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**LAMPIRAN**

**Lampiran 1**

**KATA PENGANTAR KUESIONER**

Perihal : Permohonan Pengisian Kuesioner

Judul : Analisis Pengaruh Persepsi Harga, Iklan Dan *Celebrity Endorsment* Terhadap Loyalitas Konsumen Dalam Berbelanja *Online* Pada Shopee (Studi Kasus Mahasiswa Univesitas Pancasakti Tegal)

Kepada Yth.

Bapak/Ibu/Saudara/I Responden

Di Tempat

Dengan Hormat,

Dalam rangka menyelesaikan penelitian, saya Sofyan Fuadi (4120600240) mahasiswa Fakultas Ekonomi dan Bisnis Universitas Pancasakti Tegal, memohon partisipasi dari saudara untuk mengisi kuesioner yang kami sediakan.

Adapun data yang kami minta adalah sesuai dengan kondisi yang dirasakan saudara selama ini, saya akan menjaga kerahasiaan karena data ini hanya untuk kepentingan penelitian, setiap jawaban yang diberikan merupakan bantuan yang tidak ternilai harganya bagi penelitian ini. Atas perhatian dan bantuannya, saya ucapkan banyak terima kasih.

Hormat saya,

Sofyan Fuadi

**KARAKTERISTIK RESPONDEN**

Petunjuk pengisian :

1. Mohon untuk mengisi identitas responden dan pilihlah satu jawaban yang menurut anda paling benar pada setiap pertanyaan dengan memberikan tanda (✔) pada kolom jawaban
2. Ada lima penilaian alternatif untuk mengisi jawaban dibawah ini :

1. STS = Sangat Tidak Setuju

2. TS = Tidak Setuju

3. KS = Kurang Setuju

4. S = Setuju

5. SS = Sangat Setuju

Identitas Responden

1. Nama :
2. Fakultas :
3. Jenis Kelamin

Laki-laki

Perempuan

1. Usia

17-20 tahun

21-24 tahun

>24

1. **Pernyataan Variabel Loyalitas Konsumen (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| **1** | **2** | **3** | **4** | **5** |
| **Pembelian lebih dari satu kali** | | | | | | |
| 1 | Saya berlangganan membeli produk menggunakan shopee dan telah melakukan pembelian lebih dari satu kali |  |  |  |  |  |
| 2 | Saya selalu membeli produk di shopee |  |  |  |  |  |
| **Puas akan barang/jasa** | | | | | | |
| 3 | Saya puas membeli barang atau jasa di shopee karena produknya yang terbaik |  |  |  |  |  |
| 4 | Saya selalu merasa puas setiap melakukan pembelian di shopee |  |  |  |  |  |
| **Memiliki keunikan sendiri** | | | | | | |
| 5 | Saya selalu membeli barang di shopee karena memiliki keunikan sendiri |  |  |  |  |  |
| 6 | Saya melakukan pembelian di shopee karena produknya unik-unik |  |  |  |  |  |
| **Ketetapan menggunakan** | | | | | | |
| 7 | Saya akan tetap menggunakan shopee |  |  |  |  |  |
| 8 | Saya lebih memilih membeli produk di shopee dari pada di *e-commerce* lain |  |  |  |  |  |
| **Kualitas produk** | | | | | | |
| 9 | Saya selalu membeli produk di shopee karena kualitas produknya terjamin |  |  |  |  |  |
| 10 | Shopee selalu memberikan kualitas produk yang terbaik |  |  |  |  |  |
| **Mengatakan hal positif** | | | | | | |
| 11 | Saya bersedia mengatakan hal yang positif mengenai shopee kepada orang lain |  |  |  |  |  |
| 12 | Saya akan mengatakan kepada orang lain bahwa shopee merupakan *e-commerce* yang terbaik dari yang lain |  |  |  |  |  |

1. **Penyataan Variabel Persepsi harga (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| **1** | **2** | **3** | **4** | **5** |
| **Harga sesuai manfaat** | | | | | | |
| 1 | Harga produk yang ditawarkan shopee dengan manfaat yang didapatkan |  |  |  |  |  |
| 2 | Manfaat produk yang didapatkan sesuai dengan harga yang diberikan |  |  |  |  |  |
| **Harga mampu bersaing dengan perusahaan lain** | | | | | | |
| 3 | Shopee mampu bersaing dengan perusahaan lain dari segi harga |  |  |  |  |  |
| 4 | Harga produk yang ditawarkan shopee lebih murah dari *e-commerce* lain |  |  |  |  |  |
| **Kisaraan harga yang sama dengan perusahaan lain** | | | | | | |
| 5 | Harga yang ditawarkan Shopee memiliki harga yang sama dengan perusahaan lain |  |  |  |  |  |
| 6 | Harga di shopee lebih murah dari *e-commerce* lain walaupun dengan barang dan kualitas yang sama |  |  |  |  |  |
| **Harga sesuai yang diinformasikan** | | | | | | |
| 7 | Harga produk yang ditawarkan shopee sesuai dengan yang diinformasikan |  |  |  |  |  |
| 8 | Shopee selalu memberikan informasi harga yang sesuai bahkan ada juga yang lebih murah dari yang diinformasikan |  |  |  |  |  |
| **Harga mencerminkan kualitas** | | | | | | |
| 9 | Harga di shopee mencerminkan kualitas produknya |  |  |  |  |  |
| 10 | Jika shopee memberikan harga yang cukup tinggi maka ada kualitas yang baik serta mendapatkan bonus |  |  |  |  |  |

1. **Pernyataan Variabel Iklan (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| **1** | **2** | **3** | **4** | **5** |
| **Ajakan untuk menawarkan** | | | | | | |
| 1 | Saya membeli produk di shopee karena tertarik dengan ajakan iklan yang shopee berikan |  |  |  |  |  |
| 2 | Shopee selalu berhasil mengajak konsumen untuk membeli produk di shopee |  |  |  |  |  |
| **Alat atau saluran untuk menyampaikan informasi** | | | | | | |
| 3 | Saya membeli produk di shopee karena melihat iklan yang ditampilkan melalui televisi dan media sosial |  |  |  |  |  |
| 4 | Saya membeli produk shopee karena media pesan yang digunakan untuk menyampaikan informasi shopee itu menarik |  |  |  |  |  |
| **Mempromosikan produk** | | | | | | |
| 5 | Saya tertarik membeli produk di shopee karena bintang iklan yang mempromosikan produk iklan menarik |  |  |  |  |  |
| 6 | Saya membeli produk shopee karena bintang iklannya dapat dipercaya |  |  |  |  |  |
| **Media** | | | | | | |
| 7 | Media yang di gunakan shopee untuk menunjang dalam mempromosikan produk pada saat iklan yang ditampilkan menarik |  |  |  |  |  |
| 8 | Media yang digunakan shopee menarik seperti musiknya yang enak untuk didengar |  |  |  |  |  |
| **Kata-kata mudah diingat** | | | | | | |
| 9 | Pemilihan kata yang digunakan shopee untuk mempromosikan produknya mudah diingat |  |  |  |  |  |
| 10 | Kata-kata dalam iklan mudah diingat sehingga tanpa disadari sudah melekat |  |  |  |  |  |
| **Menarik perhatian melalui emosional** | | | | | | |
| 11 | Saat iklan shopee menarik perhatian melalui emosional dalam indra penglihatan |  |  |  |  |  |
| 12 | Secara tidak langsung iklan shopee mudah diingat |  |  |  |  |  |
| **Kata-kata menarik perhatian dalam mempromosikan produknya** | | | | | | |
| 13 | Kata yang digunakan dalam mempromosikan produknya menarik perhatian |  |  |  |  |  |
| 14 | Kata-kata shopee saat iklan cukup menarik perhatian |  |  |  |  |  |

1. **Pernyataan Variabel *Celebrity Endorsment* (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| **1** | **2** | **3** | **4** | **5** |
| **Model atau *celebrity* populer** | | | | | | |
| 1 | Shopee menggunakan *celebrity endorsment* yang dikenal dikalangan masyarakat |  |  |  |  |  |
| 2 | Shopee selalu menggunakan *celebrity endorsment* yang terkenal |  |  |  |  |  |
| **Pandangan masyarakat** | | | | | | |
| 3 | *Celebrity endorsment* yang digunakan shopee memiliki pandangan yang baik dikalangan masyarakat |  |  |  |  |  |
| 4 | Shopee menggunakan *celebrity endorsment* yang dapat dipercaya di masyarakat |  |  |  |  |  |
| **Daya tarik** | | | | | | |
| 5 | *Celebrity endorsment* yang digunakan shopee memiliki daya tarik dikalangan masyarakat |  |  |  |  |  |
| 6 | Shopee selalu berhasil memilih *celebrity endorsment* yang memiliki daya tarik lebih di kalangan masyarakat |  |  |  |  |  |
| **Memberikan pengaruh** | | | | | | |
| 7 | Saya mengikuti trend *celebrity endorsment* yang digunakan shopee |  |  |  |  |  |
| 8 | Saya hanya membeli produk di shopee dengan *celebrity endorsment* tertentu |  |  |  |  |  |

**Lampiran 2 Data 30 Responden Uji Validitas dan Reliabilitas**

**Variabel Loyalitas Konsumen (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Y11 | Y12 | TOTAL |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 49 |
| 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 34 |
| 3 | 5 | 3 | 2 | 3 | 3 | 5 | 2 | 3 | 2 | 3 | 2 | 36 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 3 | 4 | 3 | 5 | 5 | 3 | 5 | 4 | 2 | 5 | 3 | 3 | 45 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 3 | 1 | 1 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 28 |
| 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 55 |
| 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 37 |
| 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 47 |
| 5 | 5 | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 3 | 54 |
| 4 | 4 | 2 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 47 |
| 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 34 |
| 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 49 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 2 | 2 | 2 | 5 | 3 | 2 | 5 | 3 | 4 | 2 | 5 | 3 | 38 |
| 4 | 5 | 3 | 5 | 3 | 3 | 5 | 5 | 5 | 4 | 5 | 5 | 52 |
| 4 | 5 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 46 |
| 3 | 3 | 5 | 3 | 3 | 5 | 3 | 3 | 3 | 2 | 3 | 5 | 41 |
| 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 46 |
| 5 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 54 |
| 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 45 |
| 3 | 5 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 40 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 2 | 52 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 47 |
| 5 | 3 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 3 | 52 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 3 | 3 | 5 | 3 | 3 | 5 | 5 | 3 | 3 | 4 | 3 | 3 | 43 |
| 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 48 |
| 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 5 | 3 | 41 |

**Variabel Persepsi Harga (X1)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | TOTAL |
| 3 | 3 | 5 | 4 | 3 | 4 | 2 | 4 | 3 | 4 | 35 |
| 2 | 2 | 3 | 1 | 3 | 3 | 3 | 3 | 2 | 1 | 23 |
| 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 35 |
| 3 | 3 | 4 | 3 | 2 | 4 | 3 | 4 | 3 | 4 | 33 |
| 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 1 | 3 | 25 |
| 3 | 5 | 4 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 36 |
| 4 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 3 | 4 | 38 |
| 3 | 4 | 4 | 2 | 3 | 3 | 4 | 3 | 5 | 4 | 35 |
| 1 | 4 | 3 | 2 | 2 | 2 | 3 | 3 | 4 | 2 | 26 |
| 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 41 |
| 5 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 40 |
| 3 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 41 |
| 3 | 5 | 4 | 4 | 3 | 5 | 5 | 3 | 5 | 5 | 42 |
| 3 | 5 | 4 | 5 | 2 | 4 | 4 | 3 | 4 | 3 | 37 |
| 3 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 38 |
| 2 | 3 | 2 | 3 | 2 | 2 | 4 | 3 | 3 | 4 | 28 |
| 2 | 5 | 3 | 2 | 2 | 2 | 4 | 1 | 4 | 5 | 30 |
| 3 | 4 | 3 | 4 | 2 | 3 | 4 | 4 | 5 | 3 | 35 |
| 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 42 |
| 5 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 4 | 45 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 5 | 4 | 5 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 41 |
| 5 | 4 | 3 | 2 | 5 | 3 | 2 | 4 | 3 | 2 | 33 |
| 4 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 42 |
| 5 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 2 | 41 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 2 | 4 | 39 |
| 4 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 45 |
| 2 | 5 | 5 | 4 | 2 | 3 | 3 | 4 | 5 | 5 | 38 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |

**Variabel Iklan (X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2.10 | X2.11 | X2.12 | X2.13 | X2.14 | TOTAL |
| 5 | 3 | 2 | 4 | 4 | 5 | 3 | 5 | 4 | 3 | 2 | 4 | 5 | 4 | 53 |
| 2 | 1 | 2 | 3 | 1 | 4 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 3 | 26 |
| 4 | 4 | 4 | 4 | 3 | 2 | 4 | 3 | 5 | 4 | 4 | 3 | 3 | 4 | 51 |
| 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 50 |
| 3 | 2 | 4 | 3 | 3 | 2 | 2 | 4 | 3 | 2 | 2 | 3 | 4 | 2 | 39 |
| 4 | 3 | 4 | 3 | 2 | 3 | 3 | 5 | 3 | 3 | 1 | 2 | 5 | 3 | 43 |
| 3 | 2 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 38 |
| 3 | 4 | 3 | 4 | 4 | 3 | 4 | 2 | 5 | 4 | 3 | 4 | 2 | 4 | 50 |
| 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 3 | 4 | 51 |
| 3 | 5 | 3 | 4 | 4 | 3 | 5 | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 57 |
| 3 | 4 | 3 | 3 | 3 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 51 |
| 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 3 | 48 |
| 3 | 4 | 3 | 4 | 2 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 47 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 52 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 56 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 5 | 3 | 5 | 4 | 4 | 3 | 50 |
| 2 | 4 | 2 | 2 | 4 | 2 | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 2 | 42 |
| 4 | 3 | 4 | 4 | 3 | 4 | 3 | 5 | 2 | 3 | 5 | 5 | 5 | 4 | 54 |
| 4 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 61 |
| 5 | 3 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 61 |
| 2 | 4 | 2 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 50 |
| 4 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 59 |
| 3 | 3 | 3 | 5 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 50 |
| 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 53 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 67 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 59 |
| 4 | 3 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 3 | 3 | 5 | 4 | 5 | 57 |
| 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 3 | 5 | 5 | 4 | 3 | 53 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 62 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 3 | 5 | 4 | 55 |

**Variabel *Celebrity Endorsment* (X3)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | TOTAL |
| 4 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 26 |
| 5 | 2 | 4 | 3 | 5 | 4 | 4 | 4 | 31 |
| 4 | 2 | 3 | 2 | 4 | 3 | 4 | 3 | 25 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 3 | 3 | 4 | 3 | 3 | 5 | 3 | 29 |
| 3 | 4 | 3 | 3 | 5 | 3 | 2 | 3 | 26 |
| 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 37 |
| 5 | 3 | 5 | 5 | 5 | 4 | 5 | 5 | 37 |
| 4 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 31 |
| 3 | 4 | 3 | 4 | 3 | 3 | 5 | 3 | 28 |
| 5 | 4 | 3 | 3 | 5 | 5 | 3 | 3 | 31 |
| 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 32 |
| 4 | 2 | 3 | 4 | 3 | 4 | 3 | 3 | 26 |
| 3 | 4 | 3 | 4 | 3 | 5 | 3 | 3 | 28 |
| 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 35 |
| 3 | 2 | 2 | 2 | 3 | 4 | 2 | 2 | 20 |
| 2 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 23 |
| 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 34 |
| 5 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 36 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 33 |
| 5 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 29 |
| 3 | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 35 |
| 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 21 |
| 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 33 |
| 5 | 3 | 4 | 3 | 5 | 3 | 4 | 3 | 30 |
| 2 | 5 | 2 | 5 | 3 | 5 | 3 | 5 | 30 |
| 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 35 |
| 2 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 23 |
| 4 | 2 | 4 | 2 | 4 | 3 | 2 | 5 | 26 |

**Lampiran 3 Hasil Uji Instrumen Penelitian**

* + - * 1. **Uji Validitas**

**Uji Validitas Loyalitas Konsumen (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | |
|  | | y1 | y2 | y3 | y4 | y5 | y6 | y7 | y8 | y9 | y10 | y11 | y12 | total |
| y1 | Pearson Correlation | 1 | ,584\*\* | ,297 | ,609\*\* | ,686\*\* | ,324 | ,452\* | ,601\*\* | ,677\*\* | ,416\* | ,502\*\* | ,334 | ,812\*\* |
| Sig. (2-tailed) |  | ,001 | ,111 | ,000 | ,000 | ,081 | ,012 | ,000 | ,000 | ,022 | ,005 | ,071 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y2 | Pearson Correlation | ,584\*\* | 1 | ,268 | ,331 | ,443\* | ,202 | ,439\* | ,549\*\* | ,361 | ,467\*\* | ,272 | ,300 | ,672\*\* |
| Sig. (2-tailed) | ,001 |  | ,152 | ,074 | ,014 | ,285 | ,015 | ,002 | ,050 | ,009 | ,146 | ,107 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y3 | Pearson Correlation | ,297 | ,268 | 1 | ,080 | ,244 | ,850\*\* | ,144 | ,193 | ,207 | ,062 | ,148 | ,259 | ,518\*\* |
| Sig. (2-tailed) | ,111 | ,152 |  | ,674 | ,195 | ,000 | ,448 | ,306 | ,272 | ,746 | ,434 | ,166 | ,003 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y4 | Pearson Correlation | ,609\*\* | ,331 | ,080 | 1 | ,707\*\* | ,056 | ,670\*\* | ,683\*\* | ,600\*\* | ,420\* | ,704\*\* | ,346 | ,757\*\* |
| Sig. (2-tailed) | ,000 | ,074 | ,674 |  | ,000 | ,769 | ,000 | ,000 | ,000 | ,021 | ,000 | ,061 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y5 | Pearson Correlation | ,686\*\* | ,443\* | ,244 | ,707\*\* | 1 | ,248 | ,517\*\* | ,523\*\* | ,402\* | ,543\*\* | ,473\*\* | ,314 | ,761\*\* |
| Sig. (2-tailed) | ,000 | ,014 | ,195 | ,000 |  | ,187 | ,003 | ,003 | ,028 | ,002 | ,008 | ,091 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y6 | Pearson Correlation | ,324 | ,202 | ,850\*\* | ,056 | ,248 | 1 | ,091 | ,186 | ,215 | ,057 | ,121 | ,269 | ,499\*\* |
| Sig. (2-tailed) | ,081 | ,285 | ,000 | ,769 | ,187 |  | ,631 | ,325 | ,253 | ,763 | ,524 | ,150 | ,005 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y7 | Pearson Correlation | ,452\* | ,439\* | ,144 | ,670\*\* | ,517\*\* | ,091 | 1 | ,399\* | ,429\* | ,284 | ,481\*\* | ,069 | ,610\*\* |
| Sig. (2-tailed) | ,012 | ,015 | ,448 | ,000 | ,003 | ,631 |  | ,029 | ,018 | ,128 | ,007 | ,718 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y8 | Pearson Correlation | ,601\*\* | ,549\*\* | ,193 | ,683\*\* | ,523\*\* | ,186 | ,399\* | 1 | ,466\*\* | ,434\* | ,481\*\* | ,657\*\* | ,773\*\* |
| Sig. (2-tailed) | ,000 | ,002 | ,306 | ,000 | ,003 | ,325 | ,029 |  | ,009 | ,017 | ,007 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y9 | Pearson Correlation | ,677\*\* | ,361 | ,207 | ,600\*\* | ,402\* | ,215 | ,429\* | ,466\*\* | 1 | ,187 | ,661\*\* | ,269 | ,675\*\* |
| Sig. (2-tailed) | ,000 | ,050 | ,272 | ,000 | ,028 | ,253 | ,018 | ,009 |  | ,322 | ,000 | ,150 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y10 | Pearson Correlation | ,416\* | ,467\*\* | ,062 | ,420\* | ,543\*\* | ,057 | ,284 | ,434\* | ,187 | 1 | ,339 | ,294 | ,578\*\* |
| Sig. (2-tailed) | ,022 | ,009 | ,746 | ,021 | ,002 | ,763 | ,128 | ,017 | ,322 |  | ,067 | ,115 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y11 | Pearson Correlation | ,502\*\* | ,272 | ,148 | ,704\*\* | ,473\*\* | ,121 | ,481\*\* | ,481\*\* | ,661\*\* | ,339 | 1 | ,240 | ,664\*\* |
| Sig. (2-tailed) | ,005 | ,146 | ,434 | ,000 | ,008 | ,524 | ,007 | ,007 | ,000 | ,067 |  | ,202 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y12 | Pearson Correlation | ,334 | ,300 | ,259 | ,346 | ,314 | ,269 | ,069 | ,657\*\* | ,269 | ,294 | ,240 | 1 | ,558\*\* |
| Sig. (2-tailed) | ,071 | ,107 | ,166 | ,061 | ,091 | ,150 | ,718 | ,000 | ,150 | ,115 | ,202 |  | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| total | Pearson Correlation | ,812\*\* | ,672\*\* | ,518\*\* | ,757\*\* | ,761\*\* | ,499\*\* | ,610\*\* | ,773\*\* | ,675\*\* | ,578\*\* | ,664\*\* | ,558\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,003 | ,000 | ,000 | ,005 | ,000 | ,000 | ,000 | ,001 | ,000 | ,001 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | | | |

**Uji Validitas Persepsi Harga (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | x1 | x2 | x3 | x4 | x5 | x6 | x7 | x8 | x9 | x10 | total |
| x1 | Pearson Correlation | 1 | ,144 | ,437\* | ,338 | ,853\*\* | ,493\*\* | ,303 | ,575\*\* | ,230 | ,154 | ,750\*\* |
| Sig. (2-tailed) |  | ,447 | ,016 | ,068 | ,000 | ,006 | ,104 | ,001 | ,222 | ,418 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2 | Pearson Correlation | ,144 | 1 | ,295 | ,150 | ,104 | ,251 | ,488\*\* | ,074 | ,590\*\* | ,462\* | ,545\*\* |
| Sig. (2-tailed) | ,447 |  | ,113 | ,428 | ,586 | ,181 | ,006 | ,696 | ,001 | ,010 | ,002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x3 | Pearson Correlation | ,437\* | ,295 | 1 | ,267 | ,369\* | ,618\*\* | ,202 | ,414\* | ,388\* | ,382\* | ,691\*\* |
| Sig. (2-tailed) | ,016 | ,113 |  | ,154 | ,045 | ,000 | ,284 | ,023 | ,034 | ,037 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x4 | Pearson Correlation | ,338 | ,150 | ,267 | 1 | ,153 | ,300 | ,266 | ,338 | ,268 | ,341 | ,563\*\* |
| Sig. (2-tailed) | ,068 | ,428 | ,154 |  | ,419 | ,107 | ,155 | ,067 | ,152 | ,065 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x5 | Pearson Correlation | ,853\*\* | ,104 | ,369\* | ,153 | 1 | ,448\* | ,240 | ,496\*\* | ,158 | ,017 | ,639\*\* |
| Sig. (2-tailed) | ,000 | ,586 | ,045 | ,419 |  | ,013 | ,201 | ,005 | ,403 | ,928 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x6 | Pearson Correlation | ,493\*\* | ,251 | ,618\*\* | ,300 | ,448\* | 1 | ,425\* | ,493\*\* | ,162 | ,370\* | ,719\*\* |
| Sig. (2-tailed) | ,006 | ,181 | ,000 | ,107 | ,013 |  | ,019 | ,006 | ,392 | ,044 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x7 | Pearson Correlation | ,303 | ,488\*\* | ,202 | ,266 | ,240 | ,425\* | 1 | ,075 | ,441\* | ,518\*\* | ,610\*\* |
| Sig. (2-tailed) | ,104 | ,006 | ,284 | ,155 | ,201 | ,019 |  | ,692 | ,015 | ,003 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x8 | Pearson Correlation | ,575\*\* | ,074 | ,414\* | ,338 | ,496\*\* | ,493\*\* | ,075 | 1 | ,101 | -,024 | ,571\*\* |
| Sig. (2-tailed) | ,001 | ,696 | ,023 | ,067 | ,005 | ,006 | ,692 |  | ,594 | ,898 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x9 | Pearson Correlation | ,230 | ,590\*\* | ,388\* | ,268 | ,158 | ,162 | ,441\* | ,101 | 1 | ,373\* | ,588\*\* |
| Sig. (2-tailed) | ,222 | ,001 | ,034 | ,152 | ,403 | ,392 | ,015 | ,594 |  | ,042 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x10 | Pearson Correlation | ,154 | ,462\* | ,382\* | ,341 | ,017 | ,370\* | ,518\*\* | -,024 | ,373\* | 1 | ,566\*\* |
| Sig. (2-tailed) | ,418 | ,010 | ,037 | ,065 | ,928 | ,044 | ,003 | ,898 | ,042 |  | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| total | Pearson Correlation | ,750\*\* | ,545\*\* | ,691\*\* | ,563\*\* | ,639\*\* | ,719\*\* | ,610\*\* | ,571\*\* | ,588\*\* | ,566\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,002 | ,000 | ,001 | ,000 | ,000 | ,000 | ,001 | ,001 | ,001 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |

**Uji Validitas Iklan (X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | | | |
|  | | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | X11 | X12 | X13 | X14 | TOTAL |
| X1 | Pearson Correlation | 1 | ,225 | ,717\*\* | ,503\*\* | ,331 | ,730\*\* | ,225 | ,461\* | ,410\* | ,225 | ,180 | ,450\* | ,461\* | ,526\*\* | ,714\*\* |
| Sig. (2-tailed) |  | ,232 | ,000 | ,005 | ,074 | ,000 | ,232 | ,010 | ,024 | ,232 | ,342 | ,013 | ,010 | ,003 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2 | Pearson Correlation | ,225 | 1 | ,182 | ,235 | ,380\* | ,091 | 1,000\*\* | ,383\* | ,265 | 1,000\*\* | ,464\*\* | ,347 | ,383\* | ,310 | ,714\*\* |
| Sig. (2-tailed) | ,232 |  | ,337 | ,211 | ,038 | ,633 | ,000 | ,037 | ,156 | ,000 | ,010 | ,060 | ,037 | ,095 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3 | Pearson Correlation | ,717\*\* | ,182 | 1 | ,355 | ,248 | ,460\* | ,182 | ,200 | ,330 | ,182 | ,302 | ,307 | ,200 | ,338 | ,556\*\* |
| Sig. (2-tailed) | ,000 | ,337 |  | ,054 | ,185 | ,011 | ,337 | ,289 | ,075 | ,337 | ,105 | ,099 | ,289 | ,067 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4 | Pearson Correlation | ,503\*\* | ,235 | ,355 | 1 | ,282 | ,387\* | ,235 | ,171 | ,387\* | ,235 | ,209 | ,502\*\* | ,171 | ,952\*\* | ,631\*\* |
| Sig. (2-tailed) | ,005 | ,211 | ,054 |  | ,132 | ,035 | ,211 | ,365 | ,035 | ,211 | ,267 | ,005 | ,365 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X5 | Pearson Correlation | ,331 | ,380\* | ,248 | ,282 | 1 | ,277 | ,380\* | ,324 | ,353 | ,380\* | ,341 | ,423\* | ,324 | ,309 | ,620\*\* |
| Sig. (2-tailed) | ,074 | ,038 | ,185 | ,132 |  | ,138 | ,038 | ,080 | ,056 | ,038 | ,066 | ,020 | ,080 | ,096 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X6 | Pearson Correlation | ,730\*\* | ,091 | ,460\* | ,387\* | ,277 | 1 | ,091 | ,274 | ,123 | ,091 | ,211 | ,294 | ,274 | ,458\* | ,522\*\* |
| Sig. (2-tailed) | ,000 | ,633 | ,011 | ,035 | ,138 |  | ,633 | ,143 | ,517 | ,633 | ,264 | ,115 | ,143 | ,011 | ,003 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X7 | Pearson Correlation | ,225 | 1,000\*\* | ,182 | ,235 | ,380\* | ,091 | 1 | ,383\* | ,265 | 1,000\*\* | ,464\*\* | ,347 | ,383\* | ,310 | ,714\*\* |
| Sig. (2-tailed) | ,232 | ,000 | ,337 | ,211 | ,038 | ,633 |  | ,037 | ,156 | ,000 | ,010 | ,060 | ,037 | ,095 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X8 | Pearson Correlation | ,461\* | ,383\* | ,200 | ,171 | ,324 | ,274 | ,383\* | 1 | ,022 | ,383\* | ,102 | ,317 | 1,000\*\* | ,163 | ,565\*\* |
| Sig. (2-tailed) | ,010 | ,037 | ,289 | ,365 | ,080 | ,143 | ,037 |  | ,907 | ,037 | ,593 | ,088 | ,000 | ,389 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X9 | Pearson Correlation | ,410\* | ,265 | ,330 | ,387\* | ,353 | ,123 | ,265 | ,022 | 1 | ,265 | ,257 | ,536\*\* | ,022 | ,328 | ,537\*\* |
| Sig. (2-tailed) | ,024 | ,156 | ,075 | ,035 | ,056 | ,517 | ,156 | ,907 |  | ,156 | ,170 | ,002 | ,907 | ,077 | ,002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X10 | Pearson Correlation | ,225 | 1,000\*\* | ,182 | ,235 | ,380\* | ,091 | 1,000\*\* | ,383\* | ,265 | 1 | ,464\*\* | ,347 | ,383\* | ,310 | ,714\*\* |
| Sig. (2-tailed) | ,232 | ,000 | ,337 | ,211 | ,038 | ,633 | ,000 | ,037 | ,156 |  | ,010 | ,060 | ,037 | ,095 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X11 | Pearson Correlation | ,180 | ,464\*\* | ,302 | ,209 | ,341 | ,211 | ,464\*\* | ,102 | ,257 | ,464\*\* | 1 | ,485\*\* | ,102 | ,281 | ,569\*\* |
| Sig. (2-tailed) | ,342 | ,010 | ,105 | ,267 | ,066 | ,264 | ,010 | ,593 | ,170 | ,010 |  | ,007 | ,593 | ,133 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X12 | Pearson Correlation | ,450\* | ,347 | ,307 | ,502\*\* | ,423\* | ,294 | ,347 | ,317 | ,536\*\* | ,347 | ,485\*\* | 1 | ,317 | ,478\*\* | ,722\*\* |
| Sig. (2-tailed) | ,013 | ,060 | ,099 | ,005 | ,020 | ,115 | ,060 | ,088 | ,002 | ,060 | ,007 |  | ,088 | ,008 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X13 | Pearson Correlation | ,461\* | ,383\* | ,200 | ,171 | ,324 | ,274 | ,383\* | 1,000\*\* | ,022 | ,383\* | ,102 | ,317 | 1 | ,163 | ,565\*\* |
| Sig. (2-tailed) | ,010 | ,037 | ,289 | ,365 | ,080 | ,143 | ,037 | ,000 | ,907 | ,037 | ,593 | ,088 |  | ,389 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X14 | Pearson Correlation | ,526\*\* | ,310 | ,338 | ,952\*\* | ,309 | ,458\* | ,310 | ,163 | ,328 | ,310 | ,281 | ,478\*\* | ,163 | 1 | ,665\*\* |
| Sig. (2-tailed) | ,003 | ,095 | ,067 | ,000 | ,096 | ,011 | ,095 | ,389 | ,077 | ,095 | ,133 | ,008 | ,389 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | ,714\*\* | ,714\*\* | ,556\*\* | ,631\*\* | ,620\*\* | ,522\*\* | ,714\*\* | ,565\*\* | ,537\*\* | ,714\*\* | ,569\*\* | ,722\*\* | ,565\*\* | ,665\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,001 | ,000 | ,000 | ,003 | ,000 | ,001 | ,002 | ,000 | ,001 | ,000 | ,001 | ,000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | | | | | |

**Uji Validitas *Celebrity Endorsment* (X3)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | TOTAL |
| X1 | Pearson Correlation | 1 | -,033 | ,556\*\* | ,043 | ,713\*\* | ,187 | ,397\* | ,239 | ,610\*\* |
| Sig. (2-tailed) |  | ,864 | ,001 | ,822 | ,000 | ,323 | ,030 | ,203 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2 | Pearson Correlation | -,033 | 1 | ,225 | ,668\*\* | ,132 | ,459\* | ,190 | ,393\* | ,575\*\* |
| Sig. (2-tailed) | ,864 |  | ,232 | ,000 | ,487 | ,011 | ,314 | ,032 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3 | Pearson Correlation | ,556\*\* | ,225 | 1 | ,310 | ,434\* | ,425\* | ,502\*\* | ,625\*\* | ,774\*\* |
| Sig. (2-tailed) | ,001 | ,232 |  | ,096 | ,017 | ,019 | ,005 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4 | Pearson Correlation | ,043 | ,668\*\* | ,310 | 1 | ,071 | ,503\*\* | ,413\* | ,528\*\* | ,666\*\* |
| Sig. (2-tailed) | ,822 | ,000 | ,096 |  | ,707 | ,005 | ,023 | ,003 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X5 | Pearson Correlation | ,713\*\* | ,132 | ,434\* | ,071 | 1 | ,217 | ,202 | ,360 | ,613\*\* |
| Sig. (2-tailed) | ,000 | ,487 | ,017 | ,707 |  | ,250 | ,284 | ,050 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X6 | Pearson Correlation | ,187 | ,459\* | ,425\* | ,503\*\* | ,217 | 1 | ,202 | ,474\*\* | ,648\*\* |
| Sig. (2-tailed) | ,323 | ,011 | ,019 | ,005 | ,250 |  | ,285 | ,008 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X7 | Pearson Correlation | ,397\* | ,190 | ,502\*\* | ,413\* | ,202 | ,202 | 1 | ,279 | ,616\*\* |
| Sig. (2-tailed) | ,030 | ,314 | ,005 | ,023 | ,284 | ,285 |  | ,135 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X8 | Pearson Correlation | ,239 | ,393\* | ,625\*\* | ,528\*\* | ,360 | ,474\*\* | ,279 | 1 | ,733\*\* |
| Sig. (2-tailed) | ,203 | ,032 | ,000 | ,003 | ,050 | ,008 | ,135 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | ,610\*\* | ,575\*\* | ,774\*\* | ,666\*\* | ,613\*\* | ,648\*\* | ,616\*\* | ,733\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,001 | ,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). | | | | | | | | | | |

* + - * 1. **Uji Reliabilitas**

**Variabel Loyalitas Konsumen (Y)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,871 | 12 |

**Variabel Persepsi Harga (X1)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,822 | 10 |

**Variabel Iklan (X2)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,882 | 14 |

**Variabel *Celebrity Endorsment* (X3)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,805 | 8 |

**Lampiran 4 Data Ordial 100 Responden**

**Variabel Loyalitas Konsumen (Y)**

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

**Variabel Persepsi Harga (X1)**

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

**Variabel Iklan (X2)**

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

**Variabel *Celebrity Endorsment* (X3)**

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

**Lampiran 5 Data Interval 100 Responden**

**Loyalitas Konsumen**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | | | | | | | | | | |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **Y.7** | **Y.8** | **Y.9** | **Y.10** | **Y.11** | **Y.12** |
| 2,748 | 4,846 | 3,718 | 3,711 | 2,500 | 3,678 | 3,307 | 4,554 | 2,696 | 2,905 | 3,141 | 2,554 |
| 5,038 | 4,846 | 3,718 | 1,000 | 4,448 | 3,678 | 4,406 | 3,368 | 1,681 | 4,016 | 3,141 | 4,741 |
| 5,038 | 3,639 | 3,718 | 3,711 | 4,448 | 3,678 | 2,306 | 3,368 | 4,803 | 2,905 | 4,335 | 3,580 |
| 3,813 | 4,846 | 4,867 | 2,645 | 2,500 | 3,678 | 4,406 | 3,368 | 3,678 | 4,016 | 3,141 | 2,554 |
| 3,813 | 2,602 | 2,816 | 3,711 | 4,448 | 3,678 | 4,406 | 3,368 | 4,803 | 2,905 | 2,111 | 3,580 |
| 3,813 | 2,602 | 4,867 | 3,711 | 3,372 | 4,890 | 3,307 | 2,255 | 3,678 | 4,016 | 3,141 | 2,554 |
| 3,813 | 4,846 | 3,718 | 1,918 | 4,448 | 4,890 | 3,307 | 2,255 | 4,803 | 2,905 | 2,111 | 4,741 |
| 5,038 | 4,846 | 3,718 | 1,918 | 3,372 | 4,890 | 3,307 | 3,368 | 4,803 | 2,905 | 2,111 | 4,741 |
| 3,813 | 4,846 | 4,867 | 2,645 | 4,448 | 3,678 | 4,406 | 3,368 | 4,803 | 4,016 | 3,141 | 2,554 |
| 5,038 | 4,846 | 3,718 | 3,711 | 3,372 | 2,557 | 3,307 | 4,554 | 3,678 | 4,016 | 4,335 | 3,580 |
| 5,038 | 4,846 | 3,718 | 3,711 | 4,448 | 3,678 | 2,306 | 3,368 | 4,803 | 2,905 | 4,335 | 4,741 |
| 5,038 | 3,639 | 4,867 | 3,711 | 3,372 | 2,557 | 3,307 | 4,554 | 3,678 | 4,016 | 3,141 | 2,554 |
| 3,813 | 3,639 | 4,867 | 3,711 | 3,372 | 2,557 | 4,406 | 3,368 | 4,803 | 2,905 | 2,111 | 3,580 |
| 3,813 | 3,639 | 4,867 | 3,711 | 3,372 | 4,890 | 3,307 | 4,554 | 3,678 | 4,016 | 3,141 | 4,741 |
| 5,038 | 4,846 | 3,718 | 2,645 | 4,448 | 3,678 | 4,406 | 3,368 | 3,678 | 4,016 | 4,335 | 3,580 |
| 3,813 | 4,846 | 4,867 | 1,918 | 3,372 | 4,890 | 3,307 | 3,368 | 4,803 | 2,905 | 4,335 | 4,741 |
| 5,038 | 3,639 | 4,867 | 3,711 | 3,372 | 2,557 | 4,406 | 4,554 | 3,678 | 4,016 | 3,141 | 3,580 |
| 3,813 | 2,602 | 3,718 | 3,711 | 4,448 | 3,678 | 4,406 | 3,368 | 2,696 | 2,905 | 4,335 | 3,580 |
| 3,813 | 3,639 | 4,867 | 2,645 | 2,500 | 3,678 | 4,406 | 3,368 | 4,803 | 2,905 | 4,335 | 4,741 |
| 5,038 | 3,639 | 4,867 | 3,711 | 3,372 | 4,890 | 3,307 | 2,255 | 3,678 | 4,016 | 3,141 | 4,741 |
| 3,813 | 4,846 | 3,718 | 1,918 | 4,448 | 4,890 | 2,306 | 3,368 | 4,803 | 2,905 | 4,335 | 3,580 |
| 3,813 | 4,846 | 3,718 | 3,711 | 4,448 | 3,678 | 2,306 | 4,554 | 3,678 | 4,016 | 4,335 | 3,580 |
| 2,748 | 3,639 | 1,968 | 3,711 | 3,372 | 4,890 | 3,307 | 2,255 | 2,696 | 2,905 | 2,111 | 4,741 |
| 3,813 | 4,846 | 2,816 | 3,711 | 3,372 | 2,557 | 4,406 | 3,368 | 4,803 | 2,025 | 4,335 | 3,580 |
| 3,813 | 2,602 | 4,867 | 3,711 | 3,372 | 3,678 | 4,406 | 2,255 | 2,696 | 2,905 | 4,335 | 2,554 |
| 2,748 | 2,602 | 3,718 | 2,645 | 4,448 | 3,678 | 4,406 | 2,255 | 3,678 | 4,016 | 4,335 | 4,741 |
| 3,813 | 4,846 | 2,816 | 3,711 | 3,372 | 4,890 | 2,306 | 3,368 | 4,803 | 2,905 | 2,111 | 3,580 |
| 3,813 | 2,602 | 4,867 | 1,918 | 3,372 | 2,557 | 4,406 | 3,368 | 2,696 | 4,016 | 3,141 | 4,741 |
| 2,748 | 3,639 | 4,867 | 2,645 | 1,696 | 3,678 | 4,406 | 2,255 | 3,678 | 4,016 | 2,111 | 2,554 |
| 2,748 | 2,602 | 3,718 | 3,711 | 3,372 | 3,678 | 3,307 | 2,255 | 3,678 | 4,016 | 3,141 | 4,741 |
| 1,000 | 1,681 | 2,816 | 1,000 | 1,000 | 2,557 | 1,000 | 2,255 | 3,678 | 4,016 | 2,111 | 1,000 |
| 2,748 | 3,639 | 4,867 | 1,000 | 2,500 | 3,678 | 3,307 | 2,255 | 3,678 | 2,025 | 3,141 | 3,580 |
| 3,813 | 2,602 | 1,968 | 2,645 | 2,500 | 3,678 | 2,306 | 4,554 | 3,678 | 2,025 | 3,141 | 3,580 |
| 3,813 | 4,846 | 2,816 | 1,000 | 1,000 | 2,557 | 2,306 | 2,255 | 3,678 | 1,000 | 2,111 | 3,580 |
| 2,748 | 3,639 | 4,867 | 1,000 | 2,500 | 3,678 | 2,306 | 3,368 | 2,696 | 2,905 | 4,335 | 3,580 |
| 5,038 | 3,639 | 2,816 | 2,645 | 1,696 | 3,678 | 2,306 | 3,368 | 2,696 | 4,016 | 3,141 | 2,554 |
| 2,748 | 3,639 | 4,867 | 1,918 | 3,372 | 2,557 | 2,306 | 3,368 | 4,803 | 2,905 | 2,111 | 4,741 |
| 1,816 | 1,000 | 1,000 | 1,000 | 1,000 | 2,557 | 2,306 | 1,000 | 3,678 | 1,000 | 3,141 | 2,554 |
| 5,038 | 4,846 | 3,718 | 2,645 | 2,500 | 3,678 | 3,307 | 4,554 | 2,696 | 2,025 | 3,141 | 4,741 |
| 3,813 | 2,602 | 3,718 | 3,711 | 1,696 | 2,557 | 3,307 | 4,554 | 3,678 | 1,000 | 1,000 | 4,741 |
| 3,813 | 3,639 | 2,816 | 3,711 | 3,372 | 4,890 | 2,306 | 3,368 | 2,696 | 4,016 | 2,111 | 3,580 |
| 2,748 | 4,846 | 3,718 | 1,000 | 4,448 | 3,678 | 2,306 | 4,554 | 2,696 | 4,016 | 1,000 | 3,580 |
| 3,813 | 3,639 | 1,968 | 1,000 | 2,500 | 4,890 | 3,307 | 1,000 | 3,678 | 2,905 | 4,335 | 3,580 |
| 2,748 | 2,602 | 1,968 | 2,645 | 4,448 | 4,890 | 1,000 | 2,255 | 1,000 | 2,025 | 3,141 | 3,580 |
| 5,038 | 3,639 | 3,718 | 1,918 | 2,500 | 3,678 | 3,307 | 4,554 | 2,696 | 2,905 | 3,141 | 3,580 |
| 1,816 | 3,639 | 3,718 | 2,645 | 2,500 | 2,557 | 4,406 | 3,368 | 4,803 | 2,905 | 1,000 | 1,653 |
| 3,813 | 1,681 | 1,968 | 1,000 | 1,696 | 1,489 | 3,307 | 2,255 | 4,803 | 1,000 | 3,141 | 3,580 |
| 1,816 | 4,846 | 2,816 | 1,918 | 3,372 | 3,678 | 4,406 | 2,255 | 2,696 | 2,905 | 4,335 | 3,580 |
| 2,748 | 4,846 | 2,816 | 2,645 | 2,500 | 4,890 | 2,306 | 4,554 | 4,803 | 4,016 | 2,111 | 3,580 |
| 3,813 | 2,602 | 4,867 | 3,711 | 1,696 | 3,678 | 4,406 | 3,368 | 4,803 | 1,000 | 3,141 | 3,580 |
| 2,748 | 3,639 | 2,816 | 3,711 | 2,500 | 2,557 | 4,406 | 3,368 | 3,678 | 2,905 | 4,335 | 2,554 |
| 2,748 | 4,846 | 2,816 | 3,711 | 2,500 | 3,678 | 3,307 | 3,368 | 4,803 | 4,016 | 4,335 | 3,580 |
| 3,813 | 3,639 | 2,816 | 2,645 | 4,448 | 1,000 | 2,306 | 3,368 | 4,803 | 2,025 | 2,111 | 1,653 |
| 2,748 | 4,846 | 3,718 | 3,711 | 4,448 | 2,557 | 3,307 | 4,554 | 3,678 | 2,025 | 4,335 | 4,741 |
| 2,748 | 4,846 | 3,718 | 2,645 | 4,448 | 4,890 | 3,307 | 3,368 | 4,803 | 2,025 | 3,141 | 2,554 |
| 5,038 | 3,639 | 3,718 | 3,711 | 3,372 | 2,557 | 4,406 | 3,368 | 2,696 | 2,025 | 2,111 | 4,741 |
| 3,813 | 2,602 | 4,867 | 2,645 | 2,500 | 3,678 | 4,406 | 4,554 | 2,696 | 2,025 | 3,141 | 3,580 |
| 1,816 | 3,639 | 3,718 | 1,918 | 4,448 | 3,678 | 2,306 | 4,554 | 3,678 | 2,905 | 3,141 | 3,580 |
| 5,038 | 2,602 | 4,867 | 2,645 | 3,372 | 3,678 | 2,306 | 3,368 | 4,803 | 2,905 | 3,141 | 2,554 |
| 5,038 | 3,639 | 2,816 | 1,918 | 3,372 | 3,678 | 3,307 | 3,368 | 2,696 | 4,016 | 3,141 | 1,000 |
| 3,813 | 2,602 | 3,718 | 3,711 | 3,372 | 4,890 | 4,406 | 3,368 | 3,678 | 2,905 | 3,141 | 3,580 |
| 2,748 | 3,639 | 4,867 | 1,918 | 2,500 | 3,678 | 2,306 | 3,368 | 2,696 | 2,905 | 4,335 | 3,580 |
| 2,748 | 3,639 | 4,867 | 1,000 | 2,500 | 2,557 | 2,306 | 2,255 | 4,803 | 4,016 | 3,141 | 2,554 |
| 3,813 | 2,602 | 4,867 | 2,645 | 2,500 | 4,890 | 3,307 | 2,255 | 4,803 | 2,905 | 4,335 | 3,580 |
| 2,748 | 3,639 | 3,718 | 3,711 | 2,500 | 4,890 | 2,306 | 4,554 | 3,678 | 2,025 | 4,335 | 3,580 |
| 5,038 | 2,602 | 4,867 | 1,000 | 2,500 | 3,678 | 2,306 | 3,368 | 4,803 | 2,025 | 2,111 | 4,741 |
| 3,813 | 3,639 | 3,718 | 1,918 | 4,448 | 2,557 | 3,307 | 1,000 | 4,803 | 2,025 | 3,141 | 2,554 |
| 1,816 | 3,639 | 4,867 | 2,645 | 2,500 | 4,890 | 3,307 | 3,368 | 1,681 | 2,905 | 3,141 | 1,653 |
| 3,813 | 3,639 | 2,816 | 3,711 | 4,448 | 3,678 | 4,406 | 2,255 | 2,696 | 4,016 | 4,335 | 3,580 |
| 3,813 | 4,846 | 2,816 | 2,645 | 3,372 | 2,557 | 3,307 | 3,368 | 4,803 | 2,025 | 2,111 | 1,653 |
| 3,813 | 2,602 | 3,718 | 3,711 | 2,500 | 4,890 | 3,307 | 4,554 | 3,678 | 4,016 | 2,111 | 2,554 |
| 2,748 | 3,639 | 3,718 | 3,711 | 4,448 | 2,557 | 2,306 | 2,255 | 3,678 | 1,000 | 3,141 | 4,741 |
| 3,813 | 2,602 | 3,718 | 3,711 | 2,500 | 3,678 | 2,306 | 4,554 | 3,678 | 2,025 | 3,141 | 4,741 |
| 3,813 | 2,602 | 4,867 | 2,645 | 3,372 | 2,557 | 4,406 | 3,368 | 3,678 | 2,905 | 4,335 | 2,554 |
| 3,813 | 2,602 | 1,968 | 3,711 | 3,372 | 3,678 | 2,306 | 3,368 | 3,678 | 4,016 | 1,000 | 3,580 |
| 3,813 | 3,639 | 1,968 | 1,918 | 3,372 | 4,890 | 2,306 | 4,554 | 2,696 | 4,016 | 3,141 | 2,554 |
| 2,748 | 3,639 | 3,718 | 3,711 | 2,500 | 3,678 | 4,406 | 3,368 | 2,696 | 4,016 | 3,141 | 2,554 |
| 3,813 | 2,602 | 3,718 | 1,918 | 4,448 | 3,678 | 3,307 | 2,255 | 4,803 | 1,000 | 3,141 | 2,554 |
| 3,813 | 2,602 | 3,718 | 1,918 | 3,372 | 4,890 | 4,406 | 2,255 | 3,678 | 2,905 | 3,141 | 4,741 |
| 2,748 | 3,639 | 2,816 | 2,645 | 4,448 | 2,557 | 3,307 | 3,368 | 2,696 | 4,016 | 2,111 | 3,580 |
| 3,813 | 3,639 | 2,816 | 3,711 | 4,448 | 3,678 | 2,306 | 2,255 | 2,696 | 2,905 | 2,111 | 4,741 |
| 3,813 | 4,846 | 2,816 | 3,711 | 3,372 | 2,557 | 2,306 | 3,368 | 3,678 | 4,016 | 4,335 | 3,580 |
| 3,813 | 4,846 | 3,718 | 1,918 | 3,372 | 3,678 | 4,406 | 3,368 | 3,678 | 2,025 | 3,141 | 2,554 |
| 2,748 | 3,639 | 4,867 | 3,711 | 1,696 | 2,557 | 3,307 | 3,368 | 2,696 | 4,016 | 2,111 | 2,554 |
| 3,813 | 4,846 | 4,867 | 2,645 | 2,500 | 3,678 | 3,307 | 2,255 | 3,678 | 4,016 | 3,141 | 3,580 |
| 2,748 | 3,639 | 2,816 | 1,918 | 3,372 | 3,678 | 4,406 | 2,255 | 2,696 | 2,025 | 3,141 | 4,741 |
| 2,748 | 3,639 | 3,718 | 1,918 | 4,448 | 3,678 | 3,307 | 2,255 | 4,803 | 2,025 | 3,141 | 3,580 |
| 3,813 | 3,639 | 3,718 | 1,918 | 3,372 | 4,890 | 3,307 | 2,255 | 3,678 | 2,025 | 4,335 | 2,554 |
| 3,813 | 4,846 | 3,718 | 2,645 | 2,500 | 4,890 | 2,306 | 4,554 | 1,681 | 2,025 | 3,141 | 2,554 |
| 3,813 | 2,602 | 3,718 | 3,711 | 2,500 | 2,557 | 4,406 | 2,255 | 2,696 | 2,025 | 3,141 | 3,580 |
| 2,748 | 3,639 | 3,718 | 1,918 | 4,448 | 2,557 | 3,307 | 3,368 | 3,678 | 2,025 | 4,335 | 3,580 |
| 3,813 | 1,681 | 2,816 | 2,645 | 4,448 | 4,890 | 2,306 | 2,255 | 2,696 | 2,905 | 2,111 | 3,580 |
| 3,813 | 3,639 | 4,867 | 1,918 | 3,372 | 3,678 | 3,307 | 1,000 | 2,696 | 4,016 | 2,111 | 2,554 |
| 3,813 | 3,639 | 2,816 | 3,711 | 3,372 | 4,890 | 3,307 | 2,255 | 4,803 | 2,025 | 3,141 | 2,554 |
| 2,748 | 3,639 | 3,718 | 1,918 | 2,500 | 3,678 | 4,406 | 2,255 | 2,696 | 2,905 | 2,111 | 2,554 |
| 5,038 | 3,639 | 3,718 | 2,645 | 4,448 | 3,678 | 2,306 | 3,368 | 4,803 | 2,025 | 2,111 | 3,580 |
| 5,038 | 3,639 | 1,968 | 2,645 | 3,372 | 4,890 | 1,000 | 2,255 | 2,696 | 2,025 | 3,141 | 3,580 |
| 5,038 | 4,846 | 2,816 | 2,645 | 4,448 | 2,557 | 4,406 | 2,255 | 3,678 | 2,905 | 4,335 | 2,554 |
| 5,038 | 3,639 | 3,718 | 2,645 | 4,448 | 4,890 | 2,306 | 2,255 | 3,678 | 2,905 | 4,335 | 2,554 |
| 5,038 | 4,846 | 2,816 | 2,645 | 2,500 | 3,678 | 4,406 | 3,368 | 4,803 | 2,905 | 4,335 | 2,554 |

**Persepsi Harga**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | | | | | | | | |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** | **X1.9** | **X1.10** |
| 3,639 | 4,763 | 3,408 | 4,936 | 2,167 | 4,213 | 3,102 | 4,936 | 3,665 | 3,598 |
| 3,639 | 3,600 | 4,601 | 3,835 | 4,379 | 3,036 | 4,292 | 3,745 | 4,913 | 4,846 |
| 3,639 | 4,763 | 2,312 | 3,835 | 4,379 | 3,036 | 3,102 | 4,936 | 3,665 | 2,572 |
| 3,639 | 4,763 | 3,408 | 4,936 | 4,379 | 3,036 | 2,091 | 3,745 | 4,913 | 3,598 |
| 4,763 | 3,600 | 2,312 | 4,936 | 3,207 | 4,213 | 4,292 | 3,745 | 2,551 | 3,598 |
| 4,763 | 3,600 | 3,408 | 4,936 | 3,207 | 2,072 | 3,102 | 4,936 | 3,665 | 4,846 |
| 4,763 | 3,600 | 4,601 | 3,835 | 2,167 | 4,213 | 4,292 | 3,745 | 4,913 | 3,598 |
| 3,639 | 2,650 | 4,601 | 4,936 | 3,207 | 2,072 | 4,292 | 3,745 | 3,665 | 4,846 |
| 3,639 | 4,763 | 3,408 | 4,936 | 4,379 | 3,036 | 4,292 | 3,745 | 2,551 | 3,598 |
| 3,639 | 4,763 | 3,408 | 2,892 | 3,207 | 4,213 | 3,102 | 4,936 | 3,665 | 3,598 |
| 3,639 | 4,763 | 3,408 | 2,892 | 4,379 | 3,036 | 4,292 | 4,936 | 3,665 | 4,846 |
| 3,639 | 4,763 | 3,408 | 3,835 | 4,379 | 3,036 | 2,091 | 3,745 | 4,913 | 3,598 |
| 4,763 | 4,763 | 3,408 | 2,892 | 4,379 | 3,036 | 4,292 | 4,936 | 3,665 | 2,572 |
| 3,639 | 4,763 | 3,408 | 4,936 | 3,207 | 2,072 | 3,102 | 4,936 | 3,665 | 3,598 |
| 3,639 | 4,763 | 3,408 | 4,936 | 3,207 | 4,213 | 3,102 | 4,936 | 3,665 | 4,846 |
| 3,639 | 4,763 | 4,601 | 3,835 | 3,207 | 4,213 | 3,102 | 2,678 | 3,665 | 4,846 |
| 4,763 | 3,600 | 2,312 | 4,936 | 3,207 | 4,213 | 4,292 | 3,745 | 4,913 | 3,598 |
| 4,763 | 4,763 | 3,408 | 3,835 | 4,379 | 4,213 | 3,102 | 4,936 | 3,665 | 4,846 |
| 3,639 | 4,763 | 3,408 | 2,892 | 4,379 | 3,036 | 4,292 | 3,745 | 4,913 | 4,846 |
| 4,763 | 3,600 | 4,601 | 3,835 | 4,379 | 3,036 | 4,292 | 3,745 | 2,551 | 3,598 |
| 2,778 | 3,600 | 4,601 | 3,835 | 3,207 | 4,213 | 3,102 | 2,678 | 3,665 | 4,846 |
| 2,778 | 3,600 | 4,601 | 3,835 | 2,167 | 3,036 | 4,292 | 3,745 | 3,665 | 4,846 |
| 1,922 | 3,600 | 2,312 | 4,936 | 2,167 | 4,213 | 3,102 | 2,678 | 2,551 | 2,572 |
| 4,763 | 2,650 | 2,312 | 2,892 | 3,207 | 4,213 | 2,091 | 3,745 | 4,913 | 1,753 |
| 4,763 | 3,600 | 4,601 | 2,892 | 3,207 | 4,213 | 4,292 | 3,745 | 3,665 | 2,572 |
| 2,778 | 4,763 | 3,408 | 4,936 | 2,167 | 4,213 | 3,102 | 3,745 | 3,665 | 2,572 |
| 4,763 | 3,600 | 2,312 | 3,835 | 3,207 | 4,213 | 2,091 | 3,745 | 4,913 | 3,598 |
| 2,778 | 4,763 | 4,601 | 2,892 | 3,207 | 3,036 | 3,102 | 2,678 | 4,913 | 3,598 |
| 3,639 | 3,600 | 1,000 | 4,936 | 3,207 | 2,072 | 2,091 | 2,678 | 3,665 | 4,846 |
| 2,778 | 3,600 | 4,601 | 3,835 | 4,379 | 3,036 | 1,000 | 3,745 | 2,551 | 3,598 |
| 1,922 | 1,753 | 2,312 | 1,000 | 3,207 | 2,072 | 4,292 | 2,678 | 1,596 | 1,000 |
| 2,778 | 3,600 | 2,312 | 3,835 | 4,379 | 3,036 | 2,091 | 3,745 | 3,665 | 2,572 |
| 2,778 | 4,763 | 3,408 | 2,892 | 3,207 | 3,036 | 4,292 | 3,745 | 2,551 | 3,598 |
| 1,922 | 1,753 | 2,312 | 2,892 | 3,207 | 2,072 | 4,292 | 2,678 | 1,000 | 2,572 |
| 2,778 | 2,650 | 3,408 | 1,922 | 2,167 | 3,036 | 2,091 | 3,745 | 2,551 | 3,598 |
| 3,639 | 2,650 | 3,408 | 2,892 | 4,379 | 3,036 | 2,091 | 4,936 | 2,551 | 3,598 |
| 2,778 | 4,763 | 3,408 | 1,922 | 3,207 | 2,072 | 3,102 | 2,678 | 4,913 | 3,598 |
| 1,000 | 1,000 | 2,312 | 1,922 | 3,207 | 1,000 | 1,000 | 2,678 | 3,665 | 1,753 |
| 3,639 | 2,650 | 3,408 | 4,936 | 2,167 | 3,036 | 2,091 | 3,745 | 3,665 | 2,572 |
| 3,639 | 2,650 | 4,601 | 3,835 | 2,167 | 3,036 | 2,091 | 3,745 | 4,913 | 3,598 |
| 4,763 | 2,650 | 3,408 | 3,835 | 1,000 | 3,036 | 3,102 | 2,678 | 3,665 | 4,846 |
| 2,778 | 2,650 | 4,601 | 3,835 | 2,167 | 4,213 | 2,091 | 3,745 | 3,665 | 4,846 |
| 2,778 | 3,600 | 3,408 | 3,835 | 3,207 | 4,213 | 3,102 | 2,678 | 4,913 | 4,846 |
| 2,778 | 2,650 | 3,408 | 4,936 | 2,167 | 3,036 | 1,000 | 2,678 | 3,665 | 2,572 |
| 2,778 | 3,600 | 3,408 | 2,892 | 4,379 | 4,213 | 4,292 | 3,745 | 2,551 | 3,598 |
| 1,922 | 2,650 | 1,000 | 2,892 | 2,167 | 1,000 | 3,102 | 2,678 | 2,551 | 3,598 |
| 1,922 | 4,763 | 2,312 | 1,922 | 2,167 | 1,000 | 4,292 | 1,000 | 3,665 | 4,846 |
| 2,778 | 4,763 | 2,312 | 3,835 | 4,379 | 2,072 | 3,102 | 3,745 | 4,913 | 2,572 |
| 4,763 | 2,650 | 3,408 | 4,936 | 4,379 | 2,072 | 4,292 | 4,936 | 3,665 | 3,598 |
| 4,763 | 3,600 | 4,601 | 2,892 | 2,167 | 4,213 | 2,091 | 4,936 | 4,913 | 3,598 |
| 4,763 | 2,650 | 3,408 | 3,835 | 1,000 | 4,213 | 3,102 | 4,936 | 3,665 | 4,846 |
| 4,763 | 4,763 | 4,601 | 2,892 | 4,379 | 3,036 | 4,292 | 2,678 | 3,665 | 3,598 |
| 4,763 | 2,650 | 2,312 | 1,922 | 2,167 | 2,072 | 4,292 | 3,745 | 2,551 | 1,753 |
| 3,639 | 4,763 | 3,408 | 4,936 | 4,379 | 2,072 | 3,102 | 3,745 | 4,913 | 3,598 |
| 4,763 | 3,600 | 4,601 | 2,892 | 3,207 | 3,036 | 2,091 | 4,936 | 3,665 | 1,753 |
| 3,639 | 2,650 | 3,408 | 4,936 | 2,167 | 3,036 | 4,292 | 3,745 | 1,596 | 3,598 |
| 3,639 | 4,763 | 4,601 | 2,892 | 3,207 | 4,213 | 4,292 | 3,745 | 4,913 | 4,846 |
| 1,922 | 4,763 | 4,601 | 3,835 | 4,379 | 2,072 | 3,102 | 3,745 | 4,913 | 4,846 |
| 3,639 | 3,600 | 2,312 | 3,835 | 3,207 | 3,036 | 3,102 | 3,745 | 3,665 | 3,598 |
| 2,778 | 3,600 | 2,312 | 3,835 | 2,167 | 3,036 | 1,000 | 3,745 | 3,665 | 2,572 |
| 4,763 | 2,650 | 3,408 | 3,835 | 2,167 | 3,036 | 3,102 | 1,681 | 2,551 | 4,846 |
| 2,778 | 3,600 | 2,312 | 3,835 | 4,379 | 4,213 | 3,102 | 2,678 | 3,665 | 2,572 |
| 3,639 | 3,600 | 4,601 | 3,835 | 3,207 | 2,072 | 3,102 | 4,936 | 3,665 | 3,598 |
| 2,778 | 3,600 | 4,601 | 2,892 | 3,207 | 4,213 | 3,102 | 2,678 | 3,665 | 4,846 |
| 3,639 | 2,650 | 4,601 | 2,892 | 3,207 | 3,036 | 2,091 | 4,936 | 2,551 | 3,598 |
| 3,639 | 4,763 | 2,312 | 3,835 | 3,207 | 2,072 | 4,292 | 2,678 | 3,665 | 3,598 |
| 4,763 | 3,600 | 4,601 | 2,892 | 2,167 | 4,213 | 3,102 | 3,745 | 3,665 | 2,572 |
| 3,639 | 4,763 | 4,601 | 3,835 | 3,207 | 4,213 | 4,292 | 3,745 | 4,913 | 3,598 |
| 3,639 | 3,600 | 4,601 | 4,936 | 4,379 | 4,213 | 3,102 | 3,745 | 3,665 | 2,572 |
| 3,639 | 4,763 | 3,408 | 2,892 | 3,207 | 3,036 | 3,102 | 4,936 | 3,665 | 3,598 |
| 3,639 | 4,763 | 3,408 | 2,892 | 3,207 | 4,213 | 4,292 | 4,936 | 2,551 | 3,598 |
| 3,639 | 2,650 | 3,408 | 3,835 | 4,379 | 2,072 | 3,102 | 2,678 | 4,913 | 3,598 |
| 3,639 | 4,763 | 3,408 | 4,936 | 2,167 | 4,213 | 3,102 | 3,745 | 4,913 | 3,598 |
| 4,763 | 2,650 | 3,408 | 2,892 | 3,207 | 2,072 | 3,102 | 2,678 | 3,665 | 3,598 |
| 3,639 | 2,650 | 4,601 | 3,835 | 3,207 | 4,213 | 2,091 | 4,936 | 3,665 | 4,846 |
| 4,763 | 3,600 | 3,408 | 2,892 | 2,167 | 4,213 | 4,292 | 2,678 | 3,665 | 4,846 |
| 4,763 | 3,600 | 2,312 | 3,835 | 3,207 | 2,072 | 4,292 | 3,745 | 2,551 | 3,598 |
| 3,639 | 3,600 | 2,312 | 3,835 | 3,207 | 2,072 | 3,102 | 3,745 | 4,913 | 2,572 |
| 2,778 | 3,600 | 4,601 | 2,892 | 2,167 | 2,072 | 3,102 | 2,678 | 3,665 | 4,846 |
| 4,763 | 2,650 | 3,408 | 3,835 | 3,207 | 4,213 | 2,091 | 4,936 | 2,551 | 3,598 |
| 4,763 | 2,650 | 2,312 | 2,892 | 3,207 | 3,036 | 4,292 | 2,678 | 3,665 | 2,572 |
| 2,778 | 3,600 | 4,601 | 2,892 | 4,379 | 3,036 | 3,102 | 2,678 | 4,913 | 4,846 |
| 4,763 | 3,600 | 4,601 | 3,835 | 2,167 | 3,036 | 3,102 | 2,678 | 4,913 | 3,598 |
| 4,763 | 3,600 | 2,312 | 3,835 | 3,207 | 3,036 | 3,102 | 1,681 | 3,665 | 3,598 |
| 2,778 | 4,763 | 4,601 | 4,936 | 2,167 | 4,213 | 3,102 | 4,936 | 3,665 | 3,598 |
| 4,763 | 4,763 | 2,312 | 3,835 | 3,207 | 4,213 | 2,091 | 3,745 | 3,665 | 3,598 |
| 4,763 | 4,763 | 2,312 | 4,936 | 3,207 | 2,072 | 3,102 | 3,745 | 3,665 | 3,598 |
| 2,778 | 2,650 | 3,408 | 3,835 | 1,000 | 3,036 | 3,102 | 1,681 | 2,551 | 4,846 |
| 4,763 | 4,763 | 3,408 | 1,922 | 3,207 | 2,072 | 4,292 | 4,936 | 2,551 | 2,572 |
| 3,639 | 1,753 | 2,312 | 1,922 | 2,167 | 1,000 | 2,091 | 3,745 | 4,913 | 3,598 |
| 2,778 | 3,600 | 3,408 | 4,936 | 2,167 | 4,213 | 4,292 | 3,745 | 2,551 | 4,846 |
| 3,639 | 1,753 | 3,408 | 2,892 | 3,207 | 3,036 | 2,091 | 3,745 | 4,913 | 3,598 |
| 3,639 | 3,600 | 2,312 | 3,835 | 4,379 | 3,036 | 2,091 | 4,936 | 2,551 | 3,598 |
| 3,639 | 3,600 | 3,408 | 4,936 | 1,000 | 3,036 | 3,102 | 2,678 | 4,913 | 4,846 |
| 1,922 | 2,650 | 3,408 | 4,936 | 2,167 | 3,036 | 3,102 | 3,745 | 2,551 | 3,598 |
| 2,778 | 3,600 | 2,312 | 4,936 | 3,207 | 3,036 | 2,091 | 2,678 | 3,665 | 2,572 |
| 4,763 | 3,600 | 4,601 | 2,892 | 2,167 | 3,036 | 3,102 | 4,936 | 2,551 | 4,846 |
| 4,763 | 4,763 | 3,408 | 2,892 | 4,379 | 4,213 | 2,091 | 4,936 | 3,665 | 2,572 |
| 4,763 | 3,600 | 3,408 | 2,892 | 4,379 | 2,072 | 4,292 | 3,745 | 3,665 | 4,846 |
| 4,763 | 3,600 | 3,408 | 3,835 | 4,379 | 4,213 | 2,091 | 2,678 | 2,551 | 3,598 |

**Iklan**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | | | | | | | | | | | | |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **X2.10** | **X2.11** | **X2.12** | **X2.13** | **X2.14** |
| 4,527 | 2,740 | 4,313 | 3,312 | 4,803 | 3,128 | 3,220 | 1,906 | 4,824 | 3,194 | 4,961 | 2,658 | 4,406 | 3,316 |
| 3,249 | 4,913 | 3,167 | 2,271 | 4,803 | 4,292 | 3,220 | 2,863 | 4,824 | 3,194 | 4,961 | 4,867 | 4,406 | 4,554 |
| 3,249 | 4,913 | 3,167 | 4,425 | 4,803 | 2,130 | 3,220 | 4,102 | 3,639 | 4,357 | 4,961 | 3,652 | 4,406 | 3,316 |
| 4,527 | 4,913 | 3,167 | 2,271 | 3,691 | 4,292 | 3,220 | 4,102 | 4,824 | 3,194 | 2,755 | 3,652 | 4,406 | 2,185 |
| 4,527 | 3,757 | 4,313 | 3,312 | 2,789 | 3,128 | 4,402 | 2,863 | 4,824 | 4,357 | 3,758 | 4,867 | 3,215 | 2,185 |
| 3,249 | 4,913 | 4,313 | 3,312 | 2,789 | 4,292 | 3,220 | 4,102 | 3,639 | 2,167 | 3,758 | 4,867 | 3,215 | 2,185 |
| 2,111 | 4,913 | 3,167 | 4,425 | 2,789 | 3,128 | 4,402 | 2,863 | 4,824 | 4,357 | 3,758 | 4,867 | 3,215 | 4,554 |
| 3,249 | 2,740 | 4,313 | 3,312 | 4,803 | 4,292 | 3,220 | 1,906 | 4,824 | 3,194 | 4,961 | 4,867 | 3,215 | 2,185 |
| 4,527 | 3,757 | 3,167 | 4,425 | 3,691 | 2,130 | 3,220 | 4,102 | 3,639 | 4,357 | 4,961 | 3,652 | 2,174 | 3,316 |
| 3,249 | 4,913 | 3,167 | 2,271 | 4,803 | 2,130 | 4,402 | 2,863 | 4,824 | 3,194 | 3,758 | 4,867 | 4,406 | 3,316 |
| 3,249 | 2,740 | 3,167 | 4,425 | 3,691 | 4,292 | 4,402 | 2,863 | 4,824 | 3,194 | 2,755 | 3,652 | 4,406 | 3,316 |
| 4,527 | 4,913 | 3,167 | 4,425 | 4,803 | 3,128 | 2,167 | 4,102 | 3,639 | 4,357 | 3,758 | 4,867 | 4,406 | 3,316 |
| 3,249 | 4,913 | 3,167 | 3,312 | 4,803 | 3,128 | 4,402 | 2,863 | 4,824 | 4,357 | 3,758 | 4,867 | 3,215 | 2,185 |
| 4,527 | 3,757 | 4,313 | 4,425 | 3,691 | 4,292 | 3,220 | 2,863 | 4,824 | 3,194 | 4,961 | 3,652 | 4,406 | 3,316 |
| 3,249 | 4,913 | 3,167 | 4,425 | 3,691 | 4,292 | 3,220 | 4,102 | 4,824 | 3,194 | 4,961 | 3,652 | 4,406 | 4,554 |
| 3,249 | 3,757 | 4,313 | 3,312 | 4,803 | 4,292 | 3,220 | 4,102 | 3,639 | 2,167 | 3,758 | 4,867 | 4,406 | 3,316 |
| 3,249 | 4,913 | 3,167 | 2,271 | 3,691 | 4,292 | 4,402 | 2,863 | 4,824 | 3,194 | 2,755 | 3,652 | 4,406 | 3,316 |
| 4,527 | 3,757 | 2,167 | 3,312 | 4,803 | 3,128 | 4,402 | 2,863 | 2,650 | 3,194 | 4,961 | 3,652 | 4,406 | 4,554 |
| 3,249 | 2,740 | 4,313 | 3,312 | 4,803 | 3,128 | 2,167 | 4,102 | 3,639 | 4,357 | 3,758 | 3,652 | 4,406 | 3,316 |
| 4,527 | 3,757 | 4,313 | 3,312 | 2,789 | 3,128 | 3,220 | 4,102 | 4,824 | 3,194 | 4,961 | 3,652 | 2,174 | 3,316 |
| 4,527 | 3,757 | 2,167 | 3,312 | 4,803 | 4,292 | 2,167 | 4,102 | 3,639 | 4,357 | 3,758 | 3,652 | 4,406 | 3,316 |
| 3,249 | 2,740 | 4,313 | 3,312 | 4,803 | 4,292 | 3,220 | 4,102 | 3,639 | 2,167 | 3,758 | 4,867 | 2,174 | 3,316 |
| 3,249 | 4,913 | 3,167 | 2,271 | 3,691 | 3,128 | 3,220 | 1,906 | 4,824 | 3,194 | 3,758 | 3,652 | 4,406 | 3,316 |
| 3,249 | 2,740 | 2,167 | 3,312 | 2,789 | 3,128 | 2,167 | 4,102 | 3,639 | 3,194 | 2,755 | 4,867 | 2,174 | 4,554 |
| 2,111 | 3,757 | 1,000 | 4,425 | 3,691 | 2,130 | 4,402 | 2,863 | 3,639 | 2,167 | 4,961 | 3,652 | 2,174 | 3,316 |
| 3,249 | 4,913 | 2,167 | 3,312 | 4,803 | 3,128 | 2,167 | 4,102 | 2,650 | 3,194 | 2,755 | 3,652 | 4,406 | 2,185 |
| 3,249 | 2,740 | 2,167 | 1,000 | 2,789 | 1,000 | 2,167 | 1,000 | 3,639 | 1,000 | 3,758 | 2,658 | 4,406 | 1,000 |
| 1,000 | 3,757 | 3,167 | 2,271 | 1,872 | 2,130 | 1,000 | 1,906 | 2,650 | 3,194 | 4,961 | 3,652 | 3,215 | 2,185 |
| 3,249 | 3,757 | 2,167 | 3,312 | 3,691 | 2,130 | 2,167 | 4,102 | 3,639 | 4,357 | 4,961 | 2,658 | 2,174 | 2,185 |
| 4,527 | 2,740 | 3,167 | 3,312 | 3,691 | 4,292 | 2,167 | 4,102 | 3,639 | 3,194 | 1,872 | 3,652 | 3,215 | 3,316 |
| 1,000 | 1,000 | 2,167 | 1,000 | 1,000 | 2,130 | 2,167 | 1,000 | 1,000 | 2,167 | 1,872 | 1,000 | 1,000 | 2,185 |
| 3,249 | 3,757 | 2,167 | 3,312 | 2,789 | 3,128 | 3,220 | 1,906 | 4,824 | 2,167 | 3,758 | 2,658 | 4,406 | 3,316 |
| 2,111 | 3,757 | 3,167 | 2,271 | 3,691 | 1,000 | 3,220 | 1,906 | 3,639 | 2,167 | 3,758 | 2,658 | 3,215 | 2,185 |
| 2,111 | 1,753 | 2,167 | 3,312 | 2,789 | 1,000 | 2,167 | 2,863 | 2,650 | 4,357 | 1,872 | 2,658 | 2,174 | 1,000 |
| 3,249 | 2,740 | 3,167 | 2,271 | 1,872 | 3,128 | 3,220 | 4,102 | 2,650 | 3,194 | 1,000 | 1,816 | 2,174 | 2,185 |
| 2,111 | 1,753 | 1,000 | 1,000 | 2,789 | 3,128 | 4,402 | 1,000 | 2,650 | 2,167 | 2,755 | 1,816 | 4,406 | 2,185 |
| 2,111 | 3,757 | 2,167 | 4,425 | 3,691 | 2,130 | 3,220 | 1,000 | 4,824 | 3,194 | 2,755 | 3,652 | 2,174 | 3,316 |
| 3,249 | 2,740 | 2,167 | 4,425 | 2,789 | 2,130 | 3,220 | 1,906 | 3,639 | 2,167 | 3,758 | 4,867 | 2,174 | 3,316 |
| 2,111 | 4,913 | 3,167 | 2,271 | 3,691 | 2,130 | 3,220 | 4,102 | 2,650 | 2,167 | 3,758 | 3,652 | 2,174 | 3,316 |
| 2,111 | 3,757 | 2,167 | 4,425 | 2,789 | 3,128 | 2,167 | 4,102 | 3,639 | 2,167 | 2,755 | 3,652 | 4,406 | 2,185 |
| 2,111 | 3,757 | 2,167 | 4,425 | 3,691 | 2,130 | 3,220 | 2,863 | 2,650 | 4,357 | 3,758 | 1,816 | 3,215 | 2,185 |
| 2,111 | 3,757 | 4,313 | 1,000 | 1,872 | 3,128 | 3,220 | 1,906 | 2,650 | 4,357 | 3,758 | 2,658 | 3,215 | 3,316 |
| 3,249 | 3,757 | 2,167 | 4,425 | 3,691 | 2,130 | 2,167 | 2,863 | 1,753 | 3,194 | 3,758 | 2,658 | 4,406 | 3,316 |
| 3,249 | 3,757 | 1,000 | 3,312 | 2,789 | 4,292 | 2,167 | 2,863 | 3,639 | 2,167 | 3,758 | 4,867 | 2,174 | 3,316 |
| 2,111 | 2,740 | 4,313 | 3,312 | 3,691 | 4,292 | 3,220 | 2,863 | 4,824 | 3,194 | 4,961 | 3,652 | 3,215 | 2,185 |
| 1,000 | 3,757 | 3,167 | 2,271 | 3,691 | 2,130 | 2,167 | 2,863 | 1,753 | 3,194 | 3,758 | 1,816 | 3,215 | 1,000 |
| 3,249 | 2,740 | 4,313 | 3,312 | 2,789 | 3,128 | 4,402 | 4,102 | 1,753 | 3,194 | 4,961 | 4,867 | 3,215 | 3,316 |
| 3,249 | 4,913 | 2,167 | 2,271 | 2,789 | 3,128 | 4,402 | 2,863 | 3,639 | 4,357 | 3,758 | 4,867 | 3,215 | 4,554 |
| 4,527 | 2,740 | 4,313 | 3,312 | 4,803 | 2,130 | 3,220 | 4,102 | 3,639 | 4,357 | 3,758 | 3,652 | 4,406 | 4,554 |
| 1,000 | 3,757 | 2,167 | 4,425 | 3,691 | 4,292 | 2,167 | 2,863 | 2,650 | 4,357 | 3,758 | 4,867 | 3,215 | 3,316 |
| 3,249 | 4,913 | 3,167 | 2,271 | 3,691 | 3,128 | 3,220 | 4,102 | 3,639 | 2,167 | 3,758 | 3,652 | 4,406 | 2,185 |
| 2,111 | 2,740 | 3,167 | 4,425 | 2,789 | 3,128 | 4,402 | 2,863 | 3,639 | 3,194 | 3,758 | 2,658 | 3,215 | 4,554 |
| 3,249 | 3,757 | 3,167 | 2,271 | 1,872 | 4,292 | 3,220 | 2,863 | 3,639 | 2,167 | 3,758 | 2,658 | 4,406 | 3,316 |
| 4,527 | 4,913 | 4,313 | 2,271 | 3,691 | 4,292 | 4,402 | 4,102 | 3,639 | 4,357 | 4,961 | 3,652 | 4,406 | 4,554 |
| 3,249 | 3,757 | 2,167 | 4,425 | 4,803 | 2,130 | 2,167 | 2,863 | 3,639 | 2,167 | 3,758 | 3,652 | 2,174 | 4,554 |
| 3,249 | 2,740 | 4,313 | 4,425 | 4,803 | 3,128 | 2,167 | 2,863 | 4,824 | 3,194 | 2,755 | 4,867 | 3,215 | 4,554 |
| 3,249 | 2,740 | 4,313 | 3,312 | 2,789 | 4,292 | 3,220 | 2,863 | 4,824 | 2,167 | 4,961 | 4,867 | 3,215 | 2,185 |
| 4,527 | 3,757 | 2,167 | 3,312 | 4,803 | 3,128 | 3,220 | 2,863 | 3,639 | 2,167 | 4,961 | 4,867 | 2,174 | 3,316 |
| 3,249 | 3,757 | 2,167 | 3,312 | 3,691 | 3,128 | 2,167 | 4,102 | 2,650 | 3,194 | 2,755 | 2,658 | 3,215 | 3,316 |
| 2,111 | 3,757 | 3,167 | 3,312 | 2,789 | 4,292 | 2,167 | 2,863 | 3,639 | 2,167 | 4,961 | 3,652 | 2,174 | 3,316 |
| 2,111 | 1,753 | 3,167 | 3,312 | 2,789 | 4,292 | 1,000 | 2,863 | 1,753 | 3,194 | 2,755 | 2,658 | 3,215 | 2,185 |
| 3,249 | 3,757 | 3,167 | 3,312 | 4,803 | 2,130 | 4,402 | 1,906 | 3,639 | 4,357 | 3,758 | 4,867 | 3,215 | 3,316 |
| 3,249 | 3,757 | 4,313 | 3,312 | 2,789 | 4,292 | 3,220 | 2,863 | 4,824 | 4,357 | 3,758 | 2,658 | 3,215 | 4,554 |
| 3,249 | 4,913 | 3,167 | 4,425 | 4,803 | 3,128 | 2,167 | 4,102 | 3,639 | 4,357 | 2,755 | 3,652 | 3,215 | 3,316 |
| 2,111 | 3,757 | 3,167 | 3,312 | 3,691 | 3,128 | 4,402 | 2,863 | 3,639 | 2,167 | 3,758 | 3,652 | 3,215 | 4,554 |
| 3,249 | 2,740 | 4,313 | 2,271 | 4,803 | 2,130 | 4,402 | 2,863 | 4,824 | 3,194 | 3,758 | 4,867 | 4,406 | 3,316 |
| 4,527 | 4,913 | 4,313 | 4,425 | 3,691 | 3,128 | 3,220 | 2,863 | 4,824 | 3,194 | 4,961 | 4,867 | 2,174 | 3,316 |
| 3,249 | 4,913 | 3,167 | 4,425 | 4,803 | 4,292 | 4,402 | 4,102 | 4,824 | 4,357 | 2,755 | 2,658 | 3,215 | 2,185 |
| 4,527 | 3,757 | 2,167 | 4,425 | 3,691 | 3,128 | 4,402 | 2,863 | 3,639 | 3,194 | 3,758 | 3,652 | 3,215 | 3,316 |
| 3,249 | 3,757 | 3,167 | 2,271 | 4,803 | 3,128 | 4,402 | 4,102 | 3,639 | 3,194 | 4,961 | 3,652 | 3,215 | 3,316 |
| 4,527 | 4,913 | 4,313 | 2,271 | 2,789 | 3,128 | 4,402 | 4,102 | 4,824 | 2,167 | 3,758 | 2,658 | 4,406 | 3,316 |
| 3,249 | 4,913 | 3,167 | 2,271 | 4,803 | 3,128 | 3,220 | 1,906 | 2,650 | 4,357 | 2,755 | 3,652 | 4,406 | 3,316 |
| 4,527 | 3,757 | 3,167 | 2,271 | 3,691 | 1,000 | 3,220 | 2,863 | 3,639 | 3,194 | 3,758 | 3,652 | 2,174 | 4,554 |
| 3,249 | 4,913 | 2,167 | 2,271 | 4,803 | 3,128 | 3,220 | 1,906 | 3,639 | 3,194 | 1,872 | 3,652 | 3,215 | 3,316 |
| 3,249 | 2,740 | 4,313 | 2,271 | 4,803 | 2,130 | 3,220 | 4,102 | 3,639 | 3,194 | 4,961 | 2,658 | 3,215 | 4,554 |
| 3,249 | 2,740 | 3,167 | 3,312 | 4,803 | 4,292 | 2,167 | 1,906 | 2,650 | 4,357 | 2,755 | 1,816 | 2,174 | 2,185 |
| 4,527 | 2,740 | 4,313 | 2,271 | 3,691 | 2,130 | 4,402 | 4,102 | 2,650 | 2,167 | 3,758 | 3,652 | 4,406 | 4,554 |
| 3,249 | 3,757 | 4,313 | 2,271 | 3,691 | 3,128 | 1,000 | 2,863 | 4,824 | 3,194 | 2,755 | 4,867 | 3,215 | 3,316 |
| 2,111 | 2,740 | 4,313 | 3,312 | 3,691 | 3,128 | 2,167 | 4,102 | 2,650 | 4,357 | 2,755 | 4,867 | 3,215 | 2,185 |
| 3,249 | 4,913 | 4,313 | 2,271 | 3,691 | 3,128 | 1,000 | 2,863 | 2,650 | 4,357 | 2,755 | 2,658 | 3,215 | 2,185 |
| 4,527 | 3,757 | 3,167 | 2,271 | 3,691 | 4,292 | 3,220 | 2,863 | 2,650 | 3,194 | 3,758 | 3,652 | 2,174 | 4,554 |
| 4,527 | 3,757 | 3,167 | 2,271 | 4,803 | 4,292 | 3,220 | 2,863 | 2,650 | 2,167 | 1,872 | 3,652 | 2,174 | 3,316 |
| 3,249 | 4,913 | 2,167 | 2,271 | 3,691 | 4,292 | 3,220 | 4,102 | 3,639 | 3,194 | 2,755 | 3,652 | 3,215 | 2,185 |
| 3,249 | 2,740 | 4,313 | 3,312 | 3,691 | 4,292 | 3,220 | 2,863 | 2,650 | 3,194 | 2,755 | 4,867 | 3,215 | 3,316 |
| 2,111 | 2,740 | 2,167 | 2,271 | 3,691 | 4,292 | 3,220 | 2,863 | 4,824 | 3,194 | 3,758 | 4,867 | 1,000 | 2,185 |
| 2,111 | 3,757 | 1,000 | 3,312 | 2,789 | 3,128 | 4,402 | 1,906 | 3,639 | 1,000 | 2,755 | 2,658 | 3,215 | 2,185 |
| 3,249 | 3,757 | 2,167 | 3,312 | 3,691 | 2,130 | 4,402 | 2,863 | 2,650 | 4,357 | 3,758 | 3,652 | 3,215 | 4,554 |
| 2,111 | 3,757 | 4,313 | 2,271 | 3,691 | 3,128 | 4,402 | 4,102 | 3,639 | 3,194 | 4,961 | 3,652 | 3,215 | 3,316 |
| 3,249 | 2,740 | 3,167 | 2,271 | 1,872 | 2,130 | 3,220 | 1,906 | 2,650 | 4,357 | 1,872 | 3,652 | 2,174 | 3,316 |
| 2,111 | 1,753 | 2,167 | 3,312 | 2,789 | 2,130 | 3,220 | 1,000 | 3,639 | 4,357 | 2,755 | 3,652 | 2,174 | 1,000 |
| 2,111 | 2,740 | 3,167 | 4,425 | 3,691 | 3,128 | 2,167 | 4,102 | 4,824 | 1,000 | 3,758 | 3,652 | 3,215 | 3,316 |
| 2,111 | 3,757 | 3,167 | 2,271 | 2,789 | 4,292 | 3,220 | 4,102 | 3,639 | 2,167 | 3,758 | 2,658 | 2,174 | 2,185 |
| 3,249 | 2,740 | 3,167 | 4,425 | 2,789 | 3,128 | 2,167 | 2,863 | 3,639 | 2,167 | 2,755 | 3,652 | 4,406 | 4,554 |
| 3,249 | 4,913 | 2,167 | 3,312 | 2,789 | 2,130 | 3,220 | 2,863 | 2,650 | 3,194 | 3,758 | 4,867 | 1,000 | 2,185 |
| 3,249 | 2,740 | 2,167 | 2,271 | 4,803 | 2,130 | 2,167 | 1,906 | 4,824 | 1,000 | 3,758 | 2,658 | 3,215 | 3,316 |
| 3,249 | 4,913 | 3,167 | 3,312 | 1,872 | 4,292 | 2,167 | 2,863 | 2,650 | 4,357 | 3,758 | 4,867 | 2,174 | 4,554 |
| 2,111 | 3,757 | 4,313 | 3,312 | 4,803 | 2,130 | 4,402 | 4,102 | 3,639 | 2,167 | 2,755 | 3,652 | 3,215 | 2,185 |
| 2,111 | 3,757 | 4,313 | 4,425 | 4,803 | 3,128 | 4,402 | 1,906 | 3,639 | 2,167 | 4,961 | 3,652 | 3,215 | 3,316 |
| 4,527 | 2,740 | 4,313 | 4,425 | 2,789 | 3,128 | 2,167 | 4,102 | 4,824 | 2,167 | 3,758 | 3,652 | 3,215 | 3,316 |
| 3,249 | 3,757 | 3,167 | 2,271 | 4,803 | 4,292 | 3,220 | 2,863 | 4,824 | 3,194 | 4,961 | 2,658 | 4,406 | 3,316 |

***Celebrity Endorsment***

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | | | | | | |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** |
| 4,175 | 3,787 | 3,037 | 2,833 | 4,846 | 3,287 | 4,516 | 3,487 |
| 3,103 | 3,787 | 4,180 | 3,784 | 4,846 | 3,287 | 3,268 | 4,668 |
| 2,203 | 5,065 | 3,037 | 2,833 | 3,743 | 3,287 | 4,516 | 3,487 |
| 4,175 | 5,065 | 3,037 | 3,784 | 4,846 | 2,238 | 3,268 | 4,668 |
| 4,175 | 3,787 | 4,180 | 4,961 | 2,748 | 3,287 | 4,516 | 3,487 |
| 4,175 | 3,787 | 4,180 | 4,961 | 3,743 | 2,238 | 4,516 | 4,668 |
| 4,175 | 3,787 | 2,084 | 3,784 | 4,846 | 3,287 | 3,268 | 4,668 |
| 4,175 | 3,787 | 2,084 | 3,784 | 4,846 | 3,287 | 4,516 | 3,487 |
| 4,175 | 3,787 | 2,084 | 4,961 | 2,748 | 4,409 | 3,268 | 3,487 |
| 4,175 | 3,787 | 4,180 | 3,784 | 3,743 | 4,409 | 3,268 | 2,597 |
| 4,175 | 3,787 | 3,037 | 4,961 | 3,743 | 2,238 | 4,516 | 4,668 |
| 4,175 | 3,787 | 2,084 | 3,784 | 4,846 | 3,287 | 3,268 | 4,668 |
| 4,175 | 3,787 | 4,180 | 3,784 | 4,846 | 3,287 | 2,154 | 3,487 |
| 4,175 | 5,065 | 3,037 | 4,961 | 4,846 | 3,287 | 3,268 | 4,668 |
| 3,103 | 5,065 | 3,037 | 4,961 | 3,743 | 4,409 | 3,268 | 4,668 |
| 4,175 | 3,787 | 3,037 | 4,961 | 3,743 | 3,287 | 4,516 | 4,668 |
| 4,175 | 3,787 | 4,180 | 3,784 | 4,846 | 4,409 | 3,268 | 4,668 |
| 3,103 | 5,065 | 3,037 | 4,961 | 3,743 | 2,238 | 3,268 | 4,668 |
| 2,203 | 3,787 | 4,180 | 3,784 | 4,846 | 4,409 | 3,268 | 4,668 |
| 4,175 | 3,787 | 3,037 | 4,961 | 3,743 | 2,238 | 4,516 | 3,487 |
| 2,203 | 5,065 | 3,037 | 3,784 | 4,846 | 4,409 | 3,268 | 4,668 |
| 4,175 | 3,787 | 4,180 | 4,961 | 3,743 | 4,409 | 3,268 | 4,668 |
| 3,103 | 3,787 | 2,084 | 4,961 | 3,743 | 4,409 | 2,154 | 3,487 |
| 3,103 | 2,610 | 3,037 | 1,968 | 3,743 | 4,409 | 3,268 | 3,487 |
| 4,175 | 2,610 | 4,180 | 3,784 | 4,846 | 2,238 | 3,268 | 3,487 |
| 3,103 | 3,787 | 4,180 | 2,833 | 4,846 | 2,238 | 3,268 | 2,597 |
| 2,203 | 2,610 | 3,037 | 2,833 | 4,846 | 3,287 | 2,154 | 2,597 |
| 1,000 | 5,065 | 2,084 | 3,784 | 3,743 | 2,238 | 2,154 | 3,487 |
| 3,103 | 3,787 | 4,180 | 2,833 | 2,748 | 3,287 | 3,268 | 2,597 |
| 4,175 | 3,787 | 2,084 | 3,784 | 2,748 | 3,287 | 4,516 | 3,487 |
| 1,000 | 1,000 | 2,084 | 1,968 | 1,000 | 2,238 | 1,000 | 3,487 |
| 2,203 | 3,787 | 1,000 | 1,000 | 2,748 | 1,000 | 2,154 | 2,597 |
| 3,103 | 2,610 | 4,180 | 3,784 | 2,748 | 3,287 | 4,516 | 3,487 |
| 2,203 | 3,787 | 2,084 | 2,833 | 3,743 | 2,238 | 3,268 | 2,597 |
| 1,000 | 2,610 | 3,037 | 1,968 | 3,743 | 3,287 | 2,154 | 1,870 |
| 3,103 | 2,610 | 3,037 | 1,968 | 3,743 | 2,238 | 3,268 | 1,870 |
| 4,175 | 3,787 | 2,084 | 4,961 | 2,748 | 1,000 | 2,154 | 1,000 |
| 3,103 | 2,610 | 4,180 | 3,784 | 2,748 | 4,409 | 2,154 | 1,870 |
| 1,000 | 5,065 | 3,037 | 4,961 | 2,748 | 3,287 | 2,154 | 2,597 |
| 4,175 | 2,610 | 2,084 | 2,833 | 2,748 | 1,000 | 4,516 | 1,000 |
| 4,175 | 3,787 | 2,084 | 3,784 | 4,846 | 2,238 | 4,516 | 3,487 |
| 3,103 | 1,596 | 2,084 | 2,833 | 2,748 | 2,238 | 2,154 | 2,597 |
| 2,203 | 5,065 | 3,037 | 2,833 | 1,681 | 2,238 | 3,268 | 3,487 |
| 2,203 | 3,787 | 4,180 | 4,961 | 3,743 | 2,238 | 3,268 | 3,487 |
| 4,175 | 2,610 | 4,180 | 2,833 | 4,846 | 3,287 | 3,268 | 4,668 |
| 3,103 | 3,787 | 3,037 | 1,968 | 2,748 | 2,238 | 1,000 | 3,487 |
| 2,203 | 2,610 | 3,037 | 3,784 | 3,743 | 2,238 | 3,268 | 4,668 |
| 4,175 | 2,610 | 3,037 | 4,961 | 4,846 | 3,287 | 2,154 | 4,668 |
| 2,203 | 5,065 | 2,084 | 1,968 | 3,743 | 1,000 | 3,268 | 4,668 |
| 4,175 | 2,610 | 1,000 | 3,784 | 2,748 | 3,287 | 3,268 | 1,870 |
| 4,175 | 3,787 | 4,180 | 3,784 | 4,846 | 4,409 | 2,154 | 2,597 |
| 4,175 | 3,787 | 2,084 | 4,961 | 2,748 | 2,238 | 3,268 | 3,487 |
| 3,103 | 5,065 | 2,084 | 3,784 | 2,748 | 4,409 | 3,268 | 4,668 |
| 3,103 | 5,065 | 4,180 | 3,784 | 4,846 | 2,238 | 4,516 | 3,487 |
| 3,103 | 2,610 | 4,180 | 3,784 | 2,748 | 3,287 | 3,268 | 3,487 |
| 3,103 | 2,610 | 4,180 | 2,833 | 2,748 | 3,287 | 4,516 | 4,668 |
| 4,175 | 3,787 | 4,180 | 2,833 | 2,748 | 3,287 | 4,516 | 3,487 |
| 4,175 | 3,787 | 3,037 | 2,833 | 4,846 | 3,287 | 2,154 | 3,487 |
| 3,103 | 3,787 | 3,037 | 3,784 | 3,743 | 2,238 | 3,268 | 2,597 |
| 3,103 | 2,610 | 3,037 | 3,784 | 3,743 | 3,287 | 2,154 | 3,487 |
| 4,175 | 2,610 | 4,180 | 1,968 | 3,743 | 2,238 | 4,516 | 1,870 |
| 2,203 | 3,787 | 3,037 | 4,961 | 3,743 | 2,238 | 3,268 | 4,668 |
| 3,103 | 3,787 | 4,180 | 4,961 | 3,743 | 3,287 | 3,268 | 4,668 |
| 4,175 | 5,065 | 2,084 | 4,961 | 3,743 | 4,409 | 2,154 | 3,487 |
| 2,203 | 3,787 | 3,037 | 3,784 | 2,748 | 4,409 | 3,268 | 4,668 |
| 2,203 | 3,787 | 3,037 | 3,784 | 2,748 | 3,287 | 2,154 | 3,487 |
| 3,103 | 3,787 | 3,037 | 3,784 | 4,846 | 4,409 | 4,516 | 4,668 |
| 3,103 | 2,610 | 4,180 | 2,833 | 4,846 | 2,238 | 3,268 | 3,487 |
| 4,175 | 5,065 | 2,084 | 3,784 | 3,743 | 4,409 | 3,268 | 3,487 |
| 3,103 | 3,787 | 4,180 | 3,784 | 2,748 | 3,287 | 4,516 | 2,597 |
| 3,103 | 3,787 | 4,180 | 2,833 | 2,748 | 2,238 | 4,516 | 1,870 |
| 4,175 | 3,787 | 3,037 | 3,784 | 3,743 | 2,238 | 2,154 | 3,487 |
| 2,203 | 2,610 | 3,037 | 3,784 | 2,748 | 3,287 | 4,516 | 1,870 |
| 2,203 | 3,787 | 2,084 | 3,784 | 2,748 | 3,287 | 3,268 | 2,597 |
| 4,175 | 5,065 | 4,180 | 2,833 | 3,743 | 2,238 | 3,268 | 3,487 |
| 2,203 | 3,787 | 1,000 | 4,961 | 4,846 | 3,287 | 2,154 | 2,597 |
| 2,203 | 2,610 | 3,037 | 3,784 | 2,748 | 4,409 | 3,268 | 2,597 |
| 3,103 | 5,065 | 2,084 | 4,961 | 3,743 | 3,287 | 4,516 | 3,487 |
| 2,203 | 3,787 | 3,037 | 4,961 | 4,846 | 2,238 | 4,516 | 2,597 |
| 4,175 | 3,787 | 2,084 | 3,784 | 2,748 | 3,287 | 2,154 | 1,870 |
| 2,203 | 5,065 | 2,084 | 3,784 | 3,743 | 4,409 | 3,268 | 2,597 |
| 2,203 | 3,787 | 4,180 | 3,784 | 2,748 | 2,238 | 3,268 | 3,487 |
| 2,203 | 2,610 | 3,037 | 2,833 | 2,748 | 2,238 | 3,268 | 3,487 |
| 2,203 | 2,610 | 3,037 | 4,961 | 2,748 | 2,238 | 2,154 | 3,487 |
| 2,203 | 3,787 | 2,084 | 3,784 | 3,743 | 3,287 | 3,268 | 4,668 |
| 2,203 | 2,610 | 2,084 | 2,833 | 2,748 | 2,238 | 3,268 | 2,597 |
| 2,203 | 2,610 | 2,084 | 3,784 | 4,846 | 3,287 | 4,516 | 3,487 |
| 3,103 | 3,787 | 4,180 | 3,784 | 3,743 | 3,287 | 4,516 | 3,487 |
| 3,103 | 1,596 | 3,037 | 1,968 | 1,681 | 1,000 | 1,000 | 1,870 |
| 2,203 | 3,787 | 1,000 | 3,784 | 3,743 | 3,287 | 3,268 | 2,597 |
| 2,203 | 3,787 | 3,037 | 2,833 | 3,743 | 4,409 | 2,154 | 3,487 |
| 2,203 | 2,610 | 3,037 | 2,833 | 3,743 | 2,238 | 3,268 | 3,487 |
| 2,203 | 5,065 | 4,180 | 2,833 | 3,743 | 3,287 | 3,268 | 3,487 |
| 3,103 | 3,787 | 3,037 | 2,833 | 1,681 | 3,287 | 3,268 | 3,487 |
| 4,175 | 2,610 | 1,000 | 3,784 | 3,743 | 3,287 | 2,154 | 2,597 |
| 3,103 | 3,787 | 3,037 | 2,833 | 4,846 | 4,409 | 2,154 | 4,668 |
| 3,103 | 5,065 | 3,037 | 4,961 | 4,846 | 4,409 | 4,516 | 2,597 |
| 4,175 | 3,787 | 4,180 | 2,833 | 4,846 | 4,409 | 3,268 | 3,487 |
| 3,103 | 5,065 | 4,180 | 3,784 | 2,748 | 2,238 | 4,516 | 3,487 |
| 4,175 | 2,610 | 4,180 | 3,784 | 4,846 | 2,238 | 3,268 | 3,487 |

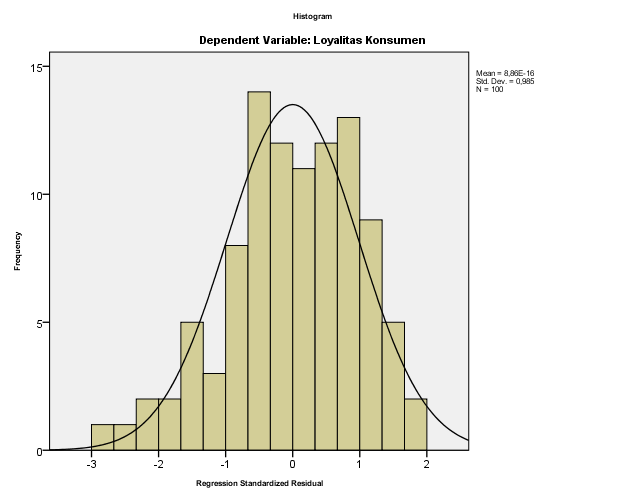
**Lampiran 6**

**Hasil Uji Kolmogorov-smirnov**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Standardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | ,0000000 |
| Std. Deviation | ,98473193 |
| Most Extreme Differences | Absolute | ,054 |
| Positive | ,046 |
| Negative | -,054 |
| Test Statistic | | ,054 |
| Asymp. Sig. (2-tailed) | | ,200c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

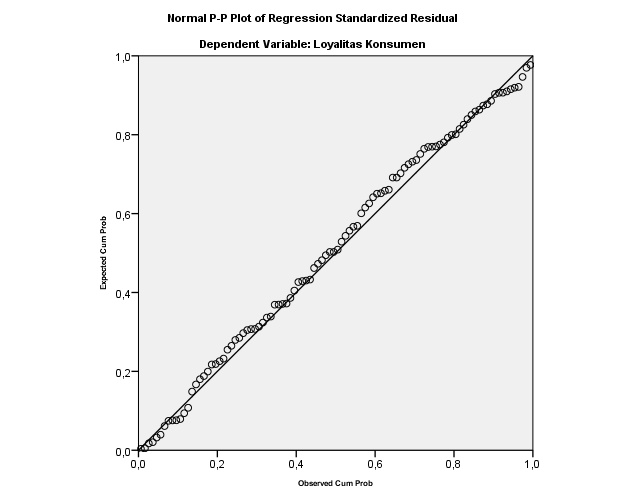
**Lampiran 7**

**Hasil Uji Histogram**



**Lampiran 8**

**Hasil Uji P-plot**



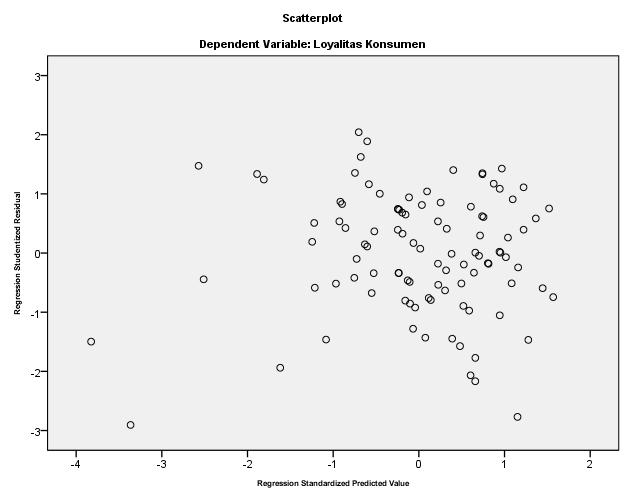
**Lampiran 9**

**Hasil Uji Multikolonieritas**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | | | | | | | | | |
| Model | | Unstandardized Coefficients | | | | Standardized Coefficients | | t | | Sig. | | Collinearity Statistics | | | | |
| B | | Std. Error | | Beta | | Tolerance | | VIF | | |
| 1 | (Constant) | | 10,721 | | 3,128 | |  | | 3,427 | | ,001 | |  | |  | |
| X1 | | ,702 | | ,092 | | ,636 | | 7,626 | | ,000 | | ,602 | | 1,660 | |
| X2 | | ,014 | | ,085 | | ,018 | | ,162 | | ,872 | | ,348 | | 2,877 | |
| X3 | | ,243 | | ,116 | | ,206 | | 2,088 | | ,039 | | ,431 | | 2,319 | |
| a. Dependent Variable: Loyalitas Konsumen | | | | | | | | | | | | | | | |

**Lampiran 10**

**Uji Heteroskedastisitas**



**Lampiran 11**

**Hasil Uji Signifikansi Parsial (Uji t)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 10,721 | 3,128 |  | 3,427 | ,001 |
| Persepsi Harga | ,702 | ,092 | ,636 | 7,626 | ,000 |
| Iklan | ,014 | ,085 | ,018 | ,162 | ,872 |
| Celebrity Endorsment | ,243 | ,116 | ,206 | 2,088 | ,039 |
| a. Dependent Variable: Loyalitas Konsumen | | | | | | |

**Lampiran 12**

**Hasil Uji Signifikansi Simultan (Uji f)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1145,005 | 3 | 381,668 | 47,570 | ,000b |
| Residual | 770,235 | 96 | 8,023 |  |  |
| Total | 1915,240 | 99 |  |  |  |
| a. Dependent Variable: Loyalitas Konsumen | | | | | | |
| b. Predictors: (Constant), Celebrity Endorsment, Persepsi Harga, Iklan | | | | | | |

**Lampiran 13**

**Hasil Uji Analisis Regresi Linear Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 10,721 | 3,128 |  | 3,427 | ,001 |
| Persepsi Harga | ,702 | ,092 | ,636 | 7,626 | ,000 |
| Iklan | ,014 | ,085 | ,018 | ,162 | ,872 |
| Celebrity Endorsment | ,243 | ,116 | ,206 | 2,088 | ,039 |
| a. Dependent Variable: Loyalitas Konsumen | | | | | | |

**Lampiran 14**

**Hasil Koefisien Determinasi**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,773a | ,598 | ,585 | 2,833 |
| a. Predictors: (Constant), Celebrity Endorsment, Persepsi Harga, Iklan | | | | |

**Lampiran 15**

**Hasil Uji Statistik Deskriptif**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| Persepsi Harga | 100 | 24,00 | 46,00 | 39,5000 | 3,98609 |
| Iklan | 100 | 29,00 | 65,00 | 54,9700 | 5,66837 |
| Celebrity Endorment | 100 | 18,00 | 37,00 | 31,1100 | 3,73327 |
| Loyalitas Konsumen | 100 | 28,00 | 54,00 | 46,7400 | 4,39839 |
| Valid N (listwise) | 100 |  |  |  |  |