CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter is consists of the summary based on findings of the questionnaire survey that have been written previously. All of the results and findings related to the hypothesis will be integrated and being discussed simultaneously. As the final result, a more comprehensive conclusion can be drawn. This chapter also provides the limitation about this research and its according recommendations for further research would also be discussed in detailed manner.

5.1 Conclusion

Based on the analysis that has been done in this research, the author concludes the main conclusions as follows:

1. Hypothesis one is supported, Brand ambassador usage will positively influence buying decision of Wardah cosmetic consumers.
2. Hypothesis two is supported, Brand image will positively influence buying decision of Wardah cosmetic consumers.
3. Proven that brand ambassador positively and significance influences towards buying decision. It means that the higher brand ambassador usage, the higher buying decision to Wardah cosmetic.
4. Proven that brand image positively influences and significance towards buying decision. It means that the better brand image, the higher buying decision.

5. Proven that brand ambassador and brand image influence buying decision.
6. Proven that brand ambassador is more influence dominantly than brand image and buying decision.

5.2 Managerial Implication

This research is discussing whether brand ambassador and brand image can positively affect buying decision. The results of this study might help PT Paragon Technology & Innovation (PTI) company as one of the inputs in determining management policies, especially in relation to efforts to improve brand image of Wardah cosmetics. It is expected to be useful for the company in understanding their consumers, how brand ambassador and brand image toward buying decision.

Brand ambassador is known as representative of the company and also the consumers. In order to get attention from public, the company should decide the best candidate to be their representative. There are several criteria that should be fulfilled such as visibility, credibility, reputation, achievement, etc. Therefore, make a research what public like is really important for the company.

In cosmetic market, a lot of companies try to be number one. In order to achieve the goal, they should prepare the right strategy. Company should be capable to make their brand as interesting as possible to the public. Brand image will influence buying decision for the customer and also potential customer.

There are several variables that can influence buying decision such as brand ambassador, brand image, and others factors that are not in this research variable. This

study reveals that brand ambassador and brand image have significant influence towards buying decision of Wardah cosmetic. It can be discussed by the company in order to make strategy and maintain it.

5.3 Research Limitations and Recommendations

There are some limitations of this study, which are:

1. The questionnaires were distributed online. The researcher was not able to monitor the process of answering the questionnaire thus there is a big chance that there are some technical problems while filling the questionnaire.
2. Brand Ambassador in this research was not specific. Therefore, it has not known which of brand ambassador that influences the company the most.
3. There were only 100 respondents out of thousands of Wardah cosmetic users in Indonesia. Furthermore, the questionnaire had not been spread out widely.
4. The author suggests for PT Paragon Technology and Innovation to capable to increase brand ambassador usage that has high visibility or popularity. It can make brand ambassador more attractive to the customers and also it will influence buying decision.
5. For further research, the author suggest that the questionnaire should be spread widely and directly to Wardah cosmetics users, not only be distributed online. That way, the result of questionnaire could be more controlled and it could have more respondents to fill the questions.

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APPENDIX I

QUESTIONNAIRE

No	Pernyataan	SS	S	KS	TS	STS
1	Brand Ambassador Wardah memiliki popularitas yang baik Brand Ambassador has a good popularity					
2	Para Brand Ambassador wardah memiliki pesona bintang Brand ambassador is charming					
3	Para Brand Ambassador wardah sangat sesuai pada citra perusahaan Wardah Brand Ambassador is right for brand image of Wardah					
4	Semua Brand Ambassador Wardah memiliki ketertarikan pada produk wardah Brand Ambasador is interested in Wardah Product					
5	Saya sangat percaya terhadap Brand Ambassador dari Wardah I trust Wardah brand ambassador					
6	Saya yakin bahwa Brand Ambassador Wardah memiliki citra yang baik di masyarakat I believe that Wardah has a good brand image to people					

7	Menurut saya Brand Ambassador Wardah memiliki pesona bagi konsumen dan calon konsumen In my opinion, Wardah brand ambassador is charming for customer or potential customer					
8	Bagi saya Brand Ambassador mewakili kami para konsumen atau calon konsumen For me, brand ambassador is the representative of customer or potential customer					
9	Menurut saya Brand Ambassador Wardah sangat sesuai menjadi model yang digemari In my opinion, Wardah brand ambassador is really likeable					
10	Brand Ambassador Wardah memiliki prestasi yang baik Wardah brand ambassador has great achievement					
11	Brand Ambassador Wardah mempengaruhi saya untuk memutuskan membeli produk Wardah Wardah brand ambassador influenced me to decide to buy Wardah product					
12	Brand Ambassador Wardah memiliki keinginan dan kebutuhan produk sama seperti saya					

	Wardah brand ambassador has the same wants and needs as me					
13	Menurut saya, Wardah merupakan brand kosmetik yang baik In my opinion, Wardah is good in brand of cosmetic					
14	Wardah memiliki komunikasi yang baik dalam penyampaian produknya Wardah has a good communication to explain their product					
15	Wardah memiliki komunikasi yang konsisten terhadap konsumen Wardah has consistent communication woth consumers					
16	Saya mencari informasi tentang produk wardah I search information about Wardah product					
17	saya berminat membeli produk wardah karena adanya brand ambassador I am interested in buying Wardah product because of brand ambassador					
18	saya berniat membeli produk wardah karena iklan oleh brand ambassador					

	I want to buy Wardah product because of advertisement of brand ambassador					
19	saya berniat membeli produk wardah karena visual yang ditampilkan menarik I want to buy Wardah product because of interesting visual of the product					

APPENDIX II

RESPONDENT DATA

No	Batch	Gender
1	2015	Male
2	2015	Female
3	2015	Male
4	2017	Male
5	2015	Female
6	2015	Male
7	2016	Female
8	2015	Female
9	2016	Male
10	2015	Male
11	2017	Male
12	2015	Female
13	2017	Male
14	2016	Female
15	2015	Female
16	2016	Male
17	2015	Male
18	2016	Female
19	2016	Female
20	2015	Male
21	2015	Male
22	2015	Female
23	2016	Male

24	2017	Female
25	2015	Female
26	2016	Male
27	2015	Female
28	2017	Female
29	2016	Male
30	2015	Female
31	2015	Female
32	2016	Female
33	2015	Female
34	2015	Female
35	2015	Female
36	2016	Female
37	2015	Female
38	2016	Female
39	2015	Female
40	2016	Female
41	2015	Male
42	2016	Male
43	2016	Female
44	2016	Female
45	2015	Female
46	2017	Female
47	2015	Female

48	2015	Female
49	2015	Female
50	2016	Female
51	2016	Female
52	2017	Male
53	2017	Female
54	2016	Female
55	2015	Male
56	2017	Male
57	2015	Male
58	2015	Female
59	2016	Female
60	2015	Female
61	2017	Male
62	2016	Female
63	2015	Female
64	2015	Male
65	2016	Male
66	2017	Female
67	2015	Male
68	2015	Female
69	2016	Male
70	2015	Male
71	2017	Female

72	2015	Male
73	2016	Male
74	2015	Male
75	2015	Female
76	2015	Female
77	2016	Male
78	2016	Male
79	2015	Female
80	2015	Female
81	2016	Male
82	2016	Female
83	2015	Male
84	2015	Male
85	2015	Female
86	2016	Female
87	2015	Male
88	2016	Male
89	2015	Male
90	2016	Female
91	2016	Male
92	2015	Female
93	2015	Male
94	2016	Male
95	2016	Male

96	2015	Female
97	2015	Female
98	2016	Male
99	2015	Female
100	2015	Male

APPENDIX III

QUESTIONNAIRE DATA

No	Brand Ambassador												Brand Image			Buying Decision				Rerata		
	BA1	BA2	BA3	BA4	BA5	BA6	BA7	BA8	BA9	BA10	BA11	BA12	BI13	BI14	BI15	BD16	BD17	BD18	BD19	BA	BI	BD
1	5	4	5	4	3	3	3	4	4	5	2	3	4	4	4	3	2	3	4	3,64	4,00	3,00
2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5,00	5,00	4,75
3	4	4	4	4	4	4	4	4	4	4	3	3	3	4	4	2	2	3	3	3,82	3,67	2,50
4	5	4	5	5	5	5	5	4	5	5	5	5	5	5	4	4	4	4	5	4,82	4,67	4,25
5	5	5	3	4	4	4	4	3	4	4	4	4	4	4	4	4	3	3	4	3,91	4,00	3,50
6	5	4	5	3	3	4	4	3	4	4	3	3	4	4	4	4	3	4	4	3,64	4,00	3,75
7	4	4	3	3	5	4	4	4	5	4	4	4	3	3	3	3	3	3	4	4,00	3,00	3,25
8	5	5	4	4	4	4	4	4	4	5	5	4	5	5	5	4	4	4	4	4,27	5,00	4,00
9	4	4	4	3	3	4	4	4	4	4	3	3	4	4	4	4	3	3	3	3,64	4,00	3,25
10	5	4	5	2	3	4	4	2	2	4	4	4	4	5	5	4	2	3	4	3,45	4,67	3,25
11	5	4	4	3	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	3,91	4,33	4,00
12	5	4	4	4	4	5	5	5	5	5	5	4	4	5	5	4	3	5	5	4,55	4,67	4,25
13	4	4	3	3	4	3	3	3	4	4	3	3	4	4	4	4	4	4	4	3,36	4,00	4,00
14	5	1	2	3	3	5	4	2	3	5	4	3	2	1	5	4	3	2	1	3,18	2,67	2,50
15	4	4	4	4	3	4	4	4	4	5	2	2	4	5	3	3	2	5	2	3,64	4,00	3,00
16	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	3	3	3	4	4,18	4,00	3,25
17	4	4	4	3	4	3	3	3	3	4	3	3	3	4	4	3	3	3	3	3,36	3,67	3,00
18	4	4	5	3	4	3	4	4	4	4	4	3	3	4	5	3	2	2	3	3,82	4,00	2,50
19	5	4	4	4	4	5	4	4	3	4	2	2	4	4	4	3	3	2	4	3,64	4,00	3,00
20	3	3	3	4	1	2	3	2	3	1	1	2	3	4	3	3	1	2	4	2,27	3,33	2,50
21	5	4	4	3	3	4	5	3	4	4	4	3	4	4	4	4	4	4	5	3,73	4,00	4,25
22	4	4	4	4	4	4	5	3	4	5	4	4	3	4	4	3	3	3	4	4,09	3,67	3,25
23	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	3	4	4	4	4,00	4,33	3,75
24	5	4	3	2	3	3	4	3	5	5	2	4	3	4	3	3	3	3	3	3,45	3,33	3,00
25	4	4	4	4	5	5	4	4	4	5	4	3	4	4	4	3	3	3	4	4,18	4,00	3,25
26	4	3	4	3	4	4	3	3	3	4	4	3	4	4	3	4	4	4	4	3,45	3,67	4,00

No	Brand Ambassador												Brand Image			Buying Decision				Rerata		
	BA1	BA2	BA3	BA4	BA5	BA6	BA7	BA8	BA9	BA10	BA11	BA12	BI13	BI14	BI15	BD16	BD17	BD18	BD19	BA	BI	BD
27	4	4	3	4	3	4	4	4	4	4	5	4	3	3	3	3	2	3	4	3,91	3,00	3,00
28	4	4	4	4	4	4	4	5	3	4	3	3	3	4	4	2	2	2	3	3,82	3,67	2,25
29	5	3	3	3	4	4	4	4	4	4	4	4	3	4	4	4	3	3	3	3,73	3,67	3,25
30	4	3	3	3	4	4	4	3	3	3	2	3	4	4	4	3	2	2	2	3,18	4,00	2,25
31	5	5	1	5	1	3	1	1	1	1	1	5	5	1	5	1	5	1	5	2,27	3,67	3,00
32	5	4	5	5	3	4	4	4	4	5	4	4	5	5	5	4	2	3	5	4,18	5,00	3,50
33	5	4	5	5	3	4	4	4	4	5	4	4	5	5	5	4	2	3	5	4,18	5,00	3,50
34	4	4	5	3	3	3	4	3	4	4	2	3	3	5	4	3	2	2	3	3,45	4,00	2,50
35	4	4	4	2	3	4	5	2	4	4	4	2	4	4	3	4	4	4	3	3,45	3,67	3,75
36	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00	3,00	3,00
37	5	5	4	4	3	3	5	3	4	3	4	5	5	5	4	2	3	4	5	3,91	4,67	3,50
38	4	5	4	3	3	4	4	3	5	5	2	2	4	4	3	3	2	2	4	3,64	3,67	2,75
39	4	4	3	3	4	4	4	4	4	5	3	4	4	4	4	3	4	3	4	3,82	4,00	3,50
40	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	1,00	1,00
41	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	1,00	1,00
42	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	1,00	1,00
43	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	1,00	1,00
44	5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4,82	5,00	5,00
45	5	5	4	3	3	4	4	4	4	5	4	4	4	5	4	4	4	4	4	4,00	4,33	4,00
46	4	4	4	3	3	4	3	4	4	4	3	4	4	4	3	2	3	5	3	3,64	3,67	3,25
47	5	5	3	4	2	4	3	2	3	5	2	2	4	3	4	4	2	3	3	3,18	3,67	3,00
48	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3,82	4,00	3,00
49	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	4,00	4,00	3,00
50	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4,73	5,00	5,00
51	4	3	4	3	4	5	4	3	4	4	2	2	3	4	4	2	1	1	1	3,45	3,67	1,25
52	4	5	5	1	2	4	5	3	5	4	1	2	4	4	3	5	1	5	5	3,36	3,67	4,00
53	4	4	4	3	3	4	4	3	3	4	3	3	4	4	4	3	3	3	3	3,45	4,00	3,00
54	4	4	4	3	3	4	4	3	3	3	4	3	3	4	3	4	3	4	3	3,45	3,33	3,50
55	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5,00	5,00	5,00
56	4	3	4	4	3	4	4	4	3	5	4	4	3	5	5	3	5	5	5	3,82	4,33	4,50

No	Brand Ambassador												Brand Image			Buying Decision				Rerata		
	BA1	BA2	BA3	BA4	BA5	BA6	BA7	BA8	BA9	BA10	BA11	BA12	BI13	BI14	BI15	BD16	BD17	BD18	BD19	BA	BI	BD
57	4	4	3	3	4	5	4	5	5	4	3	3	5	5	5	5	3	3	5	3,91	5,00	4,00
58	4	4	4	3	3	4	4	3	4	4	3	3	4	4	3	4	3	3	3	3,55	3,67	3,25
59	5	5	5	4	5	5	5	4	4	4	5	4	5	5	4	5	4	4	4	4,55	4,67	4,25
60	4	4	4	3	3	4	3	3	3	4	4	3	4	4	4	3	3	4	4	3,45	4,00	3,50
61	4	4	4	4	3	3	3	3	3	3	4	3	4	4	4	3	3	3	3	3,36	4,00	3,00
62	4	4	4	3	2	4	4	4	3	3	4	4	4	5	4	4	4	5	4	3,55	4,33	4,25
63	5	5	5	5	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5	4,73	5,00	5,00
64	3	3	4	3	3	4	4	3	3	4	3	3	3	4	4	3	3	3	3	3,36	3,67	3,00
65	4	4	4	3	3	3	4	4	4	4	3	4	4	4	3	3	4	3	3	3,64	3,67	3,25
66	2	3	2	1	1	2	3	3	2	4	1	5	2	3	3	1	1	4	2	2,45	2,67	2,00
67	3	3	3	4	4	4	5	5	5	2	3	4	5	4	3	4	3	5	4	3,82	4,00	4,00
68	4	4	5	4	4	5	4	4	4	4	2	2	4	4	4	3	1	4	4	3,82	4,00	3,00
69	4	3	3	2	3	3	3	2	3	3	1	1	3	3	3	1	1	1	1	2,45	3,00	1,00
70	4	4	5	2	4	4	4	4	4	5	4	4	4	5	4	5	4	5	5	4,00	4,33	4,75
71	4	4	4	5	5	4	4	4	4	4	3	3	4	4	4	4	4	4	5	4,00	4,00	4,25
72	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	2	5	5	5	5,00	5,00	4,25
73	5	5	5	4	4	4	4	4	5	3	3	3	4	5	4	4	4	5	5	4,00	4,33	4,50
74	5	5	4	3	4	4	5	4	4	4	3	3	5	5	4	4	3	4	4	3,91	4,67	3,75
75	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00	3,00	3,00
76	5	4	4	4	4	5	5	5	4	5	5	5	4	4	4	5	3	4	4	4,55	4,00	4,00
77	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5,00	5,00	5,00
78	4	4	4	3	3	5	4	3	4	4	4	3	4	4	4	4	3	4	4	3,73	4,00	3,75
79	3	3	4	3	4	4	4	3	3	4	4	4	4	4	4	4	4	3	4	3,64	4,00	3,75
80	3	4	4	4	3	5	4	4	4	5	3	3	4	3	3	3	3	2	3	3,91	3,33	2,75
81	5	5	5	5	5	5	5	4	5	5	3	4	5	5	5	3	3	2	4	4,64	5,00	3,00
82	5	4	5	5	5	5	4	4	4	4	5	5	5	4	5	5	5	4	5	4,55	4,67	4,75
83	5	4	5	4	3	5	5	4	5	5	5	4	5	5	5	5	4	4	5	4,45	5,00	4,50
84	5	5	5	5	4	4	5	5	4	4	4	4	4	4	4	4	3	3	4	4,45	4,00	3,50
85	4	4	4	4	4	4	5	3	4	4	4	4	4	4	4	4	4	4	5	4,00	4,00	4,25
86	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4,91	5,00	5,00

No	Brand Ambassador												Brand Image			Buying Decision				Rerata		
	BA1	BA2	BA3	BA4	BA5	BA6	BA7	BA8	BA9	BA10	BA11	BA12	BI13	BI14	BI15	BD16	BD17	BD18	BD19	BA	BI	BD
87	5	4	4	4	3	4	4	4	4	4	4	3	5	5	5	5	4	4	4	3,82	5,00	4,25
88	4	4	4	3	3	4	4	4	4	4	4	3	3	3	4	3	2	2	3	3,73	3,33	2,50
89	5	4	5	5	4	3	5	3	5	5	5	5	4	4	4	4	5	4	4	4,45	4,00	4,25
90	2	2	4	3	2	3	2	3	2	3	1	3	2	4	5	1	1	1	1	2,55	3,67	1,00
91	5	4	5	4	5	4	4	4	4	4	4	5	5	5	5	5	4	5	5	4,27	5,00	4,75
92	5	5	5	3	4	5	5	3	5	5	1	1	3	4	4	4	1	3	3	3,82	3,67	2,75
93	5	4	4	3	5	5	5	4	4	4	4	4	5	5	5	3	4	4	5	4,18	5,00	4,00
94	4	3	3	2	2	2	3	1	1	3	1	4	3	4	4	3	2	1	1	2,27	3,67	1,75
95	4	4	4	3	3	4	4	3	4	4	3	3	5	4	4	3	4	4	4	3,55	4,33	3,75
96	5	5	5	4	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5	4,73	5,00	5,00
97	4	3	5	3	4	4	3	4	3	3	3	3	3	3	3	2	3	2	3	3,45	3,00	2,50
98	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4,00	4,00	4,25
99	5	5	5	4	5	5	5	5	5	5	5	4	5	4	4	4	5	4	5	4,82	4,33	4,50
100	5	4	5	4	4	4	5	5	4	4	5	3	4	4	3	5	2	4	2	4,27	3,67	3,25

APPENDIX IV

VALIDITY TEST AND RELIABILITY TEST

No	Brand Ambassador												Brand Image			Buying Decision				Rerata		
	BA1	BA2	BA3	BA4	BA5	BA6	BA7	BA8	BA9	BA10	BA11	BA12	BI13	BI14	BI15	BD16	BD17	BD18	BD19	BA	BI	BD
1	3	4	4	2	3	4	5	3	4	3	2	2	5	4	3	2	1	1	1	3,27	4,00	1,25
2	5	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	4,82	5,00	5,00
3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5,00	5,00	5,00
4	4	3	3	2	2	4	4	2	2	3	2	2	3	4	1	1	1	4	2	2,64	2,67	2,00
5	4	4	4	3	4	4	4	3	4	4	4	4	5	5	5	4	3	3	4	3,82	5,00	3,50
6	4	4	4	3	3	4	4	4	4	3	2	2	4	5	3	2	2	4	4	3,36	4,00	3,00
7	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5,00	5,00	4,50
8	4	5	5	3	3	4	4	3	5	5	4	4	4	5	5	4	3	4	4	4,09	4,67	3,75
9	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5,00	5,00	5,00
10	4	5	5	4	4	5	5	4	5	5	4	5	5	5	5	4	4	4	5	4,64	5,00	4,25
11	4	3	4	4	3	4	3	3	3	4	3	3	3	4	4	2	3	3	3	3,36	3,67	2,75
12	5	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	3	3	4	3,91	4,00	3,50
13	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5,00	5,00	4,75
14	5	5	5	4	3	4	3	2	3	4	4	5	4	5	4	2	1	3	3	3,82	4,33	2,25
15	4	4	4	3	3	3	3	4	4	4	4	4	4	4	4	3	3	3	3	3,64	4,00	3,00
16	4	4	4	5	4	5	5	4	5	5	4	4	4	5	4	3	2	3	4	4,45	4,33	3,00
17	5	4	4	3	4	5	5	5	5	5	4	4	5	5	4	3	4	4	4	4,36	4,67	3,75
18	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5,00	5,00	5,00
19	5	5	4	5	4	4	4	5	5	5	4	4	5	4	4	4	4	4	5	4,45	4,33	4,25
20	4	5	4	5	4	4	4	5	4	5	4	4	4	3	4	5	4	4	5	4,36	3,67	4,50
21	5	5	5	4	3	4	5	4	5	5	4	3	5	5	5	4	4	5	5	4,27	5,00	4,50
22	4	4	4	3	3	4	4	5	4	3	4	4	4	4	4	4	4	4	4	3,82	4,00	4,00
23	3	4	4	4	5	4	4	4	4	4	3	4	5	4	4	4	4	4	4	4,00	4,33	4,00
24	4	4	4	3	3	4	4	3	4	3	3	3	4	3	3	3	3	3	3	3,45	3,33	3,00
25	4	3	4	4	2	3	3	4	4	4	3	4	4	3	3	3	3	3	3	3,45	3,33	3,00
26	5	5	5	4	3	5	5	3	5	4	3	3	5	5	5	4	4	3	5	4,09	5,00	4,00
27	4	4	5	1	2	4	5	5	5	5	1	1	2	4	5	2	2	2	2	3,45	3,67	2,00
28	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3,00	3,00	3,00
29	4	3	5	4	5	5	4	5	3	4	5	5	4	4	4	3	3	3	3	4,36	4,00	3,00
30	4	4	3	3	3	4	3	3	4	4	3	3	4	4	4	4	3	3	4	3,36	4,00	3,50

Brand Ambassador

Correlations

	Brand Ambassador		
	Pearson Correlation	Sig. (2-tailed)	N
BA1	,647**	,000	30
BA2	,734**	,000	30
BA3	,721**	,000	30
BA4	,793**	,000	30
BA5	,839**	,000	30
BA6	,725**	,000	30
BA7	,636**	,000	30
BA8	,704**	,000	30
BA9	,723**	,000	30
BA10	,799**	,000	30
BA11	,777**	,000	30
BA12	,784**	,000	30
Brand Ambassador	1		30

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

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

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

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

Reanilitas

Case Processing Summary

		N	%
Cases	Valid	30	100,0

	Excluded[a]	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,923	12

Brand Image

Vadility test

Correlations

	Brand Image		
	Pearson Correlation	Sig. (2-tailed)	N
BI13	,788**	,000	30
BI14	,835**	,000	30
BI15	,851**	,000	30
Brand Image	1		30

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

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

Reanility test

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,758	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BI13	8,5000	2,190	,543	,727
BI14	8,4333	2,185	,657	,619
BI15	8,6667	1,747	,594	,687

Buying decision

Validity Test

Correlations

	Buying Decision		
	Pearson Correlation	Sig. (2-tailed)	N
BD16	,922**	,000	30
BD17	,938**	,000	30
BD18	,854**	,000	30
BD19	,944**	,000	30
Buying Decision	1		30

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

Reliability Test

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items

,935	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BD16	10,8667	8,947	,856	,912
BD17	11,1000	8,576	,882	,904
BD18	10,7333	10,064	,758	,943
BD19	10,5000	8,810	,897	,899

No	Variabel	Item	r-statistik	r-tabel	Result
1	Brand Ambassador	BA1	0,647**	0,361	Valid
		BA2	0,734**	0,361	Valid
		BA3	0,721**	0,361	Valid
		BA4	0,793**	0,361	Valid
		BA5	0,839**	0,361	Valid
		BA6	0,725**	0,361	Valid
		BA7	0,636**	0,361	Valid
		BA8	0,704**	0,361	Valid
		BA9	0,723**	0,361	Valid
		BA10	0,799**	0,361	Valid
		BA11	0,777**	0,361	Valid
		BA12	0,784**	0,361	Valid
2	Brand Image	BI13	0,788**	0,361	Valid
		BI14	0,835**	0,361	Valid
		BI15	0,851**	0,361	Valid
3	Buying Decision	BD16	0,922**	0,361	Valid
		BD17	0,938**	0,361	Valid
		BD18	0,854**	0,361	Valid
		BD19	0,944**	0,361	Valid

Variabel	Cronbach Alpha	Result
Brand Ambassador	0,923	Very Reliable
Brand Image	0,758	Reliable
Buying Decision	0,935	Very Reliable

Brand Ambassador

Category	Score Scale	Respondent	Percentage (%)
Very Low	1,00 - 1,80	4	4%
Low	1,81 - 2,60	6	6%
Moderate	2,61 - 3,40	10	10%
High	3,41 - 4,20	58	58%
Very High	4,21 - 5,00	22	22%
	Total	100	100%

BA1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally Disagree	4	4,0	4,0	4,0
	Disagree	2	2,0	2,0	6,0
	Neutral	7	7,0	7,0	13,0
	Agree	44	44,0	44,0	57,0
	Totally Agree	43	43,0	43,0	100,0
	Total	100	100,0	100,0	

BA2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally Disagree	5	5,0	5,0	5,0
	Disagree	1	1,0	1,0	6,0
	Neutral	15	15,0	15,0	21,0
	Agree	54	54,0	54,0	75,0
	Totally Agree	25	25,0	25,0	100,0
	Total	100	100,0	100,0	

BA3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally Disagree	5	5,0	5,0	5,0
	Disagree	2	2,0	2,0	7,0

	Neutral	16	16,0	16,0	23,0
	Agree	46	46,0	46,0	69,0
	Totally Agree	31	31,0	31,0	100,0
	Total	100	100,0	100,0	

BA4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally Disagree	6	6,0	6,0	6,0
	Disagree	6	6,0	6,0	12,0
	Neutral	38	38,0	38,0	50,0
	Agree	36	36,0	36,0	86,0
	Totally Agree	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

BA5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally Disagree	7	7,0	7,0	7,0
	Disagree	5	5,0	5,0	12,0
	Neutral	35	35,0	35,0	47,0
	Agree	37	37,0	37,0	84,0
	Totally Agree	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

BA6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally Disagree	4	4,0	4,0	4,0
	Disagree	3	3,0	3,0	7,0
	Neutral	15	15,0	15,0	22,0
	Agree	51	51,0	51,0	73,0
	Totally Agree	27	27,0	27,0	100,0
	Total	100	100,0	100,0	

BA7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally Disagree	5	5,0	5,0	5,0
	Disagree	1	1,0	1,0	6,0
	Neutral	15	15,0	15,0	21,0
	Agree	50	50,0	50,0	71,0
	Totally Agree	29	29,0	29,0	100,0
	Total	100	100,0	100,0	

BA8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally Disagree	6	6,0	6,0	6,0
	Disagree	6	6,0	6,0	12,0
	Neutral	30	30,0	30,0	42,0
	Agree	42	42,0	42,0	84,0
	Totally Agree	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

BA9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally Disagree	6	6,0	6,0	6,0
	Disagree	3	3,0	3,0	9,0
	Neutral	20	20,0	20,0	29,0
	Agree	48	48,0	48,0	77,0
	Totally Agree	23	23,0	23,0	100,0
	Total	100	100,0	100,0	

BA10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally Disagree	6	6,0	6,0	6,0
	Disagree	1	1,0	1,0	7,0
	Neutral	12	12,0	12,0	19,0
	Agree	48	48,0	48,0	67,0

	Totally Agree	33	33,0	33,0	100,0
	Total	100	100,0	100,0	

BA11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally Disagree	12	12,0	12,0	12,0
	Disagree	10	10,0	10,0	22,0
	Neutral	23	23,0	23,0	45,0
	Agree	36	36,0	36,0	81,0
	Totally Agree	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

BA12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally Disagree	6	6,0	6,0	6,0
	Disagree	9	9,0	9,0	15,0
	Neutral	34	34,0	34,0	49,0
	Agree	35	35,0	35,0	84,0
	Totally Agree	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

Brand Image

Category	Score Scale	Respondent	Percentage (%)
Very Low	1,00 - 1,80	4	4%
Low	1,81 - 2,60	0	0%
Moderate	2,61 - 3,40	13	13%
High	3,41 - 4,20	49	49%
Very High	4,21 - 5,00	34	34%
	Total	100	100%

BI13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally Disagree	4	4,0	4,0	4,0
	Disagree	3	3,0	3,0	7,0
	Neutral	22	22,0	22,0	29,0
	Agree	44	44,0	44,0	73,0
	Totally Agree	27	27,0	27,0	100,0
	Total	100	100,0	100,0	

BI14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally Disagree	6	6,0	6,0	6,0
	Neutral	10	10,0	10,0	16,0
	Agree	52	52,0	52,0	68,0
	Totally Disagree	32	32,0	32,0	100,0
	Total	100	100,0	100,0	

BI15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally Disagree	4	4,0	4,0	4,0
	Neutral	21	21,0	21,0	25,0
	Agree	48	48,0	48,0	73,0
	Totally Disagree	27	27,0	27,0	100,0
	Total	100	100,0	100,0	

Buying Decision

Category	Score Scale	Respondent	Percentage (%)
Very Low	1,00 - 1,80	8	8%
Low	1,81 - 2,60	10	10%
Moderate	2,61 - 3,40	31	31%
High	3,41 - 4,20	25	25%
Very High	4,21 - 5,00	26	26%
	Total	100	100%

BD16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally Disagree	8	8,0	8,0	8,0
	Disagree	7	7,0	7,0	15,0
	Neutral	34	34,0	34,0	49,0
	Agree	33	33,0	33,0	82,0
	Totally Agree	18	18,0	18,0	100,0
	Total	100	100,0	100,0	

BD17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally Disagree	12	12,0	12,0	12,0
	Disagree	16	16,0	16,0	28,0
	Neutral	34	34,0	34,0	62,0
	Agree	25	25,0	25,0	87,0
	Totally Agree	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

BD18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally Disagree	9	9,0	9,0	9,0
	Disagree	12	12,0	12,0	21,0
	Neutral	30	30,0	30,0	51,0
	Agree	30	30,0	30,0	81,0
	Totally Agree	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

BD19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally Disagree	9	9,0	9,0	9,0
	Disagree	4	4,0	4,0	13,0

	Neutral	25	25,0	25,0	38,0
	Agree	33	33,0	33,0	71,0
	Totally Agree	29	29,0	29,0	100,0
	Total	100	100,0	100,0	

APPENDIX V

VALIDITY TEST AND RELIABILITY TEST

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Image, Brand Ambassador[b]	.	Enter

a. Dependent Variable: Buying Decision
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,822[a]	,676	,669	,57483

a. Predictors: (Constant), Brand Image, Brand Ambassador

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66,888	2	33,444	101,214	,000[b]
	Residual	32,052	97	,330		
	Total	98,940	99			

a. Dependent Variable: Buying Decision
b. Predictors: (Constant), Brand Image, Brand Ambassador

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,496	,282		-1,761	,081
	Brand Ambassador	,621	,132	,511	4,703	,000
	Brand Image	,403	,127	,344	3,164	,002

a. Dependent Variable: Buying Decision