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Lampiran 1. Kuesioner Penelitian



PROGRAM STUDI AGRIBISNIS SEKOLAH PASCASARJANA UNIVERSITAS HASANUDDIN

Assalamu 'alaikum warahmatullahi wabarakatuh, selamat pagi,

Kepada Yth.

Konsumen Produk Minuman Jus buah "Del Manggo" di tempat

Dengan hormat,

Saya **ALFYAN IRSYAD NASRUM, NIM (P042221026)** Mahasiswa Program Studi Agribisnis, Program Pascasarjana Universitas Hasanuddin, untuk memenuhi sebagian persyaratan dalam penyelesaian pendidikan, sebagai bahan penulisan tesis kami melaksanakan penelitian dengan judul: ANALISIS PENGARUH KUALITAS PRODUK, HARGA, DAN ENDORSEMENT TERHADAP KEPUTUSAN PEMBELIAN PRODUK MELALUI MINAT BELI PRODUK MINUMAN JUS BUAH (STUDI KASUS USAHA "DEL MANGGO" DI KOTA MAKASSAR)

Demi tercapainya hasil penelitian yang diinginkan, diharapkan kesediaan bapak/ibu/saudara(i) untuk memberikan jawaban pada pernyataan yang disertakan dalam kuesioner ini secara jujur tanpa pengaruh dari pihak manapun. Besar harapan saya kepada Bapak/ibu/saudara(i) dalam mengisi kuesioner ini, atas perhatian dan partisipasinya saya ucapkan terima kasih.

Makassar, April 2024

Hormat saya,

ALFYAN IRSYAD NASRUM

A. PROFIL RESPONDEN

Sebelum menjawab pertanyaan dalam kuesioner ini, silahkan mengisi dataresponden berikut.

1. Nama :
.....
2. Jenis kelamin : ☐ Laki-laki ☐ perempuan
3. Usia : tahun
4. Pendidikan :
.....
5. Pekerjaan :
.....

B. PETUNJUK PENGISIAN KUESIONER

- Bacalah pernyataan-pernyataan di bawah ini dengan teliti
- Bapak/ibu/saudara(i) dimohon untuk memberikan jawaban sesuai dengan keadaan Bapak/ibu/saudara(i) secara objektif dengan memberi tanda silang (X) pada salah satu kriteria untuk setiap pernyataan yang menurut Bapak/ibu/saudara(i) paling tepat
- Skor yang diberikan tidak mengandung nilai jawaban benar ataupun salah melainkan menunjukkan kesesuaian penilaian Bapak/ibu/saudara(i) terhadap isi dari setiap pernyataan.
- Masing-masing pertanyaan terdapat lima alternatif jawaban yang mengacu pada teknik skala Likert, yaitu:

a)	Sangat Tidak Setuju (STS)	= 5
b)	Tidak Setuju (TS)	= 4
c)	Cukup Setuju (CS)	= 3
d)	Setuju (S)	= 2
e)	Sangat Setuju (SS)	= 1
- Dimohon dalam memberikan penilaian tidak ada pernyataan yang terlewatkan.
- Hasil penelitian ini hanya untuk kepentingan akademik sehingga identitas dirahasiakan dan hanya diketahui oleh peneliti.

1. Kualitas Produk (X1)

No.	Pernyataan	Jawaban				
		STS (1)	TS (2)	CS (3)	S (4)	SS (5)
1	Fitur produk: Varian produk minuman jus buah "Del Manggo" lebih bervariasi					
2	Keandalan: Produk minuman jus buah "Del Manggo" memiliki kelebihan dibandingkan dengan produk lain.					
3	Kesesuaian: Kualitas produk minuman jus buah "Del Manggo" sesuai dengan apa yang tertera pada iklannya.					
4	Keindahan: Kualitas produk minuman jus buah "Del Manggo" memiliki tampilan yang bagus.					
5	Kualitas yang dirasakan: Kualitas produk minuman jus buah "Del Manggo" lebih tinggi dibandingkan dengan produk lain.					

2. Harga (X2)

No.	Pernyataan	Jawaban				
		STS (1)	TS (2)	CS (3)	S (4)	SS (5)
1	Keterjangkauan harga: Harga yang ditawarkan dapat diterima oleh konsumen.					
2	Kesesuaian harga dengan kualitas produk: Harga yang ditawarkan sesuai dengan produk.					
3	Daya saing harga: Harga minuman jus buah "Del Manggo" dapat bersaing dengan harga minuman jus buah sejenis lainnya.					
4	Kesesuaian harga dengan manfaat: Harga yang ditawarkan sesuai dengan manfaat.					

3. Endorsement (X3)

No.	Pernyataan	Jawaban				
		STS (1)	TS (2)	CS (3)	S (4)	SS (5)
1	Kredibilitas: Endorser dapat dipercayadalam memberikan opininya tentang produk minuman jus buah “Del Manggo” .					
2	Visibilitas: Endorser mudah dilihat oleh konsumen produk minuman jus buah “Del Manggo”.					
3	Daya Tarik: Saya terpengaruh membeliproduk minuman jus buah “Del Manggo” karena melihat endorser menggunakannya.					
4	Kekuatan: Endorser memiliki pengaruh yang kuat dalam mendorong konsumen membeli produk minuman jus buah “Del Manggo”.					

4. Minat Beli (Y1)

No.	Pernyataan	Jawaban				
		STS (1)	TS (2)	CS (3)	S (4)	SS (5)
1	Minat transaksional: Saya berkeinginan terus menggunakan produk minuman jus buah “Del Manggo” sekarang dan di masa yang akan datang.					
2	Minat referensial: Saya akan merekomendasikan kepada orang lain yang membutuhkan produk minuman jus buah “Del Manggo”.					
3	Minat preferensial: Saya lebih berminat menggunakan produk minuman jus buah “Del Manggo” daripada produk lain.					
4	Minat eksplorasi: Saya akan selalu mencari informasi terbaru tentang produk minuman jus buah “Del Manggo” untuk mencoba varian-varian terbaru.					

5. Keputusan Pembelian (Y2)

No.	Pernyataan	Jawaban				
		STS (1)	TS (2)	CS (3)	S (4)	SS (5)
1	Pilihan produk: Saya memutuskan membeli karena produk minuman jus buah "Del Manggo" lebih lengkap dibandingkan yang lain.					
2	Pilihan merek: Saya memutuskan membeli karena produk minuman jus buah "Del Manggo" memiliki merek yang cukup terkenal.					
3	Pilihan saluran: Saya memutuskan membeli karena produk minuman jus buah "Del Manggo" memiliki saluran distribusi/cabang yang mudah dijangkau.					
4	Pilihan waktu: Saya memutuskan membeli karena produk minuman jus buah "Del Manggo" memiliki jam buka pelayanan yang fleksibel.					
5	Jumlah pembelian: Saya sering melakukan transaksi pembelian produk minuman jus buah "Del Manggo".					

LAMPIRAN 2. TABULASI DATA PENELITIAN

No.	Nama	Kualitas Produk (X1)							Harga (X2)						Endorsement (X3)						Minat Beli (Y1)						Keputu		
		P1	P2	P3	P4	P5	Jumla h	Rerata	P1	P2	P3	P4	Jumla h	Rerata	P1	P2	P3	P4	Jumla h	Rerata	P1	P2	P3	P4	Jumla h	Rerata	P1	P2	P3
1	R1	5	4	5	4	4	22	4.40	5	4	5	4	18	4.50	5	4	5	4	18	4.50	4	5	4	5	18	4.50	5	5	4
2	R2	5	4	4	5	5	23	4.60	5	4	4	5	18	4.50	4	4	5	5	18	4.50	4	5	5	4	18	4.50	5	5	4
3	R3	4	4	4	5	5	22	4.40	5	4	4	4	17	4.25	4	5	5	4	18	4.50	3	5	5	5	18	4.50	5	4	5
4	R4	5	4	5	4	4	22	4.40	4	5	4	5	18	4.50	5	4	5	4	18	4.50	5	5	4	4	18	4.50	5	4	5
5	R5	4	4	4	3	4	19	3.80	4	4	4	3	15	3.75	4	4	4	4	16	4.00	3	4	4	4	15	3.75	4	4	4
6	R6	4	4	4	4	5	21	4.20	4	5	4	4	17	4.25	4	4	4	5	17	4.25	4	4	4	5	17	4.25	4	5	4
7	R7	4	4	4	4	5	21	4.20	5	4	4	5	18	4.50	4	4	5	5	18	4.50	5	4	5	4	18	4.50	5	5	5
8	R8	4	5	4	5	4	22	4.40	4	5	4	5	18	4.50	4	4	5	5	18	4.50	5	4	5	4	18	4.50	5	4	5
9	R9	4	5	4	4	5	22	4.40	4	4	5	4	17	4.25	4	5	4	5	18	4.50	4	5	4	5	18	4.50	5	5	4
10	R10	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	5	4	3	16	4.00	4	5	4
11	R11	5	4	4	5	4	22	4.40	4	4	4	5	17	4.25	4	4	5	4	17	4.25	5	4	4	4	17	4.25	5	4	4
12	R12	5	5	4	5	4	23	4.60	4	5	5	4	18	4.50	4	5	4	5	18	4.50	5	4	5	4	18	4.50	5	5	5
13	R13	4	4	4	4	5	21	4.20	4	5	4	4	17	4.25	4	5	4	4	17	4.25	5	4	4	4	17	4.25	5	4	4
14	R14	3	4	5	5	4	21	4.20	4	4	5	4	17	4.25	5	4	4	5	18	4.50	5	4	5	4	18	4.50	4	5	5
15	R15	4	4	4	5	4	21	4.20	4	4	5	4	17	4.25	4	4	4	4	16	4.00	4	4	5	4	17	4.25	4	4	4
16	R16	4	5	4	4	5	22	4.40	4	5	4	5	18	4.50	4	5	4	5	18	4.50	5	4	5	4	18	4.50	5	4	5
17	R17	5	5	4	4	4	22	4.40	5	5	4	4	18	4.50	4	5	5	4	18	4.50	4	5	5	4	18	4.50	5	4	5
18	R18	5	4	5	5	3	22	4.40	4	4	4	5	17	4.25	5	4	5	4	18	4.50	5	4	4	5	18	4.50	5	5	5
19	R19	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	5	3	4	16	4.00	4	4	4	4	16	4.00	5	4	4
20	R20	4	5	4	4	4	21	4.20	5	4	4	4	17	4.25	4	5	5	4	18	4.50	4	4	5	4	17	4.25	4	4	5
21	R21	4	4	5	5	5	23	4.60	4	4	5	4	17	4.25	5	4	5	4	18	4.50	5	4	5	4	18	4.50	4	5	5
22	R22	4	4	4	4	5	21	4.20	4	5	4	4	17	4.25	5	4	4	5	18	4.50	4	4	5	5	18	4.50	4	4	5
23	R23	4	4	4	4	5	21	4.20	5	4	4	4	17	4.25	4	5	5	4	18	4.50	5	5	4	4	18	4.50	5	4	4
24	R24	5	4	5	3	4	21	4.20	4	4	4	5	17	4.25	4	4	5	4	17	4.25	5	5	4	3	17	4.25	4	5	4
25	R25	4	5	4	5	4	22	4.40	4	4	5	4	17	4.25	4	5	4	4	17	4.25	4	5	5	4	18	4.50	4	5	5
26	R26	5	4	4	4	4	21	4.20	4	4	5	4	17	4.25	5	4	4	4	17	4.25	5	4	4	4	17	4.25	5	4	4
27	R27	5	4	5	4	4	22	4.40	5	4	5	4	18	4.50	5	4	5	4	18	4.50	5	5	4	4	18	4.50	5	5	4
28	R28	4	4	4	5	5	22	4.40	4	4	5	4	17	4.25	5	4	4	5	18	4.50	5	4	5	4	18	4.50	5	4	5
29	R29	5	4	4	4	4	21	4.20	5	4	4	4	17	4.25	4	4	5	4	17	4.25	4	5	4	4	17	4.25	4	5	4
30	R30	4	4	4	5	5	22	4.40	4	4	4	5	17	4.25	5	4	4	5	18	4.50	4	5	5	4	18	4.50	4	5	5

31	R31	4	5	5	4	4	22	4.40	5	5	4	4	18	4.50	4	4	5	5	18	4.50	4	4	5	5	18	4.50	5	4	5
32	R32	5	4	5	4	5	23	4.60	4	5	4	5	18	4.50	5	4	5	4	18	4.50	4	5	5	5	19	4.75	4	5	4
33	R33	4	4	5	4	4	21	4.20	5	5	4	4	18	4.50	4	4	4	5	17	4.25	5	4	5	4	18	4.50	5	4	5
34	R34	4	4	5	5	4	22	4.40	4	5	4	5	18	4.50	5	4	5	4	18	4.50	4	5	4	5	18	4.50	4	5	5
35	R35	4	4	5	4	4	21	4.20	3	4	4	5	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4
36	R36	4	4	4	3	5	20	4.00	3	4	5	5	17	4.25	5	4	4	4	17	4.25	4	4	5	4	17	4.25	4	4	5
37	R37	4	4	4	4	5	21	4.20	4	4	4	5	17	4.25	4	4	5	4	17	4.25	5	4	5	4	18	4.50	5	4	5
38	R38	5	4	5	4	4	22	4.40	4	4	5	4	17	4.25	4	4	5	5	18	4.50	4	5	4	5	18	4.50	4	4	5
39	R39	5	5	4	4	4	22	4.40	4	5	4	5	18	4.50	5	4	4	5	18	4.50	4	5	4	5	18	4.50	4	5	4
40	R40	4	4	3	4	5	20	4.00	5	4	4	4	17	4.25	4	4	5	5	18	4.50	4	4	5	4	17	4.25	4	4	5
41	R41	4	5	4	4	5	22	4.40	5	5	4	4	18	4.50	5	5	4	4	18	4.50	5	4	5	4	18	4.50	5	4	5
42	R42	5	4	4	5	4	22	4.40	5	4	5	4	18	4.50	4	4	5	5	18	4.50	5	5	4	4	18	4.50	4	5	5
43	R43	5	4	5	5	4	23	4.60	4	4	5	4	17	4.25	4	4	5	4	17	4.25	4	4	5	5	18	4.50	4	4	5
44	R44	4	5	4	4	5	22	4.40	3	4	5	5	17	4.25	4	4	4	5	17	4.25	5	4	4	5	18	4.50	4	5	4
45	R45	4	5	4	5	4	22	4.40	4	5	5	4	18	4.50	4	4	5	5	18	4.50	4	4	5	5	18	4.50	4	4	5
46	R46	5	4	4	5	4	22	4.40	4	4	5	4	17	4.25	5	4	5	4	18	4.50	4	5	4	5	18	4.50	5	4	4
47	R47	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4
48	R48	4	4	4	5	5	22	4.40	5	4	4	4	17	4.25	4	4	5	4	17	4.25	4	4	5	4	17	4.25	4	4	5
49	R49	4	5	5	4	4	22	4.40	5	5	4	4	18	4.50	5	4	4	5	18	4.50	4	4	5	5	18	4.50	5	4	4
50	R50	2	4	2	3	4	15	3.00	3	3	3	3	12	3.00	3	4	3	3	13	3.25	3	3	3	3	12	3.00	3	3	3
51	R51	3	5	3	4	5	20	4.00	4	4	5	4	17	4.25	4	4	5	4	17	4.25	5	4	4	5	18	4.50	5	4	4
52	R52	4	5	4	5	4	22	4.40	4	5	4	4	17	4.25	5	5	4	4	18	4.50	4	5	4	5	18	4.50	4	5	4
53	R53	4	3	3	4	3	17	3.40	4	4	3	3	14	3.50	4	3	3	3	13	3.25	3	4	3	3	13	3.25	4	4	3
54	R54	4	5	4	4	4	21	4.20	5	4	4	4	17	4.25	4	4	5	4	17	4.25	5	4	5	4	18	4.50	5	5	5
55	R55	5	4	4	5	4	22	4.40	4	4	4	5	17	4.25	5	5	4	4	18	4.50	4	5	4	5	18	4.50	5	4	5
56	R56	5	4	4	4	5	22	4.40	4	4	5	5	18	4.50	5	5	4	4	18	4.50	5	5	4	4	18	4.50	5	5	4
57	R57	5	5	5	5	3	23	4.60	4	4	5	4	17	4.25	4	4	4	5	17	4.25	5	5	4	4	18	4.50	5	5	4
58	R58	4	4	5	4	4	21	4.20	4	4	4	5	17	4.25	5	4	5	4	18	4.50	4	4	5	5	18	4.50	4	4	5
59	R59	5	4	5	5	4	23	4.60	5	4	5	4	18	4.50	4	4	4	5	17	4.25	5	5	4	4	18	4.50	4	5	4
60	R60	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	5	4	17	4.25	5	4	4	4	17	4.25	4	5	4
61	R61	4	4	4	3	5	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4
62	R62	5	4	5	4	4	22	4.40	5	4	4	4	17	4.25	4	5	4	5	18	4.50	4	4	5	5	18	4.50	5	4	5
63	R63	5	4	5	4	5	23	4.60	4	4	5	4	17	4.25	4	4	5	5	18	4.50	4	4	4	5	17	4.25	4	4	4
64	R64	4	4	5	4	5	22	4.40	4	5	4	4	17	4.25	4	5	4	5	18	4.50	5	4	5	4	18	4.50	5	4	5
65	R65	4	4	4	5	4	21	4.20	4	4	4	5	17	4.25	4	4	5	5	18	4.50	5	5	4	3	17	4.25	5	5	4

66	R66	3	3	3	3	4	16	3.20	3	3	3	3	12	3.00	2	3	3	3	11	2.75	2	3	2	3	10	2.50	3	3	3
67	R67	5	4	5	4	5	23	4.60	4	4	5	5	18	4.50	5	4	4	4	17	4.25	5	5	4	4	18	4.50	5	5	4
68	R68	4	4	4	5	5	22	4.40	4	5	4	4	17	4.25	4	5	4	5	18	4.50	4	5	4	5	18	4.50	4	5	4
69	R69	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	3	4	5	4	16	4.00	4	4	4	4	16	4.00	4	4	5
70	R70	5	4	4	5	4	22	4.40	5	5	4	4	18	4.50	4	5	5	4	18	4.50	5	5	4	4	18	4.50	5	5	5
71	R71	4	5	4	5	4	22	4.40	4	4	5	4	17	4.25	5	5	4	4	18	4.50	4	5	4	4	17	4.25	4	5	4
72	R72	4	5	3	5	5	22	4.40	4	5	4	4	17	4.25	4	5	4	5	18	4.50	4	4	5	4	17	4.25	4	4	5
73	R73	4	4	4	5	5	22	4.40	4	4	5	4	17	4.25	4	4	4	4	16	4.00	4	4	4	5	17	4.25	4	4	4
74	R74	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	5	4	3	16	4.00	4	5	4
75	R75	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	5	4	3	16	4.00	4	5	4
76	R76	2	3	3	3	3	14	2.80	3	3	3	3	12	3.00	3	3	4	3	13	3.25	4	3	3	3	13	3.25	3	3	3
77	R77	3	3	4	3	3	16	3.20	3	3	3	3	12	3.00	3	3	3	3	12	3.00	3	4	3	3	13	3.25	3	3	3
78	R78	3	4	4	3	4	18	3.60	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4
79	R79	4	5	4	5	5	23	4.60	5	5	4	4	18	4.50	4	4	4	5	17	4.25	4	4	5	5	18	4.50	5	4	5
80	R80	3	3	3	3	3	15	3.00	3	3	3	3	12	3.00	4	3	3	3	13	3.25	3	3	3	3	12	3.00	3	3	3
81	R81	5	4	4	4	4	21	4.20	4	5	4	4	17	4.25	4	4	5	4	17	4.25	5	5	4	4	18	4.50	4	5	5
82	R82	4	5	4	4	4	21	4.20	4	5	4	4	17	4.25	4	4	4	4	16	4.00	4	4	5	4	17	4.25	4	4	5
83	R83	4	4	4	5	3	20	4.00	4	5	4	4	17	4.25	4	4	4	5	17	4.25	5	4	4	4	17	4.25	5	4	4
84	R84	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4
85	R85	4	5	4	5	4	22	4.40	4	4	5	4	17	4.25	4	5	4	4	17	4.25	4	5	4	4	17	4.25	4	4	5
86	R86	5	4	5	4	5	23	4.60	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	5	4	17	4.25	4	4	5
87	R87	4	4	4	4	5	21	4.20	4	4	5	4	17	4.25	5	4	4	4	17	4.25	5	4	5	4	18	4.50	5	5	5
88	R88	3	3	3	3	3	15	3.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00	3	3	3
89	R89	4	3	4	4	3	18	3.60	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	5	4	4	17	4.25	4	4	5
90	R90	5	5	5	5	3	23	4.60	5	5	4	4	18	4.50	4	4	5	4	17	4.25	4	5	4	5	18	4.50	5	5	4
91	R91	4	4	5	4	5	22	4.40	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	5	4	17	4.25	4	5	4
92	R92	5	5	4	3	4	21	4.20	5	4	5	4	18	4.50	4	5	4	5	18	4.50	5	4	5	4	18	4.50	4	5	5
93	R93	2	3	3	3	5	16	3.20	3	4	3	4	14	3.50	4	3	3	4	14	3.50	4	3	3	3	13	3.25	3	4	4
94	R94	5	4	5	5	4	23	4.60	4	5	5	4	18	4.50	5	4	4	5	18	4.50	5	4	5	4	18	4.50	5	4	4
95	R95	4	5	4	4	4	21	4.20	4	4	5	4	17	4.25	4	5	4	5	18	4.50	5	4	5	4	18	4.50	5	4	5
96	R96	5	4	4	5	4	22	4.40	4	4	5	4	17	4.25	5	4	4	5	18	4.50	5	4	4	5	18	4.50	4	4	5
97	R97	5	4	5	4	4	22	4.40	4	5	4	4	17	4.25	4	4	5	4	17	4.25	5	4	4	5	18	4.50	5	4	5
98	R98	5	4	5	4	5	23	4.60	5	4	4	5	18	4.50	5	4	4	5	18	4.50	4	5	4	5	18	4.50	4	5	5
99	R99	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4
100	R100	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	5	4	4	17	4.25	4	4	4	4	16	4.00	4	4	4

	Rerata	4.20	4.17	4.17	4.21	4.24	20.99	4.20	4.14	4.22	4.23	4.14	16.73	4.18	4.20	4.17	4.29	4.28	16.94	4.24	4.29	4.30	4.30	4.16	17.05	4.26	4.34	4.33	4.40
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san Pembelian (Y2)			
P4	P5	Jumla h	Rerata
5	4	23	4.60
5	4	23	4.60
5	4	23	4.60
4	5	23	4.60
4	4	20	4.00
4	4	21	4.20
4	4	23	4.60
4	5	23	4.60
4	5	23	4.60
4	5	22	4.40
4	4	21	4.20
4	4	23	4.60
4	4	21	4.20
4	5	23	4.60
4	5	21	4.20
4	5	23	4.60
4	5	23	4.60
4	4	23	4.60
4	4	21	4.20
4	5	22	4.40
4	5	23	4.60
5	5	23	4.60
4	5	22	4.40
4	5	22	4.40
4	4	22	4.40
4	4	21	4.20
4	5	23	4.60
4	5	23	4.60
4	4	21	4.20
4	5	23	4.60

5	4	23	4.60
5	5	23	4.60
4	4	22	4.40
4	5	23	4.60
4	5	21	4.20
4	4	21	4.20
4	4	22	4.40
4	5	22	4.40
5	5	23	4.60
4	4	21	4.20
4	5	23	4.60
4	5	23	4.60
5	4	22	4.40
5	4	22	4.40
5	4	22	4.40
5	5	23	4.60
4	5	21	4.20
4	5	22	4.40
5	5	23	4.60
3	4	16	3.20
5	4	22	4.40
5	5	23	4.60
4	3	18	3.60
4	4	23	4.60
5	4	23	4.60
4	5	23	4.60
4	4	22	4.40
5	4	22	4.40
5	5	23	4.60
4	5	22	4.40
4	4	20	4.00
4	5	23	4.60
5	5	22	4.40
4	5	23	4.60
3	5	22	4.40

3	3	15	3.00
4	5	23	4.60
5	5	23	4.60
4	5	22	4.40
4	4	23	4.60
4	5	22	4.40
4	5	22	4.40
5	5	22	4.40
3	4	20	4.00
3	4	20	4.00
3	4	16	3.20
3	4	16	3.20
4	5	21	4.20
5	4	23	4.60
3	4	16	3.20
4	4	22	4.40
4	5	22	4.40
4	4	21	4.20
4	4	20	4.00
4	5	22	4.40
4	4	21	4.20
4	4	23	4.60
3	3	15	3.00
4	4	21	4.20
5	4	23	4.60
4	5	22	4.40
5	3	22	4.40
3	5	19	3.80
5	5	23	4.60
4	4	22	4.40
5	4	22	4.40
5	4	23	4.60
4	5	23	4.60
4	4	20	4.00
4	5	21	4.20

4.16	4.45	21.68	4.34
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LAMPIRAN 3. HASIL ANALISIS DATA

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Minat Beli	4.2625	.40728	100
Kualitas Produk	4.1980	.39131	100
Harga	4.1825	.36212	100
Endorsement	4.2350	.37575	100

Correlations

		Minat Beli	Kualitas Produk	Harga	Endorsement
Pearson Correlation	Minat Beli	1.000	.894	.939	.934
	Kualitas Produk	.894	1.000	.901	.852
	Harga	.939	.901	1.000	.916
	Endorsement	.934	.852	.916	1.000
Sig. (1-tailed)	Minat Beli	.	.000	.000	.000
	Kualitas Produk	.000	.	.000	.000
	Harga	.000	.000	.	.000
	Endorsement	.000	.000	.000	.
N	Minat Beli	100	100	100	100
	Kualitas Produk	100	100	100	100
	Harga	100	100	100	100
	Endorsement	100	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Endorsement, Kualitas Produk, Harga ^b	.	Enter

a. Dependent Variable: Minat Beli

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.960 ^a	.922	.920	.11535	1.636

a. Predictors: (Constant), Endorsement, Kualitas Produk, Harga

b. Dependent Variable: Minat Beli

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.145	3	5.048	379.437	.000 ^b
	Residual	1.277	96	.013		
	Total	16.422	99			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Endorsement, Kualitas Produk, Harga

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.300	.136		-2.205	.030		
	Kualitas Produk	.202	.069	.195	2.933	.004	.184	5.429
	Harga	.422	.097	.375	4.333	.000	.108	9.246
	Endorsement	.460	.078	.424	5.919	.000	.158	6.348

a. Dependent Variable: Minat Beli

Collinearity Diagnostics^a

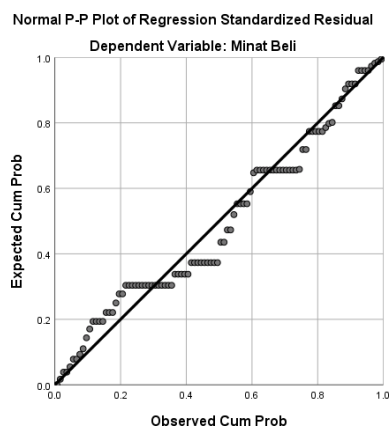
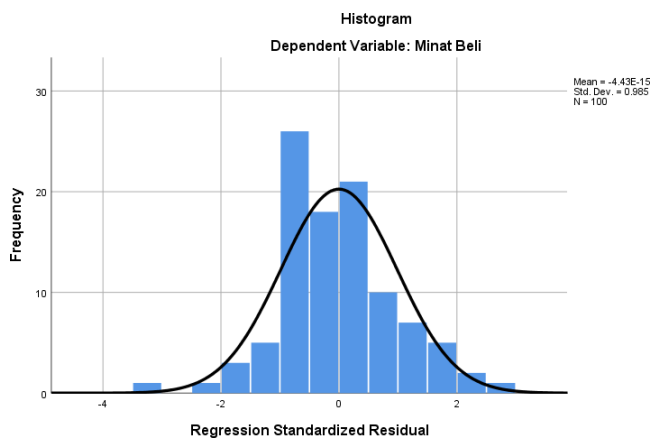
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Kualitas Produk	Harga	Endorsement
1	1	3.993	1.000	.00	.00	.00	.00
	2	.005	26.970	.98	.03	.01	.02
	3	.001	57.287	.01	.71	.01	.44
	4	.001	85.881	.01	.26	.98	.55

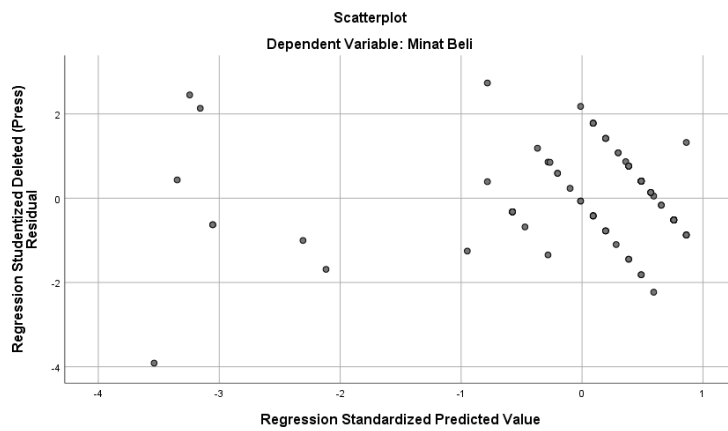
a. Dependent Variable: Minat Beli

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.8785	4.5997	4.2625	.39112	100
Residual	-.37848	.29366	.00000	.11358	100
Std. Predicted Value	-3.539	.862	.000	1.000	100
Std. Residual	-3.281	2.546	.000	.985	100

a. Dependent Variable: Minat Beli

Charts





Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Keputusan Pembelian	4.3360	.36942	100
Kualitas Produk	4.1980	.39131	100
Harga	4.1825	.36212	100
Endorsement	4.2350	.37575	100
Minat Beli	4.2625	.40728	100

Correlations

		Keputusa n Pembelia n	Kualita s Produ k	Harga	Endorsemen t	Minat Beli
Pearson Correlation	Keputusan Pembelian	1.000	.896	.934	.924	.949
	Kualitas Produk	.896	1.000	.901	.852	.894
	Harga	.934	.901	1.000	.916	.939
	Endorsement	.924	.852	.916	1.000	.934
	Minat Beli	.949	.894	.939	.934	1.000
Sig. (1-tailed)	Keputusan Pembelian	.	.000	.000	.000	.000
	Kualitas Produk	.000	.	.000	.000	.000
	Harga	.000	.000	.	.000	.000
	Endorsement	.000	.000	.000	.	.000
	Minat Beli	.000	.000	.000	.000	.

N	Keputusan Pembelian	100	100	100	100	100
	Kualitas Produk	100	100	100	100	100
	Harga	100	100	100	100	100
	Endorsement	100	100	100	100	100
	Minat Beli	100	100	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Minat Beli, Kualitas Produk, Endorsement, Harga ^b		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.962 ^a	.925	.922	.10323	2.257

a. Predictors: (Constant), Minat Beli, Kualitas Produk, Endorsement, Harga

b. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.498	4	3.125	293.218	.000 ^b
	Residual	1.012	95	.011		
	Total	13.510	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Minat Beli, Kualitas Produk, Endorsement, Harga

		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.334	.125		2.676	.009		
	Kualitas Produk	.149	.064	.158	2.307	.023	.169	5.916
	Harga	.215	.095	.211	2.259	.026	.190	1.053
	Endorsement	.213	.081	.217	2.625	.010	.115	8.665
	Minat Beli	.369	.091	.407	4.043	.000	.178	1.857

a. Dependent Variable: Keputusan Pembelian

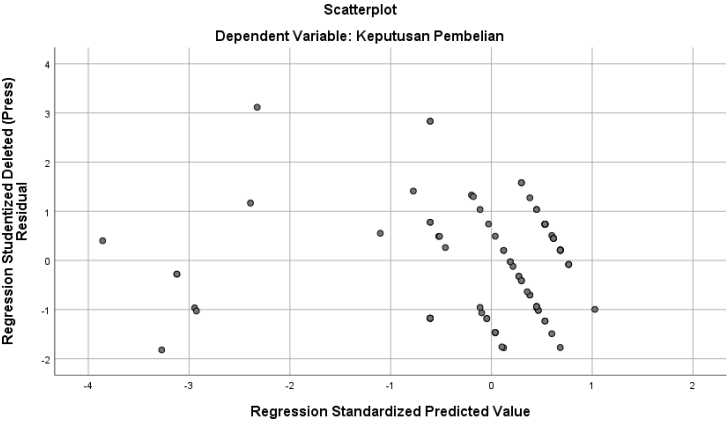
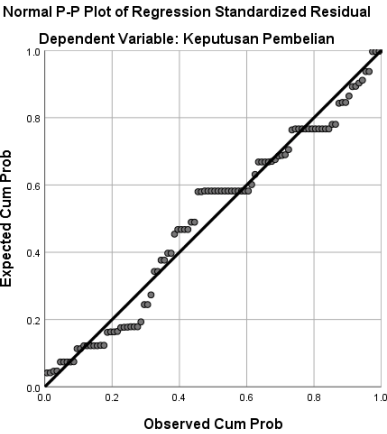
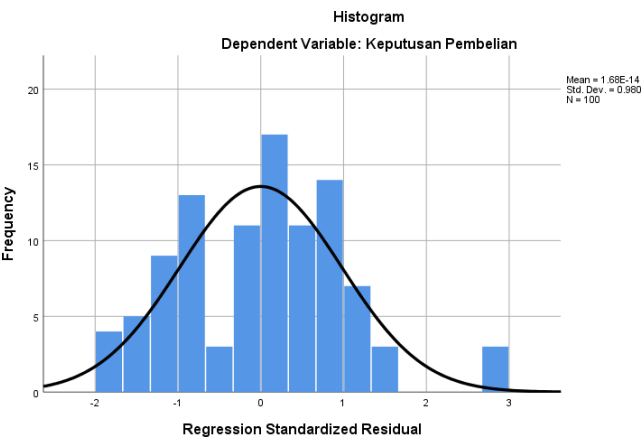
		Collinearity Diagnostics ^a						
		Eigenvalue	Condition Index	(Constant)	Kualitas Produk	Harga	Endorsement	Minat Beli
1	1	4.992	1.000	.00	.00	.00	.00	.00
	2	.006	28.579	.89	.01	.00	.01	.01
	3	.001	62.496	.00	.73	.00	.21	.03
	4	.001	95.353	.00	.25	.55	.63	.08
	5	.000	103.070	.11	.00	.44	.16	.88

a. Dependent Variable: Keputusan Pembelian

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.9654	4.7007	4.3360	.35531	100
Residual	-.17916	.29006	.00000	.10112	100
Std. Predicted Value	-3.858	1.026	.000	1.000	100
Std. Residual	-1.736	2.810	.000	.980	100

a. Dependent Variable: Keputusan Pembelian

Charts



Correlations

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	Total.X1
X1.1	Pearson Correlation	1	.253*	.599**	.394**	.028	.758**
	Sig. (2-tailed)		.011	.000	.000	.782	.000
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	.253*	1	.151	.347**	.174	.591**
	Sig. (2-tailed)	.011		.134	.000	.083	.000
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	.599**	.151	1	.259**	.024	.667**
	Sig. (2-tailed)	.000	.134		.009	.812	.000
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	.394**	.347**	.259**	1	.049	.671**
	Sig. (2-tailed)	.000	.000	.009		.631	.000
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	.028	.174	.024	.049	1	.401**
	Sig. (2-tailed)	.782	.083	.812	.631		.000
	N	100	100	100	100	100	100
Total.X1	Pearson Correlation	.758**	.591**	.667**	.671**	.401**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

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

Correlations

		Correlations				
		X2.1	X2.2	X2.3	X2.4	Total.X2
X2.1	Pearson Correlation	1	.357**	.206*	.135	.659**
	Sig. (2-tailed)		.000	.039	.181	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.357**	1	.126	.312**	.680**
	Sig. (2-tailed)	.000		.213	.002	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.206*	.126	1	.253*	.624**
	Sig. (2-tailed)	.039	.213		.011	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.135	.312**	.253*	1	.639**
	Sig. (2-tailed)	.181	.002	.011		.000
	N	100	100	100	100	100
Total.X2	Pearson Correlation	.659**	.680**	.624**	.639**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

Correlations

		Correlations				
		X3.1	X3.2	X3.3	X3.4	Total.X3
X3.1	Pearson Correlation	1	.220*	.210*	.284**	.653**
	Sig. (2-tailed)		.028	.036	.004	.000
	N	100	100	100	100	100
X3.2	Pearson Correlation	.220*	1	.158	.330**	.631**
	Sig. (2-tailed)	.028		.116	.001	.000
	N	100	100	100	100	100
X3.3	Pearson Correlation	.210*	.158	1	.223*	.627**
	Sig. (2-tailed)	.036	.116		.026	.000
	N	100	100	100	100	100
X3.4	Pearson Correlation	.284**	.330**	.223*	1	.706**
	Sig. (2-tailed)	.004	.001	.026		.000
	N	100	100	100	100	100
Total.X3	Pearson Correlation	.653**	.631**	.627**	.706**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

Correlations

		Correlations				
		Y1.1	Y1.2	Y1.3	Y1.4	Total.Y1
Y1.1	Pearson Correlation	1	.199*	.375**	.109	.654**
	Sig. (2-tailed)		.047	.000	.280	.000
	N	100	100	100	100	100
Y1.2	Pearson Correlation	.199*	1	.109	.255*	.575**
	Sig. (2-tailed)	.047		.281	.010	.000
	N	100	100	100	100	100
Y1.3	Pearson Correlation	.375**	.109	1	.353**	.718**
	Sig. (2-tailed)	.000	.281		.000	.000
	N	100	100	100	100	100
Y1.4	Pearson Correlation	.109	.255*	.353**	1	.660**
	Sig. (2-tailed)	.280	.010	.000		.000
	N	100	100	100	100	100
Total.Y1	Pearson Correlation	.654**	.575**	.718**	.660**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

Correlations

		Correlations					
		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Total.Y2
Y2.1	Pearson Correlation	1	.277**	.387**	.360**	.078	.684**
	Sig. (2-tailed)		.005	.000	.000	.440	.000
	N	100	100	100	100	100	100
Y2.2	Pearson Correlation	.277**	1	.217*	.229*	.214*	.620**
	Sig. (2-tailed)	.005		.030	.022	.033	.000
	N	100	100	100	100	100	100
Y2.3	Pearson Correlation	.387**	.217*	1	.297**	.170	.678**
	Sig. (2-tailed)	.000	.030		.003	.091	.000
	N	100	100	100	100	100	100
Y2.4	Pearson Correlation	.360**	.229*	.297**	1	.085	.632**
	Sig. (2-tailed)	.000	.022	.003		.403	.000
	N	100	100	100	100	100	100
Y2.5	Pearson Correlation	.078	.214*	.170	.085	1	.489**
	Sig. (2-tailed)	.440	.033	.091	.403		.000
	N	100	100	100	100	100	100
Total.Y2	Pearson Correlation	.684**	.620**	.678**	.632**	.489**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.700	5

Item Statistics

	Mean	Std. Deviation	N
X1.1	4.20	.696	100
X1.2	4.17	.551	100
X1.3	4.17	.620	100
X1.4	4.21	.656	100
X1.5	4.24	.622	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	16.79	2.248	.524	.441
X1.2	16.82	2.856	.358	.546
X1.3	16.82	2.594	.425	.508
X1.4	16.78	2.537	.412	.513
X1.5	16.75	3.240	.090	.673

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.99	3.828	1.957	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables
in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.744	4

Item Statistics

	Mean	Std. Deviation	N
X2.1	4.14	.569	100
X2.2	4.22	.543	100
X2.3	4.23	.584	100
X2.4	4.14	.532	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	12.59	1.335	.334	.468
X2.2	12.51	1.323	.385	.426
X2.3	12.50	1.384	.272	.523
X2.4	12.59	1.396	.333	.470

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.73	2.098	1.448	4

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.753	4

Item Statistics

	Mean	Std. Deviation	N
X3.1	4.20	.569	100
X3.2	4.17	.533	100
X3.3	4.29	.608	100
X3.4	4.28	.587	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	12.74	1.467	.340	.479
X3.2	12.77	1.532	.336	.484
X3.3	12.65	1.482	.275	.536
X3.4	12.66	1.358	.406	.421

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.94	2.259	1.503	4

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.752	4

Item Statistics

	Mean	Std. Deviation	N
Y1.1	4.29	.640	100
Y1.2	4.30	.577	100
Y1.3	4.30	.644	100
Y1.4	4.16	.631	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	12.76	1.699	.326	.489
Y1.2	12.75	1.907	.260	.538
Y1.3	12.75	1.563	.421	.404
Y1.4	12.89	1.695	.341	.476

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.05	2.654	1.629	4

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables
in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.703	5

Item Statistics

	Mean	Std. Deviation	N
Y2.1	4.34	.607	100
Y2.2	4.33	.587	100
Y2.3	4.40	.620	100
Y2.4	4.16	.581	100
Y2.5	4.45	.575	100

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance ifItem Deleted	Corrected Item- Total Correlation	Cronbach's Alpha ifItem Deleted
Y2.1	17.34	2.247	.438	.504
Y2.2	17.35	2.412	.360	.548
Y2.3	17.28	2.244	.422	.513
Y2.4	17.52	2.394	.378	.538
Y2.5	17.23	2.704	.199	.626

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
21.68	3.412	1.847	5

Frequency Table

X1.1					
		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	2	3	3.0	3.0	3.0
	3	7	7.0	7.0	10.0
	4	57	57.0	57.0	67.0
	5	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

X1.2					
		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	3	8	8.0	8.0	8.0
	4	67	67.0	67.0	75.0
	5	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	9	9.0	9.0	10.0
	4	62	62.0	62.0	72.0
	5	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	13.0	13.0	13.0
	4	53	53.0	53.0	66.0
	5	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	10.0	10.0	10.0
	4	56	56.0	56.0	66.0
	5	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	10.0	10.0	10.0
	4	66	66.0	66.0	76.0
	5	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	6.0	6.0	6.0
	4	66	66.0	66.0	72.0
	5	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	8.0	8.0	8.0
	4	61	61.0	61.0	69.0
	5	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	8.0	8.0	8.0
	4	70	70.0	70.0	78.0
	5	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	5	5.0	5.0	6.0
	4	67	67.0	67.0	73.0
	5	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7.0	7.0	7.0
	4	69	69.0	69.0	76.0
	5	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	8.0	8.0	8.0
	4	55	55.0	55.0	63.0
	5	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7.0	7.0	7.0
	4	58	58.0	58.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	7	7.0	7.0	8.0
	4	54	54.0	54.0	62.0
	5	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	6.0	6.0	6.0
	4	58	58.0	58.0	64.0
	5	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	7	7.0	7.0	8.0
	4	53	53.0	53.0	61.0
	5	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	13.0	13.0	13.0
	4	58	58.0	58.0	71.0
	5	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7.0	7.0	7.0
	4	52	52.0	52.0	59.0
	5	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	6.0	6.0	6.0
	4	55	55.0	55.0	61.0
	5	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

Y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7.0	7.0	7.0
	4	46	46.0	46.0	53.0
	5	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

Y2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	10.0	10.0	10.0
	4	64	64.0	64.0	74.0
	5	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

Y2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	4.0	4.0	4.0
	4	47	47.0	47.0	51.0
	5	49	49.0	49.0	100.0
	Total	100	100.0	100.0	

Lampiran 4. Profil Endorser Del Mango

Para endorser yang dipakai oleh usaha “Del Mango” di Kota Makassar diantaranya adalah Zhadela, Anggun Rustiar, Riskiani N.I., Kevin Horax, Abd. Rahman Sulaeman, dan Farisa Effendi. Berikut ini adalah profil dari endorser /public figure Del Mango:

1. Zhadela

<https://www.instagram.com/zhadela/?hl=en>Personal

blog



□ @zhannathelabel @kinkaku.indonesia

✉ 089669603082 @moucheproject

□ @jeceyehospital @arsydentalcare @megahmie@y...

more

wa.me/+6289669603082

Instagram



zhadela

Follow

Message

585 posts

112K followers

2,922 following

Zhadela Putri Arisafael Januar

zhadela

Personal blog

🕌

zhannathelabel @kinkaku.indonesia@❤️

moucheproject@ 089669603082 📧

jeceyehospital @arsydentalcare @megahmie@💛

y@... more

📞 wa.me/+6289669603082

2. Anggun Rustiar

<https://www.instagram.com/anggunrustiar/?hl=en>

ANGGUN | Mami Cilano Alicano

Personal blog

@dermastermakassar @fairyhousebyapril @elishacoy.idNo

Admin Endorsement☎ 085395465588 @cilano.foodbar

@baksocilano

youtu.be/5xXJKtDya58

Instagram



riskiani_ni

Ikuti

Kirim pesan

259 kiriman

105 rb pengikut

1.621 diikuti

Riskiani N.I

Seniman

📍 Makassar

| Fashion & Lifestyle | Music | Make Up |

🏆 WINNER MISS SULSEL

💛 @derma_express 🌿

💕 aldi (+62 821-1299-6588)

3. Riskiani N.I.

https://www.instagram.com/riskiani_ni/

Riskiani N.I

Seniman

📍 Makassar

| Fashion & Lifestyle | Music | Make Up |

🏆 WINNER MISS SULSEL

📧 @derma_express 🌸

☎ aldi (+62 821-1299-6588)

Instagram



anggusrustiar 

Follow Message

484 posts 77.3K followers 2,154 following

ANGGUN | Mami Cilano Alicano
Personal blog
@dermastermakassar @fairycastlebyapril @elishacoy.id
No Admin Endorsement 📞 085395465588
@cilano.foodbar @baksocilano
🔗 youtu.be/5xXJKtDya58

Kevin Horax • 📍 Makassar | Food • Travel • Lifestyle

Pengusaha

Passionate in Entrepreneurship, F&B Industries &
Digital Marketing

🍷 Developing @ryumaramen @kamibakery.id

Instagram



kevinhorax

Ikuti Kirim pesan

720 kiriman 39 rb pengikut 1.622 diikuti

Kevin Horax • 📍 Makassar | Food • Travel • Lifestyle
🔒 kevinhorax
Pengusaha
Passionate in Entrepreneurship, F&B Industries &
Digital Marketing
🍷 Developing @ryumaramen @kamibakery.id
📧 ... selengkapnya
🔗 wa.link/1yxcku

Rahman Sulaeman

Athlete

📍 Est IG:2019 Ambassador @jomaindonesia(2013-..)

Instagram



abdrahmansulaeman28 

Follow Message

316 posts 43.2K followers 707 following

Abd Rahman Sulaeman
Athlete
📍 Est IG:2019 Ambassador @jomaindonesia(2013-..)

6. Farisa Effendi

<https://www.instagram.com/farisaaiss/?locale=%25E4%25B8%2593%25E4%25B8%259A%25E59%25A3%259E%25E6%259C%25BA%253A%2540buth2788%25E3%2580%2597gXli9&hl=en>

Farisa eendi 🍷

Movie Character

🔗 @chiwasyafruddin

@isdshopmks @ebrowstudio @rastacollection.id @ayumishopmakassar

msha.ke/farisaeffendi

Instagram



farisaaiss

Ikuti

Kirim pesan

229 kiriman

27,4 rb pengikut

2.001 diikuti

Farisa effendi 🍷

Movie Character

🔗 @chiwasyafruddin

@isdshopmks @ebrowstudio @rastacollection.id @ayumishopmakassar

🌐 msha.ke/farisaeffendi