**LAMPIRAN**

**KUESIONER**

1. **Identitas Peneliti**

Nama : Cindy Claudya Vaglyn Ismon

NPM : 183114237

Jenis Kelamin : Perempuan

Jurusan : Manajemen

Fakultas : Ekonomi

Asal Perguruan Tinggi : Universitas Muslim Nusantara Al-Washliyah Medan

Judul Penelitian : Pengaruh Penggunaan *Celebrity* *Endorser* dan *Service Quality* Terhadap Minat Beli Konsumen Alfamart Jaharun B Kecamatan Galang Kabupaten Deli Serdang

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

Medan, Mei 2022

Cindy Claudya Vaglyn Ismon

1. **IDENTITAS RESPONDEN**

Nama (Boleh Tidak Diisi) :

Jenis Kelamin :

Usia :

Pekerjaan :

1. **PETUNJUK PENGISIAN**
2. Pilihlah jawaban yang paling tepat menurut anda.
3. Bacalah setiap pertanyaan dengan seksama.
4. Isilah semua nomor dengan memilih satu antara 5 alternatif jawaban dengan memberikan tanda 🗸pada kolom yang sudah disediakan.
5. alternative jawaban adalah sebagai berikut :

**Keterangan Nilai**

**SS = Sangat Setuju 5**

**S = Setuju 4**

**KS = Kurang Setuju 3**

**TS = Tidak Setuju 2**

**STS = Sangat Tidak Setuju 1**

1. **DAFTAR PERNYATAAN**

***CELEBRITY* *ENDORSER*  (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| **SS** | **S** | **KS** | **TS** | **STS** |
| **5** | **4** | **3** | **2** | **1** |
|  | **Kepercayaan (*Trustworthy*)** |  |  |  |  |  |
| **1.** | Saya merasa bahwa *celebrity* *endorser* Alfamart, Raffi Ahmad adalah seseorang yang dapat dipercaya. |  |  |  |  |  |
| **2.** | Saya merasa bahwa *Celebrity* *Endorser* Raffi Ahmad konsisten dalam menyampaikan pesan sebagai *endorser*  Alfamart. |  |  |  |  |  |
| **3.** | Saya merasa bahwa *Celebrity* *Endorser* , Raffi Ahmad dapat diandalkan. |  |  |  |  |  |
|  | **Keahlian (*Expertise*)** |  |  |  |  |  |
| **1.** | Saya merasa bahwa *Celebrity* *Endorser*, Raffi Ahmad mengetahui informasi mengenai perusahaan Alfamart. |  |  |  |  |  |
| **2.** | Saya merasa bahwa *Celebrity* *Endorser*, Raffi Ahmad seseorang yang ahli dalam mengiklankan sesuatu produk/jasa. |  |  |  |  |  |
| **3.** | Saya merasa bahwa *Celebrity* *Endorser*, Raffi Ahmad dapat memberi kesan yang berkelas setiap mengiklankan sesuatu. |  |  |  |  |  |
|  | **Daya tarik (*Attractiveness)*** |  |  |  |  |  |
| **1.** | Saya merasa bahwa *Celebrity* *Endorser* Raffi Ahmad memiliki daya tarik fisik yang menarik. |  |  |  |  |  |
| **2.** | Saya menyukai Raffi Ahmad. |  |  |  |  |  |
| **3.** | Raffi Ahmad elegan. |  |  |  |  |  |
| **4.** | Saya merasa bahwa sebagai *Celebrity Endorser* Raffi Ahmad adalah seseorang yang memiliki kemampuan berkomunikasi yang baik. |  |  |  |  |  |

***SERVICE QUALITY* (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| **SS** | **S** | **KS** | **TS** | **STS** |
| **5** | **4** | **3** | **2** | **1** |
|  | **Bukti Fisik *(Tangiable)*** |  |  |  |  |  |
| **1.** | Lokasi parkir Alfamart Jaharun B luas dan nyaman. |  |  |  |  |  |
| **2.** | Produk yang disediakan Alfamart Jaharun B lengkap. |  |  |  |  |  |
|  | **Kehandalan *(Reliability)*** |  |  |  |  |  |
| **1.** | Memberikan pelayanan sesuai dengan yang diharapkan. |  |  |  |  |  |
| **2.** | Pegawai Alfamart merespon dengan tepat terhadap kebutuhan konsumen. |  |  |  |  |  |
|  | **Ketanggapan *(Responsive)*** |  |  |  |  |  |
| **1.** | Pegawai Alfamart sigap dalam melayani konsumen. |  |  |  |  |  |
| **2.** | Pegawai Alfamart tidak membiarkan saya berdiri lama karena menunggu antrian pembayaran |  |  |  |  |  |
|  | **Jaminan *(Assurance)*** |  |  |  |  |  |
| **1.** | Penanganan keluhan konsumen diberikan dengan baik oleh pegawai Alfamart. |  |  |  |  |  |
| **2.** | Kualitas produk display Alfamart baik tidak ada yang kadaluwarsa. |  |  |  |  |  |
|  | **Empati *(Emphaty)*** |  |  |  |  |  |
| **1.** | Pegawai Alfamart memberikan pelayanan yang sama tanpa memandang status social. |  |  |  |  |  |
| **2.** | Pegawai Alfamart secara rutin memberi informasi terkait adanya penurunan harga maupun hadiah. |  |  |  |  |  |

**MINAT BELI (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| **SS** | **S** | **KS** | **TS** | **STS** |
| **5** | **4** | **3** | **2** | **1** |
|  | **Minat Transaksional** |  |  |  |  |  |
| **1.** | Saya berniat untuk membeli produk kebutuhan sehari-hari di Alfamart. |  |  |  |  |  |
| **2.** | Saya tertarik untuk membeli kebutuhan sehari-hari di Alfamart. |  |  |  |  |  |
| **3.** | Saya tertarik berbelanja di Alfamart karena lengkap. |  |  |  |  |  |
|  | **Minat Referensial** |  |  |  |  |  |
| **1.** | Saya bersedia mengajak keluarga saya untuk berbelanja di Alfamart. |  |  |  |  |  |
| **2.** | Saya bersedia merekomendasikan kepada teman-teman saya untuk belanja kebutuhan sehari-hari di Alfamart. |  |  |  |  |  |
|  | **Minat Preferensial** |  |  |  |  |  |
| **1.** | Alfamart lebih menarik perhatian saya dibandingkan minimarket lainnya. |  |  |  |  |  |
| **2.** | Saya memilih Alfamart sebagai satu-satunya minimarket untuk memenuhi kebutuhan sehari-hari saya. |  |  |  |  |  |
|  | **Minat Eksploratif** |  |  |  |  |  |
| **1.** | Saya tertarik untuk mendaftarkan diri saya sebagai member Alfamart setelah mengetahui informasi keuntungan dari mengikuti member alfamart. |  |  |  |  |  |
| **2.** | Saya menanyakan informasi mengenai potongan harga kepada pegawai Alfamart. |  |  |  |  |  |
| **3.** | Saya akan mencoba layanan lain yang ditawarkan Alfamart. |  |  |  |  |  |

**LAMPIRAN**

**Data Tabulasi Kuesioner Uji Validitas Dan Uji Reliabiltas Variabel *Celebrity Endorser* (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO. | X1.P1 | X1.P2 | X1.P3 | X1.P4 | X1.P5 | X1.P6 | X1.P7 | X1.P8 | X1.P9 | X1.P10 | TOTAL |
| 1. | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 31 |
| 2. | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 3. | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 46 |
| 4. | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 37 |
| 5. | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 38 |
| 6. | 4 | 3 | 2 | 2 | 2 | 3 | 4 | 3 | 3 | 3 | 29 |
| 7. | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 35 |
| 8. | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 47 |
| 9. | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 40 |
| 10. | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 41 |
| 11. | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 5 | 3 | 35 |
| 12. | 4 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 5 | 4 | 34 |
| 13. | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 14. | 4 | 4 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 5 | 35 |
| 15. | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 16. | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 44 |
| 17. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 18. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 19. | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 20. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| 21. | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 36 |
| 22. | 3 | 1 | 3 | 3 | 1 | 1 | 3 | 1 | 2 | 1 | 19 |
| 23. | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 37 |
| 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 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
| 27. | 4 | 4 | 2 | 3 | 2 | 2 | 4 | 4 | 4 | 4 | 33 |
| 28. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 29. | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 30 |
| 30. | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 34 |

**Data Tabulasi Kuesioner Uji Validitas Dan Uji Reliabiltas Variabel *Service Quality* (X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO. | X2.P1 | X2.P2 | X2.P3 | X2.P4 | X2.P5 | X2.P6 | X2.P7 | X2.P8 | X2.P9 | X2.P10 | TOTAL |
| 1. | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 34 |
| 2. | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 38 |
| 3. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 49 |
| 4. | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 34 |
| 5. | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 35 |
| 6. | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 32 |
| 7. | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 36 |
| 8. | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 46 |
| 9. | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 41 |
| 10. | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 5 | 4 | 42 |
| 11. | 4 | 3 | 4 | 3 | 4 | 3 | 5 | 3 | 4 | 3 | 36 |
| 12. | 3 | 2 | 3 | 3 | 3 | 3 | 5 | 4 | 3 | 2 | 31 |
| 13. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 14. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 41 |
| 15. | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 16. | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 45 |
| 17. | 2 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 2 | 4 | 37 |
| 18. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 19. | 3 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 42 |
| 20. | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 44 |
| 21. | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 36 |
| 22. | 1 | 1 | 3 | 1 | 3 | 1 | 2 | 1 | 1 | 1 | 15 |
| 23. | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 38 |
| 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 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 27. | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 32 |
| 28. | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 38 |
| 29. | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 5 | 3 | 35 |
| 30. | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 34 |

**Data Tabulasi Kuesioner Uji Validitas Dan Uji Reliabiltas Variabel Minat Beli (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO. | Y.P1 | Y.P2 | Y.P3 | Y.P4 | Y.P5 | Y.P6 | Y.P7 | Y.P8 | Y.P9 | Y.P10 | TOTAL |
| 1. | 4 | 4 | 5 | 4 | 3 | 5 | 3 | 4 | 4 | 5 | 41 |
| 2. | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 35 |
| 3. | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 4. | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 34 |
| 5. | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 36 |
| 6. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 7. | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 37 |
| 8. | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 47 |
| 9. | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 44 |
| 10. | 3 | 3 | 3 | 5 | 4 | 3 | 5 | 5 | 3 | 3 | 37 |
| 11. | 5 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 37 |
| 12. | 5 | 4 | 4 | 3 | 2 | 4 | 3 | 3 | 4 | 4 | 36 |
| 13. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 14. | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 15. | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| 16. | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 44 |
| 17. | 5 | 4 | 4 | 2 | 4 | 4 | 4 | 2 | 4 | 4 | 37 |
| 18. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 19. | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 3 | 5 | 5 | 45 |
| 20. | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 48 |
| 21. | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 37 |
| 22. | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 14 |
| 23. | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
| 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 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 27. | 4 | 4 | 2 | 2 | 2 | 2 | 4 | 2 | 4 | 2 | 28 |
| 28. | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 29. | 3 | 4 | 5 | 5 | 3 | 5 | 3 | 5 | 4 | 5 | 42 |
| 30. | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 37 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | X1.P1 | X1.P2 | X1.P3 | X1.P4 | X1.P5 | X1.P6 | X1.P7 | X1.P8 | X1.P9 | X1.P10 | TOTAL |
| X1.P1 | Pearson Correlation | 1 | .619\*\* | .529\*\* | .448\* | .427\* | .642\*\* | .512\*\* | .619\*\* | .519\*\* | .286 | .715\*\* |
| Sig. (2-tailed) |  | .000 | .003 | .013 | .019 | .000 | .004 | .000 | .003 | .126 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.P2 | Pearson Correlation | .619\*\* | 1 | .458\* | .406\* | .581\*\* | .710\*\* | .612\*\* | 1.000\*\* | .524\*\* | .610\*\* | .842\*\* |
| Sig. (2-tailed) | .000 |  | .011 | .026 | .001 | .000 | .000 | .000 | .003 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.P3 | Pearson Correlation | .529\*\* | .458\* | 1 | .758\*\* | .678\*\* | .575\*\* | .352 | .458\* | .409\* | .339 | .730\*\* |
| Sig. (2-tailed) | .003 | .011 |  | .000 | .000 | .001 | .056 | .011 | .025 | .067 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.P4 | Pearson Correlation | .448\* | .406\* | .758\*\* | 1 | .688\*\* | .616\*\* | .441\* | .406\* | .492\*\* | .464\*\* | .746\*\* |
| Sig. (2-tailed) | .013 | .026 | .000 |  | .000 | .000 | .015 | .026 | .006 | .010 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.P5 | Pearson Correlation | .427\* | .581\*\* | .678\*\* | .688\*\* | 1 | .749\*\* | .362\* | .581\*\* | .587\*\* | .527\*\* | .810\*\* |
| Sig. (2-tailed) | .019 | .001 | .000 | .000 |  | .000 | .049 | .001 | .001 | .003 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.P6 | Pearson Correlation | .642\*\* | .710\*\* | .575\*\* | .616\*\* | .749\*\* | 1 | .516\*\* | .710\*\* | .552\*\* | .653\*\* | .877\*\* |
| Sig. (2-tailed) | .000 | .000 | .001 | .000 | .000 |  | .003 | .000 | .002 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.P7 | Pearson Correlation | .512\*\* | .612\*\* | .352 | .441\* | .362\* | .516\*\* | 1 | .612\*\* | .480\*\* | .441\* | .674\*\* |
| Sig. (2-tailed) | .004 | .000 | .056 | .015 | .049 | .003 |  | .000 | .007 | .015 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.P8 | Pearson Correlation | .619\*\* | 1.000\*\* | .458\* | .406\* | .581\*\* | .710\*\* | .612\*\* | 1 | .524\*\* | .610\*\* | .842\*\* |
| Sig. (2-tailed) | .000 | .000 | .011 | .026 | .001 | .000 | .000 |  | .003 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.P9 | Pearson Correlation | .519\*\* | .524\*\* | .409\* | .492\*\* | .587\*\* | .552\*\* | .480\*\* | .524\*\* | 1 | .678\*\* | .742\*\* |
| Sig. (2-tailed) | .003 | .003 | .025 | .006 | .001 | .002 | .007 | .003 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.P10 | Pearson Correlation | .286 | .610\*\* | .339 | .464\*\* | .527\*\* | .653\*\* | .441\* | .610\*\* | .678\*\* | 1 | .733\*\* |
| Sig. (2-tailed) | .126 | .000 | .067 | .010 | .003 | .000 | .015 | .000 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .715\*\* | .842\*\* | .730\*\* | .746\*\* | .810\*\* | .877\*\* | .674\*\* | .842\*\* | .742\*\* | .733\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| 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). | | | | | | | | | | | | |
|  | | | | | | | | | | | | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | X2.P1 | X2.P2 | X2.P3 | X2.P4 | X2.P5 | X2.P6 | X2.P7 | X2.P8 | X2.P9 | X2.P10 | TOTAL |
| X2.P1 | Pearson Correlation | 1 | .526\*\* | .301 | .498\*\* | .301 | .498\*\* | .243 | .518\*\* | 1.000\*\* | .526\*\* | .731\*\* |
| Sig. (2-tailed) |  | .003 | .106 | .005 | .106 | .005 | .195 | .003 | .000 | .003 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.P2 | Pearson Correlation | .526\*\* | 1 | .516\*\* | .710\*\* | .516\*\* | .710\*\* | .552\*\* | .653\*\* | .526\*\* | 1.000\*\* | .869\*\* |
| Sig. (2-tailed) | .003 |  | .003 | .000 | .003 | .000 | .002 | .000 | .003 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.P3 | Pearson Correlation | .301 | .516\*\* | 1 | .612\*\* | 1.000\*\* | .612\*\* | .480\*\* | .441\* | .301 | .516\*\* | .704\*\* |
| Sig. (2-tailed) | .106 | .003 |  | .000 | .000 | .000 | .007 | .015 | .106 | .003 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.P4 | Pearson Correlation | .498\*\* | .710\*\* | .612\*\* | 1 | .612\*\* | 1.000\*\* | .524\*\* | .610\*\* | .498\*\* | .710\*\* | .860\*\* |
| Sig. (2-tailed) | .005 | .000 | .000 |  | .000 | .000 | .003 | .000 | .005 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.P5 | Pearson Correlation | .301 | .516\*\* | 1.000\*\* | .612\*\* | 1 | .612\*\* | .480\*\* | .441\* | .301 | .516\*\* | .704\*\* |
| Sig. (2-tailed) | .106 | .003 | .000 | .000 |  | .000 | .007 | .015 | .106 | .003 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.P6 | Pearson Correlation | .498\*\* | .710\*\* | .612\*\* | 1.000\*\* | .612\*\* | 1 | .524\*\* | .610\*\* | .498\*\* | .710\*\* | .860\*\* |
| Sig. (2-tailed) | .005 | .000 | .000 | .000 | .000 |  | .003 | .000 | .005 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.P7 | Pearson Correlation | .243 | .552\*\* | .480\*\* | .524\*\* | .480\*\* | .524\*\* | 1 | .678\*\* | .243 | .552\*\* | .660\*\* |
| Sig. (2-tailed) | .195 | .002 | .007 | .003 | .007 | .003 |  | .000 | .195 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.P8 | Pearson Correlation | .518\*\* | .653\*\* | .441\* | .610\*\* | .441\* | .610\*\* | .678\*\* | 1 | .518\*\* | .653\*\* | .790\*\* |
| Sig. (2-tailed) | .003 | .000 | .015 | .000 | .015 | .000 | .000 |  | .003 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.P9 | Pearson Correlation | 1.000\*\* | .526\*\* | .301 | .498\*\* | .301 | .498\*\* | .243 | .518\*\* | 1 | .526\*\* | .731\*\* |
| Sig. (2-tailed) | .000 | .003 | .106 | .005 | .106 | .005 | .195 | .003 |  | .003 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.P10 | Pearson Correlation | .526\*\* | 1.000\*\* | .516\*\* | .710\*\* | .516\*\* | .710\*\* | .552\*\* | .653\*\* | .526\*\* | 1 | .869\*\* |
| Sig. (2-tailed) | .003 | .000 | .003 | .000 | .003 | .000 | .002 | .000 | .003 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .731\*\* | .869\*\* | .704\*\* | .860\*\* | .704\*\* | .860\*\* | .660\*\* | .790\*\* | .731\*\* | .869\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| 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). | | | | | | | | | | | | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | Y.P1 | Y.P2 | Y.P3 | Y.P4 | Y.P5 | Y.P6 | Y.P7 | Y.P8 | Y.P9 | Y.P10 | TOTAL |
| Y.P1 | Pearson Correlation | 1 | .678\*\* | .646\*\* | .243 | .552\*\* | .646\*\* | .524\*\* | .243 | .678\*\* | .646\*\* | .704\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .195 | .002 | .000 | .003 | .195 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P2 | Pearson Correlation | .678\*\* | 1 | .649\*\* | .518\*\* | .653\*\* | .649\*\* | .610\*\* | .518\*\* | 1.000\*\* | .649\*\* | .850\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .003 | .000 | .000 | .000 | .003 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P3 | Pearson Correlation | .646\*\* | .649\*\* | 1 | .596\*\* | .611\*\* | 1.000\*\* | .407\* | .596\*\* | .649\*\* | 1.000\*\* | .880\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .001 | .000 | .000 | .026 | .001 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P4 | Pearson Correlation | .243 | .518\*\* | .596\*\* | 1 | .526\*\* | .596\*\* | .498\*\* | 1.000\*\* | .518\*\* | .596\*\* | .774\*\* |
| Sig. (2-tailed) | .195 | .003 | .001 |  | .003 | .001 | .005 | .000 | .003 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P5 | Pearson Correlation | .552\*\* | .653\*\* | .611\*\* | .526\*\* | 1 | .611\*\* | .710\*\* | .526\*\* | .653\*\* | .611\*\* | .797\*\* |
| Sig. (2-tailed) | .002 | .000 | .000 | .003 |  | .000 | .000 | .003 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P6 | Pearson Correlation | .646\*\* | .649\*\* | 1.000\*\* | .596\*\* | .611\*\* | 1 | .407\* | .596\*\* | .649\*\* | 1.000\*\* | .880\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .001 | .000 |  | .026 | .001 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P7 | Pearson Correlation | .524\*\* | .610\*\* | .407\* | .498\*\* | .710\*\* | .407\* | 1 | .498\*\* | .610\*\* | .407\* | .698\*\* |
| Sig. (2-tailed) | .003 | .000 | .026 | .005 | .000 | .026 |  | .005 | .000 | .026 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P8 | Pearson Correlation | .243 | .518\*\* | .596\*\* | 1.000\*\* | .526\*\* | .596\*\* | .498\*\* | 1 | .518\*\* | .596\*\* | .774\*\* |
| Sig. (2-tailed) | .195 | .003 | .001 | .000 | .003 | .001 | .005 |  | .003 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P9 | Pearson Correlation | .678\*\* | 1.000\*\* | .649\*\* | .518\*\* | .653\*\* | .649\*\* | .610\*\* | .518\*\* | 1 | .649\*\* | .850\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .003 | .000 | .000 | .000 | .003 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.P10 | Pearson Correlation | .646\*\* | .649\*\* | 1.000\*\* | .596\*\* | .611\*\* | 1.000\*\* | .407\* | .596\*\* | .649\*\* | 1 | .880\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .001 | .000 | .000 | .026 | .001 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .704\*\* | .850\*\* | .880\*\* | .774\*\* | .797\*\* | .880\*\* | .698\*\* | .774\*\* | .850\*\* | .880\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| 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). | | | | | | | | | | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .924 | 10 |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .926 | 10 |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .940 | 10 |

**Data Tabulasi Kuesioner Variabel Celebrity Endorser (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No. | X1.P1 | X1.P2 | X1.P3 | X1.P4 | X1.P5 | X1.P6 | X1.P7 | X1.P8 | X1.P9 | X1.P10 | TOTAL |
| 1. | 2 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 5 | 2 | 34 |
| 2. | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 4 | 5 | 4 | 35 |
| 3. | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 4. | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 36 |
| 5. | 5 | 4 | 2 | 3 | 4 | 3 | 4 | 5 | 5 | 5 | 40 |
| 6. | 2 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 35 |
| 7. | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 3 | 37 |
| 8. | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 46 |
| 9. | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 42 |
| 10. | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 43 |
| 11. | 3 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 38 |
| 12. | 5 | 5 | 2 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 42 |
| 13. | 2 | 2 | 5 | 4 | 3 | 3 | 4 | 4 | 5 | 3 | 35 |
| 14. | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 15. | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 45 |
| 16. | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 44 |
| 17. | 4 | 5 | 4 | 2 | 5 | 5 | 4 | 4 | 4 | 5 | 42 |
| 18. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 19. | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 45 |
| 20. | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 44 |
| 21. | 2 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 5 | 3 | 37 |
| 22. | 2 | 2 | 2 | 5 | 2 | 2 | 3 | 3 | 4 | 2 | 27 |
| 23. | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 44 |
| 24. | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 5 | 3 | 34 |
| 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. | 3 | 4 | 4 | 2 | 2 | 2 | 4 | 2 | 2 | 4 | 29 |
| 28. | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 29. | 3 | 3 | 2 | 5 | 2 | 2 | 2 | 2 | 2 | 3 | 26 |
| 30. | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 31. | 3 | 4 | 3 | 4 | 4 | 3 | 5 | 3 | 5 | 4 | 38 |
| 32. | 4 | 4 | 4 | 3 | 2 | 4 | 3 | 4 | 3 | 4 | 35 |
| 33. | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 34. | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 35. | 5 | 3 | 5 | 3 | 4 | 3 | 4 | 5 | 3 | 4 | 39 |
| 36. | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 38 |
| 37. | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 36 |
| 38. | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 39. | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 42 |
| 40. | 5 | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 43 |
| 41. | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 39 |
| 42. | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 43 |
| 43. | 4 | 3 | 5 | 5 | 3 | 3 | 4 | 4 | 3 | 3 | 37 |
| 44. | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 45. | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 46. | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 45 |
| 47. | 4 | 4 | 4 | 2 | 5 | 5 | 4 | 4 | 4 | 5 | 41 |
| 48. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 49. | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 50. | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 44 |
| 51. | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 3 | 4 | 38 |
| 52. | 3 | 2 | 5 | 5 | 2 | 4 | 3 | 3 | 4 | 2 | 33 |
| 53. | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 42 |
| 54. | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 55. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 56. | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 57. | 4 | 4 | 4 | 2 | 2 | 2 | 4 | 4 | 3 | 4 | 33 |
| 58. | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 59. | 2 | 4 | 5 | 5 | 2 | 2 | 2 | 2 | 2 | 3 | 29 |
| 60. | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 61. | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 43 |
| 62. | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 36 |
| 63. | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 64. | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 5 | 4 | 35 |
| 65. | 4 | 4 | 5 | 5 | 3 | 4 | 2 | 4 | 3 | 4 | 38 |
| 66. | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 67. | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 35 |
| 68. | 5 | 3 | 5 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 40 |
| 69. | 4 | 3 | 4 | 5 | 2 | 4 | 5 | 4 | 3 | 3 | 37 |
| 70. | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 38 |
| 71. | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 72. | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 42 |
| 73. | 5 | 3 | 3 | 4 | 3 | 5 | 3 | 5 | 4 | 3 | 38 |
| 74. | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 41 |
| 75. | 4 | 4 | 2 | 3 | 3 | 5 | 5 | 4 | 4 | 5 | 39 |
| 76. | 4 | 4 | 3 | 4 | 5 | 3 | 3 | 3 | 5 | 2 | 36 |
| 77. | 4 | 4 | 5 | 3 | 3 | 4 | 2 | 4 | 3 | 4 | 36 |
| 78. | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 79. | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 5 | 3 | 39 |
| 80. | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 5 | 38 |
| 81. | 3 | 3 | 4 | 3 | 2 | 4 | 5 | 4 | 5 | 4 | 37 |
| 82. | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 35 |
| 83. | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 84. | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 42 |
| 85. | 3 | 3 | 3 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 37 |
| 86. | 5 | 3 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 40 |
| 87. | 5 | 4 | 2 | 3 | 3 | 5 | 5 | 4 | 4 | 4 | 39 |
| 88. | 3 | 3 | 3 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 35 |
| 89. | 4 | 5 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 39 |
| 90. | 5 | 5 | 3 | 4 | 5 | 5 | 3 | 5 | 4 | 4 | 43 |
| 91. | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 44 |
| 92. | 5 | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 43 |
| 93. | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 38 |

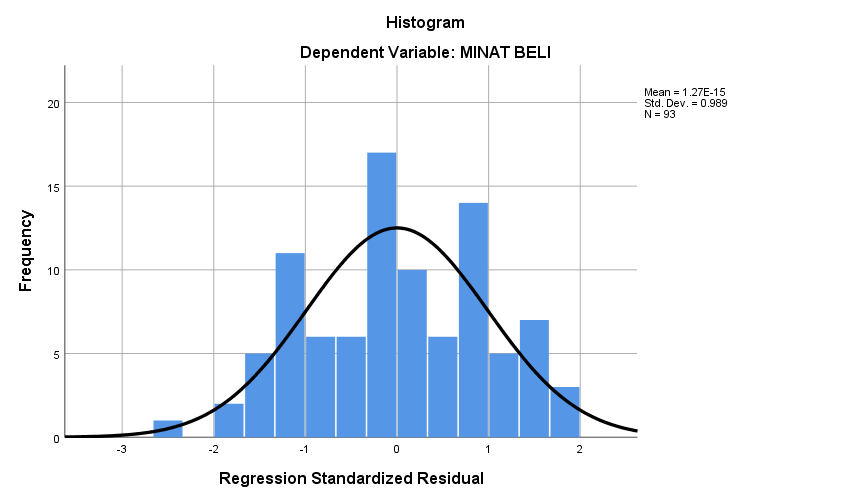
**Tabulasi Data Kuesioner Variabel *Service Quality* (X2)**

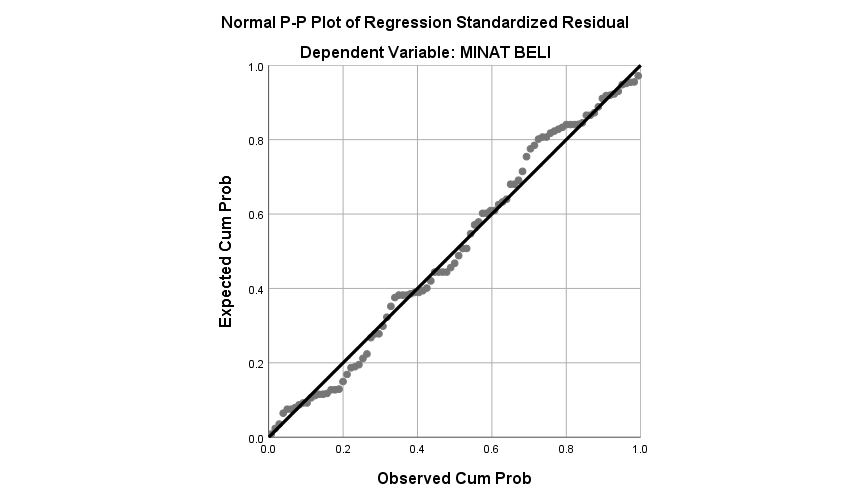
|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No. | X2.P1 | X2.P2 | X2.P3 | X2.P4 | X2.P5 | X2.P6 | X2.P7 | X2.P8 | X2.P9 | X2.P10 | TOTAL |
| 1. | 5 | 3 | 3 | 5 | 3 | 3 | 3 | 5 | 3 | 2 | 35 |
| 2. | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 38 |
| 3. | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| 4. | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 3 | 3 | 3 | 37 |
| 5. | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 5 | 4 | 5 | 40 |
| 6. | 2 | 2 | 5 | 2 | 2 | 5 | 4 | 4 | 2 | 2 | 30 |
| 7. | 3 | 3 | 3 | 4 | 4 | 3 | 5 | 4 | 3 | 3 | 35 |
| 8. | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 43 |
| 9. | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 10. | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 42 |
| 11. | 3 | 4 | 3 | 4 | 3 | 3 | 5 | 5 | 3 | 5 | 38 |
| 12. | 5 | 3 | 2 | 2 | 5 | 2 | 2 | 2 | 5 | 5 | 33 |
| 13. | 5 | 5 | 3 | 5 | 3 | 2 | 2 | 2 | 5 | 2 | 34 |
| 14. | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 32 |
| 15. | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 3 | 43 |
| 16. | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 45 |
| 17. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 18. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 19. | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 39 |
| 20. | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 43 |
| 21. | 3 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 3 | 3 | 37 |
| 22. | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 |
| 23. | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 39 |
| 24. | 3 | 3 | 3 | 5 | 5 | 5 | 3 | 3 | 5 | 3 | 38 |
| 25. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 26. | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 27. | 3 | 2 | 2 | 4 | 4 | 3 | 5 | 2 | 4 | 5 | 34 |
| 28. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 29. | 5 | 3 | 3 | 5 | 5 | 5 | 2 | 2 | 4 | 2 | 36 |
| 30. | 3 | 5 | 4 | 5 | 3 | 5 | 5 | 3 | 4 | 4 | 41 |
| 31. | 5 | 5 | 3 | 3 | 5 | 5 | 3 | 5 | 3 | 2 | 39 |
| 32. | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 40 |
| 33. | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| 34. | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 3 | 5 | 5 | 41 |
| 35. | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 5 | 4 | 3 | 38 |
| 36. | 2 | 2 | 5 | 4 | 3 | 5 | 4 | 4 | 2 | 2 | 33 |
| 37. | 3 | 5 | 3 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 39 |
| 38. | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 44 |
| 39. | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 40 |
| 40. | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 42 |
| 41. | 3 | 4 | 3 | 4 | 3 | 5 | 3 | 5 | 5 | 3 | 38 |
| 42. | 5 | 3 | 2 | 5 | 5 | 3 | 2 | 2 | 5 | 5 | 37 |
| 43. | 3 | 5 | 3 | 3 | 5 | 5 | 2 | 5 | 3 | 2 | 36 |
| 44. | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 32 |
| 45. | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 3 | 43 |
| 46. | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 45 |
| 47. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 48. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 49. | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 39 |
| 50. | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 43 |
| 51. | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 5 | 3 | 3 | 37 |
| 52. | 3 | 2 | 2 | 5 | 2 | 2 | 2 | 2 | 2 | 2 | 24 |
| 53. | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 41 |
| 54. | 3 | 5 | 5 | 3 | 5 | 3 | 3 | 3 | 5 | 3 | 38 |
| 55. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 56. | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 57. | 3 | 2 | 2 | 4 | 4 | 3 | 5 | 2 | 4 | 5 | 34 |
| 58. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 59. | 5 | 3 | 3 | 5 | 3 | 5 | 2 | 2 | 4 | 5 | 37 |
| 60. | 3 | 5 | 4 | 3 | 5 | 3 | 3 | 5 | 4 | 4 | 39 |
| 61. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 62. | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 42 |
| 63. | 3 | 5 | 5 | 5 | 3 | 3 | 3 | 5 | 3 | 3 | 38 |
| 64. | 5 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 2 | 42 |
| 65. | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 40 |
| 66. | 4 | 5 | 5 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 41 |
| 67. | 4 | 4 | 3 | 4 | 3 | 5 | 3 | 4 | 3 | 5 | 38 |
| 68. | 4 | 3 | 5 | 3 | 5 | 4 | 5 | 5 | 4 | 3 | 41 |
| 69. | 2 | 2 | 4 | 4 | 4 | 5 | 4 | 4 | 2 | 2 | 33 |
| 70. | 3 | 5 | 4 | 4 | 3 | 3 | 3 | 5 | 3 | 5 | 38 |
| 71. | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 44 |
| 72. | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 39 |
| 73. | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 41 |
| 74. | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 5 | 3 | 5 | 39 |
| 75. | 5 | 5 | 3 | 5 | 2 | 5 | 2 | 2 | 5 | 3 | 37 |
| 76. | 3 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 5 | 2 | 36 |
| 77. | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 40 |
| 78. | 4 | 3 | 5 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 39 |
| 79. | 4 | 4 | 3 | 4 | 3 | 5 | 3 | 4 | 3 | 5 | 38 |
| 80. | 4 | 3 | 5 | 3 | 5 | 4 | 5 | 3 | 4 | 3 | 39 |
| 81. | 2 | 2 | 4 | 4 | 4 | 5 | 4 | 4 | 2 | 2 | 33 |
| 82. | 3 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 3 | 3 | 40 |
| 83. | 5 | 4 | 5 | 5 | 3 | 4 | 3 | 4 | 5 | 4 | 42 |
| 84. | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 85. | 5 | 3 | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 39 |
| 86. | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 5 | 3 | 3 | 37 |
| 87. | 5 | 3 | 3 | 3 | 2 | 5 | 2 | 2 | 5 | 5 | 35 |
| 88. | 3 | 5 | 4 | 5 | 3 | 3 | 2 | 5 | 5 | 2 | 37 |
| 89. | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 32 |
| 90. | 5 | 4 | 5 | 4 | 3 | 3 | 4 | 5 | 4 | 3 | 40 |
| 91. | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 43 |
| 92. | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 42 |
| 93. | 3 | 5 | 4 | 4 | 3 | 3 | 3 | 5 | 3 | 5 | 38 |

**Tabulasi Data Kuesioner Variabel Minat Beli (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Y.P1 | Y.P2 | Y.P3 | Y.P4 | Y.P5 | Y.P6 | Y.P7 | Y.P8 | Y.P9 | Y.P10 | TOTAL |
| 1. | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 2 | 3 | 3 | 36 |
| 2. | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 3 | 3 | 4 | 38 |
| 3. | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 44 |
| 4. | 3 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 39 |
| 5. | 5 | 4 | 3 | 4 | 3 | 5 | 3 | 4 | 4 | 3 | 38 |
| 6. | 4 | 3 | 3 | 3 | 5 | 4 | 5 | 5 | 2 | 2 | 36 |
| 7. | 3 | 4 | 4 | 4 | 3 | 5 | 5 | 2 | 3 | 3 | 36 |
| 8. | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 47 |
| 9. | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 42 |
| 10. | 4 | 3 | 2 | 3 | 5 | 5 | 4 | 5 | 3 | 4 | 38 |
| 11. | 5 | 5 | 2 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 38 |
| 12. | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 37 |
| 13. | 4 | 2 | 3 | 3 | 2 | 4 | 2 | 5 | 3 | 5 | 33 |
| 14. | 2 | 4 | 5 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 33 |
| 15. | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 46 |
| 16. | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 44 |
| 17. | 4 | 5 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 39 |
| 18. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 19. | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 45 |
| 20. | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 45 |
| 21. | 2 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 2 | 3 | 35 |
| 22. | 5 | 2 | 2 | 2 | 2 | 2 | 4 | 5 | 3 | 2 | 29 |
| 23. | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 40 |
| 24. | 5 | 3 | 3 | 2 | 4 | 3 | 3 | 5 | 3 | 5 | 36 |
| 25. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 26. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 27. | 3 | 4 | 4 | 2 | 2 | 4 | 5 | 2 | 3 | 2 | 31 |
| 28. | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 39 |
| 29. | 3 | 3 | 4 | 5 | 5 | 2 | 2 | 3 | 3 | 5 | 35 |
| 30. | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 3 | 38 |
| 31. | 2 | 4 | 4 | 5 | 4 | 3 | 3 | 2 | 4 | 5 | 36 |
| 32. | 3 | 4 | 4 | 3 | 3 | 4 | 5 | 3 | 4 | 4 | 37 |
| 33. | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 46 |
| 34. | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 39 |
| 35. | 3 | 4 | 3 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 40 |
| 36. | 5 | 3 | 3 | 3 | 3 | 4 | 5 | 2 | 5 | 4 | 37 |
| 37. | 3 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 3 | 38 |
| 38. | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 39. | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 42 |
| 40. | 4 | 3 | 3 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | 40 |
| 41. | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 41 |
| 42. | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 40 |
| 43. | 2 | 3 | 3 | 3 | 5 | 4 | 3 | 2 | 5 | 4 | 34 |
| 44. | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 39 |
| 45. | 3 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 46. | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 43 |
| 47. | 4 | 5 | 4 | 4 | 2 | 4 | 4 | 4 | 5 | 4 | 40 |
| 48. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 49. | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 47 |
| 50. | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 46 |
| 51. | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 36 |
| 52. | 4 | 2 | 2 | 2 | 2 | 3 | 4 | 5 | 2 | 5 | 31 |
| 53. | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 40 |
| 54. | 3 | 3 | 3 | 3 | 4 | 3 | 5 | 5 | 5 | 3 | 37 |
| 55. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 56. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 57. | 3 | 4 | 4 | 2 | 2 | 4 | 3 | 5 | 4 | 4 | 35 |
| 58. | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 39 |
| 59. | 3 | 3 | 4 | 5 | 5 | 2 | 2 | 5 | 5 | 2 | 36 |
| 60. | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 38 |
| 61. | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 44 |
| 62. | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 37 |
| 63. | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 40 |
| 64. | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 2 | 4 | 3 | 36 |
| 65. | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 38 |
| 66. | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 46 |
| 67. | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 40 |
| 68. | 5 | 4 | 3 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 42 |
| 69. | 2 | 3 | 3 | 3 | 5 | 4 | 3 | 5 | 5 | 4 | 37 |
| 70. | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 38 |
| 71. | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 72. | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 42 |
| 73. | 4 | 3 | 3 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | 40 |
| 74. | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 41 |
| 75. | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 42 |
| 76. | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 5 | 3 | 5 | 40 |
| 77. | 3 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 4 | 40 |
| 78. | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 44 |
| 79. | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 80. | 3 | 4 | 3 | 4 | 3 | 5 | 5 | 4 | 4 | 3 | 38 |
| 81. | 4 | 3 | 3 | 3 | 5 | 4 | 5 | 5 | 2 | 2 | 36 |
| 82. | 3 | 4 | 4 | 4 | 3 | 3 | 5 | 3 | 3 | 5 | 37 |
| 83. | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 47 |
| 84. | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 42 |
| 85. | 4 | 3 | 3 | 3 | 5 | 5 | 4 | 5 | 3 | 4 | 39 |
| 86. | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 37 |
| 87. | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 41 |
| 88. | 2 | 3 | 3 | 3 | 5 | 4 | 3 | 2 | 5 | 5 | 35 |
| 89. | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 35 |
| 90. | 3 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 44 |
| 91. | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 45 |
| 92. | 4 | 3 | 3 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | 40 |
| 93. | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 38 |

**Hasil Uji Normalitas**





|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 93 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 1.87067446 |
| Most Extreme Differences | Absolute | .084 |
| Positive | .067 |
| Negative | -.084 |
| Test Statistic | | .084 |
| Asymp. Sig. (2-tailed) | | .113c |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

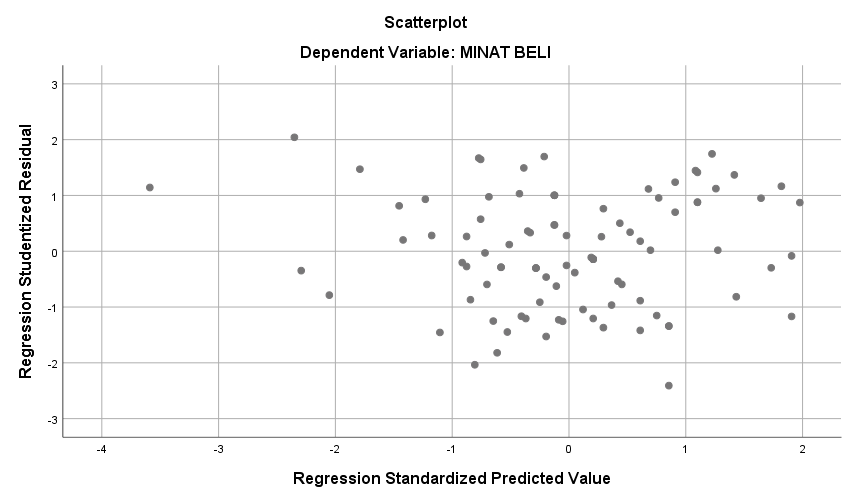
**Hasil Uji Multikolinearitas**

**Coefficientsa**

|  |  |  |  |
| --- | --- | --- | --- |
| Model | | Collinearity Statistics | |
| Tolerance | VIF |
| 1 | (Constant) |  |  |
| CELEBRITY ENDORSER | .586 | 1.706 |
| SERVICE QUALITY | .586 | 1.706 |

a. Dependent Variable: MINAT BELI

**Hasil Uji Heteroskedastisitas**



**Hasil Uji Heteroskedastisitas Metode Glejser**

**Coefficientsa**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1.596 | 1.072 |  | 1.489 | .140 |
| CELEBRITY ENDORSER | .013 | .030 | .060 | .440 | .661 |
| SERVICE QUALITY | -.015 | .034 | -.058 | -.424 | .672 |

a. Dependent Variable: ABS\_RES

**Hasil Uji Regresi Linier Berganda**

**Coefficientsa**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 6.297 | 1.972 |  | 3.194 | .002 |
| CELEBRITY ENDORSER | .547 | .055 | .644 | 9.856 | .000 |
| SERVICE QUALITY | .302 | .063 | .314 | 4.804 | .000 |

a. Dependent Variable: MINAT BELI

**Hasil Uji Parsial (Uji t)**

**Coefficientsa**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 6.297 | 1.972 |  | 3.194 | .002 |
| CELEBRITY ENDORSER | .547 | .055 | .644 | 9.856 | .000 |
| SERVICE QUALITY | .302 | .063 | .314 | 4.804 | .000 |

a. Dependent Variable: MINAT BELI

**Hasil Uji Signifikan Simultan (Uji F)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 1105.085 | 2 | 552.543 | 154.463 | .000b |
| Residual | 321.947 | 90 | 3.577 |  |  |
| Total | 1427.032 | 92 |  |  |  |
| a. Dependent Variable: MINAT BELI | | | | | | |
| b. Predictors: (Constant), SERVICE QUALITY, CELEBRITY ENDORSER | | | | | | |

**Hasil Uji Koefisien Determinasi (R2)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .880a | .774 | .769 | 1.891 |
| a. Predictors: (Constant), SERVICE QUALITY, CELEBRITY ENDORSER | | | | |
| b. Dependent Variable: MINAT BELI | | | | |

**Tabel r untuk df = 1 - 30**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **df = (N-2)** | **Tingkat signifikansi untuk uji satu arah** | | | | |
| **0.05** | **0.025** | **0.01** | **0.005** | **0.0005** |
| **Tingkat signifikansi untuk uji dua arah** | | | | |
| **0.1** | **0.05** | **0.02** | **0.01** | **0.001** |
| **1** | 0.9877 | 0.9969 | 0.9995 | 0.9999 | 1.0000 |
| **2** | 0.9000 | 0.9500 | 0.9800 | 0.9900 | 0.9990 |
| **3** | 0.8054 | 0.8783 | 0.9343 | 0.9587 | 0.9911 |
| **4** | 0.7293 | 0.8114 | 0.8822 | 0.9172 | 0.9741 |
| **5** | 0.6694 | 0.7545 | 0.8329 | 0.8745 | 0.9509 |
| **6** | 0.6215 | 0.7067 | 0.7887 | 0.8343 | 0.9249 |
| **7** | 0.5822 | 0.6664 | 0.7498 | 0.7977 | 0.8983 |
| **8** | 0.5494 | 0.6319 | 0.7155 | 0.7646 | 0.8721 |
| **9** | 0.5214 | 0.6021 | 0.6851 | 0.7348 | 0.8470 |
| **10** | 0.4973 | 0.5760 | 0.6581 | 0.7079 | 0.8233 |
| **11** | 0.4762 | 0.5529 | 0.6339 | 0.6835 | 0.8010 |
| **12** | 0.4575 | 0.5324 | 0.6120 | 0.6614 | 0.7800 |
| **13** | 0.4409 | 0.5140 | 0.5923 | 0.6411 | 0.7604 |
| **14** | 0.4259 | 0.4973 | 0.5742 | 0.6226 | 0.7419 |
| **15** | 0.4124 | 0.4821 | 0.5577 | 0.6055 | 0.7247 |
| **16** | 0.4000 | 0.4683 | 0.5425 | 0.5897 | 0.7084 |
| **17** | 0.3887 | 0.4555 | 0.5285 | 0.5751 | 0.6932 |
| **18** | 0.3783 | 0.4438 | 0.5155 | 0.5614 | 0.6788 |
| **19** | 0.3687 | 0.4329 | 0.5034 | 0.5487 | 0.6652 |
| **20** | 0.3598 | 0.4227 | 0.4921 | 0.5368 | 0.6524 |
| **21** | 0.3515 | 0.4132 | 0.4815 | 0.5256 | 0.6402 |
| **22** | 0.3438 | 0.4044 | 0.4716 | 0.5151 | 0.6287 |
| **23** | 0.3365 | 0.3961 | 0.4622 | 0.5052 | 0.6178 |
| **24** | 0.3297 | 0.3882 | 0.4534 | 0.4958 | 0.6074 |
| **25** | 0.3233 | 0.3809 | 0.4451 | 0.4869 | 0.5974 |
| **26** | 0.3172 | 0.3739 | 0.4372 | 0.4785 | 0.5880 |
| **27** | 0.3115 | 0.3673 | 0.4297 | 0.4705 | 0.5790 |
| **28** | 0.3061 | 0.3610 | 0.4226 | 0.4629 | 0.5703 |
| **29** | 0.3009 | 0.3550 | 0.4158 | 0.4556 | 0.5620 |
| **30** | 0.2960 | 0.3494 | 0.4093 | 0.4487 | 0.5541 |

**Titik Persentase Distribusi t (df = 1 – 93)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **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 |
| **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 |
| **81** | 0.67753 | 1.29209 | 1.66388 | 1.98969 | 2.37327 | 2.63790 | 3.19392 |
| **82** | 0.67749 | 1.29196 | 1.66365 | 1.98932 | 2.37269 | 2.63712 | 3.19262 |
| **83** | 0.67746 | 1.29183 | 1.66342 | 1.98896 | 2.37212 | 2.63637 | 3.19135 |
| **84** | 0.67742 | 1.29171 | 1.66320 | 1.98861 | 2.37156 | 2.63563 | 3.19011 |
| **85** | 0.67739 | 1.29159 | 1.66298 | 1.98827 | 2.37102 | 2.63491 | 3.18890 |
| **86** | 0.67735 | 1.29147 | 1.66277 | 1.98793 | 2.37049 | 2.63421 | 3.18772 |
| **87** | 0.67732 | 1.29136 | 1.66256 | 1.98761 | 2.36998 | 2.63353 | 3.18657 |
| **88** | 0.67729 | 1.29125 | 1.66235 | 1.98729 | 2.36947 | 2.63286 | 3.18544 |
| **89** | 0.67726 | 1.29114 | 1.66216 | 1.98698 | 2.36898 | 2.63220 | 3.18434 |
| **90** | 0.67723 | 1.29103 | 1.66196 | 1.98667 | 2.36850 | 2.63157 | 3.18327 |
| **91** | 0.67720 | 1.29092 | 1.66177 | 1.98638 | 2.36803 | 2.63094 | 3.18222 |
| **92** | 0.67717 | 1.29082 | 1.66159 | 1.98609 | 2.36757 | 2.63033 | 3.18119 |
| **93** | 0.67714 | 1.29072 | 1.66140 | 1.98580 | 2.36712 | 2.62973 | 3.18019 |

**Titik Persentase Distribusi F Untuk Probabilita = 0,05**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **df untuk**  **penyebut**  **(N2)** | **df untuk pembilang (N1)** | | | | | | | | | | | | | | |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **13** | **14** | **15** |
| **1** | 161 | 199 | 216 | 225 | 230 | 234 | 237 | 239 | 241 | 242 | 243 | 244 | 245 | 245 | 246 |
| **2** | 18.51 | 19.00 | 19.16 | 19.25 | 19.30 | 19.33 | 19.35 | 19.37 | 19.38 | 19.40 | 19.40 | 19.41 | 19.42 | 19.42 | 19.43 |
| **3** | 10.13 | 9.55 | 9.28 | 9.12 | 9.01 | 8.94 | 8.89 | 8.85 | 8.81 | 8.79 | 8.76 | 8.74 | 8.73 | 8.71 | 8.70 |
| **4** | 7.71 | 6.94 | 6.59 | 6.39 | 6.26 | 6.16 | 6.09 | 6.04 | 6.00 | 5.96 | 5.94 | 5.91 | 5.89 | 5.87 | 5.86 |
| **5** | 6.61 | 5.79 | 5.41 | 5.19 | 5.05 | 4.95 | 4.88 | 4.82 | 4.77 | 4.74 | 4.70 | 4.68 | 4.66 | 4.64 | 4.62 |
| **6** | 5.99 | 5.14 | 4.76 | 4.53 | 4.39 | 4.28 | 4.21 | 4.15 | 4.10 | 4.06 | 4.03 | 4.00 | 3.98 | 3.96 | 3.94 |
| **7** | 5.59 | 4.74 | 4.35 | 4.12 | 3.97 | 3.87 | 3.79 | 3.73 | 3.68 | 3.64 | 3.60 | 3.57 | 3.55 | 3.53 | 3.51 |
| **8** | 5.32 | 4.46 | 4.07 | 3.84 | 3.69 | 3.58 | 3.50 | 3.44 | 3.39 | 3.35 | 3.31 | 3.28 | 3.26 | 3.24 | 3.22 |
| **9** | 5.12 | 4.26 | 3.86 | 3.63 | 3.48 | 3.37 | 3.29 | 3.23 | 3.18 | 3.14 | 3.10 | 3.07 | 3.05 | 3.03 | 3.01 |
| **10** | 4.96 | 4.10 | 3.71 | 3.48 | 3.33 | 3.22 | 3.14 | 3.07 | 3.02 | 2.98 | 2.94 | 2.91 | 2.89 | 2.86 | 2.85 |
| **11** | 4.84 | 3.98 | 3.59 | 3.36 | 3.20 | 3.09 | 3.01 | 2.95 | 2.90 | 2.85 | 2.82 | 2.79 | 2.76 | 2.74 | 2.72 |
| **12** | 4.75 | 3.89 | 3.49 | 3.26 | 3.11 | 3.00 | 2.91 | 2.85 | 2.80 | 2.75 | 2.72 | 2.69 | 2.66 | 2.64 | 2.62 |
| **13** | 4.67 | 3.81 | 3.41 | 3.18 | 3.03 | 2.92 | 2.83 | 2.77 | 2.71 | 2.67 | 2.63 | 2.60 | 2.58 | 2.55 | 2.53 |
| **14** | 4.60 | 3.74 | 3.34 | 3.11 | 2.96 | 2.85 | 2.76 | 2.70 | 2.65 | 2.60 | 2.57 | 2.53 | 2.51 | 2.48 | 2.46 |
| **15** | 4.54 | 3.68 | 3.29 | 3.06 | 2.90 | 2.79 | 2.71 | 2.64 | 2.59 | 2.54 | 2.51 | 2.48 | 2.45 | 2.42 | 2.40 |
| **16** | 4.49 | 3.63 | 3.24 | 3.01 | 2.85 | 2.74 | 2.66 | 2.59 | 2.54 | 2.49 | 2.46 | 2.42 | 2.40 | 2.37 | 2.35 |
| **17** | 4.45 | 3.59 | 3.20 | 2.96 | 2.81 | 2.70 | 2.61 | 2.55 | 2.49 | 2.45 | 2.41 | 2.38 | 2.35 | 2.33 | 2.31 |
| **18** | 4.41 | 3.55 | 3.16 | 2.93 | 2.77 | 2.66 | 2.58 | 2.51 | 2.46 | 2.41 | 2.37 | 2.34 | 2.31 | 2.29 | 2.27 |
| **19** | 4.38 | 3.52 | 3.13 | 2.90 | 2.74 | 2.63 | 2.54 | 2.48 | 2.42 | 2.38 | 2.34 | 2.31 | 2.28 | 2.26 | 2.23 |
| **20** | 4.35 | 3.49 | 3.10 | 2.87 | 2.71 | 2.60 | 2.51 | 2.45 | 2.39 | 2.35 | 2.31 | 2.28 | 2.25 | 2.22 | 2.20 |
| **21** | 4.32 | 3.47 | 3.07 | 2.84 | 2.68 | 2.57 | 2.49 | 2.42 | 2.37 | 2.32 | 2.28 | 2.25 | 2.22 | 2.20 | 2.18 |
| **22** | 4.30 | 3.44 | 3.05 | 2.82 | 2.66 | 2.55 | 2.46 | 2.40 | 2.34 | 2.30 | 2.26 | 2.23 | 2.20 | 2.17 | 2.15 |
| **23** | 4.28 | 3.42 | 3.03 | 2.80 | 2.64 | 2.53 | 2.44 | 2.37 | 2.32 | 2.27 | 2.24 | 2.20 | 2.18 | 2.15 | 2.13 |
| **24** | 4.26 | 3.40 | 3.01 | 2.78 | 2.62 | 2.51 | 2.42 | 2.36 | 2.30 | 2.25 | 2.22 | 2.18 | 2.15 | 2.13 | 2.11 |
| **25** | 4.24 | 3.39 | 2.99 | 2.76 | 2.60 | 2.49 | 2.40 | 2.34 | 2.28 | 2.24 | 2.20 | 2.16 | 2.14 | 2.11 | 2.09 |
| **26** | 4.23 | 3.37 | 2.98 | 2.74 | 2.59 | 2.47 | 2.39 | 2.32 | 2.27 | 2.22 | 2.18 | 2.15 | 2.12 | 2.09 | 2.07 |
| **27** | 4.21 | 3.35 | 2.96 | 2.73 | 2.57 | 2.46 | 2.37 | 2.31 | 2.25 | 2.20 | 2.17 | 2.13 | 2.10 | 2.08 | 2.06 |
| **28** | 4.20 | 3.34 | 2.95 | 2.71 | 2.56 | 2.45 | 2.36 | 2.29 | 2.24 | 2.19 | 2.15 | 2.12 | 2.09 | 2.06 | 2.04 |
| **29** | 4.18 | 3.33 | 2.93 | 2.70 | 2.55 | 2.43 | 2.35 | 2.28 | 2.22 | 2.18 | 2.14 | 2.10 | 2.08 | 2.05 | 2.03 |
| **30** | 4.17 | 3.32 | 2.92 | 2.69 | 2.53 | 2.42 | 2.33 | 2.27 | 2.21 | 2.16 | 2.13 | 2.09 | 2.06 | 2.04 | 2.01 |
| **31** | 4.16 | 3.30 | 2.91 | 2.68 | 2.52 | 2.41 | 2.32 | 2.25 | 2.20 | 2.15 | 2.11 | 2.08 | 2.05 | 2.03 | 2.00 |
| **32** | 4.15 | 3.29 | 2.90 | 2.67 | 2.51 | 2.40 | 2.31 | 2.24 | 2.19 | 2.14 | 2.10 | 2.07 | 2.04 | 2.01 | 1.99 |
| **33** | 4.14 | 3.28 | 2.89 | 2.66 | 2.50 | 2.39 | 2.30 | 2.23 | 2.18 | 2.13 | 2.09 | 2.06 | 2.03 | 2.00 | 1.98 |
| **34** | 4.13 | 3.28 | 2.88 | 2.65 | 2.49 | 2.38 | 2.29 | 2.23 | 2.17 | 2.12 | 2.08 | 2.05 | 2.02 | 1.99 | 1.97 |
| **35** | 4.12 | 3.27 | 2.87 | 2.64 | 2.49 | 2.37 | 2.29 | 2.22 | 2.16 | 2.11 | 2.07 | 2.04 | 2.01 | 1.99 | 1.96 |
| **36** | 4.11 | 3.26 | 2.87 | 2.63 | 2.48 | 2.36 | 2.28 | 2.21 | 2.15 | 2.11 | 2.07 | 2.03 | 2.00 | 1.98 | 1.95 |
| **37** | 4.11 | 3.25 | 2.86 | 2.63 | 2.47 | 2.36 | 2.27 | 2.20 | 2.14 | 2.10 | 2.06 | 2.02 | 2.00 | 1.97 | 1.95 |
| **38** | 4.10 | 3.24 | 2.85 | 2.62 | 2.46 | 2.35 | 2.26 | 2.19 | 2.14 | 2.09 | 2.05 | 2.02 | 1.99 | 1.96 | 1.94 |
| **39** | 4.09 | 3.24 | 2.85 | 2.61 | 2.46 | 2.34 | 2.26 | 2.19 | 2.13 | 2.08 | 2.04 | 2.01 | 1.98 | 1.95 | 1.93 |
| **40** | 4.08 | 3.23 | 2.84 | 2.61 | 2.45 | 2.34 | 2.25 | 2.18 | 2.12 | 2.08 | 2.04 | 2.00 | 1.97 | 1.95 | 1.92 |
| **41** | 4.08 | 3.23 | 2.83 | 2.60 | 2.44 | 2.33 | 2.24 | 2.17 | 2.12 | 2.07 | 2.03 | 2.00 | 1.97 | 1.94 | 1.92 |
| **42** | 4.07 | 3.22 | 2.83 | 2.59 | 2.44 | 2.32 | 2.24 | 2.17 | 2.11 | 2.06 | 2.03 | 1.99 | 1.96 | 1.94 | 1.91 |
| **43** | 4.07 | 3.21 | 2.82 | 2.59 | 2.43 | 2.32 | 2.23 | 2.16 | 2.11 | 2.06 | 2.02 | 1.99 | 1.96 | 1.93 | 1.91 |
| **44** | 4.06 | 3.21 | 2.82 | 2.58 | 2.43 | 2.31 | 2.23 | 2.16 | 2.10 | 2.05 | 2.01 | 1.98 | 1.95 | 1.92 | 1.90 |
| **45** | 4.06 | 3.20 | 2.81 | 2.58 | 2.42 | 2.31 | 2.22 | 2.15 | 2.10 | 2.05 | 2.01 | 1.97 | 1.94 | 1.92 | 1.89 |
| **46** | 4.05 | 3.20 | 2.81 | 2.57 | 2.42 | 2.30 | 2.22 | 2.15 | 2.09 | 2.04 | 2.00 | 1.97 | 1.94 | 1.91 | 1.89 |
| **47** | 4.05 | 3.20 | 2.80 | 2.57 | 2.41 | 2.30 | 2.21 | 2.14 | 2.09 | 2.04 | 2.00 | 1.96 | 1.93 | 1.91 | 1.88 |
| **48** | 4.04 | 3.19 | 2.80 | 2.57 | 2.41 | 2.29 | 2.21 | 2.14 | 2.08 | 2.03 | 1.99 | 1.96 | 1.93 | 1.90 | 1.88 |
| **49** | 4.04 | 3.19 | 2.79 | 2.56 | 2.40 | 2.29 | 2.20 | 2.13 | 2.08 | 2.03 | 1.99 | 1.96 | 1.93 | 1.90 | 1.88 |
| **50** | 4.03 | 3.18 | 2.79 | 2.56 | 2.40 | 2.29 | 2.20 | 2.13 | 2.07 | 2.03 | 1.99 | 1.95 | 1.92 | 1.89 | 1.87 |
| **51** | 4.03 | 3.18 | 2.79 | 2.55 | 2.40 | 2.28 | 2.20 | 2.13 | 2.07 | 2.02 | 1.98 | 1.95 | 1.92 | 1.89 | 1.87 |
| **52** | 4.03 | 3.18 | 2.78 | 2.55 | 2.39 | 2.28 | 2.19 | 2.12 | 2.07 | 2.02 | 1.98 | 1.94 | 1.91 | 1.89 | 1.86 |
| **53** | 4.02 | 3.17 | 2.78 | 2.55 | 2.39 | 2.28 | 2.19 | 2.12 | 2.06 | 2.01 | 1.97 | 1.94 | 1.91 | 1.88 | 1.86 |
| **54** | 4.02 | 3.17 | 2.78 | 2.54 | 2.39 | 2.27 | 2.18 | 2.12 | 2.06 | 2.01 | 1.97 | 1.94 | 1.91 | 1.88 | 1.86 |
| **55** | 4.02 | 3.16 | 2.77 | 2.54 | 2.38 | 2.27 | 2.18 | 2.11 | 2.06 | 2.01 | 1.97 | 1.93 | 1.90 | 1.88 | 1.85 |
| **56** | 4.01 | 3.16 | 2.77 | 2.54 | 2.38 | 2.27 | 2.18 | 2.11 | 2.05 | 2.00 | 1.96 | 1.93 | 1.90 | 1.87 | 1.85 |
| **57** | 4.01 | 3.16 | 2.77 | 2.53 | 2.38 | 2.26 | 2.18 | 2.11 | 2.05 | 2.00 | 1.96 | 1.93 | 1.90 | 1.87 | 1.85 |
| **58** | 4.01 | 3.16 | 2.76 | 2.53 | 2.37 | 2.26 | 2.17 | 2.10 | 2.05 | 2.00 | 1.96 | 1.92 | 1.89 | 1.87 | 1.84 |
| **59** | 4.00 | 3.15 | 2.76 | 2.53 | 2.37 | 2.26 | 2.17 | 2.10 | 2.04 | 2.00 | 1.96 | 1.92 | 1.89 | 1.86 | 1.84 |
| **60** | 4.00 | 3.15 | 2.76 | 2.53 | 2.37 | 2.25 | 2.17 | 2.10 | 2.04 | 1.99 | 1.95 | 1.92 | 1.89 | 1.86 | 1.84 |
| **61** | 4.00 | 3.15 | 2.76 | 2.52 | 2.37 | 2.25 | 2.16 | 2.09 | 2.04 | 1.99 | 1.95 | 1.91 | 1.88 | 1.86 | 1.83 |
| **62** | 4.00 | 3.15 | 2.75 | 2.52 | 2.36 | 2.25 | 2.16 | 2.09 | 2.03 | 1.99 | 1.95 | 1.91 | 1.88 | 1.85 | 1.83 |
| **63** | 3.99 | 3.14 | 2.75 | 2.52 | 2.36 | 2.25 | 2.16 | 2.09 | 2.03 | 1.98 | 1.94 | 1.91 | 1.88 | 1.85 | 1.83 |
| **64** | 3.99 | 3.14 | 2.75 | 2.52 | 2.36 | 2.24 | 2.16 | 2.09 | 2.03 | 1.98 | 1.94 | 1.91 | 1.88 | 1.85 | 1.83 |
| **65** | 3.99 | 3.14 | 2.75 | 2.51 | 2.36 | 2.24 | 2.15 | 2.08 | 2.03 | 1.98 | 1.94 | 1.90 | 1.87 | 1.85 | 1.82 |
| **66** | 3.99 | 3.14 | 2.74 | 2.51 | 2.35 | 2.24 | 2.15 | 2.08 | 2.03 | 1.98 | 1.94 | 1.90 | 1.87 | 1.84 | 1.82 |
| **67** | 3.98 | 3.13 | 2.74 | 2.51 | 2.35 | 2.24 | 2.15 | 2.08 | 2.02 | 1.98 | 1.93 | 1.90 | 1.87 | 1.84 | 1.82 |
| **68** | 3.98 | 3.13 | 2.74 | 2.51 | 2.35 | 2.24 | 2.15 | 2.08 | 2.02 | 1.97 | 1.93 | 1.90 | 1.87 | 1.84 | 1.82 |
| **69** | 3.98 | 3.13 | 2.74 | 2.50 | 2.35 | 2.23 | 2.15 | 2.08 | 2.02 | 1.97 | 1.93 | 1.90 | 1.86 | 1.84 | 1.81 |
| **70** | 3.98 | 3.13 | 2.74 | 2.50 | 2.35 | 2.23 | 2.14 | 2.07 | 2.02 | 1.97 | 1.93 | 1.89 | 1.86 | 1.84 | 1.81 |
| **71** | 3.98 | 3.13 | 2.73 | 2.50 | 2.34 | 2.23 | 2.14 | 2.07 | 2.01 | 1.97 | 1.93 | 1.89 | 1.86 | 1.83 | 1.81 |
| **72** | 3.97 | 3.12 | 2.73 | 2.50 | 2.34 | 2.23 | 2.14 | 2.07 | 2.01 | 1.96 | 1.92 | 1.89 | 1.86 | 1.83 | 1.81 |
| **73** | 3.97 | 3.12 | 2.73 | 2.50 | 2.34 | 2.23 | 2.14 | 2.07 | 2.01 | 1.96 | 1.92 | 1.89 | 1.86 | 1.83 | 1.81 |
| **74** | 3.97 | 3.12 | 2.73 | 2.50 | 2.34 | 2.22 | 2.14 | 2.07 | 2.01 | 1.96 | 1.92 | 1.89 | 1.85 | 1.83 | 1.80 |
| **75** | 3.97 | 3.12 | 2.73 | 2.49 | 2.34 | 2.22 | 2.13 | 2.06 | 2.01 | 1.96 | 1.92 | 1.88 | 1.85 | 1.83 | 1.80 |
| **76** | 3.97 | 3.12 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.01 | 1.96 | 1.92 | 1.88 | 1.85 | 1.82 | 1.80 |
| **77** | 3.97 | 3.12 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.00 | 1.96 | 1.92 | 1.88 | 1.85 | 1.82 | 1.80 |
| **78** | 3.96 | 3.11 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.00 | 1.95 | 1.91 | 1.88 | 1.85 | 1.82 | 1.80 |
| **79** | 3.96 | 3.11 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.00 | 1.95 | 1.91 | 1.88 | 1.85 | 1.82 | 1.79 |
| **80** | 3.96 | 3.11 | 2.72 | 2.49 | 2.33 | 2.21 | 2.13 | 2.06 | 2.00 | 1.95 | 1.91 | 1.88 | 1.84 | 1.82 | 1.79 |
| **81** | 3.96 | 3.11 | 2.72 | 2.48 | 2.33 | 2.21 | 2.12 | 2.05 | 2.00 | 1.95 | 1.91 | 1.87 | 1.84 | 1.82 | 1.79 |
| **82** | 3.96 | 3.11 | 2.72 | 2.48 | 2.33 | 2.21 | 2.12 | 2.05 | 2.00 | 1.95 | 1.91 | 1.87 | 1.84 | 1.81 | 1.79 |
| **83** | 3.96 | 3.11 | 2.71 | 2.48 | 2.32 | 2.21 | 2.12 | 2.05 | 1.99 | 1.95 | 1.91 | 1.87 | 1.84 | 1.81 | 1.79 |
| **84** | 3.95 | 3.11 | 2.71 | 2.48 | 2.32 | 2.21 | 2.12 | 2.05 | 1.99 | 1.95 | 1.90 | 1.87 | 1.84 | 1.81 | 1.79 |
| **85** | 3.95 | 3.10 | 2.71 | 2.48 | 2.32 | 2.21 | 2.12 | 2.05 | 1.99 | 1.94 | 1.90 | 1.87 | 1.84 | 1.81 | 1.79 |
| **86** | 3.95 | 3.10 | 2.71 | 2.48 | 2.32 | 2.21 | 2.12 | 2.05 | 1.99 | 1.94 | 1.90 | 1.87 | 1.84 | 1.81 | 1.78 |
| **87** | 3.95 | 3.10 | 2.71 | 2.48 | 2.32 | 2.20 | 2.12 | 2.05 | 1.99 | 1.94 | 1.90 | 1.87 | 1.83 | 1.81 | 1.78 |
| **88** | 3.95 | 3.10 | 2.71 | 2.48 | 2.32 | 2.20 | 2.12 | 2.05 | 1.99 | 1.94 | 1.90 | 1.86 | 1.83 | 1.81 | 1.78 |
| **89** | 3.95 | 3.10 | 2.71 | 2.47 | 2.32 | 2.20 | 2.11 | 2.04 | 1.99 | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |
| **90** | 3.95 | 3.10 | 2.71 | 2.47 | 2.32 | 2.20 | 2.11 | 2.04 | 1.99 | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |
| **91** | 3.95 | 3.10 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |
| **92** | 3.94 | 3.10 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.94 | 1.89 | 1.86 | 1.83 | 1.80 | 1.78 |
| **93** | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.83 | 1.80 | 1.78 |