

BAB V

PENUTUP

Pada bab lima ini penulis akan membahas kesimpulan akhir dari penelitian yang telah dilakukan dan memberikan beberapa saran yang diharapkan dapat bermanfaat bagi perusahaan produsen minuman berenergi serta bagi penelitian selanjutnya.

5.1. Kesimpulan

Dari hasil analisis yang telah dilakukan pada BAB IV, maka dapat diambil beberapa kesimpulan sebagai berikut:

1. Daya Tarik *Endorser* Selebritis memberikan pengaruh yang positif dan signifikan sebesar 22,9% pada Perilaku pembelian Konsumen.
2. Daya Tarik *Endorser* Atlet memberikan pengaruh yang positif dan signifikan sebesar 40,2% pada perilaku pembelian Konsumen.
3. Kredibilitas *Endorser* Selebritis memberikan pengaruh yang positif dan signifikan sebesar 41,9% pada Perilaku pembelian Konsumen.
4. Kredibilitas *Endorser* Atlet memberikan pengaruh yang positif dan signifikan sebesar 43,4% pada perilaku pembelian Konsumen.
5. Kesesuaian *Endorser* Selebritis memberikan pengaruh yang positif dan signifikan sebesar 39,2% pada Perilaku pembelian Konsumen.

6. Kesesuaian *Endorser* Atlet memberikan pengaruh yang positif dan signifikan sebesar 38,6% pada perilaku pembelian Konsumen.
7. Berdasarkan ketentuan analisis *Paired Sample t-Test*, terdapat perbedaan penilaian konsumen pada variabel Daya Tarik. Dengan membandingkan nilai rata-rata hitung masing-masing kelompok (endoser selebriti 3,50; endoser atlet 3,46), dapat disimpulkan bahwa penilaian konsumen pada variabel Daya Tarik lebih tinggi pada iklan yang menggunakan endoser selebriti.
8. Berdasarkan ketentuan analisis *Paired Sample t-Test*, terdapat perbedaan penilaian konsumen pada variabel Kredibilitas (*Trustworthiness* dan *Expertise*). Dengan membandingkan nilai rata-rata hitung masing-masing kelompok (endoser selebriti 3,10; endoser atlet 3,72) dapat disimpulkan bahwa penilaian konsumen pada variabel Kredibilitas (*Trustworthiness* dan *Expertise*) lebih tinggi pada iklan yang menggunakan endoser atlet.
9. Berdasarkan ketentuan analisis *Paired Sample t-Test*, terdapat perbedaan penilaian konsumen pada variabel Kredibilitas (*Trustworthiness* dan *Expertise*). Dengan membandingkan nilai rata-rata hitung masing-masing kelompok (endoser selebriti 3,13; endoser atlet 3,91), dapat disimpulkan bahwa penilaian konsumen pada

variabel Kesesuaian Endorser dengan Produk lebih tinggi pada iklan yang menggunakan endoser atlet.

10. Berdasarkan ketentuan analisis *Paired Sample t-Test* disimpulkan terdapat perbedaan penilaian konsumen pada variabel perilaku pembelian konsumen. Dengan membandingkan nilai rata-rata hitung masing-masing kelompok (endorser selebriti 2,81; endoser atlet 3,07) dapat disimpulkan bahwa minat beli konsumen lebih tinggi pada iklan yang menggunakan endoser atlet.

5.2. Implikasi Manajerial

Penelitian ini menunjukkan bahwa daya tarik, kredibilitas, dan kesesuaian antara *celebrity* dan *athlete endorser* dengan produk yang dimodelkan terbukti berpengaruh positif terhadap perilaku pembelian konsumen pada produk minuman energi. Selain itu, endorser atlet dianggap lebih kredibel dan sesuai untuk dijadikan endorser produk minuman berenergi. Endorser atlet juga lebih mampu mempengaruhi perilaku pembelian konsumen. Meskipun demikian, penelitian ini juga menemukan bahwa endorser selebriti mempunyai daya tarik yang lebih kuat daripada endorser atlet. Sehingga, pihak pemasar harus memperhatikan aspek periklanan dalam perancangan program pemasaran produk, dalam hal ini penggunaan endorser yang sesuai dengan karakteristik dan target pasar produk. Supaya dapat menghasilkan respon positif konsumen terhadap produk yang diiklankan oleh perusahaan.

5.3. Keterbatasan Penelitian dan Saran

Penelitian ini masih memiliki keterbatasan yaitu responden yang ada dalam penelitian ini mempunyai karakteristik usia, pekerjaan (mahasiswa) dan jenis kelamin yang homogen (pria). Selain itu, penelitian ini hanya meneliti dimensi Minat Beli Konsumen dan *Word of Mouth* pada variabel Perilaku Pembelian Konsumen. Sehingga, informasi yang didapat relatif sederhana.

Penulis menyarankan pada penelitian selanjutnya untuk memperluas ragam karakteristik responden seperti jenis kelamin, usia, dan pekerjaan. Selain itu, penelitian selanjutnya juga perlu menambahkan dimensi *Switching Intention* dan *Complaining Behavior* pada variabel Perilaku Pembelian Konsumen, untuk mengetahui ada tidaknya perbedaan perilaku pembelian konsumen jika karakteristik responden lebih beragam dan dimensi *Switching Intention* dan *Complaining Behavior* pada variabel Perilaku Pembelian Konsumen juga diteliti.

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LAMPIRAN I
KUESIONER



Bambang Pamungkas (Model iklan Kuku Bima Energi)



Cinta Laura dan Aliando Syarief (Model iklan Extra Joss Blend)

MINAT BELI KONSUMEN

No	Pernyataan	Bambang Pamungkas			Aliando Syarif dan Cinta Laura								
		STS	TS	N	S	SS	TS	N	S	SS			
1	Saya akan mengatakan hal positif tentang produk ini kepada orang lain												
2	Saya akan menyarankan produk ini kepada orang lain yang meminta saran kepada Saya												
3	Saya akan merekomendasikan produk ini kepada teman/relasi Saya												
4	Saya akan menjadikan produk ini sebagai pilihan utama												
5	Saya akan tetap loyal pada produk ini meskipun harganya sewaktu-waktu naik												

*****TERIMA KASIH ATAS PARTISIPASI ANDA *****



LAMPIRAN II
VALIDITAS DAN RELIABILITAS
(SELEBRITIS)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Cases		
Valid	50	100.0
Excluded ^a	0	.0
Total	50	100.0

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

Item Statistics

	Mean	Std. Deviation	N
DT1	3.7400	.92162	50
DT2	3.4600	.93044	50
DT3	4.0200	.86873	50
DT4	3.4200	.90554	50
DT5	3.6000	.92582	50

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.811	.811	5

Inter-Item Correlation Matrix

	DT1	DT2	DT3	DT4	DT5
DT1	1.000	.595	.363	.354	.450
DT2	.595	1.000	.493	.614	.526
DT3	.363	.493	1.000	.456	.340
DT4	.354	.614	.456	1.000	.424
DT5	.450	.526	.340	.424	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
DT1	14.5000	8.010	.567	.386	.784
DT2	14.7800	7.196	.753	.582	.725
DT3	14.2200	8.420	.524	.292	.796
DT4	14.8200	7.947	.598	.420	.775
DT5	14.6400	8.031	.558	.325	.787

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.2400	11.819	3.43784	5

Reliability Scale: ALL VARIABLES

Case Processing Summary

	N	%
Cases		
Valid	50	100.0
Excluded ^a	0	.0
Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.839	.839	5

Item Statistics

	Mean	Std. Deviation	N
KT1	3.3200	1.05830	50
KT2	3.2400	1.07968	50
KT3	3.2200	.95383	50
KT4	3.0800	.85332	50
KT5	3.2600	.94351	50

Inter-Item Correlation Matrix

	KT1	KT2	KT3	KT4	KT5
KT1	1.000	.753	.556	.446	.406
KT2	.753	1.000	.443	.510	.498
KT3	.556	.443	1.000	.630	.479
KT4	.446	.510	.630	1.000	.379
KT5	.406	.498	.479	.379	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KT1	12.8000	9.061	.700	.636	.790
KT2	12.8800	8.883	.713	.650	.786
KT3	12.9000	9.806	.657	.545	.802
KT4	13.0400	10.529	.611	.470	.816
KT5	12.8600	10.449	.541	.336	.833

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.1200	14.638	3.82601	5

Reliability Scale: ALL VARIABLES

Case Processing Summary

	N	%
Cases		
Valid	50	100.0
Excluded ^a	0	.0
Total	50	100.0

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

Item Statistics

	Mean	Std. Deviation	N
KE1	3.4200	.97080	50
KE2	3.0400	.96806	50
KE3	3.3200	1.05830	50
KE4	3.0800	1.04667	50
KE5	3.5000	.93131	50

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.847	.847	5

Inter-Item Correlation Matrix

	KE1	KE2	KE3	KE4	KE5
KE1	1.000	.720	.601	.348	.463
KE2	.720	1.000	.684	.541	.340
KE3	.601	.684	1.000	.511	.393
KE4	.348	.541	.511	1.000	.649
KE5	.463	.340	.393	.649	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KE1	12.9400	10.302	.663	.641	.813
KE2	13.3200	9.977	.730	.696	.795
KE3	13.0400	9.713	.689	.525	.806
KE4	13.2800	10.083	.632	.608	.822
KE5	12.8600	11.021	.564	.547	.838

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.3600	15.378	3.92147	5

Reliability Scale: ALL VARIABLES

Case Processing Summary

	N	%
Cases Valid	50	100.0
Excluded ^a	0	.0
Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.868	.869	5

Item Statistics

	Mean	Std. Deviation	N
FIT1	3.5600	.97227	50
FIT2	3.3600	.92051	50
FIT3	3.2200	.97499	50
FIT4	3.0600	.97750	50
FIT5	3.2600	1.08440	50

Inter-Item Correlation Matrix

	FIT1	FIT2	FIT3	FIT4	FIT5
FIT1	1.000	.659	.556	.436	.595
FIT2	.659	1.000	.592	.520	.538
FIT3	.556	.592	1.000	.478	.794
FIT4	.436	.520	.478	1.000	.524
FIT5	.595	.538	.794	.524	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
FIT1	12.9000	10.704	.679	.516	.844
FIT2	13.1000	10.867	.701	.544	.839
FIT3	13.2400	10.309	.752	.669	.826
FIT4	13.4000	11.224	.578	.355	.868
FIT5	13.2000	9.673	.759	.682	.824

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.4600	15.968	3.99597	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Cases		
Valid	50	100.0
Excluded ^a	0	.0
Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.845	.845	5

Item Statistics

	Mean	Std. Deviation	N
BI1	3.4800	.95276	50
BI2	3.3000	.90914	50
BI3	3.2600	.94351	50
BI4	2.9400	.93481	50
BI5	3.0000	1.01015	50

Inter-Item Correlation Matrix

	BI1	BI2	BI3	BI4	BI5
BI1	1.000	.679	.562	.354	.488
BI2	.679	1.000	.621	.430	.444
BI3	.562	.621	1.000	.411	.749
BI4	.354	.430	.411	1.000	.475
BI5	.488	.444	.749	.475	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BI1	12.5000	9.276	.647	.506	.814
BI2	12.6800	9.324	.682	.575	.805
BI3	12.7200	8.818	.755	.668	.785
BI4	13.0400	10.080	.503	.287	.851
BI5	12.9800	8.836	.680	.611	.805

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.9800	13.938	3.73341	5



LAMPIRAN III
VALIDITAS DAN RELIABILITAS
(ATLET)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
Total		50	100.0

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

Item Statistics

	Mean	Std. Deviation	N
soal1	3.6000	.88063	50
soal2	3.4600	.93044	50
soal3	3.2800	1.03095	50
soal4	3.3000	.90914	50
soal5	3.7200	1.01096	50

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.868	.871	5

Inter-Item Correlation Matrix

	soal1	soal2	soal3	soal4	soal5
soal1	1.000	.603	.643	.637	.445
soal2	.603	1.000	.608	.847	.400
soal3	.643	.608	1.000	.714	.410
soal4	.637	.847	.714	1.000	.449
soal5	.445	.400	.410	.449	1.000

Item-Total Statistics

Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1	13.7600	10.145	.707	.510	.837
2	13.9000	9.684	.749	.725	.826
3	14.0800	9.300	.720	.573	.833
4	14.0600	9.445	.826	.786	.807
5	13.6400	10.643	.489	.247	.891

Scale Statistics

Mean	Variance	Std. Deviation	N
17.3600	14.888	3.85852	

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
Total		50	100.0

Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.833	.832	5

Item Statistics

	Mean	Std. Deviation	N
soal6	3.9000	.83910	50
soal7	3.6800	.89077	50
soal8	3.5400	.83812	50
soal9	3.2200	.81541	50
soal10	3.4600	.88548	50

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.8000	10.939	3.30738	5

Inter-Item Correlation Matrix

	soal6	soal7	soal8	soal9	soal10
soal6	1.000	.584	.456	.301	.448
soal7	.584	1.000	.564	.464	.553
soal8	.456	.564	1.000	.480	.538
soal9	.301	.464	.480	1.000	.592
soal10	.448	.553	.538	.592	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
soal6	13.9000	7.643	.559	.379	.820
soal7	14.1200	6.883	.698	.506	.780
soal8	14.2600	7.298	.649	.424	.795
soal9	14.5800	7.677	.575	.400	.815
soal10	14.3400	6.964	.683	.489	.785

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

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

Item Statistics

	Mean	Std. Deviation	N
soal11	3.9800	.71400	50
soal12	3.7800	.86402	50
soal13	3.8200	.66055	50
soal14	3.9600	.90260	50
soal15	3.7400	.85261	50

Inter-Item Correlation Matrix

	soal11	soal12	soal13	soal14	soal15
soal11	1.000	.555	.511	.505	.528
soal12	.555	1.000	.430	.303	.419
soal13	.511	.430	1.000	.467	.567
soal14	.505	.303	.467	1.000	.623
soal15	.528	.419	.567	.623	1.000

Reliability Statistics

Cronbach's Alpha	Based on Standardized Items	N of Items
.821	.828	5

Item-Total Statistics

Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1	15.3000	6.459	.678	.474	.771
2	15.5000	6.418	.517	.349	.817
3	15.4600	6.825	.628	.405	.787
4	15.3200	5.977	.598	.441	.794
5	15.5400	5.845	.693	.515	.761

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.2800	9.430	3.07086	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.885	.888	5

Item Statistics

	Mean	Std. Deviation	N
soal16	4.0200	.71400	50
soal17	3.8000	.88063	50
soal18	3.7800	.99571	50
soal19	3.6600	.87155	50
soal20	3.9800	.82040	50

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.2400	12.717	3.56605	5

Inter-Item Correlation Matrix

	soal16	soal17	soal18	soal19	soal20
soal16	1.000	.688	.667	.667	.667
soal17	.688	1.000	.647	.521	.641
soal18	.667	.647	1.000	.641	.618
soal19	.667	.521	.641	1.000	.618
soal20	.558	.418	.719	.618	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
soal16	15.2200	8.910	.774	.627	.855
soal17	15.4400	8.537	.661	.553	.875
soal18	15.4600	7.356	.809	.682	.841
soal19	15.5800	8.330	.721	.547	.861
soal20	15.2600	8.727	.684	.574	.869

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
Total		50	100.0

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

Item Statistics

	Mean	Std. Deviation	N
soal21	3.4000	.96890	50
soal22	3.0600	.86685	50
soal23	3.1800	.89648	50
soal24	2.8000	.85714	50
soal25	2.7200	.94847	50

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.829	.833	5

Inter-Item Correlation Matrix

	soal21	soal22	soal23	soal24	soal25
soal21	1.000	.627	.550	.319	.280
soal22	.627	1.000	.852	.511	.368
soal23	.550	.852	1.000	.499	.349
soal24	.319	.511	.499	1.000	.633
soal25	.280	.368	.349	.633	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
21	11.7600	8.268	.548	.398	.819
22	12.1000	7.765	.775	.770	.754
23	11.9800	7.816	.726	.733	.766
24	12.3600	8.439	.620	.499	.797
25	12.4400	8.619	.492	.407	.834

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.1600	12.260	3.50137	5



LAMPIRAN IV
ANALISIS REGRESI
(SELEBRITIS)

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Daya tarik endorser Selebritis ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Perilaku pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.482 ^a	.232	.229	3.707

a. Predictors: (Constant), Daya tarik endorser Selebritis

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1	1070.344	1	1070.344	77.896	.000 ^a
	3545.102	258	13.741		
Total	4615.446	259			

a. Predictors: (Constant), Daya tarik endorser Selebritis

b. Dependent Variable: Perilaku pembelian

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	4.718	1.082		4.361	.000
	Daya tarik endorser Selebritis	.534	.060	.482	8.826	.000

a. Dependent Variable: Perilaku pembelian

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Kredibilitas endorser Selebritis ^a		.Enter

a. All requested variables entered.

b. Dependent Variable: Perilaku pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.649 ^a	.421	.419	3.218

a. Predictors: (Constant), Kredibilitas endorser Selebritis

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1	1943.503	1	1943.503	187.663	.000 ^a
	2671.943	258	10.356		
Total	4615.446	259			

a. Predictors: (Constant), Kredibilitas endorser Selebritis

b. Dependent Variable: Perilaku pembelian

Coefficients^a

Model	Unstandardized Coefficients		Std. Error	Standardized Coefficients	t	Sig.
	B			Beta		
1	(Constant)	2.261	.883		2.561	.011
	Kredibilitas endorser Selebritis	.381	.028	.649	13.699	.000

a. Dependent Variable: Perilaku pembelian

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Kesesuaian endorser dengan produk Selebritis ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Perilaku pembelian

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression 1821.204	1	1821.204	168.157	.000 ^a
	Residual 2794.242	258	10.830		
	Total 4615.446	259			

a. Predictors: (Constant), Kesesuaian endorser dengan produk Selebritis

b. Dependent Variable: Perilaku pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.628 ^a	.395	.392	3.291

a. Predictors: (Constant), Kesesuaian endorser dengan produk Selebritis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant) 3.509	.838			4.188	.000
	Kesesuaian endorser dengan produk Selebritis .673	.052	.628		12.968	.000

a. Dependent Variable: Perilaku pembelian



LAMPIRAN V
ANALISIS REGRESI
(ATLET)

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Daya tarik endorser Atlet ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Perilaku pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.636 ^a	.404	.402	2.920

a. Predictors: (Constant), Daya tarik endorser Atlet

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1	1492.242	1	1492.242	174.976	.000 ^a
	2200.293	258	8.528		
Total	3692.535	259			

a. Predictors: (Constant), Daya tarik endorser Atlet

b. Dependent Variable: Perilaku pembelian

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	5.217	.787		6.633	.000
(Constant)					
Daya tarik endorser Atlet	.585	.044	.636	13.228	.000

a. Dependent Variable: Perilaku pembelian

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Kredibilitas endorser Atlet ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Perilaku pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.661 ^a	.436	.434	2.840

a. Predictors: (Constant), Kredibilitas endorser Atlet

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	1611.596	1	1611.596	199.810	.000 ^a
	Residual	2080.938	258	8.066		
	Total	3692.535	259			

a. Predictors: (Constant), Kredibilitas endorser Atlet

b. Dependent Variable: Perilaku pembelian

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	-.203	1.114		-.183	.855
	Kredibilitas endorser Atlet	.418	.030	.661	14.135	.000

a. Dependent Variable: Perilaku pembelian

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Kesesuaian endorser Atlet dengan produk ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Perilaku pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621 ^a	.386	.383	2.965

a. Predictors: (Constant), Kesesuaian endorser Atlet dengan produk

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	1424.695	1	1424.695	162.080	.000 ^a
	Residual	2267.840	258	8.790		
	Total	3692.535	259			

a. Predictors: (Constant), Kesesuaian endorser Atlet dengan produk

b. Dependent Variable: Perilaku pembelian

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta	t		
1	(Constant)	1.784	1.081		1.651	.100
	Kesesuaian endorser Atlet dengan produk	.694	.055	.621	12.731	.000

a. Dependent Variable: Perilaku pembelian



LAMPIRAN VI
HASIL UJI BEDA

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Daya Tarik Selebritis	3.50	260	.762	.047
Daya Tarik Atlet	3.46	260	.821	.051
Pair 2 Kredibilitas Selebritis	3.10	260	.720	.045
Kredibilitas Atlet	3.72	260	.597	.037
Pair 3 Kesesuaian Selebritis	3.13	260	.787	.049
Kesesuaian Atlet	3.91	260	.676	.042
Pair 4 Perilaku Pembelian (Endorser Selebritis)	2.81	260	.844	.052
Perilaku Pembelian (Endorser Atlet)	3.07	260	.755	.047

Paired Samples Correlations

	N	Correlation
Pair 1 Daya Tarik Selebritis & Daya Tarik Atlet	260	.109
Pair 2 Kredibilitas Selebritis & Kredibilitas Atlet	260	.177
Pair 3 Kesesuaian Selebritis & Kesesuaian Atlet	260	.038
Pair 4 Perilaku Pembelian (Endorser Selebritis) & Perilaku Pembelian (Endorser Atlet)	260	.366

Paired Samples Test

	Paired Differences				t	df	Sig. (2-tailed)
	Mean	Std. Deviation	95% Confidence Interval of the Difference				
			Lower	Upper			
Pair 1 Daya Tarik Selebritis - Daya Tarik Atlet	.032	1.058	-.097	.161	.493	259	.623
Pair 2 Kredibilitas Selebritis - Kredibilitas Atlet	-.623	.850	-.727	-.520	-11.831	259	.000
Pair 3 Kesesuaian Selebritis - Kesesuaian Atlet	-.778	1.018	-.903	-.654	-12.328	259	.000
Pair 4 Perilaku Pembelian (Endorser Selebritis) - Perilaku Pembelian (Endorser Atlet)	-.259	.903	-.370	-.149	-4.627	259	.000



LAMPIRAN VII
TABEL DISTRIBUSI R

DISTRIBUSI Nilai r
 tabel Signifikansi 5% dan 1%

The Level of Significance					
N	5%	1%	N	5%	1%
3	0.997	0.999	38	0.32	0.413
4	0.95	0.99	39	0.316	0.408
5	0.878	0.959	40	0.312	0.403
6	0.811	0.917	41	0.308	0.398
7	0.754	0.874	42	0.304	0.393
8	0.707	0.834	43	0.301	0.389
9	0.666	0.798	44	0.297	0.384
10	0.632	0.765	45	0.294	0.38
11	0.602	0.735	46	0.291	0.376
12	0.576	0.708	47	0.288	0.372
13	0.553	0.684	48	0.284	0.368
14	0.532	0.661	49	0.281	0.364
15	0.514	0.641	50	0.279	0.361
16	0.497	0.623	55	0.266	0.345
17	0.482	0.606	60	0.254	0.33
18	0.468	0.59	65	0.244	0.317
19	0.456	0.575	70	0.235	0.306
20	0.444	0.561	75	0.227	0.296
21	0.433	0.549	80	0.22	0.286
22	0.432	0.537	85	0.213	0.278
23	0.413	0.526	90	0.207	0.267
24	0.404	0.515	95	0.202	0.263
25	0.396	0.505	100	0.195	0.256
26	0.388	0.496	125	0.176	0.23
27	0.381	0.487	150	0.159	0.21
28	0.374	0.478	175	0.148	0.194
29	0.367	0.47	200	0.138	0.181
30	0.361	0.463	300	0.113	0.148
31	0.355	0.456	400	0.098	0.128
32	0.349	0.449	500	0.088	0.115
33	0.344	0.442	600	0.08	0.105
34	0.339	0.436	700	0.074	0.097
35	0.334	0.43	800	0.07	0.091
36	0.329	0.424	900	0.065	0.086
37	0.325	0.418	1000	0.062	0.081



LAMPIRAN VIII

DATA JAWABAN RESPONDEN

No Resp	DT.S.1	DT.S.2	DT.S.3	DT.S.4	DT.S.5	DT.S	KT.S.1	KT.S.2	KT.S.3	KI.S.4	KT.S.5	KE.S.1	KE.S.2	KE.S.3	KE.S.4	KE.S.5	KTES
1	5	5	5	5	5	25	2	1	2	3	4	2	2	1	4	5	26
2	4	3	4	2	4	17	4	3	4	2	3	2	2	2	2	3	27
3	2	3	2	3	2	12	2	3	2	3	2	3	4	3	2	3	27
4	3	2	4	3	3	15	2	3	2	3	3	2	3	2	2	3	25
5	1	1	1	1	5	9	3	3	1	2	1	3	3	3	1	3	23
6	4	3	3	4	3	17	4	3	2	1	4	4	4	4	1	5	32
7	3	2	2	3	2	12	5	4	4	4	3	5	3	3	1	4	36
8	4	4	3	3	4	18	3	3	3	4	3	3	3	4	3	4	33
9	4	3	4	3	3	17	3	4	4	3	3	4	3	4	3	3	34
10	3	2	2	3	2	12	4	1	5	3	1	4	1	4	5	5	33
11	5	3	5	3	5	21	3	3	3	2	3	4	2	3	4	4	31
12	4	4	4	4	2	18	3	3	3	4	3	4	2	4	3	4	33
13	5	3	4	3	3	18	3	2	4	2	2	2	3	4	3	2	27
14	4	3	3	3	3	16	4	3	4	4	3	3	3	3	3	4	34
15	4	3	4	3	5	19	2	2	2	3	2	4	2	4	2	2	25
16	4	3	4	4	4	19	2	1	2	3	4	2	2	1	4	5	26
17	4	4	4	3	4	19	1	2	3	3	2	2	2	3	1	4	23
18	5	5	5	5	5	25	1	1	1	1	2	2	1	1	3	4	17
19	5	5	5	3	5	23	3	2	2	2	2	4	2	3	2	2	24
20	2	3	3	3	3	14	4	4	4	4	4	4	4	4	4	4	40
21	3	2	3	3	3	14	4	4	4	4	4	4	4	4	4	4	40
22	4	3	3	2	5	17	2	3	3	2	4	5	5	5	2	5	36
23	4	4	5	5	4	22	4	2	2	4	2	4	4	4	4	2	32
24	4	4	4	4	4	20	2	3	2	2	2	3	2	3	4	3	26
25	4	4	4	4	4	20	4	4	2	2	3	4	2	3	2	2	28
26	4	4	4	3	4	19	3	2	2	2	2	4	3	4	3	3	28
27	4	4	4	4	4	20	3	3	2	2	2	4	2	2	2	2	24
28	4	4	4	3	3	18	2	3	4	3	4	4	3	4	2	3	32
29	5	4	5	4	5	23	4	3	4	4	3	4	3	5	5	4	39
30	4	3	4	4	4	19	3	3	3	3	3	4	3	3	2	3	30
31	4	3	4	3	3	17	2	3	3	3	4	3	2	4	3	4	31
32	4	3	4	3	4	18	4	4	4	4	3	4	4	4	2	3	36
33	3	2	2	3	2	12	2	2	3	3	3	2	2	4	4	2	27
34	3	2	2	3	2	12	4	3	2	2	2	2	2	1	4	4	26
35	3	2	2	3	2	12	1	1	1	1	2	2	1	1	3	4	17

258	4	3	4	3	3	17	3	3	3	2	3	2	2	3	2	3	26
259	4	5	4	4	5	22	4	4	5	4	4	4	4	4	4	4	42
260	4	3	5	3	3	18	3	2	2	3	3	4	4	2	1	1	23



No Resp	FIT.S.1	FIT.S.2	FIT.S.3	FIT.S.4	FIT.S.5	FIT.S	B.I.S.1	B.I.S.2	B.I.S.3	B.I.S.4	B.I.S.5	B.I.S
1	4	4	4	4	3	19	4	4	4	3	1	16
2	3	2	2	2	2	11	2	2	2	2	2	10
3	2	3	2	3	2	12	3	2	3	2	3	13
4	2	3	2	2	3	12	2	3	3	2	2	12
5	3	1	3	3	3	13	3	3	1	1	3	11
6	4	4	4	4	1	17	3	4	4	2	3	16
7	3	4	2	4	3	16	3	2	2	1	1	9
8	3	4	3	3	4	17	2	3	3	2	3	13
9	4	4	3	3	3	17	3	3	3	3	2	14
10	5	5	4	3	5	22	2	1	2	3	1	9
11	3	3	2	3	2	13	3	3	3	3	2	14
12	3	2	2	2	2	11	3	3	3	2	3	14
13	3	2	3	2	2	12	2	3	3	3	4	15
14	3	3	4	4	5	19	4	4	3	3	4	18
15	4	2	2	2	1	11	2	2	1	1	1	7
16	4	4	4	4	4	20	4	4	3	3	3	17
17	4	4	1	2	1	12	4	3	2	2	1	12
18	5	2	2	4	3	16	2	2	2	1	1	8
19	4	2	2	2	2	12	3	3	3	2	2	13
20	4	4	3	4	4	19	4	4	4	4	4	20
21	4	4	4	4	4	20	4	4	4	4	4	20
22	3	4	5	4	3	19	2	2	2	1	1	8
23	3	2	3	4	4	16	5	5	2	3	4	19
24	4	2	2	3	3	14	4	3	2	2	3	14
25	2	2	2	3	1	10	3	3	3	4	3	16
26	4	4	3	3	4	18	4	3	2	3	2	14
27	4	2	2	2	2	12	2	2	2	2	2	10
28	3	4	4	3	4	18	2	2	3	2	2	11
29	4	5	3	4	4	20	4	3	3	5	5	20
30	4	2	2	2	2	12	2	2	2	2	2	10
31	3	4	2	4	1	14	2	3	2	3	2	12
32	4	4	2	2	2	14	3	3	3	3	3	15
33	2	2	2	2	2	10	2	2	2	1	1	8
34	4	4	4	2	3	17	2	1	2	1	2	8
35	5	2	2	4	3	16	2	2	2	1	1	8
36	5	2	2	4	3	16	2	2	2	1	1	8

74	4	4	3	3	4	4	4	18	2	2	2	3	2	2	11
75	4	4	3	3	3	3	3	16	2	2	3	3	3	3	13
76	2	2	2	2	2	2	2	10	2	2	2	2	2	2	10
77	3	3	2	3	2	2	2	12	3	2	2	2	2	2	11
78	3	3	3	2	2	2	3	13	3	3	3	2	2	2	13
79	3	3	3	3	3	3	3	15	3	3	3	3	3	3	15
80	4	4	3	3	3	3	3	16	3	3	3	2	2	2	13
81	5	5	4	3	4	4	4	20	4	3	4	3	4	4	18
82	3	3	3	2	2	2	1	11	2	3	2	2	2	2	11
83	2	2	2	2	2	2	2	10	2	2	2	2	2	2	10
84	2	2	2	2	2	2	2	10	2	2	2	2	2	2	10
85	5	5	4	4	1	3	5	17	5	2	2	1	1	1	11
86	4	4	5	4	3	4	4	20	4	3	3	2	1	1	13
87	2	2	2	2	2	2	2	10	2	2	2	2	2	2	10
88	2	2	2	2	2	2	2	10	2	2	2	2	2	2	10
89	2	2	3	2	3	2	2	12	3	2	3	2	3	3	13
90	2	2	2	2	2	2	2	10	2	2	2	2	2	2	10
91	3	3	2	3	2	2	2	12	3	2	2	2	2	2	11
92	2	2	2	2	2	2	2	10	2	2	2	2	2	2	10
93	4	4	2	2	2	2	2	12	2	2	1	1	1	1	6
94	2	2	2	2	2	2	2	10	2	2	2	2	2	2	10
95	3	3	2	4	1	5	1	15	1	2	3	4	5	5	15
96	4	4	4	3	2	3	4	16	4	3	2	2	2	2	13
97	3	3	1	3	3	3	3	13	3	3	1	1	3	3	11
98	4	4	2	2	2	2	2	12	2	2	1	1	1	1	6
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