# **LAMPIRAN**

**Lampiran 1**

**KUISIONER PENELITIAN**

Selamat Pagi/Siang/Sore/Malam

Perkenalkan saya Nabilah Umami (705170267) Mahasiswa Fakultas Psikologi Universitas Tarumanagara. Saat ini saya sedang melakukan penelitian sebagai persyaratan tugas akhir mengenai “Pengaruh Kredibilitas Selebriti Terhadap Minat Beli Produk Teh Siap Minum Pada Dewasa Muda”. Tujuan penelitian ini adalah untuk mengetahui pengaruh kredibilitas selebriti terhadap minat beli khususnya pada dewasa muda sebagai konsumen produk teh siap minum. Oleh karena itu, saya meminta kesediaan anda untuk mengisi kuisioner ini dengan sejujur-jujurnya jika anda memiliki kriteria sebagai berikut:

1. Berusia 18-40 tahun
2. Pernah membeli produk teh siap minum dengan metode promosi menggunakan selebriti
3. Mengetahui selebriti yang mempromosikan produk teh siap minum

Seluruh data yang didapatkan hanya akan saya gunakan untuk kepentingan penelitian dan tidak akan disebarluaskan. Anda dapat berhenti mengisi kuisioner dan menarik seluruh data yang anda berikan jika anda merasa kurang nyaman dalam mengikuti penelitian ini.

Jika ada pertanyaan atau mengalami kendala saat mengisi kuisioner, anda dapat menghubungi peneliti melalui:

No. Hp: 081218663906

Email: nabilah.705170267@stu.untar.ac.id

**Lampiran 2**

**INFORMED CONSENT**

Saya menyatakan bahwa saya bersedia untuk mengisi kuesioner oleh Saudari yang bernama Nabilah Umami (705170267) yang merupakan mahasiswi Fakultas Psikologi Universitas Tarumanagara dengan sungguh-sungguh dan tanpa paksaan dari pihak manapun. Sekaligus memberikan izin untuk penggunaan data ini. Demikian surat ini saya buat dengan **jujur, sadar dan tanpa paksaan** dari pihak manapun

Saya menyatakan bahwa kebenaran dari data ini dapat saya pertanggung jawabkan. Jika suatu saat dianggap perlu ataupun berdasarkan pertimbangan apapun, saya dapat menarik seluruh data yang saya berikan.

Tanda Tangan

(Nama/Inisial)

**Lampiran 3**

**Data Responden**

|  |  |
| --- | --- |
| Nama/ Inisial |  |
| Umur | 1. 18-23 tahun
2. 24-28 tahun
3. 29-33 tahun
4. 33-38 tahun
5. 39-40 tahun
 |
| Nomor HP |  |
| Jenis Kelamin | 1. Laki-laki
2. Perempuan
 |
| Uang Saku/Pendapatan Bulanan | 1. <500.000
2. 500.001-2.000.000
3. 2.000.001-3.500.000
4. 3.500.001-5.000.000
5. >5.000.000
 |

**Lampiran 4**

**Kredibilitas Selebriti**

*Expertise*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Pernyataan | STS | TS | RR | S | SS |
| 1. | Saya merasa *celebrity endorser* teh siap minum memiliki keahlian tertentusehingga terpilih menjadi celebrity endorser produk teh siap minum.  |  |  |  |  |  |
| 2. | Saya merasa pengalaman yang dimiliki *celebrity endorser* teh siap minum membuatnya mampu tampil dengan percaya diri sebagai bintang iklan produk teh siap minum.  |  |  |  |  |  |
| 3. | Saya merasa pengetahuan yang dimiliki seorang *celebrity endorser* teh siap minum dapat meyakinkan masyarakat untuk mengonsumsi produk teh siap minum.  |  |  |  |  |  |
| 4.  | Saya merasa *celebrity endorser* teh siap minum memiliki kesan yang sesuai dalam menjalankan perannya sebagai *endorser* produk teh siap minum |  |  |  |  |  |

*Trustworthiness*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Pernyataan | STS | TS | RR | S | SS |
| 5. | *Celebrity endorser* teh siap minum dapat diandalkan untuk menjadi bintang iklan teh siap minum.  |  |  |  |  |  |
| 6. | Saya merasa *celebrity endorser* teh siap minum jujur dalam menyampaikan pesan tentang produk teh siap minum.  |  |  |  |  |  |
| 7. | Saya merasa *celebrity endorser* mampu dalam menyampaikan pesan tentang produk teh siap minum |  |  |  |  |  |
| 8. | Saya merasa *celebrity endorser* tulus dalam perannya menjadi bintang iklan teh siap minum.  |  |  |  |  |  |
| 9. | Saya merasa celebrity endorser meyakinkan saat menjadi bintang iklan dan dalam menyampaikan pesan produk teh siap minum |  |  |  |  |  |

*Attractiveness*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Pernyataan | STS | TS | RR | S | SS |
| 10. | Saya merasa *celebrity endorser* teh siap minum menarik sehingga mampu menyampaikan pesan tentang produk teh siap minum yang berkualitas.  |  |  |  |  |  |
| 11. | Saya merasa *celebrity endorser* teh siap minum memiliki kesan berkelas sehingga dapat menunjukkan bahwa produk teh siap minum merupakan minuman yang berkualitas  |  |  |  |  |  |
| 12. | Kecantikan/ketampanan *celebrity endorser* teh siap minum mampu menyampakan pesan iklan bahwa produk teh siap minum ditujukan untuk kalangan anak muda.  |  |  |  |  |  |
| 13. | Saya merasa *celebrity endorser* teh siap minum tampak elegan dalam perannya sebagai *endorser* teh siap minum. |  |  |  |  |  |
| 14. | Saya merasa *celebrity endorser* teh siap minum itu gagah. |  |  |  |  |  |

**Minat Beli**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Pernyataan | STS | TS | BS | S | SS |
| 1. Merek teh siap minum yang dipromosikan oleh selebriti dengan mudah menarik perhatian saya.
 |  |  |  |  |  |
| 1. Merek teh siap minum yang dipromosikan oleh selebriti dengan mudah muncul di pikiran saya kapanpun saya harus membuat pembelian.
 |  |  |  |  |  |
| 1. Jika selebriti kesukaan saya mempromosikan suatu merek teh siap minum, saya akan membeli produk teh siap minum dari merek tersebut apapun yang terjadi.
 |  |  |  |  |  |
| 1. Saya akan membeli sebuah merek teh siap minum karena saya menyukai selebriti yang mempromosikan merek tersebut.
 |  |  |  |  |  |
| 1. Saya akan mempertimbangkan untuk membeli sebuah produk teh siap minum yang dipromosikan oleh selebriti kesukaan saya.
 |  |  |  |  |  |
| 1. Saya senang untuk membeli sebuah merek teh siap minum yang dipromosikan oleh selebriti kesukaan saya.
 |  |  |  |  |  |

**Lampiran 5**

**Gambaran Partisipan Berdasarkan Usia**

 **Usia**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 18-23 | 370 | 84,9 | 84,9 | 84,9 |
| 24-29 | 53 | 12,2 | 12,2 | 97,0 |
| 30-35 | 11 | 2,5 | 2,5 | 99,5 |
| 36-40 | 2 | ,5 | ,5 | 100,0 |
| Total | 436 | 100,0 | 100,0 |   |

**Lampiran 6**

**Gambaran Partisipan Berdasarkan Jenis Kelamin**

 **JK**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Laki-laki | 10 | 2,3 | 2,3 | 2,3 |
| Perempuan | 426 | 97,7 | 97,7 | 100,0 |
| Total | 436 | 100,0 | 100,0 |   |

**Lampiran 7**

**Gambaran Partisipan Berdasarkan Uang Saku/Pendapatan**

 **Uang\_saku**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | <500.000 | 187 | 42,9 | 42,9 | 42,9 |
| 500.001-2.000.000 | 178 | 40,8 | 40,8 | 83,7 |
| 2.000.001-3.500.000 | 34 | 7,8 | 7,8 | 91,5 |
| 3.500.001-5.000.000 | 24 | 5,5 | 5,5 | 97,0 |
| >5.000.000 | 13 | 3,0 | 3,0 | 100,0 |
| Total | 436 | 100,0 | 100,0 |   |

**Lampiran 8**

**Validitas Kredibilitas Selebriti**

 **Descriptive Statistics**

|  |  |  |  |
| --- | --- | --- | --- |
|   | Mean | Std. Deviation | N |
| Tinggi\_Kred | 4,7840 | ,14529 | 118 |
| Rendah\_Kred | 3,4624 | ,36076 | 118 |

 **Correlations**

|  |  |  |  |
| --- | --- | --- | --- |
|   |   | Tinggi\_Kred | Rendah\_Kred |
| Tinggi\_Kred | Pearson Correlation | 1 | -,820(\*\*) |
| Sig. (2-tailed) |   | ,000 |
| N | 118 | 118 |
| Rendah\_Kred | Pearson Correlation | -,820(\*\*) | 1 |
| Sig. (2-tailed) | ,000 |   |
| N | 118 | 118 |

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

**Lampiran 9**

**Reliabilitas Kredibilitas Selebriti**

 **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 |
| ,886 | 14 |

 **Item-Total Statistics**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Ex1 | 51,9667 | 62,861 | ,680 | ,873 |
| Ex2 | 51,4667 | 72,533 | ,297 | ,888 |
| Ex3 | 51,8667 | 69,292 | ,333 | ,890 |
| Ex4 | 51,6000 | 65,697 | ,715 | ,873 |
| T1 | 51,7333 | 66,478 | ,590 | ,878 |
| T2 | 52,7667 | 62,185 | ,682 | ,873 |
| T3 | 51,6333 | 71,275 | ,317 | ,888 |
| T4 | 52,2667 | 63,375 | ,736 | ,870 |
| T5 | 51,7667 | 63,289 | ,707 | ,872 |
| A1 | 51,5000 | 68,672 | ,535 | ,880 |
| A2 | 51,7000 | 65,183 | ,592 | ,877 |
| A3 | 51,6333 | 70,516 | ,267 | ,892 |
| A4 | 51,9333 | 63,582 | ,722 | ,871 |
| A5 | 52,8667 | 61,637 | ,679 | ,873 |

**Lampiran 10**

**Reliabilitas Dimensi *Expertise***

 **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 |
| ,650 | 4 |

 **Item-Total Statistics**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Ex1 | 12,7667 | 3,564 | ,436 | ,591 |
| Ex2 | 12,2667 | 5,168 | ,376 | ,628 |
| Ex3 | 12,6667 | 4,230 | ,314 | ,674 |
| Ex4 | 12,4000 | 3,697 | ,695 | ,406 |

**Lampiran 11**

**Reliabilitas Dimensi *Trustworthiness***

 **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 |
| ,771 | 5 |

 **Item-Total Statistics**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| T1 | 15,1667 | 9,592 | ,417 | ,769 |
| T2 | 16,2000 | 6,993 | ,718 | ,660 |
| T3 | 15,0667 | 11,099 | ,204 | ,819 |
| T4 | 15,7000 | 7,734 | ,728 | ,662 |
| T5 | 15,2000 | 7,821 | ,665 | ,684 |

**Lampiran 12**

**Reliabilitas Dimensi *Attractiveness***

 **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 |
| ,729 | 5 |

 **Item-Total Statistics**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| A1 | 15,4667 | 9,706 | ,437 | ,705 |
| A2 | 15,6667 | 8,644 | ,444 | ,700 |
| A3 | 15,6000 | 9,283 | ,337 | ,739 |
| A4 | 15,9000 | 7,817 | ,640 | ,623 |
| A5 | 16,8333 | 6,902 | ,627 | ,622 |

**Lampiran 13**

**Validitas Minat Beli**

 **Descriptive Statistics**

|  |  |  |  |
| --- | --- | --- | --- |
|   | Mean | Std. Deviation | N |
| Tinggi\_MB | 2,0700 | ,06139 | 118 |
| Rendah\_MB | 1,3171 | ,22299 | 118 |

 **Correlations**

|  |  |  |  |
| --- | --- | --- | --- |
|   |   | Tinggi\_MB | Rendah\_MB |
| Tinggi\_MB | Pearson Correlation | 1 | -,830(\*\*) |
| Sig. (2-tailed) |   | ,000 |
| N | 118 | 118 |
| Rendah\_MB | Pearson Correlation | -,830(\*\*) | 1 |
| Sig. (2-tailed) | ,000 |   |
| N | 118 | 118 |

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

**Lampiran 14**

**Reliabilitas Minat Beli**

 **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 |
| ,798 | 6 |

 **Item-Total Statistics**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| MB1 | 18,3667 | 20,999 | ,691 | ,733 |
| MB2 | 18,7000 | 24,493 | ,390 | ,804 |
| MB3 | 18,3000 | 22,286 | ,560 | ,766 |
| MB4 | 18,4333 | 20,254 | ,704 | ,728 |
| MB5 | 18,4333 | 25,909 | ,317 | ,816 |
| MB6 | 17,9333 | 21,926 | ,677 | ,740 |

**Lampiran 15**

**Gambaran Data Variabel Kredibilitas Selebriti**

 **Descriptive Statistics**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|   | N | Minimum | Maximum | Mean | Std. Deviation |
| Kredibilitas | 436 | 1,64 | 5,00 | 4,1510 | ,54472 |
| Valid N (listwise) | 436 |   |   |   |   |

 **kat\_kred**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | rendah | 3 | ,7 | ,7 | ,7 |
| sedang | 80 | 18,3 | 18,3 | 19,0 |
| Tinggi | 353 | 81,0 | 81,0 | 100,0 |
| Total | 436 | 100,0 | 100,0 |   |

**Lampiran 16**

**Gambaran Data Dimensi Variabel Kredibilitas Selebriti**

 **Descriptive Statistics**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|   | N | Minimum | Maximum | Mean | Std. Deviation |
| Mean\_Expertise | 436 | 1,75 | 5,00 | 4,1732 | ,59389 |
| Mean\_Trustworthiness | 436 | 1,40 | 5,00 | 4,0445 | ,62921 |
| Mean\_Attractiveness | 436 | 1,20 | 5,00 | 4,2399 | ,64893 |
| Valid N (listwise) | 436 |   |   |   |   |

**Lampiran 17**

**Gambaran Data Variabel Minat Beli**

 **Descriptive Statistics**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|   | N | Minimum | Maximum | Mean | Std. Deviation |
| minat\_beli | 436 | ,57 | 2,14 | 1,7408 | ,31515 |
| Valid N (listwise) | 436 |   |   |   |   |

 **kat\_MB**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1,00 | 16 | 3,7 | 3,7 | 3,7 |
| 2,00 | 87 | 20,0 | 20,0 | 23,6 |
| 3,00 | 333 | 76,4 | 76,4 | 100,0 |
| Total | 436 | 100,0 | 100,0 |   |

**Lampiran 18**

**Uji Normalitas Kredibilitas Selebriti terhadap Minat Beli**

 **One-Sample Kolmogorov-Smirnov Test**

|  |  |
| --- | --- |
|   | Unstandardized Residual |
| N | 436 |
| Normal Parameters(a,b) | Mean | ,0000000 |
| Std. Deviation | 3,45024064 |
| Most Extreme Differences | Absolute | ,046 |
| Positive | ,030 |
| Negative | -,046 |
| Kolmogorov-Smirnov Z | ,950 |
| Asymp. Sig. (2-tailed) | ,327 |

a Test distribution is Normal.

b Calculated from data.

**Lampiran 19**

**Uji Linearitas Kredibilitas Selebriti Terhadap Minat Beli**

**Lampiran 20**

**Uji Regresi Linear Sederhana Kredibilitas Selebriti Terhadap Minat Beli**

 **Model Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,623(a) | ,388 | ,387 | 3,454 |

a Predictors: (Constant), Kredibilitas

 **ANOVA(b)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |   | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 3289,498 | 1 | 3289,498 | 275,697 | ,000(a) |
| Residual | 5178,310 | 434 | 11,932 |   |   |
| Total | 8467,807 | 435 |   |   |   |

a Predictors: (Constant), Kredibilitas

b Dependent Variable: Minat\_Beli

 **Coefficients(a)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Model |   | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta | B | Std. Error |
| 1 | (Constant) | 3,416 | 1,273 |   | 2,683 | ,008 |
| Kredibilitas | ,361 | ,022 | ,623 | 16,604 | ,000 |

a Dependent Variable: Minat\_Beli

**Lampiran 21**

**Uji Regresi Linear Sederhana Dimensi *Expertise* Terhadap Minat Beli**

 **Model Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,466(a) | ,218 | ,216 | 3,90710 |

a Predictors: (Constant), Expertise

 **ANOVA(b)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |   | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1842,595 | 1 | 1842,595 | 120,703 | ,000(a) |
| Residual | 6625,213 | 434 | 15,265 |   |   |
| Total | 8467,807 | 435 |   |   |   |

a Predictors: (Constant), Expertise

b Dependent Variable: total\_Minat\_beli

 **Coefficients(a)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Model |   | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta | B | Std. Error |
| 1 | (Constant) | 9,909 | 1,330 |   | 7,453 | ,000 |
| Expertise | ,866 | ,079 | ,466 | 10,987 | ,000 |

a Dependent Variable: total\_Minat\_beli

**Lampiran 22**

**Analisis Regresi Linear Sederhana Dimensi *Trustworthiness* Terhadap Minat Beli**

 **Model Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,531(a) | ,282 | ,281 | 3,74214 |

a Predictors: (Constant), Trustworthiness

 **ANOVA(b)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |   | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 2390,243 | 1 | 2390,243 | 170,688 | ,000(a) |
| Residual | 6077,564 | 434 | 14,004 |   |   |
| Total | 8467,807 | 435 |   |   |   |

a Predictors: (Constant), Trustworthiness

b Dependent Variable: total\_Minat\_beli

 **Coefficients(a)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Model |   | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta | B | Std. Error |
| 1 | (Constant) | 9,304 | 1,167 |   | 7,971 | ,000 |
| Trustworthiness | ,745 | ,057 | ,531 | 13,065 | ,000 |

a Dependent Variable: total\_Minat\_beli

**Lampiran 23**

**Analisis Regresi Linear Sederhana Dimensi *Attractiveness* Terhadap Minat Beli**

 **Model Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,608(a) | ,370 | ,368 | 3,50613 |

a Predictors: (Constant), Attractiveness

 **ANOVA(b)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |   | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 3132,665 | 1 | 3132,665 | 254,834 | ,000(a) |
| Residual | 5335,143 | 434 | 12,293 |   |   |
| Total | 8467,807 | 435 |   |   |   |

a Predictors: (Constant), Attractiveness

b Dependent Variable: total\_Minat\_beli

 **Coefficients(a)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Model |   | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta | B | Std. Error |
| 1 | (Constant) | 6,838 | 1,111 |   | 6,154 | ,000 |
| Attractiveness | ,827 | ,052 | ,608 | 15,964 | ,000 |

a Dependent Variable: total\_Minat\_beli

**Lampiran 24**

**Uji Beda Ditinjau dari Usia**

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 **Test of Homogeneity of Variances**

total\_Minat\_beli

|  |  |  |  |
| --- | --- | --- | --- |
| Levene Statistic | df1 | df2 | Sig. |
| ,414 | 3 | 432 | ,743 |

 **ANOVA**

total\_Minat\_beli

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|   | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 229,508 | 3 | 76,503 | 4,012 | ,008 |
| Within Groups | 8238,299 | 432 | 19,070 |   |   |
| Total | 8467,807 | 435 |   |   |   |

**Post Hoc**

 **Multiple Comparisons**

Dependent Variable: total\_Minat\_beli

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|   | (I) Usia | (J) Usia | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval |
| Lower Bound | Upper Bound | Lower Bound | Upper Bound | Lower Bound |
| Tukey HSD | 18-23 | 24-29 | 1,75365(\*) | ,64137 | ,033 | ,0995 | 3,4078 |
| 30-35 | -,48821 | 1,33611 | ,983 | -3,9341 | 2,9577 |
| 36-40 | 6,60270 | 3,09622 | ,144 | -1,3826 | 14,5880 |
| 24-29 | 18-23 | -1,75365(\*) | ,64137 | ,033 | -3,4078 | -,0995 |
| 30-35 | -2,24185 | 1,44688 | ,409 | -5,9734 | 1,4897 |
| 36-40 | 4,84906 | 3,14561 | ,414 | -3,2637 | 12,9618 |
| 30-35 | 18-23 | ,48821 | 1,33611 | ,983 | -2,9577 | 3,9341 |
| 24-29 | 2,24185 | 1,44688 | ,409 | -1,4897 | 5,9734 |
| 36-40 | 7,09091 | 3,35689 | ,151 | -1,5667 | 15,7485 |
| 36-40 | 18-23 | -6,60270 | 3,09622 | ,144 | -14,5880 | 1,3826 |
| 24-29 | -4,84906 | 3,14561 | ,414 | -12,9618 | 3,2637 |
| 30-35 | -7,09091 | 3,35689 | ,151 | -15,7485 | 1,5667 |
| Bonferroni | 18-23 | 24-29 | 1,75365(\*) | ,64137 | ,039 | ,0537 | 3,4536 |
| 30-35 | -,48821 | 1,33611 | 1,000 | -4,0295 | 3,0531 |
| 36-40 | 6,60270 | 3,09622 | ,201 | -1,6037 | 14,8091 |
| 24-29 | 18-23 | -1,75365(\*) | ,64137 | ,039 | -3,4536 | -,0537 |
| 30-35 | -2,24185 | 1,44688 | ,732 | -6,0768 | 1,5931 |
| 36-40 | 4,84906 | 3,14561 | ,744 | -3,4883 | 13,1864 |
| 30-35 | 18-23 | ,48821 | 1,33611 | 1,000 | -3,0531 | 4,0295 |
| 24-29 | 2,24185 | 1,44688 | ,732 | -1,5931 | 6,0768 |
| 36-40 | 7,09091 | 3,35689 | ,211 | -1,8064 | 15,9882 |
| 36-40 | 18-23 | -6,60270 | 3,09622 | ,201 | -14,8091 | 1,6037 |
| 24-29 | -4,84906 | 3,14561 | ,744 | -13,1864 | 3,4883 |
| 30-35 | -7,09091 | 3,35689 | ,211 | -15,9882 | 1,8064 |

\* The mean difference is significant at the .05 level.

 **total\_Minat\_beli**

|  |  |  |  |
| --- | --- | --- | --- |
|   | Usia | N | Subset for alpha = .05 |
| 1 | 2 | 1 |
| Tukey HSD(a,b) | 36-40 | 2 | 18,0000 |   |
| 24-29 | 53 | 22,8491 | 22,8491 |
| 18-23 | 370 |   | 24,6027 |
| 30-35 | 11 |   | 25,0909 |
| Sig. | ,187 | ,790 |

Means for groups in homogeneous subsets are displayed.

a Uses Harmonic Mean Sample Size = 6,531.

b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

**Lampiran 25**

**Uji Regresi Kredibilitas Selebriti Terhadap Minat Beli Kelompok Usia 18-23 tahun**

 **Model Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,611(a) | ,373 | ,371 | 3,45574 |

a Predictors: (Constant), Kredibilitas

 **ANOVA(b)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |   | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 2615,884 | 1 | 2615,884 | 219,046 | ,000(a) |
| Residual | 4394,713 | 368 | 11,942 |   |   |
| Total | 7010,597 | 369 |   |   |   |

a Predictors: (Constant), Kredibilitas

b Dependent Variable: Minat\_beli

 **Coefficients(a)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Model |   | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta | B | Std. Error |
| 1 | (Constant) | 4,034 | 1,401 |   | 2,878 | ,004 |
| Kredibilitas | ,352 | ,024 | ,611 | 14,800 | ,000 |

a Dependent Variable: Minat\_beli

**Uji Regresi Kredibilitas Selebriti Terhadap Minat Beli Kelompok Usia 24-29 tahun**

 **Model Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,672(a) | ,452 | ,441 | 3,43948 |

a Predictors: (Constant), Kredibilitas2

 **ANOVA(b)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |   | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 497,461 | 1 | 497,461 | 42,051 | ,000(a) |
| Residual | 603,331 | 51 | 11,830 |   |   |
| Total | 1100,792 | 52 |   |   |   |

a Predictors: (Constant), Kredibilitas2

b Dependent Variable: Minat\_beli2

 **Coefficients(a)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Model |   | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta | B | Std. Error |
| 1 | (Constant) | 1,517 | 3,323 |   | ,457 | ,650 |
| Kredibilitas2 | ,384 | ,059 | ,672 | 6,485 | ,000 |

a Dependent Variable: Minat\_beli2

**Lampiran 26**

**Uji Regresi Dimensi Kredibilitas Selebriti Terhadap Minat Beli Pada Kelompok Usia 18-23 Tahun**

***Expertise***

 **Model Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,458(a) | ,210 | ,208 | 3,88023 |

a Predictors: (Constant), Expertise1

 **ANOVA(b)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |   | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1469,919 | 1 | 1469,919 | 97,629 | ,000(a) |
| Residual | 5540,679 | 368 | 15,056 |   |   |
| Total | 7010,597 | 369 |   |   |   |

a Predictors: (Constant), Expertise1

b Dependent Variable: Total\_MB1

 **Coefficients(a)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Model |   | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta | B | Std. Error |
| 1 | (Constant) | 10,065 | 1,485 |   | 6,777 | ,000 |
| Expertise1 | ,866 | ,088 | ,458 | 9,881 | ,000 |

a Dependent Variable: Total\_MB1

***Trustworthiness***

 **Model Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,555(a) | ,308 | ,306 | 3,63079 |

a Predictors: (Constant), Trustworthiness1

 **ANOVA(b)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |   | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 2159,383 | 1 | 2159,383 | 163,805 | ,000(a) |
| Residual | 4851,214 | 368 | 13,183 |   |   |
| Total | 7010,597 | 369 |   |   |   |

a Predictors: (Constant), Trustworthiness1

b Dependent Variable: Total\_MB1

 **Coefficients(a)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Model |   | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta | B | Std. Error |
| 1 | (Constant) | 9,080 | 1,227 |   | 7,398 | ,000 |
| Trustworthiness1 | ,765 | ,060 | ,555 | 12,799 | ,000 |

a Dependent Variable: Total\_MB1

***Attractiveness***

 **Model Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,574(a) | ,330 | ,328 | 3,57279 |

a Predictors: (Constant), Attractiveness1

 **ANOVA(b)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |   | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 2313,141 | 1 | 2313,141 | 181,212 | ,000(a) |
| Residual | 4697,456 | 368 | 12,765 |   |   |
| Total | 7010,597 | 369 |   |   |   |

a Predictors: (Constant), Attractiveness1

b Dependent Variable: Total\_MB1

 **Coefficients(a)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Model |   | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta | B | Std. Error |
| 1 | (Constant) | 7,632 | 1,274 |   | 5,989 | ,000 |
| Attractiveness1 | ,793 | ,059 | ,574 | 13,462 | ,000 |

a Dependent Variable: Total\_MB1

**Uji Regresi Dimensi Kredibilitas Selebriti Terhadap Minat Beli Pada Kelompok Usia 24-29 Tahun**

***Expertise***

 **Model Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,457(a) | ,209 | ,193 | 4,13274 |

a Predictors: (Constant), Expertise2

 **ANOVA(b)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |   | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 229,738 | 1 | 229,738 | 13,451 | ,001(a) |
| Residual | 871,055 | 51 | 17,080 |   |   |
| Total | 1100,792 | 52 |   |   |   |

a Predictors: (Constant), Expertise2

b Dependent Variable: Total\_MB2

 **Coefficients(a)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Model |   | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta | B | Std. Error |
| 1 | (Constant) | 10,209 | 3,493 |   | 2,923 | ,005 |
| Expertise2 | ,789 | ,215 | ,457 | 3,668 | ,001 |

a Dependent Variable: Total\_MB2

***Trustworthiness***

 **Model Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,490(a) | ,240 | ,225 | 4,05038 |

a Predictors: (Constant), Trustworthiness2

 **ANOVA(b)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |   | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 264,107 | 1 | 264,107 | 16,099 | ,000(a) |
| Residual | 836,685 | 51 | 16,406 |   |   |
| Total | 1100,792 | 52 |   |   |   |

a Predictors: (Constant), Trustworthiness2

b Dependent Variable: Total\_MB2

 **Coefficients(a)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Model |   | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta | B | Std. Error |
| 1 | (Constant) | 8,887 | 3,524 |   | 2,522 | ,015 |
| Trustworthiness2 | ,712 | ,178 | ,490 | 4,012 | ,000 |

a Dependent Variable: Total\_MB2

***Attractiveness***

 **Model Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,727(a) | ,528 | ,519 | 3,19037 |

a Predictors: (Constant), Attractiveness2

 **ANOVA(b)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |   | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 581,690 | 1 | 581,690 | 57,149 | ,000(a) |
| Residual | 519,102 | 51 | 10,178 |   |   |
| Total | 1100,792 | 52 |   |   |   |

a Predictors: (Constant), Attractiveness2

b Dependent Variable: Total\_MB2

 **Coefficients(a)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Model |   | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta | B | Std. Error |
| 1 | (Constant) | 4,551 | 2,460 |   | 1,850 | ,070 |
| Attractiveness2 | ,918 | ,121 | ,727 | 7,560 | ,000 |

a Dependent Variable: Total\_MB2

**Lampiran 27**

**Uji Beda Ditinjau dari Jenis Kelamin**

 **Group Statistics**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|   | JK | N | Mean | Std. Deviation | Std. Error Mean |
| total\_Minat\_beli | Laki-laki | 10 | 19,9000 | 5,56677 | 1,76037 |
| Perempuan | 426 | 24,4765 | 4,33434 | ,21000 |

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**Lampiran 28**

**Uji Beda Ditinjau dari Uang Saku/Pendapatan**

**Test of Homogeneity of Variances**

total\_Minat\_beli

|  |  |  |  |
| --- | --- | --- | --- |
| Levene Statistic | df1 | df2 | Sig. |
| 1,149 | 4 | 431 | ,333 |

 **ANOVA**

total\_Minat\_beli

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|   | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 26,518 | 4 | 6,629 | ,338 | ,852 |
| Within Groups | 8441,290 | 431 | 19,585 |   |   |
| Total | 8467,807 | 435 |   |   |   |