# LAMPIRAN-LAMPIRAN

Lampiran 1. Kuisioner Penelitian

**Kuesioner :**

**“Keputusan Pembelian Ditinjau dari Bran image , Desain produk , Celebrity endorser (Studi kasus pengguna Erigo di Surakarta)**

Dalam rangka penyusunan skripsi saya , maka :

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Fakultas : Fakultas Ekonomi Universitam Islam Batik Surakarta

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Memohon kesediaan Bapak/ Ibu , untuk meluangkan waktu guna mengisi kuesioner berikut

IDENTITAS RESPONDEN

1. Nama : ………………………………………………………………………
2. Jenis Kelamin :
3. Laki – laki
4. Perempuan
5. Usia :
6. 18-20
7. 21-25
8. 26-30
9. Tingkat Pendapatan
10. Rp 1.000.000 – Rp 1.500.000
11. Rp 1.600.000 – Rp 2.000.000
12. Rp 2.000. 000 – Rp 3.000.000
13. > Rp 3.000.000
14. Sudah berapa kali anda melakukan pembelian ulang e produk Erigo
15. 3 kali
16. 4 kali
17. > 4 kali

Petunjuk Pengisian : Berikan jawaban anda dengan memberikan tanda ( √ ) pada salah satu kolom yang tersedia sesuai dengan kenyataan yang dirasakan

Keterangan : STS (Sangat Tidak Setuju) , TS (Tidak Setuju) , N (netral) , S (Setuju) , SS (Sangat Setuju)

1. Variabel (Y) Keputusan Pembelian

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | STS | TS | N | S | SS |
|  |  | 1 | 2 | 3 | 4 | 5 |
| 1 | Erigo menjamin kualitas produk yang baik |  |  |  |  |  |
| 2 | Anda sudah terbiasa dalam membeli produk Erigo |  |  |  |  |  |
| 3 | Erigo layak direkomendasikan kepada konsumen |  |  |  |  |  |
| 4 | Tidak ragu melakukan pembelian ulang ke Erigo |  |  |  |  |  |
| 5 | Tertarik dengan produk Erigo dari media sosial |  |  |  |  |  |

1. Variabel (X1) *Brand Image*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | STS | TS | N | S | SS |
|  |  | 1 | 2 | 3 | 4 | 5 |
| 1 | Produk Erigo mempunyai reputasi yang baik |  |  |  |  |  |
| 2 | Produk Erigo bisa digunakan dalam aktivitas sehari-hari |  |  |  |  |  |
| 3 | Merasa nyaman dan keren menggunakan produk Erigo |  |  |  |  |  |
| 4 | Erigo merk yang mudah diingat |  |  |  |  |  |
| 5 | Erigo terkenal di masyarakat |  |  |  |  |  |

1. Variabel (X2) Desain Produk

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | STS | TS | N | S | SS |
|  |  | 1 | 2 | 3 | 4 | 5 |
| 1 | Erigo tiap bulan memiliki model terbaru |  |  |  |  |  |
| 2 | Erigo memiliki jenis produk yang bervariasi |  |  |  |  |  |
| 3 | Produk Erigo bisa mengikuti trend yang sedang berkembang |  |  |  |  |  |
| 4 | Produk Erigo memiliki ciri khas desain sendiri |  |  |  |  |  |
| 5 | Desain produk Erigo tidak mudah rusak |  |  |  |  |  |

Variabel (X3) *Celebrity Endorser*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | STS | TS | N | S | SS |
|  |  | 1 | 2 | 3 | 4 | 5 |
| 1 | Arief Muhammad pintar dalam mempromosikan Erigo |  |  |  |  |  |
| 2 | Raffi Ahmad memiliki reputasi yang baik untuk menarik minat konsumen Erigo |  |  |  |  |  |
| 3 | Penampilan Rachel Vennya dalam iklan Erigo terlihat menarik |  |  |  |  |  |
| 4 | Dalam menyampaikan pesan iklan Erigo Denny Sumargo dapat dipercaya |  |  |  |  |  |
| 5 | Luna Maya terlihat cantik dan elegan menggunakan produk Erigo |  |  |  |  |  |

Lampiran 2 . Tabulasi Data Uji Instrumen 20 responden

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | ITEM KUESIONER | | | | | | | | | | | |
| KEPUTUSAN PEMBELIAN (Y) | | | | | | BRAND IMAGE (X1) | | | | | |
| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | JUMLAH (Y) | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | JUMLAH (X1) |
| 1 | 4 | 3 | 4 | 4 | 5 | 20 | 4 | 5 | 4 | 4 | 4 | 21 |
| 2 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 5 | 5 | 3 | 5 | 23 |
| 4 | 5 | 4 | 5 | 4 | 5 | 23 | 5 | 4 | 4 | 5 | 5 | 23 |
| 5 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 5 | 5 | 4 | 5 | 24 |
| 6 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 4 | 4 | 4 | 4 | 21 |
| 7 | 4 | 3 | 5 | 5 | 5 | 22 | 4 | 5 | 4 | 4 | 5 | 22 |
| 8 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 5 | 5 | 5 | 24 |
| 9 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 4 | 5 | 5 | 4 | 23 |
| 10 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 20 |
| 11 | 4 | 3 | 4 | 3 | 3 | 17 | 4 | 5 | 5 | 5 | 5 | 24 |
| 12 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 5 | 5 | 4 | 23 |
| 13 | 4 | 4 | 4 | 3 | 5 | 20 | 4 | 3 | 4 | 3 | 3 | 17 |
| 14 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 3 | 4 | 3 | 3 | 17 |
| 15 | 4 | 5 | 5 | 4 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 16 | 4 | 3 | 4 | 3 | 4 | 18 | 4 | 5 | 3 | 3 | 4 | 19 |
| 17 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 5 | 5 | 22 |
| 18 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 19 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 4 | 4 | 17 |
| 20 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | ITEM KUESIONER | | | | | | | | | | | |
| DESAIN PRODUK (X2) | | | | | | CELEBRITY ENDORSER (X3) | | | | | |
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | JUMLAH (X2) | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | JUMLAH (X3) |
| 1 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 4 | 4 | 19 |
| 2 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 5 | 3 | 5 | 5 | 22 |
| 4 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 5 | 4 | 4 | 5 | 22 |
| 5 | 4 | 5 | 5 | 4 | 4 | 22 | 3 | 4 | 4 | 4 | 3 | 18 |
| 6 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 4 | 4 | 4 | 4 | 20 |
| 7 | 5 | 5 | 5 | 4 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 8 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 9 | 4 | 4 | 4 | 5 | 4 | 21 | 5 | 5 | 4 | 5 | 5 | 24 |
| 10 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 5 | 25 |
| 11 | 4 | 4 | 4 | 3 | 4 | 19 | 3 | 4 | 4 | 4 | 3 | 18 |
| 12 | 5 | 5 | 5 | 3 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 13 | 4 | 4 | 5 | 5 | 4 | 22 | 5 | 3 | 4 | 4 | 4 | 20 |
| 14 | 3 | 3 | 4 | 3 | 3 | 16 | 3 | 4 | 3 | 3 | 3 | 16 |
| 15 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 4 | 4 | 5 | 22 |
| 16 | 4 | 4 | 5 | 4 | 3 | 20 | 3 | 4 | 3 | 3 | 4 | 17 |
| 17 | 4 | 4 | 3 | 3 | 4 | 18 | 3 | 4 | 3 | 4 | 4 | 18 |
| 18 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 19 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 3 | 3 | 3 | 3 | 16 |
| 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 3 | 4 | 4 | 20 |

Lampiran 3. Hasil uji Validitas dan Reabilitas 20 Responden

1. Uji validitas dan reabilitas Keputusan pembelian (Y)

| **Correlations** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Y\_1 | Y\_2 | Y\_3 | Y\_4 | Y\_5 | Y |
| Y\_1 | Pearson Correlation | 1 | .767\*\* | .629\*\* | .725\*\* | .436 | .866\*\* |
| Sig. (2-tailed) |  | .000 | .003 | .000 | .055 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y\_2 | Pearson Correlation | .767\*\* | 1 | .586\*\* | .644\*\* | .418 | .856\*\* |
| Sig. (2-tailed) | .000 |  | .007 | .002 | .067 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y\_3 | Pearson Correlation | .629\*\* | .586\*\* | 1 | .548\* | .633\*\* | .806\*\* |
| Sig. (2-tailed) | .003 | .007 |  | .012 | .003 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y\_4 | Pearson Correlation | .725\*\* | .644\*\* | .548\* | 1 | .507\* | .847\*\* |
| Sig. (2-tailed) | .000 | .002 | .012 |  | .022 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y\_5 | Pearson Correlation | .436 | .418 | .633\*\* | .507\* | 1 | .716\*\* |
| Sig. (2-tailed) | .055 | .067 | .003 | .022 |  | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y | Pearson Correlation | .866\*\* | .856\*\* | .806\*\* | .847\*\* | .716\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| \*\*. 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 |
| .867 | 5 |

| **Item Statistics** | | | |
| --- | --- | --- | --- |
|  | Mean | Std. Deviation | N |
| Y\_1 | 4.40 | .598 | 20 |
| Y\_2 | 4.00 | .918 | 20 |
| Y\_3 | 4.35 | .587 | 20 |
| Y\_4 | 4.30 | .801 | 20 |
| Y\_5 | 4.45 | .686 | 20 |

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Y\_1 | 17.10 | 5.989 | .798 | .821 |
| Y\_2 | 17.50 | 4.895 | .726 | .839 |
| Y\_3 | 17.15 | 6.239 | .716 | .839 |
| Y\_4 | 17.20 | 5.326 | .734 | .829 |
| Y\_5 | 17.05 | 6.261 | .569 | .868 |

| **Scale Statistics** | | | |
| --- | --- | --- | --- |
| Mean | Variance | Std. Deviation | N of Items |
| 21.50 | 8.684 | 2.947 | 5 |

1. Uji validitas dan reabilitas Brand image (X1)

| **Correlations** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | X1\_1 | X1\_2 | X1\_3 | X1\_4 | | X1\_5 | | X1 |
| X1\_1 | Pearson Correlation | 1 | .378 | .682\*\* | .336 | | .491\* | | .724\*\* |
| Sig. (2-tailed) |  | .101 | .001 | .148 | | .028 | | .000 |
| N | 20 | 20 | 20 | 20 | | 20 | | 20 |
| X1\_2 | Pearson Correlation | .378 | 1 | .479\* | .292 | | .643\*\* | | .733\*\* |
| Sig. (2-tailed) | .101 |  | .033 | .212 | | .002 | | .000 |
| N | 20 | 20 | 20 | 20 | | 20 | | 20 |
| X1\_3 | Pearson Correlation | .682\*\* | .479\* | 1 | .524\* | | .484\* | | .815\*\* |
| Sig. (2-tailed) | .001 | .033 |  | .018 | | .031 | | .000 |
| N | 20 | 20 | 20 | 20 | | 20 | | 20 |
| X1\_4 | Pearson Correlation | .336 | .292 | .524\* | 1 | | .590\*\* | | .732\*\* |
| Sig. (2-tailed) | .148 | .212 | .018 |  | | .006 | | .000 |
| N | 20 | 20 | 20 | 20 | | 20 | | 20 |
| X1\_5 | Pearson Correlation | .491\* | .643\*\* | .484\* | .590\*\* | | 1 | | .839\*\* |
| Sig. (2-tailed) | .028 | .002 | .031 | .006 | |  | | .000 |
| N | 20 | 20 | 20 | 20 | | 20 | | 20 |
| X1 | Pearson Correlation | .724\*\* | .733\*\* | .815\*\* | .732\*\* | | .839\*\* | | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | |  |
| N | 20 | 20 | 20 | 20 | | 20 | | 20 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | |  | |  | | |  |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | |  | |  | | |  |

| **Case Processing Summary** | | | |
| --- | --- | --- | --- |
|  |  | N | % |
| Cases | Valid | 20 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 20 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |
|  | | | |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .822 | 5 |

| **Item Statistics** | | | |
| --- | --- | --- | --- |
|  | Mean | Std. Deviation | N |
| X1\_1 | 4.40 | .598 | 20 |
| X1\_2 | 4.35 | .745 | 20 |
| X1\_3 | 4.35 | .671 | 20 |
| X1\_4 | 4.25 | .786 | 20 |
| X1\_5 | 4.40 | .681 | 20 |

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X1\_1 | 17.35 | 5.187 | .587 | .797 |
| X1\_2 | 17.40 | 4.779 | .556 | .806 |
| X1\_3 | 17.40 | 4.674 | .697 | .764 |
| X1\_4 | 17.50 | 4.684 | .541 | .813 |
| X1\_5 | 17.35 | 4.555 | .732 | .753 |

| **Scale Statistics** | | | |
| --- | --- | --- | --- |
| Mean | Variance | Std. Deviation | N of Items |
| 21.75 | 7.145 | 2.673 | 5 |

1. Desain Produk (X2)

| **Correlations** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | X2\_1 | X2\_2 | X2\_3 | X2\_4 | X2\_5 | X2 |
| X2\_1 | Pearson Correlation | 1 | .871\*\* | .645\*\* | .471\* | .829\*\* | .921\*\* |
| Sig. (2-tailed) |  | .000 | .002 | .036 | .000 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2\_2 | Pearson Correlation | .871\*\* | 1 | .645\*\* | .366 | .711\*\* | .862\*\* |
| Sig. (2-tailed) | .000 |  | .002 | .113 | .000 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2\_3 | Pearson Correlation | .645\*\* | .645\*\* | 1 | .528\* | .406 | .784\*\* |
| Sig. (2-tailed) | .002 | .002 |  | .017 | .076 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2\_4 | Pearson Correlation | .471\* | .366 | .528\* | 1 | .441 | .709\*\* |
| Sig. (2-tailed) | .036 | .113 | .017 |  | .051 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2\_5 | Pearson Correlation | .829\*\* | .711\*\* | .406 | .441 | 1 | .822\*\* |
| Sig. (2-tailed) | .000 | .000 | .076 | .051 |  | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2 | Pearson Correlation | .921\*\* | .862\*\* | .784\*\* | .709\*\* | .822\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | |  |  |  |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | |  |  |  |

| **Case Processing Summary** | | | |
| --- | --- | --- | --- |
|  |  | N | % |
| Cases | Valid | 20 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 20 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |
|  | | | |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .871 | 5 |

| **Item Statistics** | | | |
| --- | --- | --- | --- |
|  | Mean | Std. Deviation | N |
| X2\_1 | 4.25 | .639 | 20 |
| X2\_2 | 4.25 | .639 | 20 |
| X2\_3 | 4.35 | .671 | 20 |
| X2\_4 | 4.10 | .788 | 20 |
| X2\_5 | 4.20 | .696 | 20 |

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X2\_1 | 16.90 | 4.937 | .872 | .803 |
| X2\_2 | 16.90 | 5.147 | .781 | .825 |
| X2\_3 | 16.80 | 5.326 | .660 | .852 |
| X2\_4 | 17.05 | 5.313 | .519 | .894 |
| X2\_5 | 16.95 | 5.103 | .710 | .840 |

| **Scale Statistics** | | | |
| --- | --- | --- | --- |
| Mean | Variance | Std. Deviation | N of Items |
| 21.15 | 7.818 | 2.796 | 5 |

1. Celebrity endorser (X3)

| **Correlations** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | X3\_1 | X3\_2 | X3\_3 | X3\_4 | X3\_5 | X3 |
| X3\_1 | Pearson Correlation | 1 | .439 | .718\*\* | .746\*\* | .735\*\* | .856\*\* |
| Sig. (2-tailed) |  | .053 | .000 | .000 | .000 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X3\_2 | Pearson Correlation | .439 | 1 | .506\* | .723\*\* | .794\*\* | .791\*\* |
| Sig. (2-tailed) | .053 |  | .023 | .000 | .000 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X3\_3 | Pearson Correlation | .718\*\* | .506\* | 1 | .734\*\* | .581\*\* | .831\*\* |
| Sig. (2-tailed) | .000 | .023 |  | .000 | .007 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X3\_4 | Pearson Correlation | .746\*\* | .723\*\* | .734\*\* | 1 | .779\*\* | .922\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X3\_5 | Pearson Correlation | .735\*\* | .794\*\* | .581\*\* | .779\*\* | 1 | .902\*\* |
| Sig. (2-tailed) | .000 | .000 | .007 | .000 |  | .000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X3 | Pearson Correlation | .856\*\* | .791\*\* | .831\*\* | .922\*\* | .902\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | |  |  |  |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | |  |  |  |

| **Case Processing Summary** | | | |
| --- | --- | --- | --- |
|  |  | N | % |
| Cases | Valid | 20 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 20 | 100.0 |
| 1. Listwise deletion based on all variables in the procedure. | | | |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .911 | 5 |

| **Item Statistics** | | | |
| --- | --- | --- | --- |
|  | Mean | Std. Deviation | N |
| X3\_1 | 4.15 | .813 | 20 |
| X3\_2 | 4.45 | .686 | 20 |
| X3\_3 | 3.95 | .826 | 20 |
| X3\_4 | 4.25 | .716 | 20 |
| X3\_5 | 4.30 | .801 | 20 |

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X3\_1 | 16.95 | 6.997 | .763 | .894 |
| X3\_2 | 16.65 | 7.818 | .690 | .907 |
| X3\_3 | 17.15 | 7.082 | .722 | .903 |
| X3\_4 | 16.85 | 7.082 | .877 | .871 |
| X3\_5 | 16.80 | 6.800 | .836 | .877 |

| **Scale Statistics** | | | |
| --- | --- | --- | --- |
| Mean | Variance | Std. Deviation | N of Items |
| 21.10 | 10.937 | 3.307 | 5 |

Lampiran 4. Tabulasi Data Uji Instrumen 100 responden

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | ITEM KUESIONER | | | | | | | | | | | |
| KEPUTUSAN PEMBELIAN (Y) | | | | | | BRAND IMAGE (X1) | | | | | |
| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | JUMLAH (Y) | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | JUMLAH (X1) |
| 1 | 4 | 3 | 4 | 4 | 5 | 20 | 4 | 5 | 4 | 4 | 4 | 21 |
| 2 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 5 | 5 | 3 | 5 | 23 |
| 4 | 5 | 4 | 5 | 4 | 5 | 23 | 5 | 4 | 4 | 5 | 5 | 23 |
| 5 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 5 | 5 | 4 | 5 | 24 |
| 6 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 4 | 4 | 4 | 4 | 21 |
| 7 | 4 | 3 | 5 | 5 | 5 | 22 | 4 | 5 | 4 | 4 | 5 | 22 |
| 8 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 5 | 5 | 5 | 24 |
| 9 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 4 | 5 | 5 | 4 | 23 |
| 10 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 20 |
| 11 | 4 | 3 | 4 | 3 | 3 | 17 | 4 | 5 | 5 | 5 | 5 | 24 |
| 12 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 5 | 5 | 4 | 23 |
| 13 | 4 | 4 | 4 | 3 | 5 | 20 | 4 | 3 | 4 | 3 | 3 | 17 |
| 14 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 3 | 4 | 3 | 3 | 17 |
| 15 | 4 | 5 | 5 | 4 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 16 | 4 | 3 | 4 | 3 | 4 | 18 | 4 | 5 | 3 | 3 | 4 | 19 |
| 17 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 5 | 5 | 22 |
| 18 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 19 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 4 | 4 | 17 |
| 20 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| 21 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 22 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 4 | 3 | 4 | 4 | 19 |
| 23 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 4 | 5 | 4 | 22 |
| 24 | 5 | 4 | 4 | 4 | 5 | 22 | 5 | 5 | 5 | 5 | 4 | 24 |
| 25 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 5 | 4 | 4 | 4 | 21 |
| 26 | 3 | 2 | 4 | 3 | 3 | 15 | 4 | 4 | 4 | 4 | 3 | 19 |
| 27 | 4 | 4 | 3 | 3 | 4 | 18 | 5 | 4 | 4 | 3 | 3 | 19 |
| 28 | 5 | 2 | 3 | 4 | 5 | 19 | 4 | 4 | 5 | 4 | 2 | 19 |
| 29 | 4 | 3 | 4 | 3 | 4 | 18 | 3 | 4 | 4 | 3 | 4 | 18 |
| 30 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 4 | 4 | 23 |
| 31 | 4 | 3 | 4 | 3 | 3 | 17 | 4 | 4 | 3 | 4 | 3 | 18 |
| 32 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 |
| 33 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 3 | 4 | 4 | 4 | 19 |
| 34 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 5 | 5 | 4 | 4 | 23 |
| 35 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 5 | 5 | 5 | 5 | 24 |
| 36 | 4 | 2 | 4 | 3 | 3 | 16 | 3 | 4 | 3 | 4 | 3 | 17 |
| 37 | 3 | 3 | 3 | 3 | 4 | 16 | 3 | 4 | 4 | 4 | 3 | 18 |
| 38 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 39 | 5 | 3 | 5 | 5 | 4 | 22 | 5 | 4 | 5 | 5 | 5 | 24 |
| 40 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 4 | 4 | 4 | 20 |
| 41 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 4 | 4 | 5 | 5 | 23 |
| 42 | 4 | 3 | 4 | 3 | 5 | 19 | 4 | 5 | 4 | 5 | 4 | 22 |
| 43 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 44 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 45 | 4 | 3 | 4 | 3 | 4 | 18 | 4 | 4 | 4 | 4 | 4 | 20 |
| 46 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 4 | 5 | 5 | 24 |
| 47 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 48 | 4 | 3 | 3 | 3 | 3 | 16 | 3 | 3 | 3 | 3 | 5 | 17 |
| 49 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 4 | 4 | 5 | 21 |
| 50 | 4 | 1 | 5 | 4 | 5 | 19 | 4 | 3 | 4 | 3 | 3 | 17 |
| 51 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 |
| 52 | 4 | 3 | 3 | 4 | 3 | 17 | 3 | 3 | 3 | 3 | 2 | 14 |
| 53 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 5 | 5 | 22 |
| 54 | 5 | 3 | 5 | 4 | 5 | 22 | 5 | 4 | 5 | 3 | 3 | 20 |
| 55 | 4 | 3 | 3 | 4 | 3 | 17 | 4 | 4 | 3 | 3 | 3 | 17 |
| 56 | 1 | 1 | 1 | 1 | 1 | 5 | 1 | 1 | 1 | 2 | 2 | 7 |
| 57 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 4 | 4 | 3 | 21 |
| 58 | 4 | 3 | 4 | 5 | 4 | 20 | 4 | 4 | 4 | 5 | 5 | 22 |
| 59 | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 4 | 4 | 3 | 5 | 20 |
| 60 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 61 | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 5 | 4 | 3 | 5 | 21 |
| 62 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 3 | 19 |
| 63 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 |
| 64 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 5 | 4 | 5 | 4 | 23 |
| 65 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 5 | 5 | 5 | 23 |
| 66 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 4 | 5 | 3 | 20 |
| 67 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 4 | 4 | 4 | 20 |
| 68 | 3 | 5 | 5 | 4 | 4 | 21 | 4 | 3 | 3 | 4 | 4 | 18 |
| 69 | 4 | 4 | 3 | 3 | 3 | 17 | 4 | 4 | 3 | 3 | 4 | 18 |
| 70 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 71 | 4 | 5 | 5 | 3 | 3 | 20 | 3 | 4 | 3 | 5 | 5 | 20 |
| 72 | 4 | 4 | 5 | 5 | 3 | 21 | 4 | 3 | 3 | 4 | 3 | 17 |
| 73 | 3 | 4 | 4 | 4 | 3 | 18 | 3 | 3 | 4 | 3 | 4 | 17 |
| 74 | 4 | 3 | 5 | 5 | 5 | 22 | 4 | 3 | 4 | 4 | 3 | 18 |
| 75 | 3 | 4 | 5 | 5 | 4 | 21 | 4 | 5 | 5 | 3 | 3 | 20 |
| 76 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 4 | 5 | 5 | 3 | 21 |
| 77 | 3 | 4 | 4 | 5 | 4 | 20 | 4 | 3 | 4 | 4 | 3 | 18 |
| 78 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 3 | 3 | 4 | 3 | 17 |
| 79 | 5 | 4 | 3 | 3 | 4 | 19 | 4 | 3 | 4 | 4 | 5 | 20 |
| 80 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 4 | 3 | 4 | 4 | 19 |
| 81 | 4 | 4 | 3 | 4 | 5 | 20 | 4 | 4 | 5 | 4 | 4 | 21 |
| 82 | 5 | 3 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 4 | 4 | 19 |
| 83 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 4 | 3 | 3 | 5 | 19 |
| 84 | 5 | 3 | 4 | 4 | 5 | 21 | 4 | 3 | 3 | 4 | 3 | 17 |
| 85 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 3 | 4 | 4 | 19 |
| 86 | 4 | 3 | 5 | 5 | 4 | 21 | 4 | 3 | 4 | 4 | 4 | 19 |
| 87 | 4 | 4 | 5 | 5 | 4 | 22 | 3 | 4 | 3 | 3 | 4 | 17 |
| 88 | 5 | 3 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 3 | 19 |
| 89 | 3 | 4 | 4 | 4 | 3 | 18 | 4 | 4 | 3 | 3 | 3 | 17 |
| 90 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 4 | 5 | 5 | 22 |
| 91 | 3 | 3 | 3 | 4 | 4 | 17 | 4 | 4 | 4 | 3 | 3 | 18 |
| 92 | 3 | 3 | 4 | 4 | 4 | 18 | 3 | 4 | 4 | 4 | 3 | 18 |
| 93 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 5 | 5 | 5 | 23 |
| 94 | 4 | 3 | 4 | 3 | 3 | 17 | 3 | 3 | 4 | 4 | 5 | 19 |
| 95 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 3 | 4 | 4 | 19 |
| 96 | 3 | 4 | 4 | 5 | 5 | 21 | 4 | 4 | 4 | 5 | 5 | 22 |
| 97 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 3 | 4 | 4 | 4 | 19 |
| 98 | 4 | 3 | 4 | 3 | 4 | 18 | 3 | 3 | 4 | 4 | 3 | 17 |
| 99 | 4 | 5 | 5 | 5 | 4 | 23 | 5 | 4 | 5 | 5 | 4 | 23 |
| 100 | 3 | 4 | 3 | 3 | 5 | 18 | 3 | 5 | 5 | 4 | 4 | 21 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO | ITEM KUESIONER | | | | | | | | | | | |
| DESAIN PRODUK (X2) | | | | | | CELEBRITY ENDORSER(X3) | | | | | |
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | JUMLAH (X2) | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | JUMLAH (X3) |
| 1 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 4 | 4 | 19 |
| 2 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 5 | 3 | 5 | 5 | 22 |
| 4 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 5 | 4 | 4 | 5 | 22 |
| 5 | 4 | 5 | 5 | 4 | 4 | 22 | 3 | 4 | 4 | 4 | 3 | 18 |
| 6 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 4 | 4 | 4 | 4 | 20 |
| 7 | 5 | 5 | 5 | 4 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 8 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 9 | 4 | 4 | 4 | 5 | 4 | 21 | 5 | 5 | 4 | 5 | 5 | 24 |
| 10 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 5 | 25 |
| 11 | 4 | 4 | 4 | 3 | 4 | 19 | 3 | 4 | 4 | 4 | 3 | 18 |
| 12 | 5 | 5 | 5 | 3 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 13 | 4 | 4 | 5 | 5 | 4 | 22 | 5 | 3 | 4 | 4 | 4 | 20 |
| 14 | 3 | 3 | 4 | 3 | 3 | 16 | 3 | 4 | 3 | 3 | 3 | 16 |
| 15 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 4 | 4 | 5 | 22 |
| 16 | 4 | 4 | 5 | 4 | 3 | 20 | 3 | 4 | 3 | 3 | 4 | 17 |
| 17 | 4 | 4 | 3 | 3 | 4 | 18 | 3 | 4 | 3 | 4 | 4 | 18 |
| 18 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 19 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 3 | 3 | 3 | 3 | 16 |
| 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 3 | 4 | 4 | 20 |
| 21 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 22 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 3 | 3 | 4 | 17 |
| 23 | 4 | 4 | 5 | 4 | 4 | 21 | 3 | 4 | 4 | 4 | 4 | 19 |
| 24 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 20 |
| 25 | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 5 | 4 | 4 | 4 | 21 |
| 26 | 3 | 4 | 4 | 3 | 3 | 17 | 4 | 4 | 4 | 4 | 4 | 20 |
| 27 | 3 | 3 | 3 | 3 | 3 | 15 | 5 | 3 | 4 | 3 | 3 | 18 |
| 28 | 3 | 2 | 5 | 5 | 3 | 18 | 2 | 4 | 5 | 3 | 4 | 18 |
| 29 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 5 | 3 | 4 | 5 | 21 |
| 30 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 31 | 3 | 4 | 5 | 4 | 3 | 19 | 4 | 4 | 4 | 3 | 3 | 18 |
| 32 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 5 | 5 | 5 | 24 |
| 33 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 3 | 4 | 3 | 19 |
| 34 | 4 | 4 | 5 | 3 | 4 | 20 | 5 | 5 | 3 | 4 | 4 | 21 |
| 35 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 3 | 4 | 5 | 21 |
| 36 | 4 | 5 | 3 | 4 | 4 | 20 | 3 | 3 | 4 | 3 | 4 | 17 |
| 37 | 3 | 4 | 3 | 3 | 4 | 17 | 3 | 5 | 4 | 4 | 4 | 20 |
| 38 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 39 | 5 | 4 | 5 | 5 | 5 | 24 | 4 | 5 | 5 | 5 | 4 | 23 |
| 40 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 5 | 25 |
| 41 | 4 | 4 | 5 | 4 | 3 | 20 | 4 | 4 | 5 | 5 | 4 | 22 |
| 42 | 3 | 4 | 4 | 4 | 5 | 20 | 4 | 5 | 5 | 5 | 4 | 23 |
| 43 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 44 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 4 | 4 | 4 | 21 |
| 45 | 3 | 5 | 5 | 4 | 3 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 46 | 3 | 5 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 47 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 48 | 3 | 4 | 4 | 5 | 5 | 21 | 4 | 5 | 3 | 4 | 4 | 20 |
| 49 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 4 | 4 | 23 |
| 50 | 2 | 4 | 4 | 3 | 4 | 17 | 2 | 5 | 2 | 3 | 2 | 14 |
| 51 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 4 | 4 | 5 | 22 |
| 52 | 3 | 3 | 3 | 3 | 4 | 16 | 2 | 5 | 4 | 1 | 4 | 16 |
| 53 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 4 | 4 | 19 |
| 54 | 3 | 4 | 5 | 5 | 5 | 22 | 3 | 5 | 1 | 3 | 5 | 17 |
| 55 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| 56 | 2 | 1 | 2 | 2 | 1 | 8 | 1 | 1 | 3 | 1 | 2 | 8 |
| 57 | 3 | 4 | 5 | 3 | 4 | 19 | 4 | 4 | 3 | 4 | 5 | 20 |
| 58 | 3 | 4 | 5 | 5 | 4 | 21 | 5 | 5 | 5 | 5 | 5 | 25 |
| 59 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 5 | 25 |
| 60 | 5 | 5 | 5 | 4 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 61 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 4 | 3 | 5 | 4 | 21 |
| 62 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 4 | 2 | 3 | 3 | 16 |
| 63 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 |
| 64 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 4 | 4 | 4 | 22 |
| 65 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 4 | 4 | 5 | 21 |
| 66 | 5 | 5 | 4 | 4 | 3 | 21 | 4 | 4 | 5 | 5 | 4 | 22 |
| 67 | 5 | 4 | 3 | 4 | 4 | 20 | 3 | 3 | 5 | 5 | 4 | 20 |
| 68 | 3 | 4 | 5 | 3 | 4 | 19 | 4 | 3 | 4 | 3 | 4 | 18 |
| 69 | 3 | 3 | 4 | 4 | 5 | 19 | 5 | 4 | 5 | 5 | 4 | 23 |
| 70 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 3 | 2 | 4 | 3 | 17 |
| 71 | 4 | 4 | 4 | 5 | 3 | 20 | 4 | 5 | 4 | 4 | 4 | 21 |
| 72 | 3 | 5 | 4 | 4 | 4 | 20 | 3 | 3 | 5 | 5 | 4 | 20 |
| 73 | 5 | 4 | 4 | 4 | 3 | 20 | 4 | 5 | 4 | 3 | 4 | 20 |
| 74 | 4 | 4 | 4 | 4 | 3 | 19 | 3 | 4 | 3 | 4 | 3 | 17 |
| 75 | 4 | 4 | 3 | 4 | 5 | 20 | 5 | 4 | 5 | 4 | 4 | 22 |
| 76 | 4 | 4 | 5 | 3 | 4 | 20 | 4 | 3 | 4 | 5 | 5 | 21 |
| 77 | 4 | 4 | 4 | 3 | 4 | 19 | 5 | 3 | 4 | 5 | 3 | 20 |
| 78 | 4 | 4 | 4 | 4 | 3 | 19 | 3 | 5 | 3 | 4 | 3 | 18 |
| 79 | 4 | 3 | 4 | 4 | 4 | 19 | 5 | 5 | 4 | 4 | 4 | 22 |
| 80 | 5 | 5 | 4 | 4 | 3 | 21 | 3 | 4 | 4 | 3 | 5 | 19 |
| 81 | 4 | 3 | 3 | 5 | 5 | 20 | 4 | 4 | 4 | 3 | 3 | 18 |
| 82 | 4 | 5 | 4 | 4 | 3 | 20 | 4 | 4 | 4 | 5 | 4 | 21 |
| 83 | 5 | 5 | 4 | 4 | 4 | 22 | 3 | 3 | 3 | 3 | 4 | 16 |
| 84 | 3 | 4 | 3 | 4 | 3 | 17 | 3 | 4 | 3 | 4 | 4 | 18 |
| 85 | 3 | 4 | 4 | 3 | 4 | 18 | 4 | 3 | 4 | 5 | 5 | 21 |
| 86 | 3 | 5 | 4 | 3 | 4 | 19 | 4 | 3 | 4 | 4 | 3 | 18 |
| 87 | 4 | 4 | 3 | 4 | 5 | 20 | 4 | 4 | 3 | 4 | 4 | 19 |
| 88 | 3 | 4 | 4 | 3 | 3 | 17 | 3 | 4 | 3 | 4 | 3 | 17 |
| 89 | 4 | 3 | 3 | 3 | 4 | 17 | 4 | 4 | 4 | 3 | 3 | 18 |
| 90 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 4 | 3 | 3 | 3 | 18 |
| 91 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 4 | 5 | 4 | 4 | 21 |
| 92 | 4 | 4 | 4 | 3 | 3 | 18 | 4 | 4 | 4 | 3 | 3 | 18 |
| 93 | 4 | 4 | 3 | 3 | 4 | 18 | 4 | 3 | 3 | 3 | 3 | 16 |
| 94 | 3 | 4 | 3 | 4 | 4 | 18 | 3 | 4 | 4 | 4 | 3 | 18 |
| 95 | 3 | 4 | 3 | 4 | 4 | 18 | 3 | 3 | 4 | 4 | 5 | 19 |
| 96 | 3 | 3 | 4 | 4 | 3 | 17 | 3 | 3 | 3 | 3 | 4 | 16 |
| 97 | 4 | 4 | 3 | 3 | 4 | 18 | 3 | 3 | 4 | 5 | 5 | 20 |
| 98 | 4 | 3 | 3 | 4 | 3 | 17 | 3 | 4 | 3 | 4 | 3 | 17 |
| 99 | 5 | 5 | 4 | 4 | 3 | 21 | 4 | 4 | 3 | 4 | 4 | 19 |
| 100 | 4 | 3 | 4 | 3 | 3 | 17 | 3 | 4 | 3 | 4 | 3 | 17 |

Lampiran 5 . Hasil Uji Hipotesis dan asumsi klasik 100 Responden

1. Uji Regresi linear Berganda

| **Variables Entered/Removedb** | | | |
| --- | --- | --- | --- |
| Model | Variables Entered | Variables Removed | Method |
| 1 | X3 = Celebriry Endorser , X1 = Brand Image, X2 = Desain Produk a | . | Enter |
| a. All requested variables entered. | | |  |
| b. Dependent Variable: Y= Keputusan Pembeliaan | | | |

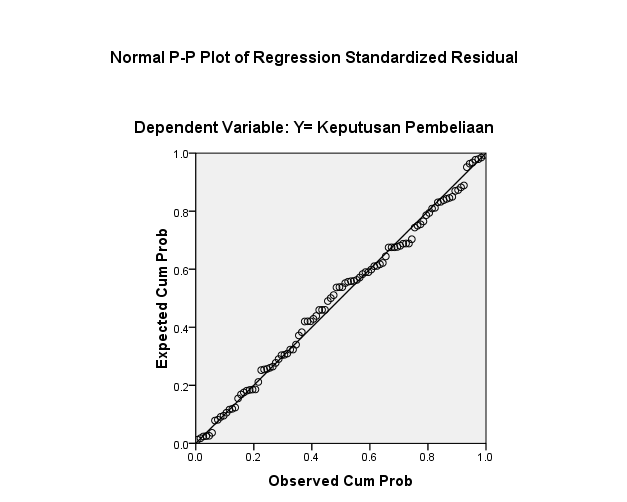
| **Model Summaryb** | | | | |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .788a | .620 | .609 | 1.892 |
| a. Predictors: (Constant), X3 = Celebriry Endorser , X1 = Brand Image, X2 = Desain Produk | | | | |
| b. Dependent Variable: Y= Keputusan Pembeliaan | | | | |

| **ANOVAb** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 561.678 | 3 | 187.226 | 52.293 | .000a |
| Residual | 343.712 | 96 | 3.580 |  |  |
| Total | 905.390 | 99 |  |  |  |
| a. Predictors: (Constant), X3 = Celebriry Endorser , X1 = Brand Image, X2 = Desain Produk | | | | | | |
| b. Dependent Variable: Y= Keputusan Pembeliaan | | | | |  |  |

| **Coefficientsa** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1.679 | 1.506 |  | 1.115 | .268 |
| X1 = Brand Image | .382 | .105 | .366 | 3.637 | .000 |
| X2 = Desain Produk | .354 | .118 | .319 | 3.009 | .003 |
| X3 = Celebriry Endorser | .190 | .085 | .193 | 2.230 | .028 |
| a. Dependent Variable: Y= Keputusan Pembeliaan | | | |  |  |  |

| **Residuals Statisticsa** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 8.70 | 24.82 | 20.31 | 2.382 | 100 |
| Std. Predicted Value | -4.874 | 1.893 | .000 | 1.000 | 100 |
| Standard Error of Predicted Value | .190 | .947 | .359 | .119 | 100 |
| Adjusted Predicted Value | 9.94 | 24.91 | 20.32 | 2.331 | 100 |
| Residual | -4.239 | 4.689 | .000 | 1.863 | 100 |
| Std. Residual | -2.240 | 2.478 | .000 | .985 | 100 |
| Stud. Residual | -2.272 | 2.514 | -.003 | 1.011 | 100 |
| Deleted Residual | -4.937 | 4.825 | -.014 | 1.967 | 100 |
| Stud. Deleted Residual | -2.324 | 2.587 | -.004 | 1.022 | 100 |
| Mahal. Distance | .007 | 23.786 | 2.970 | 3.089 | 100 |
| Cook's Distance | .000 | .426 | .015 | .046 | 100 |
| Centered Leverage Value | .000 | .240 | .030 | .031 | 100 |
| a. Dependent Variable: Y= Keputusan Pembeliaan | | | |  |  |

1. Uji Normalitas

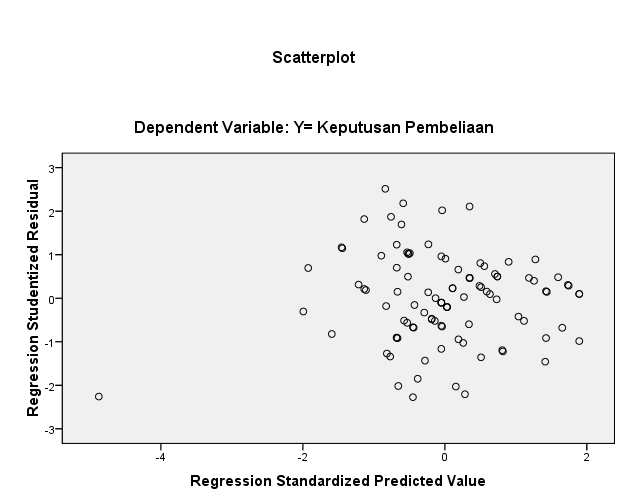


| **One-Sample Kolmogorov-Smirnov Test** | | | |
| --- | --- | --- | --- |
|  | |  | Unstandardized Residual |
| N | | | 100 |
| Normal Parametersa | | Mean | .0000000 |
| Std. Deviation | 1.86328766 |
| Most Extreme Differences | | Absolute | .058 |
| Positive | .049 |
| Negative | -.058 |
| Kolmogorov-Smirnov Z | | | .577 |
| Asymp. Sig. (2-tailed) | | | .893 |
| 1. Test distribution is Normal. | | |
|  |

1. Uji Multikolinieritas

| **Coefficientsa** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 1.679 | 1.506 |  | 1.115 | .268 |  |  |
| X1 = Brand Image | .382 | .105 | .366 | 3.637 | .000 | .391 | 2.558 |
| X2 = Desain Produk | .354 | .118 | .319 | 3.009 | .003 | .352 | 2.843 |
| X3 = Celebriry Endorser | .190 | .085 | .193 | 2.230 | .028 | .531 | 1.884 |
| a. Dependent Variable: Y= Keputusan Pembeliaan | | | |  |  |  |  |  |

1. Uji Heteroskedastisitas



1. Uji Determinasi

| **Model Summaryb** | | | | |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .788a | .620 | .609 | 1.892 |

Lampiran 6 : t tabel

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **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** |
| **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 |
| **94** | 0.67711 | 1.29062 | 1.66123 | 1.98552 | 2.36667 | 2.62915 | 3.17921 |
| **95** | 0.67708 | 1.29053 | 1.66105 | 1.98525 | 2.36624 | 2.62858 | 3.17825 |
| **96** | 0.67705 | 1.29043 | 1.66088 | 1.98498 | 2.36582 | 2.62802 | 3.17731 |
| **97** | 0.67703 | 1.29034 | 1.66071 | 1.98472 | 2.36541 | 2.62747 | 3.17639 |
| **98** | 0.67700 | 1.29025 | 1.66055 | 1.98447 | 2.36500 | 2.62693 | 3.17549 |
| **99** | 0.67698 | 1.29016 | 1.66039 | 1.98422 | 2.36461 | 2.62641 | 3.17460 |
| **100** | 0.67695 | 1.29007 | 1.66023 | 1.98397 | 2.36422 | 2.62589 | 3.17374 |
| **101** | 0.67693 | 1.28999 | 1.66008 | 1.98373 | 2.36384 | 2.62539 | 3.17289 |
| **102** | 0.67690 | 1.28991 | 1.65993 | 1.98350 | 2.36346 | 2.62489 | 3.17206 |
| **103** | 0.67688 | 1.28982 | 1.65978 | 1.98326 | 2.36310 | 2.62441 | 3.17125 |
| **104** | 0.67686 | 1.28974 | 1.65964 | 1.98304 | 2.36274 | 2.62393 | 3.17045 |
| **105** | 0.67683 | 1.28967 | 1.65950 | 1.98282 | 2.36239 | 2.62347 | 3.16967 |
| **106** | 0.67681 | 1.28959 | 1.65936 | 1.98260 | 2.36204 | 2.62301 | 3.16890 |
| **107** | 0.67679 | 1.28951 | 1.65922 | 1.98238 | 2.36170 | 2.62256 | 3.16815 |
| **108** | 0.67677 | 1.28944 | 1.65909 | 1.98217 | 2.36137 | 2.62212 | 3.16741 |
| **109** | 0.67675 | 1.28937 | 1.65895 | 1.98197 | 2.36105 | 2.62169 | 3.16669 |
| **110** | 0.67673 | 1.28930 | 1.65882 | 1.98177 | 2.36073 | 2.62126 | 3.16598 |
| **111** | 0.67671 | 1.28922 | 1.65870 | 1.98157 | 2.36041 | 2.62085 | 3.16528 |
| **112** | 0.67669 | 1.28916 | 1.65857 | 1.98137 | 2.36010 | 2.62044 | 3.16460 |
| **113** | 0.67667 | 1.28909 | 1.65845 | 1.98118 | 2.35980 | 2.62004 | 3.16392 |
| **114** | 0.67665 | 1.28902 | 1.65833 | 1.98099 | 2.35950 | 2.61964 | 3.16326 |
| **115** | 0.67663 | 1.28896 | 1.65821 | 1.98081 | 2.35921 | 2.61926 | 3.16262 |
| **116** | 0.67661 | 1.28889 | 1.65810 | 1.98063 | 2.35892 | 2.61888 | 3.16198 |
| **117** | 0.67659 | 1.28883 | 1.65798 | 1.98045 | 2.35864 | 2.61850 | 3.16135 |
| **118** | 0.67657 | 1.28877 | 1.65787 | 1.98027 | 2.35837 | 2.61814 | 3.16074 |
| **119** | 0.67656 | 1.28871 | 1.65776 | 1.98010 | 2.35809 | 2.61778 | 3.16013 |
| **120** | 0.67654 | 1.28865 | 1.65765 | 1.97993 | 2.35782 | 2.61742 | 3.15954 |

Lampiran 7: f tabel (0,05)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **TitikPersentaseDistribusiFuntukProbabilita=0,05** | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | |
| **dfuntuk**  **penyebut(N2)** | **df untukpembilang(N1)** | | | | | | | | | | | | | | |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **13** | **14** | **15** |
| **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 |
| **94** | 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 | 1.77 |
| **95** | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.82 | 1.80 | 1.77 |
| **96** | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.19 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.80 | 1.77 |
| **97** | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.19 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.80 | 1.77 |
| **98** | 3.94 | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| **99** | 3.94 | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| **100** | 3.94 | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.97 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| **101** | 3.94 | 3.09 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.93 | 1.88 | 1.85 | 1.82 | 1.79 | 1.77 |
| **102** | 3.93 | 3.09 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.77 |
| **103** | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.76 |
| **104** | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.76 |
| **105** | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.81 | 1.79 | 1.76 |
| **106** | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.79 | 1.76 |
| **107** | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.18 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.79 | 1.76 |
| **108** | 3.93 | 3.08 | 2.69 | 2.46 | 2.30 | 2.18 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| **109** | 3.93 | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| **110** | 3.93 | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| **111** | 3.93 | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| **112** | 3.93 | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.96 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| **113** | 3.93 | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.92 | 1.87 | 1.84 | 1.81 | 1.78 | 1.76 |
| **114** | 3.92 | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| **115** | 3.92 | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| **116** | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| **117** | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.80 | 1.78 | 1.75 |
| **118** | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.80 | 1.78 | 1.75 |
| **119** | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.78 | 1.75 |
| **120** | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.78 | 1.75 |
| **121** | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| **122** | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| **123** | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| **124** | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| **125** | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| **126** | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| **127** | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.86 | 1.83 | 1.80 | 1.77 | 1.75 |
| **128** | 3.92 | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.86 | 1.83 | 1.80 | 1.77 | 1.75 |
| **129** | 3.91 | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.80 | 1.77 | 1.74 |
| **130** | 3.91 | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.80 | 1.77 | 1.74 |
| **131** | 3.91 | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.80 | 1.77 | 1.74 |
| **132** | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.79 | 1.77 | 1.74 |
| **133** | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.79 | 1.77 | 1.74 |
| **134** | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.79 | 1.77 | 1.74 |
| **135** | 3.91 | 3.06 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.82 | 1.79 | 1.77 | 1.74 |

Lampiran 8 : tabel Durbin Watson (dw,a=0,05/5%)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| N | k=1 | | k=2 | | k=3 | | k=4 | | k=5 | |
| dL | dU | dL | dU | dL | dU | dL | dU | dL | dU |
| 71 | 1.5865 | 1.6435 | 1.5577 | 1.6733 | 1.5284 | 1.7041 | 1.4987 | 1.7358 | 1.4685 | 1.7685 |
| 72 | 1.5895 | 1.6457 | 1.5611 | 1.6751 | 1.5323 | 1.7054 | 1.5029 | 1.7366 | 1.4732 | 1.7688 |
| 73 | 1.5924 | 1.6479 | 1.5645 | 1.6768 | 1.5360 | 1.7067 | 1.5071 | 1.7375 | 1.4778 | 1.7691 |
| 74 | 1.5953 | 1.6500 | 1.5677 | 1.6785 | 1.5397 | 1.7079 | 1.5112 | 1.7383 | 1.4822 | 1.7694 |
| 75 | 1.5981 | 1.6521 | 1.5709 | 1.6802 | 1.5432 | 1.7092 | 1.5151 | 1.7390 | 1.4866 | 1.7698 |
| 76 | 1.6009 | 1.6541 | 1.5740 | 1.6819 | 1.5467 | 1.7104 | 1.5190 | 1.7399 | 1.4909 | 1.7701 |
| 77 | 1.6036 | 1.6561 | 1.5771 | 1.6835 | 1.5502 | 1.7117 | 1.5228 | 1.7407 | 1.4950 | 1.7704 |
| 78 | 1.6063 | 1.6581 | 1.5801 | 1.6851 | 1.5535 | 1.7129 | 1.5265 | 1.7415 | 1.4991 | 1.7708 |
| 79 | 1.6089 | 1.6601 | 1.5830 | 1.6867 | 1.5568 | 1.7141 | 1.5302 | 1.7423 | 1.5031 | 1.7712 |
| 80 | 1.6114 | 1.6620 | 1.5859 | 1.6882 | 1.5600 | 1.7153 | 1.5337 | 1.7430 | 1.5070 | 1.7716 |
| 81 | 1.6139 | 1.6639 | 1.5888 | 1.6898 | 1.5632 | 1.7164 | 1.5372 | 1.7438 | 1.5109 | 1.7720 |
| 82 | 1.6164 | 1.6657 | 1.5915 | 1.6913 | 1.5663 | 1.7176 | 1.5406 | 1.7446 | 1.5146 | 1.7724 |
| 83 | 1.6188 | 1.6675 | 1.5942 | 1.6928 | 1.5693 | 1.7187 | 1.5440 | 1.7454 | 1.5183 | 1.7728 |
| 84 | 1.6212 | 1.6693 | 1.5969 | 1.6942 | 1.5723 | 1.7199 | 1.5472 | 1.7462 | 1.5219 | 1.7732 |
| 85 | 1.6235 | 1.6711 | 1.5995 | 1.6957 | 1.5752 | 1.7210 | 1.5505 | 1.7470 | 1.5254 | 1.7736 |
| 86 | 1.6258 | 1.6728 | 1.6021 | 1.6971 | 1.5780 | 1.7221 | 1.5536 | 1.7478 | 1.5289 | 1.7740 |
| 87 | 1.6280 | 1.6745 | 1.6046 | 1.6985 | 1.5808 | 1.7232 | 1.5567 | 1.7485 | 1.5322 | 1.7745 |
| 88 | 1.6302 | 1.6762 | 1.6071 | 1.6999 | 1.5836 | 1.7243 | 1.5597 | 1.7493 | 1.5356 | 1.7749 |
| 89 | 1.6324 | 1.6778 | 1.6095 | 1.7013 | 1.5863 | 1.7254 | 1.5627 | 1.7501 | 1.5388 | 1.7754 |
| 90 | 1.6345 | 1.6794 | 1.6119 | 1.7026 | 1.5889 | 1.7264 | 1.5656 | 1.7508 | 1.5420 | 1.7758 |
| 91 | 1.6366 | 1.6810 | 1.6143 | 1.7040 | 1.5915 | 1.7275 | 1.5685 | 1.7516 | 1.5452 | 1.7763 |
| 92 | 1.6387 | 1.6826 | 1.6166 | 1.7053 | 1.5941 | 1.7285 | 1.5713 | 1.7523 | 1.5482 | 1.7767 |
| 93 | 1.6407 | 1.6841 | 1.6188 | 1.7066 | 1.5966 | 1.7295 | 1.5741 | 1.7531 | 1.5513 | 1.7772 |
| 94 | 1.6427 | 1.6857 | 1.6211 | 1.7078 | 1.5991 | 1.7306 | 1.5768 | 1.7538 | 1.5542 | 1.7776 |
| 95 | 1.6447 | 1.6872 | 1.6233 | 1.7091 | 1.6015 | 1.7316 | 1.5795 | 1.7546 | 1.5572 | 1.7781 |
| 96 | 1.6466 | 1.6887 | 1.6254 | 1.7103 | 1.6039 | 1.7326 | 1.5821 | 1.7553 | 1.5600 | 1.7785 |
| 97 | 1.6485 | 1.6901 | 1.6275 | 1.7116 | 1.6063 | 1.7335 | 1.5847 | 1.7560 | 1.5628 | 1.7790 |
| 98 | 1.6504 | 1.6916 | 1.6296 | 1.7128 | 1.6086 | 1.7345 | 1.5872 | 1.7567 | 1.5656 | 1.7795 |
| 99 | 1.6522 | 1.6930 | 1.6317 | 1.7140 | 1.6108 | 1.7355 | 1.5897 | 1.7575 | 1.5683 | 1.7799 |
| 100 | 1.6540 | 1.6944 | 1.6337 | 1.7152 | 1.6131 | 1.7364 | 1.5922 | 1.7582 | 1.5710 | 1.7804 |
| 101 | 1.6558 | 1.6958 | 1.6357 | 1.7163 | 1.6153 | 1.7374 | 1.5946 | 1.7589 | 1.5736 | 1.7809 |
| 102 | 1.6576 | 1.6971 | 1.6376 | 1.7175 | 1.6174 | 1.7383 | 1.5969 | 1.7596 | 1.5762 | 1.7813 |
| 103 | 1.6593 | 1.6985 | 1.6396 | 1.7186 | 1.6196 | 1.7392 | 1.5993 | 1.7603 | 1.5788 | 1.7818 |
| 104 | 1.6610 | 1.6998 | 1.6415 | 1.7198 | 1.6217 | 1.7402 | 1.6016 | 1.7610 | 1.5813 | 1.7823 |
| 105 | 1.6627 | 1.7011 | 1.6433 | 1.7209 | 1.6237 | 1.7411 | 1.6038 | 1.7617 | 1.5837 | 1.7827 |
| 106 | 1.6644 | 1.7024 | 1.6452 | 1.7220 | 1.6258 | 1.7420 | 1.6061 | 1.7624 | 1.5861 | 1.7832 |
| 107 | 1.6660 | 1.7037 | 1.6470 | 1.7231 | 1.6277 | 1.7428 | 1.6083 | 1.7631 | 1.5885 | 1.7837 |
| 108 | 1.6676 | 1.7050 | 1.6488 | 1.7241 | 1.6297 | 1.7437 | 1.6104 | 1.7637 | 1.5909 | 1.7841 |
| 109 | 1.6692 | 1.7062 | 1.6505 | 1.7252 | 1.6317 | 1.7446 | 1.6125 | 1.7644 | 1.5932 | 1.7846 |
| 110 | 1.6708 | 1.7074 | 1.6523 | 1.7262 | 1.6336 | 1.7455 | 1.6146 | 1.7651 | 1.5955 | 1.7851 |
| 111 | 1.6723 | 1.7086 | 1.6540 | 1.7273 | 1.6355 | 1.7463 | 1.6167 | 1.7657 | 1.5977 | 1.7855 |
| 112 | 1.6738 | 1.7098 | 1.6557 | 1.7283 | 1.6373 | 1.7472 | 1.6187 | 1.7664 | 1.5999 | 1.7860 |
| 113 | 1.6753 | 1.7110 | 1.6574 | 1.7293 | 1.6391 | 1.7480 | 1.6207 | 1.7670 | 1.6021 | 1.7864 |
| 114 | 1.6768 | 1.7122 | 1.6590 | 1.7303 | 1.6410 | 1.7488 | 1.6227 | 1.7677 | 1.6042 | 1.7869 |
| 115 | 1.6783 | 1.7133 | 1.6606 | 1.7313 | 1.6427 | 1.7496 | 1.6246 | 1.7683 | 1.6063 | 1.7874 |
| 116 | 1.6797 | 1.7145 | 1.6622 | 1.7323 | 1.6445 | 1.7504 | 1.6265 | 1.7690 | 1.6084 | 1.7878 |
| 117 | 1.6812 | 1.7156 | 1.6638 | 1.7332 | 1.6462 | 1.7512 | 1.6284 | 1.7696 | 1.6105 | 1.7883 |
| 118 | 1.6826 | 1.7167 | 1.6653 | 1.7342 | 1.6479 | 1.7520 | 1.6303 | 1.7702 | 1.6125 | 1.7887 |
| 119 | 1.6839 | 1.7178 | 1.6669 | 1.7352 | 1.6496 | 1.7528 | 1.6321 | 1.7709 | 1.6145 | 1.7892 |
| 120 | 1.6853 | 1.7189 | 1.6684 | 1.7361 | 1.6513 | 1.7536 | 1.6339 | 1.7715 | 1.6164 | 1.7896 |
| 121 | 1.6867 | 1.7200 | 1.6699 | 1.7370 | 1.6529 | 1.7544 | 1.6357 | 1.7721 | 1.6184 | 1.7901 |
| 122 | 1.6880 | 1.7210 | 1.6714 | 1.7379 | 1.6545 | 1.7552 | 1.6375 | 1.7727 | 1.6203 | 1.7905 |
| 123 | 1.6893 | 1.7221 | 1.6728 | 1.7388 | 1.6561 | 1.7559 | 1.6392 | 1.7733 | 1.6222 | 1.7910 |
| 124 | 1.6906 | 1.7231 | 1.6743 | 1.7397 | 1.6577 | 1.7567 | 1.6409 | 1.7739 | 1.6240 | 1.7914 |
| 125 | 1.6919 | 1.7241 | 1.6757 | 1.7406 | 1.6592 | 1.7574 | 1.6426 | 1.7745 | 1.6258 | 1.7919 |
| 126 | 1.6932 | 1.7252 | 1.6771 | 1.7415 | 1.6608 | 1.7582 | 1.6443 | 1.7751 | 1.6276 | 1.7923 |
| 127 | 1.6944 | 1.7261 | 1.6785 | 1.7424 | 1.6623 | 1.7589 | 1.6460 | 1.7757 | 1.6294 | 1.7928 |
| 128 | 1.6957 | 1.7271 | 1.6798 | 1.7432 | 1.6638 | 1.7596 | 1.6476 | 1.7763 | 1.6312 | 1.7932 |
| 129 | 1.6969 | 1.7281 | 1.6812 | 1.7441 | 1.6653 | 1.7603 | 1.6492 | 1.7769 | 1.6329 | 1.7937 |
| 130 | 1.6981 | 1.7291 | 1.6825 | 1.7449 | 1.6667 | 1.7610 | 1.6508 | 1.7774 | 1.6346 | 1.7941 |
| 131 | 1.6993 | 1.7301 | 1.6838 | 1.7458 | 1.6682 | 1.7617 | 1.6523 | 1.7780 | 1.6363 | 1.7945 |
| 132 | 1.7005 | 1.7310 | 1.6851 | 1.7466 | 1.6696 | 1.7624 | 1.6539 | 1.7786 | 1.6380 | 1.7950 |
| 133 | 1.7017 | 1.7319 | 1.6864 | 1.7474 | 1.6710 | 1.7631 | 1.6554 | 1.7791 | 1.6397 | 1.7954 |
| 134 | 1.7028 | 1.7329 | 1.6877 | 1.7482 | 1.6724 | 1.7638 | 1.6569 | 1.7797 | 1.6413 | 1.7958 |
| 135 | 1.7040 | 1.7338 | 1.6889 | 1.7490 | 1.6738 | 1.7645 | 1.6584 | 1.7802 | 1.6429 | 1.7962 |
| 136 | 1.7051 | 1.7347 | 1.6902 | 1.7498 | 1.6751 | 1.7652 | 1.6599 | 1.7808 | 1.6445 | 1.7967 |

Lampiran 9 : tabel r (df 50-100)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **df =(N-2)** | **Tingkatsignifikansiuntukujisatuarah** | | | | |
| **0.05** | **0.025** | **0.01** | **0.005** | **0.0005** |
| **Tingkatsignifikansiuntukujiduaarah** | | | | |
| **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 |
| **31** | 0.2913 | 0.3440 | 0.4032 | 0.4421 | 0.5465 |
| **32** | 0.2869 | 0.3388 | 0.3972 | 0.4357 | 0.5392 |
| **33** | 0.2826 | 0.3338 | 0.3916 | 0.4296 | 0.5322 |
| **34** | 0.2785 | 0.3291 | 0.3862 | 0.4238 | 0.5254 |
| **35** | 0.2746 | 0.3246 | 0.3810 | 0.4182 | 0.5189 |
| **36** | 0.2709 | 0.3202 | 0.3760 | 0.4128 | 0.5126 |
| **37** | 0.2673 | 0.3160 | 0.3712 | 0.4076 | 0.5066 |
| **38** | 0.2638 | 0.3120 | 0.3665 | 0.4026 | 0.5007 |
| **39** | 0.2605 | 0.3081 | 0.3621 | 0.3978 | 0.4950 |
| **40** | 0.2573 | 0.3044 | 0.3578 | 0.3932 | 0.4896 |
| **41** | 0.2542 | 0.3008 | 0.3536 | 0.3887 | 0.4843 |
| **42** | 0.2512 | 0.2973 | 0.3496 | 0.3843 | 0.4791 |
| **43** | 0.2483 | 0.2940 | 0.3457 | 0.3801 | 0.4742 |
| **44** | 0.2455 | 0.2907 | 0.3420 | 0.3761 | 0.4694 |
| **45** | 0.2429 | 0.2876 | 0.3384 | 0.3721 | 0.4647 |
| **46** | 0.2403 | 0.2845 | 0.3348 | 0.3683 | 0.4601 |
| **47** | 0.2377 | 0.2816 | 0.3314 | 0.3646 | 0.4557 |
| **48** | 0.2353 | 0.2787 | 0.3281 | 0.3610 | 0.4514 |
| **49** | 0.2329 | 0.2759 | 0.3249 | 0.3575 | 0.4473 |
| **50** | 0.2306 | 0.2732 | 0.3218 | 0.3542 | 0.4432 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **df =(N-2)** | **Tingkatsignifikansiuntukujisatuarah** | | | | |
| **0.05** | **0.025** | **0.01** | **0.005** | **0.0005** |
| **Tingkatsignifikansiuntukujiduaarah** | | | | |
| **0.1** | **0.05** | **0.02** | **0.01** | **0.001** |
| **51** | 0.2284 | 0.2706 | 0.3188 | 0.3509 | 0.4393 |
| **52** | 0.2262 | 0.2681 | 0.3158 | 0.3477 | 0.4354 |
| **53** | 0.2241 | 0.2656 | 0.3129 | 0.3445 | 0.4317 |
| **54** | 0.2221 | 0.2632 | 0.3102 | 0.3415 | 0.4280 |
| **55** | 0.2201 | 0.2609 | 0.3074 | 0.3385 | 0.4244 |
| **56** | 0.2181 | 0.2586 | 0.3048 | 0.3357 | 0.4210 |
| **57** | 0.2162 | 0.2564 | 0.3022 | 0.3328 | 0.4176 |
| **58** | 0.2144 | 0.2542 | 0.2997 | 0.3301 | 0.4143 |
| **59** | 0.2126 | 0.2521 | 0.2972 | 0.3274 | 0.4110 |
| **60** | 0.2108 | 0.2500 | 0.2948 | 0.3248 | 0.4079 |
| **61** | 0.2091 | 0.2480 | 0.2925 | 0.3223 | 0.4048 |
| **62** | 0.2075 | 0.2461 | 0.2902 | 0.3198 | 0.4018 |
| **63** | 0.2058 | 0.2441 | 0.2880 | 0.3173 | 0.3988 |
| **64** | 0.2042 | 0.2423 | 0.2858 | 0.3150 | 0.3959 |
| **65** | 0.2027 | 0.2404 | 0.2837 | 0.3126 | 0.3931 |
| **66** | 0.2012 | 0.2387 | 0.2816 | 0.3104 | 0.3903 |
| **67** | 0.1997 | 0.2369 | 0.2796 | 0.3081 | 0.3876 |
| **68** | 0.1982 | 0.2352 | 0.2776 | 0.3060 | 0.3850 |
| **69** | 0.1968 | 0.2335 | 0.2756 | 0.3038 | 0.3823 |
| **70** | 0.1954 | 0.2319 | 0.2737 | 0.3017 | 0.3798 |
| **71** | 0.1940 | 0.2303 | 0.2718 | 0.2997 | 0.3773 |
| **72** | 0.1927 | 0.2287 | 0.2700 | 0.2977 | 0.3748 |
| **73** | 0.1914 | 0.2272 | 0.2682 | 0.2957 | 0.3724 |
| **74** | 0.1901 | 0.2257 | 0.2664 | 0.2938 | 0.3701 |
| **75** | 0.1888 | 0.2242 | 0.2647 | 0.2919 | 0.3678 |
| **76** | 0.1876 | 0.2227 | 0.2630 | 0.2900 | 0.3655 |
| **77** | 0.1864 | 0.2213 | 0.2613 | 0.2882 | 0.3633 |
| **78** | 0.1852 | 0.2199 | 0.2597 | 0.2864 | 0.3611 |
| **79** | 0.1841 | 0.2185 | 0.2581 | 0.2847 | 0.3589 |
| **80** | 0.1829 | 0.2172 | 0.2565 | 0.2830 | 0.3568 |
| **81** | 0.1818 | 0.2159 | 0.2550 | 0.2813 | 0.3547 |
| **82** | 0.1807 | 0.2146 | 0.2535 | 0.2796 | 0.3527 |
| **83** | 0.1796 | 0.2133 | 0.2520 | 0.2780 | 0.3507 |
| **84** | 0.1786 | 0.2120 | 0.2505 | 0.2764 | 0.3487 |
| **85** | 0.1775 | 0.2108 | 0.2491 | 0.2748 | 0.3468 |
| **86** | 0.1765 | 0.2096 | 0.2477 | 0.2732 | 0.3449 |
| **87** | 0.1755 | 0.2084 | 0.2463 | 0.2717 | 0.3430 |
| **88** | 0.1745 | 0.2072 | 0.2449 | 0.2702 | 0.3412 |
| **89** | 0.1735 | 0.2061 | 0.2435 | 0.2687 | 0.3393 |
| **90** | 0.1726 | 0.2050 | 0.2422 | 0.2673 | 0.3375 |
| **91** | 0.1716 | 0.2039 | 0.2409 | 0.2659 | 0.3358 |
| **92** | 0.1707 | 0.2028 | 0.2396 | 0.2645 | 0.3341 |
| **93** | 0.1698 | 0.2017 | 0.2384 | 0.2631 | 0.3323 |
| **94** | 0.1689 | 0.2006 | 0.2371 | 0.2617 | 0.3307 |
| **95** | 0.1680 | 0.1996 | 0.2359 | 0.2604 | 0.3290 |
| **96** | 0.1671 | 0.1986 | 0.2347 | 0.2591 | 0.3274 |
| **97** | 0.1663 | 0.1975 | 0.2335 | 0.2578 | 0.3258 |
| **98** | 0.1654 | 0.1966 | 0.2324 | 0.2565 | 0.3242 |
| **99** | 0.1646 | 0.1956 | 0.2312 | 0.2552 | 0.3226 |
| **100** | 0.1638 | 0.1946 | 0.2301 | 0.2540 | 0.3211 |