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# LAMPIRAN

**Lampiran 1**

**Kuesioner**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Variabel** | **Dimensi** | **Pertanyaan** | **SS** | **S** | **TS** | **STS** |
| 1. | Brand Ambassador (X1) | ***Attractiveness***  (daya tarik) | * Audiens merupakan penggemar aktif *Nct Dream* * Audiens pernah mengkonsumsi Mie Instan *Lemonilo* edisi khusus *Nct Dream* * Audiens merasa tertarik melihat tampilan foto Nct Dream menggunakan produk *Lemonilo* * Pemilihan tema yang pas dapat membuat audiens tertarik untuk mengkonsumsi produk tersebut * Pemilihan caption “Bersama *Nct Dream* Menuju Generasi Hebat” pada iklan dapat meningkatkan minat untuk mengkonsumsi produk tersebut |  |  |  |  |
|  |  | ***Trustworthiness***  (kepercayaan) | * *Review* yang diutarakan member *Nct Dream* sesuai dengan produk yang dipromosikan * Pesan yang disampaikan *member Nct Dream* dalam iklan jujur dan sesuai dengan kualitas produk |  |  |  |  |
|  |  | ***Expertise***  (keahlian) | * Dengan banyaknya pengikut *Nct Dream* diperkirakan dapat meningkatkan penjualan Mie Instan *Lemonilo* * *Nct Dream* sudah berpengalaman di kancah hiburan sehingga dapat tampil menarik dalam iklan produk * *Member Nct Dream* terlihat terampil dalam mengiklankan produk *Mie Lemonilo* |  |  |  |  |
| 2. | Perilaku Konsumtif NCTZEN Pemalang | **Pemborosan** | * Fans melakukan pembelian secara terus menerus demi mendapatkan *photocard* edisi khusus *Nct Dream* * Untuk memenuhi hasrat fans membeli produk lemonilo tidak secara eceran melainkan secara grosir (per kardus) * Jumlah uang yang dihabiskan untuk mencari *photocard* edisi khusus mencapai Rp 200.000 |  |  |  |  |
|  |  | **Perilaku Impulsif** | * Karena mengidolakan *Nct Dream* fans membeli produk secara spontan tanpa berpikir panjang * Fans membeli produk *lemonilo* tanpa memikirkan dan mempertimbangkan kegunaan barang * Hanya karena dibintangi *Nct Dream* fans tidak melakukan perencanaan sebelum membeli barang |  |  |  |  |
|  |  | **Tindakan Irasional** | * Fans bisa melakukan tindakan yang tidak rasional/ tidak masuk akal karena belum mendapatkan *photocard* yang diinginkan * Tindakan oknum dengan melakukan perusakan produk *lemonilo* di minimarket dapat merendahkan citra penggemar *Nct Dream* di Indonesia |  |  |  |  |

**Lampiran 2**

**Tabulasi Pertanyaan Variabel X1**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Tabulasi Variabel X1 Brand Ambassador** | | | | | | | | | | |
| **No.** | **XP1** | **XP2** | **XP3** | **XP4** | **XP5** | **XP6** | **XP7** | **XP8** | **XP9** | **XP10** | **TOTAL** |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 38 |
| 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 34 |
| 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 37 |
| 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 36 |
| 6 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 34 |
| 7 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 8 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 37 |
| 9 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 31 |
| 10 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 36 |
| 11 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 35 |
| 12 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 36 |
| 13 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 34 |
| 14 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 15 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 3 | 32 |
| 16 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 17 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 37 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 37 |
| 19 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 20 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 35 |
| 21 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 33 |
| 22 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 37 |
| 23 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 34 |
| 24 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 26 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 31 |
| 27 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 28 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 29 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 35 |
| 30 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 31 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 37 |
| 32 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 35 |
| 33 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 34 |
| 34 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 35 |
| 35 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 36 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 35 |
| 37 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 37 |
| 38 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 34 |
| 39 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 33 |
| 40 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 37 |
| 41 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 36 |
| 42 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 33 |
| 43 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 35 |
| 44 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 35 |
| 45 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 35 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 47 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 36 |
| 48 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 35 |
| 49 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 35 |
| 50 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 35 |
| 51 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 32 |
| 52 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 37 |
| 53 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 33 |
| 54 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 34 |
| 55 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 34 |
| 56 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 35 |
| 57 | 4 | 4 | 1 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 33 |
| 58 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 35 |
| 59 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 34 |
| 60 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 35 |
| 61 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 34 |
| 62 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 35 |
| 63 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 35 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 65 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 34 |
| 66 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |

**Lampiran 3**

**Tabulasi Pertanyaan Variabel Y**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Tabulasi Variabel Y Perilaku Konsumtif** | | | | | | | | |
| **No.** | **YP1** | **YP2** | **YP3** | **YP4** | **YP5** | **YP6** | **YP7** | **YP8** | **TOTAL** |
| 1 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 29 |
| 2 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 30 |
| 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 27 |
| 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 26 |
| 5 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 28 |
| 6 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 23 |
| 7 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 22 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 9 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 26 |
| 10 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 11 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 30 |
| 12 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 27 |
| 13 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 29 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 15 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 25 |
| 16 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 17 | 4 | 2 | 2 | 3 | 3 | 4 | 4 | 4 | 26 |
| 18 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 25 |
| 19 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 29 |
| 20 | 2 | 2 | 2 | 2 | 2 | 3 | 4 | 4 | 21 |
| 21 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 22 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 28 |
| 23 | 4 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 24 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 25 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 27 |
| 26 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 25 |
| 27 | 3 | 2 | 2 | 3 | 3 | 3 | 4 | 3 | 23 |
| 28 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 25 |
| 29 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 28 |
| 30 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 26 |
| 31 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 27 |
| 32 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 26 |
| 33 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 25 |
| 34 | 3 | 2 | 2 | 4 | 3 | 4 | 3 | 4 | 25 |
| 35 | 3 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 27 |
| 36 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 26 |
| 37 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 26 |
| 38 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 29 |
| 39 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 27 |
| 40 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 30 |
| 41 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 42 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 27 |
| 43 | 4 | 4 | 3 | 3 | 2 | 3 | 4 | 4 | 27 |
| 44 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 25 |
| 45 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 25 |
| 46 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 28 |
| 47 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 26 |
| 48 | 3 | 4 | 3 | 3 | 3 | 2 | 4 | 4 | 26 |
| 49 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 26 |
| 50 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 26 |
| 51 | 4 | 2 | 2 | 3 | 2 | 3 | 4 | 4 | 24 |
| 52 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 27 |
| 53 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 29 |
| 54 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 29 |
| 55 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 28 |
| 56 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 28 |
| 57 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 28 |
| 58 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 27 |
| 59 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 28 |
| 60 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 28 |
| 61 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 26 |
| 62 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 26 |
| 63 | 3 | 2 | 2 | 4 | 3 | 3 | 4 | 4 | 25 |
| 64 | 4 | 4 | 1 | 4 | 4 | 1 | 4 | 4 | 26 |
| 65 | 1 | 4 | 1 | 1 | 1 | 1 | 1 | 1 | 11 |
| 66 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 21 |
| 67 | 4 | 4 | 4 | 3 | 2 | 2 | 2 | 4 | 25 |
| 68 | 4 | 4 | 2 | 1 | 1 | 1 | 1 | 4 | 18 |
| 69 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 20 |
| 70 | 4 | 4 | 1 | 1 | 1 | 1 | 1 | 4 | 17 |

**Lampiran 4**

**Hasil Uji Validitas Item Pernyataan**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | XP1 | XP2 | XP3 | XP4 | XP5 | XP6 |
| XP1 | Pearson Correlation | 1 | .339\*\* | .145 | .129 | .035 | -.047 |
| Sig. (2-tailed) |  | .004 | .231 | .288 | .772 | .701 |
| N | 70 | 70 | 70 | 70 | 70 | 70 |
| XP2 | Pearson Correlation | .339\*\* | 1 | .166 | -.062 | -.035 | -.066 |
| Sig. (2-tailed) | .004 |  | .170 | .608 | .771 | .585 |
| N | 70 | 70 | 70 | 70 | 70 | 70 |
| XP3 | Pearson Correlation | .145 | .166 | 1 | .048 | -.024 | -.119 |
| Sig. (2-tailed) | .231 | .170 |  | .696 | .845 | .328 |
| N | 70 | 70 | 70 | 70 | 70 | 70 |
| XP4 | Pearson Correlation | .129 | -.062 | .048 | 1 | .221 | .202 |
| Sig. (2-tailed) | .288 | .608 | .696 |  | .066 | .094 |
| N | 70 | 70 | 70 | 70 | 70 | 70 |
| XP5 | Pearson Correlation | .035 | -.035 | -.024 | .221 | 1 | .414\*\* |
| Sig. (2-tailed) | .772 | .771 | .845 | .066 |  | .000 |
| N | 70 | 70 | 70 | 70 | 70 | 70 |
| XP6 | Pearson Correlation | -.047 | -.066 | -.119 | .202 | .414\*\* | 1 |
| Sig. (2-tailed) | .701 | .585 | .328 | .094 | .000 |  |
| N | 70 | 70 | 70 | 70 | 70 | 70 |
| XP7 | Pearson Correlation | .070 | .053 | .048 | .021 | .163 | .202 |
| Sig. (2-tailed) | .563 | .666 | .696 | .861 | .177 | .094 |
| N | 70 | 70 | 70 | 70 | 70 | 70 |
| XP8 | Pearson Correlation | .100 | -.050 | .270\* | .143 | .283\* | .190 |
| Sig. (2-tailed) | .411 | .683 | .024 | .237 | .018 | .116 |
| N | 70 | 70 | 70 | 70 | 70 | 70 |
| XP9 | Pearson Correlation | .047 | .177 | .095 | -.021 | .183 | .085 |
| Sig. (2-tailed) | .700 | .142 | .434 | .861 | .129 | .482 |
| N | 70 | 70 | 70 | 70 | 70 | 70 |
| XP10 | Pearson Correlation | .070 | -.140 | .166 | .120 | .035 | .124 |
| Sig. (2-tailed) | .564 | .248 | .170 | .323 | .771 | .308 |
| N | 70 | 70 | 70 | 70 | 70 | 70 |
| Brand Ambassador | Pearson Correlation | .417\*\* | .308\*\* | .442\*\* | .397\*\* | .500\*\* | .431\*\* |
| Sig. (2-tailed) | .000 | .009 | .000 | .001 | .000 | .000 |
| N | 70 | 70 | 70 | 70 | 70 | 70 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | |
|  | | XP7 | XP8 | XP9 | XP10 | Brand Ambassador |
| XP1 | Pearson Correlation | .070 | .100 | .047 | .070 | .417\*\* |
| Sig. (2-tailed) | .563 | .411 | .700 | .564 | .000 |
| N | 70 | 70 | 70 | 70 | 70 |
| XP2 | Pearson Correlation | .053 | -.050 | .177 | -.140 | .308\*\* |
| Sig. (2-tailed) | .666 | .683 | .142 | .248 | .009 |
| N | 70 | 70 | 70 | 70 | 70 |
| XP3 | Pearson Correlation | .048 | .270\* | .095 | .166 | .442\*\* |
| Sig. (2-tailed) | .696 | .024 | .434 | .170 | .000 |
| N | 70 | 70 | 70 | 70 | 70 |
| XP4 | Pearson Correlation | .021 | .143 | -.021 | .120 | .397\*\* |
| Sig. (2-tailed) | .861 | .237 | .861 | .323 | .001 |
| N | 70 | 70 | 70 | 70 | 70 |
| XP5 | Pearson Correlation | .163 | .283\* | .183 | .035 | .500\*\* |
| Sig. (2-tailed) | .177 | .018 | .129 | .771 | .000 |
| N | 70 | 70 | 70 | 70 | 70 |
| XP6 | Pearson Correlation | .202 | .190 | .085 | .124 | .431\*\* |
| Sig. (2-tailed) | .094 | .116 | .482 | .308 | .000 |
| N | 70 | 70 | 70 | 70 | 70 |
| XP7 | Pearson Correlation | 1 | .307\*\* | .094 | .062 | .448\*\* |
| Sig. (2-tailed) |  | .010 | .440 | .608 | .000 |
| N | 70 | 70 | 70 | 70 | 70 |
| XP8 | Pearson Correlation | .307\*\* | 1 | .347\*\* | .050 | .602\*\* |
| Sig. (2-tailed) | .010 |  | .003 | .683 | .000 |
| N | 70 | 70 | 70 | 70 | 70 |
| XP9 | Pearson Correlation | .094 | .347\*\* | 1 | .282\* | .509\*\* |
| Sig. (2-tailed) | .440 | .003 |  | .018 | .000 |
| N | 70 | 70 | 70 | 70 | 70 |
| XP10 | Pearson Correlation | .062 | .050 | .282\* | 1 | .396\*\* |
| Sig. (2-tailed) | .608 | .683 | .018 |  | .001 |
| N | 70 | 70 | 70 | 70 | 70 |
| Brand Ambassador | Pearson Correlation | .448\*\* | .602\*\* | .509\*\* | .396\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .001 |  |
| N | 70 | 70 | 70 | 70 | 70 |

|  |
| --- |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |
| \*. Correlation is significant at the 0.05 level (2-tailed). |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | |
|  | | YP1 | YP2 | YP3 | YP4 | YP5 |
| YP1 | Pearson Correlation | 1 | .255\* | .166 | .200 | .192 |
| Sig. (2-tailed) |  | .033 | .169 | .096 | .112 |
| N | 70 | 70 | 70 | 70 | 70 |
| YP2 | Pearson Correlation | .255\* | 1 | .593\*\* | .288\* | .437\*\* |
| Sig. (2-tailed) | .033 |  | .000 | .016 | .000 |
| N | 70 | 70 | 70 | 70 | 70 |
| YP3 | Pearson Correlation | .166 | .593\*\* | 1 | .311\*\* | .374\*\* |
| Sig. (2-tailed) | .169 | .000 |  | .009 | .001 |
| N | 70 | 70 | 70 | 70 | 70 |
| YP4 | Pearson Correlation | .200 | .288\* | .311\*\* | 1 | .472\*\* |
| Sig. (2-tailed) | .096 | .016 | .009 |  | .000 |
| N | 70 | 70 | 70 | 70 | 70 |
| YP5 | Pearson Correlation | .192 | .437\*\* | .374\*\* | .472\*\* | 1 |
| Sig. (2-tailed) | .112 | .000 | .001 | .000 |  |
| N | 70 | 70 | 70 | 70 | 70 |
| YP6 | Pearson Correlation | .152 | .016 | .307\*\* | .094 | .279\* |
| Sig. (2-tailed) | .209 | .897 | .010 | .441 | .019 |
| N | 70 | 70 | 70 | 70 | 70 |
| YP7 | Pearson Correlation | .179 | .148 | .043 | -.092 | .077 |
| Sig. (2-tailed) | .139 | .221 | .726 | .451 | .528 |
| N | 70 | 70 | 70 | 70 | 70 |
| YP8 | Pearson Correlation | .362\*\* | .106 | -.018 | .144 | -.021 |
| Sig. (2-tailed) | .002 | .383 | .880 | .236 | .862 |
| N | 70 | 70 | 70 | 70 | 70 |
| Perilaku konsumtif | Pearson Correlation | .536\*\* | .680\*\* | .677\*\* | .552\*\* | .663\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |
| N | 70 | 70 | 70 | 70 | 70 |

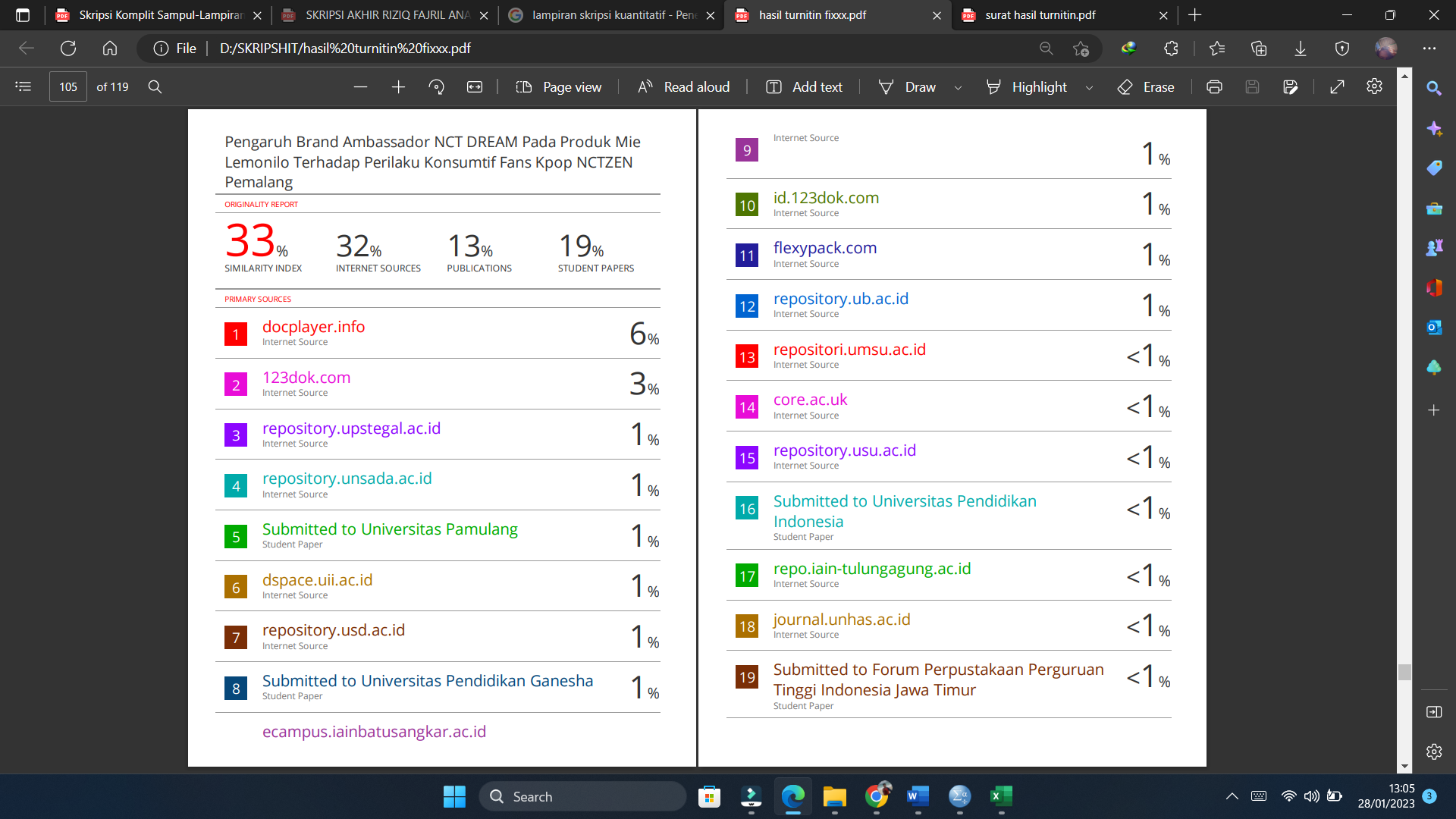
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | YP6 | YP7 | YP8 | Perilaku konsumtif |
| YP1 | Pearson Correlation | .152 | .179 | .362\*\* | .536\*\* |
| Sig. (2-tailed) | .209 | .139 | .002 | .000 |
| N | 70 | 70 | 70 | 70 |
| YP2 | Pearson Correlation | .016 | .148 | .106 | .680\*\* |
| Sig. (2-tailed) | .897 | .221 | .383 | .000 |
| N | 70 | 70 | 70 | 70 |
| YP3 | Pearson Correlation | .307\*\* | .043 | -.018 | .677\*\* |
| Sig. (2-tailed) | .010 | .726 | .880 | .000 |
| N | 70 | 70 | 70 | 70 |
| YP4 | Pearson Correlation | .094 | -.092 | .144 | .552\*\* |
| Sig. (2-tailed) | .441 | .451 | .236 | .000 |
| N | 70 | 70 | 70 | 70 |
| YP5 | Pearson Correlation | .279\* | .077 | -.021 | .663\*\* |
| Sig. (2-tailed) | .019 | .528 | .862 | .000 |
| N | 70 | 70 | 70 | 70 |
| YP6 | Pearson Correlation | 1 | .157 | .257\* | .514\*\* |
| Sig. (2-tailed) |  | .195 | .032 | .000 |
| N | 70 | 70 | 70 | 70 |
| YP7 | Pearson Correlation | .157 | 1 | .315\*\* | .359\*\* |
| Sig. (2-tailed) | .195 |  | .008 | .002 |
| N | 70 | 70 | 70 | 70 |
| YP8 | Pearson Correlation | .257\* | .315\*\* | 1 | .424\*\* |
| Sig. (2-tailed) | .032 | .008 |  | .000 |
| N | 70 | 70 | 70 | 70 |
| Perilaku konsumtif | Pearson Correlation | .514\*\* | .359\*\* | .424\*\* | 1 |
| Sig. (2-tailed) | .000 | .002 | .000 |  |
| N | 70 | 70 | 70 | 70 |

**Lampiran *5***

**Hasil Uji Reliabilitas**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .550 | 10 |

**Lampiran 6**

**Hasil Turnitin Similarity**

**Lampiran 7**

**Surat Hasil Scan Similarity**

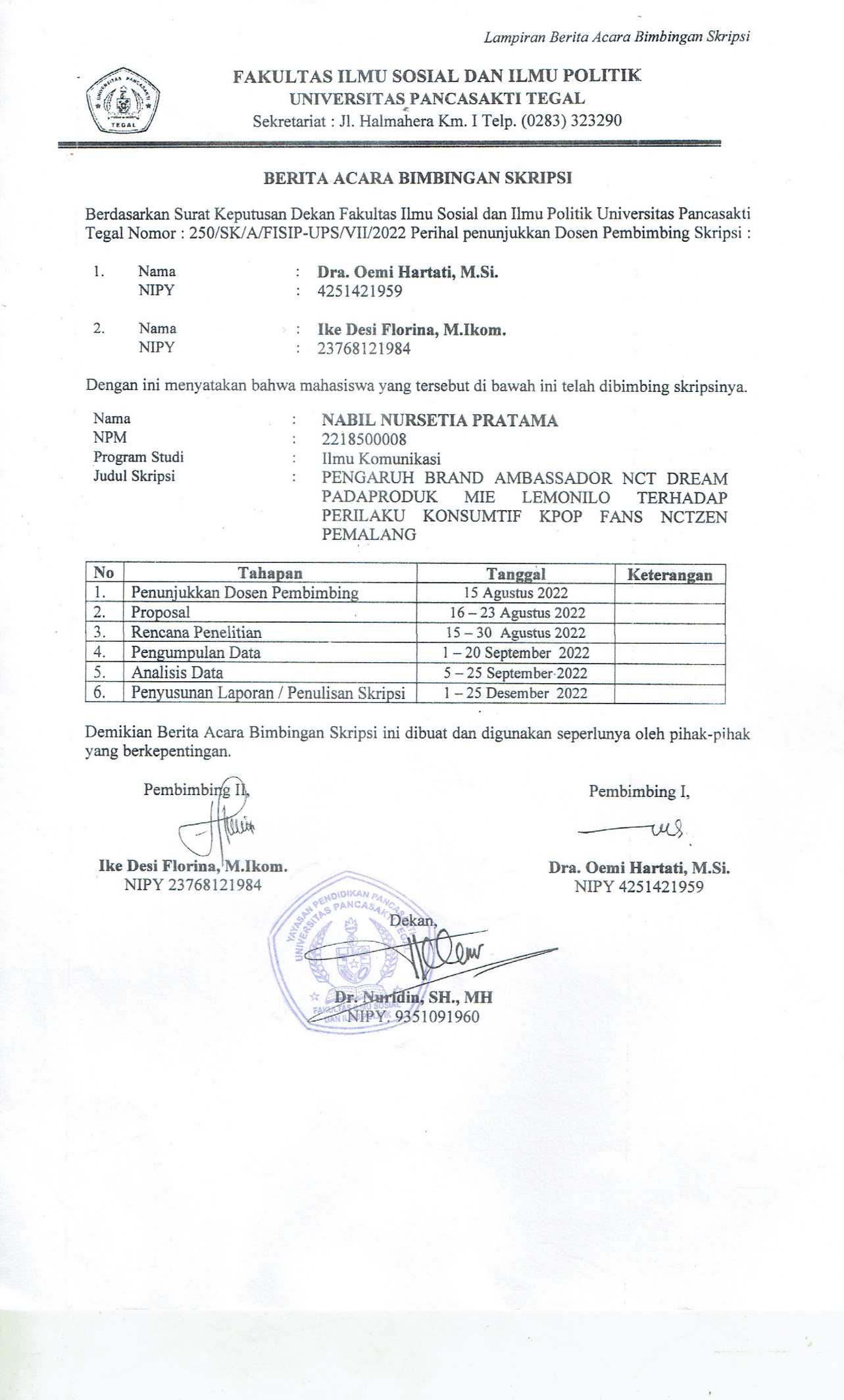
**Lampiran 8**

**Zoom meeting bersama ketua Komunitas Nctzen Pemalang**

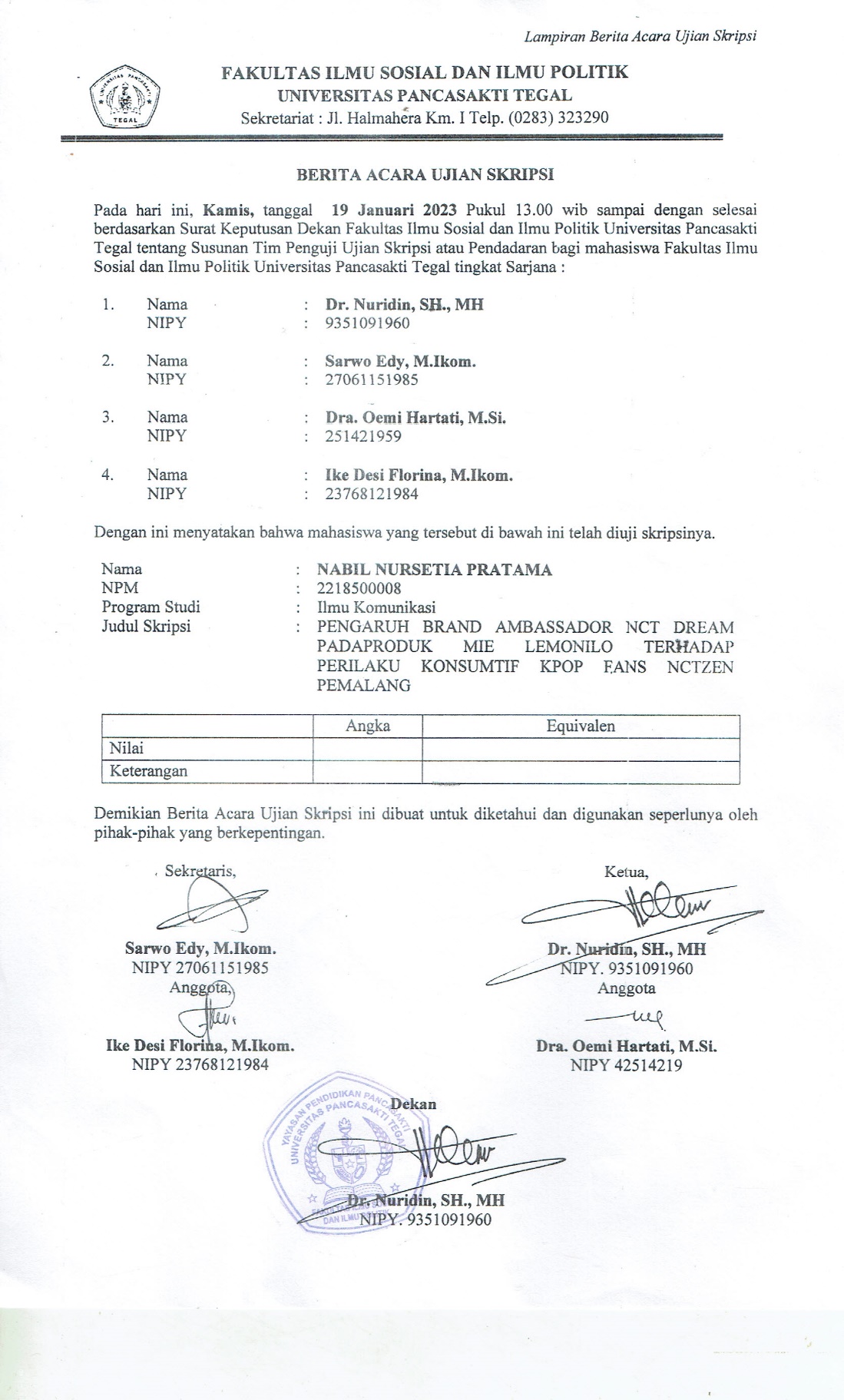
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**Lampiran 9**

**Berita Acara Bimbingan Skripsi**

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**Lampiran 10**

**Berita Acara Ujian Skripsi**