

# Lampiran

## Lampiran 1. Koesioner Penelitian

### KUESIONER PENELITIAN

#### **I. Identitas Responden**

1. Nama : .....
2. Jenis Kelamin :
  - a. Laki-laki
  - b. Perempuan
3. Usia :
  - a. 15-20 tahun
  - b. 21-25 tahun
  - c. 26-30 tahun
  - d. 31 tahun ke atas
4. Pendidikan Terakhir :
  - a. SMP
  - b. SMA/SMK
  - c. Diploma
  - d. S1
  - e. S2/S3
5. Status Pekerjaan :
  - a. Pelajar/Mahasiswa
  - b. Karyawan
  - c. Wiraswasta
  - d. Lainnya. Sebutkan .....
6. Sepatu Nike yang Paling Sering Dibeli :
  - a. Jordan
  - b. LeBron James
  - c. Kevin Durant
  - d. Lainnya. Sebutkan .....
7. Asal Komunitas Basket : .....

## II. Petunjuk Penilaian

Pilihlah jawaban dengan memberi tanda (✓) pada salah satu jawaban yang paling sesuai menurut Anda. Penilaian dilakukan berdasarkan skala berikut:

- Sangat Tidak Setuju (STS) = 1
- Tidak Setuju (TS) = 2
- Ragu-Ragu (RR) = 3
- Setuju (S) = 4
- Sangat Setuju (SS) = 5

### A. Athlete Endorsement

| No | Pernyataan                                                                                                       | SS | S | RR | TS | STS |
|----|------------------------------------------------------------------------------------------------------------------|----|---|----|----|-----|
| 1  | Saya mengenal atlet yang menjadi wajah promosi sepatu Nike.                                                      |    |   |    |    |     |
| 2  | Atlet yang mempromosikan sepatu Nike adalah figur yang saya ketahui dan sering saya lihat.                       |    |   |    |    |     |
| 3  | Atlet yang mempromosikan sepatu Nike relevan dengan jenis olahraga yang saya tekuni.                             |    |   |    |    |     |
| 4  | Saya merasa atlet yang mempromosikan sepatu Nike memiliki hubungan yang erat dengan produk yang mereka iklankan. |    |   |    |    |     |
| 5  | Saya menghormati atlet yang menjadi wajah promosi sepatu Nike.                                                   |    |   |    |    |     |
| 6  | Citra atlet yang mempromosikan sepatu Nike memengaruhi pandangan saya terhadap produk tersebut.                  |    |   |    |    |     |
| 7  | Sepatu Nike yang dipromosikan oleh atlet memiliki ciri khas yang membedakannya dari merek lain.                  |    |   |    |    |     |
| 8  | Endorsement oleh atlet membuat sepatu Nike terlihat lebih eksklusif dibandingkan produk lain.                    |    |   |    |    |     |

### B. Daya Tarik Visual Produk

| No | Pernyataan                                                                                         | SS | S | RG | TS | STS |
|----|----------------------------------------------------------------------------------------------------|----|---|----|----|-----|
| 1  | Warna sepatu Nike yang saya pilih menarik perhatian saya.                                          |    |   |    |    |     |
| 2  | Pilihan warna sepatu Nike berpengaruh pada keputusan saya dalam memilih produk.                    |    |   |    |    |     |
| 3  | Logo Nike pada sepatu sangat mudah dikenali dan menarik perhatian saya.                            |    |   |    |    |     |
| 4  | Merek Nike menjadi salah satu alasan saya memilih sepatu tersebut.                                 |    |   |    |    |     |
| 5  | Desain gambar pada kemasan sepatu Nike menarik perhatian saya.                                     |    |   |    |    |     |
| 6  | Gambar atau ilustrasi yang digunakan pada iklan sepatu Nike memengaruhi saya untuk membeli produk. |    |   |    |    |     |

|    |                                                                                   |  |  |  |  |  |
|----|-----------------------------------------------------------------------------------|--|--|--|--|--|
| 7  | Teks pada kemasan sepatu Nike mudah dibaca dan jelas.                             |  |  |  |  |  |
| 8  | Gaya huruf pada desain sepatu Nike membuat produk ini lebih menarik di mata saya. |  |  |  |  |  |
| 9  | Tata letak kemasan sepatu Nike rapi dan mudah dipahami.                           |  |  |  |  |  |
| 10 | Desain keseluruhan sepatu Nike terlihat teratur dan enak dilihat.                 |  |  |  |  |  |

### C. Kualitas Produk

| No | Pernyataan                                                                                           | SS | S | RG | TS | STS |
|----|------------------------------------------------------------------------------------------------------|----|---|----|----|-----|
| 1  | Sepatu Nike memberikan kenyamanan yang baik saat digunakan untuk bermain basket.                     |    |   |    |    |     |
| 2  | Sepatu Nike berfungsi dengan baik dan memenuhi kebutuhan saya dalam berolahraga.                     |    |   |    |    |     |
| 3  | Fitur tambahan pada sepatu Nike sangat membantu saat bermain basket.                                 |    |   |    |    |     |
| 4  | Sepatu Nike memiliki fitur khusus yang meningkatkan kenyamanan saya saat berolahraga.                |    |   |    |    |     |
| 5  | Sepatu Nike dapat diandalkan untuk digunakan dalam jangka waktu yang lama.                           |    |   |    |    |     |
| 6  | Sepatu Nike tidak mudah rusak meskipun digunakan secara intensif.                                    |    |   |    |    |     |
| 7  | Sepatu Nike cukup awet dan tidak mudah rusak meskipun sering dipakai.                                |    |   |    |    |     |
| 8  | Daya tahan sepatu Nike sangat mempengaruhi keputusan saya untuk membelinya.                          |    |   |    |    |     |
| 9  | Saya merasa yakin akan mendapatkan layanan purna jual yang baik jika ada masalah dengan sepatu Nike. |    |   |    |    |     |
| 10 | Nike menyediakan layanan purna jual yang memudahkan saya jika terjadi masalah dengan sepatu.         |    |   |    |    |     |
| 11 | Desain sepatu Nike sangat menarik dan sesuai dengan selera saya.                                     |    |   |    |    |     |
| 12 | Penampilan sepatu Nike sangat stylish dan sesuai dengan tren saat ini.                               |    |   |    |    |     |
| 13 | Saya merasa sepatu Nike memiliki kualitas yang sangat baik.                                          |    |   |    |    |     |
| 14 | Kualitas produk sepatu Nike terlihat jelas dari bahan dan desain yang digunakan.                     |    |   |    |    |     |

### D. Keputusan Pembelian

| No | Pernyataan                                                        | SS | S | RG | TS | STS |
|----|-------------------------------------------------------------------|----|---|----|----|-----|
| 1  | Saya mempertimbangkan berbagai aspek sebelum memilih sepatu Nike. |    |   |    |    |     |

|    |                                                                                                                           |  |  |  |  |  |
|----|---------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 2  | Keputusan saya untuk membeli sepatu Nike didasarkan pada kualitas dan mereknya.                                           |  |  |  |  |  |
| 3  | Saya memilih sepatu Nike karena saya percaya dengan kualitas merek tersebut.                                              |  |  |  |  |  |
| 4  | Nike adalah merek yang selalu saya pertimbangkan ketika membeli sepatu olahraga.                                          |  |  |  |  |  |
| 5  | Saya lebih memilih membeli sepatu Nike di toko resmi atau gerai yang terpercaya.                                          |  |  |  |  |  |
| 6  | Tempat penjualan yang nyaman dan terpercaya mempengaruhi keputusan saya untuk membeli sepatu Nike.                        |  |  |  |  |  |
| 7  | Saya cenderung membeli sepatu Nike saat ada promosi atau diskon.                                                          |  |  |  |  |  |
| 8  | Keputusan saya untuk membeli sepatu Nike sering dipengaruhi oleh kebutuhan mendesak atau event tertentu.                  |  |  |  |  |  |
| 9  | Saya sering membeli lebih dari satu pasang sepatu Nike karena saya percaya pada kualitasnya.                              |  |  |  |  |  |
| 10 | Saya membeli sepatu Nike lebih dari satu karena saya merasa produk tersebut memenuhi kebutuhan saya dalam jangka panjang. |  |  |  |  |  |

## Lampiran 2. Hasil Olah Data Uji SPSS

### A. Uji Instrumen Penelitian

#### a. Uji Validitas

#### *Athlete endorsement*

|          |                     | Correlations |        |        |        |        |        |        |        |          |
|----------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|----------|
|          |                     | AE.1         | AE.2   | AE.3   | AE.4   | AE.5   | AE.6   | AE.7   | AE.8   | Total.X1 |
| AE.1     | Pearson Correlation | 1            | .692** | .664** | .644** | .600** | .404*  | .272   | .132   | .846**   |
|          | Sig. (2-tailed)     |              | .000   | .000   | .000   | .000   | .027   | .146   | .487   | .000     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| AE.2     | Pearson Correlation | .692**       | 1      | .646** | .781** | .456*  | .215   | .094   | -.101  | .724**   |
|          | Sig. (2-tailed)     | .000         |        | .000   | .000   | .011   | .255   | .621   | .596   | .000     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| AE.3     | Pearson Correlation | .664**       | .646** | 1      | .658** | .668** | .318   | .093   | -.030  | .762**   |
|          | Sig. (2-tailed)     | .000         | .000   |        | .000   | .000   | .087   | .625   | .874   | .000     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| AE.4     | Pearson Correlation | .644**       | .781** | .658** | 1      | .556** | .227   | -.025  | -.165  | .698**   |
|          | Sig. (2-tailed)     | .000         | .000   | .000   |        | .001   | .228   | .895   | .382   | .000     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| AE.5     | Pearson Correlation | .600**       | .456*  | .668** | .556** | 1      | .162   | .026   | -.078  | .637**   |
|          | Sig. (2-tailed)     | .000         | .011   | .000   | .001   |        | .394   | .892   | .680   | .000     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| AE.6     | Pearson Correlation | .404*        | .215   | .318   | .227   | .162   | 1      | .666** | .609** | .680**   |
|          | Sig. (2-tailed)     | .027         | .255   | .087   | .228   | .394   |        | .000   | .000   | .000     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| AE.7     | Pearson Correlation | .272         | .094   | .093   | -.025  | .026   | .666** | 1      | .662** | .534**   |
|          | Sig. (2-tailed)     | .146         | .621   | .625   | .895   | .892   | .000   |        | .000   | .002     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| AE.8     | Pearson Correlation | .132         | -.101  | -.030  | -.165  | -.078  | .609** | .662** | 1      | .380*    |
|          | Sig. (2-tailed)     | .487         | .596   | .874   | .382   | .680   | .000   | .000   |        | .038     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| Total.X1 | Pearson Correlation | .846**       | .724** | .762** | .698** | .637** | .680** | .534** | .380*  | 1        |
|          | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .002   | .038   |          |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |

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

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

# Daya Tarik Visual

|          |                     | Correlations |        |       |       |        |        |        |        |        |        | Total.X2 |
|----------|---------------------|--------------|--------|-------|-------|--------|--------|--------|--------|--------|--------|----------|
|          |                     | DT.1         | DT.2   | DT.3  | DT.4  | DT.5   | DT.6   | DT.7   | DT.8   | DT.9   | DT.10  |          |
| DT.1     | Pearson Correlation | 1            | .251   | .431* | .124  | .420*  | .213   | .313   | .056   | .372*  | .327   | .518**   |
|          | Sig. (2-tailed)     |              | .181   | .017  | .512  | .021   | .257   | .092   | .769   | .043   | .078   | .003     |
|          | N                   | 30           | 30     | 30    | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| DT.2     | Pearson Correlation | .251         | 1      | .255  | .413* | .329   | .182   | .378*  | .245   | .282   | .171   | .537**   |
|          | Sig. (2-tailed)     | .181         |        | .173  | .023  | .076   | .335   | .040   | .191   | .132   | .366   | .002     |
|          | N                   | 30           | 30     | 30    | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| DT.3     | Pearson Correlation | .431*        | .255   | 1     | -.033 | .268   | .325   | .226   | .293   | .219   | .111   | .454*    |
|          | Sig. (2-tailed)     | .017         | .173   |       | .862  | .153   | .080   | .231   | .116   | .245   | .559   | .012     |
|          | N                   | 30           | 30     | 30    | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| DT.4     | Pearson Correlation | .124         | .413*  | -.033 | 1     | .170   | .193   | .242   | .022   | .143   | .196   | .397*    |
|          | Sig. (2-tailed)     | .512         | .023   | .862  |       | .369   | .308   | .197   | .910   | .451   | .300   | .030     |
|          | N                   | 30           | 30     | 30    | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| DT.5     | Pearson Correlation | .420*        | .329   | .268  | .170  | 1      | .722** | .737** | .621** | .755** | .670** | .862**   |
|          | Sig. (2-tailed)     | .021         | .076   | .153  | .369  |        | .000   | .000   | .000   | .000   | .000   | .000     |
|          | N                   | 30           | 30     | 30    | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| DT.6     | Pearson Correlation | .213         | .182   | .325  | .193  | .722** | 1      | .692** | .704** | .630** | .682** | .805**   |
|          | Sig. (2-tailed)     | .257         | .335   | .080  | .308  | .000   |        | .000   | .000   | .000   | .000   | .000     |
|          | N                   | 30           | 30     | 30    | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| DT.7     | Pearson Correlation | .313         | .378*  | .226  | .242  | .737** | .692** | 1      | .615** | .655** | .638** | .838**   |
|          | Sig. (2-tailed)     | .092         | .040   | .231  | .197  | .000   | .000   |        | .000   | .000   | .000   | .000     |
|          | N                   | 30           | 30     | 30    | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| DT.8     | Pearson Correlation | .056         | .245   | .293  | .022  | .621** | .704** | .615** | 1      | .564** | .617** | .701**   |
|          | Sig. (2-tailed)     | .769         | .191   | .116  | .910  | .000   | .000   | .000   |        | .001   | .000   | .000     |
|          | N                   | 30           | 30     | 30    | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| DT.9     | Pearson Correlation | .372*        | .282   | .219  | .143  | .755** | .630** | .655** | .564** | 1      | .570** | .779**   |
|          | Sig. (2-tailed)     | .043         | .132   | .245  | .451  | .000   | .000   | .000   | .001   |        | .001   | .000     |
|          | N                   | 30           | 30     | 30    | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| DT.10    | Pearson Correlation | .327         | .171   | .111  | .196  | .670** | .682** | .638** | .617** | .570** | 1      | .739**   |
|          | Sig. (2-tailed)     | .078         | .366   | .559  | .300  | .000   | .000   | .000   | .000   | .001   |        | .000     |
|          | N                   | 30           | 30     | 30    | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| Total.X2 | Pearson Correlation | .518**       | .537** | .454* | .397* | .862** | .805** | .838** | .701** | .779** | .739** | 1        |
|          | Sig. (2-tailed)     | .003         | .002   | .012  | .030  | .000   | .000   | .000   | .000   | .000   | .000   |          |
|          | N                   | 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).

# Kualitas Produk

|          |                     | Correlations |        |        |        |        |        |        |        |        |        |        |        |        |        | Total.X3 |
|----------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------|
|          |                     | KPD.1        | KPD.2  | KPD.3  | KPD.4  | KPD.5  | KPD.6  | KPD.7  | KPD.8  | KPD.9  | KPD.10 | KPD.11 | KPD.12 | KPD.13 | KPD.14 |          |
| KPD.1    | Pearson Correlation | 1            | .582** | .154   | .384*  | -.002  | .172   | .120   | .009   | .159   | .257   | .259   | .218   | .200   | .121   | .441*    |
|          | Sig. (2-tailed)     |              | .001   | .417   | .036   | .990   | .365   | .527   | .962   | .401   | .170   | .166   | .246   | .288   | .526   | .015     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| KPD.2    | Pearson Correlation | .582**       | 1      | .491** | .470** | .346   | .280   | .017   | -.096  | .231   | .160   | .302   | .329   | .277   | .190   | .557**   |
|          | Sig. (2-tailed)     | .001         |        | .006   | .009   | .061   | .133   | .931   | .614   | .220   | .397   | .105   | .076   | .138   | .315   | .001     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| KPD.3    | Pearson Correlation | .154         | .491** | 1      | .166   | .259   | .320   | .028   | .036   | .306   | .326   | .130   | .241   | .340   | .049   | .447*    |
|          | Sig. (2-tailed)     | .417         | .006   |        | .380   | .166   | .084   | .883   | .950   | .101   | .079   | .492   | .200   | .066   | .798   | .013     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| KPD.4    | Pearson Correlation | .384*        | .470** | .166   | 1      | .428*  | .474** | .040   | .117   | .307   | .213   | .326   | .349   | .351   | .273   | .571**   |
|          | Sig. (2-tailed)     | .036         | .009   | .380   |        | .018   | .008   | .834   | .538   | .099   | .258   | .079   | .059   | .057   | .144   | .001     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| KPD.5    | Pearson Correlation | -.002        | .346   | .259   | .428*  | 1      | .291   | .177   | .212   | .418*  | .230   | .338   | .404*  | .374*  | .466** | .580**   |
|          | Sig. (2-tailed)     | .990         | .061   | .166   | .018   |        | .119   | .351   | .261   | .022   | .222   | .068   | .027   | .042   | .009   | .001     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| KPD.6    | Pearson Correlation | .172         | .280   | .320   | .474** | .291   | 1      | -.113  | .291   | .258   | .267   | .197   | .297   | .393*  | .277   | .504**   |
|          | Sig. (2-tailed)     | .365         | .133   | .084   | .008   | .119   |        | .551   | .119   | .168   | .154   | .296   | .111   | .032   | .138   | .005     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| KPD.7    | Pearson Correlation | .120         | .017   | .028   | .040   | .177   | -.113  | 1      | .493** | .278   | .290   | .052   | .413*  | .298   | .187   | .371*    |
|          | Sig. (2-tailed)     | .527         | .931   | .883   | .834   | .351   | .551   |        | .006   | .137   | .120   | .787   | .023   | .110   | .323   | .043     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| KPD.8    | Pearson Correlation | .009         | -.096  | .036   | .117   | .212   | .291   | .493** | 1      | .484** | .524** | .129   | .324   | .449*  | .422*  | .495**   |
|          | Sig. (2-tailed)     | .962         | .614   | .850   | .538   | .261   | .119   | .006   |        | .007   | .003   | .497   | .081   | .013   | .020   | .005     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| KPD.9    | Pearson Correlation | .159         | .231   | .306   | .307   | .418*  | .258   | .278   | .484** | 1      | .825** | .581** | .688** | .740** | .545** | .812**   |
|          | Sig. (2-tailed)     | .401         | .220   | .101   | .099   | .022   | .168   | .137   | .007   |        | .000   | .001   | .000   | .000   | .002   | .000     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| KPD.10   | Pearson Correlation | .257         | .160   | .326   | .213   | .230   | .267   | .290   | .524** | .825** | 1      | .497** | .664** | .699** | .382*  | .744**   |
|          | Sig. (2-tailed)     | .170         | .397   | .079   | .258   | .222   | .154   | .120   | .003   | .000   |        | .005   | .000   | .000   | .037   | .000     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| KPD.11   | Pearson Correlation | .259         | .302   | .130   | .326   | .338   | .197   | .052   | .129   | .581** | .497** | 1      | .655** | .499** | .570** | .669**   |
|          | Sig. (2-tailed)     | .166         | .105   | .492   | .079   | .068   | .296   | .787   | .497   | .001   | .005   |        | .000   | .005   | .001   | .000     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| KPD.12   | Pearson Correlation | .218         | .329   | .241   | .349   | .404*  | .297   | .413*  | .324   | .688** | .664** | .655** | 1      | .771** | .399*  | .795**   |
|          | Sig. (2-tailed)     | .246         | .076   | .200   | .059   | .027   | .111   | .023   | .081   | .000   | .000   | .000   |        | .000   | .029   | .000     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| KPD.13   | Pearson Correlation | .200         | .277   | .340   | .351   | .374*  | .393*  | .298   | .449*  | .740** | .699** | .499** | .771** | 1      | .463*  | .808**   |
|          | Sig. (2-tailed)     | .288         | .138   | .066   | .057   | .042   | .032   | .110   | .013   | .000   | .000   | .005   | .000   |        | .010   | .000     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| KPD.14   | Pearson Correlation | .121         | .190   | .049   | .273   | .466** | .277   | .187   | .422*  | .545** | .382*  | .570** | .399*  | .463*  | 1      | .655**   |
|          | Sig. (2-tailed)     | .526         | .315   | .798   | .144   | .009   | .138   | .323   | .020   | .002   | .037   | .001   | .029   | .010   |        | .000     |
|          | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30       |
| Total.X3 | Pearson Correlation | .441*        | .557** | .447*  | .571** | .580** | .504** | .371*  | .495** | .812** | .744** | .669** | .795** | .808** | .655** | 1        |
|          | Sig. (2-tailed)     | .015         | .001   | .013   | .001   | .001   | .005   | .043   | .005   | .000   | .000   | .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 0.01 level (2-tailed).

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

## Keputusan Pembelian

|        |                     | Correlations |       |        |        |        |        |        |        |        |        |        |
|--------|---------------------|--------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|        |                     | KP.1         | KP.2  | KP.3   | KP.4   | KP.5   | KP.6   | KP.7   | KP.8   | KP.9   | KP.10  | TotalY |
| KP.1   | Pearson Correlation | 1            | .372* | -.015  | .461*  | .143   | .051   | .106   | .287   | .265   | .194   | .500** |
|        | Sig. (2-tailed)     |              | .043  | .936   | .010   | .450   | .790   | .578   | .124   | .156   | .303   | .005   |
|        | N                   | 30           | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| KP.2   | Pearson Correlation | .372*        | 1     | .143   | .301   | -.221  | .187   | .182   | .200   | .147   | .404*  | .456*  |
|        | Sig. (2-tailed)     | .043         |       | .450   | .106   | .241   | .323   | .335   | .290   | .439   | .027   | .011   |
|        | N                   | 30           | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| KP.3   | Pearson Correlation | -.015        | .143  | 1      | .049   | .390*  | .478** | .116   | .136   | .113   | .126   | .440*  |
|        | Sig. (2-tailed)     | .936         | .450  |        | .798   | .033   | .008   | .543   | .472   | .551   | .507   | .015   |
|        | N                   | 30           | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| KP.4   | Pearson Correlation | .461*        | .301  | .049   | 1      | .183   | -.018  | .131   | .372*  | .262   | .072   | .498** |
|        | Sig. (2-tailed)     | .010         | .106  | .798   |        | .332   | .924   | .491   | .043   | .161   | .706   | .005   |
|        | N                   | 30           | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| KP.5   | Pearson Correlation | .143         | -.221 | .390*  | .183   | 1      | .347   | .393*  | .310   | .364*  | .037   | .535** |
|        | Sig. (2-tailed)     | .450         | .241  | .033   | .332   |        | .060   | .032   | .095   | .048   | .848   | .002   |
|        | N                   | 30           | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| KP.6   | Pearson Correlation | .051         | .187  | .478** | -.018  | .347   | 1      | .294   | -.062  | .216   | .067   | .468** |
|        | Sig. (2-tailed)     | .790         | .323  | .008   | .924   | .060   |        | .115   | .744   | .252   | .726   | .009   |
|        | N                   | 30           | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| KP.7   | Pearson Correlation | .106         | .182  | .116   | .131   | .393*  | .294   | 1      | .472** | .657** | .629** | .711** |
|        | Sig. (2-tailed)     | .578         | .335  | .543   | .491   | .032   | .115   |        | .008   | .000   | .000   | .000   |
|        | N                   | 30           | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| KP.8   | Pearson Correlation | .287         | .200  | .136   | .372*  | .310   | -.062  | .472** | 1      | .582** | .420*  | .661** |
|        | Sig. (2-tailed)     | .124         | .290  | .472   | .043   | .095   | .744   | .008   |        | .001   | .021   | .000   |
|        | N                   | 30           | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| KP.9   | Pearson Correlation | .265         | .147  | .113   | .262   | .364*  | .216   | .657** | .582** | 1      | .598** | .754** |
|        | Sig. (2-tailed)     | .156         | .439  | .551   | .161   | .048   | .252   | .000   | .001   |        | .000   | .000   |
|        | N                   | 30           | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| KP.10  | Pearson Correlation | .194         | .404* | .126   | .072   | .037   | .067   | .629** | .420*  | .598** | 1      | .618** |
|        | Sig. (2-tailed)     | .303         | .027  | .507   | .706   | .848   | .726   | .000   | .021   | .000   |        | .000   |
|        | N                   | 30           | 30    | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30     |
| TotalY | Pearson Correlation | .500**       | .456* | .440*  | .498** | .535** | .468** | .711** | .661** | .754** | .618** | 1      |
|        | Sig. (2-tailed)     | .005         | .011  | .015   | .005   | .002   | .009   | .000   | .000   | .000   | .000   |        |
|        | N                   | 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).

### b. Uji Reliabilitas

#### *Athlete endorsement*

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .815             | 8          |

#### Daya Tarik Visual Produk

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .856             | 10         |

#### Kualitas Produk

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .866             | 14         |

#### Keputusan Pembelian

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .762             | 10         |

## B. Uji Regresi Linier Berganda

### a. Uji Parsial (Uji t)

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

| Model |                          | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|--------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                          | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)               | 9.411                       | 2.196      |                           | 4.285 | .000 |
|       | Athlete Endorsement      | .345                        | .086       | .340                      | 4.006 | .000 |
|       | Daya Tarik Visual Produk | .236                        | .049       | .353                      | 4.810 | .000 |
|       | Kualitas Produk          | .168                        | .045       | .285                      | 3.733 | .000 |

a. Dependent Variable: Keputusan Pembelian

### b. Uji Simultan (Uji F)

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

| Model |                          | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|--------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                          | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)               | 9.411                       | 2.196      |                           | 4.285 | .000 |
|       | Athlete Endorsement      | .345                        | .086       | .340                      | 4.006 | .000 |
|       | Daya Tarik Visual Produk | .236                        | .049       | .353                      | 4.810 | .000 |
|       | Kualitas Produk          | .168                        | .045       | .285                      | 3.733 | .000 |

a. Dependent Variable: Keputusan Pembelian

### c. Uji Koefisien Determinasi (R<sup>2</sup>)

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .798 <sup>a</sup> | .638     | .626              | 3.112                      | 1.900         |

a. Predictors: (Constant), Kualitas Produk, Daya Tarik Visual Produk, Athlete Endorsement

b. Dependent Variable: Keputusan Pembelian

## Lampiran 3. Data Dan Jawaban Responden

### a. Identitas Responden

| No.Responden | Jenis Kelamin | Usia        | Pendidikan Terakhir | Status Pekerja    | Asal Komunitas Basket     | Sepatu Nike yang Paling Sering Dibeli |
|--------------|---------------|-------------|---------------------|-------------------|---------------------------|---------------------------------------|
| 1            | Laki-Laki     | 21-25 tahun | S1                  | Wiraswasta        | YBYM                      | Curry                                 |
| 2            | Perempuan     | 26-30 tahun | S1                  | Pegawai Swasta    | YBYM                      | Jordan                                |
| 3            | Perempuan     | 21-25 tahun | SMA/SMK             | Pelajar/Mahasiswa | YBYM                      | LeBron James                          |
| 4            | Laki-Laki     | 15-20 tahun | SMA/SMK             | Pelajar/Mahasiswa | bsj(basket smantass jaya) | Jordan                                |
| 5            | Perempuan     | 15-20 tahun | SMA/SMK             | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 6            | Laki-Laki     | 26-30 tahun | SMA/SMK             | Pegawai Swasta    | YBYM                      | LeBron James                          |
| 7            | Perempuan     | 21-25 tahun | SMA/SMK             | Pegawai Swasta    | YBYM                      | Jordan                                |
| 8            | Laki-Laki     | 21-25 tahun | SMA/SMK             | Pegawai Swasta    | YBYM                      | Jordan                                |
| 9            | Laki-Laki     | 15-20 tahun | SMA/SMK             | Pelajar/Mahasiswa | Jogja FreeBallers         | Jordan                                |
| 10           | Laki-Laki     | 15-20 tahun | SMA/SMK             | Pelajar/Mahasiswa | Jogja FreeBallers         | LeBron James                          |
| 11           | Perempuan     | 21-25 tahun | S1                  | Pegawai Swasta    | YBYM                      | Nike aja                              |
| 12           | Perempuan     | 15-20 tahun | SMA/SMK             | Pelajar/Mahasiswa | YBYM                      | kyrie                                 |
| 13           | Laki-Laki     | 21-25 tahun | S1                  | Pelajar/Mahasiswa | BSJ (Basket Smantas Jaya) | Kyrie                                 |
| 14           | Perempuan     | 26-30 tahun | S1                  | Wiraswasta        | YBYM                      | Kobe                                  |
| 15           | Laki-Laki     | 26-30 tahun | S1                  | Wiraswasta        | BSJ (Basket Smantas Jaya) | LeBron James                          |
| 16           | Laki-Laki     | 15-20       | SMP                 | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 17           | Perempuan     | 15-20       | SMA/SMK             | Pelajar/Mahasiswa | Newtown                   | Jordan                                |
| 18           | Laki-Laki     | 21-25       | SMP                 | Pelajar/Mahasiswa | Newtown                   | LeBron James                          |
| 19           | Perempuan     | 15-20       | S1                  | Pelajar/Mahasiswa | Newtown                   | Jordan                                |
| 20           | Laki-Laki     | 21-25       | SMA/SMK             | Pelajar/Mahasiswa | YBYM                      | LeBron James                          |
| 21           | Laki-Laki     | 15-20       | S1                  | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 22           | Perempuan     | 15-20       | SMP                 | Pelajar/Mahasiswa | BSJ (Basket Smantas Jaya) | Jordan                                |
| 23           | Laki-Laki     | 26-30       | SMP                 | Wiraswasta        | YBYM                      | Kevin Durant                          |
| 24           | Laki-Laki     | 21-25       | SMA/SMK             | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 25           | Laki-Laki     | 15-20       | SMA/SMK             | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 26           | Laki-Laki     | 26-30       | SMP                 | Karyawan          | BSJ (Basket Smantas Jaya) | LeBron James                          |
| 27           | Perempuan     | 26-30       | SMA/SMK             | Wiraswasta        | YBYM                      | Kevin Durant                          |
| 28           | Laki-Laki     | 21-25       | SMP                 | Karyawan          | YBYM                      | LeBron James                          |
| 29           | Perempuan     | 21-25       | SMP                 | Karyawan          | YBYM                      | LeBron James                          |
| 30           | Laki-Laki     | 15-20       | SMA/SMK             | Pelajar/Mahasiswa | BSJ (Basket Smantas Jaya) | Jordan                                |
| 31           | Laki-Laki     | 15-20       | SMA/SMK             | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 32           | Perempuan     | 26-30       | SMA/SMK             | Karyawan          | Newtown                   | LeBron James                          |
| 33           | Perempuan     | 21-25       | SMA/SMK             | Karyawan          | YBYM                      | LeBron James                          |
| 34           | Perempuan     | 26-30       | SMA/SMK             | Wiraswasta        | BSJ (Basket Smantas Jaya) | Kevin Durant                          |
| 35           | Laki-Laki     | 15-20       | SMP                 | Pelajar/Mahasiswa | BSJ (Basket Smantas Jaya) | Jordan                                |
| 36           | Laki-Laki     | 15-20       | SMP                 | Pelajar/Mahasiswa | BSJ (Basket Smantas Jaya) | Jordan                                |
| 37           | Laki-Laki     | 15-20       | SMP                 | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 38           | Perempuan     | 21-25       | SMP                 | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 39           | Perempuan     | 15-20       | S1                  | Pelajar/Mahasiswa | Newtown                   | Jordan                                |
| 40           | Perempuan     | 15-20       | SMP                 | Pelajar/Mahasiswa | Newtown                   | Jordan                                |
| 41           | Perempuan     | 15-20       | SMP                 | Pelajar/Mahasiswa | BSJ (Basket Smantas Jaya) | Jordan                                |
| 42           | Laki-Laki     | 21-25       | SMP                 | Pelajar/Mahasiswa | BSJ (Basket Smantas Jaya) | LeBron James                          |
| 43           | Perempuan     | 21-25       | SMP                 | Pelajar/Mahasiswa | Newtown                   | Jordan                                |
| 44           | Laki-Laki     | 15-20       | SMA/SMK             | Pelajar/Mahasiswa | Newtown                   | Jordan                                |
| 45           | Laki-Laki     | 26-30       | S1                  | Pekerjaan lain    | YBYM                      | Kevin Durant                          |
| 46           | Perempuan     | 21-25       | SMP                 | Karyawan          | BSJ (Basket Smantas Jaya) | LeBron James                          |
| 47           | Laki-Laki     | 26-30       | SMA/SMK             | Wiraswasta        | Newtown                   | Kevin Durant                          |
| 48           | Perempuan     | 26-30       | SMA/SMK             | Wiraswasta        | Jogja FreeBallers         | Kevin Durant                          |
| 49           | Perempuan     | 21-25       | SMA/SMK             | Pelajar/Mahasiswa | BSJ (Basket Smantas Jaya) | LeBron James                          |
| 50           | Perempuan     | 21-25       | SMP                 | Karyawan          | BSJ (Basket Smantas Jaya) | LeBron James                          |
| 51           | Laki-Laki     | 15-20       | SMA/SMK             | Pelajar/Mahasiswa | Gamelimolas               | Jordan                                |
| 52           | Perempuan     | 21-25       | SMA/SMK             | Karyawan          | Newtown                   | LeBron James                          |
| 53           | Perempuan     | 21-25       | SMP                 | Karyawan          | Gamelimolas               | LeBron James                          |
| 54           | Perempuan     | 26-30       | SMA/SMK             | Pekerjaan lain    | Gamelimolas               | Kevin Durant                          |
| 55           | Laki-Laki     | 15-20       | SMA/SMK             | Pelajar/Mahasiswa | Newtown                   | Jordan                                |
| 56           | Laki-Laki     | 26-30       | SMP                 | Karyawan          | Newtown                   | LeBron James                          |
| 57           | Perempuan     | 21-25       | SMA/SMK             | Karyawan          | Gamelimolas               | LeBron James                          |
| 58           | Laki-Laki     | 21-25       | SMP                 | Karyawan          | YBYM                      | LeBron James                          |
| 59           | Laki-Laki     | 21-25       | SMA/SMK             | Karyawan          | YBYM                      | LeBron James                          |
| 60           | Laki-Laki     | 15-20       | SMP                 | Pelajar/Mahasiswa | Jogja FreeBallers         | Jordan                                |
| 61           | Laki-Laki     | 15-20       | SMP                 | Pelajar/Mahasiswa | Gamelimolas               | Jordan                                |
| 62           | Laki-Laki     | 15-20       | S1                  | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 63           | Laki-Laki     | 26-30       | SMP                 | Karyawan          | YBYM                      | LeBron James                          |
| 64           | Perempuan     | 21-25       | S1                  | Pelajar/Mahasiswa | Jogja FreeBallers         | LeBron James                          |
| 65           | Laki-Laki     | 15-20       | SMP                 | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 66           | Laki-Laki     | 15-20       | SMA/SMK             | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 67           | Perempuan     | 21-25       | SMA/SMK             | Pelajar/Mahasiswa | Gamelimolas               | Jordan                                |
| 68           | Laki-Laki     | 21-25       | SMP                 | Pelajar/Mahasiswa | Newtown                   | Jordan                                |
| 69           | Laki-Laki     | 21-25       | SMP                 | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 70           | Perempuan     | 26-30       | SMA/SMK             | Pekerjaan lain    | YBYM                      | Kevin Durant                          |
| 71           | Laki-Laki     | 15-20       | S1                  | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 72           | Perempuan     | 21-25       | SMA/SMK             | Pelajar/Mahasiswa | Jogja FreeBallers         | LeBron James                          |
| 73           | Laki-Laki     | 15-20       | S1                  | Pelajar/Mahasiswa | Jogja FreeBallers         | Jordan                                |
| 74           | Laki-Laki     | 15-20       | SMP                 | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 75           | Perempuan     | 15-20       | S1                  | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 76           | Laki-Laki     | 21-25       | S1                  | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 77           | Laki-Laki     | 26-30       | SMA/SMK             | Karyawan          | Gamelimolas               | LeBron James                          |
| 78           | Laki-Laki     | 15-20       | S1                  | Pelajar/Mahasiswa | Newtown                   | Jordan                                |
| 79           | Perempuan     | 15-20       | SMA/SMK             | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 80           | Laki-Laki     | 21-25       | SMP                 | Pelajar/Mahasiswa | Newtown                   | LeBron James                          |
| 81           | Perempuan     | 21-25       | SMP                 | Pelajar/Mahasiswa | Newtown                   | LeBron James                          |
| 82           | Perempuan     | 15-20       | SMP                 | Pelajar/Mahasiswa | Newtown                   | Jordan                                |
| 83           | Perempuan     | 21-25       | SMA/SMK             | Pelajar/Mahasiswa | YBYM                      | LeBron James                          |
| 84           | Perempuan     | 15-20       | SMP                 | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 85           | Laki-Laki     | 15-20       | SMP                 | Pelajar/Mahasiswa | Newtown                   | Jordan                                |
| 86           | Perempuan     | 15-20       | S1                  | Pelajar/Mahasiswa | Gamelimolas               | Jordan                                |
| 87           | Perempuan     | 15-20       | SMP                 | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 88           | Laki-Laki     | 21-25       | SMP                 | Karyawan          | YBYM                      | LeBron James                          |
| 89           | Laki-Laki     | 15-20       | SMP                 | Pelajar/Mahasiswa | Newtown                   | Jordan                                |
| 90           | Laki-Laki     | 15-20       | SMP                 | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 91           | Laki-Laki     | 15-20       | S1                  | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 92           | Laki-Laki     | 21-25       | SMP                 | Karyawan          | Newtown                   | LeBron James                          |
| 93           | Laki-Laki     | 26-30       | SMP                 | Pekerjaan lain    | Newtown                   | Kevin Durant                          |
| 94           | Laki-Laki     | 21-25       | S1                  | Karyawan          | YBYM                      | LeBron James                          |
| 95           | Perempuan     | 15-20       | SMA/SMK             | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 96           | Laki-Laki     | 21-25       | SMP                 | Pelajar/Mahasiswa | Gamelimolas               | LeBron James                          |
| 97           | Laki-Laki     | 26-30       | S1                  | Pekerjaan lain    | YBYM                      | Kevin Durant                          |
| 98           | Perempuan     | 26-30       | SMA/SMK             | Karyawan          | YBYM                      | LeBron James                          |
| 99           | Perempuan     | 15-20       | SMP                 | Pelajar/Mahasiswa | YBYM                      | Jordan                                |
| 100          | Perempuan     | 26-30       | SMA/SMK             | Karyawan          | Gamelimolas               | LeBron James                          |

## b. Jawaban Kuesioner

| No | Athlete endorsement (X1) |      |      |      |      |      |      |      | Total : X1 | Daya Tarik Visual Produk (X2) |      |      |      |      |      |      |      |      |       | Total : X2 | Kualitas Produk (X3) |       |       |       |       |       |       |       |       |        |        |        |        |        | Total : X3 | Keputusan Pembelian (Y) |      |      |      |      |      |      |      |      |       | Total : Y |    |
|----|--------------------------|------|------|------|------|------|------|------|------------|-------------------------------|------|------|------|------|------|------|------|------|-------|------------|----------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|------------|-------------------------|------|------|------|------|------|------|------|------|-------|-----------|----|
|    | AE.1                     | AE.2 | AE.3 | AE.4 | AE.5 | AE.6 | AE.7 | AE.8 |            | DT.1                          | DT.2 | DT.3 | DT.4 | DT.5 | DT.6 | DT.7 | DT.8 | DT.9 | DT.10 |            | KPD.1                | KPD.2 | KPD.3 | KPD.4 | KPD.5 | KPD.6 | KPD.7 | KPD.8 | KPD.9 | KPD.10 | KPD.11 | KPD.12 | KPD.13 | KPD.14 |            | KP.1                    | KP.2 | KP.3 | KP.4 | KP.5 | KP.6 | KP.7 | KP.8 | KP.9 | KP.10 |           |    |
| 1  | 5                        | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 40         | 5                             | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 5          | 5                    | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5      | 5      | 5      | 70     | 5      | 5          | 5                       | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 50        |    |
| 2  | 5                        | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 38         | 4                             | 4    | 5    | 5    | 4    | 5    | 5    | 4    | 5    | 5     | 46         | 5                    | 5     | 5     | 5     | 4     | 5     | 5     | 5     | 4     | 5      | 5      | 5      | 5      | 67     | 5          | 5                       | 5    | 5    | 5    | 5    | 5    | 5    | 4    | 4    | 4     | 48        |    |
| 3  | 4                        | 4    | 4    | 4    | 5    | 4    | 4    | 4    | 33         | 4                             | 4    | 5    | 4    | 5    | 4    | 4    | 4    | 4    | 4     | 42         | 4                    | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 5     | 4      | 4      | 4      | 57     | 4      | 4          | 4                       | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 41    |           |    |
| 4  | 3                        | 4    | 3    | 4    | 4    | 5    | 4    | 4    | 31         | 5                             | 4    | 5    | 3    | 4    | 3    | 4    | 3    | 4    | 4     | 39         | 3                    | 4     | 3     | 4     | 5     | 5     | 4     | 5     | 4     | 5      | 4      | 2      | 4      | 57     | 5          | 5                       | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     | 43        |    |
| 5  | 4                        | 4    | 5    | 5    | 5    | 2    | 4    | 4    | 33         | 5                             | 5    | 5    | 4    | 5    | 5    | 5    | 4    | 4    | 5     | 47         | 5                    | 5     | 5     | 5     | 5     | 4     | 5     | 5     | 3     | 3      | 5      | 5      | 5      | 65     | 4          | 5                       | 5    | 5    | 5    | 5    | 3    | 3    | 4    | 4    | 4     | 43        |    |
| 6  | 4                        | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 32         | 4                             | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     | 40         | 4                    | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4      | 4      | 4      | 4      | 56     | 4          | 4                       | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     | 40        |    |
| 7  | 4                        | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 32         | 4                             | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     | 40         | 4                    | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4      | 4      | 4      | 4      | 56     | 4          | 4                       | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     | 40        |    |
| 8  | 5                        | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 40         | 5                             | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 50         | 5                    | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5      | 5      | 5      | 5      | 70     | 5          | 5                       | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 50        |    |
| 9  | 1                        | 3    | 2    | 3    | 4    | 4    | 4    | 4    | 25         | 5                             | 4    | 5    | 2    | 2    | 4    | 4    | 4    | 4    | 4     | 38         | 3                    | 5     | 3     | 4     | 4     | 5     | 5     | 4     | 4     | 4      | 4      | 4      | 2      | 4      | 55         | 4                       | 4    | 4    | 4    | 5    | 5    | 2    | 1    | 1    | 2     | 32        |    |
| 10 | 4                        | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 32         | 4                             | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     | 40         | 4                    | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4      | 4      | 4      | 4      | 56     | 4          | 4                       | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     | 40        |    |
| 11 | 4                        | 4    | 4    | 4    | 4    | 5    | 3    | 3    | 31         | 4                             | 5    | 5    | 5    | 5    | 4    | 4    | 4    | 4    | 4     | 44         | 4                    | 4     | 4     | 4     | 5     | 5     | 5     | 4     | 4     | 4      | 4      | 3      | 4      | 4      | 58         | 4                       | 4    | 4    | 4    | 3    | 4    | 4    | 5    | 4    | 4     | 4         | 40 |
| 12 | 4                        | 4    | 4    | 5    | 5    | 4    | 5    | 4    | 35         | 5                             | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 50         | 5                    | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5      | 5      | 5      | 5      | 70     | 5          | 5                       | 5    | 5    | 5    | 5    | 4    | 4    | 4    | 4    | 4     | 46        |    |
| 13 | 5                        | 5    | 5    | 4    | 4    | 4    | 5    | 5    | 37         | 4                             | 4    | 4    | 5    | 4    | 4    | 4    | 4    | 4    | 4     | 41         | 4                    | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 5     | 4      | 5      | 4      | 4      | 58     | 5          | 4                       | 4    | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4     | 42        |    |
| 14 | 4                        | 4    | 5    | 4    | 4    | 4    | 5    | 5    | 35         | 5                             | 5    | 4    | 2    | 4    | 3    | 3    | 2    | 3    | 5     | 36         | 4                    | 4     | 4     | 3     | 5     | 5     | 5     | 5     | 2     | 3      | 4      | 4      | 4      | 56     | 5          | 4                       | 4    | 5    | 4    | 5    | 3    | 5    | 2    | 2    | 39    |           |    |
| 15 | 5                        | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 40         | 5                             | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     | 50         | 4                    | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4      | 4      | 4      | 4      | 56     | 4          | 4                       | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     | 40        |    |
| 16 | 4                        | 4    | 5    | 4    | 5    | 2    | 5    | 5    | 34         | 3                             | 4    | 5    | 5    | 4    | 2    | 5    | 4    | 3    | 2     | 37         | 4                    | 4     | 4     | 5     | 5     | 5     | 4     | 1     | 1     | 5      | 5      | 1      | 5      | 3      | 52         | 3                       | 4    | 4    | 3    | 5    | 5    | 4    | 3    | 4    | 5     | 40        |    |
| 17 | 2                        | 4    | 4    | 4    | 4    | 5    | 2    | 5    | 30         | 4                             | 5    | 4    | 5    | 5    | 5    | 2    | 5    | 4    | 5     | 44         | 4                    | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 4     | 2      | 4      | 2      | 1      | 3      | 48         | 3                       | 3    | 3    | 5    | 2    | 2    | 3    | 5    | 3    | 5     | 43        |    |
| 18 | 4                        | 5    | 5    | 4    | 4    | 3    | 1    | 1    | 27         | 5                             | 4    | 4    | 4    | 5    | 5    | 5    | 5    | 5    | 5     | 47         | 4                    | 4     | 4     | 4     | 4     | 4     | 4     | 5     | 2     | 4      | 1      | 4      | 3      | 2      | 49         | 4                       | 4    | 4    | 2    | 2    | 1    | 5    | 5    | 5    | 5     | 5         | 7  |
| 19 | 2                        | 3    | 4    | 4    | 4    | 3    | 4    | 5    | 29         | 3                             | 3    | 3    | 3    | 2    | 2    | 2    | 5    | 4    | 3     | 30         | 3                    | 4     | 4     | 5     | 5     | 1     | 5     | 2     | 1     | 4      | 2      | 4      | 2      | 47     | 2          | 2                       | 5    | 5    | 5    | 2    | 4    | 3    | 3    | 5    | 3     | 6         |    |
| 20 | 3                        | 4    | 5    | 4    | 3    | 2    | 4    | 5    | 30         | 4                             | 3    | 5    | 3    | 4    | 2    | 4    | 4    | 4    | 4     | 37         | 4                    | 3     | 5     | 5     | 2     | 5     | 3     | 4     | 2     | 3      | 5      | 3      | 1      | 3      | 48         | 3                       | 3    | 5    | 3    | 3    | 1    | 4    | 5    | 3    | 4     | 34        |    |
| 21 | 1                        | 2    | 3    | 3    | 4    | 4    | 5    | 4    | 26         | 4                             | 3    | 3    | 3    | 3    | 2    | 5    | 4    | 3    | 2     | 32         | 2                    | 1     | 2     | 2     | 1     | 1     | 1     | 4     | 2     | 5      | 2      | 3      | 5      | 3      | 34         | 1                       | 1    | 3    | 1    | 5    | 4    | 4    | 5    | 3    | 1     | 31        |    |

| No | Athlete endorsement (X1) |        |        |        |        |        |        |        | Total · X1 | Daya Tarik Visual Produk (X2) |        |        |        |        |        |        |        |        |         | Total · X2 | Kualitas Produk (X3) |         |         |         |         |         |         |         |         |          |          |          |          |          | Total · X3 | Keputusan Pembelian (Y) |        |        |        |        |        |        |        |        |         | Total · Y |   |   |   |
|----|--------------------------|--------|--------|--------|--------|--------|--------|--------|------------|-------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|---------|------------|----------------------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|------------|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|---------|-----------|---|---|---|
|    | AE · 1                   | AE · 2 | AE · 3 | AE · 4 | AE · 5 | AE · 6 | AE · 7 | AE · 8 |            | DT · 1                        | DT · 2 | DT · 3 | DT · 4 | DT · 5 | DT · 6 | DT · 7 | DT · 8 | DT · 9 | DT · 10 |            | KPD · 1              | KPD · 2 | KPD · 3 | KPD · 4 | KPD · 5 | KPD · 6 | KPD · 7 | KPD · 8 | KPD · 9 | KPD · 10 | KPD · 11 | KPD · 12 | KPD · 13 | KPD · 14 |            | KP · 1                  | KP · 2 | KP · 3 | KP · 4 | KP · 5 | KP · 6 | KP · 7 | KP · 8 | KP · 9 | KP · 10 |           |   |   |   |
| 22 | 2                        | 2      | 3      | 4      | 4      | 5      | 5      | 5      | 3          | 0                             | 4      | 4      | 3      | 3      | 4      | 4      | 4      | 4      | 4       | 2          | 3                    | 6       | 4       | 4       | 4       | 3       | 3       | 3       | 3       | 4        | 2        | 3        | 2        | 4        | 4          | 4                       | 7      | 3      | 3      | 4      | 1      | 4      | 4      | 4      | 4       | 3         | 4 | 3 |   |
| 23 | 5                        | 5      | 3      | 3      | 3      | 4      | 4      | 5      | 2          | 2                             | 5      | 3      | 5      | 3      | 3      | 3      | 2      | 4      | 3       | 3          | 4                    | 4       | 3       | 3       | 5       | 4       | 4       | 3       | 4       | 5        | 3        | 5        | 3        | 5        | 2          | 1                       | 5      | 0      | 3      | 5      | 3      | 3      | 1      | 5      | 3       | 4         | 3 | 4 | 3 |
| 24 | 4                        | 3      | 3      | 3      | 3      | 2      | 2      | 4      | 4          | 4                             | 3      | 4      | 5      | 4      | 1      | 2      | 1      | 2      | 1       | 2          | 5                    | 4       | 3       | 2       | 5       | 3       | 3       | 3       | 3       | 3        | 3        | 3        | 3        | 3        | 4          | 5                       | 5      | 3      | 4      | 4      | 4      | 4      | 2      | 2      | 2       | 1         | 3 | 1 | 3 |
| 25 | 5                        | 5      | 5      | 2      | 2      | 5      | 2      | 4      | 4          | 4                             | 2      | 9      | 5      | 5      | 4      | 2      | 1      | 2      | 2       | 1          | 7                    | 4       | 5       | 5       | 4       | 5       | 5       | 5       | 5       | 5        | 5        | 5        | 5        | 5        | 5          | 6                       | 8      | 2      | 5      | 5      | 5      | 5      | 5      | 5      | 2       | 2         | 1 | 3 | 7 |
| 26 | 5                        | 5      | 5      | 5      | 3      | 4      | 4      | 4      | 3          | 5                             | 4      | 5      | 5      | 5      | 1      | 2      | 1      | 2      | 1       | 2          | 8                    | 5       | 5       | 5       | 5       | 4       | 5       | 4       | 4       | 4        | 4        | 4        | 4        | 4        | 4          | 6                       | 1      | 5      | 5      | 4      | 4      | 4      | 4      | 2      | 2       | 5         | 2 | 3 | 7 |
| 27 | 2                        | 4      | 5      | 5      | 3      | 4      | 4      | 4      | 3          | 1                             | 1      | 2      | 2      | 1      | 4      | 4      | 4      | 4      | 4       | 4          | 0                    | 4       | 5       | 4       | 4       | 2       | 3       | 1       | 4       | 4        | 4        | 1        | 4        | 2        | 5          | 4                       | 7      | 2      | 1      | 2      | 1      | 4      | 5      | 5      | 5       | 5         | 5 | 3 | 5 |
| 28 | 1                        | 2      | 1      | 1      | 3      | 4      | 5      | 3      | 2          | 0                             | 2      | 3      | 1      | 1      | 4      | 3      | 4      | 4      | 3       | 4          | 2                    | 9       | 1       | 3       | 1       | 1       | 1       | 1       | 1       | 3        | 3        | 2        | 2        | 3        | 2          | 2                       | 6      | 1      | 2      | 2      | 3      | 5      | 4      | 2      | 2       | 4         | 4 | 2 | 9 |
| 29 | 5                        | 4      | 4      | 4      | 3      | 3      | 4      | 2      | 2          | 9                             | 1      | 2      | 4      | 4      | 4      | 2      | 3      | 3      | 2       | 8          | 2                    | 2       | 5       | 4       | 5       | 4       | 2       | 3       | 5       | 5        | 2        | 4        | 4        | 4        | 1          | 5                       | 1      | 4      | 4      | 3      | 5      | 5      | 4      | 3      | 2       | 3         | 3 | 4 |   |
| 30 | 2                        | 1      | 1      | 1      | 1      | 3      | 4      | 3      | 1          | 6                             | 1      | 4      | 1      | 1      | 5      | 4      | 4      | 4      | 4       | 4          | 2                    | 2       | 2       | 1       | 1       | 4       | 4       | 4       | 2       | 2        | 2        | 2        | 1        | 1        | 1          | 2                       | 9      | 1      | 1      | 2      | 1      | 2      | 3      | 4      | 4       | 4         | 4 | 2 | 6 |
| 31 | 4                        | 2      | 4      | 4      | 4      | 4      | 1      | 2      | 2          | 5                             | 1      | 2      | 2      | 2      | 4      | 4      | 4      | 4      | 4       | 3          | 0                    | 5       | 4       | 1       | 2       | 1       | 2       | 1       | 2       | 2        | 3        | 2        | 1        | 2        | 1          | 9                       | 1      | 1      | 1      | 1      | 1      | 1      | 4      | 4      | 4       | 5         | 3 | 2 |   |
| 32 | 1                        | 2      | 4      | 4      | 3      | 1      | 3      | 3      | 3          | 1                             | 2      | 1      | 2      | 1      | 4      | 3      | 3      | 2      | 3       | 1          | 2                    | 3       | 1       | 2       | 1       | 1       | 1       | 1       | 3       | 3        | 3        | 2        | 3        | 5        | 3          | 2                       | 1      | 2      | 1      | 5      | 5      | 5      | 4      | 2      | 4       | 4         | 3 | 3 |   |
| 33 | 3                        | 5      | 3      | 3      | 3      | 1      | 1      | 1      | 2          | 0                             | 1      | 2      | 4      | 2      | 2      | 4      | 4      | 4      | 3       | 3          | 2                    | 9       | 4       | 1       | 2       | 4       | 3       | 3       | 3       | 3        | 3        | 3        | 5        | 5        | 4          | 6                       | 2      | 2      | 2      | 3      | 3      | 4      | 5      | 5      | 3       | 4         | 3 | 3 |   |
| 34 | 2                        | 3      | 4      | 5      | 5      | 4      | 4      | 3      | 3          | 0                             | 3      | 3      | 3      | 4      | 4      | 4      | 4      | 3      | 5       | 5          | 8                    | 5       | 4       | 4       | 4       | 2       | 3       | 2       | 5       | 5        | 5        | 5        | 5        | 4        | 5          | 7                       | 3      | 3      | 4      | 5      | 3      | 3      | 3      | 5      | 5       | 5         | 3 | 9 |   |
| 35 | 5                        | 2      | 2      | 5      | 4      | 4      | 4      | 3      | 2          | 9                             | 5      | 5      | 5      | 2      | 2      | 4      | 2      | 2      | 4       | 2          | 3                    | 5       | 5       | 5       | 2       | 2       | 5       | 5       | 5       | 3        | 3        | 4        | 5        | 5        | 5          | 9                       | 2      | 5      | 5      | 4      | 5      | 5      | 3      | 4      | 3       | 3         | 3 | 9 |   |
| 36 | 3                        | 4      | 5      | 3      | 3      | 4      | 4      | 5      | 3          | 1                             | 3      | 3      | 5      | 5      | 3      | 4      | 4      | 5      | 5       | 4          | 2                    | 5       | 2       | 3       | 4       | 3       | 5       | 5       | 5       | 3        | 3        | 4        | 4        | 4        | 5          | 2                       | 4      | 5      | 4      | 5      | 5      | 4      | 4      | 4      | 3       | 3         | 4 |   |   |
| 37 | 3                        | 3      | 3      | 3      | 5      | 5      | 5      | 3      | 3          | 0                             | 4      | 2      | 3      | 4      | 3      | 5      | 5      | 5      | 3       | 3          | 7                    | 4       | 3       | 3       | 3       | 5       | 3       | 2       | 5       | 3        | 5        | 3        | 5        | 5        | 4          | 2                       | 2      | 2      | 3      | 5      | 5      | 5      | 5      | 5      | 5       | 5         | 3 | 9 |   |
| 38 | 1                        | 3      | 1      | 1      | 1      | 5      | 5      | 5      | 2          | 2                             | 2      | 2      | 5      | 5      | 1      | 2      | 4      | 2      | 1       | 2          | 6                    | 4       | 2       | 4       | 3       | 3       | 4       | 4       | 4       | 2        | 1        | 1        | 2        | 4        | 4          | 2                       | 2      | 3      | 5      | 1      | 4      | 5      | 3      | 2      | 4       | 2         | 3 | 1 |   |
| 39 | 2                        | 4      | 3      | 4      | 3      | 4      | 5      | 4      | 9          | 2                             | 3      | 3      | 2      | 4      | 4      | 4      | 4      | 4      | 3       | 4          | 4                    | 5       | 3       | 3       | 4       | 4       | 3       | 3       | 5       | 3        | 5        | 4        | 4        | 5        | 5          | 5                       | 3      | 2      | 2      | 3      | 5      | 3      | 5      | 4      | 5       | 3         | 7 |   |   |
| 40 | 3                        | 4      | 3      | 3      | 3      | 4      | 4      | 4      | 8          | 3                             | 3      | 3      | 3      | 5      | 5      | 3      | 2      | 1      | 2       | 3          | 0                    | 3       | 3       | 4       | 3       | 2       | 3       | 2       | 5       | 5        | 5        | 3        | 4        | 5        | 5          | 2                       | 2      | 3      | 2      | 4      | 5      | 5      | 2      | 3      | 3       | 5         | 4 |   |   |
| 41 | 3                        | 4      | 3      | 3      | 3      | 5      | 5      | 5      | 1          | 3                             | 3      | 3      | 3      | 5      | 3      | 4      | 5      | 5      | 3       | 3          | 7                    | 3       | 3       | 4       | 3       | 2       | 5       | 3       | 5       | 2        | 4        | 3        | 5        | 5        | 1          | 8                       | 4      | 3      | 3      | 3      | 3      | 4      | 5      | 5      | 3       | 4         | 7 |   |   |
| 42 | 4                        | 4      | 4      | 4      | 5      | 4      | 4      | 4      | 3          | 3                             | 5      | 5      | 5      | 4      | 2      | 3      | 4      | 4      | 2       | 7          | 4                    | 4       | 5       | 5       | 4       | 4       | 4       | 3       | 1       | 4        | 3        | 4        | 4        | 4        | 3          | 3                       | 5      | 3      | 2      | 5      | 3      | 4      | 4      | 2      | 4       | 3         | 5 |   |   |
| 43 | 5                        | 4      | 3      | 3      | 3      | 3      | 3      | 4      | 8          | 3                             | 5      | 3      | 3      | 5      | 5      | 5      | 5      | 5      | 5       | 4          | 6                    | 3       | 5       | 4       | 3       | 5       | 4       | 3       | 5       | 5        | 2        | 2        | 3        | 3        | 2          | 9                       | 3      | 4      | 4      | 1      | 1      | 1      | 5      | 5      | 5       | 5         | 5 | 4 |   |

| No  | Athlete endorsement (X1) |        |        |        |        |        |        |        | Total · X1 | Daya Tarik Visual Produk (X2) |        |        |        |        |        |        |        |        |         | Total · X2 | Kualitas Produk (X3) |         |         |         |         |         |         |         |         |          |          |          |          |          | Total · X3 | Keputusan Pembelian (Y) |        |        |        |        |        |        |        |        |         | Total · Y |   |   |   |
|-----|--------------------------|--------|--------|--------|--------|--------|--------|--------|------------|-------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|---------|------------|----------------------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|------------|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|---------|-----------|---|---|---|
|     | AE · 1                   | AE · 2 | AE · 3 | AE · 4 | AE · 5 | AE · 6 | AE · 7 | AE · 8 |            | DT · 1                        | DT · 2 | DT · 3 | DT · 4 | DT · 5 | DT · 6 | DT · 7 | DT · 8 | DT · 9 | DT · 10 |            | KPD · 1              | KPD · 2 | KPD · 3 | KPD · 4 | KPD · 5 | KPD · 6 | KPD · 7 | KPD · 8 | KPD · 9 | KPD · 10 | KPD · 11 | KPD · 12 | KPD · 13 | KPD · 14 |            | KP · 1                  | KP · 2 | KP · 3 | KP · 4 | KP · 5 | KP · 6 | KP · 7 | KP · 8 | KP · 9 | KP · 10 |           |   |   |   |
| 444 | 4                        | 4      | 4      | 5      | 4      | 4      | 4      | 4      | 3          | 4                             | 4      | 4      | 5      | 3      | 5      | 5      | 5      | 1      | 4       | 4          | 5                    | 5       | 5       | 5       | 4       | 4       | 4       | 5       | 2       | 4        | 2        | 5        | 5        | 5        | 6          | 2                       | 5      | 5      | 1      | 5      | 5      | 5      | 5      | 3      | 4       | 4         | 0 |   |   |
| 455 | 4                        | 4      | 3      | 3      | 4      | 3      | 5      | 3      | 2          | 7                             | 4      | 3      | 4      | 3      | 4      | 4      | 4      | 3      | 3       | 3          | 6                    | 4       | 3       | 5       | 3       | 3       | 3       | 3       | 4       | 4        | 3        | 4        | 4        | 4        | 5          | 1                       | 3      | 3      | 3      | 3      | 4      | 4      | 3      | 4      | 4       | 3         | 4 |   |   |
| 466 | 5                        | 3      | 3      | 3      | 3      | 3      | 4      | 4      | 4          | 9                             | 5      | 3      | 3      | 3      | 3      | 4      | 5      | 4      | 3       | 5          | 8                    | 3       | 3       | 3       | 3       | 3       | 3       | 5       | 5       | 2        | 4        | 3        | 5        | 5        | 5          | 2                       | 3      | 3      | 4      | 3      | 4      | 5      | 5      | 4      | 5       | 4         | 1 |   |   |
| 477 | 3                        | 4      | 5      | 4      | 5      | 5      | 5      | 5      | 5          | 3                             | 6      | 3      | 3      | 3      | 5      | 3      | 3      | 3      | 3       | 3          | 3                    | 3       | 3       | 4       | 3       | 2       | 3       | 3       | 5       | 2        | 4        | 4        | 5        | 5        | 5          | 1                       | 4      | 3      | 3      | 3      | 4      | 4      | 3      | 3      | 3       | 4         |   |   |   |
| 488 | 3                        | 3      | 5      | 5      | 4      | 4      | 4      | 5      | 5          | 3                             | 3      | 3      | 3      | 5      | 4      | 3      | 4      | 4      | 3       | 5          | 7                    | 3       | 3       | 4       | 3       | 2       | 4       | 4       | 4       | 3        | 5        | 4        | 4        | 4        | 5          | 1                       | 3      | 3      | 3      | 3      | 4      | 4      | 4      | 4      | 4       | 3         | 6 |   |   |
| 499 | 4                        | 4      | 3      | 3      | 5      | 5      | 5      | 3      | 2          | 3                             | 2      | 5      | 4      | 2      | 3      | 4      | 4      | 4      | 3       | 2          | 3                    | 3       | 4       | 2       | 5       | 4       | 2       | 5       | 2       | 2        | 2        | 5        | 5        | 4        | 4          | 8                       | 2      | 3      | 5      | 3      | 4      | 5      | 4      | 5      | 3       | 4         | 3 | 8 |   |
| 500 | 3                        | 4      | 5      | 3      | 4      | 4      | 4      | 4      | 4          | 3                             | 1      | 4      | 3      | 3      | 2      | 4      | 4      | 3      | 3       | 5          | 3                    | 4       | 4       | 4       | 2       | 4       | 4       | 2       | 5       | 4        | 4        | 4        | 4        | 5        | 4          | 4                       | 2      | 3      | 4      | 5      | 4      | 4      | 3      | 2      | 3       | 3         | 4 |   |   |
| 511 | 2                        | 4      | 5      | 4      | 4      | 4      | 4      | 4      | 4          | 1                             | 3      | 3      | 3      | 5      | 1      | 2      | 2      | 1      | 4       | 1          | 5                    | 3       | 3       | 3       | 3       | 2       | 3       | 3       | 5       | 4        | 4        | 4        | 4        | 3        | 4          | 8                       | 3      | 3      | 3      | 4      | 5      | 5      | 2      | 4      | 3       | 4         | 3 | 6 |   |
| 522 | 2                        | 2      | 5      | 5      | 5      | 4      | 5      | 5      | 5          | 3                             | 3      | 2      | 2      | 2      | 4      | 3      | 4      | 5      | 2       | 2          | 2                    | 2       | 5       | 1       | 4       | 2       | 3       | 4       | 5       | 5        | 5        | 5        | 5        | 5        | 5          | 9                       | 3      | 4      | 3      | 5      | 5      | 5      | 5      | 2      | 2       | 3         | 9 |   |   |
| 533 | 5                        | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5          | 4                             | 0      | 5      | 5      | 5      | 5      | 1      | 2      | 2      | 5       | 4          | 8                    | 5       | 5       | 5       | 5       | 5       | 5       | 4       | 3       | 5        | 5        | 3        | 4        | 4        | 5          | 6                       | 3      | 3      | 4      | 4      | 4      | 3      | 5      | 4      | 3       | 3         | 4 | 7 |   |
| 544 | 4                        | 4      | 4      | 4      | 4      | 4      | 5      | 4      | 4          | 3                             | 3      | 4      | 4      | 4      | 4      | 5      | 4      | 4      | 4       | 4          | 4                    | 4       | 4       | 4       | 4       | 4       | 4       | 5       | 5       | 5        | 3        | 5        | 5        | 5        | 5          | 1                       | 3      | 5      | 5      | 5      | 5      | 5      | 5      | 2      | 4       | 3         | 4 | 2 |   |
| 555 | 5                        | 5      | 5      | 5      | 5      | 4      | 4      | 4      | 4          | 3                             | 7      | 5      | 5      | 5      | 5      | 4      | 5      | 5      | 4       | 3          | 6                    | 5       | 5       | 5       | 5       | 5       | 5       | 5       | 4       | 4        | 4        | 3        | 4        | 4        | 5          | 6                       | 3      | 4      | 4      | 4      | 4      | 4      | 4      | 3      | 4       | 3         | 9 |   |   |
| 566 | 4                        | 2      | 2      | 4      | 4      | 5      | 5      | 5      | 5          | 3                             | 1      | 4      | 4      | 2      | 4      | 5      | 5      | 5      | 5       | 2          | 3                    | 9       | 4       | 2       | 2       | 3       | 4       | 4       | 4       | 5        | 5        | 5        | 2        | 5        | 2          | 2                       | 1      | 4      | 4      | 2      | 1      | 4      | 5      | 5      | 5       | 5         | 3 | 6 |   |
| 577 | 2                        | 4      | 5      | 5      | 3      | 4      | 4      | 4      | 4          | 1                             | 3      | 3      | 3      | 5      | 4      | 4      | 4      | 4      | 4       | 1          | 5                    | 3       | 3       | 4       | 3       | 2       | 4       | 4       | 5       | 1        | 5        | 5        | 4        | 5        | 2          | 0                       | 1      | 2      | 5      | 1      | 4      | 5      | 4      | 5      | 2       | 5         | 4 | 3 | 4 |
| 588 | 5                        | 2      | 2      | 4      | 4      | 5      | 3      | 5      | 5          | 0                             | 4      | 2      | 2      | 4      | 5      | 1      | 2      | 3      | 2       | 4          | 2                    | 9       | 4       | 4       | 2       | 2       | 2       | 3       | 2       | 5        | 5        | 4        | 4        | 4        | 5          | 0                       | 2      | 3      | 4      | 5      | 4      | 4      | 3      | 4      | 4       | 3         | 6 |   |   |
| 599 | 5                        | 4      | 3      | 3      | 3      | 1      | 4      | 4      | 4          | 2                             | 7      | 3      | 5      | 5      | 5      | 2      | 4      | 3      | 3       | 3          | 5                    | 3       | 5       | 3       | 4       | 3       | 5       | 5       | 3       | 4        | 4        | 4        | 5        | 5        | 6          | 2                       | 4      | 5      | 5      | 4      | 4      | 2      | 4      | 4      | 4       | 4         | 3 | 8 |   |
| 600 | 4                        | 4      | 3      | 4      | 4      | 5      | 5      | 3      | 3          | 2                             | 3      | 3      | 5      | 3      | 4      | 3      | 5      | 5      | 3       | 5          | 4                    | 1       | 4       | 4       | 4       | 4       | 4       | 4       | 5       | 2        | 3        | 2        | 2        | 5        | 1          | 8                       | 3      | 4      | 4      | 1      | 1      | 1      | 5      | 5      | 5       | 5         | 3 | 4 |   |
| 611 | 5                        | 4      | 4      | 5      | 4      | 1      | 5      | 5      | 5          | 3                             | 3      | 5      | 5      | 5      | 4      | 4      | 4      | 4      | 3       | 3          | 4                    | 1       | 5       | 4       | 5       | 5       | 5       | 4       | 5       | 5        | 4        | 3        | 5        | 5        | 4          | 6                       | 4      | 4      | 4      | 4      | 3      | 4      | 4      | 4      | 4       | 4         | 3 | 9 |   |
| 622 | 4                        | 4      | 5      | 4      | 4      | 5      | 5      | 5      | 5          | 6                             | 4      | 5      | 5      | 5      | 3      | 3      | 2      | 3      | 3       | 3          | 6                    | 4       | 5       | 3       | 4       | 4       | 3       | 4       | 5       | 5        | 5        | 3        | 5        | 5        | 5          | 0                       | 2      | 5      | 4      | 3      | 5      | 5      | 5      | 2      | 5       | 2         | 8 |   |   |
| 633 | 2                        | 4      | 3      | 3      | 3      | 5      | 3      | 5      | 5          | 8                             | 3      | 3      | 3      | 5      | 4      | 4      | 5      | 5      | 5       | 5          | 4                    | 2       | 3       | 3       | 4       | 3       | 4       | 3       | 3       | 4        | 4        | 1        | 2        | 4        | 4          | 7                       | 5      | 3      | 2      | 1      | 4      | 4      | 5      | 5      | 5       | 5         | 3 | 9 |   |
| 644 | 3                        | 4      | 3      | 3      | 3      | 5      | 4      | 5      | 5          | 3                             | 0      | 3      | 3      | 3      | 5      | 4      | 2      | 4      | 2       | 3          | 2                    | 3       | 3       | 3       | 4       | 3       | 2       | 5       | 3       | 5        | 5        | 3        | 5        | 5        | 5          | 5                       | 3      | 3      | 4      | 3      | 5      | 4      | 4      | 3      | 3       | 3         | 5 |   |   |
| 655 | 3                        | 4      | 3      | 3      | 3      | 5      | 5      | 5      | 5          | 1                             | 3      | 3      | 3      | 5      | 2      | 3      | 4      | 4      | 2       | 3          | 2                    | 3       | 3       | 3       | 4       | 3       | 2       | 4       | 3       | 5        | 5        | 2        | 5        | 5        | 4          | 4                       | 2      | 2      | 3      | 4      | 5      | 5      | 4      | 3      | 4       | 3         | 5 |   |   |

| No | Athlete endorsement (X1) |                  |                  |                  |                  |                  |                  |                  | Total<br>· X<br>1 | Daya Tarik Visual Produk (X2) |                  |                  |                  |                  |                  |                  |                  |                  |                   | Total<br>· X<br>2 | Kualitas Produk (X3)  |                       |                       |                       |                       |                       |                       |                       |                       |                        |                        |                        |                        |                        | Total<br>· X<br>3 | Keputusan Pembelian (Y) |                  |                  |                  |                  |                  |                  |                  |                  |                   | Total<br>· Y |
|----|--------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|-------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-------------------|-------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|--------------|
|    | A<br>E<br>·<br>1         | A<br>E<br>·<br>2 | A<br>E<br>·<br>3 | A<br>E<br>·<br>4 | A<br>E<br>·<br>5 | A<br>E<br>·<br>6 | A<br>E<br>·<br>7 | A<br>E<br>·<br>8 |                   | D<br>T<br>·<br>1              | D<br>T<br>·<br>2 | D<br>T<br>·<br>3 | D<br>T<br>·<br>4 | D<br>T<br>·<br>5 | D<br>T<br>·<br>6 | D<br>T<br>·<br>7 | D<br>T<br>·<br>8 | D<br>T<br>·<br>9 | D<br>T<br>·<br>10 |                   | K<br>P<br>D<br>·<br>1 | K<br>P<br>D<br>·<br>2 | K<br>P<br>D<br>·<br>3 | K<br>P<br>D<br>·<br>4 | K<br>P<br>D<br>·<br>5 | K<br>P<br>D<br>·<br>6 | K<br>P<br>D<br>·<br>7 | K<br>P<br>D<br>·<br>8 | K<br>P<br>D<br>·<br>9 | K<br>P<br>D<br>·<br>10 | K<br>P<br>D<br>·<br>11 | K<br>P<br>D<br>·<br>12 | K<br>P<br>D<br>·<br>13 | K<br>P<br>D<br>·<br>14 |                   | K<br>P<br>·<br>1        | K<br>P<br>·<br>2 | K<br>P<br>·<br>3 | K<br>P<br>·<br>4 | K<br>P<br>·<br>5 | K<br>P<br>·<br>6 | K<br>P<br>·<br>7 | K<br>P<br>·<br>8 | K<br>P<br>·<br>9 | K<br>P<br>·<br>10 |              |
| 66 | 2                        | 3                | 4                | 3                | 3                | 3                | 4                | 3                | 25                | 1                             | 1                | 1                | 3                | 5                | 2                | 2                | 1                | 2                | 2                 | 20                | 1                     | 1                     | 2                     | 1                     | 2                     | 2                     | 1                     | 5                     | 4                     | 4                      | 4                      | 5                      | 5                      | 5                      | 42                | 1                       | 1                | 3                | 5                | 5                | 5                | 4                | 4                | 3                | 2                 | 33           |
| 67 | 1                        | 5                | 3                | 5                | 3                | 5                | 4                | 4                | 30                | 3                             | 1                | 1                | 1                | 4                | 3                | 3                | 3                | 2                | 3                 | 24                | 3                     | 4                     | 5                     | 5                     | 1                     | 1                     | 2                     | 4                     | 5                     | 3                      | 3                      | 5                      | 5                      | 5                      | 51                | 2                       | 4                | 2                | 4                | 4                | 5                | 4                | 5                | 2                | 4                 | 36           |
| 68 | 2                        | 1                | 1                | 2                | 1                | 5                | 5                | 5                | 22                | 1                             | 2                | 2                | 1                | 3                | 1                | 2                | 1                | 2                | 2                 | 17                | 1                     | 1                     | 2                     | 2                     | 2                     | 1                     | 1                     | 5                     | 4                     | 4                      | 4                      | 3                      | 4                      | 5                      | 39                | 1                       | 2                | 2                | 4                | 3                | 4                | 4                | 2                | 4                | 4                 | 30           |
| 69 | 2                        | 5                | 4                | 4                | 4                | 5                | 5                | 4                | 33                | 4                             | 2                | 4                | 3                | 2                | 3                | 3                | 4                | 4                | 5                 | 34                | 2                     | 4                     | 4                     | 3                     | 4                     | 4                     | 4                     | 4                     | 4                     | 3                      | 4                      | 4                      | 4                      | 52                     | 3                 | 3                       | 3                | 4                | 4                | 4                | 2                | 3                | 4                | 4                | 34                |              |
| 70 | 2                        | 5                | 5                | 5                | 4                | 4                | 3                | 4                | 32                | 3                             | 3                | 3                | 5                | 3                | 4                | 5                | 5                | 3                | 3                 | 37                | 3                     | 3                     | 4                     | 3                     | 2                     | 4                     | 2                     | 5                     | 4                     | 5                      | 4                      | 5                      | 5                      | 54                     | 3                 | 3                       | 3                | 3                | 4                | 5                | 5                | 2                | 4                | 2                | 34                |              |
| 71 | 3                        | 3                | 5                | 3                | 5                | 5                | 3                | 5                | 32                | 3                             | 5                | 2                | 5                | 3                | 2                | 2                | 3                | 3                | 3                 | 31                | 3                     | 3                     | 4                     | 3                     | 5                     | 4                     | 5                     | 4                     | 5                     | 3                      | 3                      | 4                      | 4                      | 54                     | 4                 | 3                       | 2                | 4                | 3                | 3                | 4                | 4                | 5                | 3                | 35                |              |
| 72 | 5                        | 5                | 2                | 5                | 3                | 4                | 3                | 4                | 31                | 3                             | 3                | 5                | 5                | 4                | 5                | 4                | 4                | 4                | 4                 | 41                | 3                     | 3                     | 4                     | 5                     | 5                     | 3                     | 3                     | 5                     | 4                     | 4                      | 4                      | 4                      | 55                     | 5                      | 5                 | 4                       | 4                | 3                | 5                | 4                | 2                | 3                | 5                | 40               |                   |              |
| 73 | 5                        | 4                | 3                | 3                | 3                | 4                | 5                | 4                | 31                | 3                             | 4                | 3                | 5                | 4                | 3                | 5                | 4                | 4                | 4                 | 39                | 3                     | 4                     | 4                     | 3                     | 4                     | 4                     | 4                     | 4                     | 4                     | 4                      | 4                      | 4                      | 55                     | 4                      | 4                 | 4                       | 4                | 3                | 5                | 4                | 4                | 4                | 4                | 40               |                   |              |
| 74 | 2                        | 5                | 5                | 4                | 4                | 3                | 4                | 4                | 31                | 4                             | 4                | 5                | 3                | 3                | 4                | 4                | 4                | 4                | 4                 | 39                | 4                     | 4                     | 3                     | 3                     | 3                     | 3                     | 4                     | 4                     | 4                     | 4                      | 3                      | 4                      | 5                      | 49                     | 4                 | 4                       | 4                | 5                | 4                | 4                | 4                | 4                | 4                | 4                | 41                |              |
| 75 | 5                        | 5                | 5                | 5                | 5                | 4                | 5                | 3                | 37                | 5                             | 4                | 5                | 5                | 4                | 3                | 3                | 3                | 4                | 4                 | 40                | 5                     | 5                     | 5                     | 5                     | 5                     | 5                     | 5                     | 5                     | 4                     | 3                      | 3                      | 5                      | 5                      | 2                      | 62                | 5                       | 3                | 4                | 5                | 4                | 4                | 4                | 4                | 4                | 4                 | 41           |
| 76 | 1                        | 4                | 3                | 3                | 3                | 2                | 1                | 1                | 18                | 3                             | 5                | 5                | 5                | 1                | 2                | 1                | 2                | 1                | 2                 | 27                | 3                     | 5                     | 4                     | 3                     | 5                     | 4                     | 3                     | 4                     | 5                     | 3                      | 5                      | 4                      | 5                      | 47                     | 5                 | 2                       | 3                | 4                | 4                | 4                | 2                | 2                | 2                | 1                | 29                |              |
| 77 | 5                        | 4                | 5                | 5                | 5                | 4                | 1                | 1                | 30                | 4                             | 5                | 5                | 5                | 4                | 2                | 3                | 4                | 3                | 2                 | 37                | 4                     | 5                     | 4                     | 5                     | 5                     | 5                     | 5                     | 5                     | 5                     | 5                      | 3                      | 5                      | 5                      | 62                     | 4                 | 3                       | 5                | 4                | 3                | 4                | 5                | 5                | 5                | 5                | 43                |              |
| 78 | 5                        | 5                | 5                | 5                | 5                | 1                | 1                | 3                | 30                | 5                             | 5                | 5                | 4                | 5                | 4                | 5                | 4                | 4                | 4                 | 45                | 5                     | 5                     | 5                     | 5                     | 5                     | 5                     | 4                     | 4                     | 4                     | 4                      | 4                      | 4                      | 4                      | 2                      | 60                | 5                       | 4                | 5                | 5                | 3                | 5                | 4                | 4                | 4                | 4                 | 43           |
| 79 | 3                        | 3                | 3                | 3                | 3                | 4                | 1                | 1                | 21                | 3                             | 3                | 1                | 3                | 1                | 2                | 2                | 2                | 2                | 1                 | 20                | 3                     | 3                     | 5                     | 3                     | 3                     | 5                     | 1                     | 4                     | 5                     | 5                      | 5                      | 4                      | 4                      | 54                     | 1                 | 3                       | 4                | 1                | 1                | 5                | 2                | 1                | 2                | 2                | 22                |              |
| 80 | 1                        | 1                | 2                | 1                | 4                | 1                | 1                | 3                | 14                | 1                             | 1                | 4                | 4                | 1                | 2                | 1                | 3                | 1                | 2                 | 20                | 4                     | 2                     | 3                     | 4                     | 4                     | 5                     | 4                     | 5                     | 4                     | 4                      | 4                      | 5                      | 5                      | 58                     | 2                 | 2                       | 4                | 2                | 4                | 4                | 3                | 2                | 1                | 3                | 27                |              |
| 81 | 3                        | 5                | 5                | 5                | 4                | 4                | 5                | 1                | 32                | 3                             | 5                | 3                | 5                | 5                | 5                | 4                | 4                | 4                | 4                 | 42                | 5                     | 5                     | 2                     | 3                     | 3                     | 2                     | 3                     | 2                     | 1                     | 1                      | 4                      | 4                      | 1                      | 37                     | 5                 | 3                       | 3                | 5                | 3                | 5                | 4                | 4                | 4                | 4                | 40                |              |
| 82 | 1                        | 1                | 2                | 2                | 2                | 3                | 5                | 4                | 20                | 5                             | 2                | 5                | 1                | 5                | 4                | 4                | 3                | 3                | 4                 | 36                | 4                     | 2                     | 3                     | 3                     | 4                     | 3                     | 3                     | 3                     | 3                     | 3                      | 3                      | 5                      | 4                      | 44                     | 2                 | 2                       | 4                | 5                | 3                | 4                | 2                | 3                | 3                | 3                | 31                |              |
| 83 | 2                        | 1                | 1                | 1                | 3                | 3                | 5                | 5                | 21                | 1                             | 3                | 3                | 1                | 3                | 3                | 4                | 4                | 3                | 3                 | 28                | 5                     | 1                     | 3                     | 1                     | 2                     | 3                     | 5                     | 5                     | 1                     | 3                      | 2                      | 2                      | 3                      | 37                     | 4                 | 3                       | 1                | 2                | 1                | 1                | 4                | 4                | 4                | 5                | 29                |              |
| 84 | 5                        | 4                | 3                | 3                | 3                | 5                | 5                | 5                | 33                | 3                             | 5                | 5                | 5                | 2                | 4                | 5                | 4                | 2                | 2                 | 37                | 4                     | 4                     | 4                     | 4                     | 3                     | 5                     | 5                     | 4                     | 4                     | 3                      | 3                      | 2                      | 2                      | 1                      | 48                | 3                       | 4                | 5                | 4                | 4                | 5                | 4                | 4                | 4                | 4                 | 41           |
| 85 | 4                        | 4                | 4                | 4                | 4                | 3                | 3                | 3                | 29                | 4                             | 4                | 4                | 1                | 3                | 2                | 4                | 3                | 3                | 3                 | 31                | 4                     | 3                     | 4                     | 3                     | 3                     | 3                     | 4                     | 3                     | 3                     | 3                      | 3                      | 3                      | 4                      | 46                     | 4                 | 4                       | 4                | 5                | 2                | 1                | 3                | 3                | 3                | 4                | 33                |              |
| 86 | 5                        | 2                | 2                | 3                | 4                | 5                | 4                | 5                | 30                | 5                             | 5                | 5                | 5                | 5                | 3                | 5                | 4                | 3                | 3                 | 43                | 5                     | 4                     | 2                     | 5                     | 2                     | 5                     | 5                     | 5                     | 4                     | 4                      | 4                      | 4                      | 5                      | 58                     | 3                 | 2                       | 4                | 2                | 3                | 5                | 5                | 4                | 3                | 4                | 35                |              |
| 87 | 2                        | 4                | 3                | 4                | 5                | 3                | 4                | 4                | 29                | 3                             | 5                | 3                | 5                | 5                | 5                | 5                | 5                | 3                | 5                 | 44                | 2                     | 3                     | 4                     | 3                     | 3                     | 5                     | 3                     | 5                     | 5                     | 5                      | 5                      | 4                      | 5                      | 53                     | 3                 | 2                       | 5                | 2                | 5                | 4                | 5                | 5                | 5                | 5                | 41                |              |

| No  | Athlete endorsement (X1) |        |        |        |        |        |        |        | Total · X1 | Daya Tarik Visual Produk (X2) |        |        |        |        |        |        |        |        |         | Total · X2 | Kualitas Produk (X3) |         |         |         |         |         |         |         |         |          |          |          |          |          | Total · X3 | Keputusan Pembelian (Y) |        |        |        |        |        |        |        |        |         | Total · Y |   |   |
|-----|--------------------------|--------|--------|--------|--------|--------|--------|--------|------------|-------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|---------|------------|----------------------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|------------|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|---------|-----------|---|---|
|     | AE · 1                   | AE · 2 | AE · 3 | AE · 4 | AE · 5 | AE · 6 | AE · 7 | AE · 8 |            | DT · 1                        | DT · 2 | DT · 3 | DT · 4 | DT · 5 | DT · 6 | DT · 7 | DT · 8 | DT · 9 | DT · 10 |            | KPD · 1              | KPD · 2 | KPD · 3 | KPD · 4 | KPD · 5 | KPD · 6 | KPD · 7 | KPD · 8 | KPD · 9 | KPD · 10 | KPD · 11 | KPD · 12 | KPD · 13 | KPD · 14 |            | KP · 1                  | KP · 2 | KP · 3 | KP · 4 | KP · 5 | KP · 6 | KP · 7 | KP · 8 | KP · 9 | KP · 10 |           |   |   |
| 88  | 5                        | 5      | 4      | 5      | 5      | 5      | 5      | 4      | 38         | 5                             | 5      | 5      | 5      | 4      | 5      | 5      | 5      | 5      | 5       | 49         | 5                    | 5       | 5       | 5       | 2       | 5       | 2       | 2       | 1       | 1        | 2        | 2        | 4        | 1        | 42         | 4                       | 4      | 3      | 4      | 5      | 3      | 5      | 5      | 5      | 5       | 4         | 3 |   |
| 89  | 4                        | 1      | 2      | 3      | 3      | 5      | 4      | 3      | 25         | 5                             | 5      | 5      | 5      | 4      | 4      | 4      | 4      | 2      | 4       | 42         | 3                    | 3       | 4       | 3       | 4       | 3       | 3       | 4       | 4       | 4        | 3        | 3        | 2        | 3        | 46         | 4                       | 4      | 3      | 3      | 1      | 4      | 3      | 2      | 3      | 4       | 3         | 1 |   |
| 90  | 1                        | 4      | 4      | 4      | 5      | 3      | 5      | 3      | 29         | 5                             | 3      | 4      | 5      | 4      | 5      | 5      | 4      | 4      | 4       | 43         | 4                    | 5       | 4       | 4       | 4       | 4       | 2       | 3       | 5       | 2        | 2        | 2        | 2        | 5        | 48         | 4                       | 4      | 3      | 4      | 3      | 5      | 5      | 5      | 5      | 5       | 5         | 4 | 3 |
| 91  | 4                        | 5      | 5      | 2      | 4      | 3      | 3      | 1      | 27         | 4                             | 3      | 4      | 5      | 2      | 3      | 5      | 4      | 3      | 4       | 37         | 2                    | 4       | 5       | 4       | 4       | 3       | 4       | 3       | 5       | 5        | 5        | 2        | 1        | 1        | 48         | 3                       | 3      | 4      | 5      | 4      | 5      | 5      | 5      | 4      | 5       | 5         | 4 | 3 |
| 92  | 4                        | 2      | 4      | 2      | 4      | 5      | 5      | 5      | 31         | 4                             | 2      | 5      | 2      | 4      | 5      | 2      | 5      | 4      | 3       | 36         | 5                    | 2       | 2       | 4       | 4       | 4       | 3       | 5       | 5       | 3        | 3        | 2        | 3        | 5        | 50         | 3                       | 2      | 3      | 5      | 3      | 4      | 4      | 4      | 3      | 4       | 3         | 5 |   |
| 93  | 1                        | 5      | 3      | 5      | 5      | 5      | 4      | 5      | 33         | 5                             | 5      | 5      | 4      | 4      | 4      | 4      | 4      | 4      | 4       | 43         | 5                    | 5       | 5       | 5       | 4       | 2       | 5       | 4       | 5       | 4        | 4        | 4        | 4        | 60       | 5          | 4                       | 5      | 3      | 4      | 5      | 4      | 4      | 4      | 4      | 4       | 4         | 2 |   |
| 94  | 1                        | 3      | 4      | 3      | 5      | 5      | 5      | 5      | 31         | 4                             | 3      | 4      | 1      | 1      | 1      | 1      | 4      | 1      | 3       | 23         | 2                    | 2       | 2       | 4       | 4       | 4       | 5       | 5       | 3       | 2        | 5        | 5        | 5        | 53       | 3          | 5                       | 4      | 4      | 3      | 5      | 5      | 5      | 4      | 4      | 4       | 4         | 2 |   |
| 95  | 1                        | 2      | 5      | 2      | 4      | 4      | 4      | 5      | 27         | 4                             | 2      | 5      | 3      | 4      | 4      | 4      | 4      | 3      | 3       | 36         | 2                    | 2       | 2       | 4       | 4       | 3       | 5       | 5       | 5       | 4        | 3        | 4        | 5        | 52       | 4          | 3                       | 5      | 3      | 3      | 5      | 5      | 5      | 3      | 4      | 4       | 4         | 0 |   |
| 96  | 5                        | 2      | 4      | 2      | 4      | 4      | 5      | 5      | 31         | 5                             | 4      | 4      | 5      | 5      | 3      | 5      | 3      | 5      | 3       | 42         | 4                    | 4       | 4       | 4       | 5       | 5       | 5       | 5       | 4       | 4        | 3        | 5        | 5        | 62       | 4          | 4                       | 5      | 5      | 4      | 4      | 5      | 5      | 5      | 5      | 5       | 5         | 4 | 6 |
| 97  | 4                        | 4      | 5      | 4      | 3      | 4      | 4      | 3      | 31         | 4                             | 4      | 5      | 4      | 1      | 2      | 2      | 1      | 1      | 2       | 26         | 4                    | 5       | 4       | 4       | 5       | 4       | 4       | 4       | 3       | 3        | 3        | 3        | 5        | 54       | 5          | 4                       | 5      | 4      | 4      | 4      | 2      | 5      | 2      | 2      | 2       | 3         | 7 |   |
| 98  | 4                        | 4      | 5      | 5      | 5      | 4      | 3      | 2      | 32         | 5                             | 4      | 5      | 4      | 4      | 4      | 4      | 3      | 3      | 3       | 39         | 5                    | 5       | 4       | 5       | 5       | 4       | 5       | 5       | 3       | 3        | 5        | 3        | 5        | 60       | 5          | 5                       | 4      | 5      | 1      | 2      | 2      | 5      | 2      | 5      | 5       | 3         | 6 |   |
| 99  | 5                        | 5      | 5      | 4      | 3      | 3      | 5      | 4      | 34         | 4                             | 1      | 1      | 5      | 1      | 1      | 1      | 1      | 1      | 3       | 19         | 4                    | 5       | 5       | 4       | 5       | 5       | 5       | 5       | 4       | 4        | 3        | 5        | 5        | 64       | 2          | 4                       | 4      | 3      | 2      | 3      | 4      | 3      | 5      | 4      | 3       | 4         | 3 |   |
| 100 | 4                        | 2      | 4      | 5      | 4      | 5      | 3      | 4      | 31         | 4                             | 4      | 5      | 3      | 1      | 1      | 1      | 2      | 3      | 1       | 25         | 2                    | 2       | 5       | 4       | 5       | 5       | 5       | 4       | 5       | 4        | 5        | 5        | 4        | 60       | 4          | 3                       | 5      | 3      | 4      | 5      | 5      | 2      | 3      | 5      | 5       | 3         | 9 |   |