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[233131864/intip-negara-yang-paling-banyak-menyumbang-penonton-](https://zonabanten.pikiran-rakyat.com/entertainment/pr-233131864/intip-negara-yang-paling-banyak-menyumbang-penonton-terbanyak-kepada-15-grup-k-pop-)

[terbanyak-kepada-15-grup-k-pop-](https://zonabanten.pikiran-rakyat.com/entertainment/pr-233131864/intip-negara-yang-paling-banyak-menyumbang-penonton-terbanyak-kepada-15-grup-k-pop-)

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LAMPIRAN

Lampiran I : Surat Tugas



UNIVERSITAS NASIONAL FAKULTAS ILMU SOSIAL DAN ILMU POLITIK

S1- Ilmu Politik, S1- Hubungan Internasional, S1- Ilmu Administrasi Negara,
S1- Sosiologi, dan S1- Ilmu Komunikasi

Jl. Sawo Manila No. 61 Pejaten, Pasar Minggu, Jakarta 12520 Telp. (021) 78833307, 7806700 (Hunting) Fax. 7802718, 7802719
P.O. Box 4741 Jakarta 12047 Homepage : <http://www.unas.ac.id>. E-mail : febunas49@gmail.com

PENUGASAN PEMBIMBING SKRIPSI

Nomor : 222/D/X/2022

Dekan Fakultas Ilmu Sosial Ilmu Politik Universitas Nasional dengan ini menugaskan kepada :

Nama Dosen : **Nursatyo, S.Sos.M.Si.**

Sebagai Pembimbing skripsi Semester Ganjil Tahun Akademik 2022/2023 bagi mahasiswa berikut :

Nama Mahasiswa : Salsabila Afina Putri
Nomor Pokok : 193516516466
Program Studi : Ilmu Komunikasi
Bidang Konsentrasi : Hubungan Masyarakat

Adapun tugas pokok pembimbing Skripsi adalah :

- Mengarahkan mahasiswa bimbingannya menyusun proposal penelitian
- Mendampingi mahasiswa bimbingan dalam seminar proposal penelitian
- Mengarahkan/membimbing mahasiswa dalam penelitian dan penulisan skripsi

Tugas dan wewenang ini berlaku paling lama untuk jangka waktu 2 (dua) semester, sejak tanggal penugasan ini ditanda tangani.

Jakarta, Rabu, 5 Oktober 2022

Dekan,



Dr. Erna Ermawati Chotim, M.Si

N.I.P. : 0109150857

Tembusan :

1. Wakil Dekan FISIP;
2. Ka. Program Studi;
3. Arsip;

Lampiran II : Tabel Kuesioner

Data Umum Responden

1. Nama :
2. Email :
3. Usia :
4. Jenis Kelamin :
5. Pekerjaan :

| No. | <i>Brand ambassador</i> | SS | S | KS | TS | STS |
|--------------------|--|----|---|----|----|-----|
| | <i>Visibility</i> | | | | | |
| 1. | NCT Dream adalah <i>boy group</i> asal Korea Selatan yang saya ketahui. | | | | | |
| 2. | NCT Dream memiliki banyak penggemar | | | | | |
| 3. | NCT Dream sebagai <i>brand ambassador</i> Lemonilo dapat menimbulkan kekaguman | | | | | |
| <i>Credibility</i> | | | | | | |

| | | | | | | |
|-------------------|--|--|--|--|--|--|
| 4. | NCT Dream sebagai <i>brand ambassador</i> mie instan lemonilo memiliki kemampuan komunikasi yang baik | | | | | |
| 5. | Penyampaian Pesan oleh NCT Dream Mampu Menarik Perhatian Saya | | | | | |
| 6. | Saya percaya <i>brand ambassador</i> berbicara jujur saat mempromosikan Mie Instan Lemonilo | | | | | |
| 7. | NCT Dream memiliki kecocokan dengan merek atau produk mie instan Lemonilo sehingga memiliki nilai positif untuk merek yang di iklankan | | | | | |
| <i>Attraction</i> | | | | | | |
| 8. | Daya tarik yang diberikan NCT Dream terhadap iklan produk mie instan Lemonilo memiliki pengaruh positif | | | | | |
| <i>Power</i> | | | | | | |
| 9. | NCT Dream mampu meyakinkan calon konsumen agar memiliki minat beli | | | | | |

| | | | | | | |
|-----|---|--|--|--|--|--|
| 10. | NCT Dream memiliki kemampuan mendorong konsumen melakukan pembelian | | | | | |
| 11. | NCT Dream melalui iklan tersebut dapat meyakinkan saya untuk membeli produk mie instan Lemonilo | | | | | |
| 12. | NCT Dream memiliki kharismatik sebagai <i>brand ambassador</i> lemonilo untuk meyakinkan konsumen membeli produk tersebut | | | | | |

| No. | Minat Beli Konsumen | SS | S | KS | TS | STS |
|-----|---|------------------|---|----|----|-----|
| | | <i>Attention</i> | | | | |
| 13. | Saya menaruh perhatian pada produk mie instan Lemonilo setelah NCT Dream mempromosikannya | | | | | |
| 14. | Saat melihat NCT Dream, saya mengingat Lemonilo. | | | | | |

| <i>Interest</i> | | | | | | |
|-----------------|---|--|--|--|--|--|
| 15. | Pesan yang disampaikan dalam promosi mie instan Lemonilo menarik | | | | | |
| 16. | Saya berminat membeli produk mie instan Lemonilo ketika saya melihat iklan di televisi dan media lain | | | | | |
| 17. | Varian mie instan Lemonilo menarik untuk dicoba | | | | | |
| 18. | Saya melakukan pencarian informasi lebih lanjut mengenai produk mie instan Lemonilo | | | | | |
| <i>Desire</i> | | | | | | |
| 19. | Saya merasa membutuhkan produk mie instan Lemonilo untuk memenuhi kebutuhan pangan saya | | | | | |

| | | | | | | |
|-----|--|--|--|--|--|--|
| 20. | Saya ingin mengkonsumsi produk mie instan Lemonilo secara rutin | | | | | |
| 21. | Saya mengonsumsi Lemonilo sebelum NCT Dream mempromosikannya | | | | | |
| 22. | Saya memilih pada mie instan Lemonilo dibandingkan produk merek lain yang sejenis setelah melihat iklan di televisi dan media lain | | | | | |
| 23. | Saya merasa sehat mengonsumsi Lemonilo | | | | | |



Lampiran III : Hasil Jawaban Kuesioner

Kuesioner Responden Uji Instrumen :

| Hasil Jawaban Variabel Brand Ambassador (X) | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|--------------|
| Responden | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | X11 | X12 | Total |
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 59 |
| 2 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 55 |
| 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 54 |
| 4 | 5 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 55 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 54 |
| 6 | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 3 | 3 | 4 | 5 | 51 |
| 7 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 58 |
| 8 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 5 | 54 |
| 9 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 56 |
| 10 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 54 |
| 11 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 57 |
| 12 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 56 |
| 13 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 57 |
| 14 | 5 | 5 | 5 | 3 | 4 | 2 | 5 | 5 | 3 | 3 | 4 | 4 | 48 |
| 15 | 4 | 4 | 4 | 3 | 4 | 2 | 4 | 4 | 3 | 3 | 2 | 4 | 41 |
| 16 | 4 | 5 | 4 | 3 | 3 | 4 | 2 | 4 | 4 | 5 | 4 | 4 | 46 |
| 17 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 47 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |

| | | | | | | | | | | | | | |
|-----------|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 19 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 20 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 57 |
| 21 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 55 |
| 22 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 57 |
| 23 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 24 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 53 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 26 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 27 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 58 |
| 28 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 56 |
| 29 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 30 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 54 |

| Hasil Jawaban Variabel Minat Beli Konsumen (Y) | | | | | | | | | | | | |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|--------------|
| Responden | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Y11 | Total |
| 1 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 2 | 2 | 4 | 4 | 42 |
| 2 | 4 | 5 | 3 | 4 | 4 | 5 | 5 | 1 | 3 | 5 | 5 | 44 |
| 3 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 48 |
| 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 50 |
| 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 52 |
| 6 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 50 |
| 7 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 50 |
| 8 | 4 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 2 | 5 | 3 | 45 |

| | | | | | | | | | | | | |
|-----------|---|---|---|---|---|---|---|---|---|---|---|----|
| 9 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 2 | 5 | 3 | 47 |
| 10 | 4 | 5 | 4 | 4 | 3 | 3 | 5 | 4 | 5 | 5 | 5 | 47 |
| 11 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 52 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 2 | 5 | 39 |
| 13 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 49 |
| 14 | 5 | 4 | 3 | 5 | 5 | 5 | 1 | 1 | 5 | 2 | 2 | 38 |
| 15 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 2 | 3 | 3 | 3 | 42 |
| 16 | 4 | 4 | 2 | 4 | 4 | 3 | 2 | 2 | 2 | 2 | 1 | 30 |
| 17 | 4 | 4 | 3 | 2 | 4 | 4 | 2 | 3 | 2 | 2 | 2 | 32 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 20 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 21 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 46 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 42 |
| 23 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 53 |
| 24 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 49 |
| 25 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 51 |
| 26 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 53 |
| 27 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 50 |
| 28 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 3 | 43 |
| 29 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 42 |
| 30 | 5 | 5 | 4 | 4 | 4 | 3 | 2 | 2 | 1 | 2 | 2 | 34 |

Kuesioner Responden Sampel :

| Hasil Jawaban Variabel Brand Ambassador (X) | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|-----|-----|-----|-------|
| Responden | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | X11 | X12 | Total |
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 2 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 56 |
| 3 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 57 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 6 | 5 | 5 | 5 | 1 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 7 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 58 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 9 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 48 |
| 10 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 11 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 49 |
| 12 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 13 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 4 | 5 | 54 |
| 14 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 58 |
| 15 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 56 |

| | | | | | | | | | | | | | |
|-----------|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 17 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 59 |
| 18 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 56 |
| 19 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 58 |
| 20 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 21 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 4 | 54 |
| 22 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 55 |
| 23 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 56 |
| 24 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 58 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 58 |
| 26 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 58 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 28 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 48 |
| 29 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 57 |
| 30 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 55 |
| 31 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 52 |
| 32 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 55 |
| 33 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 34 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 35 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 53 |
| 36 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 37 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 38 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 50 |
| 39 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 40 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 58 |

| | | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 41 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 42 |
| 42 | 5 | 4 | 4 | 3 | 4 | 3 | 2 | 5 | 4 | 4 | 5 | 4 | 47 |
| 43 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 57 |
| 44 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 51 |
| 45 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 57 |
| 46 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 47 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 48 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 58 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 50 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 55 |
| 51 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 56 |
| 52 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 52 |
| 53 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 58 |
| 54 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 57 |
| 55 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 54 |
| 56 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 57 |
| 57 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 58 | 5 | 5 | 4 | 4 | 5 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 54 |
| 59 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 60 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 52 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 50 |
| 62 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 63 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 64 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 56 |
| 65 | 5 | 4 | 4 | 3 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 45 |

| | | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 66 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 67 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 68 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 58 |
| 69 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 70 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 58 |
| 71 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 72 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 58 |
| 73 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 74 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 75 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 58 |
| 76 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 53 |
| 77 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 54 |
| 78 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 56 |
| 79 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 53 |
| 80 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 58 |
| 81 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 83 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 84 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 85 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 86 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 87 | 5 | 4 | 4 | 5 | 5 | 2 | 3 | 3 | 5 | 5 | 1 | 5 | 47 |
| 88 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 58 |
| 89 | 5 | 5 | 5 | 3 | 4 | 3 | 4 | 5 | 3 | 5 | 5 | 5 | 52 |
| 90 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 59 |

| | | | | | | | | | | | | | |
|------------|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 91 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 58 |
| 92 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 59 |
| 93 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 94 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 56 |
| 95 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 57 |
| 96 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 57 |
| 97 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 55 |
| 98 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 99 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 55 |
| 100 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |

| Hasil Jawaban Variabel Minat Beli Konsumen (Y) | | | | | | | | | | | | |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|--------------|
| Responden | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Y11 | Total |
| 1 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 47 |
| 2 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 44 |
| 3 | 4 | 5 | 4 | 3 | 5 | 3 | 3 | 2 | 5 | 2 | 2 | 38 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 1 | 4 | 3 | 46 |
| 6 | 5 | 1 | 5 | 5 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 23 |
| 7 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 2 | 4 | 42 |
| 8 | 4 | 4 | 5 | 4 | 3 | 2 | 1 | 1 | 1 | 1 | 3 | 29 |
| 9 | 3 | 3 | 3 | 4 | 5 | 3 | 2 | 2 | 4 | 3 | 3 | 35 |
| 10 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 45 |

| | | | | | | | | | | | | |
|-----------|---|---|---|---|---|---|---|---|---|---|---|----|
| 11 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 2 | 2 | 3 | 3 | 36 |
| 12 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 4 | 3 | 39 |
| 13 | 2 | 4 | 5 | 3 | 4 | 3 | 1 | 1 | 5 | 1 | 4 | 33 |
| 14 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 34 |
| 15 | 5 | 5 | 4 | 5 | 4 | 4 | 2 | 2 | 4 | 2 | 4 | 41 |
| 16 | 5 | 2 | 4 | 4 | 5 | 5 | 3 | 3 | 1 | 3 | 3 | 38 |
| 17 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 3 | 1 | 5 | 3 | 44 |
| 18 | 5 | 3 | 4 | 3 | 4 | 3 | 3 | 2 | 4 | 2 | 3 | 36 |
| 19 | 2 | 5 | 5 | 4 | 5 | 2 | 2 | 2 | 4 | 2 | 2 | 35 |
| 20 | 5 | 3 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 43 |
| 21 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 2 | 3 | 4 | 41 |
| 22 | 5 | 3 | 4 | 4 | 4 | 4 | 2 | 1 | 4 | 1 | 3 | 35 |
| 23 | 5 | 5 | 3 | 5 | 3 | 4 | 3 | 3 | 3 | 5 | 3 | 42 |
| 24 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 2 | 2 | 3 | 3 | 41 |
| 25 | 3 | 3 | 4 | 4 | 4 | 2 | 3 | 3 | 5 | 2 | 3 | 36 |
| 26 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 51 |
| 27 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 1 | 5 | 3 | 45 |
| 28 | 5 | 4 | 4 | 4 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 33 |
| 29 | 5 | 4 | 4 | 5 | 5 | 5 | 3 | 2 | 4 | 3 | 3 | 43 |
| 30 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 39 |
| 31 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 4 | 2 | 3 | 27 |
| 32 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 50 |
| 33 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 2 | 4 | 48 |
| 34 | 4 | 3 | 4 | 2 | 5 | 3 | 1 | 1 | 1 | 1 | 1 | 26 |
| 35 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 2 | 46 |

| | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|----|
| 36 | 4 | 3 | 4 | 4 | 3 | 2 | 3 | 2 | 1 | 2 | 3 | 31 |
| 37 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 50 |
| 38 | 5 | 3 | 4 | 4 | 4 | 3 | 3 | 2 | 2 | 3 | 3 | 36 |
| 39 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 3 | 45 |
| 40 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 3 | 3 | 42 |
| 41 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 2 | 4 | 3 | 3 | 37 |
| 42 | 5 | 5 | 3 | 4 | 4 | 4 | 2 | 2 | 4 | 2 | 3 | 38 |
| 43 | 3 | 5 | 4 | 3 | 5 | 3 | 3 | 2 | 5 | 2 | 3 | 38 |
| 44 | 2 | 5 | 4 | 4 | 4 | 3 | 3 | 2 | 5 | 3 | 2 | 37 |
| 45 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 45 |
| 46 | 5 | 5 | 4 | 1 | 5 | 5 | 2 | 1 | 5 | 3 | 1 | 37 |
| 47 | 4 | 3 | 4 | 3 | 5 | 3 | 2 | 2 | 5 | 3 | 3 | 37 |
| 48 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 42 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 50 | 5 | 3 | 4 | 5 | 3 | 5 | 3 | 3 | 3 | 3 | 5 | 42 |
| 51 | 5 | 3 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 2 | 2 | 43 |
| 52 | 5 | 3 | 4 | 4 | 5 | 3 | 3 | 3 | 4 | 3 | 4 | 41 |
| 53 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 2 | 4 | 5 | 3 | 44 |
| 54 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 5 | 3 | 4 | 45 |
| 55 | 4 | 5 | 4 | 3 | 5 | 3 | 3 | 2 | 4 | 4 | 2 | 39 |
| 56 | 5 | 2 | 4 | 5 | 5 | 2 | 2 | 2 | 4 | 2 | 4 | 37 |
| 57 | 5 | 4 | 4 | 5 | 4 | 3 | 3 | 3 | 2 | 4 | 4 | 41 |
| 58 | 5 | 5 | 3 | 5 | 5 | 2 | 3 | 2 | 5 | 2 | 2 | 39 |
| 59 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 1 | 4 | 4 | 47 |
| 60 | 4 | 3 | 3 | 2 | 5 | 2 | 2 | 2 | 4 | 2 | 3 | 32 |

| | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|----|
| 61 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 35 |
| 62 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 1 | 4 | 3 | 46 |
| 63 | 5 | 4 | 4 | 5 | 4 | 4 | 2 | 2 | 4 | 2 | 4 | 40 |
| 64 | 5 | 3 | 3 | 4 | 4 | 1 | 4 | 2 | 4 | 3 | 3 | 36 |
| 65 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 5 | 3 | 3 | 37 |
| 66 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 38 |
| 67 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 45 |
| 68 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 43 |
| 69 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 54 |
| 70 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 45 |
| 71 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 52 |
| 72 | 5 | 5 | 5 | 5 | 4 | 4 | 1 | 2 | 4 | 3 | 3 | 41 |
| 73 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 4 | 5 | 5 | 37 |
| 74 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 75 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 3 | 1 | 3 | 2 | 41 |
| 76 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 2 | 4 | 4 | 2 | 39 |
| 77 | 5 | 3 | 4 | 3 | 3 | 2 | 3 | 2 | 1 | 2 | 1 | 29 |
| 78 | 5 | 5 | 4 | 3 | 4 | 3 | 2 | 2 | 1 | 1 | 1 | 31 |
| 79 | 3 | 4 | 4 | 4 | 4 | 3 | 2 | 2 | 4 | 3 | 3 | 36 |
| 80 | 5 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 40 |
| 81 | 3 | 2 | 5 | 5 | 5 | 3 | 2 | 2 | 5 | 2 | 1 | 35 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 2 | 40 |
| 83 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 4 | 48 |
| 84 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 85 | 5 | 3 | 5 | 5 | 5 | 3 | 3 | 1 | 1 | 2 | 3 | 36 |

| | | | | | | | | | | | | |
|------------|---|---|---|---|---|---|---|---|---|---|---|----|
| 86 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 87 | 1 | 1 | 4 | 1 | 1 | 4 | 1 | 1 | 1 | 1 | 1 | 17 |
| 88 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 37 |
| 89 | 3 | 5 | 4 | 3 | 3 | 2 | 1 | 1 | 1 | 1 | 3 | 27 |
| 90 | 5 | 4 | 5 | 5 | 4 | 4 | 2 | 1 | 3 | 2 | 2 | 37 |
| 91 | 5 | 2 | 3 | 4 | 2 | 4 | 2 | 1 | 1 | 1 | 1 | 26 |
| 92 | 3 | 4 | 5 | 3 | 3 | 2 | 1 | 1 | 1 | 2 | 3 | 28 |
| 93 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 94 | 5 | 3 | 3 | 3 | 3 | 3 | 2 | 1 | 3 | 1 | 4 | 31 |
| 95 | 4 | 3 | 5 | 5 | 5 | 5 | 3 | 2 | 5 | 2 | 3 | 42 |
| 96 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 1 | 4 | 2 | 39 |
| 97 | 4 | 3 | 4 | 3 | 4 | 2 | 2 | 2 | 4 | 2 | 1 | 31 |
| 98 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 99 | 4 | 5 | 3 | 4 | 5 | 5 | 2 | 1 | 5 | 1 | 2 | 37 |
| 100 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 1 | 3 | 34 |



Lampiran IV : Bukti Kuesioner *Online Google Form*



Lampiran V : Hasil SPSS

Uji Validitas Variabel X

| | | Correlations | | | | | | | | | | | | | | Total |
|-------|---------------------|--------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | | X01 | X02 | X03 | X04 | X05 | X06 | X07 | X08 | X09 | X10 | X11 | X12 | X13 | X14 | Total |
| X01 | Pearson Correlation | 1 | .446* | .315 | .154 | .225 | .351 | .192 | .468** | .098 | .021 | .224 | -.114 | .190 | .099 | .413* |
| | Sig. (2-tailed) | | .014 | .090 | .417 | .233 | .057 | .310 | .009 | .607 | .914 | .234 | .549 | .314 | .602 | .023 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X02 | Pearson Correlation | .446* | 1 | .354 | -.048 | .096 | .431* | .000 | .282 | -.044 | .322 | .132 | .165 | .328 | .297 | .414* |
| | Sig. (2-tailed) | .014 | | .055 | .803 | .614 | .017 | 1.000 | .130 | .818 | .082 | .488 | .385 | .077 | .111 | .023 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X03 | Pearson Correlation | .315 | .354 | 1 | .235 | .203 | .274 | .077 | .300 | .155 | .228 | .186 | .279 | .371* | .315 | .482** |
| | Sig. (2-tailed) | .090 | .055 | | .210 | .281 | .142 | .685 | .108 | .413 | .226 | .324 | .135 | .043 | .090 | .007 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X04 | Pearson Correlation | .154 | -.048 | .235 | 1 | .173 | .275 | .226 | .339 | .584** | .333 | .341 | .128 | .368* | .339 | .533** |
| | Sig. (2-tailed) | .417 | .803 | .210 | | .360 | .142 | .229 | .067 | .001 | .072 | .065 | .499 | .045 | .067 | .002 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X05 | Pearson Correlation | .225 | .096 | .203 | .173 | 1 | .108 | .488** | .400* | .168 | -.053 | .196 | .373* | .265 | .266 | .533** |
| | Sig. (2-tailed) | .233 | .614 | .281 | .360 | | .572 | .006 | .029 | .374 | .781 | .300 | .042 | .158 | .155 | .002 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X06 | Pearson Correlation | .351 | .431* | .274 | .275 | .108 | 1 | .304 | .569** | .378* | .365* | .491** | .190 | .413* | .487** | .676** |
| | Sig. (2-tailed) | .057 | .017 | .142 | .142 | .572 | | .102 | .001 | .039 | .047 | .006 | .314 | .023 | .006 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X07 | Pearson Correlation | .192 | .000 | .077 | .226 | .488** | .304 | 1 | .168 | .072 | .030 | .600** | .481** | .495** | .309 | .631** |
| | Sig. (2-tailed) | .310 | 1.000 | .685 | .229 | .006 | .102 | | .375 | .706 | .874 | .000 | .007 | .005 | .097 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X08 | Pearson Correlation | .468** | .282 | .300 | .339 | .400* | .569** | .375 | 1 | .434* | .345 | .184 | .026 | .343 | .462* | .633** |
| | Sig. (2-tailed) | .009 | .130 | .108 | .067 | .029 | .001 | .035 | | .017 | .062 | .331 | .893 | .063 | .010 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X09 | Pearson Correlation | .098 | -.044 | .155 | .584** | .168 | .378* | .072 | .434* | 1 | .161 | .202 | -.029 | .029 | .130 | .389* |
| | Sig. (2-tailed) | .607 | .818 | .413 | .001 | .374 | .039 | .706 | .017 | | .394 | .284 | .880 | .880 | .493 | .034 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X10 | Pearson Correlation | .021 | .322 | .228 | .333 | -.053 | .365 | .030 | .345 | .161 | 1 | .315 | .230 | .568** | .602** | .520** |
| | Sig. (2-tailed) | .914 | .082 | .226 | .072 | .781 | .047 | .874 | .062 | .394 | | .090 | .221 | .001 | .000 | .003 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X11 | Pearson Correlation | .224 | .132 | .186 | .341 | .196 | .491** | .600** | .184 | .202 | .315 | 1 | .432* | .394* | .352 | .661** |
| | Sig. (2-tailed) | .234 | .488 | .324 | .065 | .300 | .006 | .000 | .331 | .284 | .090 | | .017 | .031 | .056 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X12 | Pearson Correlation | -.114 | .165 | .279 | .128 | .373* | .190 | .481** | .026 | -.029 | .230 | .432* | 1 | .644** | .626** | .600** |
| | Sig. (2-tailed) | .549 | .385 | .135 | .499 | .042 | .314 | .007 | .893 | .880 | .221 | .017 | | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X13 | Pearson Correlation | .190 | .328 | .371* | .368* | .265 | .413* | .495** | .343 | .029 | .568** | .394* | .644** | 1 | .702** | .774** |
| | Sig. (2-tailed) | .314 | .077 | .043 | .045 | .158 | .023 | .005 | .063 | .880 | .001 | .031 | .000 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X14 | Pearson Correlation | .099 | .297 | .315 | .339 | .266 | .487** | .309 | .462* | .130 | .602** | .352 | .626** | .702** | 1 | .738** |
| | Sig. (2-tailed) | .602 | .111 | .090 | .067 | .155 | .006 | .097 | .010 | .493 | .000 | .056 | .000 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .413* | .414* | .482** | .533** | .533** | .676** | .631** | .633** | .389* | .520** | .661** | .600** | .774** | .738** | 1 |
| | Sig. (2-tailed) | .023 | .023 | .007 | .002 | .002 | .000 | .000 | .000 | .034 | .003 | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

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

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

Uji Validitas Variabel Y

| | | Correlations | | | | | | | | | | | |
|-------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | | X01 | X02 | X03 | X04 | X05 | X06 | X07 | X08 | X09 | X10 | X11 | Total |
| X01 | Pearson Correlation | 1 | .381* | .061 | .527** | .462* | .391* | .278 | .307 | .204 | .201 | .211 | .470** |
| | Sig. (2-tailed) | | .038 | .748 | .003 | .010 | .033 | .137 | .099 | .281 | .288 | .264 | .009 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X02 | Pearson Correlation | .381* | 1 | .205 | .320 | .231 | .221 | .525** | .414* | .130 | .448* | .414* | .552** |
| | Sig. (2-tailed) | .038 | | .278 | .085 | .218 | .240 | .003 | .023 | .493 | .013 | .023 | .002 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X03 | Pearson Correlation | .061 | .205 | 1 | .274 | .163 | .148 | .308 | .409* | .185 | .397* | .332 | .496** |
| | Sig. (2-tailed) | .748 | .278 | | .142 | .391 | .435 | .098 | .025 | .328 | .030 | .073 | .005 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X04 | Pearson Correlation | .527** | .320 | .274 | 1 | .510** | .270 | .415* | .300 | .317 | .354 | .282 | .577** |
| | Sig. (2-tailed) | .003 | .085 | .142 | | .004 | .150 | .023 | .108 | .088 | .055 | .131 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X05 | Pearson Correlation | .462* | .231 | .163 | .510** | 1 | .366* | .180 | .492** | .258 | .187 | .258 | .511** |
| | Sig. (2-tailed) | .010 | .218 | .391 | .004 | | .047 | .341 | .006 | .168 | .321 | .168 | .004 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X06 | Pearson Correlation | .391* | .221 | .148 | .270 | .366* | 1 | .443* | .216 | .588** | .283 | .523** | .611** |
| | Sig. (2-tailed) | .033 | .240 | .435 | .150 | .047 | | .014 | .251 | .001 | .130 | .003 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X07 | Pearson Correlation | .278 | .525** | .308 | .415* | .180 | .443* | 1 | .589** | .348 | .722** | .628** | .799** |
| | Sig. (2-tailed) | .137 | .003 | .098 | .023 | .341 | .014 | | .001 | .060 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X08 | Pearson Correlation | .307 | .414* | .409* | .300 | .492** | .216 | .589** | 1 | .359 | .661** | .509** | .775** |
| | Sig. (2-tailed) | .099 | .023 | .025 | .108 | .006 | .251 | .001 | | .052 | .000 | .004 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X09 | Pearson Correlation | .204 | .130 | .185 | .317 | .258 | .588** | .348 | .359 | 1 | .297 | .550** | .640** |
| | Sig. (2-tailed) | .281 | .493 | .328 | .088 | .168 | .001 | .060 | .052 | | .111 | .002 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X10 | Pearson Correlation | .201 | .448* | .397* | .354 | .187 | .283 | .722** | .661** | .297 | 1 | .664** | .782** |
| | Sig. (2-tailed) | .288 | .013 | .030 | .055 | .321 | .130 | .000 | .000 | .111 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X11 | Pearson Correlation | .211 | .414* | .332 | .282 | .258 | .523** | .628** | .509** | .550** | .664** | 1 | .801** |
| | Sig. (2-tailed) | .264 | .023 | .073 | .131 | .168 | .003 | .000 | .004 | .002 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .470** | .552** | .496** | .577** | .511** | .611** | .799** | .775** | .640** | .782** | .801** | 1 |
| | Sig. (2-tailed) | .009 | .002 | .005 | .001 | .004 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

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

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

Uji Reliabilitas Variabel X

Reliability Statistics

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| .838 | 12 |

Uji Reliabilitas Variabel Y

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .854 | 11 |



Uji Koefisien Korelasi

Correlations

| | | Brand Ambassador | Minat Beli Konsumen |
|---------------------|---------------------|------------------|---------------------|
| Brand Ambassador | Pearson Correlation | 1 | .454** |
| | Sig. (2-tailed) | | .000 |
| | N | 100 | 100 |
| Minat Beli Konsumen | Pearson Correlation | .454** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 100 | 100 |

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

Uji Analisis Regresi Linear Sederhana

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -8.337 | 9.581 | | -.870 | .386 |
| | Brand Ambassador | .857 | .170 | .454 | 5.048 | .000 |

a. Dependent Variable: Minat Beli Konsumen

Uji Signifikansi Parasial (Uji T)

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized | t | Sig. |
|-------|------------------|-----------------------------|------------|--------------|-------|------|
| | | B | Std. Error | Coefficients | | |
| 1 | (Constant) | -8.337 | 9.581 | | -.870 | .386 |
| | Brand Ambassador | .857 | .170 | .454 | 5.048 | .000 |

a. Dependent Variable: Minat Beli Konsumen

Uji Koefisien Determinasi (R²)

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .454 ^a | .206 | .198 | 6.797 |

a. Predictors: (Constant), Brand Ambassador

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