



LAMPIRAN

Lampiran 1
Hasil Olah Kuisisioner

No	Karakteristik Responden				Endorser													Keputusan Pembelian			
	K1	K2	K3	K4	1	2	3	4	5	6	7	8	9	10	11	12	13	1	2	3	4
					Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17
	B	A	E	D	4	5	4	4	4	5	4	4	4	5	4	4	4	4	5	4	4
	A	B	B	B	3	4	3	4	3	4	3	4	3	4	3	4	3	3	4	3	3
	B	B	A	E	3	1	3	3	3	4	3	3	3	4	3	3	3	3	4	3	3
	A	C	C	C	4	1	4	4	4	3	4	4	4	3	4	4	4	4	3	4	4
	A	D	B	A	3	3	4	2	3	2	3	2	3	2	3	2	3	3	2	4	3
	A	B	A	E	5	4	4	4	5	4	4	4	5	4	4	4	5	5	4	4	5
	A	C	E	D	4	5	5	4	4	5	5	4	4	5	5	4	4	4	5	5	4
	B	C	C	A	3	4	3	5	5	4	4	4	3	4	3	4	3	3	4	3	3
	A	D	D	E	2	2	2	3	2	2	2	2	2	2	2	3	2	2	2	2	2
	B	A	E	A	3	3	2	4	3	3	2	4	2	1	2	4	3	3	3	4	3
	B	E	E	C	4	4	4	4	5	4	4	4	5	3	4	4	5	5	4	3	5
	A	C	D	A	2	2	1	2	2	2	1	2	2	2	1	2	2	2	2	2	2

	B	B	A	A	3	5	5	4	5	5	3	4	3	5	5	3	5	3	3	5	3
	A	A	E	B	5	3	3	3	5	3	3	3	1	3	3	5	5	5	3	1	5
	A	D	C	C	4	4	3	4	4	4	3	4	4	4	3	4	2	4	4	3	4
	A	B	A	A	5	4	4	5	5	4	4	5	5	4	4	5	5	5	4	1	5
	A	C	C	C	5	5	5	3	2	5	2	3	5	2	5	3	5	2	5	5	2
	A	A	E	D	1	1	2	2	1	1	2	2	1	1	2	2	1	5	1	2	5
	A	A	E	A	1	2	2	2	1	2	2	2	1	2	2	2	1	5	2	2	5
	A	C	D	D	3	3	4	4	3	3	4	4	3	3	4	4	3	4	5	3	4
	B	C	B	A	4	3	4	4	4	3	4	4	4	3	4	4	4	4	3	5	4
	A	B	A	A	1	2	2	2	1	2	2	2	5	2	2	2	1	1	2	5	1
	A	B	A	A	3	4	4	4	3	4	4	4	3	4	4	4	3	3	4	4	3
	A	B	B	B	2	5	5	2	5	5	1	2	2	5	5	2	5	2	5	5	2
	B	A	A	C	3	4	4	3	3	4	4	3	3	4	4	3	3	3	4	4	3
	B	A	A	A	3	3	4	4	3	3	4	4	3	3	4	4	3	3	3	4	3
	B	A	A	B	4	3	4	4	4	3	4	4	4	3	4	4	4	4	3	4	4
	A	A	A	A	2	2	1	2	2	2	1	2	2	2	1	2	2	2	2	1	2
	A	D	A	A	3	2	3	3	3	2	3	3	3	2	3	3	3	3	2	4	3

	A	D	E	A	3	4	4	4	3	4	4	4	3	4	4	4	3	3	4	4	3
	A	E	B	B	5	2	3	3	2	2	3	3	2	2	3	3	2	2	5	3	2
	B	B	C	A	4	4	3	4	4	4	3	4	4	4	3	4	4	4	4	3	4
	A	A	E	A	3	3	4	4	3	3	4	4	3	3	4	4	3	3	3	4	3
	A	A	E	C	4	4	3	3	4	4	3	3	4	4	3	3	4	4	4	3	4
	A	A	E	A	3	3	2	2	3	3	2	2	3	3	2	2	3	3	3	2	3
	A	B	C	A	3	4	3	4	3	4	3	4	3	4	3	4	3	3	4	4	3
	A	D	C	A	1	2	2	1	1	2	2	1	1	2	2	1	1	1	2	2	1
	A	C	C	A	3	4	4	4	3	4	4	4	3	4	4	4	3	3	4	4	3
	A	B	A	A	5	4	4	5	5	4	4	5	5	4	4	5	5	5	4	1	5
	B	A	A	C	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
	A	A	E	A	3	3	2	2	3	3	2	2	3	3	2	2	3	3	3	2	3
	B	A	E	A	2	1	1	2	2	1	4	3	2	1	1	2	2	2	2	1	2
	B	A	A	C	5	4	3	4	4	4	3	4	2	2	3	4	4	4	4	5	4
	B	B	A	A	4	5	5	4	5	5	4	4	4	5	5	4	5	4	2	5	4
	A	D	D	A	3	3	2	2	3	3	2	2	2	3	2	2	3	3	3	2	3
	A	E	D	A	3	5	5	3	5	5	2	3	3	5	5	3	5	3	4	5	3

	B	A	D	A	3	4	4	4	3	4	4	5	3	4	4	4	3	3	4	4	3
	B	A	A	A	4	3	4	3	4	3	4	3	4	3	4	3	4	4	2	4	4
	B	A	A	A	4	4	5	4	4	4	5	4	4	4	5	4	4	4	4	5	4
	A	A	A	B	4	4	2	3	4	4	3	2	4	4	4	3	4	4	4	3	4
	A	D	D	A	2	2	4	4	2	2	4	4	2	2	4	4	2	2	2	2	2
	A	A	A	A	4	4	3	4	4	4	5	4	4	4	2	4	4	4	4	3	4
	A	C	C	A	4	3	4	4	4	3	4	4	4	3	3	4	4	4	3	4	4
	A	A	A	C	4	4	2	2	4	4	3	2	4	4	4	2	4	4	2	2	4
	B	C	C	A	2	4	2	2	2	4	2	2	2	4	2	2	2	2	4	2	2
	A	B	A	A	3	4	2	4	3	4	2	4	2	4	2	4	3	3	4	2	3
	A	B	A	D	2	3	2	2	2	3	2	2	2	3	2	2	2	2	3	2	2
	A	B	A	C	5	4	5	4	5	4	5	4	5	4	5	4	5	2	4	5	2
	B	C	C	A	4	3	3	4	4	3	3	4	4	3	3	4	4	4	3	3	4
	B	B	A	C	3	4	3	3	3	4	3	3	3	4	3	3	3	3	4	3	3
	B	A	E	D	4	4	2	2	4	4	2	2	4	4	2	2	4	4	5	2	4
	A	D	B	B	4	4	4	5	4	4	4	5	4	4	4	5	4	4	4	4	4
	B	B	A	A	1	2	2	2	1	2	2	2	1	2	2	2	1	1	2	2	1

	A	C	C	C	2	3	3	2	2	3	3	2	2	3	3	2	2	2	3	3	2
	A	D	B	A	4	2	4	4	4	2	4	4	4	2	4	4	4	4	2	4	4
	A	B	A	A	4	4	3	4	4	4	3	4	4	4	3	4	4	4	4	3	4
	B	C	E	D	5	4	4	4	5	4	4	4	5	4	4	4	5	5	4	4	5
	B	C	C	A	4	4	2	2	4	4	2	2	4	4	2	2	4	3	4	2	3
	A	D	D	A	4	4	3	3	4	4	3	3	4	4	3	3	4	4	4	3	4
	B	A	E	A	4	3	3	4	4	3	3	4	4	3	3	4	4	4	3	3	4
	B	E	E	C	2	2	2	3	2	2	2	3	2	2	2	3	2	2	2	2	2
	B	A	D	A	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
	B	B	A	A	4	3	4	3	4	3	4	3	4	3	4	3	4	4	3	4	4
	A	A	E	B	3	4	4	4	3	4	4	4	3	4	4	4	3	3	4	2	3
	A	D	C	C	3	4	3	4	3	4	3	4	3	4	3	4	3	3	4	3	3
	A	B	A	A	4	4	2	4	4	4	2	4	4	4	2	4	4	4	4	2	4
	B	C	C	C	3	4	3	3	3	4	3	3	3	4	3	3	3	3	4	2	3
	A	A	E	D	3	4	3	2	3	4	3	2	3	4	3	2	3	3	4	3	3
	A	A	E	A	3	4	3	2	3	4	3	2	3	4	3	2	3	3	4	3	3
	A	A	D	D	2	3	2	2	2	3	2	2	2	3	2	2	2	2	3	2	2

	B	C	B	A	4	4	3	3	4	4	3	3	4	4	3	3	4	4	4	3	4
	B	B	A	A	2	4	4	4	2	4	4	4	2	4	4	4	2	2	4	4	2
	A	B	A	A	1	3	3	3	1	3	3	3	1	3	3	3	1	1	2	2	1
	B	B	B	B	1	2	1	2	1	2	1	2	1	2	1	2	1	1	2	1	1
	B	B	A	C	3	4	4	4	3	4	4	4	3	4	4	4	3	3	4	4	3
	B	C	C	A	4	2	4	4	4	2	4	4	4	2	4	4	4	4	4	5	4
	A	B	A	C	3	4	4	4	3	4	4	4	3	4	4	4	3	3	4	4	3
	A	B	A	D	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
	A	B	A	A	3	4	4	4	3	4	4	4	3	4	4	4	3	3	4	4	3
	B	C	C	A	2	3	3	3	2	3	3	3	2	3	3	3	2	2	3	3	2
	B	C	B	A	4	4	3	3	4	4	3	3	4	4	3	3	4	4	4	3	4
	B	B	A	A	4	4	2	2	4	4	2	2	4	4	2	2	4	4	4	2	4
	A	B	A	A	4	4	5	5	4	4	5	5	4	4	5	5	4	4	4	5	4
	B	B	B	B	4	4	4	5	4	4	4	5	4	4	4	5	4	4	3	4	4
	B	B	A	C	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
	B	C	C	A	3	2	4	4	3	2	4	4	3	2	4	4	3	3	2	1	3
	A	B	A	C	4	5	4	4	4	5	4	4	5	5	4	4	4	4	5	1	4

	A	B	A	D	3	3	4	4	3	3	4	4	3	3	4	4	3	3	3	4	3	
	A	B	A	A	1	1	2	2	1	1	2	2	1	1	2	2	1	1	1	1	1	
	B	C	C	A	2	2	3	3	2	2	3	3	2	2	3	3	2	2	2	2	1	2

Lampiran 2

Skala data Interval Variable X

Successive Interval

4	5	4	4	4	5	4	4	4	5	4	4	4
3,521	4,921	3,803	4,272	3,437	5,126	3,917	4,272	3,551	5,072	3,803	4,272	3,452
2,569	3,589	2,908	4,272	2,557	3,780	2,934	4,272	2,664	3,727	2,894	4,272	2,570
2,569	1,000	2,908	3,314	2,557	3,780	2,934	3,329	2,664	3,727	2,894	3,314	2,570
3,521	1,000	3,803	4,272	3,437	2,791	3,917	4,272	3,551	2,762	3,803	4,272	3,452
2,569	2,614	3,803	2,452	2,557	2,021	2,934	2,474	2,664	2,010	2,894	2,452	2,570
4,663	3,589	3,803	4,272	4,525	3,780	3,917	4,272	4,663	3,727	3,803	4,272	4,525
3,521	4,921	4,959	4,272	3,437	5,126	5,217	4,272	3,551	5,072	4,959	4,272	3,452
2,569	3,589	2,908	5,651	4,525	3,780	3,917	4,272	2,664	3,727	2,894	4,272	2,570
1,805	1,906	2,072	3,314	1,825	2,021	2,072	2,474	1,901	2,010	2,051	3,314	1,825
2,569	2,614	2,072	4,272	2,557	2,791	2,072	4,272	1,901	1,000	2,051	4,272	2,570
3,521	3,589	3,803	4,272	4,525	3,780	3,917	4,272	4,663	2,762	3,803	4,272	4,525
1,805	1,906	1,000	2,452	1,825	2,021	1,000	2,474	1,901	2,010	1,000	2,452	1,825
2,569	4,921	4,959	4,272	4,525	5,126	2,934	4,272	2,664	5,072	4,959	3,314	4,525
4,663	2,614	2,908	3,314	4,525	2,791	2,934	3,329	1,000	2,762	2,894	5,651	4,525
3,521	3,589	2,908	4,272	3,437	3,780	2,934	4,272	3,551	3,727	2,894	4,272	1,825
4,663	3,589	3,803	5,651	4,525	3,780	3,917	5,651	4,663	3,727	3,803	5,651	4,525
4,663	4,921	4,959	3,314	1,825	5,126	2,072	3,329	4,663	2,010	4,959	3,314	4,525

1,000	1,000	2,072	2,452	1,000	1,000	2,072	2,474	1,000	1,000	2,051	2,452	1,000
1,000	1,906	2,072	2,452	1,000	2,021	2,072	2,474	1,000	2,010	2,051	2,452	1,000
2,569	2,614	3,803	4,272	2,557	2,791	3,917	4,272	2,664	2,762	3,803	4,272	2,570
3,521	2,614	3,803	4,272	3,437	2,791	3,917	4,272	3,551	2,762	3,803	4,272	3,452
1,000	1,906	2,072	2,452	1,000	2,021	2,072	2,474	4,663	2,010	2,051	2,452	1,000
2,569	3,589	3,803	4,272	2,557	3,780	3,917	4,272	2,664	3,727	3,803	4,272	2,570
1,805	4,921	4,959	2,452	4,525	5,126	1,000	2,474	1,901	5,072	4,959	2,452	4,525
2,569	3,589	3,803	3,314	2,557	3,780	3,917	3,329	2,664	3,727	3,803	3,314	2,570
2,569	2,614	3,803	4,272	2,557	2,791	3,917	4,272	2,664	2,762	3,803	4,272	2,570
3,521	2,614	3,803	4,272	3,437	2,791	3,917	4,272	3,551	2,762	3,803	4,272	3,452
1,805	1,906	1,000	2,452	1,825	2,021	1,000	2,474	1,901	2,010	1,000	2,452	1,825
2,569	1,906	2,908	3,314	2,557	2,021	2,934	3,329	2,664	2,010	2,894	3,314	2,570
2,569	3,589	3,803	4,272	2,557	3,780	3,917	4,272	2,664	3,727	3,803	4,272	2,570
4,663	1,906	2,908	3,314	1,825	2,021	2,934	3,329	1,901	2,010	2,894	3,314	1,825
3,521	3,589	2,908	4,272	3,437	3,780	2,934	4,272	3,551	3,727	2,894	4,272	3,452
2,569	2,614	3,803	4,272	2,557	2,791	3,917	4,272	2,664	2,762	3,803	4,272	2,570
3,521	3,589	2,908	3,314	3,437	3,780	2,934	3,329	3,551	3,727	2,894	3,314	3,452
2,569	2,614	2,072	2,452	2,557	2,791	2,072	2,474	2,664	2,762	2,051	2,452	2,570
2,569	3,589	2,908	4,272	2,557	3,780	2,934	4,272	2,664	3,727	2,894	4,272	2,570
1,000	1,906	2,072	1,000	1,000	2,021	2,072	1,000	1,000	2,010	2,051	1,000	1,000
2,569	3,589	3,803	4,272	2,557	3,780	3,917	4,272	2,664	3,727	3,803	4,272	2,570
4,663	3,589	3,803	5,651	4,525	3,780	3,917	5,651	4,663	3,727	3,803	5,651	4,525
3,521	3,589	3,803	4,272	3,437	3,780	3,917	4,272	3,551	3,727	3,803	4,272	3,452
2,569	2,614	2,072	2,452	2,557	2,791	2,072	2,474	2,664	2,762	2,051	2,452	2,570
1,805	1,000	1,000	2,452	1,825	1,000	3,917	3,329	1,901	1,000	1,000	2,452	1,825
4,663	3,589	2,908	4,272	3,437	3,780	2,934	4,272	1,901	2,010	2,894	4,272	3,452
3,521	4,921	4,959	4,272	4,525	5,126	3,917	4,272	3,551	5,072	4,959	4,272	4,525
2,569	2,614	2,072	2,452	2,557	2,791	2,072	2,474	1,901	2,762	2,051	2,452	2,570
2,569	4,921	4,959	3,314	4,525	5,126	2,072	3,329	2,664	5,072	4,959	3,314	4,525
2,569	3,589	3,803	4,272	2,557	3,780	3,917	5,651	2,664	3,727	3,803	4,272	2,570
3,521	2,614	3,803	3,314	3,437	2,791	3,917	3,329	3,551	2,762	3,803	3,314	3,452
3,521	3,589	4,959	4,272	3,437	3,780	5,217	4,272	3,551	3,727	4,959	4,272	3,452
3,521	3,589	2,072	3,314	3,437	3,780	2,934	2,474	3,551	3,727	3,803	3,314	3,452

1,805	1,906	3,803	4,272	1,825	2,021	3,917	4,272	1,901	2,010	3,803	4,272	1,825
3,521	3,589	2,908	4,272	3,437	3,780	5,217	4,272	3,551	3,727	2,051	4,272	3,452
3,521	2,614	3,803	4,272	3,437	2,791	3,917	4,272	3,551	2,762	2,894	4,272	3,452
3,521	3,589	2,072	2,452	3,437	3,780	2,934	2,474	3,551	3,727	3,803	2,452	3,452
1,805	3,589	2,072	2,452	1,825	3,780	2,072	2,474	1,901	3,727	2,051	2,452	1,825
2,569	3,589	2,072	4,272	2,557	3,780	2,072	4,272	1,901	3,727	2,051	4,272	2,570
1,805	2,614	2,072	2,452	1,825	2,791	2,072	2,474	1,901	2,762	2,051	2,452	1,825
4,663	3,589	4,959	4,272	4,525	3,780	5,217	4,272	4,663	3,727	4,959	4,272	4,525
3,521	2,614	2,908	4,272	3,437	2,791	2,934	4,272	3,551	2,762	2,894	4,272	3,452
2,569	3,589	2,908	3,314	2,557	3,780	2,934	3,329	2,664	3,727	2,894	3,314	2,570
3,521	3,589	2,072	2,452	3,437	3,780	2,072	2,474	3,551	3,727	2,051	2,452	3,452
3,521	3,589	3,803	5,651	3,437	3,780	3,917	5,651	3,551	3,727	3,803	5,651	3,452
1,000	1,906	2,072	2,452	1,000	2,021	2,072	2,474	1,000	2,010	2,051	2,452	1,000
1,805	2,614	2,908	2,452	1,825	2,791	2,934	2,474	1,901	2,762	2,894	2,452	1,825
3,521	1,906	3,803	4,272	3,437	2,021	3,917	4,272	3,551	2,010	3,803	4,272	3,452
3,521	3,589	2,908	4,272	3,437	3,780	2,934	4,272	3,551	3,727	2,894	4,272	3,452
4,663	3,589	3,803	4,272	4,525	3,780	3,917	4,272	4,663	3,727	3,803	4,272	4,525
3,521	3,589	2,072	2,452	3,437	3,780	2,072	2,474	3,551	3,727	2,051	2,452	3,452
3,521	3,589	2,908	3,314	3,437	3,780	2,934	3,329	3,551	3,727	2,894	3,314	3,452
3,521	2,614	2,908	4,272	3,437	2,791	2,934	4,272	3,551	2,762	2,894	4,272	3,452
1,805	1,906	2,072	3,314	1,825	2,021	2,072	3,329	1,901	2,010	2,051	3,314	1,825
2,569	2,614	2,908	3,314	2,557	2,791	2,934	3,329	2,664	2,762	2,894	3,314	2,570
3,521	2,614	3,803	3,314	3,437	2,791	3,917	3,329	3,551	2,762	3,803	3,314	3,452
2,569	3,589	3,803	4,272	2,557	3,780	3,917	4,272	2,664	3,727	3,803	4,272	2,570
2,569	3,589	2,908	4,272	2,557	3,780	2,934	4,272	2,664	3,727	2,894	4,272	2,570
3,521	3,589	2,072	4,272	3,437	3,780	2,072	4,272	3,551	3,727	2,051	4,272	3,452
2,569	3,589	2,908	3,314	2,557	3,780	2,934	3,329	2,664	3,727	2,894	3,314	2,570
2,569	3,589	2,908	2,452	2,557	3,780	2,934	2,474	2,664	3,727	2,894	2,452	2,570
2,569	3,589	2,908	2,452	2,557	3,780	2,934	2,474	2,664	3,727	2,894	2,452	2,570
1,805	2,614	2,072	2,452	1,825	2,791	2,072	2,474	1,901	2,762	2,051	2,452	1,825
3,521	3,589	2,908	3,314	3,437	3,780	2,934	3,329	3,551	3,727	2,894	3,314	3,452
1,805	3,589	3,803	4,272	1,825	3,780	3,917	4,272	1,901	3,727	3,803	4,272	1,825
1,000	2,614	2,908	3,314	1,000	2,791	2,934	3,329	1,000	2,762	2,894	3,314	1,000

1,000	1,906	1,000	2,452	1,000	2,021	1,000	2,474	1,000	2,010	1,000	2,452	1,000
2,569	3,589	3,803	4,272	2,557	3,780	3,917	4,272	2,664	3,727	3,803	4,272	2,570
3,521	1,906	3,803	4,272	3,437	2,021	3,917	4,272	3,551	2,010	3,803	4,272	3,452
2,569	3,589	3,803	4,272	2,557	3,780	3,917	4,272	2,664	3,727	3,803	4,272	2,570
3,521	3,589	3,803	4,272	3,437	3,780	3,917	4,272	3,551	3,727	3,803	4,272	3,452
2,569	3,589	3,803	4,272	2,557	3,780	3,917	4,272	2,664	3,727	3,803	4,272	2,570
1,805	2,614	2,908	3,314	1,825	2,791	2,934	3,329	1,901	2,762	2,894	3,314	1,825
3,521	3,589	2,908	3,314	3,437	3,780	2,934	3,329	3,551	3,727	2,894	3,314	3,452
3,521	3,589	2,072	2,452	3,437	3,780	2,072	2,474	3,551	3,727	2,051	2,452	3,452
3,521	3,589	4,959	5,651	3,437	3,780	5,217	5,651	3,551	3,727	4,959	5,651	3,452
3,521	3,589	3,803	5,651	3,437	3,780	3,917	5,651	3,551	3,727	3,803	5,651	3,452
2,569	2,614	2,908	3,314	2,557	2,791	2,934	3,329	2,664	2,762	2,894	3,314	2,570
2,569	1,906	3,803	4,272	2,557	2,021	3,917	4,272	2,664	2,010	3,803	4,272	2,570
3,521	4,921	3,803	4,272	3,437	5,126	3,917	4,272	4,663	5,072	3,803	4,272	3,452
2,569	2,614	3,803	4,272	2,557	2,791	3,917	4,272	2,664	2,762	3,803	4,272	2,570
1,000	1,000	2,072	2,452	1,000	1,000	2,072	2,474	1,000	1,000	2,051	2,452	1,000
1,805	1,906	2,908	3,314	1,825	2,021	2,934	3,329	1,901	2,010	2,894	3,314	1,825

Skala data Interval Variable Y

Successive Interval

4	5	4	4
3,698	5,279	3,388	4,295
2,736	3,947	2,653	4,295
2,736	3,947	2,653	3,408
3,698	2,987	3,388	4,295
2,736	2,183	2,653	2,538
4,844	3,947	3,388	4,295
3,698	5,279	4,382	4,295
2,736	3,947	2,653	4,295
1,900	2,183	1,943	3,408
2,736	2,987	3,388	4,295
4,844	3,947	2,653	4,295
1,900	2,183	1,943	2,538
2,736	2,987	4,382	4,295
4,844	2,987	1,000	3,408
3,698	3,947	2,653	4,295
4,844	3,947	1,000	5,583
1,900	5,279	4,382	3,408
4,844	1,000	1,943	2,538
4,844	2,183	1,943	2,538
2,736	5,279	3,388	4,295
3,698	2,987	4,382	4,295
1,000	2,183	4,382	2,538
2,736	3,947	3,388	4,295
1,900	5,279	4,382	2,538
2,736	3,947	3,388	3,408
2,736	2,987	3,388	5,583
3,698	2,987	3,388	4,295
1,900	2,183	1,000	2,538
2,736	2,183	2,653	5,583

2,736	3,947	3,388	4,295
1,900	5,279	2,653	3,408
3,698	3,947	2,653	4,295
2,736	2,987	3,388	4,295
3,698	3,947	2,653	3,408
2,736	2,987	1,943	2,538
2,736	3,947	3,388	2,538
1,000	2,183	1,943	1,000
2,736	3,947	3,388	4,295
4,844	3,947	1,000	5,583
3,698	3,947	3,388	4,295
2,736	2,987	1,943	2,538
1,900	2,183	1,000	2,538
3,698	3,947	4,382	4,295
3,698	2,183	4,382	4,295
2,736	2,987	1,943	2,538
2,736	3,947	4,382	3,408
2,736	3,947	3,388	4,295
3,698	2,183	3,388	3,408
3,698	3,947	4,382	4,295
3,698	3,947	2,653	3,408
1,900	2,183	1,943	4,295
3,698	3,947	2,653	4,295
3,698	2,987	3,388	4,295
3,698	2,183	1,943	2,538
1,900	3,947	1,943	2,538
2,736	3,947	1,943	2,538
1,900	2,987	1,943	2,538
1,900	3,947	4,382	4,295
3,698	2,987	2,653	4,295
2,736	3,947	2,653	3,408
3,698	5,279	1,943	2,538
3,698	3,947	3,388	5,583



1,000	2,183	1,943	2,538
1,900	2,987	2,653	2,538
3,698	2,183	3,388	4,295
3,698	3,947	2,653	4,295
4,844	3,947	3,388	4,295
2,736	3,947	1,943	2,538
3,698	3,947	2,653	3,408
3,698	2,987	2,653	4,295
1,900	2,183	1,943	3,408
2,736	2,987	2,653	3,408
3,698	2,987	3,388	3,408
2,736	3,947	1,943	4,295
2,736	3,947	2,653	4,295
3,698	3,947	1,943	4,295
2,736	3,947	1,943	3,408
2,736	3,947	2,653	2,538
2,736	3,947	2,653	2,538
1,900	2,987	1,943	2,538
3,698	3,947	2,653	3,408
1,900	3,947	3,388	4,295
1,000	2,183	1,943	3,408
1,000	2,183	1,000	2,538
2,736	3,947	3,388	4,295
3,698	3,947	4,382	2,538
2,736	3,947	3,388	4,295
3,698	3,947	3,388	2,538
2,736	3,947	3,388	4,295
1,900	2,987	2,653	3,408
3,698	3,947	2,653	3,408
3,698	3,947	1,943	2,538
3,698	3,947	4,382	5,583
3,698	2,987	3,388	5,583
2,736	2,987	2,653	3,408



2,736	2,183	1,000	4,295
3,698	5,279	1,000	4,295
2,736	2,987	3,388	4,295
1,000	1,000	1,000	2,538
1,900	2,183	1,000	3,408



Lampiran 3

Uji validitas dan reliabilitas

Rekapitulasi Hasil Uji Validitas Variabel Endorser

item	r korelasi	r kritis	keterangan
1	0,797377	0.279	valid
2	0,722595	0.279	valid
3	0,798977	0.279	valid
4	0,793335	0.279	valid
5	0,844913	0.279	valid
6	0,762992	0.279	valid
7	0,71593	0.279	valid
8	0,779503	0.279	valid
9	0,760135	0.279	valid
10	0,713162	0.279	valid
11	0,805087	0.279	valid
12	0,778725	0.279	valid
13	0,847126	0.279	valid

Rekapitulasi Hasil Uji Validitas Variabel Keputusan Pembelian

item	r korelasi	r kritis	keterangan
1	0,673593	0.279	valid
2	0,67126	0.279	valid
3	0,703451	0.279	valid
4	0,733175	0.279	valid

Hasil Uji Reliabilitas Kuesioner Penelitian

Variabel	Koefisien reliabilitas	Nilai kritis	Keterangan
Endorser	0,946	0.60	Reliabel
Keputusan Pembelian	0,639	0.60	Reliabel

Lampiran 4

SPSS

Validitas Kualitas Produk

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q1	39.42	89.398	.755	.941
Q2	39.28	91.678	.670	.943
Q3	39.41	89.881	.758	.941
Q4	39.33	91.213	.755	.941
Q5	39.38	87.652	.809	.939
Q6	39.24	91.477	.719	.942
Q7	39.47	92.373	.665	.944
Q8	39.34	91.358	.739	.941
Q9	39.49	89.848	.710	.942
Q10	39.32	92.078	.660	.944
Q11	39.40	89.859	.766	.941
Q12	39.33	91.496	.738	.941
Q13	39.39	87.634	.812	.939

Validitas Keputusan Pembelian

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q14	9.77	5.452	.399	.584
Q15	9.60	5.576	.416	.573
Q16	9.87	4.943	.377	.610
Q17	9.73	5.189	.502	.514

Reliabilitas Endorser

Reliability Statistics

Cronbach's Alpha	N of Items
.946	13

Reliabilitas Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
.639	4

Model Summary

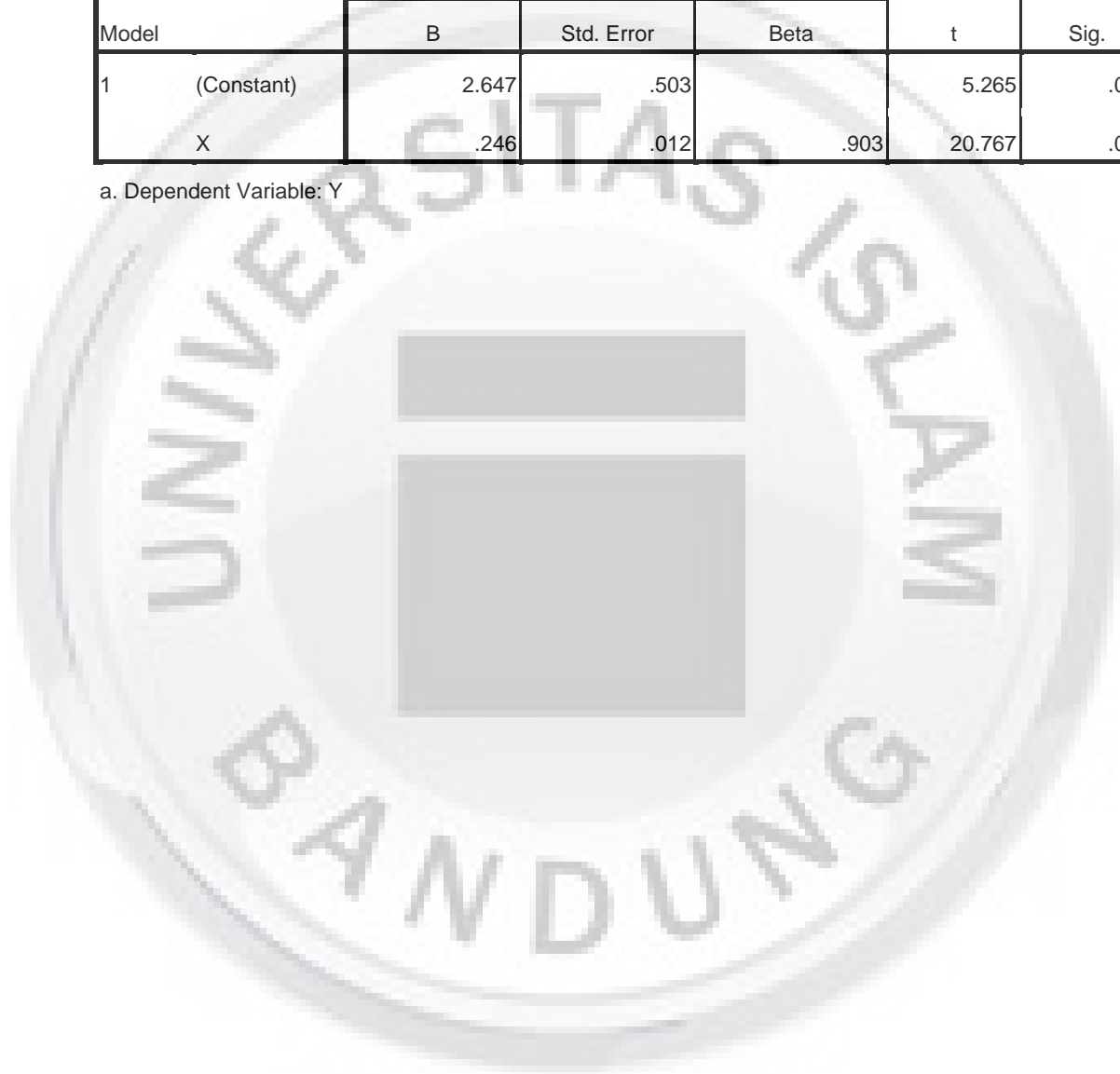
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.903 ^a	.815	.813	1.117

a. Predictors: (Constant), X

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	2.647	.503	5.265	.000
	X	.246	.012	.903	.000

a. Dependent Variable: Y



PEDOMAN WAWANCARA
PENGARUH *ENDORSER* TERHADAP KEPUTUSAN PEMBELIAN
(Survei Pelanggan Pada Insave Clothing Bandung)

1. Bagaimana sejarah dan perkembangan Insave Clothing?
2. Bagaimana struktur organisasi Insave Clothing?
3. Apa visi dan misi Insave Clothing?
4. Produk-produk apa saja yang dijual di Insave Clothing?
5. Bagaimana pelaksanaan *endorser* di Insave Clothing?

A. KUISONER 1

BAGIAN 1 : KARAKTERISTIK RESPONDEN

Pilihlah salah satu jawaban berikut ini dengan membubuhi tanda (x) dari pertanyaan-pertanyaan berikut :

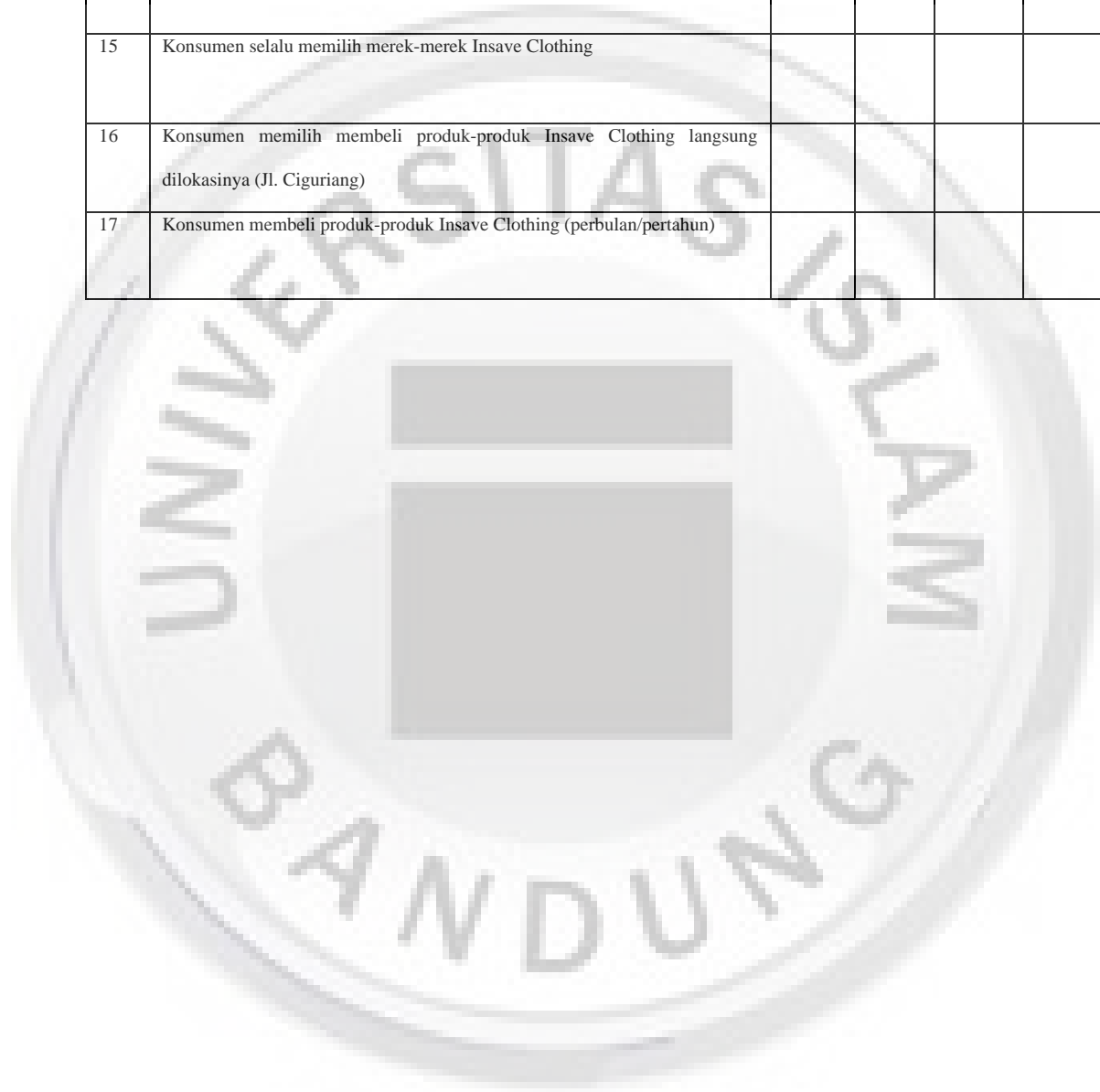
1. Jenis kelamin?
 - a. Pria
 - b. Wanita
2. Usia anda pada saat ini?
 - a. <15 tahun c. 20-25 tahun e. >30 tahun
 - b. 15-20 tahun d. 25-30 tahun
3. Pekerjaan saat ini?
 - a. Pelajar/mahasiswa c. Wiraswasta e. Lainnya
 - b. Pegawai negeri d. Pegawai swasta
 - c. Wiraswasta
4. Pendapatan/uang saku perbulan?
 - a. Rp 500.000-1.000.000 c. Rp. 1.500.000-2.000.000 e. > Rp. 3.000.000
 - b. Rp. 1.000.000-1.500.000 d. Rp. 2.000.000,00-3.000.000

B. KUISIONER 2

Berilah tanda (x) pada setiap kolom jawaban dari pertanyaan di bawah ini :

No	Pernyataan	Sangat Setuju	Setuju	Ragu Ragu	Tidak Setuju	Sangat Tidak Setuju
1	Celebrity <i>endorser</i> Insave Clothing (Gading Marteen) mempunyai pengetahuan yang cukup tentang produk					
2	Celebrity <i>endorser</i> Insave Clothing (Gading Marteen) memiliki pengalaman di dunia <i>entertainment</i>					
3	Celebrity <i>endorser</i> Insave Clothing (Gading Marteen) memiliki cukup pengalaman di bidangnya					
4	Celebrity <i>endorser</i> Insave Clothing (Gading Marteen) memiliki kualitas untuk berkomunikasi					
5	Celebrity <i>endorser</i> Insave Clothing (Gading Marteen) mampu meyakinkan pelanggan untuk membeli					
6	Celebrity <i>endorser</i> Insave Clothing (Gading Marteen) membuat pelanggan fanatic terhadap produk					
7	Celebrity <i>endorser</i> Insave Clothing (Gading Marteen) jujur dalam menyampaikan pernyataannya					
8	Celebrity <i>endorser</i> Insave Clothing (Gading Marteen) dapat memberikan jaminan dari setiap perkataannya					
9	Celebrity <i>endorser</i> Insave Clothing (Gading Marteen) tulus dalam memberikan informasi					
10	Celebrity <i>endorser</i> Insave Clothing (Gading Marteen) berpenampilan menarik					
11	Celebrity <i>endorser</i> Insave Clothing (Gading Marteen) memiliki ekspresi wajah menarik					
12	Celebrity <i>endorser</i> Insave Clothing (Gading Marteen) memiliki selera humor					

13	Celebrity <i>endorser</i> Insave Clothing (Gading Marteen) memiliki gaya bicara yang meyakinkan					
14	Keputusan selalu memilih produk-produk yang ditawarkan Insave Clothing					
15	Konsumen selalu memilih merek-merek Insave Clothing					
16	Konsumen memilih membeli produk-produk Insave Clothing langsung dilokasinya (Jl. Ciguriang)					
17	Konsumen membeli produk-produk Insave Clothing (perbulan/pertahun)					



DAFTAR RIWAYAT HIDUP

Nama : Nadiya Nur Intan

Tempat Tanggal Lahir : Bandung, 28 Juli 1992

Agama : Islam

Kewarganegaraan : Indonesia

Alamat : Jl. Pagarsih Gg. Pa Oyon No. 314/87

RT 10 RW 06 Kel. Jamika Kec. Bojongloa Kaler

Bandung 40231

No Telp : 082121737307

PENDIDIKAN

Riwayat Pendidikan

- Tahun 1997-1998 : TK YWKA Bandung
- Tahun 1998-2004 : SDPN PAJAGALAN 58 Bandung
- Tahun 2004-2007 : SMPN 9 Bandung
- Tahun 2007-2010 : SMAN 18 Bandung
- Tahun 2010 : Diterima sebagai mahasiswa UNISBA
Fakultas Ekonomi-Manajemen
- Tahun 2014 : Sedang menunggu sidang UNISBA
Fakultas Ekonomi-Manajemen
Konsentrasi Manajemen Pemasaran

PENGALAMAN BERORGANISASI

- Tahun 2005-2007 : OSIS SMPN 9 Bandung
- Tahun 2007-2010 : Anggota EIGHTEEN'S CHEERS
- Tahun 2010-2011 : Karang Taruna RW 06
- Tahun 2011-2013 : Sekertaris KIREMA

Pengalaman Lain

- Tahun 2013 : Sales Counter COFFEEPARK Clothing