

# LAMPIRAN

## Lampiran 1: Kuesioner Penelitian

### KUESIONER RESPONDEN PENINGKATAN MINAT BELI KOSMETIK WARDAH MELALUI LABEL HALAL, *CELEBRITY ENDORSER* DAN SIKAP TERHADAP IKLAN DENGAN *BRAND IMAGE* SEBAGAI VARIABEL INTERVENING

#### A. Identitas Responden

No	Identitas	
1	Nama responden	
2	Umur	
3	Fakultas	
4	Semester	
5	Menggunakan Wardah sejak tahun	

#### B. Pernyataan untuk responden

Jawablah pertanyaan berikut dengan memberikan tanda silang (x) jawaban yang paling sesuai dengan pilihan anda :

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Cukup setuju

4 = Setuju

5 = Sangat setuju

Label Halal (X1)

NO	Pernyataan	SS	S	KS	TS	STS
1.	Gambar label halal pada produk Wardah menjamin kehalalan produk.					
2.	Tulisan Halal pada produk Wardah menandakan bahwa produk aman untuk digunakan dalam syariat islam.					
3.	Gabungan gambar dan tulisan “label halal” pada Wardah resmi dari MUI.					
4.	Produk Wardah terdapat Logo Halal dari MUI menandakan produk aman untuk digunakan dalam syariat islam.					
5.	Label Halal menempel pada kemasan produk memberi informasi bagi saya bahwa produk Wardah aman untuk digunakan.					

Celebrity Endorser (X2)

NO	Pernyataan	SS	S	KS	TS	STS
1.	<i>Celebrity Endorser</i> Wardah memiliki daya tarik bagi saya.					
2.	<i>Celebrity Endorser</i> produk Wardah memiliki keahlian dalam mengiklankan produk .					
3.	<i>Celebrity Endorser</i> Wardah jujur dalam mengiklankan produk sehingga saya percaya.					
4.	<i>Celebrity Endorser Wardah</i> mengiklankan produk di akun media sosialnya.					
5.	<i>Celebrity Endorser</i> sering menggunakan produk Wardah di kesehariannya.					

Sikap terhadap Iklan (X3)

NO	Pernyataan	SS	S	KS	TS	STS
1.	Saya memberikan respons yang baik terhadap iklan Wardah yang informatif.					
2.	Saya senang dengan iklan produk wardah yang menghibur.					
3.	Iklan produk Wardah merepresentasikan pengalaman pribadi dalam menggunakan produk Wardah.					
4.	Saya tertarik pada iklan produk Wardah yang menggambarkan produk ekonomis.					

Brand Image (Y1)

NO	Pernyataan	SS	S	KS	TS	STS
1.	Merek Wardah melekat di hati saya.					
2.	Merek Wardah mempunyai keunikan yaitu harga terjangkau, berkualitas , dan halal.					
3.	Merek wardah lebih unggul dibandingkan dengan merek lainnya.					
4.	Saya percaya pada kosmetik Merek Wardah.					
5.	Saya memiliki citra yang baik pada Wardah sebagai kosmetik halal.					
6.	Wardah memberikan pelayanan yang baik pada saya saat melakukan pembelian produk wardah.					

Minat Beli (Y2)

NO	Pernyataan	SS	S	KS	TS	STS
1.	Setelah melihat Iklan produk Wardah saya mencari informasi lebih terhadap produk Wardah					
2.	Produk Wardah merupakan pilihan utama saya.					
3.	Saya sering melakukan pembelian ulang pada produk Wardah					
4.	Saya bersedia untuk merekomendasikan produk Wardah kepada orang lain					
5.	Saya mempunyai keinginan untuk mengetahui produk wardah.					
6.	Saya mempunyai ketertarikan untuk mencoba produk Wardah					

**Lampiran 2 : Tabulasi Data**

No.	Label Halal					Total	Celebrity Endorser					Total
	x1.1	x1.2	x1.3	x1.4	x1.5		x2.1	x2.2	x2.3	x2.4	x2.5	
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5	4	4	4	3	4	19	4	4	4	3	4	19
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Sikap terhadap Iklan                      Brand Image

No.	x3.1	x3.2	x3.3	x3.4	Total	y1.1	y1.2	y1.3	y1.4	y1.5		Total
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### Minat Beli

No.	y2.1	y2.2	y2.3	y2.4	y2.5	y2.6	Total
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91	4	4	3	3	3	4	21
92	3	4	4	4	4	4	23
93	4	4	4	5	5	4	26
94	4	4	4	5	4	5	26
95	5	5	5	5	5	5	30
96	5	5	4	5	5	5	29

### Lampiran 3 : Uji Validitas Correlations

**Correlations**

		label halal
x1.1	Pearson Correlation	.810**
	Sig. (1-tailed)	.000
	N	96
x1.2	Pearson Correlation	.883**
	Sig. (1-tailed)	.000
	N	96
x1.3	Pearson Correlation	.846**
	Sig. (1-tailed)	.000
	N	96
x1.4	Pearson Correlation	.885**
	Sig. (1-tailed)	.000
	N	96
x1.5	Pearson Correlation	.957**
	Sig. (1-tailed)	.000
	N	96
label halal	Pearson Correlation	1
	N	96

\*\* . Correlation is significant at the 0.01 level

### Correlations

### Correlations

		Celebrity endoser
x2.1	Pearson Correlation	.814**
	Sig. (1-tailed)	.000
	N	96
x2.2	Pearson Correlation	.802**
	Sig. (1-tailed)	.000
	N	96
x2.3	Pearson Correlation	.850**
	Sig. (1-tailed)	.000
	N	96
x2.4	Pearson Correlation	.859**
	Sig. (1-tailed)	.000
	N	96
x2.5	Pearson Correlation	.647**
	Sig. (1-tailed)	.000
	N	96
Celebrity endoser	Pearson Correlation	1
	N	96

\*\* . Correlation is significant at the 0.01 level

### Correlations

#### Correlations

		Sikap terhadap iklan
x3.1	Pearson Correlation	.821**
	Sig. (1-tailed)	.000
	N	96
x3.2	Pearson Correlation	.833**
	Sig. (1-tailed)	.000
	N	96
x3.3	Pearson Correlation	.804**
	Sig. (1-tailed)	.000
	N	96
x3.4	Pearson Correlation	.965**
	Sig. (1-tailed)	.000
	N	96
Sikap terhadap iklan	Pearson Correlation	1
	N	96

\*\* . Correlation is significant at the 0.01 level (1-tailed).

## Correlations

Correlations

		Brand Image
y1.1	Pearson Correlation	.851**
	Sig. (1-tailed)	.000
	N	96
y1.2	Pearson Correlation	.803**
	Sig. (1-tailed)	.000
	N	96
y1.3	Pearson Correlation	.809**
	Sig. (1-tailed)	.000
	N	96
y1.4	Pearson Correlation	.849**
	Sig. (1-tailed)	.000
	N	96
y1.5	Pearson Correlation	.769**
	Sig. (1-tailed)	.000
	N	96
y1.6	Pearson Correlation	.799**
	Sig. (1-tailed)	.000
	N	96
Brand Image	Pearson Correlation	1
	N	96

\*\* . Correlation is significant at the 0.01 level

## Correlations

Correlations

		Minat beli
y2.1	Pearson Correlation	.807**
	Sig. (1-tailed)	.000
	N	96
y2.2	Pearson Correlation	.830**
	Sig. (1-tailed)	.000
	N	96
y2.3	Pearson Correlation	.834**
	Sig. (1-tailed)	.000
	N	96
y2.4	Pearson Correlation	.879**
	Sig. (1-tailed)	.000
	N	96
y2.5	Pearson Correlation	.750**
	Sig. (1-tailed)	.000
	N	96
y2.6	Pearson Correlation	.844**
	Sig. (1-tailed)	.000
	N	96
Minat beli	Pearson Correlation	1
	N	96

\*\* . Correlation is significant at the 0.01 level

## Lampiran 4 : Uji Reliabilitas Reliability

### Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded <sup>a</sup>	0	.0
	Total	96	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.923	5

### Item Statistics

	Mean	Std. Deviation	N
x1.1	3.73	.876	96
x1.2	3.83	.925	96
x1.3	3.67	.867	96
x1.4	3.92	.902	96
x1.5	3.94	.805	96

### 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	15.35	10.000	.704	.924
x1.2	15.25	9.263	.807	.904
x1.3	15.42	9.804	.758	.914
x1.4	15.17	9.361	.813	.903
x1.5	15.15	9.410	.933	.881

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.08	14.667	3.830	5



## Reliability

### Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded <sup>a</sup>	0	.0
	Total	96	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.850	5

### Item Statistics

	Mean	Std. Deviation	N
x2.1	3.57	.855	96
x2.2	3.77	.814	96
x2.3	3.78	.849	96
x2.4	3.63	.849	96
x2.5	4.29	.928	96

### 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	15.47	7.557	.695	.810
x2.2	15.27	7.779	.686	.813
x2.3	15.26	7.374	.751	.795
x2.4	15.42	7.319	.765	.791
x2.5	14.75	8.337	.440	.880

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.04	11.556	3.399	5

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded <sup>a</sup>	0	.0
	Total	96	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.876	4

### Item Statistics

	Mean	Std. Deviation	N
x3.1	4.05	.701	96
x3.2	3.93	.757	96
x3.3	4.22	.636	96
x3.4	4.08	.675	96

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x3.1	12.23	3.379	.676	.863
x3.2	12.35	3.200	.680	.866
x3.3	12.06	3.596	.669	.865
x3.4	12.20	2.981	.933	.761

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.28	5.615	2.370	4

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded <sup>a</sup>	0	.0
	Total	96	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.898	6

### Item Statistics

	Mean	Std. Deviation	N
y1.1	4.00	.740	96
y1.2	3.99	.718	96
y1.3	4.18	.680	96
y1.4	4.02	.725	96
y1.5	4.06	.678	96
y1.6	4.13	.771	96

### 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	20.38	8.447	.773	.871
y1.2	20.39	8.787	.709	.882
y1.3	20.20	8.918	.723	.880
y1.4	20.35	8.526	.772	.872
y1.5	20.31	9.122	.669	.887
y1.6	20.25	8.589	.694	.885

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
24.38	12.321	3.510	6

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded <sup>a</sup>	0	.0
	Total	96	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.905	6

### Item Statistics

	Mean	Std. Deviation	N
y2.1	3.76	.805	96
y2.2	4.03	.746	96
y2.3	3.74	.824	96
y2.4	4.10	.852	96
y2.5	4.04	.710	96
y2.6	4.06	.856	96

### 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	19.98	11.179	.714	.892
y2.2	19.71	11.325	.754	.887
y2.3	20.00	10.905	.751	.887
y2.4	19.64	10.466	.812	.877
y2.5	19.70	11.960	.653	.901
y2.6	19.68	10.684	.760	.886

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23.74	15.668	3.958	6

Lampiran 5 : Uji Multikolinieritas

**Model 1**

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

Model		Collinearity Statistics	
		Tolerance	VIF
1	label halal	.605	1.653
	Celebrity endoser	.512	1.953
	Sikap terhadap iklan	.599	1.670

a. Dependent Variable: Brand Image

**Model 2**

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

Model		Collinearity Statistics	
		Tolerance	VIF
1	label halal	.559	1.789
	Celebrity endoser	.463	2.159
	Sikap terhadap iklan	.484	2.068
	Brand Image	.396	2.526

a. Dependent Variable: Minat beli

Lampiran 6 : Uji Heterokedastisitas

**Model 1**

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.806	.939		4.051	.000
	label halal	.085	.044	.250	1.963	.053
	Celebrity endoser	-.076	.053	-.197	-1.426	.157
	Sikap terhadap iklan	-.139	.071	-.251	-1.963	.053

a. Dependent Variable: Abs\_res1

**Model 2**

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.526	1.072		2.355	.021
	label halal	.026	.049	.072	.521	.604
	Celebrity endoser	-.059	.061	-.148	-.971	.334
	Sikap terhadap iklan	.025	.085	.044	.292	.771
	Brand Image	-.028	.064	-.073	-.444	.658

a. Dependent Variable: Abs\_res2

Lampiran 7 : Uji Normalitas

**Model 1**

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		96
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.20835766
Most Extreme Differences	Absolute	.089
	Positive	.055
	Negative	-.089
Kolmogorov-Smirnov Z		.874
Asymp. Sig. (2-tailed)		.430

a. Test distribution is Normal.

b. Calculated from data.

**Model 1**

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		96
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.28643438
Most Extreme Differences	Absolute	.065
	Positive	.065
	Negative	-.059
Kolmogorov-Smirnov Z		.638
Asymp. Sig. (2-tailed)		.810

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 8 : Uji Hipotesis dan Regresi, Uji t, Uji F dan Determinanasi

## Regression Model 1

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

Model	Variables Entered	Variables Removed	Method
1	Sikap terhadap iklan, label halal, Celebrity <sup>a</sup> endoser	.	Enter

- a. All requested variables entered.  
 b. Dependent Variable: Brand Image

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.777 <sup>a</sup>	.604	.591	2.244

- a. Predictors: (Constant), Sikap terhadap iklan, label halal, Celebrity endoser

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	707.200	3	235.733	46.811	.000 <sup>a</sup>
	Residual	463.300	92	5.036		
	Total	1170.500	95			

- a. Predictors: (Constant), Sikap terhadap iklan, label halal, Celebrity endoser  
 b. Dependent Variable: Brand Image



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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.130	1.669		3.073	.003
	label halal	.212	.077	.232	2.746	.007
	Celebrity endoser	.295	.095	.286	3.119	.002
	Sikap terhadap iklan	.588	.126	.397	4.683	.000

a. Dependent Variable: Brand Image

## Regression Model 2

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

Model	Variables Entered	Variables Removed	Method
1	Brand Image, label halal, Sikap terhadap iklan, Celebrity endoser <sup>a</sup>	.	Enter

- a. All requested variables entered.  
 b. Dependent Variable: Minat beli

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816 <sup>a</sup>	.666	.652	2.336

- a. Predictors: (Constant), Brand Image, label halal, Sikap terhadap iklan, Celebrity endoser

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	991.850	4	247.963	45.435	.000 <sup>a</sup>
	Residual	496.639	91	5.458		
	Total	1488.490	95			

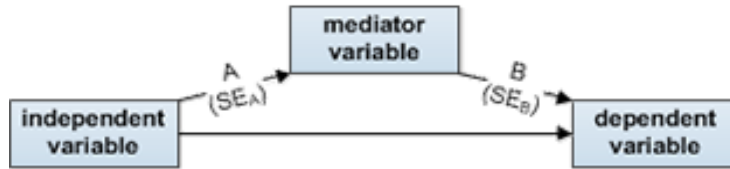
- a. Predictors: (Constant), Brand Image, label halal, Sikap terhadap iklan, Celebrity endoser  
 b. Dependent Variable: Minat beli

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.254	1.825		.139	.889
	label halal	.196	.084	.190	2.341	.021
	Celebrity endoser	.314	.104	.270	3.033	.003
	Sikap terhadap iklan	.364	.145	.218	2.505	.014
	Brand Image	.321	.109	.285	2.960	.004

a. Dependent Variable: Minat beli

## Lampiran 9 : Uji Sobel



A:  ?

B:  ?

SE<sub>A</sub>:  ?

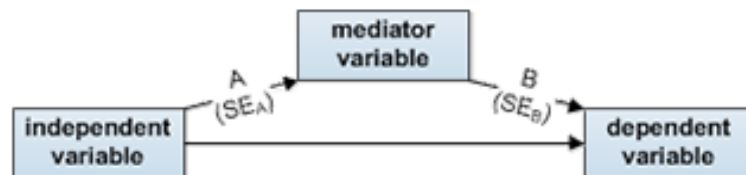
SE<sub>B</sub>:  ?

**Calculate!**

**Sobel test statistic: 2.01120003**

**One-tailed probability: 0.02215217**

**Two-tailed probability: 0.04430433**



A:  ?

B:  ?

SE<sub>A</sub>:  ?

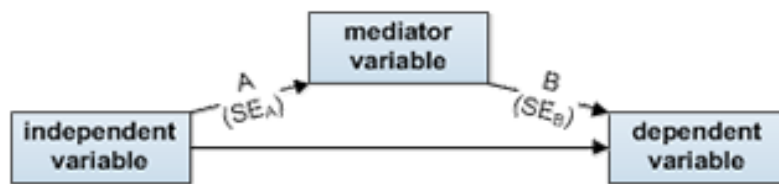
SE<sub>B</sub>:  ?

**Calculate!**

**Sobel test statistic: 2.13682312**

**One-tailed probability: 0.01630619**

**Two-tailed probability: 0.03261238**



A:  ?

B:  ?

SE<sub>A</sub>:  ?

SE<sub>B</sub>:  ?

**Calculate!**

**Sobel test statistic: 2.49050759**

**One-tailed probability: 0.00637804**

**Two-tailed probability: 0.01275608**