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LAMPIRAN

Lampiran 1: Kuesioner

Sambutan Pembuka

Dengan Hormat,

Perkenalkan nama saya Atdriansyah Arismunandhar Sunarwia mahasiswa program studi Magister Sains Manajemen Fakultas Ekonomi Dan Bisnis Universitas Hasanuddin. Dalam rangka memenuhi salah satu syarat kelulusan dan memperoleh gelar magister manajemen, maka dengan segala kerendahan hati saya memohon bapak/ibu dan saudara/saudari meluangkan waktu sebentar untuk mengisi kuesioner ini. Pengumpulan data dalam kuesioner ini hanya akan digunakan untuk penelitian dan dijamin kerahasiaannya. Kesediaan dan Kerjasama bapak/ibu dan saudara/saudari dalam mengisi kuesioner ini dengan benar dan lengkap akan sangat membantu keberhasilan penelitian ini.

Akhir kata saya ucapkan terima kasih atas bantuan dan kesediaan bapak/ibu dan saudara/saudari yang telah meluangkan waktunya.

Hormat saya,

Peneliti

Profil Responden

- A. Jenis Kelamin saudara/i
 - 1. Pria/ Laki-Laki
 - 2. Wanita/ Perempuan
- B. Usia Saudara/i
 - 1. 15 s/d 25 Tahun
 - 2. 26 s/d 35 Tahun
 - 3. >36 Tahun
- C. Pendidikan Saudara/i
 - 1. SMP/ Sederajat
 - 2. SMA/ Sederajat
 - 3. D3/ Sederajat
 - 4. S1/ Sederajat
 - 5. S2
 - 6. S3
- D. Pekerjaan Saudara/i
 - 1. Pelajar/ Mahasiswa
 - 2. Karyawan
 - 3. Wiraswasta
 - 4. Pegawai Negeri Sipil

Petunjuk Pengisian Kuesioner

Pilih salah satu dari lima skala yang ada pada pernyataan-pernyataan untuk menyatakan jawaban yang paling tepat menurut pendapat anda.

Keterangan:

1: Sangat Tidak Setuju (STS)

2: Tidak Setuju (TS)

3: Netral (N)

4: Setuju (S)

5: Sangat Setuju (SS)

CELEBRITY ENDORSEMENT

ATTRACTIVENESS

No.	Pernyataan	Jawaban
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		STS	TS	N	S	SS
1.	Saya yakin memilih untuk melihat iklan dengan endorser something yang mempunyai fisik menarik					
2.	Saya yakin bahwa daya Tarik adalah suatu karakteristik yang penting bagi seorang selebriti endorser					
3.	Saya merasa bahwa endorser dari something menarik secara fisik mempengaruhi niat pembelian saya terhadap merek something					
4.	Saya merasa mengingat merek something didukung oleh seorang selebriti yang menarik					

TRUSTWORTHINESS

No.	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1.	Saya merasa iklan dengan endorser artis dapat dipercaya					
2.	Saya merasa bahwa iklan dengan endorser artis dapat mendorong saya untuk mengingat produk something					
3.	Saya yakin dukungan selebriti merupakan hal yang dapat dipercaya					
4.	Saya yakin merek Something yang didukung oleh endorser artis dipandang terhormat					

EXPERTISE

No.	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1.	Saya yakin iklan dengan endorser dengan selebriti terkenal memiliki keahlian terampil					
2.	Saya yakin iklan dengan endorser dengan selebriti terkenal memiliki keahlian berpengalaman					
3.	Saya merasa memperhatikan iklan yang menggunakan dukungan selebriti ahli dibidangnya					
4.	Saya yakin akan membeli sebuah produk apabila selebriti yang mendukung adalah					

	seorang yang ahli dibidangnya					
5.	Saya yakin merek Somethinc yang didukung oleh selebriti dapat dipercaya.					

BRAND ATTITUDE

No.	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1.	Saya yakin membeli produk somethinc dibawah pengaruh seorang endorser					
2.	Saya yakin tetap menggunakan merek somethinc hanya karena endorser selebriti yang mendukungnya					
3.	Saya merasa endorser selebriti membantu saya untuk mengingat merek somethinc					

BRAND CREDIBILITY

No.	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1.	Saya yakin merek somethinc dapat mengingatkan saya pada seseorang yang kompeten					
2.	Saya yakin merek somethinc memiliki kemampuan untuk memberikan apa yang dijanjikannya					
3.	Saya yakin merek somethinc dapat mengingatkan saya pada seseorang yang ahli					
4.	Saya yakin merek somethinc tidak berpura-pura menjadi sesuatu yang bukan sebenarnya					

BRAND IMAGE

No.	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1.	Saya yakin ada kemungkinan saya berlangganan pada produk somethinc di masa depan					
2.	Saya merasa kesediaan saya untuk berlangganan pada produk somethinc sangat tinggi					
3.	Saya merasa memiliki peluang untuk terus					

	memanfaatkan produk somethinc					
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REPURCHASE INTENTION

No.	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1.	Saya akan membeli produk somethinc kembali					
2.	Saya cenderung membeli Kembali produk somethinc dengan dukungan selebriti yang terkenal					
3.	Saya bersedia membeli produk somethinc Kembali dengan dukungan selebriti yang terkenal dimasa yang akan datang					

Lampiran 2. Output SPSS dan SmartPLS

UJI VALIDITAS
ATTRACTIVENESS

		Correlations				TOTAL_ATTRACTIVENES
		ATT	ATT	ATT	ATT	S
		1	2	3	4	
ATT1	Pearson	1	.606*	.437*	.526*	.779*
	Correlation		*	*	*	
	Sig. (2-tailed)		.000	.000	.000	.000
	N	81	81	81	81	81
ATT2	Pearson	.606*	1	.699*	.527*	.869*
	Correlation	*		*	*	
	Sig. (2-tailed)	.000		.000	.000	.000
	N	81	81	81	81	81
ATT3	Pearson	.437*	.699*	1	.491*	.802*
	Correlation	*	*		*	
	Sig. (2-tailed)	.000	.000		.000	.000
	N	81	81	81	81	81
ATT4	Pearson	.526*	.527*	.491*	1	.799*
	Correlation	*	*	*		
	Sig. (2-tailed)	.000	.000	.000		.000
	N	81	81	81	81	81
TOTAL_ATTRACTIVENES S	Pearson	.779*	.869*	.802*	.799*	1
	Correlation	*	*	*	*	
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	81	81	81	81	81

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

TRUSTWORTHINESS

		Correlations				
		TRUST1	TRUST2	TRUST3	TRUST4	TOTAL_TRUST
TRUST1	Pearson Correlation	1	.710**	.765**	.651**	.902**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	81	81	81	81	81
TRUST2	Pearson Correlation	.710**	1	.572**	.582**	.821**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	81	81	81	81	81
TRUST3	Pearson Correlation	.765**	.572**	1	.698**	.873**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	81	81	81	81	81
TRUST4	Pearson Correlation	.651**	.582**	.698**	1	.860**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	81	81	81	81	81
TOTAL_TRUST	Pearson Correlation	.902**	.821**	.873**	.860**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	81	81	81	81	81

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

EXPERTISE

		Correlations					
		EXP1	EXP2	EXP3	EXP4	EXP5	TOTAL_EXPERTISE
EXP1	Pearson Correlation	1	.486**	.593**	.482**	.546**	.760**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	81	81	81	81	81	81
EXP2	Pearson Correlation	.486**	1	.677**	.836**	.641**	.873**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	81	81	81	81	81	81
EXP3	Pearson Correlation	.593**	.677**	1	.595**	.612**	.840**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	81	81	81	81	81	81
EXP4	Pearson Correlation	.482**	.836**	.595**	1	.640**	.848**

	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	81	81	81	81	81	81
EXP5	Pearson Correlation	.546**	.641**	.612**	.640**	1	.828**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	81	81	81	81	81	81
TOTAL_EXPERTISE	Pearson Correlation	.760**	.873**	.840**	.848**	.828**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	81	81	81	81	81	81

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

BRAND ATTITUDE

		BA1	BA2	BA3	TOTAL_BA
BA1	Pearson Correlation	1	.508**	.730**	.853**
	Sig. (2-tailed)		.000	.000	.000
	N	81	81	81	81
BA2	Pearson Correlation	.508**	1	.564**	.836**
	Sig. (2-tailed)	.000		.000	.000
	N	81	81	81	81
BA3	Pearson Correlation	.730**	.564**	1	.878**
	Sig. (2-tailed)	.000	.000		.000
	N	81	81	81	81
TOTAL_BA	Pearson Correlation	.853**	.836**	.878**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	81	81	81	81

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

BRAND CREDIBILITY

		BC1	BC2	BC3	BC4	TOTAL_BC
BC1	Pearson Correlation	1	.557**	.631**	.504**	.798**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	81	81	81	81	81

BC2	Pearson Correlation	.557**	1	.729**	.719**	.867**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	81	81	81	81	81
BC3	Pearson Correlation	.631**	.729**	1	.691**	.894**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	81	81	81	81	81
BC4	Pearson Correlation	.504**	.719**	.691**	1	.855**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	81	81	81	81	81
TOTAL_BC	Pearson Correlation	.798**	.867**	.894**	.855**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	81	81	81	81	81

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

BRAND IMAGE

Correlations

		BI1	BI2	BI3	TOTAL_BI
BI1	Pearson Correlation	1	.733**	.483**	.830**
	Sig. (2-tailed)		.000	.000	.000
	N	81	81	81	81
BI2	Pearson Correlation	.733**	1	.747**	.946**
	Sig. (2-tailed)	.000		.000	.000
	N	81	81	81	81
BI3	Pearson Correlation	.483**	.747**	1	.854**
	Sig. (2-tailed)	.000	.000		.000
	N	81	81	81	81
TOTAL_BI	Pearson Correlation	.830**	.946**	.854**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	81	81	81	81

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

REPURCHASE INTENTION

Correlations

		RI1	RI2	RI3	TOTAL_RI
RI1	Pearson Correlation	1	.594**	.485**	.837**

	Sig. (2-tailed)		.000	.000	.000
	N	81	81	81	81
	Pearson Correlation	.594**	1	.724**	895
RI2	Sig. (2-tailed)	.000		.000	.000
	N	81	81	81	81
	Pearson Correlation	.485**	.724**	1	835
RI3	Sig. (2-tailed)	.000	.000		.000
	N	81	81	81	81
	Pearson Correlation	.837**	.895**	.835**	1
TOTAL_RI	Sig. (2-tailed)	.000	.000	.000	
	N	81	81	81	81

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

UJI NORMALITAS

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
TOTAL_ATTRACTIVENESS	.119	81	.006	.958	81	.009
TOTAL_TRUST	.107	81	.024	.954	81	.006
TOTAL_EXPERTISE	.129	81	.002	.959	81	.010
TOTAL_BA	.120	81	.006	.948	81	.003
TOTAL_BC	.117	81	.008	.953	81	.004
TOTAL_BI	.096	81	.064	.960	81	.012
TOTAL_RI	.145	81	.000	.930	81	.000

a. Lilliefors Significance Correction

UJI UNIVARIAT

JENIS KELAMIN

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
LAKI-LAKI	20	24.7	24.7	24.7
Valid PEREMPUAN	61	75.3	75.3	100.0
Total	81	100.0	100.0	

USIA

USIA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15 s/d 25 Tahun	36	44.4	44.4	44.4
26 s/d 35 Tahun	37	45.7	45.7	90.1
> 36 Tahun	8	9.9	9.9	100.0
Total	81	100.0	100.0	

PENDIDIKAN

Pendidikan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMP	6	7.4	7.4	7.4
SMA	30	37.0	37.0	44.4
D3	16	19.8	19.8	64.2
S1	25	30.9	30.9	95.1
S2	3	3.7	3.7	98.8
S3	1	1.2	1.2	100.0
Total	81	100.0	100.0	

PEKERJAAN

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pelajar/ Mahasiswa	33	40.7	40.7	40.7
Karyawan	28	34.6	34.6	75.3
Wiraswasta	9	11.1	11.1	86.4
PNS	11	13.6	13.6	100.0
Total	81	100.0	100.0	

ATTRACTIVENESS

ATT1

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	7	8.6	8.6	8.6
N	26	32.1	32.1	40.7
Valid S	35	43.2	43.2	84.0
SS	13	16.0	16.0	100.0
Total	81	100.0	100.0	

ATT2

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	4	4.9	4.9	4.9
TS	7	8.6	8.6	13.6
Valid N	28	34.6	34.6	48.1
S	34	42.0	42.0	90.1
SS	8	9.9	9.9	100.0
Total	81	100.0	100.0	

ATT3

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	3	3.7	3.7	3.7
TS	2	2.5	2.5	6.2
Valid N	27	33.3	33.3	39.5
S	38	46.9	46.9	86.4
SS	11	13.6	13.6	100.0
Total	81	100.0	100.0	

ATT4

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	8	9.9	9.9	9.9
N	22	27.2	27.2	37.0
Valid S	18	22.2	22.2	59.3
SS	33	40.7	40.7	100.0
Total	81	100.0	100.0	

TRUSTWORTHINESS

TRUST1

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	7	8.6	8.6	8.6
N	14	17.3	17.3	25.9
Valid S	39	48.1	48.1	74.1
SS	21	25.9	25.9	100.0
Total	81	100.0	100.0	

TRUST2

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	5	6.2	6.2	6.2
N	22	27.2	27.2	33.3
Valid S	40	49.4	49.4	82.7
SS	14	17.3	17.3	100.0
Total	81	100.0	100.0	

TRUST3

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	3	3.7	3.7	3.7
Valid N	18	22.2	22.2	25.9
S	40	49.4	49.4	75.3

	SS	20	24.7	24.7	100.0
	Total	81	100.0	100.0	

TRUST4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.2	1.2	1.2
	TS	3	3.7	3.7	4.9
	N	24	29.6	29.6	34.6
	S	22	27.2	27.2	61.7
	SS	31	38.3	38.3	100.0
	Total	81	100.0	100.0	

EXPERTISE

EXP1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	6.2	6.2	6.2
	N	23	28.4	28.4	34.6
	S	25	30.9	30.9	65.4
	SS	28	34.6	34.6	100.0
	Total	81	100.0	100.0	

EXP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	6.2	6.2	6.2
	N	23	28.4	28.4	34.6
	S	32	39.5	39.5	74.1
	SS	21	25.9	25.9	100.0
	Total	81	100.0	100.0	

EXP3

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	2	2.5	2.5	2.5
N	33	40.7	40.7	43.2
Valid S	23	28.4	28.4	71.6
SS	23	28.4	28.4	100.0
Total	81	100.0	100.0	

EXP4

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	5	6.2	6.2	6.2
N	33	40.7	40.7	46.9
Valid S	32	39.5	39.5	86.4
SS	11	13.6	13.6	100.0
Total	81	100.0	100.0	

EXP5

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	2	2.5	2.5	2.5
TS	6	7.4	7.4	9.9
Valid N	29	35.8	35.8	45.7
S	36	44.4	44.4	90.1
SS	8	9.9	9.9	100.0
Total	81	100.0	100.0	

BRAND ATTITUDE

BA1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	2	2.5	2.5	2.5

	TS	3	3.7	3.7	6.2
	N	32	39.5	39.5	45.7
	S	34	42.0	42.0	87.7
	SS	10	12.3	12.3	100.0
	Total	81	100.0	100.0	

BA2

		Frequency	Percent	Valid Percent	Cumulative Percent
	TS	8	9.9	9.9	9.9
	N	25	30.9	30.9	40.7
Valid	S	16	19.8	19.8	60.5
	SS	32	39.5	39.5	100.0
	Total	81	100.0	100.0	

BA3

		Frequency	Percent	Valid Percent	Cumulative Percent
	TS	6	7.4	7.4	7.4
	N	16	19.8	19.8	27.2
Valid	S	41	50.6	50.6	77.8
	SS	18	22.2	22.2	100.0
	Total	81	100.0	100.0	

BRAND CREDIBILITY

BC1

		Frequency	Percent	Valid Percent	Cumulative Percent
	STS	1	1.2	1.2	1.2
	TS	6	7.4	7.4	8.6
Valid	N	27	33.3	33.3	42.0
	S	32	39.5	39.5	81.5
	SS	15	18.5	18.5	100.0

Total	81	100.0	100.0
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BC2

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	2	2.5	2.5	2.5
N	16	19.8	19.8	22.2
Valid S	44	54.3	54.3	76.5
SS	19	23.5	23.5	100.0
Total	81	100.0	100.0	

BC3

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	2	2.5	2.5	2.5
N	23	28.4	28.4	30.9
Valid S	27	33.3	33.3	64.2
SS	29	35.8	35.8	100.0
Total	81	100.0	100.0	

BC4

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	4	4.9	4.9	4.9
N	22	27.2	27.2	32.1
Valid S	28	34.6	34.6	66.7
SS	27	33.3	33.3	100.0
Total	81	100.0	100.0	

BRAND IMAGE

BI1

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	5	6.2	6.2	6.2
N	28	34.6	34.6	40.7
Valid S	35	43.2	43.2	84.0
SS	13	16.0	16.0	100.0
Total	81	100.0	100.0	

BI2

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	3	3.7	3.7	3.7
TS	7	8.6	8.6	12.3
Valid N	31	38.3	38.3	50.6
S	30	37.0	37.0	87.7
SS	10	12.3	12.3	100.0
Total	81	100.0	100.0	

BI3

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	3	3.7	3.7	3.7
TS	2	2.5	2.5	6.2
Valid N	30	37.0	37.0	43.2
S	34	42.0	42.0	85.2
SS	12	14.8	14.8	100.0
Total	81	100.0	100.0	

REPURCHASE INTENTION

RI1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	8	9.9	9.9	9.9

	N	23	28.4	28.4	38.3
	S	12	14.8	14.8	53.1
	SS	38	46.9	46.9	100.0
	Total	81	100.0	100.0	

RI2

		Frequency	Percent	Valid Percent	Cumulative Percent
	TS	9	11.1	11.1	11.1
	N	13	16.0	16.0	27.2
Valid	S	37	45.7	45.7	72.8
	SS	22	27.2	27.2	100.0
	Total	81	100.0	100.0	

RI3

		Frequency	Percent	Valid Percent	Cumulative Percent
	TS	5	6.2	6.2	6.2
	N	23	28.4	28.4	34.6
Valid	S	37	45.7	45.7	80.2
	SS	16	19.8	19.8	100.0
	Total	81	100.0	100.0	

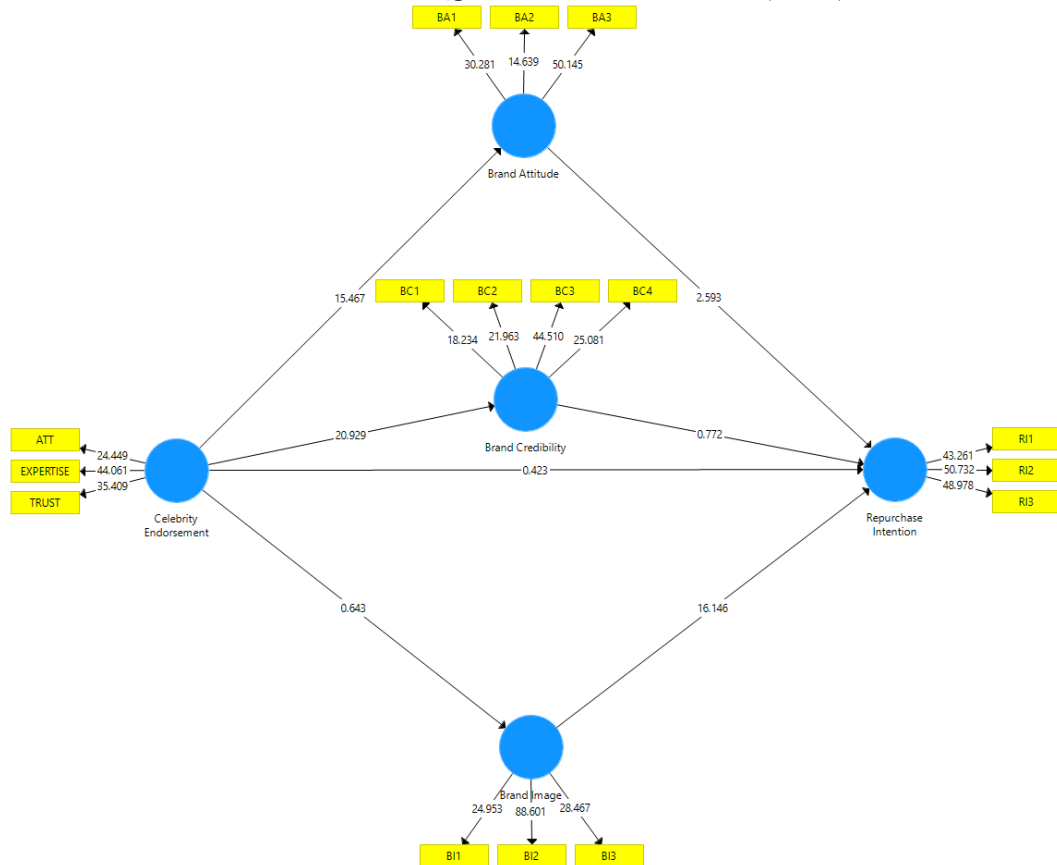
ANALISIS DESKRIPTIF

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
TOTAL_CE	81	32	65	49.04	9.121
TOTAL_BA	81	7	15	11.35	2.341
TOTAL_BC	81	9	20	15.64	2.904
TOTAL_BI	81	5	15	10.77	2.347
TOTAL_RI	81	6	15	11.67	2.434
Valid N (listwise)	81				

ANALISIS MULTIVARIAT

STRUCTURAL EQUATION MODELING (SEM)



PATH COEFFICIENTS

Struktur Path	T-Statistics	P-Value	Hasil
<i>Celebrity Endorsement -> Brand Attitude</i>	15,467	0,000	Diterima
<i>Celebrity Endorsement -> Brand Credibility</i>	20,929	0,000	Diterima
<i>Celebrity Endorsement -> Brand Image</i>	0,643	0,521	Ditolak
<i>Celebrity Endorsement -> Repurchase Intention</i>	0,423	0,673	Ditolak
<i>Brand Attitude -> Repurchase Intention</i>	2,593	0,010	Diterima
<i>Brand Credibility -> Repurchase Intention</i>	0,772	0,440	Ditolak
<i>Brand Image -> Repurchase Intention</i>	16,146	0,000	Diterima

INDIRECT EFFECT

Struktur Path	T-Statistics	P-Value	Hasil
<i>Celebrity Endorsement -> Brand Attitude -> Repurchase Intention</i>	2,515	0,012	Diterima
<i>Celebrity Endorsement -> Brand Credibility -> Repurchase Intention</i>	0,765	0,444	Ditolak
<i>Celebrity Endorsement -> Brand Image -> Repurchase Intention</i>	0,646	0,518	Ditolak