

LAMPIRAN 1

1. Surat penelitian
2. Kuesioner Penelitian Sebelum Variabel Gugur



**KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN
UNIVERSITAS NEGERI YOGYAKARTA
FAKULTAS EKONOMI**

Alamat : Kampus Karangmalang Yogyakarta 55281 Telp. 586168

Nomor : 24/MNJ/VI/2012

Lamp : -

Perihal : **Permohonan Ijin Penelitian**

Kepada Yth.
Dekan Fakultas Ekonomi UNY

Disampaikan dengan hormat bahwa kami bermaksud memintakan ijin penelitian bagi mahasiswa atas nama:

Nama : Ajeng Satiti
NIM : 08408144028
Jurusan : Manajemen – Fakultas Ekonomi - UNY
Judul Skripsi : Anteseden dan Konsekuensi Citra Merek pada Iklan Honda Scoopy.

Demikian permohonan ini dibuat atas ijinnya diucapkan terima kasih.

Yogyakarta, 19 Juni 2011
Ketua Jurusan Manajemen



Naning Margasari, M.Si., MBA
NIP. 19681210 199802 2 001

Tembusan Yth.:

1. Jurusan Manajemen FE
2. Subag. Pendidikan
3. Mahasiswa yang bersangkutan

SKRIPSI PENELITIAN
MAHASISWA JURUSAN MANAJEMEN
UNIVERSITAS NEGERI YOGYAKARTA
KUESIONER

Saudara/saudari yang kami hormati,

Kami mengucapkan terimakasih sebelumnya karena Anda bersedia berpartisipasi dalam penelitian dengan judul "Anteseden dan Konsekuensi Citra Merek Pada Iklan Honda Scoopy". Adapun penelitian ini diadakan dalam rangka penulisan tugas akhir sebagai salah satu syarat kelulusan pada Jurusan manajemen UNY. Kami menjamin kerahasiaan anda sebagai kode etik penelitian.

Ajeng satiti, peneliti

A. IDENTITAS RESPONDEN

Nama: _____

Tahun Angkatan : _____

Jenis kelamin : _____

1. Usia Responden saat ini :
 - a. Kurang dari 20 tahun
 - b. 20 tahun
 - c. Diatas 20 tahun
2. Berapa kali anda melihat iklan Honda Scoopy dengan selebriti *endorser* band Viera :
 - a. 1 kali
 - b. 2 kali
 - c. 3 kali atau lebih

B. PERTANYAAN PENELITIAN

Pilihlah salah satu jawaban yang paling sesuai menurut pendapat saudara yang menyangkut “Anteseden Dan Konsekuensi Citra Merek Pada Iklan Honda Scoopy” dengan memberikan tanda silang (x) pada kolom jawaban yang anda anggap paling sesuai.

Keterangan Kolom Jawaban

1. (STS) = Sangat tidak setuju skor jawaban 1
2. (TS) = Tidak setuju skor jawaban 2
3. (S) = Setuju skor jawaban 3
4. (SS) = Sangat setuju skor jawaban 4

No	Pertanyaan	STS	TS	S	SS
1	Penampilan bintang iklan grup band Viera dalam iklan scoopy menarik				
2	Penampilan bintang iklan grup band Viera berkelas (sesuai segmen pasar)				
3	Bintang iklan dalam grup band Viera tampan atau cantik				
4	Penampilan bintang iklan grup band Viera elegan (elok atau anggun)				
5	Penampilan bintang iklan grup band Viera terkini				
6	Bintang iklan grup band Viera tersebut dapat diandalkan				
7	Bintang iklan grup band Viera tersebut jujur dalam menyampaikan pesan iklan				
8	Bintang iklan grup band Viera tersebut konsisten dalam penyampaiannya				
9	Bintang iklan grup band Viera tersebut tulus dalam penyampaiannya				
10	Bintang iklan grup band Viera tersebut dapat dipercaya				
11	Bintang iklan grup band Viera tersebut seorang ahli (ahli dibidang iklan/promosi)				
12	Bintang iklan grup band Viera tersebut berpengalaman memakai Honda Scoopy				
13	Bintang iklan grup band Viera				

	tersebut berpengetahuan luas tentang Honda Scoopy				
14	Bintang iklan grup band Viera tersebut berkualitas (cakap dalam promosi)				
15	Bintang iklan grup band Viera tersebut terampil dalam menyampaikan pesan				
16	Merek Honda Scoopy mudah diingat				
17	Desain Honda Scoopy mudah dikenali				
18	Informasi yang diberikan grup band Viera tentang Honda Scoopy jelas				
19	Kualitas Honda Scoopy tidak diragukan				
20	Saya tertarik Terhadap Produk Honda Scoopy				
21	Saya ingin tahu tentang produk Honda Scoopy				
22	Saya memahami produk Honda Scoopy				
23	Gaya Hidup selebriti Honda Scoopy yaitu Viera sesuai dengan gaya hidup saya				
24	Motor Honda Scoopy berbentuk khas				
25	Saya akan mencari tahu lebih lanjut mengenai produk Honda scoopy				
26	Saya akan mempertimbangkan untuk membeli produk Honda Scoopy				
27	Saya sungguh-sungguh ingin membeli produk Honda Scoopy				

LAMPIRAN 2

- 1.Data 76 Responden
- 2.Hasil Uji validitas
- 3.Hasil Uji reliabilitas

DATA 76 RESPONDEN
VARIABEL SELEBRITI *ENDORSER*

NO	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TTL
1	4	3	4	4	4	4	3	3	3	3	3	4	3	3	3	51
2	3	4	4	3	4	3	3	4	3	4	3	3	3	4	3	51
3	4	3	3	3	3	3	4	4	4	4	4	3	4	3	4	53
4	4	3	4	4	4	4	3	3	3	3	3	4	3	3	4	52
5	4	3	4	4	4	4	3	3	3	3	3	4	4	3	4	53
6	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	58
7	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	45
8	4	2	4	3	3	3	3	3	3	3	3	3	3	3	4	47
9	3	4	3	3	3	4	3	3	3	3	3	3	3	3	3	47
10	4	4	4	4	4	4	4	4	3	3	4	3	3	3	3	54
11	2	2	2	3	4	3	4	2	3	4	3	3	4	4	4	47
12	3	3	3	3	3	3	3	3	3	3	4	3	2	3	3	45
13	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	46
14	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	46
15	2	3	3	2	3	3	2	2	4	3	4	3	4	3	3	44
16	3	4	2	3	3	3	4	3	2	3	4	3	4	4	3	48
17	3	3	3	3	3	2	3	3	4	4	3	4	4	3	3	48
18	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	46
19	3	3	3	3	2	3	3	3	3	3	3	2	2	3	3	42
20	3	3	3	3	3	3	2	3	3	3	2	2	3	3	3	42
21	4	4	4	3	4	3	3	4	3	3	3	4	3	4	4	53
22	2	3	3	4	3	3	3	3	4	3	4	3	2	3	3	46
23	3	2	2	2	3	3	3	3	2	2	2	2	2	3	3	37
24	3	3	3	2	3	3	2	3	2	2	4	4	4	4	3	45
25	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	46
26	3	3	3	3	4	3	4	3	3	4	2	2	2	2	4	45
27	3	3	4	3	3	3	3	3	3	3	2	4	4	3	3	47
28	4	3	3	4	4	4	4	3	2	3	3	3	4	3	3	50
29	3	3	3	3	3	3	3	3	3	3	2	3	3	2	3	43
30	3	3	3	2	3	2	2	2	2	2	2	2	2	2	2	34
31	4	4	4	4	4	3	3	3	3	3	2	1	1	3	3	45
32	2	3	1	2	3	3	3	3	2	3	2	2	2	2	3	36
33	3	3	3	3	2	3	2	2	2	2	2	3	2	3	3	38
34	3	3	3	3	3	3	3	2	2	3	3	4	4	3	3	45
35	3	3	2	2	3	3	3	3	1	3	3	2	4	3	3	41
36	3	4	3	3	3	2	2	3	2	2	2	2	2	3	3	39
37	3	4	3	3	4	2	3	4	3	3	3	2	2	4	4	47

38	2	2	2	3	3	2	2	2	2	2	2	2	2	3	4	35
39	3	3	2	2	4	3	2	3	3	3	2	1	2	3	4	40
40	3	3	3	2	3	3	2	3	2	3	2	2	2	3	4	40
41	3	3	2	3	3	2	3	3	3	2	2	2	2	3	3	39
42	3	3	3	3	3	3	2	2	3	2	2	2	3	2	3	39
43	3	3	3	2	3	3	3	3	3	3	4	4	3	3	4	47
44	2	3	3	3	3	3	3	3	3	3	3	3	4	4	3	46
45	3	3	3	3	3	3	3	3	3	3	2	2	2	3	3	42
46	2	2	3	2	3	2	3	3	2	2	2	2	3	3	3	37
47	3	3	3	3	3	3	3	3	3	3	3	2	2	2	3	42
48	3	3	3	3	3	3	3	3	2	3	2	2	2	2	3	40
49	3	3	3	2	3	3	3	3	3	3	2	3	2	3	3	42
50	2	3	2	2	3	3	2	2	3	2	3	2	2	3	3	37
51	3	3	3	3	4	3	2	2	2	2	1	2	1	2	3	36
52	3	3	3	3	3	3	2	2	2	2	2	2	2	3	2	37
53	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	45
54	3	3	2	3	3	2	3	3	3	2	2	2	2	3	3	39
55	3	3	3	3	2	2	2	2	3	2	1	1	3	2	3	35
56	3	3	3	3	3	3	2	3	2	2	2	2	2	3	3	39
57	3	3	3	3	3	3	3	2	2	2	2	2	2	3	3	39
58	3	3	3	3	3	2	2	2	2	2	2	2	2	2	2	35
59	3	3	2	2	3	2	2	4	3	3	2	3	2	3	3	40
60	3	3	3	3	3	3	2	2	2	2	2	3	2	3	3	39
61	3	4	3	3	3	3	3	3	3	3	2	2	2	3	3	43
62	3	2	3	2	3	3	3	3	3	3	3	2	2	3	3	41
63	3	3	3	3	3	3	2	3	2	2	2	2	2	2	3	38
64	2	3	2	3	3	3	3	4	3	2	3	4	2	3	3	43
65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	45
66	4	4	4	4	2	3	3	3	3	3	2	2	2	2	3	44
67	3	3	2	2	3	3	2	2	2	3	2	2	2	3	3	37
68	3	2	3	2	3	2	2	2	2	2	3	2	2	1	2	33
69	3	3	3	3	3	3	3	2	2	2	3	2	2	2	3	39
70	3	2	2	2	3	2	3	3	3	3	2	2	2	2	3	37
71	3	3	3	3	3	3	3	3	3	3	2	2	2	3	3	42
72	3	3	3	3	3	2	3	3	3	3	2	2	2	3	3	41
73	2	2	3	2	1	2	2	2	2	3	1	2	1	2	2	29
74	3	2	3	3	3	2	3	3	3	3	2	3	2	2	3	40
75	3	3	3	3	3	3	2	3	3	3	2	2	2	2	2	39
76	3	3	3	4	3	3	3	3	3	3	2	2	2	3	3	43

DATA 76 RESPONDEN
VARIABEL CITRA MEREK

NO	1	2	3	4	5	6	7	8	9	TTL
1	3	3	3	3	2	3	1	4	4	26
2	3	3	3	3	4	4	4	4	4	32
3	4	4	4	4	2	4	2	1	4	29
4	3	4	3	4	3	4	1	1	3	26
5	4	4	4	4	2	3	2	1	4	28
6	4	4	3	4	4	3	2	1	4	29
7	3	3	3	4	4	4	4	1	4	30
8	4	4	3	4	4	4	4	1	4	32
9	4	3	3	3	3	3	3	3	4	29
10	4	4	3	4	4	4	4	3	4	34
11	4	4	4	2	2	3	3	1	3	26
12	3	3	3	3	2	3	2	1	3	23
13	4	3	3	3	3	3	3	2	4	28
14	3	3	3	3	2	2	2	1	3	22
15	4	4	4	2	2	2	2	2	4	26
16	3	3	3	3	3	3	2	4	4	28
17	3	3	3	3	3	3	2	2	3	25
18	4	4	3	3	4	3	3	3	4	31
19	3	3	3	3	2	4	3	2	3	26
20	4	4	3	3	4	4	1	3	4	30
21	4	4	3	4	4	4	3	3	4	33
22	4	4	4	2	2	4	3	3	3	29
23	3	3	4	3	2	4	4	4	3	30
24	3	3	4	2	2	4	2	4	4	28
25	3	3	3	3	3	3	2	4	3	27
26	4	4	3	3	4	3	3	4	4	32
27	3	3	3	3	4	2	2	4	3	27
28	3	3	2	3	3	3	3	3	2	25
29	3	4	3	3	2	2	2	2	3	24
30	3	3	4	2	3	3	2	2	3	25
31	3	3	3	3	3	3	1	2	3	24
32	3	3	3	3	2	3	2	2	3	24
33	4	4	3	3	3	3	2	1	4	27
34	4	4	3	3	3	3	1	4	2	27
35	3	3	4	2	2	3	3	2	4	26
36	3	3	4	2	2	3	2	2	4	25
37	4	3	4	3	3	4	3	3	4	31

38	3	3	3	3	3	3	3	3	3	27
39	4	4	3	3	3	2	3	2	4	28
40	3	3	3	2	2	2	2	2	3	22
41	3	3	3	3	3	3	2	2	3	25
42	3	3	3	2	2	3	2	3	2	23
43	1	3	3	3	2	3	2	3	2	22
44	2	2	2	2	2	3	2	2	1	18
45	4	3	3	3	3	3	3	2	3	27
46	4	4	3	3	3	3	3	2	4	29
47	3	3	3	3	3	3	3	1	3	25
48	3	3	4	3	2	3	3	2	2	25
49	3	4	4	3	3	4	3	2	4	30
50	3	3	3	2	3	3	2	2	3	24
51	4	4	4	4	3	3	2	2	4	30
52	3	3	3	3	3	4	2	2	3	26
53	3	3	3	3	2	4	2	2	3	25
54	3	4	3	3	4	3	3	3	4	30
55	3	3	3	3	2	3	2	2	3	24
56	4	3	3	2	2	4	2	2	3	25
57	4	4	3	3	3	3	2	3	4	29
58	3	3	3	3	3	3	2	2	3	25
59	3	3	3	3	2	3	3	2	3	25
60	3	4	3	3	3	3	3	2	3	27
61	4	4	3	3	3	3	3	2	4	29
62	3	3	3	3	3	4	2	3	2	26
63	3	4	3	3	4	3	3	3	4	30
64	2	4	3	2	3	3	3	2	4	26
65	3	3	3	3	2	4	2	2	3	25
66	3	3	3	3	2	3	2	2	3	24
67	3	3	3	3	3	3	2	2	3	25
68	3	3	3	3	3	3	2	3	3	26
69	3	3	4	3	3	3	2	2	3	26
70	3	3	3	3	3	3	2	3	3	26
71	4	4	4	4	4	4	4	2	4	34
72	3	3	3	3	3	3	2	2	3	25
73	3	2	3	3	3	3	2	1	3	23
74	3	2	3	2	3	4	2	3	2	24
75	3	3	3	2	2	3	2	2	3	23
76	3	4	3	3	2	2	2	2	3	24

DATA 76 RESPONDEN VARIABEL NIAT BELI

NO	1	2	3	TTL
1	3	1	1	5
2	4	4	4	12
3	3	3	1	7
4	3	3	1	7
5	3	3	1	7
6	3	3	2	8
7	4	4	4	12
8	4	4	4	12
9	3	3	3	9
10	4	4	3	11
11	2	2	1	5
12	1	1	1	3
13	3	2	2	7
14	1	1	1	3
15	2	2	2	6
16	3	3	2	8
17	3	3	3	9
18	3	3	4	10
19	2	3	2	7
20	1	3	2	6
21	4	3	3	10
22	2	2	1	5
23	2	2	3	7
24	2	2	1	5
25	2	3	2	7
26	3	3	2	8
27	2	2	2	6
28	3	3	2	8
29	2	2	1	5
30	2	2	1	5
31	2	1	1	4
32	2	2	1	5
33	2	3	2	7
34	2	2	2	6
35	2	1	1	4
36	3	3	2	8
37	4	3	3	10
38	3	3	2	8

39	2	2	2	6
40	2	2	2	6
41	2	2	2	6
42	2	2	2	6
43	2	2	2	6
44	2	3	1	6
45	2	2	2	6
46	3	2	1	6
47	3	3	2	8
48	3	2	2	7
49	2	2	2	6
50	3	3	2	8
51	2	2	1	5
52	1	1	1	3
53	2	2	2	6
54	3	3	2	8
55	3	3	3	9
56	2	2	2	6
57	3	2	2	7
58	3	4	3	10
59	3	3	2	8
60	3	3	2	8
61	3	3	2	8
62	3	3	3	9
63	3	2	1	6
64	3	2	3	8
65	2	2	1	5
66	3	3	3	9
67	2	2	2	6
68	3	3	2	8
69	2	3	2	7
70	2	2	2	6
71	4	4	4	12
72	2	3	2	7
73	4	4	1	9
74	2	2	2	6
75	2	2	2	6
76	3	3	1	7

UJI VALIDITAS TAHAP PERTAMA

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.691
Bartlett's Test of Sphericity	Approx. Chi-Square
	950.708
	df
	351
	Sig.
	.000

Component Matrix^a

	Component							
	1	2	3	4	5	6	7	8
Seleb1	.588							
Seleb2								-.507
Seleb3	.542							
Seleb4	.554							
Seleb5	.584							
Seleb6	.567							
Seleb7	.661							
Seleb8	.645							
Seleb9	.512							
Seleb10	.587							
Seleb11	.527							
Seleb12	.495	-.453						
Seleb13	.433	-.490						
Seleb14	.521							
Seleb15	.564							
C_M1	.407		-.507					
C_M2	.458		-.562					
C_M3						.469		
C_M4	.597							
C_M5	.407	.600						
C_M6							.487	.428
C_M7		.533						
C_M8				.727				
C_M9	.435							
N_B1	.483	.607						
N_B2		.619						
N_B3		.598	.436					

Extraction Method: Principal Component Analysis.

a. 8 components extracted.

Rotated Component Matrix^a

	Component							
	1	2	3	4	5	6	7	8
Seleb1		.827						
Seleb2							.819	
Seleb3		.788						
Seleb4		.738						
Seleb5			.464			.481		
Seleb6		.533						
Seleb7			.731					
Seleb8			.669					
Seleb9			.553					
Seleb10			.749					
Seleb11				.737				
Seleb12				.830				
Seleb13				.841				
Seleb14				.534				
Seleb15			.624					
C_M1					.754			
C_M2					.831			
C_M3								.631
C_M4		.557						
C_M5	.658							
C_M6								.765
C_M7	.583							
C_M8						.788		
C_M9					.753			
N_B1	.791							
N_B2	.854							
N_B3	.805							

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

UJI VALIDITAS TAHAP KEDUA

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.694
Bartlett's Test of Sphericity	Approx. Chi-Square	902.374
	df	325
	Sig.	.000

Component Matrix^a

	Component							
	1	2	3	4	5	6	7	8
Seleb1	.583							
Seleb2	.467					.481	-.409	
Seleb3	.550							
Seleb4	.550							
Seleb6	.549							
Seleb7	.658							
Seleb8	.645							
Seleb9	.522							
Seleb10	.587							
Seleb11	.524							
Seleb12	.496							
Seleb13	.431							
Seleb14	.513							
Seleb15	.544							
C_M1				.500				
C_M2	.444			.555				
C_M3				.655				
C_M4	.610							
C_M5	.409	.596						
C_M6							.608	
C_M7		.524						
C_M8					.634			
C_M9				.548				
N_B1	.508	.586						
N_B2		.592						
N_B3		.579						

Extraction Method: Principal Component Analysis.

a. 8 components extracted.

Rotated Component Matrix^a

	Component							
	1	2	3	4	5	6	7	8
Seleb1		.830						
Seleb2						.817		
Seleb3		.782						
Seleb4		.738						
Seleb6		.540						
Seleb7			.763					
Seleb8			.684					
Seleb9			.500					
Seleb10			.730					
Seleb11				.741				
Seleb12				.833				
Seleb13				.840				
Seleb14				.536				
Seleb15			.592					
C_M1					.758			
C_M2					.837			
C_M3							.641	
C_M4		.563						
C_M5	.646							
C_M6							.761	
C_M7	.565							
C_M8								.785
C_M9					.766			
N_B1	.800							
N_B2	.862							
N_B3	.809							

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

UJI VALIDITAS TAHAP KETIGA

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.700
Bartlett's Test of Sphericity	Approx. Chi-Square	784.159
	df	276
	Sig.	.000

Component Matrix^a

	Component							
	1	2	3	4	5	6	7	8
Seleb1	.599							
Seleb2						-.590		
Seleb3	.566							
Seleb4	.578							
Seleb6	.589							
Seleb7	.673							
Seleb8	.646							
Seleb9	.547							
Seleb10	.616							
Seleb11	.571							
Seleb12	.541							
Seleb13		-.520						
Seleb14	.529							
Seleb15	.559							
C_M1			.563					
C_M2			.644					
C_M3			.583					
C_M4	.575							
C_M6							.714	
C_M8					.588			
C_M9			.523					
N_B1		.598						
N_B2		.592						
N_B3		.498						

Extraction Method: Principal Component Analysis.

a. 8 components extracted.

Rotated Component Matrix^a

	Component							
	1	2	3	4	5	6	7	8
Seleb1	.818							
Seleb2						.806		
Seleb3	.772							
Seleb4	.753							
Seleb6	.589							
Seleb7			.746					
Seleb8			.681					
Seleb9								.566
Seleb10			.721					
Seleb11		.753						
Seleb12		.830						
Seleb13		.837						
Seleb14		.530						
Seleb15			.638					
C_M1					.755			
C_M2					.822			
C_M3							.584	
C_M4	.546							
C_M6							.825	
C_M8								-.772
C_M9					.781			
N_B1				.821				
N_B2				.890				
N_B3				.797				

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 9 iterations.

UJI VALIDITAS TAHAP KEEMPAT

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.691
Bartlett's Test of Sphericity	Approx. Chi-Square	723.457
	df	253
	Sig.	.000

Component Matrix^a

	Component							
	1	2	3	4	5	6	7	8
Seleb1	.562			-.532				
Seleb2	.492					-.473		
Seleb3	.550			-.539				
Seleb4	.570			-.604				
Seleb6	.598							
Seleb7	.680							
Seleb8	.657					-.518		
Seleb9	.563				-.501			
Seleb10	.633				-.478			
Seleb11	.614	-.444						
Seleb12	.571	-.425						
Seleb13	.520	-.465						
Seleb14	.566							
Seleb15	.561							
C_M1		.428	.561					
C_M2			.643					
C_M3			.582				.480	
C_M6							.692	
C_M8		-.062						.470
C_M9		.503						
N_B1		.648						
N_B2		.625	-.423					
N_B3		.564	-.431					

Extraction Method: Principal Component Analysis.

a. 8 components extracted.

Rotated Component Matrix^a

	Component							
	1	2	3	4	5	6	7	8
Seleb1		.786						
Seleb2		.385						
Seleb3		.800						
Seleb4		.788						
Seleb6		.589						
Seleb7	.749							
Seleb8	.638							
Seleb9	.604							
Seleb10	.791							
Seleb11			.753					
Seleb12			.839					
Seleb13			.824					
Seleb14			.545					
Seleb15	.595							
C_M1					.783			
C_M2					.833			
C_M3							.591	
C_M6							.832	
C_M8								.854
C_M9					.736			
N_B1				.829				
N_B2				.893				
N_B3				.795				

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Reliabilitas selebriti *endorser***Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.868	.871	15

Item Statistics

	Mean	Std. Deviation	N
Seleb1	3.01	.529	76
Seleb2	3.01	.529	76
Seleb3	2.95	.609	76
Seleb4	2.89	.602	76
Seleb5	3.12	.541	76
Seleb6	2.88	.541	76
Seleb7	2.79	.596	76
Seleb8	2.87	.574	76
Seleb9	2.72	.602	76
Seleb10	2.79	.573	76
Seleb11	2.58	.771	76
Seleb12	2.57	.772	76
Seleb13	2.57	.822	76
Seleb14	2.87	.618	76
Seleb15	3.09	.495	76

Reliabilitas citra merek**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.660	.683	9

Item Statistics

	Mean	Std. Deviation	N
C_M1	3.28	.580	76
C_M2	3.33	.551	76
C_M3	3.18	.453	76
C_M4	2.93	.574	76
C_M5	2.80	.712	76
C_M6	3.18	.582	76
C_M7	2.41	.734	76
C_M8	2.32	.883	76
C_M9	3.29	.689	76

Reliabilitas niat beli**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.823	.826	3

Item Statistics

	Mean	Std. Deviation	N
N_B1	2.57	.754	76
N_B2	2.53	.774	76
N_B3	1.99	.841	76

LAMPIRAN 3

Analisis Data:

1. Kuesioer Penelitian Setelah Variabel Gugur
2. Data 176 Responden
3. Hasil Analisis Deskriptif
4. Hasil Analisis Regresi

SKRIPSI PENELITIAN
MAHASISWA JURUSAN MANAJEMEN
UNIVERSITAS NEGERI YOGYAKARTA
KUISIONER

Saudara/saudari yang kami hormati,

Kami mengucapkan terimakasih sebelumnya karena Anda bersedia berpartisipasi dalam penelitian dengan judul "Anteseden dan Konsekuensi Citra Merek Pada Iklan Honda Scoopy". Adapun penelitian ini diadakan dalam rangka penulisan tugas akhir sebagai salah satu syarat kelulusan pada Jurusan manajemen UNY. Kami menjamin kerahasiaan anda sebagai kode etik penelitian.

Ajeng satiti, peneliti

A. IDENTITAS RESPONDEN

Nama: _____

Tahun Angkatan : _____

Jenis kelamin : _____

1. Usia Responden saat ini :
 - a. Kurang dari 20 tahun
 - b. 20 tahun
 - c. Di atas 20 tahun
2. Berapa kali anda melihat iklan Honda scoopy dengan selebriti *endorser* band Viera :
 - a. 1 kali
 - b. 2 kali
 - c. 3 kali atau lebih

B. PERTANYAAN PENELITIAN

Pilihlah salah satu jawaban yang paling sesuai menurut pendapat saudara yang menyangkut “Anteseden Dan Konsekuensi Citra Merek Pada Iklan Honda Scoopy” dengan memberikan tanda silang (x) pada kolom jawaban yang anda anggap paling sesuai.

Keterangan Kolom Jawaban

1. (STS) = Sangat tidak setuju skor jawaban 1
2. (TS) = Tidak setuju skor jawaban 2
3. (S) = Setuju skor jawaban 3
4. (SS) = Sangat setuju skor jawaban 4

No	Pertanyaan	STS	TS	S	SS
1	Penampilan bintang iklan grup band Viera dalam iklan Scoopy menarik				
2	Penampilan bintang iklan grup band Viera berkelas (sesuai segmen pasar)				
3	Bintang iklan dalam grup band Viera tampan atau cantik				
4	Penampilan bintang iklan grup band Viera elegan (elok atau anggun)				
5	Bintang iklan grup band Viera tersebut dapat diandalkan				
6	Bintang iklan grup band Viera tersebut jujur dalam menyampaikan pesan iklan				
7	Bintang iklan grup band Viera tersebut konsisten dalam penyampaiannya				
8	Bintang iklan grup band Viera tersebut tulus dalam penyampaiannya				
9	Bintang iklan grup band Viera tersebut dapat dipercaya				
10	Bintang iklan grup band Viera tersebut seorang ahli (ahli dibidang iklan/promosi)				
11	Bintang iklan grup band Viera tersebut berpengalaman memakai Honda Scoopy				
12	Bintang iklan grup band Viera tersebut berpengetahuan luas tentang Honda Scoopy				

13	Bintang iklan grup band Viera tersebut berkualitas (cakap dalam promosi)				
14	Bintang iklan grup band Viera tersebut terampil dalam menyampaikan pesan				
15	Merek Honda Scoopy mudah diingat				
16	Desain Honda Scoopy mudah dikenali				
17	Informasi yang diberikan grup band Viera tentang Honda Scoopy jelas				
18	Saya ingin tahu tentang produk Honda Scoopy				
19	Gaya Hidup selebriti Honda Scoopy yaitu Viera sesuai dengan gaya hidup saya				
20	Motor Honda Scoopy berbentuk khas				
21	Saya akan mencari tahu lebih lanjut mengenai produk Honda Scoopy				
22	Saya akan mempertimbangkan untuk membeli produk Honda Scoopy				
23	Saya sungguh-sungguh ingin membeli produk Honda Scoopy				

DATA 176 RESPONDEN VARIABEL SELEBRITI *ENDORSER*

NO	1	2	3	4	5	6	7	8	9	10	11	12	13	14	TTL
1	4	3	4	4	4	3	3	3	3	3	4	3	3	3	47
2	3	4	4	3	3	3	4	3	4	3	3	3	4	3	47
3	4	3	3	3	3	4	4	4	4	4	3	4	3	4	50
4	4	3	4	4	4	3	3	3	3	3	4	3	3	4	48
5	4	3	4	4	4	3	3	3	3	3	4	4	3	4	49
6	4	4	4	4	4	4	4	4	4	4	3	3	4	4	54
7	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
8	4	2	4	3	3	3	3	3	3	3	3	3	3	4	44
9	3	4	3	3	4	3	3	3	3	3	3	3	3	3	44
10	4	4	4	4	4	4	4	3	3	4	3	3	3	3	50
11	2	2	2	3	3	4	2	3	4	3	3	4	4	4	43
12	3	3	3	3	3	3	3	3	3	4	3	2	3	3	42
13	3	3	3	3	3	3	3	3	3	3	3	4	3	3	43
14	3	3	3	3	3	3	3	3	3	4	3	3	3	3	43
15	2	3	3	2	3	2	2	4	3	4	3	4	3	3	41
16	3	4	2	3	3	4	3	2	3	4	3	4	4	3	45
17	3	3	3	3	2	3	3	4	4	3	4	4	3	3	45
18	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
19	3	3	3	3	3	3	3	3	3	3	2	2	3	3	40
20	3	3	3	3	3	2	3	3	3	2	2	3	3	3	39
21	4	4	4	3	3	3	4	3	3	3	4	3	4	4	49
22	2	3	3	4	3	3	3	4	3	4	3	2	3	3	43
23	3	2	2	2	3	3	3	2	2	2	2	2	3	3	34
24	3	3	3	2	3	2	3	2	2	4	4	4	4	3	42
25	3	3	3	3	3	3	3	3	3	3	3	3	4	3	43
26	3	3	3	3	3	4	3	3	4	2	2	2	2	4	41
27	3	3	4	3	3	3	3	3	3	2	4	4	3	3	44
28	4	3	3	4	4	4	3	2	3	3	3	4	3	3	46
29	3	3	3	3	3	3	3	3	3	2	3	3	2	3	40
30	3	3	3	2	2	2	2	2	2	2	2	2	2	2	31
31	4	4	4	4	3	3	3	3	3	2	1	1	3	3	41
32	2	3	1	2	3	3	3	2	3	2	2	2	2	3	33
33	3	3	3	3	3	2	2	2	2	2	3	2	3	3	36
34	3	3	3	3	3	3	2	2	3	3	4	4	3	3	42
35	3	3	2	2	3	3	3	1	3	3	2	4	3	3	38
36	3	4	3	3	2	2	3	2	2	2	2	2	3	3	36
37	3	4	3	3	2	3	4	3	3	3	2	2	4	4	43

38	2	2	2	3	2	2	2	2	2	2	2	2	3	4	32
39	3	3	2	2	3	2	3	3	3	2	1	2	3	4	36
40	3	3	3	2	3	2	3	2	3	2	2	2	3	4	37
41	3	3	2	3	2	3	3	3	2	2	2	2	3	3	36
42	3	3	3	3	3	2	2	3	2	2	2	3	2	3	36
43	3	3	3	2	3	3	3	3	3	4	4	3	3	4	44
44	2	3	3	3	3	3	3	3	3	3	3	4	4	3	43
45	3	3	3	3	3	3	3	3	3	2	2	2	3	3	39
46	2	2	3	2	2	3	3	2	2	2	2	3	3	3	34
47	3	3	3	3	3	3	3	3	3	3	2	2	2	3	39
48	3	3	3	3	3	3	3	2	3	2	2	2	2	3	37
49	3	3	3	2	3	3	3	3	3	2	3	2	3	3	39
50	2	3	2	2	3	2	2	3	2	3	2	2	3	3	34
51	3	3	3	3	3	2	2	2	2	1	2	1	2	3	32
52	3	3	3	3	3	2	2	2	2	2	2	2	3	2	34
53	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
54	3	3	2	3	2	3	3	3	2	2	2	2	3	3	36
55	3	3	3	3	2	2	2	3	2	1	1	3	2	3	33
56	3	3	3	3	3	2	3	2	2	2	2	2	3	3	36
57	3	3	3	3	3	3	2	2	2	2	2	2	3	3	36
58	3	3	3	3	2	2	2	2	2	2	2	2	2	2	32
59	3	3	2	2	2	2	4	3	3	2	3	2	3	3	37
60	3	3	3	3	3	2	2	2	2	2	3	2	3	3	36
61	3	4	3	3	3	3	3	3	3	2	2	2	3	3	40
62	3	2	3	2	3	3	3	3	3	3	2	2	3	3	38
63	3	3	3	3	3	2	3	2	2	2	2	2	2	3	35
64	2	3	2	3	3	3	4	3	2	3	4	2	3	3	40
65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
66	4	4	4	4	3	3	3	3	3	2	2	2	2	3	42
67	3	3	2	2	3	2	2	2	3	2	2	2	3	3	34
68	3	2	3	2	2	2	2	2	2	3	2	2	1	2	30
69	3	3	3	3	3	3	2	2	2	3	2	2	2	3	36
70	3	2	2	2	2	3	3	3	3	2	2	2	2	3	34
71	3	3	3	3	3	3	3	3	3	2	2	2	3	3	39
72	3	3	3	3	2	3	3	3	3	2	2	2	3	3	38
73	2	2	3	2	2	2	2	2	3	1	2	1	2	2	28
74	3	2	3	3	2	3	3	3	3	2	3	2	2	3	37
75	3	3	3	3	3	2	3	3	3	2	2	2	2	2	36
76	3	3	3	4	3	3	3	3	3	2	2	2	3	3	40
77	4	3	3	3	3	3	3	2	3	2	3	2	3	3	40
78	3	3	3	3	3	3	3	3	3	3	2	2	3	3	40

79	3	2	2	2	2	2	2	2	2	1	2	2	2	3	29
80	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
81	2	3	3	2	2	2	2	2	2	2	2	2	2	2	30
82	3	3	3	3	2	3	3	3	2	3	2	2	3	3	38
83	3	2	3	3	2	2	3	2	2	1	1	2	2	3	31
84	3	2	2	2	3	3	2	3	3	2	3	2	3	3	36
85	3	4	2	3	3	3	2	2	2	3	4	3	2	1	37
86	3	3	3	3	3	3	3	3	3	2	2	2	3	3	39
87	3	3	4	3	4	3	3	3	3	4	3	3	3	3	45
88	3	3	2	3	3	3	2	3	3	2	2	2	3	2	36
89	4	4	4	2	4	1	1	1	1	1	2	2	3	3	33
90	3	3	3	2	3	4	3	3	2	2	4	2	3	3	40
91	4	4	4	2	3	2	3	2	2	1	2	1	2	3	35
92	3	4	3	3	2	3	3	2	3	2	2	2	3	3	38
93	3	3	3	3	3	3	3	3	3	2	2	2	2	3	38
94	3	3	3	2	2	2	2	2	2	2	2	2	3	3	33
95	2	4	3	3	3	3	2	2	2	2	1	1	2	3	33
96	2	2	3	3	3	2	2	2	2	2	2	2	2	2	31
97	3	3	3	2	3	3	3	3	3	2	2	2	2	3	37
98	4	3	3	4	3	3	3	3	2	2	2	2	2	4	40
99	4	4	1	3	2	2	2	2	2	2	3	2	2	4	35
100	2	3	2	2	3	2	3	2	3	2	2	2	3	4	35
101	3	3	3	3	3	3	3	3	3	2	2	2	3	4	40
102	3	3	3	2	3	3	3	3	3	2	1	1	2	4	36
103	4	4	3	2	2	4	3	2	3	1	3	2	3	4	40
104	3	3	3	3	2	3	3	3	2	2	2	2	2	4	37
105	3	3	3	3	3	2	2	2	2	2	3	1	3	3	35
106	4	4	4	3	4	4	4	3	4	3	3	3	3	4	50
107	3	4	4	4	4	3	2	3	3	2	2	2	3	3	42
108	3	3	3	2	3	2	3	2	2	2	2	2	3	3	35
109	3	3	3	2	2	2	2	3	3	2	3	3	3	4	38
110	3	3	3	3	2	2	2	2	2	2	2	2	2	3	33
111	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
112	3	3	2	2	2	2	3	2	2	3	2	1	3	3	33
113	1	2	1	1	3	1	3	1	1	1	3	3	3	3	27
114	3	3	2	2	3	2	2	2	2	1	2	2	3	2	31
115	4	4	3	3	3	3	3	3	3	2	2	2	3	3	41
116	3	3	3	3	2	3	3	3	3	2	2	2	2	3	37
117	4	4	4	4	4	2	3	3	3	2	1	2	2	3	41
118	3	3	3	3	2	2	2	2	3	2	2	2	3	3	35
119	4	4	4	3	3	3	3	4	3	4	3	4	3	3	48

120	4	4	3	3	3	3	3	3	3	2	2	2	3	3	41
121	2	3	2	2	2	2	3	2	2	1	2	2	2	3	30
122	4	4	4	3	3	3	3	4	3	4	3	4	3	3	48
123	3	2	3	2	2	2	2	2	3	2	2	2	3	4	34
124	3	2	3	2	2	3	3	3	3	2	2	2	2	3	35
125	2	2	2	2	2	2	2	3	2	2	2	2	2	4	31
126	3	2	2	2	2	3	3	3	3	2	2	2	2	4	35
127	3	3	4	2	3	2	3	2	2	1	1	1	2	2	31
128	2	2	2	2	2	3	3	3	3	2	3	2	2	3	34
129	3	3	2	3	3	2	2	2	2	2	2	2	2	3	33
130	3	3	3	2	3	2	3	2	3	2	2	2	2	3	35
131	3	2	2	2	2	3	3	3	2	1	2	1	3	3	32
132	3	2	3	2	2	3	3	3	3	2	2	2	2	3	35
133	3	2	2	3	2	3	3	3	2	2	3	3	3	3	37
134	3	3	3	3	3	3	2	2	2	2	2	4	3	3	38
135	3	3	3	4	4	3	3	3	4	3	4	2	3	3	45
136	2	2	2	2	2	3	3	3	3	2	2	2	2	3	33
137	3	4	2	3	4	3	2	2	2	2	1	2	2	4	36
138	4	3	3	3	3	3	3	3	3	3	2	1	3	3	40
139	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
140	4	4	4	3	4	2	3	3	3	1	2	1	3	3	40
141	4	4	4	4	3	3	3	2	3	3	4	3	2	4	46
142	3	3	4	2	2	3	2	2	2	2	3	2	3	3	36
143	3	3	4	3	3	3	3	3	3	3	3	3	3	3	43
144	3	3	3	4	3	2	2	2	2	3	3	3	4	3	40
145	4	3	4	3	3	3	3	3	3	3	3	3	3	3	44
146	3	4	3	3	4	2	3	2	3	4	2	2	3	3	41
147	3	3	2	2	3	2	2	1	2	1	2	2	3	3	31
148	4	3	4	3	3	3	3	3	3	2	3	3	3	3	43
149	3	3	2	2	3	2	2	2	3	2	3	2	2	2	33
150	3	3	2	3	2	2	2	2	2	2	2	2	3	3	33
151	3	3	2	3	2	2	2	2	2	2	2	2	3	3	33
152	4	4	4	3	3	3	3	3	3	3	2	2	2	2	41
153	3	3	3	4	2	3	3	2	2	2	1	1	2	3	34
154	3	3	2	3	1	2	2	1	2	1	2	2	3	3	30
155	3	2	3	3	3	3	2	2	2	2	2	2	2	2	33
156	3	3	3	2	3	3	3	2	3	2	3	2	3	3	38
157	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
158	3	3	3	3	3	3	3	3	3	3	3	2	4	3	42
159	3	3	3	3	3	2	2	2	2	3	2	2	3	3	36
160	3	3	4	2	2	1	2	3	2	2	4	2	3	3	36

161	4	3	4	3	2	2	2	2	2	2	3	2	4	4	39
162	3	3	4	3	3	3	3	2	3	3	2	2	3	3	40
163	3	3	3	3	3	3	3	3	3	2	2	3	3	2	39
164	3	3	4	3	3	3	3	3	3	2	2	2	3	3	40
165	2	2	3	2	2	3	3	3	2	1	2	1	1	2	29
166	2	2	2	2	2	2	2	3	2	2	3	2	2	2	30
167	3	3	3	2	3	2	2	2	2	3	3	2	3	3	36
168	3	3	3	3	3	3	3	3	3	3	2	1	2	3	38
169	2	2	3	3	2	1	2	1	3	1	2	1	2	3	28
170	2	2	3	3	2	1	2	2	2	2	2	2	2	3	30
171	2	2	3	3	2	2	3	3	2	2	2	2	2	4	34
172	3	3	3	2	2	2	2	2	2	2	2	2	3	3	33
173	2	2	2	2	2	2	3	3	3	2	2	2	2	3	32
174	4	4	4	2	2	2	2	2	4	4	3	2	4	4	43
175	4	2	3	2	2	2	2	2	3	4	3	2	4	4	39
176	3	2	3	3	3	4	3	2	3	4	2	3	4	3	42

DATA 176 RESPONDEN VARIABEL CITRA MEREK

NO	1	2	3	4	5	6	TTL
1	3	3	3	3	4	4	20
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3	4	4	4	4	1	4	21
4	3	4	3	4	1	3	18
5	4	4	4	3	1	4	20
6	4	4	3	3	1	4	19
7	3	3	3	4	1	4	18
8	4	4	3	4	1	4	20
9	4	3	3	3	3	4	20
10	4	4	3	4	3	4	22
11	4	4	4	3	1	3	19
12	3	3	3	3	1	3	16
13	4	3	3	3	2	4	19
14	3	3	3	2	1	3	15
15	4	4	4	2	2	4	20
16	3	3	3	3	4	4	20
17	3	3	3	3	2	3	17
18	4	4	3	3	3	4	21
19	3	3	3	4	2	3	18
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21	4	4	3	4	3	4	22
22	4	4	4	4	3	3	22
23	3	3	4	4	4	3	21
24	3	3	4	4	4	4	22
25	3	3	3	3	4	3	19
26	4	4	3	3	4	4	22
27	3	3	3	2	4	3	18
28	3	3	2	3	3	2	16
29	3	4	3	2	2	3	17
30	3	3	4	3	2	3	18
31	3	3	3	3	2	3	17
32	3	3	3	3	2	3	17
33	4	4	3	3	1	4	19
34	4	4	3	3	4	2	20
35	3	3	4	3	2	4	19
36	3	3	4	3	2	4	19
37	4	3	4	4	3	4	22
38	3	3	3	3	3	3	18

39	4	4	3	2	2	4	19
40	3	3	3	2	2	3	16
41	3	3	3	3	2	3	17
42	3	3	3	3	3	2	17
43	1	3	3	3	3	2	15
44	2	2	2	3	2	1	12
45	4	3	3	3	2	3	18
46	4	4	3	3	2	4	20
47	3	3	3	3	1	3	16
48	3	3	4	3	2	2	17
49	3	4	4	4	2	4	21
50	3	3	3	3	2	3	17
51	4	4	4	3	2	4	21
52	3	3	3	4	2	3	18
53	3	3	3	4	2	3	18
54	3	4	3	3	3	4	20
55	3	3	3	3	2	3	17
56	4	3	3	4	2	3	19
57	4	4	3	3	3	4	21
58	3	3	3	3	2	3	17
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61	4	4	3	3	2	4	20
62	3	3	3	4	3	2	18
63	3	4	3	3	3	4	20
64	2	4	3	3	2	4	18
65	3	3	3	4	2	3	18
66	3	3	3	3	2	3	17
67	3	3	3	3	2	3	17
68	3	3	3	3	3	3	18
69	3	3	4	3	2	3	18
70	3	3	3	3	3	3	18
71	4	4	4	4	2	4	22
72	3	3	3	3	2	3	17
73	3	2	3	3	1	3	15
74	3	2	3	4	3	2	17
75	3	3	3	3	2	3	17
76	3	4	3	2	2	3	17
77	3	4	4	3	2	4	20
78	3	3	3	4	2	3	18
79	3	3	4	3	2	3	18

80	3	3	3	3	3	3	18
81	3	3	3	2	2	3	16
82	3	3	3	2	2	3	16
83	3	3	4	3	2	3	18
84	3	3	3	2	2	3	16
85	2	2	3	2	2	2	13
86	3	3	3	3	2	2	16
87	4	3	3	4	2	3	19
88	3	3	3	3	1	3	16
89	4	4	3	4	2	4	21
90	4	4	3	3	2	4	20
91	4	4	3	4	4	4	23
92	4	3	4	2	2	4	19
93	3	3	3	3	3	3	18
94	3	3	3	2	2	3	16
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101	3	3	4	2	2	3	17
102	4	4	3	3	3	4	21
103	4	4	3	3	2	4	20
104	2	3	3	4	2	3	17
105	3	3	3	4	1	3	17
106	4	4	4	4	2	4	22
107	3	3	3	4	2	2	17
108	3	3	3	3	2	3	17
109	4	4	3	2	2	4	19
110	4	4	3	2	1	4	18
111	3	3	2	3	3	3	17
112	4	4	3	3	2	3	19
113	4	4	4	2	2	4	20
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116	3	3	3	3	2	3	17
117	4	4	3	3	1	3	18
118	3	4	3	3	2	4	19
119	3	4	3	4	2	3	19
120	3	4	3	3	4	2	19

121	3	3	4	3	1	3	17
122	4	4	4	4	3	4	23
123	3	3	4	3	1	4	18
124	3	3	4	3	1	4	18
125	3	3	3	3	2	4	18
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135	3	3	4	3	2	4	19
136	3	3	3	3	2	3	17
137	3	3	4	2	3	3	18
138	3	3	3	3	2	2	16
139	3	3	4	3	3	3	19
140	4	4	3	3	3	4	21
141	4	3	3	3	3	4	20
142	4	4	3	2	1	4	18
143	3	3	3	3	3	3	18
144	3	4	4	2	1	4	18
145	4	4	3	4	3	4	22
146	3	3	3	3	2	4	18
147	3	2	3	2	2	3	15
148	3	3	4	3	3	4	20
149	3	3	3	2	3	3	17
150	4	3	3	2	3	3	18
151	4	4	3	3	3	3	20
152	4	4	4	3	2	3	20
153	3	4	3	3	3	4	20
154	4	4	3	1	1	4	17
155	4	4	3	3	2	3	19
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157	3	3	3	2	2	3	16
158	3	3	3	3	2	3	17
159	3	3	3	2	1	1	13
160	4	4	3	3	1	4	19
161	4	4	3	2	2	3	18

162	4	4	3	3	3	4	21
163	3	3	3	4	2	3	18
164	3	3	3	3	2	3	17
165	3	3	3	3	2	3	17
166	3	3	3	3	1	1	14
167	4	4	3	3	1	4	19
168	4	3	3	3	2	3	18
169	3	3	3	4	4	3	20
170	3	2	4	2	2	3	16
171	3	3	3	3	2	3	17
172	3	3	2	2	2	3	15
173	3	4	3	3	1	4	18
174	4	4	2	4	2	4	20
175	4	4	2	2	2	3	17
176	2	3	3	3	3	3	17

DATA 176 RESPONDEN VARIABEL NIAT BELI

No	N_B1	N_B2	N_B3	TTL	No	N_B1	N_B2	N_B3	TTL
1	3	1	1	5	32	2	2	1	5
2	4	4	4	12	33	2	3	2	7
3	3	3	1	7	34	2	2	2	6
4	3	3	1	7	35	2	1	1	4
5	3	3	1	7	36	3	3	2	8
6	3	3	2	8	37	4	3	3	10
7	4	4	4	12	38	3	3	2	8
8	4	4	4	12	39	2	2	2	6
9	3	3	3	9	40	2	2	2	6
10	4	4	3	11	41	2	2	2	6
11	2	2	1	5	42	2	2	2	6
12	1	1	1	3	43	2	2	2	6
13	3	2	2	7	44	2	3	1	6
14	1	1	1	3	45	2	2	2	6
15	2	2	2	6	46	3	2	1	6
16	3	3	2	8	47	3	3	2	8
17	3	3	3	9	48	3	2	2	7
18	3	3	4	10	49	2	2	2	6
19	2	3	2	7	50	3	3	2	8
20	1	3	2	6	51	2	2	1	5
21	4	3	3	10	52	1	1	1	3
22	2	2	1	5	53	2	2	2	6
23	2	2	3	7	54	3	3	2	8
24	2	2	1	5	55	3	3	3	9
25	2	3	2	7	56	2	2	2	6
26	3	3	2	8	57	3	2	2	7
27	2	2	2	6	58	3	4	3	10
28	3	3	2	8	59	3	3	2	8
29	2	2	1	5	60	3	3	2	8
30	2	2	1	5	61	3	3	2	8
31	2	1	1	4	62	3	3	3	9

No	N_B1	N_B2	N_B3	TTL	No	N_B1	N_B2	N_B3	TTL
63	3	2	1	6	94	2	2	2	6
64	3	2	3	8	95	1	1	1	3
65	2	2	1	5	96	2	2	2	6
66	3	3	3	9	97	3	3	3	9
67	2	2	2	6	98	3	3	3	9
68	3	3	2	8	99	1	1	1	3
69	2	3	2	7	100	2	2	2	6
70	2	2	2	6	101	2	2	1	5
71	4	4	4	12	102	3	3	3	9
72	2	3	2	7	103	3	1	1	5
73	4	4	1	9	104	3	3	3	9
74	2	2	2	6	105	2	2	1	5
75	2	2	2	6	106	1	1	1	3
76	3	3	1	7	107	2	3	2	7
77	3	3	2	8	108	2	3	2	7
78	3	2	2	7	109	2	2	1	5
79	2	1	1	4	110	2	2	2	6
80	3	3	3	9	111	3	3	3	9
81	2	2	2	6	112	2	1	1	4
82	2	2	1	5	113	1	3	4	8
83	1	2	2	5	114	2	3	2	7
84	2	2	1	5	115	3	4	4	11
85	2	3	2	7	116	3	3	2	8
86	2	2	2	6	117	2	2	1	5
87	2	2	2	6	118	2	3	4	9
88	2	2	1	5	119	2	2	2	6
89	2	1	1	4	120	2	2	2	6
90	2	2	1	5	121	2	1	1	4
91	4	3	2	9	122	3	4	4	11
92	2	2	1	5	123	3	3	2	8
93	2	3	2	7	124	2	3	2	7

No	N_B1	N_B2	N_B3	TTL	No	N_B1	N_B2	N_B3	TTL
125	3	2	3	8	151	2	3	3	8
126	2	2	1	5	152	2	2	1	5
127	3	2	1	6	153	2	1	1	4
128	3	3	3	9	154	1	1	1	3
129	2	2	2	6	155	2	2	1	5
130	2	2	2	6	156	3	2	2	7
131	2	3	2	7	157	2	2	2	6
132	2	2	2	6	158	2	3	2	7
133	2	2	2	6	159	3	3	1	7
134	1	1	1	3	160	2	3	1	6
135	4	3	3	10	161	2	2	2	6
136	3	2	1	6	162	2	2	1	5
137	2	2	1	5	163	2	2	2	6
138	3	2	2	7	164	3	3	2	8
139	3	3	2	8	165	1	1	1	3
140	2	2	2	6	166	1	3	1	5
141	2	2	2	6	167	2	2	2	6
142	1	2	1	4	168	2	1	1	4
143	4	3	4	11	169	2	3	1	6
144	1	1	1	3	170	1	1	1	3
145	4	4	4	12	171	2	2	1	5
146	3	3	2	8	172	1	1	2	4
147	2	1	1	4	173	4	4	4	12
148	4	4	4	12	174	2	3	2	7
149	2	3	2	7	175	2	2	2	6
150	2	3	3	8	176	3	3	3	9

Frequencies Jenis Kelamin

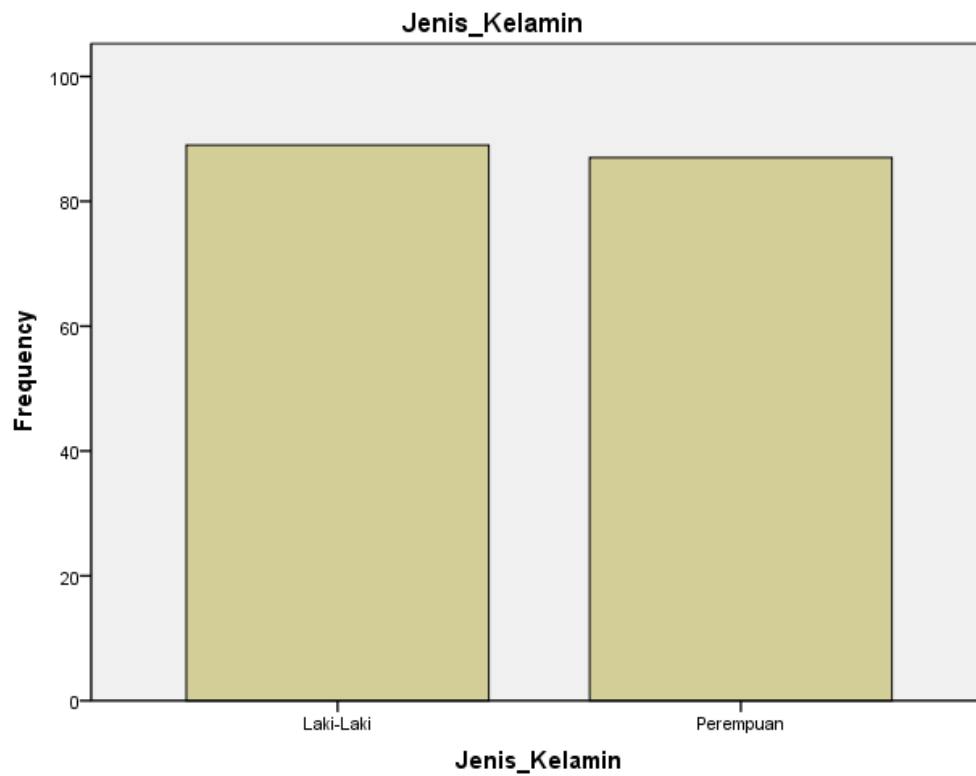
Statistics

Jenis_Kelamin

N	Valid	176
	Missing	0

Jenis_Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	89	50.6	50.6	50.6
	Perempuan	87	49.4	49.4	100.0
Total		176	100.0	100.0	



Frequencies Umur

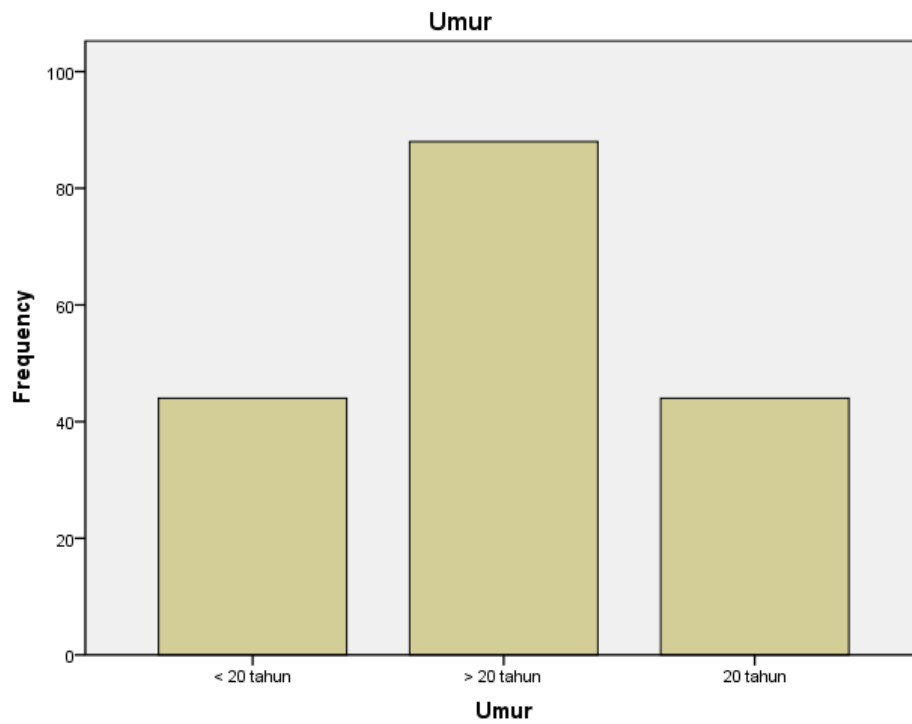
Statistics

Umur

N	Valid	176
	Missing	0

Umur

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 20 tahun	44	25.0	25.0	25.0
> 20 tahun	88	50.0	50.0	75.0
20 tahun	44	25.0	25.0	100.0
Total	176	100.0	100.0	



Frequencies Angkatan

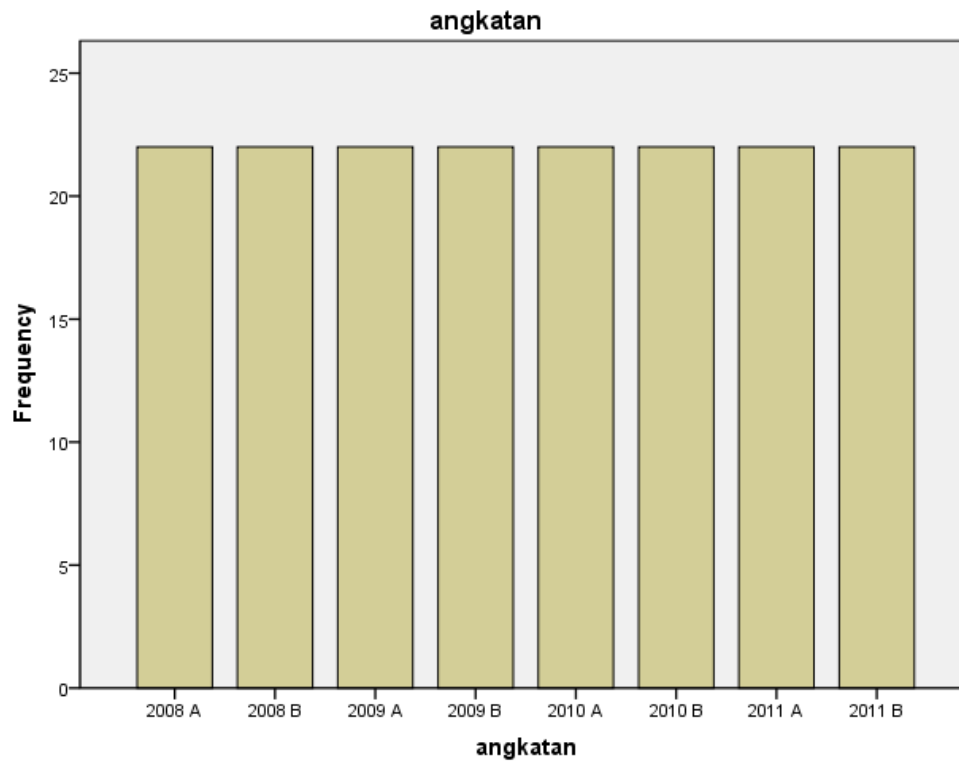
Statistics

angkatan

N	Valid	176
	Missing	0

angkatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2008 A	22	12.5	12.5	12.5
	2008 B	22	12.5	12.5	25.0
	2009 A	22	12.5	12.5	37.5
	2009 B	22	12.5	12.5	50.0
	2010 A	22	12.5	12.5	62.5
	2010 B	22	12.5	12.5	75.0
	2011 A	22	12.5	12.5	87.5
	2011 B	22	12.5	12.5	100.0
	Total	176	100.0	100.0	



Frequencies Melihat Iklan

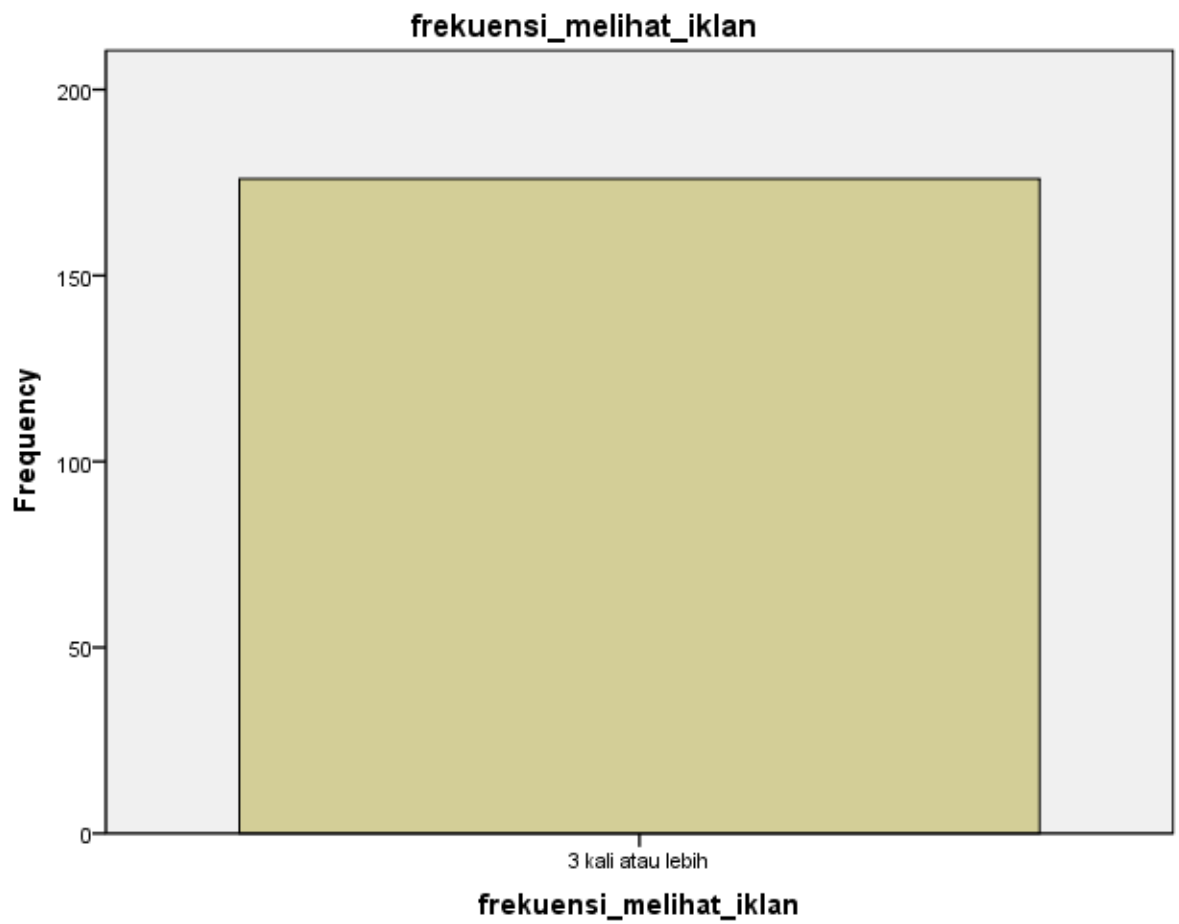
Statistics

frekuensi_melihat_iklan

N	Valid	176
	Missing	0

frekuensi_melihat_iklan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3 kali atau lebih	176	100.0	100.0	100.0



Analisis Deskriptif variabel selebriti endorser

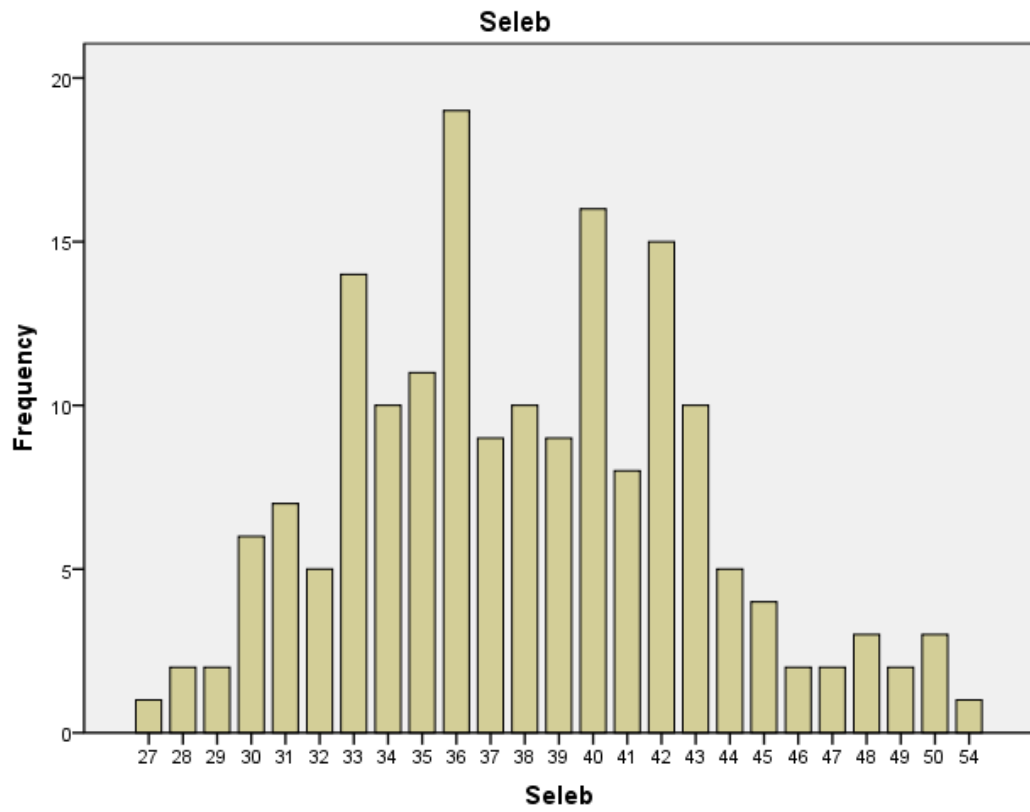
Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance	Skewness	Kurtosis			
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic			
Seleb Valid N (listwise)	176 176	27	27	54	6693	38.03	.387	5.135	26.371	.335	.183	-.138	.364

Frequency Table

Seleb

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 27	1	.6	.6	.6
28	2	1.1	1.1	1.7
29	2	1.1	1.1	2.8
30	6	3.4	3.4	6.3
31	7	4.0	4.0	10.2
32	5	2.8	2.8	13.1
33	14	8.0	8.0	21.0
34	10	5.7	5.7	26.7
35	11	6.3	6.3	33.0
36	19	10.8	10.8	43.8
37	9	5.1	5.1	48.9
38	10	5.7	5.7	54.5
39	9	5.1	5.1	59.7
40	16	9.1	9.1	68.8
41	8	4.5	4.5	73.3
42	15	8.5	8.5	81.8
43	10	5.7	5.7	87.5
44	5	2.8	2.8	90.3
45	4	2.3	2.3	92.6
46	2	1.1	1.1	93.8
47	2	1.1	1.1	94.9
48	3	1.7	1.7	96.6
49	2	1.1	1.1	97.7
50	3	1.7	1.7	99.4
54	1	.6	.6	100.0
Total	176	100.0	100.0	



Analisis Deskriptif variabel citra merek

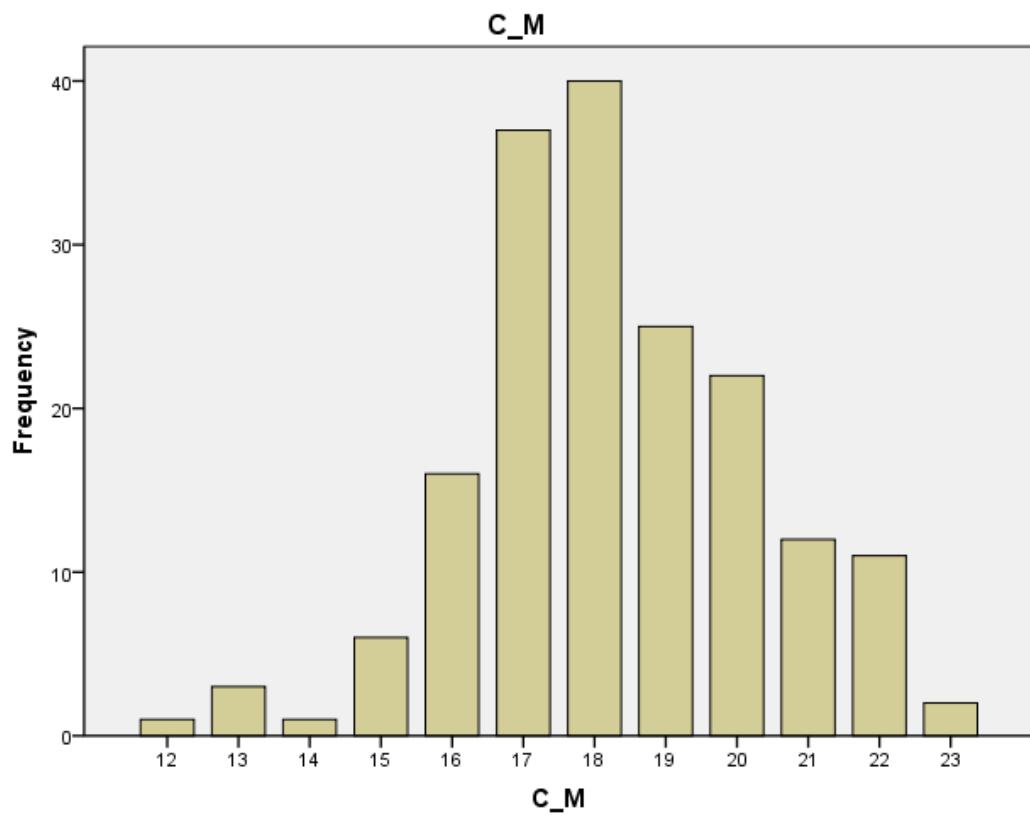
Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance	Skewness	Kurtosis			
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
C_M Valid N (listwise)	176	11	12	23	3215	18.27	.153	2.023	4.094	-.056	.183	.264	.364

Frequency Tabel

C_M

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 12	1	.6	.6	.6
13	3	1.7	1.7	2.3
14	1	.6	.6	2.8
15	6	3.4	3.4	6.3
16	16	9.1	9.1	15.3
17	37	21.0	21.0	36.4
18	40	22.7	22.7	59.1
19	25	14.2	14.2	73.3
20	22	12.5	12.5	85.8
21	12	6.8	6.8	92.6
22	11	6.3	6.3	98.9
23	2	1.1	1.1	100.0
Total	176	100.0	100.0	



Analisis Deskriptif Variabel Niat Beli

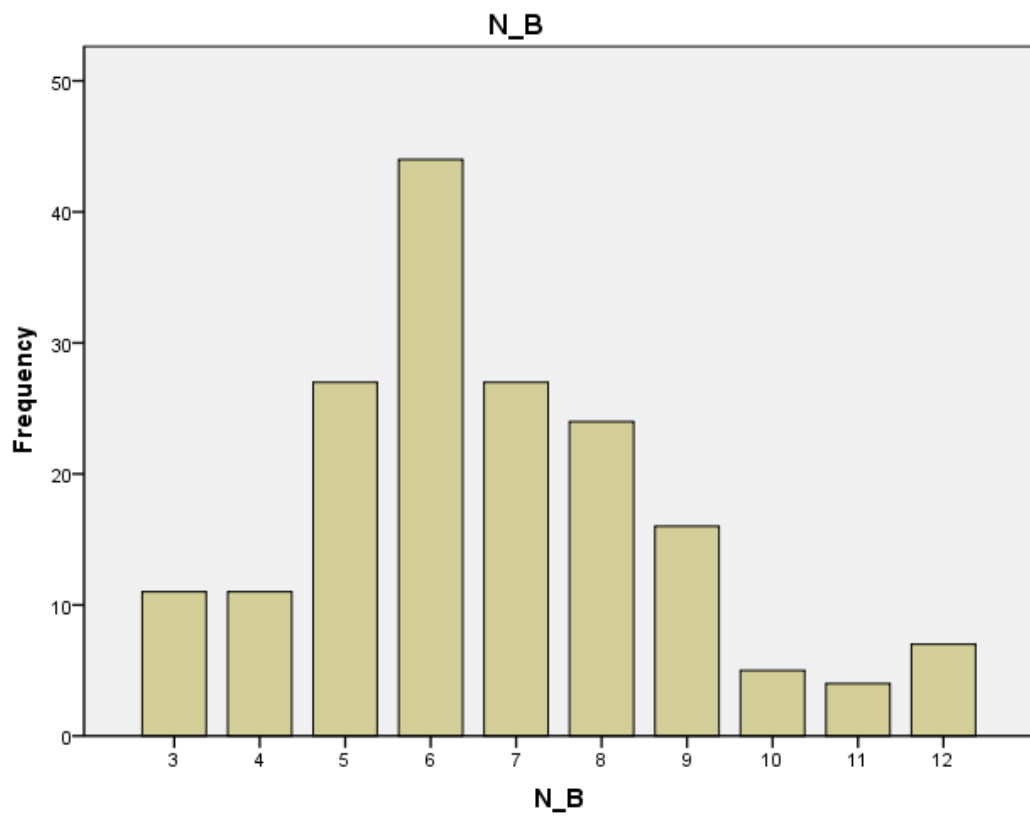
Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
N_B	176	9	3	12	1179	6.70	.159	2.115	4.475	.531	.183	.163	.364
Valid N (listwise)	176												

Frequency Table

N_B

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	11	6.3	6.3	6.3
4	11	6.3	6.3	12.5
5	27	15.3	15.3	27.8
6	44	25.0	25.0	52.8
7	27	15.3	15.3	68.2
8	24	13.6	13.6	81.8
9	16	9.1	9.1	90.9
10	5	2.8	2.8	93.8
11	4	2.3	2.3	96.0
12	7	4.0	4.0	100.0
Total	176	100.0	100.0	



Regresi pengaruh selebriti *endorser* terhadap citra merek

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Seleb ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: C_M

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.332 ^a	.110	.105	1.914

a. Predictors: (Constant), Seleb

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	78.965	1	78.965	21.553	.000 ^a
Residual	637.484	174	3.664		
Total	716.449	175			

a. Predictors: (Constant), Seleb

b. Dependent Variable: C_M

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13.293	1.081		12.295	.000
Seleb	.131	.028	.332	4.643	.000

a. Dependent Variable: C_M

Regresi pengaruh citra merek terhadap niat beli

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	C_M ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: N_B

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.290 ^a	.084	.079	2.030

a. Predictors: (Constant), C_M

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.819	1	65.819	15.968	.000 ^a
	Residual	717.221	174	4.122		
	Total	783.040	175			

a. Predictors: (Constant), C_M

b. Dependent Variable: N_B

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.162	1.394		.834	.406
C_M	.303	.076	.290	3.996	.000

a. Dependent Variable: N_B

Regresi pengaruh selebriti *endorser* terhadap niat beliVariables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Seleb ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: N_B

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.281 ^a	.079	.073	2.036

a. Predictors: (Constant), Seleb

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.677	1	61.677	14.877	.000 ^a
	Residual	721.363	174	4.146		
	Total	783.040	175			

a. Predictors: (Constant), Seleb

b. Dependent Variable: N_B

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.303	1.150		2.002	.047
Seleb	.116	.030	.281	3.857	.000

a. Dependent Variable: N_B