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LAMPIRAN

Lampiran 1 : Kuesioner Penelitian

Kuesioner Penelitian

Kepada

Yth. Bapak/Ibu/Sdr/Sdri

Konsumen Orlin Beauty Di Kota Tegal

Dengan hormat,

Sehubungan dengan penyelesaian tugas akhir sebagai mahasiswa Program Strata Satu (S1) pada Fakultas Ekonomi Dan Bisnis Universitas Pancasakti Tegal maka Saya :

Nama : Yusmiarni Arba

NIM : 4117500044

Fakultas : Ekonomi Dan Bisnis (Program Studi Manajemen)

Bermaksud melakukan penelitian ilmiah untuk penyusunan skripsi dengan judul "**Analisis Pengaruh *Brand Ambassador, Brand Image Dan Purchase Intention Terhadap Decision Purchase Pada Produk Orlin Beauty Di Kota Tegal***"

Untuk itu, saya sangat mengharapkan kesediaan Bapak/Ibu/Sdr/Sdri untuk menjadi responden dengan mengisi lembar kuesioner ini secara lengkap. Data yang diperoleh hanya akan digunakan untuk kepentingan penelitian sehingga tidak ada jawaban yang salah dan kerahasiaannya akan saya jaga sesuai dengan etika penelitian.

Atas partisipasi bapak/ibu mengisi kuesioner ini saya ucapkan terima kasih.

Hormat saya,

YUSMIARNI ARBA

IDENTITAS RESPONDEN

Nama :

Alamat :

Isilah dan berilah tanda silang (X) atau checklist (√) pada isian berikut :

1. Umur :

15 – 20 tahun 21 – 30 tahun

31 – 40 tahun Di atas 41 Tahun

2. Jenis Kelamin :

Laki-Laki Perempuan

3. Tingkat pendidikan terakhir

Sekolah Menengah Atas Diploma

Sarjana

4. Penghasilan Perbulan

Dibawah Rp. 1 jt Rp. 1 jt - Rp. 2,5 jt

Rp. 2,5 jt - Rp.4 jt. Diatas Rp. 4 jt

5. Pekerjaan

Pelajar karyawan swasta

PNS/BUMN wiraswasta

Petunjuk Pengisian Kuesioner

Mohon anda memberi tanda silang (X) atau checklist (√) pada kolom yang disediakan sesuai dengan penilaian Bapak/Ibu/Sdr/Sdri dalam menilai setiap item pertanyaan.

SS = Sangat setuju

- S = Setuju
 N = Netral
 TS = Tidak setuju
 STS = Sangat tidak setuju

KUESIONER

1) Variabel *Purchase Decision* (Keputusan Pembelian)

No	Pernyataan	Jawaban				
		STS	TS	KS	S	SS
Kemantapan Produk						
1	Saya membeli produk <i>Orlin Beauty</i> karena mengetahui manfaat produk tersebut					
2	Saya membeli produk <i>Orlin Beauty</i> karena harga produk terjangkau					
3	Saya membeli produk <i>Orlin Beauty</i> karena mengetahui kualitas produknya					
4	Saya membeli produk <i>Orlin Beauty</i> karena sudah membandingkan dengan produk skincare lainnya					
5	Saya membeli produk <i>Orlin Beauty</i> karena banyak alternatif pilihan, produk, mutu, kualitas dan harga yang ditawarkan					
Kebiasaan Membeli						
6	Saya membeli karena dapat dibeli melalui toko online					
7	Saya membeli produk <i>Orlin Beauty</i> karena memenuhi kebutuhan perawatan kulit saya					
8	Saya selalu ingat jenis-jenis produk <i>skincare Orlin Beauty</i>					
Kecepatan Dalam Membeli						
9	Saya rutin membeli produk <i>Orlin Beauty</i>					
10	Saya membeli paket produk <i>Orlin Beauty</i> untuk perawatan kecantikan					

2) Variabel *Brand Ambassador*

No	Pernyataan	Jawaban				
		STS	TS	KS	S	SS
Transparan						
1	Selebriti profesional dalam membawa iklan produk <i>Orlin Beauty</i>					
2	Produk <i>Orlin Beauty</i> mudah diingat karena di iklankan oleh selebriti					
Kesesuaian Produk						
3	Kesesuaian selebriti dengan iklan produk <i>Orlin Beauty</i>					
4	Konsumen percaya produk <i>Orlin Beauty</i> karena di iklankan oleh selebriti					
Kredibilitas						
5	Selebriti produk <i>Orlin Beauty</i> mengetahui produk yang di iklankan					
6	Selebriti produk <i>Orlin Beauty</i> profesional dalam menyamoaikan iklan					
Daya Tarik						
7	Selebriti produk <i>Orlin Beauty</i> memiliki penampilan yang menarik					
8	Selebriti produk <i>Orlin Beauty</i> mudah mempengaruhi konsumen untuk membeli produk					
9	Selebriti produk <i>Orlin Beauty</i> mudah mempengaruhi konsumen untuk menggunakan produk					

3) Variabel *Brand Image*

No	Pernyataan	Jawaban				
		STS	TS	KS	S	SS
<i>Strength Brand Association (Asosiasi Kekuatan Merek)</i>						
1	Logo produk <i>Orlin Beauty</i> mudah di ingat					
2	Logo produk <i>Orlin Beauty</i> mudah dipahami					
<i>Favorability Of Brand Association (Asosiasi kesukaan Merek)</i>						
3	Merek produk <i>Orlin Beauty</i> lebih unggul dari merek <i>skincare</i> lain					
4	Saya merasakan manfaat saat menggunakan produk <i>Orlin Beauty</i>					
5	Produk <i>Orlin Beauty</i> memenuhi kebutuhan perawatan kulit saya					
6	Saya puas melakukan perawatan kulit dengan produk <i>Orlin Beauty</i>					
7	Produk <i>Orlin Beauty</i> sesuai dengan kulit masyarakat Indonesia					
<i>Uniqueness Of Brand Association (Asosiasi Merek yang Unik)</i>						
8	Merek produk <i>Orlin Beauty</i> tidak mudah ditiru					
9	Merek produk <i>Orlin Beauty</i> selalu dalam ingatan pelanggan					
10	Merek produk <i>Orlin Beauty</i> Merek produk <i>Orlin Beauty</i> memotivasi pelanggan untuk membeli produk					

4) Variabel *Purchase Intention*

No	Pernyataan	Jawaban				
		STS	TS	KS	S	SS
<i>Transaksional</i>						
1	Konsumen tertarik produk <i>skincare</i> merek <i>Orlin Beauty</i>					
2	Konsumen tertarik untuk membeli <i>skincare</i> merek <i>Orlin Beauty</i>					
<i>Referensial</i>						
3	Konsumen merasa ingin memiliki <i>skincare</i> merek <i>Orlin Beauty</i>					
4	Konsumen dapat membedakan <i>skincare</i> merek <i>Orlin Beauty</i> dengan merek lainnya					
<i>Preferensial</i>						
5	Konsumen selalu membanggakan diri menggunakan <i>skincare</i> merek <i>Orlin Beauty</i>					
6	Konsumen selalu menampilkan diri menggunakan <i>skincare</i> merek <i>Orlin Beauty</i>					
<i>Eksploratif</i>						
7	Konsumen selalu percaya diri menggunakan <i>skincare</i> merek <i>Orlin Beauty</i>					
8	Konsumen akan mencari produk lain yang mendukung dalam menggunakan <i>skincare</i> merek <i>Orlin Beauty</i>					

Lampiran 2 : Data Uji Instrumen Penelitian

Data Variabel Brand Ambassador

BRAND AMBASADOR										
NO	1	2	3	4	5	6	7	8	9	TOTAL
1	4	2	3	5	3	3	3	3	3	29
2	5	5	4	5	5	4	5	4	3	40
3	4	5	4	5	5	5	4	5	4	41
4	4	4	4	4	4	4	4	4	4	36
5	4	4	4	4	4	4	4	4	4	36
6	4	4	4	5	4	4	4	4	4	37
7	5	5	5	5	5	5	5	5	5	45
8	5	5	5	5	3	5	5	5	4	42
9	4	4	4	4	4	4	4	4	4	36
10	5	5	4	5	4	5	4	5	5	42
11	5	5	5	5	4	5	5	5	5	44
12	5	5	5	5	5	5	5	5	5	45
13	2	3	2	3	4	3	2	3	2	24
14	4	5	5	5	5	5	5	5	5	44
15	5	4	4	5	4	4	5	4	5	40
16	2	3	3	2	3	3	3	3	3	25
17	3	3	3	4	4	3	3	3	4	30
18	5	5	5	5	5	5	5	5	5	45
19	4	3	3	5	5	5	4	5	5	39
20	4	4	4	5	5	4	4	4	5	39
21	3	3	3	4	3	3	3	3	1	26
22	3	3	4	3	3	4	3	4	4	31
23	5	5	4	5	2	5	4	5	4	39
24	4	3	4	4	4	4	4	4	4	35
25	5	5	5	5	3	5	5	5	5	43

26	4	4	3	4	3	4	4	4	2	32
27	4	4	4	4	3	4	4	4	4	35
28	5	1	3	3	2	2	3	2	5	26
29	5	5	4	4	3	4	4	4	4	37
30	4	4	4	4	4	4	4	4	4	36

Data variabel Brand Image

BRAND IMAGE											
NO	1	2	3	4	5	6	7	8	9	10	TOTAL
1	4	4	4	4	4	3	3	3	3	3	35
2	4	5	2	2	2	4	3	4	4	2	32
3	4	4	5	5	4	4	5	5	3	4	43
4	4	5	4	4	5	3	3	3	4	3	38
5	4	4	4	4	4	4	3	3	4	3	37
6	4	5	4	4	5	3	3	3	4	4	39
7	4	4	3	3	2	4	4	4	3	3	34
8	4	4	4	5	4	5	5	5	3	4	43
9	4	4	3	4	4	3	4	3	3	3	35
10	4	4	5	4	4	3	4	4	4	3	39
11	3	3	3	3	3	3	3	4	3	3	31
12	3	2	3	3	4	3	3	4	4	4	33
13	3	5	5	5	4	4	5	4	4	4	43
14	3	4	3	3	2	3	2	4	3	2	29
15	3	5	3	5	2	4	3	4	3	5	37
16	3	2	3	3	2	3	3	3	3	3	28
17	3	4	3	4	4	4	4	3	3	3	35
18	5	5	5	3	5	3	3	3	3	3	38
19	5	5	5	5	5	5	5	5	5	5	50
20	3	5	5	3	5	3	3	3	3	3	36
21	3	3	3	4	4	5	5	5	4	2	38
22	5	4	4	3	3	5	5	5	4	3	41
23	3	3	3	3	3	3	3	3	3	3	30
24	2	1	2	2	2	1	1	2	1	2	16
25	4	5	4	3	4	4	4	3	4	4	39
26	4	4	4	5	3	4	5	5	4	4	42

27	3	4	4	5	2	5	5	3	3	4	38
28	3	3	3	3	3	4	5	5	4	4	37
29	4	4	3	3	5	5	5	5	5	4	43
30	3	4	4	4	3	4	4	4	3	4	37

Data Variabel Purchase Intentin

PURCHASE INTENTION										
NO	1	2	3	4	5	6	7	8	TOTAL	
1	3	4	4	3	4	3	3	3	27	
2	3	4	4	5	4	3	4	4	31	
3	4	4	3	5	4	4	5	3	32	
4	5	4	5	4	5	4	5	4	36	
5	3	2	2	3	4	3	4	5	26	
6	4	4	5	3	4	4	4	4	32	
7	3	2	4	4	4	4	4	4	29	
8	3	5	5	3	5	3	5	5	34	
9	4	4	4	4	3	4	3	4	30	
10	3	2	2	2	3	4	4	4	24	
11	4	3	3	4	4	4	3	4	29	
12	3	4	4	4	4	4	3	3	29	
13	3	5	4	5	5	4	5	5	36	
14	4	3	3	3	3	3	3	3	25	
15	3	3	5	5	4	4	4	4	32	
16	3	3	3	3	3	3	3	3	24	
17	3	3	4	4	4	4	4	4	30	
18	3	3	3	3	3	3	3	3	24	
19	5	5	5	5	5	5	5	5	40	
20	5	5	5	5	3	5	3	5	36	
21	5	5	5	5	5	5	5	5	40	
22	1	5	5	5	5	5	5	5	36	
23	3	3	3	3	3	3	3	3	24	
24	3	2	1	1	2	2	1	1	13	
25	3	4	4	5	4	4	4	4	32	

26	3	5	4	4	4	4	4	4	4	32
27	4	4	5	4	4	4	4	4	4	33
28	3	3	3	3	3	3	3	3	3	24
29	2	5	5	4	5	5	5	5	5	36
30	4	4	4	4	4	4	4	4	3	31

Data Variabel Decision Purchase

PURCHASE DECISION											
NO	1	2	3	4	5	6	7	8	9	10	TOTAL
1	5	4	3	3	2	4	3	4	3	3	34
2	3	5	3	4	4	1	1	4	4	4	33
3	4	4	5	4	5	5	5	5	5	5	47
4	5	5	5	5	4	5	5	5	5	5	49
5	4	4	4	4	4	4	4	4	4	4	40
6	5	5	4	4	4	4	4	4	4	4	42
7	5	5	5	5	5	5	5	5	5	5	50
8	5	5	3	5	5	1	3	3	1	3	34
9	4	4	4	4	4	4	4	4	4	4	40
10	4	4	5	3	4	5	5	5	4	4	43
11	4	5	4	5	4	4	3	4	4	4	41
12	5	5	5	5	5	5	5	5	5	5	50
13	3	3	3	3	4	2	1	2	2	5	28
14	4	4	3	4	4	5	5	5	4	4	42
15	4	5	3	3	4	4	5	4	4	4	40
16	3	3	3	3	2	4	3	4	4	4	33
17	3	3	3	3	3	3	3	3	3	3	30
18	5	5	3	5	3	5	3	5	5	5	44
19	2	5	3	3	3	3	3	1	5	3	31
20	5	5	4	3	3	5	5	5	4	4	43
21	4	5	3	5	5	5	3	3	3	4	40
22	3	3	4	4	4	5	3	3	4	5	38
23	3	4	3	4	5	5	5	4	4	4	41
24	3	3	4	4	4	4	3	3	4	4	36

25	5	5	4	4	5	5	3	5	5	5	46
26	4	4	4	4	4	4	3	4	4	4	39
27	5	4	4	4	4	4	3	3	4	4	39
28	3	4	3	3	4	3	4	5	5	3	37
29	4	4	3	5	5	4	4	3	3	4	39
30	5	5	4	4	2	5	3	3	4	4	39

Lampiran 3 : Data Ordinal

Data Ordinal Brand Ambassador

BRAND AMBASADOR										
NO	1	2	3	4	5	6	7	8	9	TOTAL
1	4	2	3	5	3	3	3	3	3	29
2	5	5	4	5	5	4	5	4	3	40
3	4	5	4	5	5	5	4	5	4	41
4	4	4	4	4	4	4	4	4	4	36
5	4	4	4	4	4	4	4	4	4	36
6	4	4	4	5	4	4	4	4	4	37
7	5	5	5	5	5	5	5	5	5	45
8	5	5	5	5	3	5	5	5	4	42
9	4	4	4	4	4	4	4	4	4	36
10	5	5	4	5	4	5	4	5	5	42
11	5	5	5	5	4	5	5	5	5	44
12	5	5	5	5	5	5	5	5	5	45
13	2	3	2	3	4	3	2	3	2	24
14	4	5	5	5	5	5	5	5	5	44
15	5	4	4	5	4	4	5	4	5	40
16	2	3	3	2	3	3	3	3	3	25
17	3	3	3	4	4	3	3	3	4	30
18	5	5	5	5	5	5	5	5	5	45
19	4	3	3	5	5	5	4	5	5	39
20	4	4	4	5	5	4	4	4	5	39
21	3	3	3	4	3	3	3	3	1	26

22	3	3	4	3	3	4	3	4	4	31
23	5	5	4	5	2	5	4	5	4	39
24	4	3	4	4	4	4	4	4	4	35
25	5	5	5	5	3	5	5	5	5	43
26	4	4	3	4	3	4	4	4	2	32
27	4	4	4	4	3	4	4	4	4	35
28	5	1	3	3	2	2	3	2	5	26
29	5	5	4	4	3	4	4	4	4	37
30	4	4	4	4	4	4	4	4	4	36
31	5	5	5	4	4	4	4	4	4	39
32	4	4	4	4	4	4	4	4	4	36
33	3	3	3	3	3	3	3	3	3	27
34	5	5	5	5	5	5	5	5	5	45
35	4	5	5	4	5	4	4	4	4	39
36	5	5	5	4	4	4	3	4	3	37
37	5	1	3	5	4	4	3	4	2	31
38	5	5	5	5	5	5	5	5	5	45
39	2	1	5	5	5	5	5	5	5	38
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41	2	2	4	3	4	4	4	4	4	31
42	4	4	4	5	4	3	4	3	3	34
43	4	4	1	1	5	4	5	4	5	33
44	5	5	5	5	3	4	5	4	5	41
45	3	4	4	5	3	5	5	5	5	39
46	4	4	5	5	3	3	4	3	5	36
47	4	3	5	3	4	3	3	3	3	31
48	4	4	5	5	5	4	4	4	4	39
49	4	4	4	4	4	4	5	4	4	37
50	5	5	5	5	5	5	5	5	5	45
51	4	5	4	5	4	4	5	4	4	39
52	3	4	3	5	4	3	4	3	4	33
53	2	2	2	2	2	2	2	2	2	18
54	5	5	5	5	5	5	5	5	4	44
55	5	5	5	5	5	5	3	5	5	43
56	4	4	2	2	5	3	3	3	3	29
57	4	4	4	5	5	4	4	4	4	38
58	5	4	4	3	5	5	4	5	5	40
59	2	2	3	2	3	2	2	2	2	20
60	5	4	5	5	5	5	5	5	5	44
61	5	5	4	4	5	5	5	5	5	43
62	5	4	4	5	4	4	4	4	5	39

63	4	5	4	5	4	5	4	5	5	41
64	4	3	5	3	5	4	5	4	4	37
65	4	5	4	4	4	4	4	4	5	38
66	4	4	5	5	5	4	5	4	5	41
67	5	5	5	5	5	5	5	5	5	45
68	5	4	5	5	4	4	5	4	4	40
69	5	5	5	4	4	4	5	4	4	40
70	3	3	3	3	3	3	3	3	3	27
71	4	4	5	4	4	4	4	4	3	36
72	3	4	3	4	5	4	4	4	3	34
73	5	5	3	4	4	4	5	4	5	39
74	3	4	4	3	4	4	3	4	4	33
75	4	3	4	3	5	4	4	4	2	33
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77	4	4	4	4	4	4	3	4	3	34
78	3	3	3	4	5	4	5	4	5	36
79	5	5	5	5	5	5	5	5	5	45
80	5	5	5	5	4	3	5	3	5	40
81	3	3	4	3	3	3	3	3	4	29
82	5	4	5	5	5	5	4	5	5	43
83	5	5	5	5	5	5	5	5	5	45
84	5	5	5	5	5	5	5	5	5	45
85	5	5	5	5	5	5	5	5	5	45
86	5	5	5	5	5	5	5	5	5	45
87	5	5	5	5	5	5	5	5	5	45
88	5	5	5	5	5	5	5	5	5	45
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90	5	5	5	5	5	5	5	5	5	45
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92	5	5	5	5	4	5	5	5	5	44
93	5	5	5	5	5	5	5	5	5	45
94	4	4	4	4	4	4	4	4	4	36
95	5	5	5	5	5	5	5	5	5	45
96	5	5	5	5	5	5	5	5	5	45
97	5	5	5	5	5	5	5	5	5	45
98	5	5	5	5	4	4	5	4	5	42
99	5	5	4	5	5	5	5	5	5	44
100	4	5	4	5	5	5	5	5	5	43

Data Ordinal Brand Image

BRAND IMAGE											
NO	1	2	3	4	5	6	7	8	9	10	TOTAL
1	4	4	4	4	4	3	3	3	3	3	35
2	4	5	2	2	2	4	3	4	4	2	32
3	4	4	5	5	4	4	5	5	3	4	43
4	4	5	4	4	5	3	3	3	4	3	38
5	4	4	4	4	4	4	3	3	4	3	37
6	4	5	4	4	5	3	3	3	4	4	39
7	4	4	3	3	2	4	4	4	3	3	34
8	4	4	4	5	4	5	5	5	3	4	43
9	4	4	3	4	4	3	4	3	3	3	35
10	4	4	5	4	4	3	4	4	4	3	39
11	3	3	3	3	3	3	3	4	3	3	31
12	3	2	3	3	4	3	3	4	4	4	33
13	3	5	5	5	4	4	5	4	4	4	43
14	3	4	3	3	2	3	2	4	3	2	29
15	3	5	3	5	2	4	3	4	3	5	37
16	3	2	3	3	2	3	3	3	3	3	28
17	3	4	3	4	4	4	4	3	3	3	35
18	5	5	5	3	5	3	3	3	3	3	38
19	5	5	5	5	5	5	5	5	5	5	50
20	3	5	5	3	5	3	3	3	3	3	36
21	3	3	3	4	4	5	5	5	4	2	38
22	5	4	4	3	3	5	5	5	4	3	41
23	3	3	3	3	3	3	3	3	3	3	30
24	2	1	2	2	2	1	1	2	1	2	16
25	4	5	4	3	4	4	4	3	4	4	39
26	4	4	4	5	3	4	5	5	4	4	42
27	3	4	4	5	2	5	5	3	3	4	38
28	3	3	3	3	3	4	5	5	4	4	37
29	4	4	3	3	5	5	5	5	5	4	43
30	3	4	4	4	3	4	4	4	3	4	37
31	3	5	1	3	2	3	1	4	4	2	28
32	4	4	4	5	5	4	4	4	3	3	40
33	3	5	3	4	2	3	4	4	3	2	33
34	3	4	3	4	3	3	3	4	3	4	34
35	4	4	4	3	4	3	3	3	3	3	34
36	5	5	4	3	4	5	3	4	5	5	43
37	4	3	3	3	4	3	4	4	3	4	35
38	4	4	4	4	4	5	4	5	4	5	43
39	5	5	5	5	4	5	4	4	5	5	47

40	3	4	4	4	4	4	4	4	4	4	39
41	2	3	3	3	3	3	3	3	3	3	29
42	4	4	3	4	3	4	4	3	3	4	36
43	3	3	3	3	3	3	3	3	3	3	30
44	1	4	3	2	4	3	5	4	2	2	30
45	3	3	3	3	3	2	3	3	3	3	29
46	5	5	5	5	5	4	3	4	4	4	44
47	2	5	3	4	5	4	5	5	5	3	41
48	4	5	3	4	2	4	5	5	4	3	39
49	3	5	4	3	4	4	4	4	4	5	40
50	4	3	3	3	4	3	4	3	3	3	33
51	5	5	4	5	5	5	5	4	4	4	46
52	3	3	3	2	2	4	4	4	4	4	33
53	3	2	3	3	3	3	3	3	3	3	29
54	4	4	4	2	4	4	4	4	4	4	38
55	4	4	4	3	4	4	4	4	4	4	39
56	4	4	3	4	4	4	4	4	4	3	38
57	3	4	3	4	4	3	3	3	3	3	33
58	3	5	4	5	4	5	5	5	5	4	45
59	3	4	4	4	4	4	3	3	4	3	36
60	3	3	2	3	2	3	3	3	2	3	27
61	4	4	4	5	4	4	4	4	3	5	41
62	5	5	5	5	5	5	5	5	5	5	50
63	3	3	2	3	3	3	3	4	3	3	30
64	4	4	3	2	4	3	3	4	4	4	35
65	2	3	2	3	2	2	3	5	4	3	29
66	4	3	4	4	5	5	3	3	3	3	37
67	4	4	4	3	3	4	4	3	4	3	36
68	1	1	1	1	1	3	3	3	3	3	20
69	4	4	4	4	4	3	4	3	3	2	35
70	4	5	3	4	4	3	4	4	4	4	39
71	3	5	4	4	4	5	4	5	3	4	41
72	3	3	3	3	3	3	3	3	3	3	30
73	4	4	4	4	4	4	4	4	4	4	40
74	3	5	4	4	4	4	4	3	3	4	38
75	3	5	3	3	2	3	3	3	3	3	31
76	5	4	4	5	4	5	5	5	5	5	47
77	4	4	4	3	2	4	4	3	4	3	35
78	4	4	4	4	4	4	4	4	4	4	40
79	3	4	3	3	3	3	3	3	3	3	31
80	3	5	3	4	4	4	5	3	5	3	39

99	3	5	4	3	3	4	3	3	28
100	5	5	5	5	5	5	5	5	40

Data Ordinal Decision Purchase

PURCHASE DECISION											
NO	1	2	3	4	5	6	7	8	9	10	TOTAL
1	5	4	3	3	2	4	3	4	3	3	34
2	3	5	3	4	4	1	1	4	4	4	33
3	4	4	5	4	5	5	5	5	5	5	47
4	5	5	5	5	4	5	5	5	5	5	49
5	4	4	4	4	4	4	4	4	4	4	40
6	5	5	4	4	4	4	4	4	4	4	42
7	5	5	5	5	5	5	5	5	5	5	50
8	5	5	3	5	5	1	3	3	1	3	34
9	4	4	4	4	4	4	4	4	4	4	40
10	4	4	5	3	4	5	5	5	4	4	43
11	4	5	4	5	4	4	3	4	4	4	41
12	5	5	5	5	5	5	5	5	5	5	50
13	3	3	3	3	4	2	1	2	2	5	28
14	4	4	3	4	4	5	5	5	4	4	42
15	4	5	3	3	4	4	5	4	4	4	40
16	3	3	3	3	2	4	3	4	4	4	33
17	3	3	3	3	3	3	3	3	3	3	30
18	5	5	3	5	3	5	3	5	5	5	44
19	2	5	3	3	3	3	3	1	5	3	31
20	5	5	4	3	3	5	5	5	4	4	43
21	4	5	3	5	5	5	3	3	3	4	40
22	3	3	4	4	4	5	3	3	4	5	38
23	3	4	3	4	5	5	5	4	4	4	41
24	3	3	4	4	4	4	3	3	4	4	36
25	5	5	4	4	5	5	3	5	5	5	46
26	4	4	4	4	4	4	3	4	4	4	39
27	5	4	4	4	4	4	3	3	4	4	39
28	3	4	3	3	4	3	4	5	5	3	37
29	4	4	3	5	5	4	4	3	3	4	39
30	5	5	4	4	2	5	3	3	4	4	39
31	4	3	4	5	4	4	4	4	4	4	40
32	4	4	4	4	4	4	4	4	4	4	40
33	3	3	3	3	3	3	3	3	3	3	30
34	5	5	5	5	5	5	4	5	2	5	46

35	5	5	4	4	3	5	5	5	5	4	45
36	4	3	5	1	1	1	5	4	2	5	31
37	5	5	5	5	5	5	5	5	5	5	50
38	4	5	5	3	3	5	3	3	3	5	39
39	1	2	3	4	5	3	4	5	5	5	37
40	5	4	3	2	1	5	5	5	5	5	40
41	3	4	4	3	2	4	2	2	4	4	32
42	5	5	5	5	5	3	4	5	5	5	47
43	5	5	5	5	5	5	4	5	5	5	49
44	5	5	5	5	5	5	5	5	5	5	50
45	5	5	5	4	4	4	4	4	4	4	43
46	5	5	5	4	5	5	5	5	4	4	47
47	2	5	4	5	3	4	4	4	4	5	40
48	5	5	4	4	4	4	3	4	4	4	41
49	5	5	5	5	5	4	4	5	5	5	48
50	5	5	5	5	5	5	2	5	4	4	45
51	5	5	5	4	4	5	5	5	5	5	48
52	3	4	3	3	4	4	2	2	4	4	33
53	2	2	2	2	2	2	2	2	2	2	20
54	5	4	4	4	5	4	4	5	4	5	44
55	5	5	4	3	4	2	1	1	1	1	27
56	5	4	4	4	4	3	2	3	5	3	37
57	4	4	4	4	4	4	3	3	2	3	35
58	4	5	5	4	3	4	5	4	5	4	43
59	3	2	3	3	4	3	3	3	3	2	29
60	4	5	4	5	5	3	5	5	5	5	46
61	5	5	5	5	5	5	5	5	5	5	50
62	5	5	4	4	3	3	4	4	3	4	39
63	4	5	4	5	4	5	4	5	4	5	45
64	3	5	4	3	5	4	4	4	4	4	40
65	5	5	5	4	3	5	5	4	4	5	45
66	3	5	5	5	5	4	5	5	5	5	47
67	5	5	5	5	5	3	2	5	5	5	45
68	4	5	5	5	4	4	5	5	4	5	46
69	4	3	4	5	4	4	5	5	5	4	43
70	4	4	4	4	4	3	3	3	3	3	35
71	4	5	4	5	5	4	5	5	3	4	44
72	4	5	3	3	4	4	2	5	5	4	39
73	5	4	5	5	5	5	4	4	4	5	46
74	4	4	4	4	4	4	3	1	1	1	30
75	4	5	4	3	4	4	2	3	4	4	37

76	4	3	2	5	4	5	4	5	2	5	39
77	5	5	4	4	4	3	2	2	3	3	35
78	5	4	5	5	4	5	5	5	5	5	48
79	4	5	5	4	4	5	5	5	5	5	47
80	5	4	5	5	4	5	5	5	5	5	48
81	3	4	3	3	3	2	2	3	2	4	29
82	5	4	4	4	4	5	5	5	5	5	46
83	5	5	5	5	4	5	5	5	5	5	49
84	5	5	5	5	5	4	5	3	4	4	45
85	5	5	5	5	5	5	5	5	5	5	50
86	5	5	5	5	5	5	4	5	5	5	49
87	5	5	5	5	5	5	5	5	5	5	50
88	5	4	5	5	5	5	5	5	5	5	49
89	5	5	5	5	4	5	5	5	5	5	49
90	5	5	5	5	5	5	5	5	5	5	50
91	5	5	5	5	4	4	5	5	4	5	47
92	5	5	5	5	5	4	4	4	4	4	45
93	4	4	4	4	4	5	5	5	5	5	45
94	5	5	5	5	5	5	5	5	5	5	50
95	5	5	4	3	3	5	5	5	5	5	45
96	5	4	5	5	4	5	5	5	5	5	48
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98	5	5	5	5	5	5	5	5	5	5	50
99	4	5	5	5	5	5	5	5	5	5	49
100	4	5	5	5	5	5	5	5	5	5	49

Lampiran 4 : Data Interval

Data Interval Brand Ambassador

Successive Interval								
x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1.7	x1.8	x1.9
2,557	1,612	2,486	4,324	1,943	1,947	2,021	1,947	2,327
3,799	4,114	3,334	4,324	4,034	2,932	4,098	2,932	2,327
2,557	4,114	3,334	4,324	4,034	4,199	2,898	4,199	3,024
2,557	2,926	3,334	3,100	2,823	2,932	2,898	2,932	3,024
2,557	2,926	3,334	3,100	2,823	2,932	2,898	2,932	3,024
2,557	2,926	3,334	4,324	2,823	2,932	2,898	2,932	3,024
3,799	4,114	4,545	4,324	4,034	4,199	4,098	4,199	4,219
3,799	4,114	4,545	4,324	1,943	4,199	4,098	4,199	3,024
2,557	2,926	3,334	3,100	2,823	2,932	2,898	2,932	3,024

3,799	4,114	3,334	4,324	2,823	4,199	2,898	4,199	4,219
3,799	4,114	4,545	4,324	2,823	4,199	4,098	4,199	4,219
3,799	4,114	4,545	4,324	4,034	4,199	4,098	4,199	4,219
1,000	2,169	1,753	2,416	2,823	1,947	1,000	1,947	1,750
2,557	4,114	4,545	4,324	4,034	4,199	4,098	4,199	4,219
3,799	2,926	3,334	4,324	2,823	2,932	4,098	2,932	4,219
1,000	2,169	2,486	1,753	1,943	1,947	2,021	1,947	2,327
1,768	2,169	2,486	3,100	2,823	1,947	2,021	1,947	3,024
3,799	4,114	4,545	4,324	4,034	4,199	4,098	4,199	4,219
2,557	2,169	2,486	4,324	4,034	4,199	2,898	4,199	4,219
2,557	2,926	3,334	4,324	4,034	2,932	2,898	2,932	4,219
1,768	2,169	2,486	3,100	1,943	1,947	2,021	1,947	1,000
1,768	2,169	3,334	2,416	1,943	2,932	2,021	2,932	3,024
3,799	4,114	3,334	4,324	1,000	4,199	2,898	4,199	3,024
2,557	2,169	3,334	3,100	2,823	2,932	2,898	2,932	3,024
3,799	4,114	4,545	4,324	1,943	4,199	4,098	4,199	4,219
2,557	2,926	2,486	3,100	1,943	2,932	2,898	2,932	1,750
2,557	2,926	3,334	3,100	1,943	2,932	2,898	2,932	3,024
3,799	1,000	2,486	2,416	1,000	1,000	2,021	1,000	4,219
3,799	4,114	3,334	3,100	1,943	2,932	2,898	2,932	3,024
2,557	2,926	3,334	3,100	2,823	2,932	2,898	2,932	3,024
3,799	4,114	4,545	3,100	2,823	2,932	2,898	2,932	3,024
2,557	2,926	3,334	3,100	2,823	2,932	2,898	2,932	3,024
1,768	2,169	2,486	2,416	1,943	1,947	2,021	1,947	2,327
3,799	4,114	4,545	4,324	4,034	4,199	4,098	4,199	4,219
2,557	4,114	4,545	3,100	4,034	2,932	2,898	2,932	3,024
3,799	4,114	4,545	3,100	2,823	2,932	2,021	2,932	2,327
3,799	1,000	2,486	4,324	2,823	2,932	2,021	2,932	1,750
3,799	4,114	4,545	4,324	4,034	4,199	4,098	4,199	4,219
1,000	1,000	4,545	4,324	4,034	4,199	4,098	4,199	4,219
3,799	4,114	4,545	4,324	1,000	2,932	2,021	2,932	1,000
1,000	1,612	3,334	2,416	2,823	2,932	2,898	2,932	3,024
2,557	2,926	3,334	4,324	2,823	1,947	2,898	1,947	2,327
2,557	2,926	1,000	1,000	4,034	2,932	4,098	2,932	4,219
3,799	4,114	4,545	4,324	1,943	2,932	4,098	2,932	4,219
1,768	2,926	3,334	4,324	1,943	4,199	4,098	4,199	4,219
2,557	2,926	4,545	4,324	1,943	1,947	2,898	1,947	4,219
2,557	2,169	4,545	2,416	2,823	1,947	2,021	1,947	2,327
2,557	2,926	4,545	4,324	4,034	2,932	2,898	2,932	3,024
2,557	2,926	3,334	3,100	2,823	2,932	4,098	2,932	3,024
3,799	4,114	4,545	4,324	4,034	4,199	4,098	4,199	4,219
2,557	4,114	3,334	4,324	2,823	2,932	4,098	2,932	3,024
1,768	2,926	2,486	4,324	2,823	1,947	2,898	1,947	3,024
1,000	1,612	1,753	1,753	1,000	1,000	1,000	1,000	1,750
3,799	4,114	4,545	4,324	4,034	4,199	4,098	4,199	3,024

2,557	4,114	3,334	4,324	4,034	4,199	4,098	4,199	4,219
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Data Interval Brand Image

Successive Interval									
x2/1	x2.2	x2.3	x2.4	x2.5	x2.6	x2.7	x2.8	x2.9	x2.10
3,781	3,189	3,781	3,740	3,979	2,847	2,651	2,456	2,970	2,238
3,781	4,386	1,656	1,750	2,278	3,959	2,651	3,573	4,158	1,000
3,781	3,189	4,977	4,849	3,979	3,959	4,821	4,668	2,970	3,303
3,781	4,386	3,781	3,740	5,220	2,847	2,651	2,456	4,158	2,238
3,781	3,189	3,781	3,740	3,979	3,959	2,651	2,456	4,158	2,238
3,781	4,386	3,781	3,740	5,220	2,847	2,651	2,456	4,158	3,303
3,781	3,189	2,644	2,723	2,278	3,959	3,700	3,573	2,970	2,238
3,781	3,189	3,781	4,849	3,979	5,093	4,821	4,668	2,970	3,303
3,781	3,189	2,644	3,740	3,979	2,847	3,700	2,456	2,970	2,238
3,781	3,189	4,977	3,740	3,979	2,847	3,700	3,573	4,158	2,238
2,624	2,268	2,644	2,723	3,073	2,847	2,651	3,573	2,970	2,238
2,624	1,612	2,644	2,723	3,979	2,847	2,651	3,573	4,158	3,303
2,624	4,386	4,977	4,849	3,979	3,959	4,821	3,573	4,158	3,303
2,624	3,189	2,644	2,723	2,278	2,847	1,653	3,573	2,970	1,000
2,624	4,386	2,644	4,849	2,278	3,959	2,651	3,573	2,970	4,382
2,624	1,612	2,644	2,723	2,278	2,847	2,651	2,456	2,970	2,238
2,624	3,189	2,644	3,740	3,979	3,959	3,700	2,456	2,970	2,238
4,977	4,386	4,977	2,723	5,220	2,847	2,651	2,456	2,970	2,238
4,977	4,386	4,977	4,849	5,220	5,093	4,821	4,668	5,292	4,382
2,624	4,386	4,977	2,723	5,220	2,847	2,651	2,456	2,970	2,238
2,624	2,268	2,644	3,740	3,979	5,093	4,821	4,668	4,158	1,000
4,977	3,189	3,781	2,723	3,073	5,093	4,821	4,668	4,158	2,238
2,624	2,268	2,644	2,723	3,073	2,847	2,651	2,456	2,970	2,238
1,612	1,000	1,656	1,750	2,278	1,000	1,000	1,000	1,000	1,000
3,781	4,386	3,781	2,723	3,979	3,959	3,700	2,456	4,158	3,303
3,781	3,189	3,781	4,849	3,073	3,959	4,821	4,668	4,158	3,303
2,624	3,189	3,781	4,849	2,278	5,093	4,821	2,456	2,970	3,303
2,624	2,268	2,644	2,723	3,073	3,959	4,821	4,668	4,158	3,303
3,781	3,189	2,644	2,723	5,220	5,093	4,821	4,668	5,292	3,303
2,624	3,189	3,781	3,740	3,073	3,959	3,700	3,573	2,970	3,303
2,624	4,386	1,000	2,723	2,278	2,847	1,000	3,573	4,158	1,000
3,781	3,189	3,781	4,849	5,220	3,959	3,700	3,573	2,970	2,238
2,624	4,386	2,644	3,740	2,278	2,847	3,700	3,573	2,970	1,000
2,624	3,189	2,644	3,740	3,073	2,847	2,651	3,573	2,970	3,303
3,781	3,189	3,781	2,723	3,979	2,847	2,651	2,456	2,970	2,238
4,977	4,386	3,781	2,723	3,979	5,093	2,651	3,573	5,292	4,382
3,781	2,268	2,644	2,723	3,979	2,847	3,700	3,573	2,970	3,303
3,781	3,189	3,781	3,740	3,979	5,093	3,700	4,668	4,158	4,382

4,977	4,386	4,977	4,849	3,979	5,093	3,700	3,573	5,292	4,382
2,624	3,189	3,781	3,740	3,979	3,959	3,700	3,573	4,158	3,303
1,612	2,268	2,644	2,723	3,073	2,847	2,651	2,456	2,970	2,238
3,781	3,189	2,644	3,740	3,073	3,959	3,700	2,456	2,970	3,303
2,624	2,268	2,644	2,723	3,073	2,847	2,651	2,456	2,970	2,238
1,000	3,189	2,644	1,750	3,979	2,847	4,821	3,573	1,681	1,000
2,624	2,268	2,644	2,723	3,073	1,681	2,651	2,456	2,970	2,238
4,977	4,386	4,977	4,849	5,220	3,959	2,651	3,573	4,158	3,303
1,612	4,386	2,644	3,740	5,220	3,959	4,821	4,668	5,292	2,238
3,781	4,386	2,644	3,740	2,278	3,959	4,821	4,668	4,158	2,238
2,624	4,386	3,781	2,723	3,979	3,959	3,700	3,573	4,158	4,382
3,781	2,268	2,644	2,723	3,979	2,847	3,700	2,456	2,970	2,238
4,977	4,386	3,781	4,849	5,220	5,093	4,821	3,573	4,158	3,303
2,624	2,268	2,644	1,750	2,278	3,959	3,700	3,573	4,158	3,303
2,624	1,612	2,644	2,723	3,073	2,847	2,651	2,456	2,970	2,238
3,781	3,189	3,781	1,750	3,979	3,959	3,700	3,573	4,158	3,303
3,781	3,189	3,781	2,723	3,979	3,959	3,700	3,573	4,158	3,303
3,781	3,189	2,644	3,740	3,979	3,959	3,700	3,573	4,158	2,238
2,624	3,189	2,644	3,740	3,979	2,847	2,651	2,456	2,970	2,238
2,624	4,386	3,781	4,849	3,979	5,093	4,821	4,668	5,292	3,303
2,624	3,189	3,781	3,740	3,979	3,959	2,651	2,456	4,158	2,238
2,624	2,268	1,656	2,723	2,278	2,847	2,651	2,456	1,681	2,238
3,781	3,189	3,781	4,849	3,979	3,959	3,700	3,573	2,970	4,382
4,977	4,386	4,977	4,849	5,220	5,093	4,821	4,668	5,292	4,382
2,624	2,268	1,656	2,723	3,073	2,847	2,651	3,573	2,970	2,238
3,781	3,189	2,644	1,750	3,979	2,847	2,651	3,573	4,158	3,303
1,612	2,268	1,656	2,723	2,278	1,681	2,651	4,668	4,158	2,238
3,781	2,268	3,781	3,740	5,220	5,093	2,651	2,456	2,970	2,238
3,781	3,189	3,781	2,723	3,073	3,959	3,700	2,456	4,158	2,238
1,000	1,000	1,000	1,000	1,000	2,847	2,651	2,456	2,970	2,238
3,781	3,189	3,781	3,740	3,979	2,847	3,700	2,456	2,970	1,000
3,781	4,386	2,644	3,740	3,979	2,847	3,700	3,573	4,158	3,303
2,624	4,386	3,781	3,740	3,979	5,093	3,700	4,668	2,970	3,303
2,624	2,268	2,644	2,723	3,073	2,847	2,651	2,456	2,970	2,238
3,781	3,189	3,781	3,740	3,979	3,959	3,700	3,573	4,158	3,303
2,624	4,386	3,781	3,740	3,979	3,959	3,700	2,456	2,970	3,303
2,624	4,386	2,644	2,723	2,278	2,847	2,651	2,456	2,970	2,238
4,977	3,189	3,781	4,849	3,979	5,093	4,821	4,668	5,292	4,382
3,781	3,189	3,781	2,723	2,278	3,959	3,700	2,456	4,158	2,238
3,781	3,189	3,781	3,740	3,979	3,959	3,700	3,573	4,158	3,303
2,624	3,189	2,644	2,723	3,073	2,847	2,651	2,456	2,970	2,238
2,624	4,386	2,644	3,740	3,979	3,959	4,821	2,456	5,292	2,238
2,624	3,189	3,781	3,740	3,979	3,959	3,700	2,456	2,970	3,303
2,624	4,386	4,977	3,740	3,979	3,959	3,700	2,456	2,970	2,238
4,977	4,386	3,781	2,723	5,220	3,959	3,700	4,668	5,292	4,382

2,624	1,000	1,000	2,723	2,278	2,847	2,651	2,456	2,970	2,238
2,624	2,268	2,644	3,740	3,073	3,959	3,700	2,456	2,970	2,238
3,781	3,189	3,781	3,740	3,979	5,093	3,700	3,573	4,158	3,303
1,000	1,612	2,644	1,000	2,278	1,681	1,653	1,000	1,681	1,000
2,624	2,268	2,644	3,740	3,979	2,847	2,651	2,456	2,970	2,238
2,624	3,189	3,781	4,849	5,220	3,959	1,653	1,000	2,970	1,000
3,781	4,386	2,644	4,849	3,979	2,847	1,653	2,456	2,970	2,238
3,781	2,268	3,781	3,740	3,979	3,959	3,700	3,573	4,158	3,303
3,781	3,189	3,781	3,740	3,979	3,959	3,700	2,456	4,158	3,303
3,781	4,386	3,781	3,740	3,979	3,959	3,700	3,573	4,158	3,303
2,624	2,268	2,644	2,723	3,073	2,847	2,651	2,456	2,970	2,238
3,781	3,189	3,781	3,740	3,979	3,959	3,700	3,573	4,158	3,303
3,781	4,386	3,781	4,849	5,220	5,093	3,700	4,668	5,292	4,382
3,781	3,189	3,781	3,740	3,979	3,959	3,700	3,573	4,158	3,303
2,624	4,386	2,644	3,740	3,073	5,093	4,821	4,668	5,292	4,382
3,781	3,189	2,644	2,723	3,073	2,847	2,651	3,573	4,158	2,238
4,977	4,386	4,977	4,849	3,979	5,093	4,821	4,668	5,292	4,382

Data Interval Purchase Intention

Successive Interval							
x3.1	x3.2	x3.3	x3.4	x3.5	x3.6	x3.7	x3.9
2,600	3,757	3,539	2,262	3,489	2,427	2,422	2,748
2,600	3,757	3,539	4,516	3,489	2,427	3,555	3,838
3,650	3,757	2,504	4,516	3,489	3,609	4,767	2,748
4,653	3,757	4,668	3,321	4,767	3,609	4,767	3,838
2,600	1,922	1,533	2,262	3,489	2,427	3,555	5,011
3,650	3,757	4,668	2,262	3,489	3,609	3,555	3,838
2,600	1,922	3,539	3,321	3,489	3,609	3,555	3,838
2,600	4,890	4,668	2,262	4,767	2,427	4,767	5,011
3,650	3,757	3,539	3,321	2,358	3,609	2,422	3,838
2,600	1,922	1,533	1,455	2,358	3,609	3,555	3,838
3,650	2,828	2,504	3,321	3,489	3,609	2,422	3,838
2,600	3,757	3,539	3,321	3,489	3,609	2,422	2,748
2,600	4,890	3,539	4,516	4,767	3,609	4,767	5,011
3,650	2,828	2,504	2,262	2,358	2,427	2,422	2,748
2,600	2,828	4,668	4,516	3,489	3,609	3,555	3,838
2,600	2,828	2,504	2,262	2,358	2,427	2,422	2,748
2,600	2,828	3,539	3,321	3,489	3,609	3,555	3,838
2,600	2,828	2,504	2,262	2,358	2,427	2,422	2,748
4,653	4,890	4,668	4,516	4,767	4,821	4,767	5,011
4,653	4,890	4,668	4,516	2,358	4,821	2,422	5,011
4,653	4,890	4,668	4,516	4,767	4,821	4,767	5,011

1,000	4,890	4,668	4,516	4,767	4,821	4,767	5,011
2,600	2,828	2,504	2,262	2,358	2,427	2,422	2,748
2,600	1,922	1,000	1,000	1,533	1,000	1,000	1,000
2,600	3,757	3,539	4,516	3,489	3,609	3,555	3,838
2,600	4,890	3,539	3,321	3,489	3,609	3,555	3,838
3,650	3,757	4,668	3,321	3,489	3,609	3,555	3,838
2,600	2,828	2,504	2,262	2,358	2,427	2,422	2,748
1,615	4,890	4,668	3,321	4,767	4,821	4,767	5,011
3,650	3,757	3,539	3,321	3,489	3,609	3,555	2,748
4,653	4,890	2,504	3,321	3,489	2,427	3,555	1,681
3,650	3,757	4,668	4,516	4,767	4,821	4,767	3,838
1,000	2,828	2,504	1,000	1,000	2,427	2,422	3,838
3,650	3,757	4,668	2,262	3,489	2,427	2,422	2,748
2,600	4,890	3,539	3,321	3,489	3,609	3,555	2,748
4,653	4,890	4,668	4,516	4,767	4,821	4,767	5,011
3,650	2,828	3,539	2,262	3,489	2,427	2,422	2,748
3,650	3,757	3,539	4,516	3,489	3,609	3,555	5,011
4,653	4,890	4,668	4,516	4,767	4,821	4,767	5,011
2,600	2,828	3,539	3,321	3,489	3,609	3,555	3,838
2,600	2,828	2,504	2,262	2,358	2,427	2,422	2,748
3,650	3,757	4,668	4,516	4,767	3,609	3,555	5,011
2,600	2,828	2,504	2,262	2,358	2,427	2,422	2,748
2,600	1,922	4,668	3,321	1,000	4,821	1,000	1,681
2,600	2,828	2,504	4,516	4,767	3,609	3,555	3,838
1,000	3,757	4,668	4,516	4,767	3,609	3,555	3,838
3,650	3,757	3,539	3,321	3,489	3,609	4,767	3,838
1,615	1,922	3,539	3,321	3,489	3,609	2,422	2,748
2,600	2,828	2,504	3,321	3,489	2,427	4,767	3,838
3,650	3,757	2,504	2,262	3,489	2,427	2,422	2,748
2,600	4,890	4,668	4,516	4,767	4,821	4,767	5,011
1,615	3,757	2,504	2,262	2,358	2,427	3,555	3,838
2,600	2,828	2,504	2,262	2,358	2,427	2,422	2,748
3,650	3,757	2,504	2,262	2,358	2,427	3,555	3,838
2,600	4,890	2,504	2,262	2,358	2,427	2,422	3,838
2,600	2,828	3,539	3,321	4,767	3,609	3,555	3,838
3,650	3,757	3,539	3,321	3,489	3,609	3,555	3,838
1,615	4,890	2,504	4,516	4,767	4,821	4,767	5,011
2,600	3,757	3,539	3,321	3,489	3,609	3,555	3,838
1,000	1,922	2,504	3,321	3,489	3,609	2,422	2,748
2,600	3,757	2,504	3,321	3,489	2,427	2,422	2,748
2,600	2,828	2,504	2,262	2,358	2,427	3,555	2,748
3,650	2,828	3,539	3,321	3,489	3,609	4,767	3,838
4,653	4,890	3,539	3,321	3,489	3,609	3,555	3,838
3,650	3,757	3,539	3,321	3,489	3,609	3,555	3,838
4,653	4,890	4,668	3,321	3,489	3,609	4,767	5,011

2,600	3,757	3,539	3,321	3,489	3,609	3,555	3,838
2,600	2,828	2,504	2,262	2,358	2,427	2,422	2,748
3,650	3,757	3,539	3,321	3,489	3,609	3,555	2,748
2,600	3,757	3,539	4,516	3,489	4,821	3,555	2,748
2,600	4,890	2,504	3,321	3,489	3,609	3,555	5,011
2,600	2,828	2,504	2,262	2,358	2,427	2,422	2,748
3,650	3,757	3,539	3,321	3,489	3,609	3,555	3,838
2,600	3,757	3,539	3,321	3,489	4,821	3,555	3,838
4,653	2,828	2,504	2,262	2,358	2,427	2,422	2,748
2,600	3,757	4,668	3,321	3,489	3,609	3,555	5,011
2,600	3,757	3,539	3,321	3,489	3,609	3,555	3,838
3,650	3,757	3,539	3,321	3,489	3,609	3,555	3,838
3,650	3,757	3,539	3,321	3,489	3,609	3,555	3,838
1,615	3,757	2,504	3,321	3,489	3,609	3,555	3,838
2,600	3,757	3,539	3,321	3,489	2,427	2,422	3,838
3,650	4,890	2,504	3,321	2,358	4,821	3,555	2,748
2,600	3,757	3,539	4,516	4,767	4,821	3,555	5,011
2,600	2,828	2,504	2,262	2,358	2,427	2,422	2,748
3,650	2,828	3,539	3,321	3,489	3,609	3,555	2,748
4,653	4,890	4,668	4,516	4,767	4,821	4,767	3,838
1,000	1,000	1,000	1,000	1,533	1,000	1,459	1,681
2,600	2,828	2,504	2,262	3,489	2,427	2,422	2,748
4,653	4,890	4,668	4,516	3,489	3,609	3,555	3,838
3,650	4,890	4,668	4,516	4,767	4,821	4,767	5,011
2,600	4,890	3,539	3,321	3,489	2,427	3,555	3,838
2,600	3,757	3,539	3,321	2,358	2,427	3,555	3,838
3,650	3,757	3,539	3,321	3,489	3,609	3,555	3,838
2,600	2,828	2,504	2,262	2,358	2,427	2,422	2,748
3,650	3,757	3,539	3,321	3,489	3,609	3,555	3,838
3,650	4,890	4,668	4,516	4,767	4,821	4,767	5,011
3,650	3,757	3,539	3,321	3,489	3,609	3,555	3,838
4,653	4,890	4,668	4,516	4,767	4,821	4,767	5,011
2,600	4,890	3,539	2,262	2,358	3,609	2,422	2,748
4,653	4,890	4,668	4,516	4,767	4,821	4,767	5,011

Data Interval Decision Purchase

Successive Interval									
Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y1.10
4,447	2,635	2,206	2,487	1,704	2,911	2,531	2,904	2,243	2,057
2,431	3,927	2,206	3,377	3,194	1,000	1,000	2,904	2,965	2,931
3,240	2,635	4,334	3,377	4,441	4,114	4,164	4,019	4,164	4,219
4,447	3,927	4,334	4,545	3,194	4,114	4,164	4,019	4,164	4,219
3,240	2,635	3,159	3,377	3,194	2,911	3,141	2,904	2,965	2,931

4,447	3,927	3,159	3,377	3,194	2,911	3,141	2,904	2,965	2,931
4,447	3,927	4,334	4,545	4,441	4,114	4,164	4,019	4,164	4,219
4,447	3,927	2,206	4,545	4,441	1,000	2,531	2,273	1,000	2,057
3,240	2,635	3,159	3,377	3,194	2,911	3,141	2,904	2,965	2,931
3,240	2,635	4,334	2,487	3,194	4,114	4,164	4,019	2,965	2,931
3,240	3,927	3,159	4,545	3,194	2,911	2,531	2,904	2,965	2,931
4,447	3,927	4,334	4,545	4,441	4,114	4,164	4,019	4,164	4,219
2,431	1,833	2,206	2,487	3,194	1,612	1,000	1,656	1,733	4,219
3,240	2,635	2,206	3,377	3,194	4,114	4,164	4,019	2,965	2,931
3,240	3,927	2,206	2,487	3,194	2,911	4,164	2,904	2,965	2,931
2,431	1,833	2,206	2,487	1,704	2,911	2,531	2,904	2,965	2,931
2,431	1,833	2,206	2,487	2,300	2,147	2,531	2,273	2,243	2,057
4,447	3,927	2,206	4,545	2,300	4,114	2,531	4,019	4,164	4,219
1,681	3,927	2,206	2,487	2,300	2,147	2,531	1,000	4,164	2,057
4,447	3,927	3,159	2,487	2,300	4,114	4,164	4,019	2,965	2,931
3,240	3,927	2,206	4,545	4,441	4,114	2,531	2,273	2,243	2,931
2,431	1,833	3,159	3,377	3,194	4,114	2,531	2,273	2,965	4,219
2,431	2,635	2,206	3,377	4,441	4,114	4,164	2,904	2,965	2,931
2,431	1,833	3,159	3,377	3,194	2,911	2,531	2,273	2,965	2,931
4,447	3,927	3,159	3,377	4,441	4,114	2,531	4,019	4,164	4,219
3,240	2,635	3,159	3,377	3,194	2,911	2,531	2,904	2,965	2,931
4,447	2,635	3,159	3,377	3,194	2,911	2,531	2,273	2,965	2,931
2,431	2,635	2,206	2,487	3,194	2,147	3,141	4,019	4,164	2,057
3,240	2,635	2,206	4,545	4,441	2,911	3,141	2,273	2,243	2,931
4,447	3,927	3,159	3,377	1,704	4,114	2,531	2,273	2,965	2,931
3,240	1,833	3,159	4,545	3,194	2,911	3,141	2,904	2,965	2,931
3,240	2,635	3,159	3,377	3,194	2,911	3,141	2,904	2,965	2,931
2,431	1,833	2,206	2,487	2,300	2,147	2,531	2,273	2,243	2,057
4,447	3,927	4,334	4,545	4,441	4,114	3,141	4,019	1,733	4,219
4,447	3,927	3,159	3,377	2,300	4,114	4,164	4,019	4,164	2,931
3,240	1,833	4,334	1,000	1,000	1,000	4,164	2,904	1,733	4,219
4,447	3,927	4,334	4,545	4,441	4,114	4,164	4,019	4,164	4,219
3,240	3,927	4,334	2,487	2,300	4,114	2,531	2,273	2,243	4,219
1,000	1,000	2,206	3,377	4,441	2,147	3,141	4,019	4,164	4,219
4,447	2,635	2,206	1,596	1,000	4,114	4,164	4,019	4,164	4,219
2,431	2,635	3,159	2,487	1,704	2,911	1,833	1,656	2,965	2,931
4,447	3,927	4,334	4,545	4,441	2,147	3,141	4,019	4,164	4,219
4,447	3,927	4,334	4,545	4,441	4,114	3,141	4,019	4,164	4,219
4,447	3,927	4,334	4,545	4,441	4,114	4,164	4,019	4,164	4,219
4,447	3,927	4,334	3,377	3,194	2,911	3,141	2,904	2,965	2,931
4,447	3,927	4,334	3,377	4,441	4,114	4,164	4,019	2,965	2,931
1,681	3,927	3,159	4,545	2,300	2,911	3,141	2,904	2,965	4,219
4,447	3,927	3,159	3,377	3,194	2,911	2,531	2,904	2,965	2,931
4,447	3,927	4,334	4,545	4,441	2,911	3,141	4,019	4,164	4,219
4,447	3,927	4,334	4,545	4,441	4,114	1,833	4,019	2,965	2,931

4,447	3,927	4,334	3,377	3,194	4,114	4,164	4,019	4,164	4,219
2,431	2,635	2,206	2,487	3,194	2,911	1,833	1,656	2,965	2,931
1,681	1,000	1,000	1,596	1,704	1,612	1,833	1,656	1,733	1,533
4,447	2,635	3,159	3,377	4,441	2,911	3,141	4,019	2,965	4,219
4,447	3,927	3,159	2,487	3,194	1,612	1,000	1,000	1,000	1,000
4,447	2,635	3,159	3,377	3,194	2,147	1,833	2,273	4,164	2,057
3,240	2,635	3,159	3,377	3,194	2,911	2,531	2,273	1,733	2,057
3,240	3,927	4,334	3,377	2,300	2,911	4,164	2,904	4,164	2,931
2,431	1,000	2,206	2,487	3,194	2,147	2,531	2,273	2,243	1,533
3,240	3,927	3,159	4,545	4,441	2,147	4,164	4,019	4,164	4,219
4,447	3,927	4,334	4,545	4,441	4,114	4,164	4,019	4,164	4,219
4,447	3,927	3,159	3,377	2,300	2,147	3,141	2,904	2,243	2,931
3,240	3,927	3,159	4,545	3,194	4,114	3,141	4,019	2,965	4,219
2,431	3,927	3,159	2,487	4,441	2,911	3,141	2,904	2,965	2,931
4,447	3,927	4,334	3,377	2,300	4,114	4,164	2,904	2,965	4,219
2,431	3,927	4,334	4,545	4,441	2,911	4,164	4,019	4,164	4,219
4,447	3,927	4,334	4,545	4,441	2,147	1,833	4,019	4,164	4,219
3,240	3,927	4,334	4,545	3,194	2,911	4,164	4,019	2,965	4,219
3,240	1,833	3,159	4,545	3,194	2,911	4,164	4,019	4,164	2,931
3,240	2,635	3,159	3,377	3,194	2,147	2,531	2,273	2,243	2,057
3,240	3,927	3,159	4,545	4,441	2,911	4,164	4,019	2,243	2,931
3,240	3,927	2,206	2,487	3,194	2,911	1,833	4,019	4,164	2,931
4,447	2,635	4,334	4,545	4,441	4,114	3,141	2,904	2,965	4,219
3,240	2,635	3,159	3,377	3,194	2,911	2,531	1,000	1,000	1,000
3,240	3,927	3,159	2,487	3,194	2,911	1,833	2,273	2,965	2,931
3,240	1,833	1,000	4,545	3,194	4,114	3,141	4,019	1,733	4,219
4,447	3,927	3,159	3,377	3,194	2,147	1,833	1,656	2,243	2,057
4,447	2,635	4,334	4,545	3,194	4,114	4,164	4,019	4,164	4,219
3,240	3,927	4,334	3,377	3,194	4,114	4,164	4,019	4,164	4,219
4,447	2,635	4,334	4,545	3,194	4,114	4,164	4,019	4,164	4,219
2,431	2,635	2,206	2,487	2,300	1,612	1,833	2,273	1,733	2,931
4,447	2,635	3,159	3,377	3,194	4,114	4,164	4,019	4,164	4,219
4,447	3,927	4,334	4,545	3,194	4,114	4,164	4,019	4,164	4,219
4,447	3,927	4,334	4,545	4,441	2,911	4,164	2,273	2,965	2,931
4,447	3,927	4,334	4,545	4,441	4,114	4,164	4,019	4,164	4,219
4,447	3,927	4,334	4,545	4,441	4,114	3,141	4,019	4,164	4,219
4,447	3,927	4,334	4,545	4,441	4,114	4,164	4,019	4,164	4,219
4,447	2,635	4,334	4,545	4,441	4,114	4,164	4,019	4,164	4,219
4,447	3,927	4,334	4,545	3,194	4,114	4,164	4,019	4,164	4,219
4,447	3,927	4,334	4,545	4,441	4,114	4,164	4,019	4,164	4,219
4,447	3,927	4,334	4,545	3,194	2,911	4,164	4,019	2,965	4,219
4,447	3,927	4,334	4,545	4,441	2,911	3,141	2,904	2,965	2,931
3,240	2,635	3,159	3,377	3,194	4,114	4,164	4,019	4,164	4,219
4,447	3,927	4,334	4,545	4,441	4,114	4,164	4,019	4,164	4,219
4,447	3,927	3,159	2,487	2,300	4,114	4,164	4,019	4,164	4,219

4,447	2,635	4,334	4,545	3,194	4,114	4,164	4,019	4,164	4,219
4,447	3,927	4,334	4,545	4,441	4,114	4,164	4,019	4,164	4,219
4,447	3,927	4,334	4,545	4,441	4,114	4,164	4,019	4,164	4,219
3,240	3,927	4,334	4,545	4,441	4,114	4,164	4,019	4,164	4,219
3,240	3,927	4,334	4,545	4,441	4,114	4,164	4,019	4,164	4,219

Lampiran 5 : Hasil Uji Validitas

Hasil Uji Validitas Brand Ambassador

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
X1.1	Pearson Correlation	1	.526**	.670**	.691**	.079	.546**
	Sig. (2-tailed)		.003	.000	.000	.677	.002
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	.526**	1	.753**	.609**	.396*	.841**
	Sig. (2-tailed)	.003		.000	.000	.030	.000
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	.670**	.753**	1	.583**	.321	.765**
	Sig. (2-tailed)	.000	.000		.001	.084	.000
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	.691**	.609**	.583**	1	.459*	.704**
	Sig. (2-tailed)	.000	.000	.001		.011	.000
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	.079	.396*	.321	.459*	1	.446*
	Sig. (2-tailed)	.677	.030	.084	.011		.014
	N	30	30	30	30	30	30
X1.6	Pearson Correlation	.546**	.841**	.765**	.704**	.446*	1.000
	Sig. (2-tailed)	.002	.000	.000	.000	.014	
	N	30	30	30	30	30	30
X1.7	Pearson Correlation	.772**	.771**	.873**	.719**	.428*	.719**
	Sig. (2-tailed)	.000	.000	.000	.000	.018	.000
	N	30	30	30	30	30	30
X1.8	Pearson Correlation	.546**	.841**	.765**	.704**	.446*	1.000
	Sig. (2-tailed)	.002	.000	.000	.000	.014	
	N	30	30	30	30	30	30

X1.9	Pearson Correlation	.604**	.318	.641**	.439*	.335	.5
	Sig. (2-tailed)	.000	.087	.000	.015	.070	
	N	30	30	30	30	30	
Total_X 1	Pearson Correlation	.748**	.836**	.877**	.810**	.545**	.9
	Sig. (2-tailed)	.000	.000	.000	.000	.002	
	N	30	30	30	30	30	

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

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

Hasil Uji Validitas Brand Image

		Correlations						
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7
X2.1	Pearson Correlation	1	.730**	.799**	-.085	.401*	.503**	.541**
	Sig. (2-tailed)		.000	.000	.653	.028	.005	.002
	N	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.730*	1	.865**	.239	.124	.368*	.437*
	Sig. (2-tailed)	.000		.000	.202	.512	.046	.016
	N	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.799*	.865**	1	.159	.142	.417*	.407*
	Sig. (2-tailed)	.000	.000		.400	.455	.022	.026
	N	30	30	30	30	30	30	30
X2.4	Pearson Correlation	-.085	.239	.159	1	.108	.446*	.428*
	Sig. (2-tailed)	.653	.202	.400		.570	.866	.867
	N	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.401*	.124	.142	.108	1	.467**	.382*
	Sig. (2-tailed)	.028	.512	.455	.570		.777	.016
	N	30	30	30	30	30	30	30

	Sig. (2-tailed)	.028	.512	.455	.570		.009	.037
	N	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.503 [*]	.368 [*]	.417 [*]	-.032	.467 ^{**}	.1	.839 ^{**}
	Sig. (2-tailed)	.005	.046	.022	.866	.009		.000
	N	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.541 [*]	.437 [*]	.407 [*]	.032	.382 [*]	.839 ^{**}	.1
	Sig. (2-tailed)	.002	.016	.026	.867	.037	.000	
	N	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.587 [*]	.421 [*]	.479 ^{**}	-.133	.322	.688 ^{**}	.711 ^{**}
	Sig. (2-tailed)	.001	.021	.007	.484	.083	.000	.000
	N	30	30	30	30	30	30	30
X2.9	Pearson Correlation	.568 [*]	.568 ^{**}	.497 ^{**}	.101	.427 [*]	.592 ^{**}	.550 ^{**}
	Sig. (2-tailed)	.001	.001	.005	.595	.019	.001	.002
	N	30	30	30	30	30	30	30
X2.10	Pearson Correlation	.372 [*]	.518 ^{**}	.400 [*]	.314	.035	.358	.495 ^{**}
	Sig. (2-tailed)	.043	.003	.029	.092	.854	.052	.005
	N	30	30	30	30	30	30	30
Total_X 2	Pearson Correlation	.791 [*]	.775 ^{**}	.759 ^{**}	.257	.485 ^{**}	.775 ^{**}	.811 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.171	.007	.000	.000
	N	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).

Hasil Uji Validitas Purchase Intention

		Correlations					
		X3.1	X3..2	X3.3	X3.4	X3.5	X3.6
X3.1	Pearson Correlation	1	.160	.201	.189	.010	.223
	Sig. (2-tailed)		.400	.287	.317	.960	.236
	N	30	30	30	30	30	30
X3..2	Pearson Correlation	.160	1	.757**	.622**	.643**	.598**
	Sig. (2-tailed)	.400		.000	.000	.000	.000
	N	30	30	30	30	30	30
X3.3	Pearson Correlation	.201	.757**	1	.671**	.704**	.683**
	Sig. (2-tailed)	.287	.000		.000	.000	.000
	N	30	30	30	30	30	30
X3.4	Pearson Correlation	.189	.622**	.671**	1	.610**	.711**
	Sig. (2-tailed)	.317	.000	.000		.000	.000
	N	30	30	30	30	30	30
X3.5	Pearson Correlation	.010	.643**	.704**	.610**	1	.587**
	Sig. (2-tailed)	.960	.000	.000	.000		.000
	N	30	30	30	30	30	30
X3.6	Pearson Correlation	.223	.598**	.683**	.711**	.587**	1
	Sig. (2-tailed)	.236	.000	.000	.000	.001	
	N	30	30	30	30	30	30
X3.7	Pearson Correlation	.041	.560**	.620**	.611**	.882**	.620**
	Sig. (2-tailed)	.831	.001	.000	.000	.000	.000
	N	30	30	30	30	30	30
X3.8	Pearson Correlation	.066	.541**	.633**	.589**	.715**	.687**
	Sig. (2-tailed)	.730	.002	.000	.001	.000	.000
	N	30	30	30	30	30	30
Total_X 3	Pearson Correlation	.405**	.808**	.870**	.823**	.839**	.823**
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30

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

Purchase decision

		Correlations					
		X3.1	X3..2	X3.3	X3.4	X3.5	X3.6

X3.1	Pearson Correlation	1	.160	.201	.189	.010	.223
	Sig. (2-tailed)		.400	.287	.317	.960	.236
	N	30	30	30	30	30	30
X3.2	Pearson Correlation	.160	1	.757**	.622**	.643**	.598**
	Sig. (2-tailed)	.400		.000	.000	.000	.000
	N	30	30	30	30	30	30
X3.3	Pearson Correlation	.201	.757**	1	.671**	.704**	.683**
	Sig. (2-tailed)	.287	.000		.000	.000	.000
	N	30	30	30	30	30	30
X3.4	Pearson Correlation	.189	.622**	.671**	1	.610**	.711**
	Sig. (2-tailed)	.317	.000	.000		.000	.000
	N	30	30	30	30	30	30
X3.5	Pearson Correlation	.010	.643**	.704**	.610**	1	.587**
	Sig. (2-tailed)	.960	.000	.000	.000		.000
	N	30	30	30	30	30	30
X3.6	Pearson Correlation	.223	.598**	.683**	.711**	.587**	1
	Sig. (2-tailed)	.236	.000	.000	.000	.001	
	N	30	30	30	30	30	30
X3.7	Pearson Correlation	.041	.560**	.620**	.611**	.882**	.620**
	Sig. (2-tailed)	.831	.001	.000	.000	.000	.000
	N	30	30	30	30	30	30
X3.8	Pearson Correlation	.066	.541**	.633**	.589**	.715**	.687**
	Sig. (2-tailed)	.730	.002	.000	.001	.000	.000
	N	30	30	30	30	30	30
Total_X 3	Pearson Correlation	.305	.808**	.870**	.823**	.839**	.823**
	Sig. (2-tailed)	.101	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30

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

Hasil uji Validitas Decision Purchase

		Correlations					
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6
Y1.1	Pearson Correlation	1	.553**	.429*	.458*	.088	.305
	Sig. (2-tailed)		.002	.018	.011	.643	.101
	N	30	30	30	30	30	30
Y1.2	Pearson Correlation	.553**	1	.166	.439*	.183	.305

	Sig. (2-tailed)	.002		.382	.015	.334	
	N	30	30	30	30	30	
Y1.3	Pearson Correlation	.429 [*]	.166	1	.283	.274	.5
	Sig. (2-tailed)	.018	.382		.130	.143	
	N	30	30	30	30	30	
Y1.4	Pearson Correlation	.458 [*]	.439 [*]	.283	1	.543 ^{**}	
	Sig. (2-tailed)	.011	.015	.130		.002	
	N	30	30	30	30	30	
Y1.5	Pearson Correlation	.088	.183	.274	.543 ^{**}	1	
	Sig. (2-tailed)	.643	.334	.143	.002		
	N	30	30	30	30	30	
Y1.6	Pearson Correlation	.371 [*]	.097	.507 ^{**}	.200	.038	
	Sig. (2-tailed)	.044	.612	.004	.290	.843	
	N	30	30	30	30	30	
Y1.7	Pearson Correlation	.321	.216	.477 ^{**}	.105	.278	.6
	Sig. (2-tailed)	.083	.252	.008	.580	.136	
	N	30	30	30	30	30	
Y1.8	Pearson Correlation	.493 ^{**}	.264	.452 [*]	.171	.177	.4
	Sig. (2-tailed)	.006	.159	.012	.367	.349	
	N	30	30	30	30	30	
Y1.9	Pearson Correlation	.043	.263	.481 ^{**}	.047	-.003	.5
	Sig. (2-tailed)	.821	.161	.007	.805	.989	
	N	30	30	30	30	30	
Y1.10	Pearson Correlation	.287	.076	.549 ^{**}	.416 [*]	.356	.4
	Sig. (2-tailed)	.124	.688	.002	.022	.053	
	N	30	30	30	30	30	
Total_Y	Pearson Correlation	.631 ^{**}	.491 ^{**}	.725 ^{**}	.537 ^{**}	.444 [*]	.7
	Sig. (2-tailed)	.000	.006	.000	.002	.014	
	N	30	30	30	30	30	

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

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

Lampiran 6 : Uji Reliabilitas

Uji Reliabilitas Brand Ambassador

Reliability Statistics	
Cronbach's Alpha	N of Items
.927	9

Uji Reliabilitas Brand Image

Reliability Statistics	
Cronbach's Alpha	N of Items
.867	10

Uji Reliabilitas Purchase Intention

Reliability Statistics	
Cronbach's Alpha	N of Items
.897	8

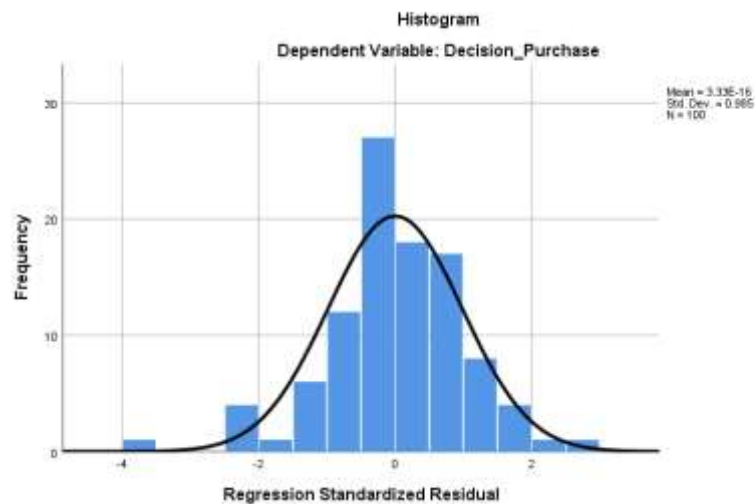
Uji Reliabilitas Purchase Decision

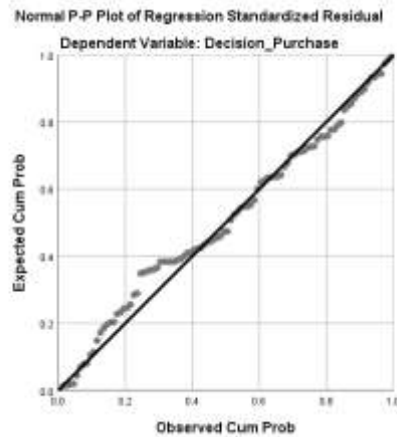
Reliability Statistics	
Cronbach's Alpha	N of Items
.810	8

Lampiran 7 : Uji Asumsi Klasik

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Standardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.98473193
Most Extreme Differences	Absolute	.071
	Positive	.056
	Negative	-.071
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		



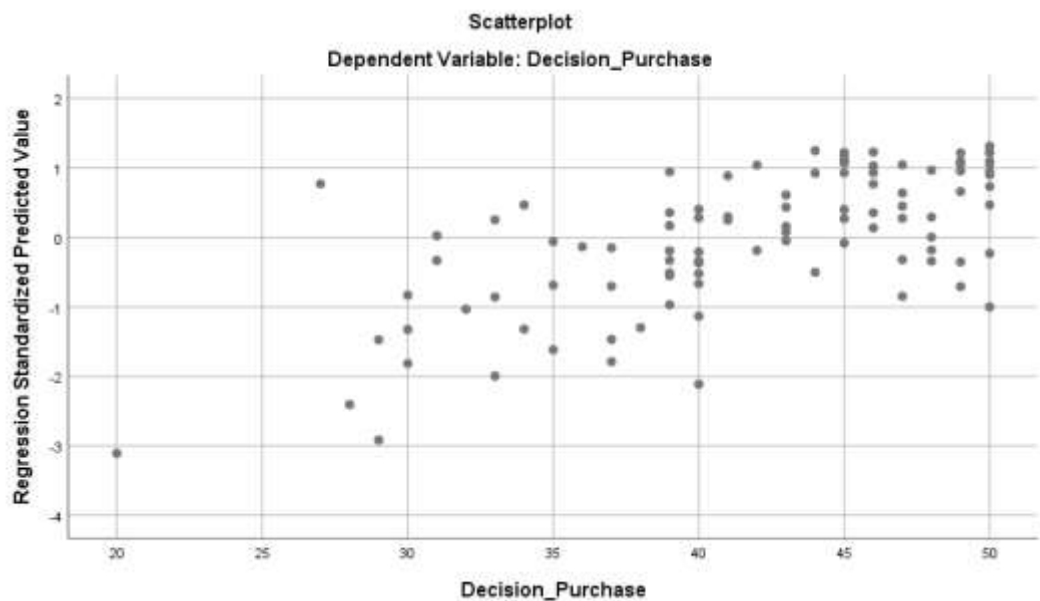


Uji Multikoliner

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
	(Constant)	16.490	4.217		3.911	.000		
	Brand_Ambasador	.717	.081	.668	8.827	.000	.997	1.004
	Brand_Image	.024	.108	.023	.223	.824	.548	1.824
	Purchase_Intention	.742	.805	.694	8.923	.000	.550	1.819

a. Dependent Variable: Decision_Purchase

Uji Heterokedastisitas



Lampiran 8 : Analisis Regresi Linear Berganda

Analisis Reresi Linear Berganda

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	16.490	4.217		3.911	.000
	Brand_Ambasador	.717	.081	.668	8.827	.000
	Brand_Image	.024	.108	.023	.223	.824
	Purchase_Intention	.742	.805	.694	8.923	.000
a. Dependent Variable: Decision_Purchase						

Lampiran 9 : Uji Hipotesis

Uji T (Parsial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	16.490	4.217		3.911	.000
	Brand_Ambasador	.717	.081	.668	8.827	.000
	Brand_Image	.024	.108	.023	.223	.824
	Purchase_Intention	.742	.805	.694	8.923	.000
a. Dependent Variable: Decision_Purchase						

Hasil Uji F (SIMULTAN)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1997.949	3	665.983	26.454	.000 ^b
	Residual	2416.811	96	25.175		
	Total	4414.760	99			
a. Dependent Variable: Decision_Purchase						
b. Predictors: (Constant), Purchase_Intention, Brand_Ambasador, Brand_Image						

Hasil Uji Koefisien Determinan

Model Summary ^b							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change		
					R Square Change	F Change	
1	.673 ^a	.453	.435	5.017	.453	26.454	
a. Predictors: (Constant), Purchase_Intention, Brand_Ambasador, Brand_Image							
b. Dependent Variable: Decision_Purchase							