

**LAMPIRAN 1 KUESIONER PENELITIAN**

## KUESIONER

### Pengetahuan Umum

**Silahkan diberi tanda (X)**

### IDENTITAS PRIBADI

1. Nama..... (boleh tidak isi)
2. Usia
  - a. 17-25
  - b. 26-35
  - c. 36-50
  - d. >50
3. Pekerjaan
  - a. PNS
  - b. Pegawai
  - c. Wiraswasta
  - d. Mahasiswa
  - e. Lainnya
4. Penghasilan per bulan
  - a. < 1 juta
  - b. 1 - 1,99 juta
  - c. 2 - 2,99 juta
  - d. 3 - 3,99 juta
  - e. > 4 juta
5. Sudah berapa kali Anda membeli produk Wardah dalam jangka waktu 3 bulan terakhir ?
  - a. 1 – 3 kali
  - b. 4 – 6 kali
  - c. 7 – 9 kali
  - d. Lebih dari 9 kali

### Petunjuk Pengisian

Jawablah pertanyaan berikut dengan memberi tanda silang (X) pada kolom yang tersedia!

#### **BRAND AMBASSADOR**

PERTANYAAN	STS (1)	TS (2)	N (3)	S (4)	SS (5)
1. Menurut saya bintang iklan kosmetik Wardah memiliki citra yang baik.					
Alasan:					
2. Menurut saya penampilan bintang iklan Wardah mewakili image Wardah dengan baik.					
Alasan:					
3. Menurut saya bintang iklan Wardah memiliki kesesuaian dengan merek.					
Alasan:					

#### **PERSEPSI KUALITAS PRODUK**

PERTANYAAN	STS (1)	TS (2)	N (3)	S (4)	SS (5)
1. Menurut saya kosmetik Wardah memiliki kualitas bahan baku yang baik.					
Alasan:					
2. Menurut saya produk dari kosmetik Wardah memiliki masa pakai (kadaluarsa) yang lama.					

Alasan:					
3. Menurut saya produk kosmetik Wardah memiliki desain dan packaging yang menarik.					
Alasan:					
4. Menurut saya kosmetik Wardah cocok digunakan semua kalangan.					
Alasan:					

### ***BRAND IMAGE***

PERTANYAAN	STS (1)	TS (2)	N (3)	S (4)	SS (5)
1. Menurut saya kosmetik Wardah merupakan kosmetik berlabel halal paling dikenal.					
Alasan:					
2. Menurut saya produk kosmetik Wardah memiliki harga yang terjangkau.					
Alasan:					
3. Menurut saya merek kosmetik “Wardah” mudah diingat.					
Alasan:					

**KEPUTUSAN PEMBELIAN**

PERTANYAAN	STS (1)	TS (2)	N (3)	S (4)	SS (5)
1. Saya ingin mencoba produk baru dari Wardah.					
Alasan:					
2. Saya menjadikan produk Wardah sebagai pilihan pertama.					
Alasan:					
3. Saya melakukan pembelian ulang produk Wardah.					
Alasan:					

**LAMPIRAN 2 TABULASI RESPONDEN**

No	Brand Ambassador				Persepsi Kualitas Produk				
	x1.1	x1.2	x1.3	X1	x2.1	x2.2	x2.3	x2.4	X2
1	5	5	5	15	5	5	5	5	20
2	5	5	5	15	5	5	5	5	20
3	4	4	4	12	4	4	4	4	16
4	5	5	5	15	5	5	4	5	19
5	5	4	5	14	4	5	5	5	19
6	5	5	5	15	5	5	5	5	20
7	4	4	3	11	5	5	5	4	19
8	4	3	3	10	4	5	5	4	18
9	4	4	2	10	4	4	4	4	16
10	4	4	3	11	4	5	4	4	17
11	4	4	3	11	5	5	5	5	20
12	4	4	2	10	4	4	4	4	16
13	4	3	2	9	4	4	4	5	17
14	5	5	1	11	5	5	5	5	20
15	4	5	5	14	5	5	5	5	20
16	4	5	4	13	4	5	4	4	17
17	5	4	3	12	2	3	5	4	14
18	5	4	1	10	5	5	5	5	20
19	5	5	1	11	5	5	5	5	20
20	4	4	2	10	5	5	4	4	18
21	4	4	3	11	4	4	3	4	15
22	4	4	2	10	4	4	4	4	16
23	4	4	2	10	4	4	4	4	16
24	4	4	2	10	4	4	4	4	16
25	4	4	4	12	5	4	4	5	18
26	4	4	5	13	4	4	4	4	16
27	5	4	4	13	5	4	4	5	18
28	4	4	4	12	4	5	5	4	18
29	4	4	4	12	4	4	5	4	17
30	5	4	4	13	4	4	5	4	17
31	4	5	4	13	4	4	5	4	17
32	4	4	4	12	4	4	4	4	16

33	4	4	4	12	4	4	5	4	17
34	4	4	4	12	4	5	4	4	17
35	4	4	4	12	4	4	4	5	17
36	4	5	4	13	4	4	4	5	17
37	4	4	4	12	4	4	4	4	16
38	5	4	5	14	5	5	5	5	20
39	4	5	3	12	4	4	5	4	17
40	4	4	4	12	5	4	4	4	17
41	5	5	4	14	4	4	4	4	16
42	5	5	4	14	4	4	4	5	17
43	4	4	4	12	4	4	4	5	17
44	4	4	3	11	4	4	4	4	16
45	5	5	5	15	4	4	4	5	17
46	5	5	4	14	5	5	5	5	20
47	5	5	5	15	5	5	5	5	20
48	5	5	5	15	5	5	5	5	20
49	5	5	5	15	5	5	5	5	20
50	5	5	5	15	5	5	5	5	20
51	5	5	5	15	5	5	5	5	20
52	5	5	5	15	5	5	5	5	20
53	5	5	4	14	5	5	5	5	20
54	5	5	5	15	5	5	5	4	19
55	5	5	5	15	5	5	5	4	19
56	5	5	5	15	5	5	5	4	19
57	5	5	5	15	5	5	5	4	19
58	4	4	4	12	4	5	5	4	18
59	4	4	4	12	4	4	4	5	17
60	4	4	5	13	5	4	4	5	18
61	5	4	4	13	4	4	4	5	17
62	5	5	5	15	5	5	5	5	20
63	5	5	5	15	4	5	5	5	19
64	4	4	5	13	4	5	5	4	18
65	4	4	4	12	4	5	5	4	18
66	4	4	4	12	4	4	4	4	16



67	5	4	5	14	4	4	5	4	17
68	4	5	5	14	4	5	5	4	18
69	5	5	5	15	5	5	5	5	20
70	5	5	5	15	5	5	5	5	20
71	5	5	5	15	5	5	5	5	20
72	5	5	4	14	5	5	5	5	20
73	5	4	5	14	5	5	5	5	20
74	5	5	5	15	5	5	5	5	20
75	5	5	5	15	5	5	5	5	20
76	5	5	4	14	5	5	4	5	19
77	5	5	5	15	5	5	5	5	20
78	4	4	5	13	5	5	5	5	20
79	5	5	5	15	5	5	4	5	19
80	5	5	5	15	5	5	5	4	19
81	4	4	4	12	4	5	4	4	17
82	4	5	4	13	5	4	4	4	17
83	4	4	4	12	4	4	4	5	17
84	4	4	4	12	4	5	4	4	17
85	4	4	3	11	4	4	3	3	14
86	4	4	4	12	4	4	5	5	18
87	4	4	3	11	5	5	5	3	18
88	5	5	5	15	5	5	5	5	20
89	4	5	5	14	5	5	5	4	19
90	4	4	4	12	5	5	5	4	19
91	5	5	5	15	5	5	5	5	20
92	5	4	5	14	4	4	4	4	16
93	4	4	4	12	4	4	4	4	16
94	5	4	5	14	5	5	5	5	20
95	4	5	3	12	4	4	5	4	17
96	4	4	4	12	5	4	4	4	17
97	5	5	4	14	4	4	4	4	16
98	5	5	4	14	4	4	4	5	17
99	4	4	4	12	4	4	4	5	17
100	4	4	2	10	4	4	4	4	16

No	Brand Image				Keputusan Pembelian			
	y1.1	y1.2	y1.3	Y1	y2.1	y2.2	y2.3	Y2
1	5	5	5	15	5	4	5	14
2	5	5	5	15	5	5	5	15
3	4	4	4	12	4	4	4	12
4	5	5	4	14	5	5	4	14
5	5	5	5	15	5	5	4	14
6	5	5	4	14	5	5	5	15
7	5	5	5	15	4	4	4	12
8	3	4	4	11	2	4	4	10
9	4	4	4	12	4	4	4	12
10	4	4	4	12	4	4	4	12
11	4	4	4	12	4	4	4	12
12	4	4	4	12	2	2	2	6
13	4	4	4	12	2	2	3	7
14	5	3	5	13	3	5	5	13
15	4	4	4	12	4	4	4	12
16	5	5	4	14	5	5	5	15
17	3	3	4	10	3	4	5	12
18	4	5	5	14	4	4	4	12
19	5	5	5	15	5	5	5	15
20	4	4	4	12	4	4	4	12
21	4	4	4	12	2	2	2	6
22	4	4	4	12	4	4	4	12
23	4	4	4	12	4	4	4	12
24	4	4	4	12	4	4	4	12
25	4	4	4	12	4	4	4	12
26	4	5	4	13	5	4	5	14
27	4	5	5	14	4	5	5	14
28	4	5	4	13	4	4	4	12
29	5	4	4	13	4	4	4	12
30	5	4	4	13	4	4	4	12
31	4	4	4	12	4	4	4	12
32	4	4	4	12	5	4	4	13

33	5	4	4	13	4	4	5	13
34	4	4	5	13	4	5	4	13
35	4	4	4	12	4	4	4	12
36	4	4	5	13	4	4	4	12
37	4	4	4	12	4	4	5	13
38	5	5	4	14	5	5	5	15
39	5	5	4	14	4	4	5	13
40	4	4	4	12	4	4	4	12
41	4	4	4	12	4	4	4	12
42	4	4	5	13	4	4	4	12
43	4	4	4	12	4	4	4	12
44	4	4	4	12	4	4	4	12
45	4	4	4	12	5	4	4	13
46	5	5	5	15	4	5	5	14
47	5	5	5	15	5	5	5	15
48	5	5	5	15	5	5	5	15
49	4	5	5	14	5	5	5	15
50	5	5	5	15	5	5	4	14
51	4	5	5	14	5	5	5	15
52	5	5	4	14	4	5	5	14
53	5	5	5	15	5	5	4	14
54	5	5	5	15	5	5	5	15
55	5	5	5	15	5	5	4	14
56	5	5	5	15	4	4	4	12
57	5	5	5	15	5	5	5	15
58	5	4	4	13	4	5	4	13
59	4	4	4	12	4	5	4	13
60	5	4	4	13	4	4	4	12
61	4	4	4	12	4	4	4	12
62	5	5	4	14	5	5	5	15
63	5	5	5	15	5	5	5	15
64	4	4	4	12	4	4	4	12
65	5	4	4	13	4	4	4	12
66	4	5	4	13	5	4	4	13

67	4	4	5	13	5	4	4	13
68	4	4	5	13	4	4	4	12
69	5	5	5	15	5	5	5	15
70	5	5	5	15	4	5	5	14
71	5	5	5	15	5	5	5	15
72	4	5	5	14	5	5	4	14
73	5	5	5	15	5	5	4	14
74	5	5	5	15	5	5	5	15
75	4	4	5	13	5	5	4	14
76	5	5	5	15	5	5	5	15
77	5	5	4	14	5	5	5	15
78	4	4	4	12	5	5	5	15
79	5	5	5	15	5	5	5	15
80	5	5	5	15	5	5	5	15
81	4	4	4	12	4	4	4	12
82	4	5	4	13	4	4	4	12
83	4	4	5	13	5	4	4	13
84	5	4	4	13	4	4	4	12
85	4	4	4	12	4	3	4	11
86	5	4	5	14	5	5	4	14
87	4	4	4	12	4	4	4	12
88	5	5	4	14	5	5	5	15
89	4	4	4	12	4	4	4	12
90	4	4	4	12	4	4	4	12
91	5	5	5	15	5	5	5	15
92	5	5	5	15	4	4	5	13
93	4	4	4	12	4	4	5	13
94	5	5	4	14	5	5	5	15
95	5	5	4	14	4	4	5	13
96	4	4	4	12	4	4	4	12
97	4	4	4	12	4	4	4	12
98	4	4	5	13	4	4	4	12
99	4	4	4	12	4	4	4	12
100	4	4	4	12	2	2	2	6

### **LAMPIRAN 3 HASIL ANALISIS DATA**

## Frequency Table

**x1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4,00	52	52,0	52,0	52,0
	5,00	48	48,0	48,0	100,0
	Total	100	100,0	100,0	

**x1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	2	2,0	2,0	2,0
	4,00	52	52,0	52,0	54,0
	5,00	46	46,0	46,0	100,0
	Total	100	100,0	100,0	

**x1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	3	3,0	3,0	3,0
	2,00	8	8,0	8,0	11,0
	3,00	11	11,0	11,0	22,0
	4,00	38	38,0	38,0	60,0
	5,00	40	40,0	40,0	100,0
	Total	100	100,0	100,0	

**x2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	4,00	50	50,0	50,0	51,0
	5,00	49	49,0	49,0	100,0
	Total	100	100,0	100,0	

**x2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	1	1,0	1,0	1,0
	4,00	43	43,0	43,0	44,0
	5,00	56	56,0	56,0	100,0
	Total	100	100,0	100,0	

**x2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	2	2,0	2,0	2,0
	4,00	42	42,0	42,0	44,0
	5,00	56	56,0	56,0	100,0
	Total	100	100,0	100,0	

**x2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	2	2,0	2,0	2,0
	4,00	48	48,0	48,0	50,0
	5,00	50	50,0	50,0	100,0
	Total	100	100,0	100,0	

**y1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	2	2,0	2,0	2,0
	4,00	53	53,0	53,0	55,0
	5,00	45	45,0	45,0	100,0
	Total	100	100,0	100,0	

**y1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	2	2,0	2,0	2,0
	4,00	53	53,0	53,0	55,0
	5,00	45	45,0	45,0	100,0
	Total	100	100,0	100,0	

**y1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4,00	60	60,0	60,0	60,0
	5,00	40	40,0	40,0	100,0
	Total	100	100,0	100,0	

**y2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	5	5,0	5,0	5,0
	3,00	2	2,0	2,0	7,0
	4,00	53	53,0	53,0	60,0
	5,00	40	40,0	40,0	100,0
	Total	100	100,0	100,0	

**y2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	4,0	4,0	4,0
	3,00	1	1,0	1,0	5,0
	4,00	54	54,0	54,0	59,0
	5,00	41	41,0	41,0	100,0
	Total	100	100,0	100,0	



## y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	3,0	3,0	3,0
	3,00	1	1,0	1,0	4,0
	4,00	58	58,0	58,0	62,0
	5,00	38	38,0	38,0	100,0
	Total	100	100,0	100,0	

## Hasil Uji Instrumen

### Uji Validitas

#### 1. Brand Ambassador

		Correlations			
		x1.1	x1.2	x1.3	brand ambassador
x1.1	Pearson Correlation	1	,594**	,403**	,736**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
x1.2	Pearson Correlation	,594**	1	,414**	,752**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
x1.3	Pearson Correlation	,403**	,414**	1	,873**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
brand ambassador	Pearson Correlation	,736**	,752**	,873**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

## 2. Persepsi Kualitas Produk

		Correlations				persepsi kualitas produk
		x2.1	x2.2	x2.3	x2.4	
x2.1	Pearson Correlation	1	,666**	,389**	,416**	,821**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
x2.2	Pearson Correlation	,666**	1	,587**	,273**	,831**
	Sig. (2-tailed)	,000		,000	,006	,000
	N	100	100	100	100	100
x2.3	Pearson Correlation	,389**	,587**	1	,245*	,732**
	Sig. (2-tailed)	,000	,000		,014	,000
	N	100	100	100	100	100
x2.4	Pearson Correlation	,416**	,273**	,245*	1	,642**
	Sig. (2-tailed)	,000	,006	,014		,000
	N	100	100	100	100	100
persepsi kualitas produk	Pearson Correlation	,821**	,831**	,732**	,642**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

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

### 3. Brand Image

		Correlations			
		y1.1	y1.2	y1.3	brand image
y1.1	Pearson Correlation	1	,614**	,375**	,828**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
y1.2	Pearson Correlation	,614**	1	,451**	,858**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
y1.3	Pearson Correlation	,375**	,451**	1	,738**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
brand image	Pearson Correlation	,828**	,858**	,738**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

### 4. Keputusan Pembelian

		Correlations			
		y2.1	y2.2	y2.3	keputusan pembelian
y2.1	Pearson Correlation	1	,768**	,619**	,895**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
y2.2	Pearson Correlation	,768**	1	,744**	,932**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
y2.3	Pearson Correlation	,619**	,744**	1	,867**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
keputusan pembelian	Pearson Correlation	,895**	,932**	,867**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

## Uji Reliabilitas

### 1. Brand Ambassador

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.636	3

**Item Statistics**

	Mean	Std. Deviation	N
x1.1	4.4800	.50212	100
x1.2	4.4400	.53786	100
x1.3	4.0400	1.05333	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1.1	8.4800	1.868	.544	.503
x1.2	8.5200	1.787	.550	.476
x1.3	8.9200	.862	.458	.744

## 2. Persepsi Kualitas Produk

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.750	4

**Item Statistics**

	Mean	Std. Deviation	N
x2.1	4.4700	.55877	100
x2.2	4.5500	.51981	100
x2.3	4.5400	.53973	100
x2.4	4.4800	.54086	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	13.5700	1.480	.642	.634
x2.2	13.4900	1.525	.677	.619
x2.3	13.5000	1.667	.507	.713
x2.4	13.5600	1.825	.375	.782

### 3. Brand Image

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.737	3

**Item Statistics**

	Mean	Std. Deviation	N
y1.1	4.4300	.53664	100
y1.2	4.4300	.53664	100
y1.3	4.4000	.49237	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1.1	8.8300	.769	.586	.620
y1.2	8.8300	.728	.646	.544
y1.3	8.8600	.930	.460	.761

## 4. Keputusan Pembelian

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.879	3

**Item Statistics**

	Mean	Std. Deviation	N
y2.1	4.2800	.73964	100
y2.2	4.3200	.69457	100
y2.3	4.3100	.64659	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y2.1	8.6300	1.569	.745	.852
y2.2	8.5900	1.557	.840	.761
y2.3	8.6000	1.818	.723	.868



## Hasil Uji Asumsi Klasik

### Uji Normalitas

#### 1. Uji *Kolmogrov-Smirnov* Model 1

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	-,0000000
	Std. Deviation	-,83803786
Most Extreme Differences	Absolute	,107
	Positive	,067
	Negative	-,107
Kolmogorov-Smirnov Z		1,075
Asymp. Sig. (2-tailed)		,198

a. Test distribution is Normal.

b. Calculated from data.

#### 2. Uji *Kolmogrov-Smirnov* Model 2

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	-,0865136
	Std. Deviation	1,41153952
Most Extreme Differences	Absolute	,065
	Positive	,053
	Negative	-,065
Kolmogorov-Smirnov Z		,645
Asymp. Sig. (2-tailed)		,799

a. Test distribution is Normal.

b. Calculated from data.

## Uji Multikolinearitas

### 1. Pada Model Regresi 1

Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	brand ambassador	,653	1,531
	persepsi kualitas produk	,653	1,531

a. Dependent Variable: brand image

### 2. Pada Model Regresi 2

Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	brand ambassador	,534	1,872
	persepsi kualitas produk	,498	2,007
	brand image	,437	2,290

a. Dependent Variable: keputusan pembelian

## Uji Heteroskedastisitas

### 1. Pada Model Regresi 1

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	persepsi kualitas produk, brand ambassador <sup>b</sup>		Enter

a. Dependent Variable: absres1

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.156 <sup>a</sup>	.024	.004	.49046

a. Predictors: (Constant), persepsi kualitas produk, brand ambassador

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.582	2	.291	1.209	.303 <sup>b</sup>
	Residual	23.334	97	.241		
	Total	23.916	99			

a. Dependent Variable: absres1

b. Predictors: (Constant), persepsi kualitas produk, brand ambassador

## 2. Pada Model Regresi 2

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	brand image, brand ambassador, persepsi kualitas produk <sup>b</sup>		Enter

a. Dependent Variable: absres2

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.276 <sup>a</sup>	.076	.047	.32821

a. Predictors: (Constant), brand image, brand ambassador, persepsi kualitas produk

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.855	3	.285	2.645	.053 <sup>b</sup>
	Residual	10.341	96	.108		
	Total	11.196	99			

a. Dependent Variable: absres2

b. Predictors: (Constant), brand image, brand ambassador, persepsi kualitas produk

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,089	,389		2,799	,006
	brand ambassador	-,044	,027	-,219	-1,635	,105
	persepsi kualitas produk	-,023	,029	-,114	-,820	,414
	brand image	,009	,039	,035	,234	,815

a. Dependent Variable: absres2

## Model Regresi 1

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	persepsi kualitas produk, brand ambassador <sup>b</sup>		Enter

a. Dependent Variable: brand image

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.751 <sup>a</sup>	.563	.554	.84663

a. Predictors: (Constant), persepsi kualitas produk, brand ambassador

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.712	2	44.856	62.579	.000 <sup>b</sup>
	Residual	69.528	97	.717		
	Total	159.240	99			

a. Dependent Variable: brand image

b. Predictors: (Constant), persepsi kualitas produk, brand ambassador

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.130	.952		3.288	.001
	brand ambassador	.289	.062	.386	4.645	.000
	persepsi kualitas produk	.354	.064	.456	5.490	.000

a. Dependent Variable: brand image

## Model Regresi 2

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	brand image, brand ambassador, persepsi kualitas produk <sup>b</sup>		Enter

a. Dependent Variable: keputusan pembelian

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.757 <sup>a</sup>	.573	.560	1.24081

a. Predictors: (Constant), brand image, brand ambassador, persepsi kualitas produk

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	198.387	3	66.129	42.952	.000 <sup>b</sup>
	Residual	147.803	96	1.540		
	Total	346.190	99			

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), brand image, brand ambassador, persepsi kualitas produk

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.022	1.471		-1.375	.172
	brand ambassador	.458	.101	.415	4.547	.000
	persepsi kualitas produk	.240	.108	.209	2.214	.029
	brand image	.352	.149	.239	2.368	.020

a. Dependent Variable: keputusan pembelian

## Hasil Uji Sobel

### 1. Model 1

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	brand ambassador <sup>b</sup>		Enter

a. Dependent Variable: keputusan pembelian

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694 <sup>a</sup>	.482	.477	1.35266

a. Predictors: (Constant), brand ambassador

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	166.880	1	166.880	91.206	.000 <sup>b</sup>
	Residual	179.310	98	1.830		
	Total	346.190	99			

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), brand ambassador

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.973	1.049		2.833	.006		
	brand ambassador	.767	.080	.694	9.550	.000	1.000	1.000

a. Dependent Variable: keputusan pembelian

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	brand image, brand ambassador <sup>b</sup>		Enter

a. Dependent Variable: keputusan pembelian

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742 <sup>a</sup>	.551	.542	1.26552

a. Predictors: (Constant), brand image, brand ambassador

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	190.840	2	95.420	59.580	.000 <sup>b</sup>
	Residual	155.350	97	1.602		
	Total	346.190	99			

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), brand image, brand ambassador

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.571	1.343		-.425	.671		
	brand ambassador	.516	.099	.467	5.193	.000	.572	1.747
	brand image	.513	.133	.348	3.868	.000	.572	1.747

a. Dependent Variable: keputusan pembelian



## 2. Model 2

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	persepsi kualitas produk <sup>b</sup>		Enter

a. Dependent Variable: keputusan pembelian

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.617 <sup>a</sup>	.380	.374	1.47965

a. Predictors: (Constant), persepsi kualitas produk

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	131.633	1	131.633	60.124	.000 <sup>b</sup>
	Residual	214.557	98	2.189		
	Total	346.190	99			

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), persepsi kualitas produk

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,168	1,650		,102	,919
	persepsi kualitas produk	,706	,091	,617	7,754	,000

a. Dependent Variable: keputusan pembelian

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	brand image, persepsi kualitas produk <sup>b</sup>		Enter

a. Dependent Variable: keputusan pembelian

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694 <sup>a</sup>	.481	.470	1.36085

a. Predictors: (Constant), brand image, persepsi kualitas produk

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	166.555	2	83.277	44.968	.000 <sup>b</sup>
	Residual	179.635	97	1.852		
	Total	346.190	99			

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), brand image, persepsi kualitas produk

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,198	1,612		-1,363	,176
	persepsi kualitas produk	,366	,115	,320	3,194	,002
	brand image	,641	,148	,435	4,342	,000

a. Dependent Variable: keputusan pembelian