

LAMPIRAN

Lampiran 01. Kuesioner Penelitian



KUESIONER PENELITIAN
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI
JURUSAN MANAJEMEN

Kepada

Yth. Ibu/Bapak, Saudara/I

Hal : Pengisian Kuesioner

Dengan Hormat,

Sehubungan dengan penyelesaian tugas akhir skripsi yang sedang saya lakukan di Program Studi S1 Manajemen, Fakultas Ekonomi, Universitas Pendidikan Ganesha, saya bermaksud mengadakan penelitian yang berjudul **“Pengaruh Brand Ambassador dan Iklan Terhadap Keputusan Pembelian di Shopee”**

Maka dengan ini, saya mohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan mengisi kuesioner ini.. Atas kesediaan dan bantuan Bapak/Ibu, Saudara/i yang turut berpartisipasi dalam mengisi kuesioner penelitian ini, saya ucapkan terimakasih.

Singaraja. 12 Januari 2022

Peneliti

Nyoman Bayu Putra Tangkas
NIM. 1817041267

KUESIONER PENELITIAN

Pengaruh Brand Ambassador dan Iklan Terhadap Keputusan Pembelian di Shopee: Studi Pada Mahasiswa Prodi S1 Manajemen Universitas Pendidikan Ganesha.

A. Identitas Responden

1. Nama :
2. Alamat :
3. Usia :
4. Jenis Kelamin :

Laki - laki

Perempuan

5. Pernah Melakukan Pembelian di Shopee lebih dari satu kali ?

Ya

Tidak

Jika anda menjawab YA, silakan lanjutkan mengisi kuesioner, namun jika menjawab TIDAK silakan berhenti untuk mengisi kuesioner.

B. Petunjuk Pengisian Kuesioner

Silakan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi anda dengan memberi tanda centang (✓) pada jawaban yang tersedia.

Keterangan :

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

Draft Pernyataan Brand Ambassador

NO	Pernyataan	SS	S	N	TS	STS
		5	4	3	2	1
1	Melakukan pembelian karena Shopee melibatkan selebriti atau tokoh terkenal sebagai <i>brand ambassador</i>					
2	<i>Brand ambassador</i> yang dipilih memiliki pengetahuan pada e-commerce Shopee					
3	Brand ambassador Shopee memiliki pengalaman sebagai bintang iklan					
4	Brand ambassador Shopee merupakan sosok individu yang mengikuti perkembangan tren atau mode					
5	Brand ambassador shopee merupakan sosok individu yang memikat					

Draft Pernyataan Iklan

NO	Pernyataan	SS	S	N	TS	STS
		5	4	3	2	1
1	Melakukan pembelian karena pesan yang disampaikan dalam iklan Shopee singkat dan mudah dipahami					
2	Visualisasi iklan Shopee menarik perhatian					
3	Iklan Shopee dapat ditemukan di berbagai jenis media iklan					
4	Iklan Shopee memberikan kejelasan informasi yang mudah dimengerti					
5	Setelah melihat iklan Shopee, konsumen mendapatkan kejelasan pada pesan iklan tersebut					
6	Isi iklan Shopee memberikan kepercayaan terhadap konsumen					
7	Isi iklan Shopee memberikan keyakinan untuk melakukan pembelian					
8	Produk yang dibeli sesuai dengan apa yang ditampilkan pada iklan Shopee					

Draft Pernyataan Keputusan Pembelian

NO	Pernyataan	SS	S	N	TS	STS
		5	4	3	2	1
1	Shopee merupakan <i>e-commerce</i> yang tepat untuk membeli produk yang diinginkan					
2	Shopee memudahkan konsumen untuk mencari informasi produk yang diinginkan					
3	Shopee menyediakan berbagai jenis produk yang dibutuhkan konsumen					
4	Shopee memudahkan konsumen dalam proses pembelian produk					
5	Produk yang dibeli sesuai dengan harapan konsumen					



Lampiran 02. Tabulasi Data 30 Responden

TABULASI DATA PENGUJIAN INSTRUMEN PENELITIAN

No. Responden	BRAND AMBASSADOR (X1)							IKLAN (X2)								TOTAL X2
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TOTAL X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	
1	2	3	2	2	1	2	12	3	2	1	2	1	2	3	2	16
2	1	2	1	1	1	2	8	2	3	1	3	2	1	2	1	15
3	4	3	4	4	3	4	22	2	4	3	2	2	4	2	2	21
4	5	4	4	5	3	2	23	5	5	5	5	5	4	5	3	37
5	5	5	5	5	5	5	30	5	5	4	4	5	3	5	4	35
6	3	2	3	3	2	2	15	2	2	2	2	3	1	2	2	16
7	4	4	4	4	3	4	23	4	5	4	5	5	5	5	5	38
8	4	3	4	4	4	4	23	5	5	5	4	4	5	4	5	37
9	3	5	4	5	4	5	26	5	4	5	5	5	5	4	5	38
10	4	4	4	4	4	4	24	4	4	4	4	4	4	5	5	34
11	2	1	2	3	2	2	12	3	2	2	2	2	3	2	2	18
12	4	3	3	3	4	4	21	5	5	5	4	5	5	5	5	39
13	4	3	4	4	4	4	23	5	4	4	4	5	2	4	3	31
14	5	4	3	4	5	4	25	3	2	1	4	4	5	4	3	26
15	3	3	3	4	3	4	20	5	4	1	4	4	4	5	2	29
16	4	4	4	4	2	4	22	2	4	1	4	4	4	2	5	26
17	4	4	4	4	4	4	24	5	4	4	3	4	2	5	4	31
18	4	4	5	4	4	4	25	5	5	4	4	3	4	5	4	34

19	4	4	4	4	4	4	24	5	5	4	4	4	5	4	4	35
20	4	4	4	4	3	4	23	2	4	4	5	4	4	5	4	32
21	3	4	3	4	4	5	23	4	5	5	4	3	4	3	4	32
22	4	4	4	4	3	3	22	5	2	4	3	4	4	5	5	32
23	4	4	4	4	4	4	24	5	2	4	5	5	4	5	4	34
24	4	4	4	4	4	4	24	5	4	2	4	5	4	4	3	31
25	4	4	4	4	4	4	24	4	5	5	4	3	3	3	4	31
26	3	3	3	3	3	3	18	4	4	5	4	5	4	4	5	35
27	4	4	4	4	4	4	24	4	4	5	5	4	5	4	4	35
28	4	4	5	4	5	5	27	5	4	4	5	4	5	5	5	37
29	3	3	3	3	3	3	18	2	1	1	2	2	1	2	1	12
30	3	3	3	3	4	2	18	5	5	4	5	5	4	5	5	38



No. Responden	KEPUTUSAN PEMBELIAN (Y)					TOTAL Y
	Y1	Y2	Y3	Y4	Y5	
1	2	4	3	3	3	15
2	2	1	3	2	2	10
3	4	4	4	4	4	20
4	5	5	5	5	5	25
5	5	5	5	5	5	25
6	2	3	2	4	4	15
7	5	4	5	5	5	24
8	5	5	5	5	5	25
9	5	5	5	5	5	25
10	5	4	4	4	4	21
11	2	3	3	4	2	14
12	4	4	4	4	4	20
13	4	4	3	4	3	18
14	4	5	5	4	5	23
15	5	5	5	5	5	25
16	4	4	5	4	5	22
17	4	4	4	4	4	20
18	4	4	4	4	5	21
19	5	4	5	4	5	23
20	4	4	5	4	5	22
21	4	4	4	5	4	21



22	4	4	5	5	3	21
23	5	4	4	4	5	22
24	4	4	4	4	4	20
25	4	4	4	4	4	20
26	4	4	4	4	4	20
27	4	4	4	4	4	20
28	4	3	4	5	5	21
29	3	3	3	3	3	15
30	5	5	5	5	5	25



Lampiran 03. Hasil Uji Instrumen

1. Hasil Uji Validitas Sampel Kecil (30)

Variabel Keputusan Pembelian (Y)

		Correlations					
		Y1	Y2	Y3	Y4	Y5	TOTAL.Y
Y1	Pearson Correlation	1	.732**	.808**	.691**	.766**	.922**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
Y2	Pearson Correlation	.732**	1	.697**	.697**	.674**	.866**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
Y3	Pearson Correlation	.808**	.697**	1	.637**	.715**	.885**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
Y4	Pearson Correlation	.691**	.697**	.637**	1	.616**	.819**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
Y5	Pearson Correlation	.766**	.674**	.715**	.616**	1	.872**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30

TOTAL. Y	Pearson Correlation	.922**	.866**	.885**	.819**	.872**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

Variabel Brand Ambassador (X₁)

Correlations								
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TOTAL. X1
X1.1	Pearson Correlation	1	.670**	.806**	.799**	.699**	.521**	.862**
	Sig. (2-tailed)		.000	.000	.000	.000	.003	.000
	N	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.670**	1	.735**	.739**	.619**	.701**	.855**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.806**	.735**	1	.829**	.675**	.664**	.903**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.799**	.739**	.829**	1	.660**	.651**	.894**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.699**	.619**	.675**	.660**	1	.714**	.852**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30

X1.6	Pearson Correlation	.521**	.701**	.664**	.651**	.714**	1	.825**
	Sig. (2-tailed)	.003	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30
TOTAL .X1	Pearson Correlation	.862**	.855**	.903**	.894**	.852**	.825**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

Variabel Iklan (X₂)

Correlations										
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TOTAL. X2
X2.1	Pearson Correlation	1	.495**	.592*	.534**	.649*	.452*	.758*	.531*	.782**
	Sig. (2-tailed)		.005	.001	.002	.000	.012	.000	.003	.000
	N	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.495*	1	.635*	.584**	.470*	.492*	.426*	.548*	.731**
	Sig. (2-tailed)	.005		.000	.001	.009	.006	.019	.002	.000
	N	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.592*	.635**	1	.567**	.524*	.477*	.526*	.697*	.802**
	Sig. (2-tailed)	.001	.000		.001	.003	.008	.003	.000	.000
	N	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.534*	.584**	.567*	1	.771*	.675*	.682*	.661*	.845**
	Sig. (2-tailed)	.002	.001	.001		.000	.000	.000	.000	.000

	N	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.649*	.470**	.524*	.771**	1	.529*	.709*	.657*	.820**
	Sig. (2-tailed)	.000	.009	.003	.000		.003	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.452*	.492**	.477*	.675**	.529*	1	.518*	.685*	.755**
	Sig. (2-tailed)	.012	.006	.008	.000	.003		.003	.000	.000
	N	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.758*	.426*	.526*	.682**	.709*	.518*	1	.598*	.808**
	Sig. (2-tailed)	.000	.019	.003	.000	.000	.003		.000	.000
	N	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.531*	.548**	.697*	.661**	.657*	.685*	.598*	1	.848**
	Sig. (2-tailed)	.003	.002	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL .X2	Pearson Correlation	.782*	.731**	.802*	.845**	.820*	.755*	.808*	.848*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	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).										

2. Hasil Uji Reliabilitas Sampel Kecil (30)

Variabel Keputusan Pembelian (Y)

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	N of Items
.921	5

Variabel *Brand Ambassador* (X₁)

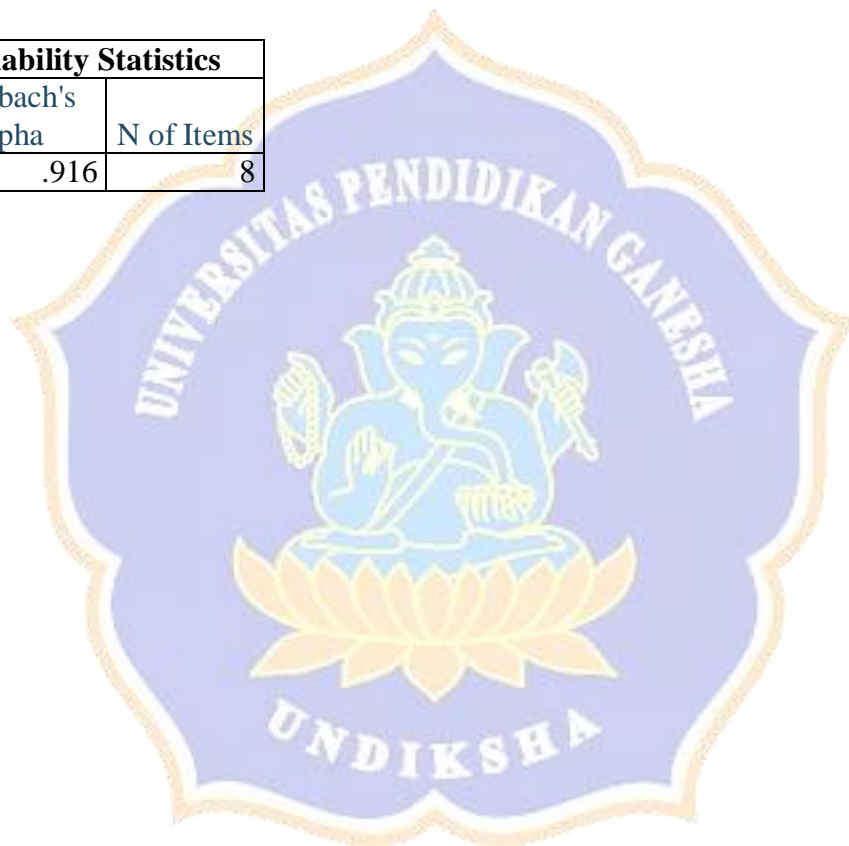
Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.931	6

Variabel Iklan (X₂)

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	N of Items
.916	8



Lampiran 04. Tabulasi Data 95 Responden

TABULASI DATA KESELURUHAN

No. Responden	BRAND AMBASSADOR (X1)							IKLAN (X2)								
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TOTAL X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TOTAL X2
1	2	3	2	2	1	2	12	3	2	1	2	1	2	3	2	16
2	1	2	1	1	1	2	8	2	3	1	3	2	1	2	1	15
3	4	3	4	4	3	4	22	2	4	3	2	2	4	2	2	21
4	5	4	4	5	3	2	23	5	5	5	5	5	4	5	3	37
5	5	5	5	5	5	5	30	5	5	4	4	5	3	5	4	35
6	3	2	3	3	2	2	15	2	2	2	2	3	1	2	2	16
7	4	4	4	4	3	4	23	4	5	4	5	5	5	5	5	38
8	4	3	4	4	4	4	23	5	5	5	4	4	5	4	5	37
9	3	5	4	5	4	5	26	5	4	5	5	5	5	4	5	38
10	4	4	4	4	4	4	24	4	4	4	4	4	4	5	5	34
11	2	1	2	3	2	2	12	3	2	2	2	2	3	2	2	18
12	4	3	3	3	4	4	21	5	5	5	4	5	5	5	5	39
13	4	3	4	4	4	4	23	5	4	4	4	5	2	4	3	31
14	5	4	3	4	5	4	25	3	2	1	4	4	5	4	3	26
15	3	3	3	4	3	4	20	5	4	1	4	4	4	5	2	29
16	4	4	4	4	2	4	22	2	4	1	4	4	4	2	5	26
17	4	4	4	4	4	4	24	5	4	4	3	4	2	5	4	31

18	4	4	5	4	4	4	25	5	5	4	4	3	4	5	4	34
19	4	4	4	4	4	4	24	5	5	4	4	4	5	4	4	35
20	4	4	4	4	3	4	23	2	4	4	5	4	4	5	4	32
21	3	4	3	4	4	5	23	4	5	5	4	3	4	3	4	32
22	4	4	4	4	3	3	22	5	2	4	3	4	4	5	5	32
23	4	4	4	4	4	4	24	5	2	4	5	5	4	5	4	34
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26	3	3	3	3	3	3	18	4	4	5	4	5	4	4	5	35
27	4	4	4	4	4	4	24	4	4	5	5	4	5	4	4	35
28	4	4	5	4	5	5	27	5	4	4	5	4	5	5	5	37
29	3	3	3	3	3	3	18	2	1	1	2	2	1	2	1	12
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32	5	5	5	5	5	5	30	5	4	5	4	5	5	4	5	37
33	4	4	4	4	4	4	24	5	4	4	4	4	5	4	4	34
34	4	3	4	4	3	3	21	5	4	5	4	4	5	4	4	35
35	4	5	4	5	3	3	24	4	4	5	3	3	4	4	4	31
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37	4	4	5	4	5	4	26	4	5	5	5	5	5	5	5	39
38	4	3	2	3	2	4	18	3	2	4	3	3	4	3	4	26
39	4	4	4	4	4	4	24	5	5	4	4	5	4	5	4	36
40	4	3	4	3	4	3	21	3	4	1	2	2	3	2	2	19
41	4	4	4	4	4	4	24	5	5	4	3	5	4	3	3	32

42	5	3	3	3	2	2	18	2	3	2	3	2	3	2	2	19
43	2	4	2	2	3	2	15	5	4	4	4	5	4	4	4	34
44	4	4	4	4	3	5	24	4	5	3	5	5	2	3	2	29
45	3	5	2	3	2	2	17	5	4	4	3	4	5	3	4	32
46	4	5	4	4	3	4	24	5	5	5	5	5	5	5	5	40
47	4	5	3	5	5	3	25	4	4	4	4	4	3	3	3	29
48	4	3	5	2	5	2	21	4	5	4	4	4	3	4	2	30
49	4	4	4	4	4	5	25	5	5	5	5	5	5	5	5	40
50	5	5	5	5	5	5	30	5	5	5	5	4	5	4	5	38
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52	5	5	5	3	3	3	24	5	4	4	5	5	4	5	5	37
53	2	4	2	4	4	2	18	5	4	5	4	4	4	4	4	34
54	4	5	2	2	4	4	21	3	3	5	4	4	5	3	2	29
55	5	4	3	5	3	3	23	5	4	5	5	5	5	5	5	39
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58	3	3	5	5	4	4	24	2	4	4	5	2	4	3	5	29
59	4	4	5	5	5	5	28	5	4	4	5	5	5	4	4	36
60	5	5	5	5	5	5	30	5	4	5	4	4	4	5	4	35
61	5	5	5	5	5	5	30	5	5	5	4	5	4	5	4	37
62	4	4	4	4	4	4	24	3	4	4	4	4	4	3	2	28
63	4	5	4	4	3	5	25	5	5	5	5	4	5	5	5	39
64	5	5	5	5	4	3	27	5	5	5	4	5	5	5	5	39
65	4	4	4	4	5	4	25	4	4	4	4	4	4	4	4	32

66	3	3	3	5	5	5	24	5	4	5	5	4	4	4	3	34
67	3	5	4	4	4	4	24	5	4	5	4	4	4	4	4	34
68	4	4	4	4	4	4	24	4	4	5	4	4	5	3	3	32
69	4	4	4	4	4	4	24	5	5	4	4	5	4	5	5	37
70	5	5	5	5	5	5	30	4	4	5	4	4	5	5	5	36
71	3	4	3	4	5	5	24	4	4	4	4	3	3	3	3	28
72	2	2	3	3	2	2	14	3	2	3	2	2	2	2	2	18
73	5	5	5	5	5	4	29	4	4	5	5	4	5	4	3	34
74	4	4	4	4	4	3	23	3	4	4	5	4	5	5	4	34
75	4	4	3	4	4	3	22	5	5	4	5	5	5	5	5	39
76	4	4	5	4	4	4	25	5	4	4	5	5	4	4	5	36
77	3	3	4	3	3	4	20	4	4	5	5	5	5	5	4	37
78	3	3	3	4	4	5	22	5	5	5	5	5	4	5	5	39
79	3	2	2	4	3	4	18	5	5	5	5	4	5	5	5	39
80	5	5	4	3	3	4	24	5	3	5	5	5	5	4	5	37
81	3	3	5	3	3	3	20	5	5	5	5	5	5	5	5	40
82	2	4	3	4	3	4	20	4	4	4	4	4	4	4	4	32
83	4	4	4	3	5	5	25	5	4	4	3	4	5	4	4	33
84	4	4	5	3	4	5	25	5	5	5	5	4	5	5	5	39
85	3	4	3	5	5	5	25	5	4	4	5	5	5	5	5	38
86	1	2	2	2	2	1	10	5	5	5	5	5	5	5	5	40
87	2	3	2	2	3	2	14	5	5	5	5	5	5	5	5	40
88	4	3	4	3	3	3	20	5	5	5	4	4	5	4	5	37
89	4	4	4	3	2	3	20	5	3	4	5	5	5	5	4	36

90	3	3	3	3	3	5	20	5	4	5	5	5	5	4	3	36
91	5	5	5	5	5	5	30	5	4	4	5	5	5	4	5	37
92	5	3	2	4	3	3	20	4	5	5	5	5	5	5	5	39
93	3	3	3	3	3	3	18	5	4	4	5	4	4	5	5	36
94	3	4	4	3	3	3	20	5	4	5	5	5	5	4	5	38
95	3	2	2	1	2	2	12	3	2	2	2	2	1	2	2	16

No. Responden	KEPUTUSAN PEMBELIAN (Y)					
	Y1	Y2	Y3	Y4	Y5	TOTAL Y
1	2	4	3	3	3	15
2	2	1	3	2	2	10
3	4	4	4	4	4	20
4	5	5	5	5	5	25
5	5	5	5	5	5	25
6	2	3	2	4	4	15
7	5	4	5	5	5	24
8	5	5	5	5	5	25
9	5	5	5	5	5	25
10	5	4	4	4	4	21
11	2	3	3	4	2	14



12	4	4	4	4	4	20
13	4	4	3	4	3	18
14	4	5	5	4	5	23
15	5	5	5	5	5	25
16	4	4	5	4	5	22
17	4	4	4	4	4	20
18	4	4	4	4	5	21
19	5	4	5	4	5	23
20	4	4	5	4	5	22
21	4	4	4	5	4	21
22	4	4	5	5	3	21
23	5	4	4	4	5	22
24	4	4	4	4	4	20
25	4	4	4	4	4	20
26	4	4	4	4	4	20
27	4	4	4	4	4	20
28	4	3	4	5	5	21
29	3	3	3	3	3	15
30	5	5	5	5	5	25
31	4	3	5	4	4	20
32	5	5	5	5	5	25
33	4	4	4	4	4	20
34	4	4	4	4	4	20
35	3	5	5	4	3	20



36	5	4	3	4	4	20
37	5	5	5	5	5	25
38	5	5	5	5	5	25
39	4	4	4	5	4	21
40	4	3	4	4	3	18
41	4	4	5	4	5	22
42	4	2	3	2	3	14
43	4	3	5	5	3	20
44	5	5	5	5	5	25
45	4	3	4	5	4	20
46	5	5	5	5	3	23
47	5	5	4	5	3	22
48	5	5	4	4	4	22
49	4	5	5	5	5	24
50	5	5	5	5	5	25
51	4	4	5	5	5	23
52	5	3	3	4	5	20
53	5	5	5	5	5	25
54	4	4	5	3	4	20
55	5	4	5	5	5	24
56	4	5	5	5	4	23
57	5	5	5	5	5	25
58	4	4	3	4	4	19
59	5	5	5	5	5	25



60	5	5	5	5	5	25
61	5	5	5	5	3	23
62	4	4	4	4	4	20
63	5	5	5	5	5	25
64	3	3	3	4	5	18
65	5	5	5	5	5	25
66	1	4	5	5	5	20
67	5	3	3	3	4	18
68	5	3	3	4	5	20
69	4	4	4	5	5	22
70	5	5	5	5	5	25
71	3	4	4	5	4	20
72	3	2	3	2	2	12
73	5	5	5	5	5	25
74	5	5	5	5	5	25
75	5	5	5	5	5	25
76	5	5	5	5	5	25
77	5	5	5	5	5	25
78	4	4	3	4	5	20
79	5	5	5	5	5	25
80	5	5	4	5	4	23
81	5	5	5	5	5	25
82	5	5	5	5	5	25
83	5	5	4	5	4	23



84	4	4	4	5	5	22
85	3	4	4	5	4	20
86	5	4	5	5	4	23
87	4	5	4	5	3	21
88	5	3	4	5	4	21
89	4	4	3	5	4	20
90	5	5	3	4	3	20
91	5	5	5	5	5	25
92	5	5	5	2	3	20
93	3	2	4	5	5	19
94	5	5	4	4	5	23
95	2	1	3	2	2	10



Lampiran 05. Deskripsi Data Responden

Jenis Kelamin

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	43	45.3	45.3	45.3
	Perempuan	52	54.7	54.7	100.0
	Total	95	100.0	100.0	

Tingkatan Semester

Semester					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Semester 5	28	29.5	29.5	29.5
	Semester 7	67	70.5	70.5	100.0
	Total	95	100.0	100.0	

Distribusi Jawaban Responden Terhadap Variabel *Brand Ambassador* (X₁)

Pernyataan	SS		S		N		TS		STS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
X1.1	18	18,9	45	47,4	23	24,2	7	7,4	2	2,1	95	100
X1.2	20	21,1	42	44,2	26	27,4	6	6,3	1	1,1	95	100
X1.3	21	22,1	40	42,1	20	21,1	13	13,7	1	1,1	95	100
X1.4	20	21,1	44	46,3	23	24,2	6	6,3	2	2,1	95	100
X1.5	21	22,1	33	34,7	28	29,5	11	11,6	2	2,1	95	100
X1.6	23	24,2	36	37,9	21	22,1	14	14,7	1	1,1	95	100

Distribusi Jawaban Responden Terhadap Variabel Iklan (X₂)

Pernyataan	SS		S		N		TS		STS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
X2.1	58	61,1	19	20,0	10	10,5	8	8,4	0	0	95	100
X2.2	34	35,8	46	48,4	5	5,3	9	9,5	1	1,1	95	100
X2.3	44	46,3	36	37,9	3	3,2	5	5,3	7	7,4	95	100
X2.4	42	44,2	36	37,9	9	9,5	8	8,4	0	0	95	100
X2.5	42	44,2	36	37,9	7	7,4	9	9,5	1	1,1	95	100
X2.6	44	46,3	34	35,8	8	8,4	5	5,3	4	4,2	95	100
X2.7	42	44,2	30	31,6	13	13,7	10	10,5	0	0	95	100
X2.8	41	43,2	28	29,5	11	11,6	13	13,7	2	2,1	95	100

Distribusi Jawaban Responden Terhadap Keputusan Pembelian (Y)

Pernyataan	SS		S		N		TS		STS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Y 1	47	49,5	35	36,8	7	7,4	5	5,3	1	1,1	95	100
Y 2	41	43,2	36	37,9	13	13,7	3	3,2	2	2,1	95	100
Y 3	47	49,5	30	31,6	17	17,9	1	1,1	0	0	95	100
Y 4	53	55,8	33	34,7	4	4,2	5	5,3	0	0	95	100
Y 5	48	50,5	29	30,5	14	14,7	4	4,2	0	0	95	100

Lampiran 06. Hasil Uji Instrumen

1. Hasil Uji Validitas Sampel Besar (95)

Variabel Keputusan Pembelian (Y)

Correlations							
		Y1	Y2	Y3	Y4	Y5	TOTAL.Y
Y1	Pearson Correlation	1	.619**	.478**	.427**	.474**	.766**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	95	95	95	95	95	95
Y2	Pearson Correlation	.619**	1	.635**	.603**	.469**	.848**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	95	95	95	95	95	95
Y3	Pearson Correlation	.478**	.635**	1	.555**	.497**	.792**
	Sig. (2-tailed)						

	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	95	95	95	95	95	95
Y4	Pearson Correlation	.427**	.603**	.555**	1	.568**	.789**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	95	95	95	95	95	95
Y5	Pearson Correlation	.474**	.469**	.497**	.568**	1	.759**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	95	95	95	95	95	95
TOTAL. Y	Pearson Correlation	.766**	.848**	.792**	.789**	.759**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	95	95	95	95	95	95

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

Variabel *Brand Ambassador* (X₁)

		Correlations						TOTAL. X1
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	
X1.1	Pearson Correlation	1	.588**	.606**	.541**	.459**	.405**	.756**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	95	95	95	95	95	95	95
X1.2	Pearson Correlation	.588**	1	.537**	.535**	.530**	.494**	.773**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000

	N	95	95	95	95	95	95	95
X1.3	Pearson Correlation	.606**	.537**	1	.528**	.591**	.521**	.806**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	95	95	95	95	95	95	95
X1.4	Pearson Correlation	.541**	.535**	.528**	1	.566**	.553**	.786**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	95	95	95	95	95	95	95
X1.5	Pearson Correlation	.459**	.530**	.591**	.566**	1	.639**	.811**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	95	95	95	95	95	95	95
X1.6	Pearson Correlation	.405**	.494**	.521**	.553**	.639**	1	.776**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	95	95	95	95	95	95	95
TOTAL .X1	Pearson Correlation	.756**	.773**	.806**	.786**	.811**	.776**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	95	95	95	95	95	95	95

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



Variabel Iklan (X₂)

Correlations										
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TOTAL. X2
X2.1	Pearson Correlation	1	.525 [*]	.603 [*]	.512 [*]	.710 [*]	.507 [*]	.698 [*]	.582 [*]	.793 ^{**}
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	95	95	95	95	95	95	95	95	95
X2.2	Pearson Correlation	.525 ^{**}	1	.571 [*]	.546 [*]	.535 [*]	.466 [*]	.522 [*]	.508 [*]	.718 ^{**}
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	95	95	95	95	95	95	95	95	95
X2.3	Pearson Correlation	.603 ^{**}	.571 [*]	1	.603 [*]	.565 [*]	.621 [*]	.572 [*]	.640 [*]	.812 ^{**}
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	95	95	95	95	95	95	95	95	95
X2.4	Pearson Correlation	.512 ^{**}	.546 [*]	.603 [*]	1	.717 [*]	.646 [*]	.685 [*]	.631 [*]	.822 ^{**}
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	95	95	95	95	95	95	95	95	95
X2.5	Pearson Correlation	.710 ^{**}	.535 [*]	.565 [*]	.717 [*]	1	.577 [*]	.717 [*]	.598 [*]	.834 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	95	95	95	95	95	95	95	95	95
X2.6	Pearson Correlation	.507 ^{**}	.466 [*]	.621 [*]	.646 [*]	.577 [*]	1	.577 [*]	.671 [*]	.791 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	95	95	95	95	95	95	95	95	95

	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	95	95	95	95	95	95	95	95	95
X2.7	Pearson Correlation	.698**	.522*	.572*	.685*	.717*	.577*	1	.692*	.844**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	95	95	95	95	95	95	95	95	95
X2.8	Pearson Correlation	.582**	.508*	.640*	.631*	.598*	.671*	.692*	1	.833**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	95	95	95	95	95	95	95	95	95
TOTAL. X2	Pearson Correlation	.793**	.718*	.812*	.822*	.834*	.791*	.844*	.833*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	95	95	95	95	95	95	95	95	95
**. Correlation is significant at the 0.01 level (2-tailed).										



2. Hasil Uji Reliabilitas Sampel Besar (95)

Variabel Keputusan Pembelian (Y)

Case Processing Summary			
		N	%
Cases	Valid	95	100.0
	Excluded ^a	0	.0
	Total	95	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.850	5



Variabel *Brand Ambassador* (X₁)

Case Processing Summary

		N	%
Cases	Valid	95	100.0
	Excluded ^a	0	.0
	Total	95	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.875	6

Variabel Iklan (X₂)

Case Processing Summary

		N	%
Cases	Valid	95	100.0
	Excluded ^a	0	.0
	Total	95	100.0

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



Reliability Statistics

Cronbach's Alpha	N of Items
.922	8

Lampiran 07. Hasil Uji Klasik

1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
	Unstandardized Residual	
N		95
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.27792468
Most Extreme Differences	Absolute	.051
	Positive	.051
	Negative	-.039
Test Statistic		.051
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		



2. Hasil Uji Multikolinieritas

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.915	1.397		4.950	.000		
	Brand Ambassador	.243	.059	.325	4.135	.000	.788	1.269
	Iklan	.275	.040	.534	6.795	.000	.788	1.269
a. Dependent Variable: Keputusan Pembelian								

3. Hasil Uji Heteroskedastisitas

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.671	.836		3.196	.002
	Brand Ambassador	-.055	.035	-.182	-1.570	.120
	Iklan	.011	.024	.053	.455	.650
a. Dependent Variable: Abs_Res						

Lampiran 08. Hasil Uji Hipotesis

1. Hasil Uji Regresi Linear Berganda

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.915	1.397		4.950	.000
	Brand Ambassador	.243	.059	.325	4.135	.000
	Iklan	.275	.040	.534	6.795	.000

a. Dependent Variable: Keputusan Pembelian

2. Hasil Uji F (Simultan)

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	599.545	2	299.772	56.542	.000 ^b
	Residual	487.760	92	5.302		
	Total	1087.305	94			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Iklan, Brand Ambassador

3. Uji t (Parsial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.915	1.397		4.950	.000
	Brand Ambassador	.243	.059	.325	4.135	.000
	Iklan	.275	.040	.534	6.795	.000

a. Dependent Variable: Keputusan Pembelian

4. Koefisien Determinasi (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.743 ^a	.551	.542	2.303

a. Predictors: (Constant), Iklan, Brand Ambassador