** | | | | | | | | **Total** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** |
| 1 | 3 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 35 |
| 2 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 32 |
| 3 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 38 |
| 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 29 |
| 5 | 4 | 1 | 3 | 4 | 3 | 4 | 3 | 4 | 26 |
| 6 | 3 | 4 | 4 | 5 | 5 | 3 | 3 | 3 | 30 |
| 7 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 32 |
| 8 | 5 | 4 | 1 | 4 | 4 | 5 | 5 | 5 | 33 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 33 |
| 10 | 4 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 33 |
| 11 | 3 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 34 |
| 12 | 2 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 35 |
| 13 | 3 | 5 | 2 | 4 | 4 | 3 | 3 | 3 | 27 |
| 14 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 34 |
| 15 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 37 |
| 16 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 31 |
| 17 | 4 | 3 | 3 | 3 | 2 | 5 | 4 | 4 | 28 |
| 18 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 19 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 35 |
| 20 | 4 | 3 | 3 | 4 | 4 | 5 | 5 | 5 | 33 |
| 21 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 22 | 1 | 4 | 3 | 4 | 4 | 2 | 1 | 2 | 21 |
| 23 | 4 | 2 | 1 | 3 | 4 | 4 | 4 | 4 | 26 |
| 24 | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 29 |
| 25 | 4 | 1 | 1 | 1 | 1 | 4 | 4 | 4 | 20 |
| 26 | 4 | 4 | 4 | 2 | 5 | 4 | 4 | 4 | 31 |
| 27 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 27 |
| 28 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 29 | 3 | 1 | 5 | 5 | 5 | 3 | 4 | 5 | 31 |
| 30 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 31 | 4 | 3 | 3 | 3 | 4 | 5 | 5 | 5 | 32 |
| 32 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 29 |
| 33 | 3 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 31 |
| 34 | 3 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 25 |
| 35 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 27 |
| 36 | 3 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 35 |
| 37 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 29 |
| 38 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 34 |
| 39 | 4 | 3 | 1 | 2 | 5 | 4 | 4 | 5 | 28 |
| 40 | 4 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 36 |
| 41 | 4 | 5 | 2 | 5 | 5 | 4 | 4 | 4 | 33 |
| 42 | 3 | 1 | 3 | 2 | 1 | 3 | 3 | 4 | 20 |
| 43 | 4 | 2 | 3 | 3 | 3 | 4 | 4 | 2 | 25 |
| 44 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
| 45 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 30 |
| 46 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 32 |
| 47 | 4 | 4 | 3 | 1 | 4 | 4 | 4 | 4 | 28 |
| 48 | 4 | 2 | 4 | 3 | 5 | 4 | 3 | 4 | 29 |
| 49 | 3 | 5 | 4 | 3 | 5 | 3 | 2 | 3 | 28 |
| 50 | 3 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 34 |
| 51 | 3 | 3 | 5 | 4 | 4 | 4 | 3 | 3 | 29 |
| 52 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 30 |
| 53 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 32 |
| 54 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 31 |
| 55 | 3 | 5 | 3 | 3 | 3 | 5 | 3 | 3 | 28 |
| **Total** | **197** | **208** | **195** | **208** | **226** | **222** | **207** | **214** | **1677** |

**TOTAL TABULASI VARIABEL X DAN Y**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No.** | **X** | **Y** | **X2** | **Y2** | **X.Y** |
| 1 | 38 | 35 | 1444 | 1225 | 1330 |
| 2 | 40 | 32 | 1600 | 1024 | 1280 |
| 3 | 45 | 38 | 2025 | 1444 | 1710 |
| 4 | 41 | 29 | 1681 | 841 | 1189 |
| 5 | 37 | 26 | 1369 | 676 | 962 |
| 6 | 36 | 30 | 1296 | 900 | 1080 |
| 7 | 40 | 32 | 1600 | 1024 | 1280 |
| 8 | 41 | 33 | 1681 | 1089 | 1353 |
| 9 | 35 | 33 | 1225 | 1089 | 1155 |
| 10 | 40 | 33 | 1600 | 1089 | 1320 |
| 11 | 37 | 34 | 1369 | 1156 | 1258 |
| 12 | 42 | 35 | 1764 | 1225 | 1470 |
| 13 | 35 | 27 | 1225 | 729 | 945 |
| 14 | 41 | 34 | 1681 | 1156 | 1394 |
| 15 | 45 | 37 | 2025 | 1369 | 1665 |
| 16 | 41 | 31 | 1681 | 961 | 1271 |
| 17 | 37 | 28 | 1369 | 784 | 1036 |
| 18 | 40 | 31 | 1600 | 961 | 1240 |
| 19 | 45 | 35 | 2025 | 1225 | 1575 |
| 20 | 46 | 33 | 2116 | 1089 | 1518 |
| 21 | 38 | 31 | 1444 | 961 | 1178 |
| 22 | 31 | 21 | 961 | 441 | 651 |
| 23 | 34 | 26 | 1156 | 676 | 884 |
| 24 | 32 | 29 | 1024 | 841 | 928 |
| 25 | 23 | 20 | 529 | 400 | 460 |
| 26 | 42 | 31 | 1764 | 961 | 1302 |
| 27 | 40 | 27 | 1600 | 729 | 1080 |
| 28 | 35 | 31 | 1225 | 961 | 1085 |
| 29 | 40 | 31 | 1600 | 961 | 1240 |
| 30 | 36 | 31 | 1296 | 961 | 1116 |
| 31 | 35 | 32 | 1225 | 1024 | 1120 |
| 32 | 40 | 29 | 1600 | 841 | 1160 |
| 33 | 33 | 31 | 1089 | 961 | 1023 |
| 34 | 36 | 25 | 1296 | 625 | 900 |
| 35 | 33 | 27 | 1089 | 729 | 891 |
| 36 | 39 | 35 | 1521 | 1225 | 1365 |
| 37 | 41 | 29 | 1681 | 841 | 1189 |
| 38 | 40 | 34 | 1600 | 1156 | 1360 |
| 39 | 42 | 28 | 1764 | 784 | 1176 |
| 40 | 43 | 36 | 1849 | 1296 | 1548 |
| 41 | 40 | 33 | 1600 | 1089 | 1320 |
| 42 | 22 | 20 | 484 | 400 | 440 |
| 43 | 32 | 25 | 1024 | 625 | 800 |
| 44 | 45 | 38 | 2025 | 1444 | 1710 |
| 45 | 41 | 30 | 1681 | 900 | 1230 |
| 46 | 39 | 32 | 1521 | 1024 | 1248 |
| 47 | 37 | 28 | 1369 | 784 | 1036 |
| 48 | 37 | 29 | 1369 | 841 | 1073 |
| 49 | 34 | 28 | 1156 | 784 | 952 |
| 50 | 45 | 34 | 2025 | 1156 | 1530 |
| 51 | 34 | 29 | 1156 | 841 | 986 |
| 52 | 40 | 30 | 1600 | 900 | 1200 |
| 53 | 41 | 32 | 1681 | 1024 | 1312 |
| 54 | 38 | 31 | 1444 | 961 | 1178 |
| 55 | 39 | 28 | 1521 | 784 | 1092 |
| **Total** | **2099** | **1673** | **81345** | **51987** | **64794** |

**DATA VALIDITAS VARIABEL X (*BRAND AMBASSADOR)***

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Item Pernyataan** | | | | | | | | | | **Total** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| 1 | 4 | 4 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 2 | 31 |
| 2 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 34 |
| 3 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 35 |
| 5 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 5 | 3 | 5 | 37 |
| 6 | 3 | 3 | 4 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 34 |
| 7 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 36 |
| 8 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 47 |
| 9 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 42 |
| 10 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 41 |
| 11 | 5 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 37 |
| 12 | 5 | 4 | 3 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 42 |
| 13 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 31 |
| 14 | 4 | 5 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 15 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 16 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 44 |
| 17 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 44 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 19 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 47 |
| 20 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 44 |
| 21 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 35 |
| 22 | 2 | 1 | 3 | 1 | 2 | 3 | 3 | 3 | 4 | 1 | 23 |
| 23 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 42 |
| 24 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 26 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 27 | 4 | 4 | 4 | 3 | 2 | 2 | 4 | 4 | 3 | 4 | 34 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 29 | 3 | 4 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 26 |
| 30 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| **∑X** | **121** | **118** | **113** | **101** | **116** | **117** | **118** | **120** | **110** | **112** | **1146** |
| **∑X2** | **14641** | **13924** | **12769** | **10201** | **13456** | **13689** | **13924** | **14400** | **12100** | **12544** | **1313316** |

**DATA VALIDITAS VARIABEL Y (KEPUTUSAN PEMBELIAN)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Item Pernyataan** | | | | | | | | |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **Total** |
| 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 2 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 30 |
| 3 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 36 |
| 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 27 |
| 5 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 27 |
| 6 | 2 | 2 | 3 | 4 | 3 | 3 | 4 | 4 | 25 |
| 7 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 27 |
| 8 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 34 |
| 9 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 10 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 32 |
| 11 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 26 |
| 12 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 21 |
| 13 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 23 |
| 14 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 15 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 36 |
| 16 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 37 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 19 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 2 | 31 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 33 |
| 21 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 27 |
| 22 | 3 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 12 |
| 23 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 31 |
| 24 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 26 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 30 |
| 27 | 3 | 2 | 2 | 4 | 4 | 3 | 3 | 2 | 23 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 29 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 22 |
| 30 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 25 |
| **∑Y** | **106** | **102** | **109** | **113** | **110** | **106** | **106** | **98** | **850** |
| **∑Y2** | **11236** | **10404** | **11881** | **12769** | **12100** | **11236** | **11236** | **9604** | **722500** |

Lampiran 3

**HASIL VALIDITAS VARIABEL BRAND AMBASSADOR (X)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | X.1 | X.2 | X.3 | X.4 | X.5 | X.6 | X.7 | X.8 | X.9 | X.10 | TOTAL |
| X.P1 | Pearson Correlation | 1 | .678\*\* | .480\*\* | .497\*\* | .655\*\* | .475\*\* | .614\*\* | .519\*\* | .500\*\* | .533\*\* | .793\*\* |
| Sig. (2-tailed) |  | 0 | 0.01 | 0.01 | 0 | 0.01 | 0 | 0 | 0.01 | 0 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.P2 | Pearson Correlation | .678\*\* | 1 | .441\* | .566\*\* | .479\*\* | .447\* | .422\* | 0.29 | 0.26 | .479\*\* | .690\*\* |
| Sig. (2-tailed) | 0 |  | 0.02 | 0 | 0.01 | 0.01 | 0.02 | 0.13 | 0.17 | 0.01 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.P3 | Pearson Correlation | .480\*\* | .441\* | 1 | 0.29 | 0.32 | .492\*\* | .517\*\* | .512\*\* | .435\* | .417\* | .633\*\* |
| Sig. (2-tailed) | 0.01 | 0.02 |  | 0.12 | 0.09 | 0.01 | 0 | 0 | 0.02 | 0.02 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.P4 | Pearson Correlation | .497\*\* | .566\*\* | 0.29 | 1 | .568\*\* | .563\*\* | 0.28 | 0.36 | 0.36 | .656\*\* | .717\*\* |
| Sig. (2-tailed) | 0.01 | 0 | 0.12 |  | 0 | 0 | 0.14 | 0.05 | 0.05 | 0 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.P5 | Pearson Correlation | .655\*\* | .479\*\* | 0.32 | .568\*\* | 1 | .798\*\* | .610\*\* | .561\*\* | .518\*\* | .487\*\* | .820\*\* |
| Sig. (2-tailed) | 0 | 0.01 | 0.09 | 0 |  | 0 | 0 | 0 | 0 | 0.01 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.P6 | Pearson Correlation | .475\*\* | .447\* | .492\*\* | .563\*\* | .798\*\* | 1 | .670\*\* | .569\*\* | .653\*\* | .546\*\* | .842\*\* |
| Sig. (2-tailed) | 0.01 | 0.01 | 0.01 | 0 | 0 |  | 0 | 0 | 0 | 0 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.P7 | Pearson Correlation | .614\*\* | .422\* | .517\*\* | 0.28 | .610\*\* | .670\*\* | 1 | .738\*\* | .658\*\* | .455\* | .779\*\* |
| Sig. (2-tailed) | 0 | 0.02 | 0 | 0.14 | 0 | 0 |  | 0 | 0 | 0.01 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.P8 | Pearson Correlation | .519\*\* | 0.29 | .512\*\* | 0.36 | .561\*\* | .569\*\* | .738\*\* | 1 | .601\*\* | .629\*\* | .753\*\* |
| Sig. (2-tailed) | 0 | 0.13 | 0 | 0.05 | 0 | 0 | 0 |  | 0 | 0 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.P9 | Pearson Correlation | .500\*\* | 0.26 | .435\* | 0.36 | .518\*\* | .653\*\* | .658\*\* | .601\*\* | 1 | 0.26 | .681\*\* |
| Sig. (2-tailed) | 0.01 | 0.17 | 0.02 | 0.05 | 0 | 0 | 0 | 0 |  | 0.17 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X.P10 | Pearson Correlation | .533\*\* | .479\*\* | .417\* | .656\*\* | .487\*\* | .546\*\* | .455\* | .629\*\* | 0.26 | 1 | .743\*\* |
| Sig. (2-tailed) | 0 | 0.01 | 0.02 | 0 | 0.01 | 0 | 0.01 | 0 | 0.17 |  | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .793\*\* | .690\*\* | .633\*\* | .717\*\* | .820\*\* | .842\*\* | .779\*\* | .753\*\* | .681\*\* | .743\*\* | 1 |
| Sig. (2-tailed) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

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

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

**HASIL RELIABILITAS VARIABEL BRAND AMBASSADOR (X)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .909 | 10 |

**HASIL VALIDITAS VARIABEL KEPUTUSAN PEMBELIAN (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | Y.P1 | Y.P2 | Y.P3 | Y.P4 | Y.P5 | Y.P6 | Y.P7 | Y.P8 | TOTAL |
| Y.P1 | | Pearson Correlation | 1 | .688\*\* | .616\*\* | .441\* | .406\* | .485\*\* | .432\* | 0.35 | .678\*\* |
| Sig. (2-tailed) |  | 0 | 0 | 0.02 | 0.03 | 0.01 | 0.02 | 0.06 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P2 | | Pearson Correlation | .688\*\* | 1 | .749\*\* | .362\* | .581\*\* | .743\*\* | .592\*\* | .478\*\* | .808\*\* |
| Sig. (2-tailed) | 0 |  | 0 | 0.05 | 0 | 0 | 0 | 0.01 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P3 | | Pearson Correlation | .616\*\* | .749\*\* | 1 | .516\*\* | .710\*\* | .760\*\* | .720\*\* | .554\*\* | .880\*\* |
| Sig. (2-tailed) | 0 | 0 |  | 0 | 0 | 0 | 0 | 0 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P4 | | Pearson Correlation | .441\* | .362\* | .516\*\* | 1 | .612\*\* | .572\*\* | .665\*\* | .519\*\* | .715\*\* |
| Sig. (2-tailed) | 0.02 | 0.05 | 0 |  | 0 | 0 | 0 | 0 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P5 | | Pearson Correlation | .406\* | .581\*\* | .710\*\* | .612\*\* | 1 | .794\*\* | .766\*\* | .478\*\* | .830\*\* |
| Sig. (2-tailed) | 0.03 | 0 | 0 | 0 |  | 0 | 0 | 0.01 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P6 | | Pearson Correlation | .485\*\* | .743\*\* | .760\*\* | .572\*\* | .794\*\* | 1 | .797\*\* | .652\*\* | .902\*\* |
| Sig. (2-tailed) | 0.01 | 0 | 0 | 0 | 0 |  | 0 | 0 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P7 | | Pearson Correlation | .432\* | .592\*\* | .720\*\* | .665\*\* | .766\*\* | .797\*\* | 1 | .683\*\* | .885\*\* |
| Sig. (2-tailed) | 0.02 | 0 | 0 | 0 | 0 | 0 |  | 0 | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P8 | | Pearson Correlation | 0.35 | .478\*\* | .554\*\* | .519\*\* | .478\*\* | .652\*\* | .683\*\* | 1 | .737\*\* |
| Sig. (2-tailed) | 0.06 | 0.01 | 0 | 0 | 0.01 | 0 | 0 |  | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | | Pearson Correlation | .678\*\* | .808\*\* | .880\*\* | .715\*\* | .830\*\* | .902\*\* | .885\*\* | .737\*\* | 1 |
| Sig. (2-tailed) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
|  | | | | | | | | | | | |

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

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

**HASIL RELIABILITAS VARIABEL LOYALITAS PELANGGAN (Y)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .922 | 8 |

Lampiran 4

**OUTPUT SPSS**

**Tabel Frekuensi Karakteristik Responden**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | laki-laki | 20 | 36.4 | 36.4 | 36.4 |
| perempuan | 35 | 63.6 | 63.6 | 100.0 |
| Total | 55 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 20-30 | 36 | 65.5 | 65.5 | 65.5 |
| 31-40 | 15 | 27.3 | 27.3 | 92.7 |
| 41-50 | 4 | 7.3 | 7.3 | 100.0 |
| Total | 55 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent | |
| Valid | SMA | 5 | 9.1 | 9.1 | 9.1 | |
| D3 | 19 | 34.5 | 34.5 | 43.6 | |
| S1 | 31 | 56.4 | 56.4 | 100.0 | |
| Total | 55 | 100.0 | 100.0 |  | |

**Tabel Frekuensi Brand Ambassador**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.P1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1.8 | 1.8 | 1.8 |
| 2 | 2 | 3.6 | 3.6 | 5.5 |
| 3 | 20 | 36.4 | 36.4 | 41.8 |
| 4 | 28 | 50.9 | 50.9 | 92.7 |
| 5 | 4 | 7.3 | 7.3 | 100.0 |
| Total | 55 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.P2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 2 | 3.6 | 3.6 | 3.6 |
| 3 | 8 | 14.5 | 14.5 | 18.2 |
| 4 | 31 | 56.4 | 56.4 | 74.5 |
| 5 | 14 | 25.5 | 25.5 | 100.0 |
| Total | 55 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.P3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 3.6 | 3.6 | 3.6 |
| 2 | 3 | 5.5 | 5.5 | 9.1 |
| 3 | 8 | 14.5 | 14.5 | 23.6 |
| 4 | 12 | 21.8 | 21.8 | 45.5 |
| 5 | 30 | 54.5 | 54.5 | 100.0 |
| Total | 55 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.P4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 3 | 5.5 | 5.5 | 5.5 |
| 2 | 3 | 5.5 | 5.5 | 10.9 |
| 3 | 7 | 12.7 | 12.7 | 23.6 |
| 4 | 21 | 38.2 | 38.2 | 61.8 |
| 5 | 21 | 38.2 | 38.2 | 100.0 |
| Total | 55 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.P5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 4 | 7.3 | 7.3 | 7.3 |
| 3 | 17 | 30.9 | 30.9 | 38.2 |
| 4 | 31 | 56.4 | 56.4 | 94.5 |
| 5 | 3 | 5.5 | 5.5 | 100.0 |
| Total | 55 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.P6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 4 | 7.3 | 7.3 | 7.3 |
| 3 | 11 | 20.0 | 20.0 | 27.3 |
| 4 | 33 | 60.0 | 60.0 | 87.3 |
| 5 | 7 | 12.7 | 12.7 | 100.0 |
| Total | 55 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.P7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1.8 | 1.8 | 1.8 |
| 2 | 1 | 1.8 | 1.8 | 3.6 |
| 3 | 7 | 12.7 | 12.7 | 16.4 |
| 4 | 30 | 54.5 | 54.5 | 70.9 |
| 5 | 16 | 29.1 | 29.1 | 100.0 |
| Total | 55 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.P8** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 3.6 | 3.6 | 3.6 |
| 2 | 1 | 1.8 | 1.8 | 5.5 |
| 3 | 17 | 30.9 | 30.9 | 36.4 |
| 4 | 27 | 49.1 | 49.1 | 85.5 |
| 5 | 8 | 14.5 | 14.5 | 100.0 |
| Total | 55 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.P9** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 3.6 | 3.6 | 3.6 |
| 2 | 1 | 1.8 | 1.8 | 5.5 |
| 3 | 20 | 36.4 | 36.4 | 41.8 |
| 4 | 24 | 43.6 | 43.6 | 85.5 |
| 5 | 8 | 14.5 | 14.5 | 100.0 |
| Total | 55 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.P10** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1.8 | 1.8 | 1.8 |
| 2 | 3 | 5.5 | 5.5 | 7.3 |
| 3 | 17 | 30.9 | 30.9 | 38.2 |
| 4 | 30 | 54.5 | 54.5 | 92.7 |
| 5 | 4 | 7.3 | 7.3 | 100.0 |
| Total | 55 | 100.0 | 100.0 |  |

**Frequency Table Keputusan Pembelian**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.P1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1.8 | 1.8 | 1.8 |
| 2 | 2 | 3.6 | 3.6 | 5.5 |
| 3 | 20 | 36.4 | 36.4 | 41.8 |
| 4 | 28 | 50.9 | 50.9 | 92.7 |
| 5 | 4 | 7.3 | 7.3 | 100.0 |
| Total | 55 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.P2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 4 | 7.3 | 7.3 | 7.3 |
| 2 | 3 | 5.5 | 5.5 | 12.7 |
| 3 | 8 | 14.5 | 14.5 | 27.3 |
| 4 | 26 | 47.3 | 47.3 | 74.5 |
| 5 | 14 | 25.5 | 25.5 | 100.0 |
| Total | 55 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.P3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 4 | 7.3 | 7.3 | 7.3 |
| 2 | 3 | 5.5 | 5.5 | 12.7 |
| 3 | 17 | 30.9 | 30.9 | 43.6 |
| 4 | 21 | 38.2 | 38.2 | 81.8 |
| 5 | 10 | 18.2 | 18.2 | 100.0 |
| Total | 55 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.P4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 3.6 | 3.6 | 3.6 |
| 2 | 3 | 5.5 | 5.5 | 9.1 |
| 3 | 14 | 25.5 | 25.5 | 34.5 |
| 4 | 22 | 40.0 | 40.0 | 74.5 |
| 5 | 14 | 25.5 | 25.5 | 100.0 |
| Total | 55 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.P5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2 | 3.6 | 3.6 | 3.6 |
| 2 | 2 | 3.6 | 3.6 | 7.3 |
| 3 | 4 | 7.3 | 7.3 | 14.5 |
| 4 | 27 | 49.1 | 49.1 | 63.6 |
| 5 | 20 | 36.4 | 36.4 | 100.0 |
| Total | 55 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.P6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 2 | 3.6 | 3.6 | 3.6 |
| 3 | 8 | 14.5 | 14.5 | 18.2 |
| 4 | 31 | 56.4 | 56.4 | 74.5 |
| 5 | 14 | 25.5 | 25.5 | 100.0 |
| Total | 55 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.P7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1 | 1.8 | 1.8 | 1.8 |
| 2 | 2 | 3.6 | 3.6 | 5.5 |
| 3 | 16 | 29.1 | 29.1 | 34.5 |
| 4 | 26 | 47.3 | 47.3 | 81.8 |
| 5 | 10 | 18.2 | 18.2 | 100.0 |
| Total | 55 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.P8** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 4 | 7.3 | 7.3 | 7.3 |
| 3 | 11 | 20.0 | 20.0 | 27.3 |
| 4 | 27 | 49.1 | 49.1 | 76.4 |
| 5 | 13 | 23.6 | 23.6 | 100.0 |
| Total | 55 | 100.0 | 100.0 |  |

**HASIL UJI REGRESI SEDERHANA**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 6.057 | 2.790 |  | 2.171 | .034 |
| BRAND AMBASSADOR | .640 | .073 | .771 | 8.826 | .000 |
| a. Dependent Variable: KEPUTUSAN PEMBELIAN | | | | | | |

**HASIL UJI PARSIAL (UJI T)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 6.057 | 2.790 |  | 2.171 | .034 |
| BRAND AMBASSADOR | .640 | .073 | .771 | 8.826 | .000 |
| a. Dependent Variable: KEPUTUSAN PEMBELIAN | | | | | | |

**HASIL UJI KOEFISIEN DETERMINASI (R2)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .771a | .595 | .587 | 2.554 |
| a. Predictors: (Constant), BRAND AMBASSADOR | | | | |
| b. Dependent Variable: KEPUTUSAN PEMBELIAN | | | | |

**Titik Persentase Distribusi t (df = 1 – 80)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Pr** | **0.25** | **0.10** | **0.05** | **0.025** | **0.01** | **0.005** | **0.001** |
| **df** | **0.50** | **0.20** | **0.10** | **0.050** | **0.02** | **0.010** | **0.002** |
| **1** | 1.00000 | 3.07768 | 6.31375 | 12.70620 | 31.82052 | 63.65674 | 318.30884 |
| **2** | 0.81650 | 1.88562 | 2.91999 | 4.30265 | 6.96456 | 9.92484 | 22.32712 |
| **3** | 0.76489 | 1.63774 | 2.35336 | 3.18245 | 4.54070 | 5.84091 | 10.21453 |
| **4** | 0.74070 | 1.53321 | 2.13185 | 2.77645 | 3.74695 | 4.60409 | 7.17318 |
| **5** | 0.72669 | 1.47588 | 2.01505 | 2.57058 | 3.36493 | 4.03214 | 5.89343 |
| **6** | 0.71756 | 1.43976 | 1.94318 | 2.44691 | 3.14267 | 3.70743 | 5.20763 |
| **7** | 0.71114 | 1.41492 | 1.89458 | 2.36462 | 2.99795 | 3.49948 | 4.78529 |
| **8** | 0.70639 | 1.39682 | 1.85955 | 2.30600 | 2.89646 | 3.35539 | 4.50079 |
| **9** | 0.70272 | 1.38303 | 1.83311 | 2.26216 | 2.82144 | 3.24984 | 4.29681 |
| **10** | 0.69981 | 1.37218 | 1.81246 | 2.22814 | 2.76377 | 3.16927 | 4.14370 |
| **11** | 0.69745 | 1.36343 | 1.79588 | 2.20099 | 2.71808 | 3.10581 | 4.02470 |
| **12** | 0.69548 | 1.35622 | 1.78229 | 2.17881 | 2.68100 | 3.05454 | 3.92963 |
| **13** | 0.69383 | 1.35017 | 1.77093 | 2.16037 | 2.65031 | 3.01228 | 3.85198 |
| **14** | 0.69242 | 1.34503 | 1.76131 | 2.14479 | 2.62449 | 2.97684 | 3.78739 |
| **15** | 0.69120 | 1.34061 | 1.75305 | 2.13145 | 2.60248 | 2.94671 | 3.73283 |
| **16** | 0.69013 | 1.33676 | 1.74588 | 2.11991 | 2.58349 | 2.92078 | 3.68615 |
| **17** | 0.68920 | 1.33338 | 1.73961 | 2.10982 | 2.56693 | 2.89823 | 3.64577 |
| **18** | 0.68836 | 1.33039 | 1.73406 | 2.10092 | 2.55238 | 2.87844 | 3.61048 |
| **19** | 0.68762 | 1.32773 | 1.72913 | 2.09302 | 2.53948 | 2.86093 | 3.57940 |
| **20** | 0.68695 | 1.32534 | 1.72472 | 2.08596 | 2.52798 | 2.84534 | 3.55181 |
| **21** | 0.68635 | 1.32319 | 1.72074 | 2.07961 | 2.51765 | 2.83136 | 3.52715 |
| **22** | 0.68581 | 1.32124 | 1.71714 | 2.07387 | 2.50832 | 2.81876 | 3.50499 |
| **23** | 0.68531 | 1.31946 | 1.71387 | 2.06866 | 2.49987 | 2.80734 | 3.48496 |
| **24** | 0.68485 | 1.31784 | 1.71088 | 2.06390 | 2.49216 | 2.79694 | 3.46678 |
| **25** | 0.68443 | 1.31635 | 1.70814 | 2.05954 | 2.48511 | 2.78744 | 3.45019 |
| **26** | 0.68404 | 1.31497 | 1.70562 | 2.05553 | 2.47863 | 2.77871 | 3.43500 |
| **27** | 0.68368 | 1.31370 | 1.70329 | 2.05183 | 2.47266 | 2.77068 | 3.42103 |
| **28** | 0.68335 | 1.31253 | 1.70113 | 2.04841 | 2.46714 | 2.76326 | 3.40816 |
| **29** | 0.68304 | 1.31143 | 1.69913 | 2.04523 | 2.46202 | 2.75639 | 3.39624 |
| **30** | 0.68276 | 1.31042 | 1.69726 | 2.04227 | 2.45726 | 2.75000 | 3.38518 |
| **31** | 0.68249 | 1.30946 | 1.69552 | 2.03951 | 2.45282 | 2.74404 | 3.37490 |
| **32** | 0.68223 | 1.30857 | 1.69389 | 2.03693 | 2.44868 | 2.73848 | 3.36531 |
| **33** | 0.68200 | 1.30774 | 1.69236 | 2.03452 | 2.44479 | 2.73328 | 3.35634 |
| **34** | 0.68177 | 1.30695 | 1.69092 | 2.03224 | 2.44115 | 2.72839 | 3.34793 |
| **35** | 0.68156 | 1.30621 | 1.68957 | 2.03011 | 2.43772 | 2.72381 | 3.34005 |
| **36** | 0.68137 | 1.30551 | 1.68830 | 2.02809 | 2.43449 | 2.71948 | 3.33262 |
| **37** | 0.68118 | 1.30485 | 1.68709 | 2.02619 | 2.43145 | 2.71541 | 3.32563 |
| **38** | 0.68100 | 1.30423 | 1.68595 | 2.02439 | 2.42857 | 2.71156 | 3.31903 |
| **39** | 0.68083 | 1.30364 | 1.68488 | 2.02269 | 2.42584 | 2.70791 | 3.31279 |
| **40** | 0.68067 | 1.30308 | 1.68385 | 2.02108 | 2.42326 | 2.70446 | 3.30688 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Pr** | **0.25** | **0.10** | **0.05** | **0.025** | **0.01** | **0.005** | **0.001** |
| **df** | **0.50** | **0.20** | **0.10** | **0.050** | **0.02** | **0.010** | **0.002** |
| **41** | 0.68052 | 1.30254 | 1.68288 | 2.01954 | 2.42080 | 2.70118 | 3.30127 |
| **42** | 0.68038 | 1.30204 | 1.68195 | 2.01808 | 2.41847 | 2.69807 | 3.29595 |
| **43** | 0.68024 | 1.30155 | 1.68107 | 2.01669 | 2.41625 | 2.69510 | 3.29089 |
| **44** | 0.68011 | 1.30109 | 1.68023 | 2.01537 | 2.41413 | 2.69228 | 3.28607 |
| **45** | 0.67998 | 1.30065 | 1.67943 | 2.01410 | 2.41212 | 2.68959 | 3.28148 |
| **46** | 0.67986 | 1.30023 | 1.67866 | 2.01290 | 2.41019 | 2.68701 | 3.27710 |
| **47** | 0.67975 | 1.29982 | 1.67793 | 2.01174 | 2.40835 | 2.68456 | 3.27291 |
| **48** | 0.67964 | 1.29944 | 1.67722 | 2.01063 | 2.40658 | 2.68220 | 3.26891 |
| **49** | 0.67953 | 1.29907 | 1.67655 | 2.00958 | 2.40489 | 2.67995 | 3.26508 |
| **50** | 0.67943 | 1.29871 | 1.67591 | 2.00856 | 2.40327 | 2.67779 | 3.26141 |
| **51** | 0.67933 | 1.29837 | 1.67528 | 2.00758 | 2.40172 | 2.67572 | 3.25789 |
| **52** | 0.67924 | 1.29805 | 1.67469 | 2.00665 | 2.40022 | 2.67373 | 3.25451 |
| **53** | 0.67915 | 1.29773 | 1.67412 | 2.00575 | 2.39879 | 2.67182 | 3.25127 |
| **54** | 0.67906 | 1.29743 | 1.67356 | 2.00488 | 2.39741 | 2.66998 | 3.24815 |
| **55** | 0.67898 | 1.29713 | 1.67303 | 2.00404 | 2.39608 | 2.66822 | 3.24515 |
| **56** | 0.67890 | 1.29685 | 1.67252 | 2.00324 | 2.39480 | 2.66651 | 3.24226 |
| **57** | 0.67882 | 1.29658 | 1.67203 | 2.00247 | 2.39357 | 2.66487 | 3.23948 |
| **58** | 0.67874 | 1.29632 | 1.67155 | 2.00172 | 2.39238 | 2.66329 | 3.23680 |
| **59** | 0.67867 | 1.29607 | 1.67109 | 2.00100 | 2.39123 | 2.66176 | 3.23421 |
| **60** | 0.67860 | 1.29582 | 1.67065 | 2.00030 | 2.39012 | 2.66028 | 3.23171 |
| **61** | 0.67853 | 1.29558 | 1.67022 | 1.99962 | 2.38905 | 2.65886 | 3.22930 |
| **62** | 0.67847 | 1.29536 | 1.66980 | 1.99897 | 2.38801 | 2.65748 | 3.22696 |
| **63** | 0.67840 | 1.29513 | 1.66940 | 1.99834 | 2.38701 | 2.65615 | 3.22471 |
| **64** | 0.67834 | 1.29492 | 1.66901 | 1.99773 | 2.38604 | 2.65485 | 3.22253 |
| **65** | 0.67828 | 1.29471 | 1.66864 | 1.99714 | 2.38510 | 2.65360 | 3.22041 |
| **66** | 0.67823 | 1.29451 | 1.66827 | 1.99656 | 2.38419 | 2.65239 | 3.21837 |
| **67** | 0.67817 | 1.29432 | 1.66792 | 1.99601 | 2.38330 | 2.65122 | 3.21639 |
| **68** | 0.67811 | 1.29413 | 1.66757 | 1.99547 | 2.38245 | 2.65008 | 3.21446 |
| **69** | 0.67806 | 1.29394 | 1.66724 | 1.99495 | 2.38161 | 2.64898 | 3.21260 |
| **70** | 0.67801 | 1.29376 | 1.66691 | 1.99444 | 2.38081 | 2.64790 | 3.21079 |
| **71** | 0.67796 | 1.29359 | 1.66660 | 1.99394 | 2.38002 | 2.64686 | 3.20903 |
| **72** | 0.67791 | 1.29342 | 1.66629 | 1.99346 | 2.37926 | 2.64585 | 3.20733 |
| **73** | 0.67787 | 1.29326 | 1.66600 | 1.99300 | 2.37852 | 2.64487 | 3.20567 |
| **74** | 0.67782 | 1.29310 | 1.66571 | 1.99254 | 2.37780 | 2.64391 | 3.20406 |
| **75** | 0.67778 | 1.29294 | 1.66543 | 1.99210 | 2.37710 | 2.64298 | 3.20249 |
| **76** | 0.67773 | 1.29279 | 1.66515 | 1.99167 | 2.37642 | 2.64208 | 3.20096 |
| **77** | 0.67769 | 1.29264 | 1.66488 | 1.99125 | 2.37576 | 2.64120 | 3.19948 |
| **78** | 0.67765 | 1.29250 | 1.66462 | 1.99085 | 2.37511 | 2.64034 | 3.19804 |
| **79** | 0.67761 | 1.29236 | 1.66437 | 1.99045 | 2.37448 | 2.63950 | 3.19663 |
| **80** | 0.67757 | 1.29222 | 1.66412 | 1.99006 | 2.37387 | 2.63869 | 3.19526 |