

Lampiran 01. Produk Kosmetik Wardah Yang Masuk Kategori Top 2017-2020

No	Produk	Tahun				Total
		2017	2018	2019	2020	
1	Lipstik	25,0%	36,2%	33,4%	33,5%	128,1%
2	<i>Lip gloss</i>	23,1%	31,8%	18,2%	16,5%	87,6%
3	Maskara	12,2%	19,0%	15,5%	12,3%	59,0%
4	<i>Blush on</i>	21,3%	29,7%	36,3%	22,2%	99,5%
5	Pensil alis	13,1%	19,9%	10,5%	13,3%	56,8%
6	<i>Foundation</i>	23,1%	28,0%	16,1%	12,2%	79,4%
7	Bedak muka tabur	17,0%	21,8%	23,9%	20,0%	82,7%
8	Serum wajah	24,0%	28,0%	22,0%	22,3%	96,3%

Sumber: *Top Brand Index* Tahun 2017-2020



Lampiran 02. Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Awal dan Kuesioner Secara Total Variabel Citra Merek, *Celebrity Endorser*, Keputusan Pembelian.

Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Awal Citra Merek.

1) Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Awal:

- 1) Apabila jawaban (SS) diberikan skor 5
 - 2) Apabila jawaban (S) diberikan skor 4
 - 3) Apabila jawaban (N) diberikan skor 3
 - 4) Apabila jawaban (TS) diberikan skor 2
 - 5) Apabila jawaban (STS) diberikan skor 1
- a) Skor Tertinggi = nilai tertinggi x jumlah pertanyaan x jumlah responden
 b) Skor Terendah = nilai terendah x jumlah pertanyaan x jumlah responden

$$\begin{aligned}
 \text{Nilai Tertinggi} &= 5 \\
 \text{Nilai Terendah} &= 1 \\
 \text{Jumlah Pertanyaan} &= 3 \\
 \text{Jumlah Responden} &= 1 \\
 \text{Skor Tertinggi} &= 5 \times 3 \times 1 = 15 \\
 \text{Skor Terendah} &= 1 \times 3 \times 1 = 3 \\
 \text{Interval} &= \frac{\text{Skor Tertinggi} - \text{Skor Terendah}}{\text{Interval}} = \frac{15-3}{5} = 2,4 = 2
 \end{aligned}$$

Rentang Skor Variabel

Rentangan Skor	Keterangan Responden
13-15	Sangat Tinggi
10-12	Tinggi
7-9	Sedang
4-6	Rendah
1-3	Sangat Rendah

Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Awal *Celebrity Endorser*.

1) Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor

Kuesioner Awal:

1) Apabila jawaban (SS) diberikan skor 5

2) Apabila jawaban (S) diberikan skor 4

3) Apabila jawaban (N) diberikan skor 3

4) Apabila jawaban (TS) diberikan skor 2

5) Apabila jawaban (STS) diberikan skor 1

a) Skor Tertinggi = nilai tertinggi x jumlah pertanyaan x jumlah responden

b) Skor Terendah = nilai terendah x jumlah pertanyaan x jumlah responden

Nilai Tertinggi = 5

Nilai Terendah = 1

Jumlah Pertanyaan = 4

Jumlah Responden = 1

Skor Tertinggi = $5 \times 4 \times 1 = 20$

Skor Terendah = $1 \times 4 \times 1 = 4$

Interval = $\frac{\text{Skor Tertinggi} - \text{Skor Terendah}}{\text{Interval}} = \frac{20-4}{5} = 3,2 = 3$

Rentang Skor Variabel

Rentangan Skor	Keterangan Responden
17-20	Sangat Tinggi
13-16	Tinggi
9-12	Sedang
5-8	Rendah
1-4	Sangat Rendah

Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Awal Keputusan Pembelian.

1) Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor

Kuesioner Awal:

- 1) Apabila jawaban (SS) diberikan skor 5
- 2) Apabila jawaban (S) diberikan skor 4
- 3) Apabila jawaban (N) diberikan skor 3
- 4) Apabila jawaban (TS) diberikan skor 2
- 5) Apabila jawaban (STS) diberikan skor 1

a) Skor Tertinggi = nilai tertinggi x jumlah pertanyaan x jumlah responden

b) Skor Terendah = nilai terendah x jumlah pertanyaan x jumlah responden

Nilai Tertinggi = 5

Nilai Terendah = 1

Jumlah Pertanyaan = 4

Jumlah Responden = 1

Skor Tertinggi = $5 \times 4 \times 1 = 20$

Skor Terendah = $1 \times 4 \times 1 = 4$

Interval = $\frac{\text{Skor Tertinggi} - \text{Skor Terendah}}{\text{Interval}} = \frac{20-4}{5} = 3,2 = 3$

Rentang Skor Variabel

Rentangan Skor	Keterangan Responden
17-20	Sangat Tinggi
13-16	Tinggi
9-12	Sedang
5-8	Rendah
1-4	Sangat Rendah

Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Awal Citra Merek Secara Total.

1) Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor

Kuesioner Awal:

1) Apabila jawaban (SS) diberikan skor 5

2) Apabila jawaban (S) diberikan skor 4

3) Apabila jawaban (N) diberikan skor 3

4) Apabila jawaban (TS) diberikan skor 2

5) Apabila jawaban (STS) diberikan skor 1

a) Skor Tertinggi = nilai tertinggi x jumlah pertanyaan x jumlah responden

b) Skor Terendah = nilai terendah x jumlah pertanyaan x jumlah responden

Nilai Tertinggi = 5

Nilai Terendah = 1

Jumlah Pertanyaan = 3

Jumlah Responden = 10

Skor Tertinggi = $5 \times 3 \times 10 = 150$

Skor Terendah = $1 \times 3 \times 10 = 30$

Interval = $\frac{\text{Skor Tertinggi} - \text{Skor Terendah}}{\text{Interval}} = \frac{150-30}{5} = 24$

Rentang Skor Variabel

Rentangan Skor	Keterangan Responden
121-150	Sangat Tinggi
91-120	Tinggi
61-90	Sedang
31-60	Rendah
1-30	Sangat Rendah

Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Awal *Celebrity Endorser* Secara Total.

1) Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor

Kuesioner Awal:

- 1) Apabila jawaban (SS) diberikan skor 5
- 2) Apabila jawaban (S) diberikan skor 4
- 3) Apabila jawaban (N) diberikan skor 3
- 4) Apabila jawaban (TS) diberikan skor 2
- 5) Apabila jawaban (STS) diberikan skor 1

a) Skor Tertinggi = nilai tertinggi x jumlah pertanyaan x jumlah responden

b) Skor Terendah = nilai terendah x jumlah pertanyaan x jumlah responden

Nilai Tertinggi = 5

Nilai Terendah = 1

Jumlah Pertanyaan = 4

Jumlah Responden = 10

Skor Tertinggi = $5 \times 4 \times 10 = 200$

Skor Terendah = $1 \times 4 \times 10 = 40$

Interval = $\frac{\text{Skor Tertinggi} - \text{Skor Terendah}}{\text{Interval}} = \frac{200-40}{5} = 32$

Rentang Skor Variabel

Rentangan Skor	Keterangan Responden
161-200	Sangat Tinggi
121-160	Tinggi
81-120	Sedang
41-80	Rendah
1-40	Sangat Rendah

Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Awal Keputusan Pembelian Secara Total.

1) Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor

Kuesioner Awal:

1) Apabila jawaban (SS) diberikan skor 5

2) Apabila jawaban (S) diberikan skor 4

3) Apabila jawaban (N) diberikan skor 3

4) Apabila jawaban (TS) diberikan skor 2

5) Apabila jawaban (STS) diberikan skor 1

a) Skor Tertinggi = nilai tertinggi x jumlah pertanyaan x jumlah responden

b) Skor Terendah = nilai terendah x jumlah pertanyaan x jumlah responden

Nilai Tertinggi = 5

Nilai Terendah = 1

Jumlah Pertanyaan = 4

Jumlah Responden = 10

Skor Tertinggi = $5 \times 4 \times 10 = 200$

Skor Terendah = $1 \times 4 \times 10 = 40$

Interval = $\frac{\text{Skor Tertinggi} - \text{Skor Terendah}}{\text{Interval}} = \frac{200-40}{5} = 32$

Interval 5

Rentang Skor Variabel

Rentangan Skor	Keterangan Responden
161-200	Sangat Tinggi
121-160	Tinggi
81-120	Sedang
41-80	Rendah
1-40	Sangat Rendah

Lampiran 03. Kuesioner Penelitian



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Kepada

Yth. Saudara/i Mahasiswa Prodi S1 Manajemen Undiksha

Di tempat

Hal: Pengisian Kuisisioner

Dengan Hormat,

Dengan rangka menyelesaikan studi di Undiksha pada Jurusan Manajemen, dengan ini saya mengadakan penelitian berjudul **“Pengaruh Citra Merek dan Celebrity Endorser terhadap Keputusan Pembelian Lipstik Wardah (Studi Kasus Pada Mahasiswa Prodi S1 Manajemen Universitas Pendidikan Ganesha”**. Maka dengan ini, saya mohon kesediaan Saudara/i untuk berkenan mengisi kuesioner ini. Atas kesediaan dan bantuan Saudara/i yang turut berpartisipasi dalam mengisi kuesioner penelitian ini, saya ucapkan terima kasih.

Hormat Saya,

Gusti Ayu Anika Sudiadnyani
NIM. 1817041277

1) Identitas Responden

(Beri tanda \surd pada kotak jawaban)

- 1) Nama :
- 2) Jenis Kelamin :
- 3) Usia :
- 4) Semester :
- 5) Apakah Anda pernah membeli produk lipstik Wardah?

IYA TIDAK

- 6) Frekuensi beli produk lipstik Wardah?

< 2 kali dalam setahun

1-3 kali dalam setahun

> 2 kali dalam setahun

2) Petunjuk Pengisian Kuesioner

Silahkan Anda pilih jawaban yang menurut Anda paling sesuai dengan kondisi yang ada dengan memberikan tanda centang (\surd) pada pilihan jawaban yang tersedia.

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

3) Butir Pernyataan

- a) Keputusan Pembelian

No	Pernyataan	SS	S	N	TS	STS
	Keputusan Pembelian	5	4	3	2	1
1	Saya membeli produk lipstik dari wardah karena memiliki kualitas yang bagus.					
2	Saya terbiasa membeli lipstik wardah karena memberikan manfaat dalam menambah kecantikan.					

3	Saya selalu merekomendasikan produk lipstik wardah kepada teman atau kerabat.					
4	Saya puas menggunakan produk lipstik wardah sehingga selalu melakukan pembelian ulang dikemudian hari.					

b) Citra Merek

No	Pernyataan	SS	S	N	TS	STS
	Citra Merek	5	4	3	2	1
1	Produk lipstik wardah sangat populer di kalangan konsumen.					
2	Produk lipstik wardah memiliki produk yang lebih baik daripada produk lipstik merek lain.					
3	Produk lipstik wardah memiliki keunikan warna tersendiri sesuai dengan harapan konsumen.					

c) *Celebrity Endorser*

No	Pernyataan	SS	S	N	TS	STS
	<i>Celebrity Endorser</i>	5	4	3	2	1
1	Bintang iklan produk lipstik wardah sangat populer.					
2	Bintang iklan lipstik Wardah memiliki pengetahuan yang baik tentang produk yang diiklankan sehingga mampu membuat saya yakin dan percaya untuk melakukan pembelian.					
3	Bintang iklan produk lipstik wardah memiliki daya tarik yang mempesona sesuai dengan produk yang diiklankan.					
4	Bintang iklan produk lipstik wardah mampu merayu Anda untuk membeli produk lipstik yang ditawarkan.					

Lampiran 04. Data Observasi Awal Variabel Citra Merek (X_1), dan *Celebrity Endorser* (X_2) terhadap Keputusan Pembelian (Y).

Waktu	Email	Nama	Usia	Semester	Apakah Anda Pernah Membeli Produk Wardah?	Frekuensi Beli Produk Lipstik Wardah?	Citra Merek	<i>Celebrity Endorser</i>	Keputusan Pembelian
2021//10/28 8:16:51 AM GMT +8	tiffanyputu@gmail.com	Putu Tiffany Teressa	22 tahun	7	Iya	>2 kali dalam setahun	1,3,3	4,3,1,1	2,3,2,1
2021//10/28 12:31:57 PM GMT +8	yunitaprabawati16@gmail.com	Made Yunita Prabawati Arisna Putri	19 tahun	3	Iya	>2 kali dalam setahun	1,3,2	3,1,2,1	1,2,4,1
2021//10/28 12:42:31 PM GMT +8	Tyasmaharani97@gmail.com	Putu Tyas Pradnya Maharani	19 tahun	3	Iya	>2 kali dalam setahun	1,3,1	3,1,2,2	3,1,3,1
2021//10/28 12:56:43 PM GMT +8	ekarestu768@gmail.com	Ni Luh Putu Eka Restu Ayuni	22 tahun	7	Iya	>2 kali dalam setahun	2,3,1	2,3,1,2	2,1,3,1
2021//10/28 1:10:04 PM GMT +8	Gunapadni18@gmail.com	Ni Putu Gunapry Dharmapadni	18 tahun	1	Iya	>2 kali dalam setahun	2,3,2	4,3,1,1	2,2,3,3
2021//10/28 1:27:12 PM GMT +8	julikurniati16@gmail.com	Kadek Juli Kurniati	21 tahun	5	Iya	>2 kali dalam setahun	2,3,1	1,2,3,2	3,1,3,2
2021//10/28 3:23:12 PM GMT +8	novitakomang2gmail.com	Komang Novita Arsatianingsih	20 tahun	5	Iya	>2 kali dalam setahun	1,3,2	3,2,2,1	3,2,3,1
2021//10/28 4:07:15 PM GMT +8	kumalarega@gmail.com	Made Rega Kumala Wirmania	20 tahun	5	Iya	1-3 kali dalam setahun	2,2,1	3,2,1,1	3,1,3,1

2021//10/29 1:06:47 PM GMT +8	widyayuni05@gmail.com	Ni Luh Putu Yuni Widya Apsari	21 tahun	7	Iya	>2 kali dalam setahun	2,3,1	2,1,3,2	1,1,3,1
2021//10/29 2:18:59 PM GMT +8	putuami26@gmail.com	Ni Putu Amilya Permata Sari	21 tahun	7	Iya	>2 kali dalam setahun	1,3,2	2,2,1,3	2,2,1,2



Lampiran 05. Data Kuesioner

No	CITRA MEREK (X1)				CELEBRITY ENDORSER (X2)					KEPUTUSAN PEMBELIAN (Y)				
	X1.1	X1.2	X1.3	TX1	X2.1	X2.2	X2.3	X2.4	TX2	Y1	Y2	Y3	Y4	TY
1	5	5	5	15	5	5	5	5	20	5	5	5	5	20
2	4	5	4	13	5	5	4	5	19	5	5	5	4	19
3	3	4	4	11	4	4	4	3	15	4	4	5	3	16
4	5	3	4	12	5	5	4	4	18	4	4	4	4	16
5	5	3	4	12	5	4	4	4	17	5	4	4	5	18
6	4	5	5	14	4	4	4	5	17	4	5	5	5	19
7	3	2	3	8	3	2	3	2	10	3	2	3	2	10
8	3	2	2	7	3	2	2	3	10	3	2	3	3	11
9	3	4	5	12	3	4	3	4	14	5	3	5	4	17
10	5	5	5	15	5	5	4	4	18	5	4	4	3	16
11	4	4	2	10	3	2	2	3	10	3	2	4	3	12
12	4	3	3	10	4	2	3	2	11	4	3	4	2	13
13	4	3	4	11	4	3	2	3	12	4	4	3	2	13
14	3	4	5	12	3	4	3	4	14	5	3	5	4	17
15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
16	5	5	5	15	5	5	5	5	20	5	5	5	5	20
17	3	5	4	12	4	3	3	4	14	4	3	4	5	16
18	5	5	5	15	5	5	5	5	20	5	5	5	5	20
19	4	3	4	11	4	4	3	3	14	4	4	3	4	15
20	4	3	3	10	4	2	3	2	11	4	3	4	2	13
21	4	3	4	11	4	3	2	3	12	4	4	3	2	13
22	3	4	5	12	3	4	3	4	14	5	3	5	4	17
23	5	4	4	13	5	5	4	5	19	5	5	5	4	19
24	4	3	3	10	4	3	4	3	14	4	3	4	4	15
25	4	4	4	12	5	4	4	4	17	4	5	4	4	17

26	4	4	4	12	5	5	4	3	17	5	5	4	4	18
27	5	5	4	14	4	5	4	5	18	5	5	5	5	20
28	4	3	3	10	4	3	4	4	15	4	4	4	3	15
29	5	4	5	14	4	5	5	5	19	5	4	4	5	18
30	3	5	4	12	5	4	5	3	17	4	4	5	4	17
31	4	4	5	13	4	4	4	5	17	4	4	4	5	17
32	5	4	4	13	4	4	4	4	16	5	5	4	5	19
33	4	5	5	14	4	4	4	4	16	5	5	4	5	19
34	5	5	5	15	5	5	5	4	19	5	5	4	5	19
35	4	4	4	12	4	4	4	4	16	4	5	4	4	17
36	5	4	4	13	4	4	4	4	16	4	5	5	4	18
37	4	5	4	13	5	4	4	5	18	5	4	5	4	18
38	5	5	5	15	5	4	4	4	17	5	4	4	5	18
39	5	4	5	14	4	4	4	5	17	5	4	4	4	17
40	4	4	4	12	4	4	4	4	16	4	4	4	4	16
41	4	4	5	13	5	4	4	4	17	4	4	5	4	17
42	5	4	4	13	4	4	4	4	16	5	5	5	4	19
43	4	4	4	12	3	4	4	4	15	4	5	4	4	17
44	5	5	5	15	5	5	5	5	20	5	5	5	5	20
45	5	4	4	13	5	4	4	4	17	4	4	4	4	16
46	3	4	5	12	3	3	5	4	15	3	5	4	5	17
47	4	5	5	14	5	5	5	5	20	5	5	5	5	20
48	5	3	4	12	4	4	5	5	18	5	4	3	4	16
49	3	4	4	11	5	5	5	5	20	5	5	5	5	20
50	4	3	4	11	3	4	4	4	15	4	4	4	4	16
51	5	3	3	11	2	3	3	2	10	3	4	3	4	14

52	3	2	2	7	2	3	3	1	9	4	2	1	3	10
53	3	3	4	10	4	3	4	3	14	4	4	3	4	15
54	5	4	4	13	5	5	5	5	20	5	5	5	4	19
55	5	4	4	13	5	4	4	4	17	4	4	3	4	15
56	4	4	4	12	4	5	4	5	18	5	4	4	4	17
57	4	4	5	13	4	4	5	5	18	4	4	5	4	17
58	5	5	5	15	3	4	4	4	15	5	3	4	5	17
59	5	3	4	12	5	5	5	5	20	5	5	4	3	17
60	5	5	5	15	5	5	5	5	20	5	5	5	5	20
61	5	4	5	14	5	4	4	5	18	4	5	4	5	18
62	4	5	3	12	3	4	4	4	15	4	4	4	4	16
63	5	4	4	13	3	4	4	4	15	4	4	4	4	16
64	5	5	5	15	5	5	5	5	20	5	4	3	5	17
65	5	5	4	14	5	5	4	4	18	4	5	5	5	19
66	5	5	5	15	5	5	5	5	20	5	4	5	5	19
67	5	3	3	11	4	3	3	4	14	5	5	4	5	19
68	5	4	5	14	4	4	5	3	16	5	4	4	5	18
69	4	4	4	12	5	4	4	4	17	4	5	4	4	17
70	5	4	4	13	4	4	4	3	15	4	5	4	4	17
71	5	5	5	15	5	5	5	5	20	5	5	5	5	20
72	5	4	4	13	5	5	5	4	19	4	5	5	4	18
73	4	4	4	12	3	4	4	4	15	4	4	3	3	14
74	5	3	4	12	4	4	4	4	16	4	4	4	4	16
75	4	3	5	12	4	4	4	4	16	5	5	4	4	18
76	2	2	2	6	3	3	3	3	12	3	4	2	3	12
77	4	4	4	12	4	4	4	4	16	4	4	4	4	16

78	5	5	5	15	5	5	5	5	20	5	5	5	5	20
79	4	5	4	13	4	4	5	4	17	5	4	4	5	18
80	4	3	3	10	3	3	3	3	12	4	3	3	4	14
81	3	3	3	9	4	3	3	4	14	3	4	3	3	13
82	5	4	4	13	5	5	5	5	20	4	4	4	5	17
83	5	5	5	15	5	5	5	5	20	5	5	5	5	20
84	5	5	5	15	5	5	5	5	20	4	5	4	4	17
85	5	3	4	12	5	5	5	5	20	4	4	4	4	16
86	5	4	4	13	4	4	4	4	16	3	4	4	4	15
87	5	3	4	12	5	5	4	5	19	4	5	4	5	18
88	5	5	4	14	4	4	5	4	17	5	4	5	5	19
89	5	4	3	12	4	3	4	5	16	5	5	4	4	18
90	5	5	4	14	4	3	4	4	15	4	4	5	4	17
91	4	5	5	14	5	4	4	4	17	5	4	4	4	17
92	4	5	5	14	4	4	5	4	17	4	5	5	5	19
93	4	4	5	13	5	4	5	5	19	5	4	5	4	18
94	4	5	4	13	5	5	4	5	19	5	5	5	4	19
95	5	5	5	15	5	5	5	5	20	5	5	5	5	20
96	4	3	5	12	5	5	5	4	19	4	4	3	5	16
97	3	5	4	12	5	5	5	5	20	5	5	5	4	19
98	4	4	4	12	5	5	5	5	20	5	5	5	5	20
99	5	5	5	15	4	4	4	4	16	4	4	4	4	16
100	5	5	5	15	5	4	5	5	19	5	5	5	4	19
101	4	4	4	12	4	4	4	4	16	4	4	4	4	16
102	5	4	3	12	4	5	4	4	17	5	4	3	4	16
103	5	5	3	13	4	5	5	4	18	5	5	3	4	17

104	5	5	4	14	5	4	4	5	18	4	4	5	4	17
105	3	2	2	7	3	2	2	3	10	2	2	3	3	10
106	3	3	2	8	3	2	2	3	10	3	2	2	3	10
107	3	3	2	8	3	3	2	2	10	3	3	2	3	11
108	3	3	4	10	4	4	3	3	14	3	4	3	4	14
109	4	3	3	10	4	4	4	3	15	3	3	4	4	14
110	4	3	2	9	3	3	3	5	14	5	4	4	3	16



Lampiran 06. Output SPSS

OUTPUT SAMPEL KECIL

UJI VALIDITAS X1

Correlations

		Correlations			
		X1.1	X1.2	X1.3	TX1
X1.1	Pearson Correlation	1	.463**	.359	.677**
	Sig. (2-tailed)		.010	.051	.000
	N	30	30	30	30
X1.2	Pearson Correlation	.463**	1	.689**	.890**
	Sig. (2-tailed)	.010		.000	.000
	N	30	30	30	30
X1.3	Pearson Correlation	.359	.689**	1	.876**
	Sig. (2-tailed)	.051	.000		.000
	N	30	30	30	30
TX1	Pearson Correlation	.677**	.890**	.876**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

UJI VALIDITAS X2

Correlations

		Correlations				
		X2.1	X2.2	X2.3	X2.4	TX2
X2.1	Pearson Correlation	1	.593**	.693**	.496**	.785**
	Sig. (2-tailed)		.001	.000	.005	.000
	N	30	30	30	30	30
X2.2	Pearson Correlation	.593**	1	.640**	.748**	.884**
	Sig. (2-tailed)	.001		.000	.000	.000
	N	30	30	30	30	30
X2.3	Pearson Correlation	.693**	.640**	1	.644**	.878**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
X2.4	Pearson Correlation	.496**	.748**	.644**	1	.858**
	Sig. (2-tailed)	.005	.000	.000		.000
	N	30	30	30	30	30
TX2	Pearson Correlation	.785**	.884**	.878**	.858**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

UJI VALIDITAS Y

Correlations

		Y.1	Y.2	Y.3	Y.4	TY
Y.1	Pearson Correlation	1	.560**	.710**	.550**	.844**
	Sig. (2-tailed)		.001	.000	.002	.000
	N	30	30	30	30	30
Y.2	Pearson Correlation	.560**	1	.366*	.429*	.717**
	Sig. (2-tailed)	.001		.047	.018	.000
	N	30	30	30	30	30
Y.3	Pearson Correlation	.710**	.366*	1	.637**	.832**
	Sig. (2-tailed)	.000	.047		.000	.000
	N	30	30	30	30	30
Y.4	Pearson Correlation	.550**	.429*	.637**	1	.842**
	Sig. (2-tailed)	.002	.018	.000		.000
	N	30	30	30	30	30
TY	Pearson Correlation	.844**	.717**	.832**	.842**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

UJI RELIABILITAS X1

Reliability

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.752	.753	3

Item Statistics

	Mean	Std. Deviation	N
X1.1	3.8333	.74664	30
X1.2	3.8000	.99655	30
X1.3	3.7667	1.13512	30

Inter-Item Correlation Matrix

	X1.1	X1.2	X1.3
X1.1	1.000	.463	.359
X1.2	.463	1.000	.689
X1.3	.359	.689	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	7.5667	3.840	.444	.218	.812
X1.2	7.6000	2.455	.720	.528	.496
X1.3	7.6333	2.240	.638	.477	.616

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.4000	5.697	2.38675	3

UJI RELIABILITAS X2

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.870	.875	4

Item Statistics

	Mean	Std. Deviation	N
X2.1	3.8000	.71438	30
X2.2	3.4667	1.04166	30
X2.3	3.2333	1.07265	30
X2.4	3.5000	.97379	30

Inter-Item Correlation Matrix

	X2.1	X2.2	X2.3	X2.4
X2.1	1.000	.593	.693	.496
X2.2	.593	1.000	.640	.748
X2.3	.693	.640	1.000	.644
X2.4	.496	.748	.644	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	10.2000	7.476	.674	.521	.861
X2.2	10.5333	5.706	.770	.631	.814
X2.3	10.7667	5.633	.754	.606	.823
X2.4	10.5000	6.121	.737	.608	.827

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.0000	10.621	3.25894	4

UJI RELIABILITAS Y

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.813	.826	4

Item Statistics

	Mean	Std. Deviation	N
Y.1	4.0000	.78784	30
Y.2	3.5333	.93710	30
Y.3	3.8000	.92476	30
Y.4	3.5667	1.19434	30

Inter-Item Correlation Matrix

	Y.1	Y.2	Y.3	Y.4
Y.1	1.000	.560	.710	.550
Y.2	.560	1.000	.366	.429
Y.3	.710	.366	1.000	.637
Y.4	.550	.429	.637	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y.1	10.9000	6.162	.741	.610	.731
Y.2	11.3667	6.378	.512	.349	.817
Y.3	11.1000	5.748	.694	.600	.737
Y.4	11.3333	4.851	.647	.452	.772

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.9000	9.679	3.11116	4

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UJI VALIDITAS X1 Correlations

		Correlations			
		X1.1	X1.2	X1.3	TX1
X1.1	Pearson Correlation	1	.401**	.377**	.713**
	Sig. (2-tailed)		.000	.000	.000
	N	110	110	110	110
X1.2	Pearson Correlation	.401**	1	.629**	.854**
	Sig. (2-tailed)	.000		.000	.000
	N	110	110	110	110
X1.3	Pearson Correlation	.377**	.629**	1	.843**
	Sig. (2-tailed)	.000	.000		.000
	N	110	110	110	110
TX1	Pearson Correlation	.713**	.854**	.843**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	110	110	110	110

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

UJI VALIDITAS X2 Correlations

		Correlations				
		X2.1	X2.2	X2.3	X2.4	TX2
X2.1	Pearson Correlation	1	.667**	.621**	.588**	.825**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	110	110	110	110	110
X2.2	Pearson Correlation	.667**	1	.752**	.685**	.901**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	110	110	110	110	110
X2.3	Pearson Correlation	.621**	.752**	1	.645**	.875**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	110	110	110	110	110
X2.4	Pearson Correlation	.588**	.685**	.645**	1	.851**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	110	110	110	110	110
TX2	Pearson Correlation	.825**	.901**	.875**	.851**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	110	110	110	110	110

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

UJI VALIDITAS Y

Correlations

		Y.1	Y.2	Y.3	Y.4	TY
Y.1	Pearson Correlation	1	.499**	.510**	.465**	.767**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	110	110	110	110	110
Y.2	Pearson Correlation	.499**	1	.510**	.520**	.810**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	110	110	110	110	110
Y.3	Pearson Correlation	.510**	.510**	1	.460**	.795**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	110	110	110	110	110
Y.4	Pearson Correlation	.465**	.520**	.460**	1	.777**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	110	110	110	110	110
TY	Pearson Correlation	.767**	.810**	.795**	.777**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	110	110	110	110	110

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

UJI RELIABILITAS X1

Reliability

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded ^a	0	.0
	Total	110	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.729	.726	3

Item Statistics

	Mean	Std. Deviation	N
X1.1	4.2909	.77039	110
X1.2	4.0091	.88302	110
X1.3	4.0727	.87482	110

Inter-Item Correlation Matrix

	X1.1	X1.2	X1.3
X1.1	1.000	.401	.377
X1.2	.401	1.000	.629
X1.3	.377	.629	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	8.0818	2.516	.431	.186	.772
X1.2	8.3636	1.867	.628	.426	.544
X1.3	8.3000	1.918	.610	.414	.568

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.3727	4.163	2.04023	3

UJI RELIABILITAS X2

Reliability

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded ^a	0	.0
	Total	110	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.886	.886	4

Item Statistics

	Mean	Std. Deviation	N
X2.1	4.2091	.79095	110
X2.2	4.0545	.86562	110
X2.3	4.0545	.85495	110
X2.4	4.0818	.88961	110

Inter-Item Correlation Matrix

	X2.1	X2.2	X2.3	X2.4
X2.1	1.000	.667	.621	.588
X2.2	.667	1.000	.752	.685
X2.3	.621	.752	1.000	.645
X2.4	.588	.685	.645	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	12.1909	5.422	.700	.496	.872
X2.2	12.3455	4.797	.813	.667	.828
X2.3	12.3455	4.962	.770	.612	.845
X2.4	12.3182	4.971	.722	.526	.865

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.4000	8.628	2.93726	4

UJI RELIABILITAS Y Reliability

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded ^a	0	.0
	Total	110	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.795	.796	4

Item Statistics

	Mean	Std. Deviation	N
Y.1	4.3364	.70746	110
Y.2	4.1909	.82945	110
Y.3	4.1091	.83880	110
Y.4	4.1182	.79830	110

Inter-Item Correlation Matrix

	Y.1	Y.2	Y.3	Y.4
Y.1	1.000	.499	.510	.465
Y.2	.499	1.000	.510	.520
Y.3	.510	.510	1.000	.460
Y.4	.465	.520	.460	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y.1	12.4182	4.044	.603	.365	.747
Y.2	12.5636	3.588	.632	.400	.730
Y.3	12.6455	3.625	.605	.370	.745
Y.4	12.6364	3.793	.588	.350	.752

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.7545	6.260	2.50206	4

UJI REGRESI LINIER BERGANDA

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
TY	16.7545	2.50206	110
TX1	12.3727	2.04023	110
TX2	16.4000	2.93726	110

Correlations

		TY	TX1	TX2
Pearson Correlation	TY	1.000	.818	.845
	TX1	.818	1.000	.779
	TX2	.845	.779	1.000
Sig. (1-tailed)	TY	.	.000	.000
	TX1	.000	.	.000
	TX2	.000	.000	.
N	TY	110	110	110
	TX1	110	110	110
	TX2	110	110	110

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TX2, TX1 ^b	.	Enter

a. Dependent Variable: TY

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.883 ^a	.779	.775	1.18763	.779	188.398	2	107	.000

a. Predictors: (Constant), TX2, TX1

b. Dependent Variable: TY

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	531.454	2	265.727	188.398	.000 ^b
	Residual	150.919	107	1.410		
	Total	682.373	109			

a. Dependent Variable: TY

b. Predictors: (Constant), TX2, TX1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	3.206	.716		4.476	.000						
	TX1	.498	.089	.406	5.608	.000	.818	.477	.255	.394	2.540	
	TX2	.450	.062	.528	7.294	.000	.845	.576	.332	.394	2.540	

a. Dependent Variable: TY

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	TX1	TX2
1	1	2.977	1.000	.00	.00	.00
	2	.017	13.161	.96	.06	.17
	3	.006	21.873	.04	.94	.83

a. Dependent Variable: TY

Residuals Statistics^a

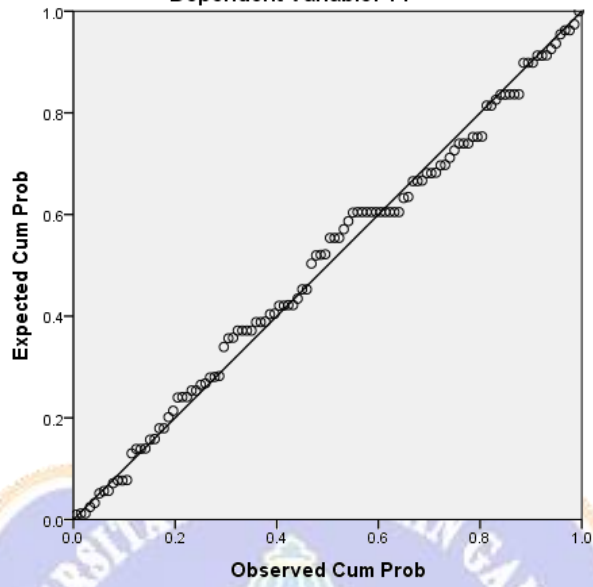
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10.7458	19.6844	16.7545	2.20810	110
Std. Predicted Value	-2.721	1.327	.000	1.000	110
Standard Error of Predicted Value	.115	.410	.186	.061	110
Adjusted Predicted Value	10.8088	19.7546	16.7575	2.20322	110
Residual	-2.78409	4.00996	.00000	1.17668	110
Std. Residual	-2.344	3.376	.000	.991	110
Stud. Residual	-2.379	3.402	-.001	1.005	110
Deleted Residual	-2.86780	4.07205	-.00295	1.21127	110
Stud. Deleted Residual	-2.433	3.586	-.001	1.018	110
Mahal. Distance	.033	11.972	1.982	2.135	110
Cook's Distance	.000	.127	.010	.018	110
Centered Leverage Value	.000	.110	.018	.020	110

a. Dependent Variable: TY

Charts

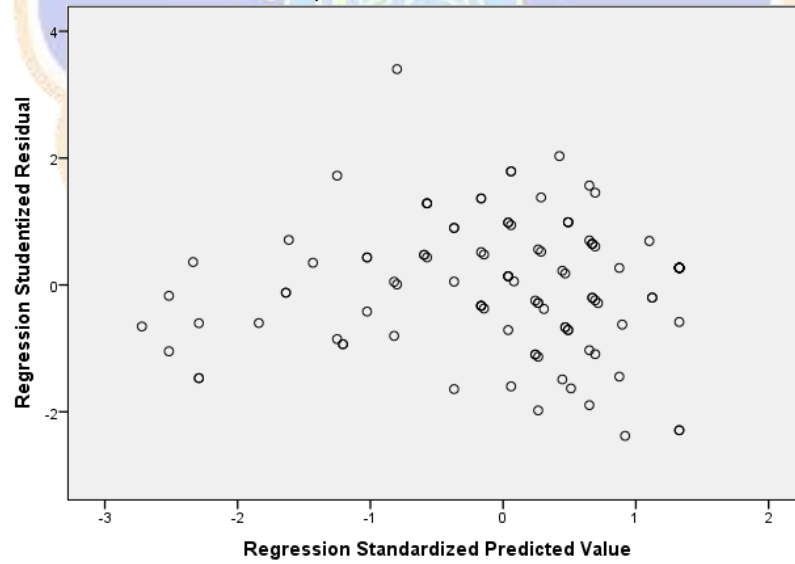
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: TY



Scatterplot

Dependent Variable: TY



UJI NORMALITAS DENGAN KOLMOGOROV SMIRNOV

NPar Tests

		Unstandardized Residual
N		110
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1.17667955
	Absolute	.059
Most Extreme Differences	Positive	.054
	Negative	-.059
Kolmogorov-Smirnov Z		.621
Asymp. Sig. (2-tailed)		.836

a. Test distribution is Normal.

b. Calculated from data.

UJI HETEROSKEDASTISITAS DENGAN METODE GLEJSER

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.975	.445		2.191	.031
1 TX1	-.019	.055	-.053	-.347	.729
TX2	.011	.038	.044	.285	.776