

Lampiran

Kuesioner Selebritis Endorsement

No	Pertanyaan	Pilihan Jawaban				
		SS	S	N	KK	TP
1.	Selebritis yang diendorse memiliki penampilan yang menarik					
2.	Gaya komunikasi selebritis tersebut membuat saya lebih tertarik pada produk yang dipromosikan					
3.	Kehadiran selebritis di berbagai media meningkatkan perhatian saya terhadap produk yang diendorse					
4.	Informasi yang disampaikan oleh selebritis endorsement dapat saya percayai					
5.	Saya merasa selebritis tersebut jujur dalam memberikan ulasan mengenai produk yang diendors					
6.	Saya yakin selebritis tersebut benar-benar menggunakan produk yang mereka promosikan					
7.	Konten yang dibuat oleh selebritis tersebut relevan dengan kehidupan saya					
8.	Selebritis tersebut mampu membuat saya merasa terhubung secara emosional dengan produk yang dipromosikan					
9.	Saya merasa lebih nyaman membeli produk karena selebritis yang mempromosikan produk tersebut					
10.	Saya merasa lebih akrab atau terhubung dengan selebritis karena melihat mereka mempromosikan produk tertentu					

Kuesioner Perilaku Konsumtif

No	Pertanyaan	Pilihan Jawaban				
		SS	S	N	KK	TP
1.	Saya membeli produk meskipun sebenarnya tidak ada kebutuhan mendesak.					
2.	Saya membeli produk Erigo setelah melihat promosi dari selebritis endorsement.					

Lampiran

Statistics

		Jenis Kelamin	Usia
N	Valid	100	100
	Missing	0	0

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	64	64,0	64,0	64,0
	Perempuan	36	36,0	36,0	100,0
Total		100	100,0	100,0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19	1	1,0	1,0	1,0
	20	5	5,0	5,0	6,0
	21	4	4,0	4,0	10,0
	22	23	23,0	23,0	33,0
	23	32	32,0	32,0	65,0
	24	14	14,0	14,0	79,0
	25	5	5,0	5,0	84,0
	26	4	4,0	4,0	88,0
	27	3	3,0	3,0	91,0
	28	3	3,0	3,0	94,0
	29	4	4,0	4,0	98,0
	30	2	2,0	2,0	100,0
	Total	100	100,0	100,0	

Tingkat Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	10.0	10.0	10.0
	2	17	17.0	17.0	27.0
	4	34	34.0	34.0	61.0
	5	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

Tingkat Penayangan Iklan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	4.0	4.0	4.0
	2	7	7.0	7.0	11.0
	4	32	32.0	32.0	43.0
	5	57	57.0	57.0	100.0
	Total	100	100.0	100.0	

Statistics

		SE1	SE2	SE3	SE4	SE5	SE6	SE7	SE8	SE9	SE10
N	Valid	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0

SE1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	1,0	1,0	1,0
	Netral	8	8,0	8,0	9,0
	Setuju	50	50,0	50,0	59,0
	Sangat Setuju	41	41,0	41,0	100,0
	Total	100	100,0	100,0	

SE2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	4	4,0	4,0	4,0
	Netral	14	14,0	14,0	18,0
	Setuju	35	35,0	35,0	53,0
	Sangat Setuju	47	47,0	47,0	100,0
	Total	100	100,0	100,0	

SE3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	2,0	2,0	2,0
	Netral	23	23,0	23,0	25,0
	Setuju	32	32,0	32,0	57,0
	Sangat Setuju	43	43,0	43,0	100,0
	Total	100	100,0	100,0	

SE4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1,0	1,0	1,0
	Tidak Setuju	7	7,0	7,0	8,0
	Netral	27	27,0	27,0	35,0
	Setuju	34	34,0	34,0	69,0
	Sangat Setuju	31	31,0	31,0	100,0
	Total	100	100,0	100,0	

SE5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1,0	1,0	1,0
	Tidak Setuju	6	6,0	6,0	7,0
	Netral	39	39,0	39,0	46,0
	Setuju	26	26,0	26,0	72,0
	Sangat Setuju	28	28,0	28,0	100,0
	Total	100	100,0	100,0	

SE6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	4,0	4,0	4,0
	Tidak Setuju	11	11,0	11,0	15,0
	Netral	25	25,0	25,0	40,0
	Setuju	39	39,0	39,0	79,0
	Sangat Setuju	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

SE7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1,0	1,0	1,0
	Tidak Setuju	6	6,0	6,0	7,0
	Netral	31	31,0	31,0	38,0
	Setuju	35	35,0	35,0	73,0
	Sangat Setuju	27	27,0	27,0	100,0
	Total	100	100,0	100,0	

SE8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	4	4,0	4,0	4,0
	Netral	24	24,0	24,0	28,0
	Setuju	44	44,0	44,0	72,0
	Sangat Setuju	28	28,0	28,0	100,0
	Total	100	100,0	100,0	

SE9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	8	8,0	8,0	8,0
	Netral	24	24,0	24,0	32,0
	Setuju	35	35,0	35,0	67,0
	Sangat Setuju	33	33,0	33,0	100,0
	Total	100	100,0	100,0	

SE10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2,0	2,0	2,0
	Tidak Setuju	13	13,0	13,0	15,0
	Netral	26	26,0	26,0	41,0
	Setuju	32	32,0	32,0	73,0
	Sangat Setuju	27	27,0	27,0	100,0
	Total	100	100,0	100,0	

PK1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	8	8,0	8,0	8,0
	Tidak Setuju	20	20,0	20,0	28,0
	Netral	12	12,0	12,0	40,0
	Setuju	29	29,0	29,0	69,0
	Sangat Setuju	31	31,0	31,0	100,0
	Total	100	100,0	100,0	

PK2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	7	7,0	7,0	7,0
	Tidak Setuju	9	9,0	9,0	16,0
	Netral	16	16,0	16,0	32,0
	Setuju	35	35,0	35,0	67,0
	Sangat Setuju	33	33,0	33,0	100,0
	Total	100	100,0	100,0	

Reliability Statistics

Cronbach's Alpha	N of Items
,862	10

Reliability Statistics

Cronbach's Alpha	N of Items
,814	2

		Correlations										Selebritis Endorsment
		SE1	SE2	SE3	SE4	SE5	SE6	SE7	SE8	SE9	SE10	
SE1	Pearson Correlation	1	,347**	,360**	,110	,284**	,198*	,226*	,115	,277**	,194	,428**
	Sig. (2-tailed)		<,001	<,001	,274	,004	,048	,024	,255	,005	,053	<,001
	N	100	100	100	100	100	100	100	100	100	100	100
SE2	Pearson Correlation	,347**	1	,338**	,422**	,400**	,366**	,366**	,303**	,452**	,366**	,644**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001	<,001	<,001	,002	<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100	100	100	100
SE3	Pearson Correlation	,360**	,338**	1	,234*	,308**	,359**	,064	,354**	,303**	,266**	,521**
	Sig. (2-tailed)	<,001	<,001		,019	,002	<,001	,528	<,001	,002	,007	<,001
	N	100	100	100	100	100	100	100	100	100	100	100
SE4	Pearson Correlation	,110	,422**	,234*	1	,393**	,481**	,471**	,521**	,507**	,602**	,730**
	Sig. (2-tailed)	,274	<,001	,019		<,001	<,001	<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100	100	100	100
SE5	Pearson Correlation	,284**	,400**	,308**	,393**	1	,472**	,444**	,502**	,552**	,505**	,737**
	Sig. (2-tailed)	,004	<,001	,002	<,001		<,001	<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100	100	100	100
SE6	Pearson Correlation	,198*	,366**	,359**	,481**	,472**	1	,555**	,569**	,336**	,500**	,744**
	Sig. (2-tailed)	,048	<,001	<,001	<,001	<,001		<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100	100	100	100
SE7	Pearson Correlation	,226*	,366**	,064	,471**	,444**	,555**	1	,380**	,360**	,453**	,661**
	Sig. (2-tailed)	,024	<,001	,528	<,001	<,001	<,001		<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100	100	100	100
SE8	Pearson Correlation	,115	,303**	,354**	,521**	,502**	,569**	,380**	1	,513**	,453**	,713**
	Sig. (2-tailed)	,255	,002	<,001	<,001	<,001	<,001	<,001		<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100	100	100	100
SE9	Pearson Correlation	,277**	,452**	,303**	,507**	,552**	,336**	,360**	,513**	1	,408**	,707**
	Sig. (2-tailed)	,005	<,001	,002	<,001	<,001	<,001	<,001	<,001		<,001	<,001
	N	100	100	100	100	100	100	100	100	100	100	100
SE10	Pearson Correlation	,194	,366**	,266**	,602**	,505**	,500**	,453**	,453**	,408**	1	,736**
	Sig. (2-tailed)	,053	<,001	,007	<,001	<,001	<,001	<,001	<,001	<,001		<,001
	N	100	100	100	100	100	100	100	100	100	100	100
Selebritis Endorsment	Pearson Correlation	,428**	,644**	,521**	,730**	,737**	,744**	,661**	,713**	,707**	,736**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	
	N	100	100	100	100	100	100	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).

		Correlations		
		PK1	PK2	Perilaku Konsumtif
PK1	Pearson Correlation	1	,690**	,927**
	Sig. (2-tailed)		<,001	<,001
	N	100	100	100
PK2	Pearson Correlation	,690**	1	,911**
	Sig. (2-tailed)	<,001		<,001
	N	100	100	100
Perilaku Konsumtif	Pearson Correlation	,927**	,911**	1
	Sig. (2-tailed)	<,001	<,001	
	N	100	100	100

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

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	222,877	1	222,877	69,730	<,001 ^b
	Residual	313,233	98	3,196		
	Total	536,110	99			

a. Dependent Variable: Perilaku Konsumtif

b. Predictors: (Constant), Selebritis Endorsment

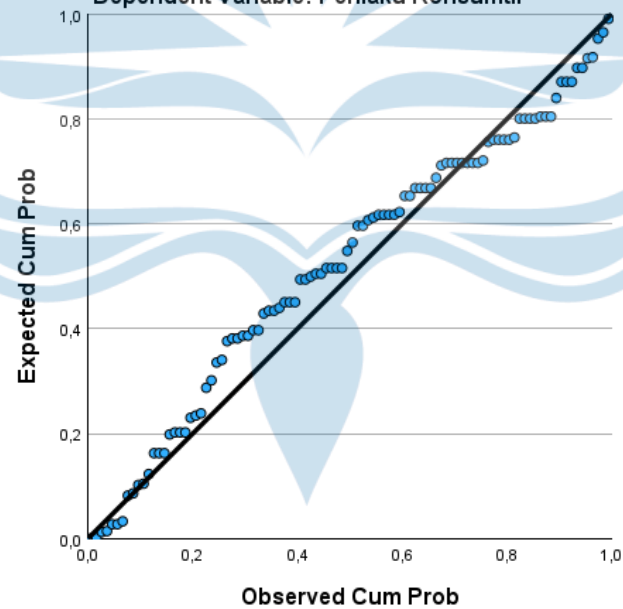
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,1250	9,9300	7,3300	1,50043	100
Std. Predicted Value	-3,469	1,733	,000	1,000	100
Standard Error of Predicted Value	,179	,648	,241	,076	100
Adjusted Predicted Value	1,9925	10,0952	7,3336	1,50580	100
Residual	-6,46660	4,21637	,00000	1,77876	100
Std. Residual	-3,617	2,358	,000	,995	100
Stud. Residual	-3,646	2,383	-,001	1,004	100
Deleted Residual	-6,57039	4,30562	-,00359	1,81273	100
Stud. Deleted Residual	-3,902	2,443	-,006	1,026	100
Mahal. Distance	,003	12,034	,990	1,573	100
Cook's Distance	,000	,107	,010	,020	100
Centered Leverage Value	,000	,122	,010	,016	100

a. Dependent Variable: Perilaku Konsumtif

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Perilaku Konsumtif



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,95145959
Most Extreme Differences	Absolute	,106
	Positive	,071
	Negative	-,106
Test Statistic		,106
Asymp. Sig. (2-tailed) ^c		,220
Monte Carlo Sig. (2-tailed) ^d	Sig.	,008
	99% Confidence Interval	Lower Bound
		Upper Bound
		,005

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.

Correlations

		Selebritis Endorsment	Perilaku Konsumtif
Selebritis Endorsment	Pearson Correlation	1	,604**
	Sig. (2-tailed)		<,001
	N	100	100
Perilaku Konsumtif	Pearson Correlation	,604**	1
	Sig. (2-tailed)	<,001	
	N	100	100

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

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