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BIODATA

Identitas Diri

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Riwayat Pendidikan

- Pendidikan Normal

2005-2006	TK BINA KASIH
2006-2012	SD PUNDARIKA
2012-2015	SMP KATOLIK RAJAWALI
2015-2018	SMA KATOLIK RAJAWALI

Demikian biodata ini dibuat dengan sebenarnya

Makassar, _____

KUESIONER

Penyusunan kuesioner ini bertujuan untuk memenuhi salah satu langkah penelitian dalam Menyusun tugas akhir (skripsi) dengan judul Pengaruh *Positive Electronic Word of Mouth, Celebrity Endorsement* dan Citra Merek Terhadap Keputusan Pembelian *Customer Aimée Cake* Makassar.

Karakteristik Responden (sampel) dalam penelitian ini adalah konsumen yang sedang melakukan pembelanjaan di *cake shop Aimée Cake* Makassar selama waktu penelitian sampai memenuhi jumlah responden.

Apabila Saudara(i) memenuhi karakteristik tersebut, saya mohon kesediannya untuk mengisi kuesioner di bawah ini. Atas perhatian dan bantuan Saudara(i), saya ucapkan banyak terima kasih.

Pilihlah salah satu skor pernyataan di bawah ini sesuai dengan penilaian anda.

Keterangan jawaban adalah sebagai berikut:

- 1 : Sangat Tidak Setuju
- 2 : Tidak Setuju
- 3 : Netral
- 4 : Setuju
- 5 : Sangat Setuju

1. ELECTRONIC WORD OF MOUTH

NO	PERTANYAAN	STS	TS	N	S	SS
		1	2	3	4	5
1	Frekuensi interaksi melalui situs jejaring sosial dalam mendapatkan informasi meyakinkan saya untuk melakukan pembelian di <i>Aimée Cake</i>					
2	Informasi harga yang disampaikan pengguna situs jejaring sosial lain meyakinkan saya untuk melakukan pembelian di <i>Aimée Cake</i>					
3	Rekomendasi produk dari pengguna situs jejaring sosial lain meyakinkan saya melakukan pembelian di <i>Aimée Cake</i>					
4	Ulasan pengalaman yang disebar pengguna situs jejaring sosial lain meyakinkan saya melakukan pembelian <i>Aimée Cake</i>					
5	Jumlah total ulasan yang disebar pengguna situs jejaring sosial lain meyakinkan saya melakukan pembelian <i>Aimée Cake</i>					

6	Ulasan spesifik dan menarik yang disebar pengguna situs jejaring sosial lain meyakinkan saya melakukan pembelian di <i>Aimée Cake</i>					
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2. Celebrity Endorsement

NO	PERTANYAAN	STS	TS	N	S	SS
		1	2	3	4	5
1	Review selebriti terhadap produk <i>Aimée Cake</i> meyakinkan saya melakukan pembelian					
2	Ketenaran dari selebriti meyakinkan saya melakukan pembelian di <i>Aimée Cake</i>					
3	Perilaku unik dan khas yang dibawakan selebriti dalam mempromosikan suatu produk meyakinkan saya melakukan pembelian di <i>Aimée Cake</i>					
4	Reputasi/citra yang baik dari selebriti meyakinkan saya melakukan pembelian di <i>Aimée Cake</i>					
5	Keahlian selebriti dalam mempromosikan produk meyakinkan saya melakukan pembelian di <i>Aimée Cake</i>					
6	Karisma yang dimiliki selebriti meyakinkan saya melakukan pembelian di <i>Aimée Cake</i>					

3. Citra Merek

NO	PERTANYAAN	STS	TS	N	S	SS
		1	2	3	4	5
1	Kualitas produk yang ditawarkan meyakinkan saya melakukan pembelian di <i>Aimée Cake</i>					
2	Penampilan produk yang mewah meyakinkan saya melakukan pembelian di <i>Aimée Cake</i>					
3	Variasi unik yang ditawarkan meyakinkan saya melakukan pembelian di <i>Aimée Cake</i>					
4	Harga produk yang ditawarkan meyakinkan saya melakukan pembelian di <i>Aimée Cake</i>					
5	Ketersediaan <i>custom cake</i> meyakinkan saya melakukan pembelian di <i>Aimée Cake</i>					

4. Keputusan pembelian

NO	PERTANYAAN	STS	TS	N	S	SS
		1	2	3	4	5
1	Kualitas dan variasi produk mendorong saya melakukan pembelian di <i>Aimée Cake</i>					
2	Citra merek <i>Aimée Cake</i> yang baik mendorong saya melakukan pembelian di <i>Aimée Cake</i>					
3	Kualitas bahan <i>Aimée Cake</i> yang bermutu mendorong saya melakukan pembelian di <i>Aimée Cake</i>					
4	Keramahan saat proses bertransaksi mendorong saya melakukan pembelian di <i>Aimée Cake</i>					
5	Harga dan kualitas yang sebanding mendorong saya melakukan pembelian di <i>Aimée Cake</i>					
6	Kemudahan pembayaran mendorong saya melakukan pembelian di <i>Aimée Cake</i>					

TABULASI DATA RESPONDEN

Resp.	Electronic Word of Mouth							Celebrity Endorsement							Citra Merek							Keputusan Pembelian							
	1	2	3	4	5	6	T	1	2	3	4	5	6	7	T	1	2	3	4	5	6	T	1	2	3	4	5	6	T
1.	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35	5	5	5	5	5	5	30	5	5	5	5	5	5	30
2.	5	5	5	5	5	5	30	4	4	5	5	4	4	4	30	5	5	5	5	5	5	30	5	5	5	5	5	5	30
3.	5	4	4	4	4	4	25	4	3	4	4	4	4	5	28	5	5	4	4	4	5	27	5	5	5	5	5	5	30
4.	4	5	5	5	5	5	29	5	5	5	5	5	5	5	35	5	5	5	5	5	5	30	5	5	5	5	5	5	30
5.	5	4	5	5	4	4	27	5	5	4	4	5	4	4	31	4	4	3	4	5	4	24	4	4	4	3	4	3	22
6.	5	5	5	5	5	5	30	4	4	5	5	5	5	5	33	5	5	5	5	5	4	29	5	5	5	5	5	5	30
7.	4	5	4	4	5	4	26	4	5	4	3	4	4	4	28	5	4	4	4	4	4	25	4	5	5	4	4	4	26
8.	4	4	5	5	4	4	26	4	4	4	4	4	4	3	27	5	5	5	5	5	5	30	5	5	5	5	5	5	30
9.	5	4	4	5	5	5	28	4	4	4	4	5	5	5	31	5	4	4	4	5	5	27	5	5	4	5	4	5	28
10.	5	5	5	5	5	5	30	4	4	4	5	5	5	5	32	5	5	5	5	5	5	30	5	5	5	5	5	5	30
11.	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35	5	5	5	5	5	5	30	5	5	5	5	5	5	30
12.	4	4	4	4	4	5	25	4	4	4	4	4	4	5	29	4	4	4	4	4	4	24	4	4	4	4	4	4	24
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14.	5	5	4	4	5	4	27	5	4	5	5	5	5	5	34	5	5	5	5	4	5	29	5	5	5	5	4	4	28
15.	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35	5	5	5	5	5	5	30	5	5	4	5	5	4	28
16.	5	5	5	5	1	5	26	5	5	5	5	4	5	5	34	5	5	5	5	5	5	30	5	5	5	5	5	5	30
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18.	4	5	4	5	3	4	25	4	3	3	3	3	3	3	22	5	4	5	5	5	5	29	5	5	5	5	5	4	29
19.	4	4	4	4	4	5	25	4	4	4	4	4	4	4	28	5	5	5	4	4	4	27	4	4	4	5	4	4	25
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24.	5	5	4	5	4	4	27	4	4	4	4	4	4	4	28	4	4	4	4	4	4	24	5	4	5	4	5	5	28
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26.	5	5	5	5	5	5	30	4	4	4	4	4	4	4	28	5	5	5	5	5	5	30	5	5	5	5	5	5	30
27.	5	4	4	3	5	4	25	4	2	3	4	3	3	3	22	5	5	5	4	5	5	29	5	5	5	4	5	4	28
28.	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35	5	5	5	5	5	5	30	5	5	5	5	5	5	30
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32.	5	5	5	5	5	5	30	5	4	5	4	4	4	4	30	5	5	5	5	5	5	30	5	5	5	5	5	5	30
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36.	4	5	4	5	4	4	26	4	3	3	4	4	3	3	24	5	5	5	5	5	5	30	5	5	5	5	5	5	30
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61.	4	4	4	5	5	5	27	5	5	5	5	5	5	5	35	5	5	5	5	5	5	30	4	5	4	4	5	5	27
62.	5	5	5	5	5	5	30	5	3	3	3	5	5	5	29	5	5	5	5	5	5	30	5	5	5	5	5	5	30
63.	5	5	5	4	5	5	29	4	3	5	5	4	4	5	30	5	5	5	5	5	5	30	5	5	5	5	5	5	30
64.	5	5	5	5	5	5	30	5	5	5	4	4	4	3	30	5	5	5	5	5	5	30	5	5	5	5	5	5	30
65.	5	5	4	5	5	4	28	5	5	5	4	5	5	4	33	5	4	5	4	5	4	27	5	5	4	4	5	4	27
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67.	4	5	5	5	5	5	29	4	3	4	4	4	4	4	27	5	5	5	5	5	5	30	5	5	5	5	5	5	30
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224.	3	5	4	3	4	2	21	5	5	2	2	2	4	4	24	1	1	2	2	2	3	11	3	3	3	3	3	4	19
225.	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35	5	5	5	5	5	5	30	5	5	5	5	5	5	30
226.	4	4	4	4	4	4	24	4	4	4	4	4	4	4	28	5	5	5	5	5	5	30	5	5	5	5	5	5	30
227.	4	5	3	5	3	4	24	3	4	3	4	3	3	4	24	3	4	3	3	3	4	20	4	3	3	4	3	4	21
228.	4	4	5	4	4	5	26	4	4	4	4	5	4	4	29	4	4	4	5	5	4	26	4	4	5	5	4	4	26
229.	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35	5	5	5	5	5	5	30	5	5	5	5	5	5	30
230.	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35	5	5	5	5	5	5	30	5	5	5	5	5	5	30

231.	3	4	4	3	3	3	20	3	4	3	4	4	3	3	24	3	4	3	3	4	4	21	3	3	4	5	4	3	22
232.	4	4	4	4	3	4	23	3	3	3	3	3	3	3	21	5	4	5	4	3	4	25	4	4	4	3	4	4	23
233.	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35	5	5	5	5	5	5	30	5	5	5	5	5	5	30
234.	4	4	4	4	4	4	24	4	4	4	4	4	4	4	28	4	4	4	4	4	4	24	4	4	4	4	4	4	24
235.	5	5	5	5	5	5	30	5	5	5	5	4	4	5	33	5	5	5	5	5	5	30	5	5	5	5	5	5	30
236.	4	4	5	4	3	4	24	4	3	2	4	3	4	5	25	4	5	5	4	4	5	27	4	4	4	3	5	4	24
237.	3	4	3	4	4	3	21	4	4	4	4	3	3	3	25	4	4	5	4	5	4	26	4	3	3	4	4	4	22
238.	4	4	4	4	4	4	24	4	4	4	4	4	4	4	28	4	4	4	4	4	4	24	4	4	4	4	4	4	24
239.	5	5	4	4	5	4	27	5	5	4	5	4	5	3	31	5	3	5	4	4	5	26	5	4	4	5	5	5	28
240.	3	3	3	3	3	3	18	4	3	5	4	3	4	2	25	3	3	3	3	3	3	18	3	4	4	4	3	3	21
241.	5	5	4	4	4	5	27	5	4	4	4	5	4	5	31	4	4	5	4	5	5	27	4	5	5	5	5	4	28
242.	5	5	5	5	5	5	30	4	4	4	4	5	4	4	29	5	5	5	5	5	5	30	5	5	5	5	5	5	30
243.	4	4	5	5	5	4	27	5	5	5	5	4	4	5	33	5	5	4	4	4	5	27	5	5	5	4	4	4	27
244.	3	4	3	4	5	4	23	3	3	3	5	4	4	5	27	5	4	4	3	4	4	24	4	4	3	5	5	5	26
245.	3	4	5	3	4	5	24	3	4	5	3	4	5	3	27	4	5	3	4	5	3	24	4	5	3	4	5	3	24
246.	3	3	3	4	3	3	19	3	3	3	3	3	3	3	21	3	3	3	3	3	3	18	3	4	3	3	3	2	18
247.	5	4	3	4	4	4	24	2	4	4	4	4	3	3	24	4	3	2	4	3	4	20	4	3	5	4	4	4	24
248.	4	4	4	4	4	4	24	4	4	5	3	3	4	4	27	5	4	4	4	4	5	26	5	5	4	4	4	4	26
249.	3	3	3	3	3	3	18	3	4	4	5	4	4	4	28	5	5	4	3	4	3	24	5	4	4	4	3	3	23
250.	4	5	4	4	3	5	25	3	3	3	3	3	3	3	21	4	4	4	4	5	4	25	4	4	5	4	4	4	25
251.	5	4	4	4	4	4	25	5	5	4	4	5	4	5	32	5	5	5	5	5	5	30	5	5	5	5	5	5	30
252.	4	3	5	3	4	4	23	3	3	3	3	3	3	3	21	4	5	5	5	5	5	29	5	5	5	5	5	5	30
253.	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35	5	5	5	5	5	5	30	5	5	5	5	5	5	30
254.	4	4	4	4	4	4	24	4	4	4	4	4	4	4	28	4	4	4	4	4	4	24	4	4	4	4	4	4	24
255.	1	1	1	1	1	1	6	2	3	3	2	2	2	3	17	3	3	2	3	3	3	17	2	2	3	2	3	2	14
256.	3	3	3	3	3	4	19	3	4	4	4	3	4	4	26	3	3	3	4	3	4	20	3	4	3	3	4	3	20

257.	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35	4	4	5	5	5	3	26	3	4	4	4	3	3	21
258.	3	4	4	3	3	3	20	2	1	1	2	2	3	3	14	5	4	4	5	5	5	28	4	4	4	4	4	5	25
259.	5	5	5	4	5	4	28	5	3	4	4	4	4	5	29	4	5	4	5	5	4	27	5	5	4	5	4	5	28
260.	3	5	5	5	4	4	26	5	5	5	4	5	5	4	33	5	5	5	3	4	5	27	5	3	4	3	4	5	24
261.	4	3	4	3	3	4	21	5	4	4	4	4	4	4	29	5	5	5	4	4	4	27	4	4	4	4	4	4	24
262.	3	2	2	2	2	2	13	1	2	2	3	2	2	2	14	1	2	1	1	2	2	9	2	2	2	2	2	2	12
263.	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35	5	5	5	5	5	5	30	5	5	5	5	5	5	30
264.	5	5	5	5	5	5	30	4	4	3	5	5	4	5	30	5	5	5	5	5	5	30	5	5	5	5	5	5	30
265.	3	4	3	4	4	4	22	5	4	5	4	5	3	3	29	5	5	4	5	4	4	27	4	5	4	5	5	5	28
266.	4	4	3	3	3	3	20	3	3	3	4	4	4	4	25	4	3	3	3	3	3	19	3	3	3	3	3	3	18
267.	5	5	4	5	5	5	29	4	5	4	5	5	5	5	33	5	5	5	5	4	5	29	5	5	5	4	4	5	28
268.	2	3	2	3	3	3	16	3	2	3	3	2	2	3	18	3	2	2	3	3	2	15	3	2	2	3	2	2	14
269.	4	4	4	4	4	4	24	4	4	4	4	4	5	4	29	4	5	4	3	4	3	23	5	5	4	4	4	4	26
270.	5	5	5	5	5	5	30	5	5	5	5	5	5	2	32	5	5	5	5	5	5	30	5	5	5	5	5	5	30
271.	2	1	3	4	5	4	19	2	2	1	4	4	3	3	19	2	3	5	4	3	1	18	4	4	2	2	3	1	16
272.	5	4	4	2	1	4	20	4	3	2	3	3	3	4	22	4	4	1	3	3	4	19	4	3	4	4	4	4	23
273.	3	4	4	3	5	4	23	4	4	4	5	3	5	4	29	5	4	4	3	4	4	24	4	4	3	4	5	4	24
274.	4	4	4	4	5	4	25	4	3	3	4	4	4	4	26	3	4	4	5	5	4	25	4	4	4	5	4	5	26
275.	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35	5	5	5	5	5	5	30	5	5	5	5	5	5	30
276.	5	5	4	4	5	4	27	4	4	4	5	5	4	5	31	4	4	4	4	4	4	24	4	4	4	5	4	4	25
277.	3	4	4	4	4	4	23	5	4	4	4	4	4	4	29	4	5	5	4	5	5	28	5	4	4	5	4	5	27
278.	2	5	4	4	2	3	20	4	4	4	4	4	1	3	24	3	3	2	3	2	1	14	5	5	3	2	3	4	22
279.	5	4	5	4	5	5	28	5	5	5	5	5	5	5	35	5	5	5	5	5	5	30	5	5	5	5	5	5	30
280.	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35	5	5	5	5	5	5	30	5	5	4	3	4	4	25
281.	3	1	5	4	2	5	20	1	5	2	4	3	2	1	18	5	3	1	2	4	5	20	3	3	4	4	1	3	18
282.	5	5	5	5	5	5	30	5	3	4	2	4	4	4	26	1	2	4	2	2	3	14	2	3	2	5	4	4	20

283.	4	5	5	5	5	5	29	5	5	5	5	5	5	5	35	5	5	5	5	5	5	30	5	5	5	5	5	5	30
284.	2	3	4	2	3	2	16	2	2	4	3	2	4	3	20	2	2	4	4	4	3	19	3	2	4	3	2	4	18
285.	4	4	3	3	4	4	22	4	3	4	4	4	4	4	27	3	5	4	4	3	4	23	2	3	2	2	4	4	17
286.	5	5	5	5	5	5	30	5	4	5	4	4	4	3	29	3	4	5	3	4	5	24	4	4	4	3	5	3	23
287.	3	5	3	5	3	5	24	3	5	3	5	3	5	5	29	3	5	3	5	3	5	24	5	5	5	5	5	5	30
288.	3	2	5	3	3	1	17	3	2	5	3	2	2	4	21	4	3	5	1	2	5	20	4	3	1	2	5	5	20
289.	4	4	4	4	5	5	26	4	4	4	5	4	4	4	29	5	5	5	5	5	5	30	5	5	4	5	4	5	28
290.	4	5	4	4	4	5	26	4	4	4	3	4	5	5	29	4	4	3	3	3	4	21	4	4	4	4	5	5	26
291.	4	5	5	3	1	3	21	1	2	4	5	4	4	3	23	3	2	2	3	5	2	17	2	5	2	1	3	4	17
292.	5	5	4	5	5	5	29	4	5	4	5	4	5	4	31	5	5	4	5	4	5	28	4	5	5	5	5	4	28
293.	5	4	3	3	3	4	22	3	4	3	4	3	3	3	23	4	4	2	3	3	5	21	3	3	1	4	4	3	18
294.	4	4	3	5	4	3	23	4	5	4	4	3	4	4	28	4	4	3	3	4	4	22	4	4	4	3	4	4	23
295.	4	5	5	5	5	5	29	5	4	4	4	4	4	5	30	5	5	5	4	5	4	28	3	4	5	4	4	4	24
296.	5	5	5	5	5	5	30	2	2	2	2	2	2	2	14	5	5	5	5	5	5	30	5	5	5	5	5	5	30

HASIL PERHITUNGAN DATA

Uji Validitas dan Realibilitas (SPSS)

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Total_X1
X1.1	Pearson Correlation	1	.354*	.463**	.374*	.434**	.386**	.697**
	Sig. (2-tailed)		,017	,001	,011	,003	,009	,000
	N	45	45	45	45	45	45	45
X1.2	Pearson Correlation	.354*	1	.378*	.507**	,234	,291	.606**
	Sig. (2-tailed)	,017		,010	,000	,122	,052	,000
	N	45	45	45	45	45	45	45
X1.3	Pearson Correlation	.463**	.378*	1	.763**	.375*	.619**	.822**
	Sig. (2-tailed)	,001	,010		,000	,011	,000	,000
	N	45	45	45	45	45	45	45
X1.4	Pearson Correlation	.374*	.507**	.763**	1	,198	.467**	.738**
	Sig. (2-tailed)	,011	,000	,000		,193	,001	,000
	N	45	45	45	45	45	45	45
X1.5	Pearson Correlation	.434**	,234	.375*	,198	1	.426**	.686**
	Sig. (2-tailed)	,003	,122	,011	,193		,004	,000
	N	45	45	45	45	45	45	45
X1.6	Pearson Correlation	.386**	,291	.619**	.467**	.426**	1	.739**
	Sig. (2-tailed)	,009	,052	,000	,001	,004		,000
	N	45	45	45	45	45	45	45
Total_X1	Pearson Correlation	.697**	.606**	.822**	.738**	.686**	.739**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	45	45	45	45	45	45	45

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

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

[Ketik di sini]

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	Total_X2
X2.1	Pearson Correlation	1	.699**	.743**	.751**	.684**	.586**	.493**	.818**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,001	,000
	N	45	45	45	45	45	45	45	45
X2.2	Pearson Correlation	.699**	1	.821**	.675**	.754**	.715**	.554**	.871**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000
	N	45	45	45	45	45	45	45	45
X2.3	Pearson Correlation	.743**	.821**	1	.811**	.727**	.770**	.603**	.910**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000
	N	45	45	45	45	45	45	45	45
X2.4	Pearson Correlation	.751**	.675**	.811**	1	.775**	.733**	.618**	.888**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000
	N	45	45	45	45	45	45	45	45
X2.5	Pearson Correlation	.684**	.754**	.727**	.775**	1	.858**	.679**	.903**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000
	N	45	45	45	45	45	45	45	45
X2.6	Pearson Correlation	.586**	.715**	.770**	.733**	.858**	1	.726**	.888**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000
	N	45	45	45	45	45	45	45	45
X2.7	Pearson Correlation	.493**	.554**	.603**	.618**	.679**	.726**	1	.767**
	Sig. (2-tailed)	,001	,000	,000	,000	,000	,000		,000
	N	45	45	45	45	45	45	45	45
Total_X2	Pearson Correlation	.818**	.871**	.910**	.888**	.903**	.888**	.767**	1

[Ketik di sini]

Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
N	45	45	45	45	45	45	45	45	45

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

[Ketik di sini]

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	Total_X3
X3.1	Pearson Correlation	1	.678**	.619**	.520**	.487**	.572**	.780**
	Sig. (2-tailed)		,000	,000	,000	,001	,000	,000
	N	45	45	45	45	45	45	45
X3.2	Pearson Correlation	.678**	1	.688**	.567**	.484**	.560**	.813**
	Sig. (2-tailed)	,000		,000	,000	,001	,000	,000
	N	45	45	45	45	45	45	45
X3.3	Pearson Correlation	.619**	.688**	1	.802**	.620**	.527**	.869**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	45	45	45	45	45	45	45
X3.4	Pearson Correlation	.520**	.567**	.802**	1	.841**	.512**	.870**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	45	45	45	45	45	45	45
X3.5	Pearson Correlation	.487**	.484**	.620**	.841**	1	.495**	.805**
	Sig. (2-tailed)	,001	,001	,000	,000		,001	,000
	N	45	45	45	45	45	45	45
X3.6	Pearson Correlation	.572**	.560**	.527**	.512**	.495**	1	.755**
	Sig. (2-tailed)	,000	,000	,000	,000	,001		,000
	N	45	45	45	45	45	45	45
Total_X3	Pearson Correlation	.780**	.813**	.869**	.870**	.805**	.755**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	45	45	45	45	45	45	45

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

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Total_Y
Y.1	Pearson Correlation	1	.691**	.713**	.761**	.555**	.410**	.865**

[Ketik di sini]

	Sig. (2-tailed)		,000	,000	,000	,000	,005	,000
	N	45	45	45	45	45	45	45
Y.2	Pearson Correlation	.691**	1	.701**	.598**	.427**	.352*	.773**
	Sig. (2-tailed)	,000		,000	,000	,003	,018	,000
	N	45	45	45	45	45	45	45
Y.3	Pearson Correlation	.713**	.701**	1	.664**	.472**	.343*	.817**
	Sig. (2-tailed)	,000	,000		,000	,001	,021	,000
	N	45	45	45	45	45	45	45
Y.4	Pearson Correlation	.761**	.598**	.664**	1	.517**	.475**	.854**
	Sig. (2-tailed)	,000	,000	,000		,000	,001	,000
	N	45	45	45	45	45	45	45
Y.5	Pearson Correlation	.555**	.427**	.472**	.517**	1	.639**	.763**
	Sig. (2-tailed)	,000	,003	,001	,000		,000	,000
	N	45	45	45	45	45	45	45
Y.6	Pearson Correlation	.410**	.352*	.343*	.475**	.639**	1	.683**
	Sig. (2-tailed)	,005	,018	,021	,001	,000		,000
	N	45	45	45	45	45	45	45
Total_Y	Pearson Correlation	.865**	.773**	.817**	.854**	.763**	.683**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	45	45	45	45	45	45	45

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

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

Reliability Statistics

X1

Cronbach's Alpha	N of Items
,795	6

[Ketik di sini]

X2

Cronbach's Alpha	N of Items
,942	7

X3

Cronbach's Alpha	N of Items
,898	6

Y

Cronbach's Alpha	N of Items
,879	6

Analisis Regresi Linier Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.912 ^a	.831	.829	1,715

a. Predictors: (Constant), Citra Merek, Celebrity Endorsement, Electronic Word Of Mouth

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4225,332	3	1408,444	479,078	.000 ^b
	Residual	858,452	292	2,940		
	Total	5083,784	295			

a. Dependent Variable: Keputusan pembelian

b. Predictors: (Constant), Citra Merek, Celebrity Endorsement, Electronic Word Of Mouth

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

[Ketik di sini]

1	(Constant)	2,037	,678		3,005	,003
	Electronic Word Of Mouth	,233	,045	,227	5,242	,000
	Celebrity Endorsement	,006	,028	,118	3,231	,018
	Citra Merek	,694	,038	,718	18,332	,000

a. Dependent Variable: Keputusan pembelian