

LAMPIRAN

LAMPIRAN 1

KUESIONER PENELITIAN

Assalamu'alaikum Wr. Wb.

Responden yang terhormat,

Sehubungan dengan penelitian yang saya lakukan sebagai tugas akhir strata dua (S2), saya :

Nama : Lalu Supardin

NIM : 20161020027

Program Studi : Magister Manajemen

Universitas : Universitas Muhammadiyah Yogyakarta

Bermaksud melakukan penelitian ilmiah dengan judul: **Pengaruh persepsi iklan dan *celebrity endorser* terhadap keputusan pembelian melalui citra merek sebagai pemediasi.**

Kuesioner ini saya distribusikan guna kepentingan pengumpulan data yang berkaitan dengan penelitian. Untuk itu saya mohon kepada responden untuk bersedia mengisi kuesioner penelitian ini dengan menjawab semua pertanyaan yang ada. Mohon kiranya dalam mengisi kuesioner ini dengan sejujur-jujurnya mengingat kualitas penelitian ini sangat tergantung pada pengisian yang dilakukan oleh Saudara/i.

Atas perhatian dan kerjasamanya, saya ucapkan terima kasih.

Wassalamu'alaikum Wr. Wb.

Hormat saya,

Lalu Supardin

A. Pertanyaan *Screening*

1. Apakah Anda pernah melihat iklan Tokopedia.com dengan *celebrity endorser* Isyana Sarasvati?
 - Pernah
 - Tidak Pernah
2. Apakah Anda pernah melakukan pembelian di Tokopedia.com pada tahun 2017?
 - Pernah
 - Tidak Pernah
3. Apakah Anda menjawab pernah pada pertanyaan pertama dan kedua?
 - TIDAK (**Anda dapat berhenti mengisi kuesioner ini**)
 - IYA (**Anda dapat melanjutkan pengisian kuesioner ini**)

B. Profil Responden

Petunjuk Pengisian: Berilah tanda *check list* (\surd) pada pilihan jawaban yang Anda pilih.

1. Nama :.....
2. Jenis Kelamin :
 - Laki-laki
 - Perempuan
3. Usia:(Sebutkan)
4. Pendidikan :
 - SD/Sederajat
 - SMP/Sederajat
 - SMA/Sederajat
 - D1/D2/D3
 - S1/S2/S3
5. Pekerjaan
 - Pelajar/Mahasiswa
 - Guru/Dosen
 - Pegawai Negeri Sipil (PNS)
 - Pegawai Swasta
 - Wiraswasta
 - Lainnya

6. Pendapatan

- < Rp 1.000.000
- Rp 1.000.000 – 2.500.000
- Rp 2.600.000 – 4.000.000
- Rp 4.100.000 – 5.500.000
- > Rp 5.500.000

7. Lokasi Tempat Tinggal

- Jawa
- Sumatera
- Kalimantan
- Sulawesi
- Papua
-(Sebutkan)

C. Petunjuk Pengisian Kuesioner

Berikan tanda *check list* (√) pada pilihan jawaban yang Anda pilih.

Kriteria pengukurannya adalah sebagai berikut :

1. Sangat Tidak Setuju (STS) diberi skor 1
2. Tidak Setuju (TS) diberi skor 2
3. Kurang Setuju (KS) diberi skor 3
4. Setuju (S) diberi skor 4
5. Sangat Setuju (SS) diberi skor 5

DAFTAR PERNYATAAN

PERSEPSI IKLAN

| No | PERNYATAAN | STS | TS | KS | S | SS |
|----|--|-----|----|----|---|----|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | Iklan Tokopedia.com menarik perhatian saya. | | | | | |
| 2 | Muncul rasa keingintahuan yang lebih setelah saya melihat iklan Tokopedia.com. | | | | | |
| 3 | Iklan Tokopedia.com membangkitkan keinginan saya untuk berbelanja. | | | | | |
| 4 | Setelah melihat iklan Tokopedia.com, saya terdorong untuk melakukan pembelian. | | | | | |

CELEBRITY ENDORSER

| No | PERNYATAAN | STS | TS | KS | S | SS |
|----|---|-----|----|----|---|----|
| | | 1 | 2 | 3 | 4 | 5 |
| 5 | Saya rasa Isyana Sarasvati cocok sebagai <i>celebrity endorser</i> Tokopedia.com. | | | | | |
| 6 | Saya percaya dengan janji-janji yang disampaikan oleh Isyana Sarasvati sebagai <i>celebrity endorser</i> Tokopedia.com. | | | | | |
| 7 | Saya menyukai Isyana Sarasvati sebagai <i>celebrity endorser</i> Tokopedia.com. | | | | | |
| 8 | Saya terpengaruh dengan kharisma Isyana Sarasvati sebagai <i>celebrity endorser</i> Tokopedia.com. | | | | | |

CITRA MEREK

| No | PERNYATAAN | STS | TS | KS | S | SS |
|----|---|-----|----|----|---|----|
| | | 1 | 2 | 3 | 4 | 5 |
| 9 | Menurut Anda, apakah Tokopedia.com merupakan <i>online shop</i> yang sudah dikenal luas. | | | | | |
| 10 | Menurut Anda, apakah Tokopedia.com memiliki reputasi yang baik. | | | | | |
| 11 | Menurut Anda, apakah Tokopedia.com merupakan <i>online shop</i> yang mudah dikenali. | | | | | |
| 12 | Menurut Anda, apakah Tokopedia.com merupakan <i>online shop</i> yang akrab untuk melakukan pembelian secara <i>online</i> . | | | | | |

KEPUTUSAN PEMBELIAN

| No | PERNYATAAN | STS | TS | KS | S | SS |
|----|---|-----|----|----|---|----|
| | | 1 | 2 | 3 | 4 | 5 |
| 13 | Ketika berbelanja <i>online</i> , saya dengan cepat memutuskan untuk berbelanja di Tokopedia.com. | | | | | |
| 14 | Saya berbelanja di Tokopedia.com atas keinginan saya sendiri. | | | | | |
| 15 | Saya merasa perlu untuk berbelanja <i>online</i> di Tokopedia.com. | | | | | |
| 16 | Saya yakin berbelanja di Tokopedia.com adalah pilihan yang tepat. | | | | | |

*** ATAS KERJASAMANYA SAYA UCAPKAN TERIMA KASIH ***

LAMPIRAN 2**HASIL DESKRIPSI DATA RESPONDEN****1. Karakteristik Responden****Jenis_Kelamin**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| Laki-laki | 40 | 30.8 | 30.8 | 30.8 |
| Valid Perempuan | 90 | 69.2 | 69.2 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

Usia

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| 18 – 24 tahun | 93 | 71.5 | 71.5 | 71.5 |
| Valid 25 – 30 tahun | 37 | 28.5 | 28.5 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

Pendidikan

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| SMA/Sederajat | 3 | 2.3 | 2.3 | 2.3 |
| Valid D1/D2/D3 | 8 | 6.2 | 6.2 | 8.5 |
| S1/S2/S3 | 119 | 91.5 | 91.5 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

Pekerjaan

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------------|-----------|---------|---------------|--------------------|
| Pelajar/Mahasiswa | 88 | 67.7 | 67.7 | 67.7 |
| Guru/Dosen | 3 | 2.3 | 2.3 | 70.0 |
| Pegawai Negeri Sipil (PNS) | 2 | 1.5 | 1.5 | 71.5 |
| Valid Pegawai Swasta | 13 | 10.0 | 10.0 | 81.5 |
| Wiraswasta | 23 | 17.7 | 17.7 | 99.2 |
| Lainnya | 1 | .8 | .8 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

Pendapatan

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------------------|-----------|---------|---------------|--------------------|
| < Rp 1.00.000 | 35 | 26.9 | 26.9 | 26.9 |
| Rp 1.000.000 – 2.500.000 | 59 | 45.4 | 45.4 | 72.3 |
| Valid Rp 2.600.000 – 4.000.000 | 31 | 23.8 | 23.8 | 96.2 |
| Rp 4.100.000 – 5.500.000 | 5 | 3.8 | 3.8 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

Lokasi_Tempat_Tinggal

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Jawa | 100 | 76.9 | 76.9 | 76.9 |
| Sumatera | 7 | 5.4 | 5.4 | 82.3 |
| Valid Sulawesi | 12 | 9.2 | 9.2 | 91.5 |
| Lainnya | 11 | 8.5 | 8.5 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

2. Deskripsi Jawaban Responden

| Descriptive Statistics | | | | | |
|------------------------|-----|---------|---------|------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| PI1 | 130 | 3 | 5 | 4.35 | .606 |
| PI2 | 130 | 2 | 5 | 3.84 | .595 |
| PI3 | 130 | 2 | 5 | 3.74 | .699 |
| PI4 | 130 | 2 | 5 | 3.68 | .728 |
| CE1 | 130 | 2 | 5 | 4.26 | .721 |
| CE2 | 130 | 2 | 5 | 3.79 | .553 |
| CE3 | 130 | 2 | 5 | 4.55 | .683 |
| CE4 | 130 | 2 | 5 | 3.99 | .762 |
| CM1 | 130 | 3 | 5 | 4.35 | .567 |
| CM2 | 130 | 2 | 5 | 3.87 | .675 |
| CM3 | 130 | 2 | 5 | 4.00 | .647 |
| CM4 | 130 | 3 | 5 | 4.15 | .683 |
| KP1 | 130 | 2 | 5 | 3.50 | .729 |
| KP2 | 130 | 3 | 5 | 4.54 | .599 |
| KP3 | 130 | 2 | 5 | 3.89 | .574 |
| KP4 | 130 | 2 | 5 | 4.21 | .775 |
| Valid N (listwise) | 130 | | | | |

3. Frequency Jawaban Responden

| | | PI1 | | | |
|-------|---------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Kurang Setuju | 9 | 6.9 | 6.9 | 6.9 |
| | Setuju | 67 | 51.5 | 51.5 | 58.5 |
| | Sangat Setuju | 54 | 41.5 | 41.5 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

PI2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|------------------|-----------------------|
| Tidak Setuju | 1 | .8 | .8 | .8 |
| Kurang Setuju | 32 | 24.6 | 24.6 | 25.4 |
| Valid Setuju | 84 | 64.6 | 64.6 | 90.0 |
| Sangat Setuju | 13 | 10.0 | 10.0 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

PI3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|------------------|-----------------------|
| Tidak Setuju | 3 | 2.3 | 2.3 | 2.3 |
| Kurang Setuju | 44 | 33.8 | 33.8 | 36.2 |
| Valid Setuju | 67 | 51.5 | 51.5 | 87.7 |
| Sangat Setuju | 16 | 12.3 | 12.3 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

PI4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|------------------|-----------------------|
| Tidak Setuju | 4 | 3.1 | 3.1 | 3.1 |
| Kurang Setuju | 50 | 38.5 | 38.5 | 41.5 |
| Valid Setuju | 60 | 46.2 | 46.2 | 87.7 |
| Sangat Setuju | 16 | 12.3 | 12.3 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

CE1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Tidak Setuju | 3 | 2.3 | 2.3 | 2.3 |
| Kurang Setuju | 12 | 9.2 | 9.2 | 11.5 |
| Valid Setuju | 63 | 48.5 | 48.5 | 60.0 |
| Sangat Setuju | 52 | 40.0 | 40.0 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

CE2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Tidak Setuju | 1 | .8 | .8 | .8 |
| Kurang Setuju | 33 | 25.4 | 25.4 | 26.2 |
| Valid Setuju | 88 | 67.7 | 67.7 | 93.8 |
| Sangat Setuju | 8 | 6.2 | 6.2 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

CE3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Tidak Setuju | 2 | 1.5 | 1.5 | 1.5 |
| Kurang Setuju | 8 | 6.2 | 6.2 | 7.7 |
| Valid Setuju | 37 | 28.5 | 28.5 | 36.2 |
| Sangat Setuju | 83 | 63.8 | 63.8 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

CE4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Tidak Setuju | 4 | 3.1 | 3.1 | 3.1 |
| Kurang Setuju | 26 | 20.0 | 20.0 | 23.1 |
| Valid Setuju | 67 | 51.5 | 51.5 | 74.6 |
| Sangat Setuju | 33 | 25.4 | 25.4 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

CM1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|------------------|-----------------------|
| Valid | Kurang Setuju | 6 | 4.6 | 4.6 | 4.6 |
| | Setuju | 73 | 56.2 | 56.2 | 60.8 |
| | Sangat Setuju | 51 | 39.2 | 39.2 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

CM2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|------------------|-----------------------|
| Valid | Tidak Setuju | 2 | 1.5 | 1.5 | 1.5 |
| | Kurang Setuju | 33 | 25.4 | 25.4 | 26.9 |
| | Setuju | 75 | 57.7 | 57.7 | 84.6 |
| | Sangat Setuju | 20 | 15.4 | 15.4 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

CM3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|------------------|-----------------------|
| Valid | Tidak Setuju | 2 | 1.5 | 1.5 | 1.5 |
| | Kurang Setuju | 21 | 16.2 | 16.2 | 17.7 |
| | Setuju | 82 | 63.1 | 63.1 | 80.8 |
| | Sangat Setuju | 25 | 19.2 | 19.2 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

CM4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|------------------|-----------------------|
| Valid | Kurang Setuju | 22 | 16.9 | 16.9 | 16.9 |
| | Setuju | 67 | 51.5 | 51.5 | 68.5 |
| | Sangat Setuju | 41 | 31.5 | 31.5 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

KP1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|------------------|-----------------------|
| Tidak Setuju | 11 | 8.5 | 8.5 | 8.5 |
| Kurang Setuju | 50 | 38.5 | 38.5 | 46.9 |
| Valid Setuju | 62 | 47.7 | 47.7 | 94.6 |
| Sangat Setuju | 7 | 5.4 | 5.4 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

KP2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|------------------|-----------------------|
| Kurang Setuju | 7 | 5.4 | 5.4 | 5.4 |
| Valid Setuju | 46 | 35.4 | 35.4 | 40.8 |
| Sangat Setuju | 77 | 59.2 | 59.2 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

KP3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|------------------|-----------------------|
| Tidak Setuju | 3 | 2.3 | 2.3 | 2.3 |
| Kurang Setuju | 20 | 15.4 | 15.4 | 17.7 |
| Valid Setuju | 95 | 73.1 | 73.1 | 90.8 |
| Sangat Setuju | 12 | 9.2 | 9.2 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

KP4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|------------------|-----------------------|
| Tidak Setuju | 1 | .8 | .8 | .8 |
| Kurang Setuju | 25 | 19.2 | 19.2 | 20.0 |
| Valid Setuju | 50 | 38.5 | 38.5 | 58.5 |
| Sangat Setuju | 54 | 41.5 | 41.5 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

LAMPIRAN 3

HASIL UJI CFA

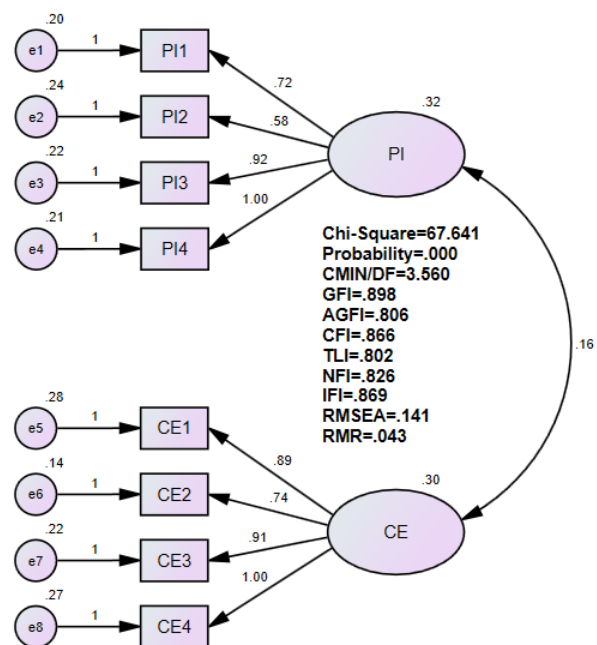
1. Persepsi Iklan dan Celebrity Endorser

Regression Weights: (Group number 1 - Default model)

| | Estimate | S.E. | C.R. | P | Label |
|-------------|----------|------|-------|-----|-------|
| PI4 <--- PI | 1.000 | | | | |
| PI3 <--- PI | .917 | .126 | 7.268 | *** | par_1 |
| PI2 <--- PI | .578 | .103 | 5.607 | *** | par_2 |
| PI1 <--- PI | .720 | .106 | 6.763 | *** | par_3 |
| CE4 <--- CE | 1.000 | | | | |
| CE3 <--- CE | .906 | .127 | 7.110 | *** | par_4 |
| CE2 <--- CE | .738 | .103 | 7.148 | *** | par_5 |
| CE1 <--- CE | .889 | .133 | 6.705 | *** | par_6 |

Standardized Regression Weights: (Group number 1 - Default model)

| | Estimate |
|-------------|----------|
| PI4 <--- PI | .777 |
| PI3 <--- PI | .742 |
| PI2 <--- PI | .550 |
| PI1 <--- PI | .672 |
| CE4 <--- CE | .724 |
| CE3 <--- CE | .732 |
| CE2 <--- CE | .737 |
| CE1 <--- CE | .680 |



Variances: (Group number 1 - Default model)

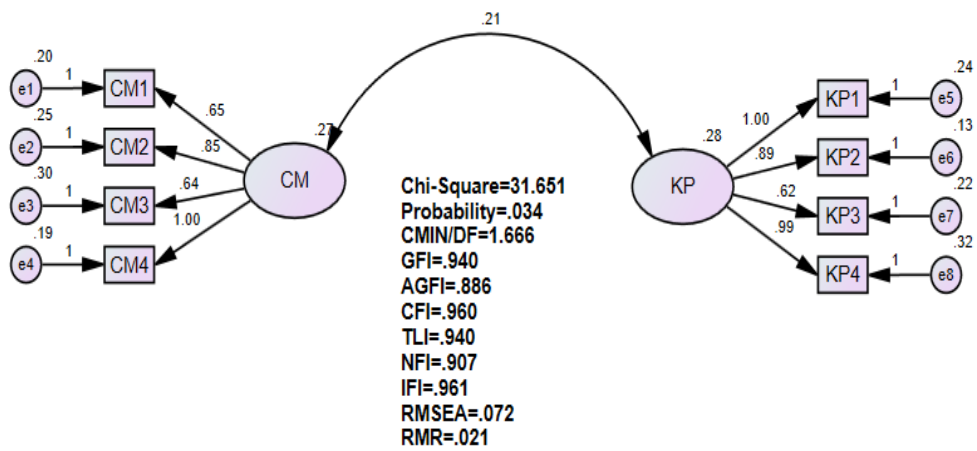
| | Estimate | S.E. | C.R. | P | Label |
|----|----------|------|-------|-----|--------|
| PI | .318 | .069 | 4.638 | *** | par_8 |
| CE | .302 | .070 | 4.312 | *** | par_9 |
| e4 | .208 | .042 | 4.982 | *** | par_10 |
| e3 | .218 | .039 | 5.559 | *** | par_11 |
| e2 | .245 | .034 | 7.195 | *** | par_12 |
| e1 | .200 | .031 | 6.407 | *** | par_13 |
| e8 | .275 | .046 | 6.015 | *** | par_14 |
| e7 | .215 | .036 | 5.915 | *** | par_15 |
| e6 | .138 | .024 | 5.844 | *** | par_16 |
| e5 | .278 | .043 | 6.463 | *** | par_17 |

2. Citra Merek dan Keputusan Pembelian**Regression Weights: (Group number 1 - Default model)**

| | Estimate | S.E. | C.R. | P | Label |
|-------------|----------|------|-------|-----|-------|
| CM4 <--- CM | 1.000 | | | | |
| CM3 <--- CM | .640 | .122 | 5.234 | *** | par_1 |
| CM2 <--- CM | .851 | .130 | 6.548 | *** | par_2 |
| CM1 <--- CM | .650 | .108 | 6.026 | *** | par_3 |
| KP1 <--- KP | 1.000 | | | | |
| KP2 <--- KP | .890 | .114 | 7.801 | *** | par_4 |
| KP3 <--- KP | .625 | .105 | 5.955 | *** | par_5 |
| KP4 <--- KP | .995 | .143 | 6.961 | *** | par_6 |

Standardized Regression Weights: (Group number 1 - Default model)

| | Estimate |
|-------------|----------|
| CM4 <--- CM | .769 |
| CM3 <--- CM | .520 |
| CM2 <--- CM | .663 |
| CM1 <--- CM | .603 |
| KP1 <--- KP | .732 |
| KP2 <--- KP | .792 |
| KP3 <--- KP | .581 |
| KP4 <--- KP | .685 |



Variances: (Group number 1 - Default model)

| | Estimate | S.E. | C.R. | P | Label |
|----|----------|------|-------|-----|--------|
| CM | .274 | .060 | 4.551 | *** | par_8 |
| KP | .282 | .064 | 4.432 | *** | par_9 |
| e4 | .189 | .038 | 5.041 | *** | par_10 |
| e3 | .303 | .042 | 7.286 | *** | par_11 |
| e2 | .253 | .040 | 6.413 | *** | par_12 |
| e1 | .203 | .030 | 6.865 | *** | par_13 |
| e5 | .245 | .040 | 6.102 | *** | par_14 |
| e6 | .133 | .025 | 5.224 | *** | par_15 |
| e7 | .217 | .030 | 7.202 | *** | par_16 |
| e8 | .316 | .048 | 6.567 | *** | par_17 |

LAMPIRAN 4**HASIL UJI RELIACMLITAS**

**Standardized Regression Weights:
(Group number 1 - Default model)**

| | Estimate |
|-------------|----------|
| CM <--- CE | .339 |
| CM <--- PI | .496 |
| KP <--- PI | .033 |
| KP <--- CM | .417 |
| KP <--- CE | .510 |
| PI4 <--- PI | .804 |
| PI3 <--- PI | .737 |
| PI2 <--- PI | .564 |
| PI1 <--- PI | .614 |
| CE4 <--- CE | .694 |
| CE3 <--- CE | .696 |
| CE2 <--- CE | .770 |
| CE1 <--- CE | .650 |
| CM4 <--- CM | .764 |
| CM3 <--- CM | .527 |
| CM2 <--- CM | .672 |
| CM1 <--- CM | .591 |
| KP1 <--- KP | .588 |
| KP2 <--- KP | .678 |
| KP3 <--- KP | .689 |
| KP4 <--- KP | .754 |

Hasil Perhitungan Construct Reliability dan Variance Extracted

| Variabel | CR > 0,7 | VE > 0,5 | AVE > 0,5 | Keterangan |
|----------|----------|----------|-----------|------------|
| PI | 0,7775 | 0,5624 | 0,7500 | Reliabel |
| CE | 0,7964 | 0,5820 | 0,7629 | Reliabel |
| CM | 0,7362 | 0,5221 | 0,7226 | Reliabel |
| KP | 0,7733 | 0,5574 | 0,7466 | Reliabel |

LAMPIRAN 5**HASIL UJI OUTLIERS****1. Secara Univariate****Descriptive Statistics**

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|-----|----------|---------|----------|----------------|
| Zscore(PI1) | 130 | -2.22021 | 1.07839 | .0000000 | 1.0000000 |
| Zscore(PI2) | 130 | -3.09193 | 1.95348 | .0000000 | 1.0000000 |
| Zscore(PI3) | 130 | -2.48553 | 1.80366 | .0000000 | 1.0000000 |
| Zscore(PI4) | 130 | -2.30241 | 1.81658 | .0000000 | 1.0000000 |
| Zscore(CE1) | 130 | -3.13554 | 1.02385 | .0000000 | 1.0000000 |
| Zscore(CE2) | 130 | -3.24341 | 2.18547 | .0000000 | 1.0000000 |
| Zscore(CE3) | 130 | -3.72647 | .66424 | .0000000 | 1.0000000 |
| Zscore(CE4) | 130 | -2.61302 | 1.32164 | .0000000 | 1.0000000 |
| Zscore(CM1) | 130 | -2.37557 | 1.15385 | .0000000 | 1.0000000 |
| Zscore(CM2) | 130 | -2.76920 | 1.67520 | .0000000 | 1.0000000 |
| Zscore(CM3) | 130 | -3.09121 | 1.54560 | .0000000 | 1.0000000 |
| Zscore(CM4) | 130 | -1.67748 | 1.24966 | .0000000 | 1.0000000 |
| Zscore(KP1) | 130 | -2.05845 | 2.05845 | .0000000 | 1.0000000 |
| Zscore(KP2) | 130 | -2.56776 | .77033 | .0000000 | 1.0000000 |
| Zscore(KP3) | 130 | -3.29709 | 1.93001 | .0000000 | 1.0000000 |
| Zscore(KP4) | 130 | -2.85026 | 1.02292 | .0000000 | 1.0000000 |
| Valid N (listwise) | 130 | | | | |

2. Secara Multivariate

CHIINV = 39,252

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

| Observation number | Mahalanobis d-squared | p1 | p2 |
|--------------------|-----------------------|------|------|
| 22 | 37.419 | .002 | .212 |
| 6 | 34.282 | .005 | .137 |
| 11 | 32.399 | .009 | .110 |
| 3 | 32.022 | .010 | .041 |
| 89 | 30.436 | .016 | .057 |
| 1 | 30.150 | .017 | .026 |
| 12 | 28.304 | .029 | .086 |
| 34 | 27.656 | .035 | .084 |
| 41 | 27.604 | .035 | .041 |
| 104 | 27.078 | .041 | .040 |
| 7 | 25.965 | .055 | .099 |
| 102 | 25.150 | .067 | .165 |
| 43 | 24.710 | .075 | .179 |
| 70 | 22.723 | .121 | .722 |
| 2 | 22.609 | .125 | .664 |
| 5 | 22.347 | .132 | .661 |
| 72 | 21.810 | .149 | .760 |
| 33 | 21.389 | .164 | .816 |
| 95 | 21.106 | .174 | .833 |
| 4 | 20.995 | .179 | .802 |
| 111 | 20.481 | .199 | .885 |
| 55 | 20.388 | .203 | .859 |
| 67 | 20.377 | .204 | .806 |
| 37 | 20.336 | .205 | .753 |
| 29 | 20.268 | .208 | .707 |
| 20 | 20.242 | .210 | .639 |
| 109 | 19.484 | .244 | .860 |
| 57 | 18.849 | .277 | .954 |
| 118 | 18.830 | .278 | .934 |
| 87 | 18.786 | .280 | .913 |
| 69 | 18.746 | .282 | .887 |
| 65 | 18.525 | .294 | .904 |
| 45 | 18.496 | .296 | .874 |
| 27 | 18.465 | .297 | .839 |
| 101 | 18.336 | .305 | .834 |

| Observation number | Mahalanobis d-squared | p1 | p2 |
|--------------------|-----------------------|------|------|
| 105 | 18.309 | .306 | .792 |
| 61 | 18.174 | .314 | .790 |
| 108 | 18.035 | .322 | .791 |
| 39 | 17.975 | .325 | .759 |
| 97 | 17.663 | .344 | .832 |
| 64 | 17.580 | .349 | .815 |
| 112 | 17.396 | .360 | .836 |
| 110 | 17.356 | .363 | .803 |
| 120 | 17.321 | .365 | .764 |
| 9 | 17.099 | .379 | .806 |
| 71 | 16.993 | .386 | .800 |
| 10 | 16.875 | .394 | .799 |
| 81 | 16.718 | .404 | .815 |
| 8 | 16.664 | .408 | .788 |
| 91 | 16.501 | .419 | .809 |
| 74 | 16.486 | .420 | .763 |
| 127 | 16.388 | .426 | .755 |
| 47 | 16.338 | .430 | .722 |
| 77 | 16.209 | .438 | .731 |
| 80 | 16.110 | .445 | .724 |
| 56 | 15.830 | .465 | .807 |
| 58 | 15.799 | .467 | .771 |
| 124 | 15.759 | .470 | .736 |
| 79 | 15.752 | .470 | .679 |
| 96 | 15.750 | .471 | .615 |
| 88 | 15.652 | .477 | .608 |
| 38 | 15.160 | .513 | .819 |
| 98 | 15.047 | .521 | .822 |
| 17 | 15.021 | .523 | .786 |
| 25 | 14.871 | .534 | .807 |
| 107 | 14.767 | .542 | .808 |
| 18 | 14.740 | .544 | .770 |
| 119 | 14.480 | .563 | .843 |
| 82 | 14.381 | .570 | .841 |
| 86 | 14.342 | .573 | .814 |
| 16 | 14.279 | .578 | .795 |
| 32 | 14.177 | .586 | .795 |
| 121 | 14.121 | .590 | .772 |
| 49 | 14.078 | .593 | .740 |
| 123 | 14.031 | .596 | .707 |

| Observation number | Mahalanobis d-squared | p1 | p2 |
|--------------------|-----------------------|------|------|
| 68 | 14.012 | .598 | .656 |
| 26 | 14.010 | .598 | .589 |
| 21 | 13.838 | .611 | .636 |
| 54 | 13.699 | .621 | .660 |
| 125 | 13.571 | .631 | .676 |
| 103 | 13.317 | .649 | .766 |
| 24 | 13.079 | .667 | .834 |
| 122 | 12.963 | .675 | .840 |
| 117 | 12.769 | .690 | .877 |
| 19 | 12.688 | .695 | .869 |
| 52 | 12.686 | .696 | .826 |
| 44 | 12.654 | .698 | .791 |
| 23 | 12.630 | .700 | .747 |
| 15 | 12.619 | .700 | .691 |
| 114 | 12.605 | .701 | .630 |
| 83 | 12.367 | .718 | .716 |
| 31 | 12.322 | .722 | .678 |
| 116 | 12.267 | .725 | .643 |
| 62 | 12.196 | .730 | .618 |
| 66 | 12.190 | .731 | .546 |
| 75 | 12.186 | .731 | .470 |
| 59 | 12.095 | .737 | .456 |
| 13 | 11.701 | .764 | .655 |
| 78 | 11.636 | .769 | .623 |
| 115 | 11.518 | .776 | .625 |

LAMPIRAN 6**HASIL UJI NORMALITAS****Assessment of normality (Group number 1)**

| Variable | min | max | skew | c.r. | kurtosis | c.r. |
|--------------|-------|-------|--------|--------|----------|--------|
| KP4 | 2.000 | 5.000 | -.475 | -2.213 | -.866 | -2.016 |
| KP3 | 2.000 | 5.000 | -.745 | -3.470 | 1.984 | 4.618 |
| KP2 | 3.000 | 5.000 | -.908 | -4.227 | -.176 | -.411 |
| KP1 | 2.000 | 5.000 | -.241 | -1.123 | -.281 | -.655 |
| CM1 | 3.000 | 5.000 | -.146 | -.678 | -.722 | -1.680 |
| CM2 | 2.000 | 5.000 | -.143 | -.666 | -.141 | -.328 |
| CM3 | 2.000 | 5.000 | -.345 | -1.605 | .477 | 1.111 |
| CM4 | 3.000 | 5.000 | -.191 | -.887 | -.857 | -1.994 |
| CE1 | 2.000 | 5.000 | -.808 | -3.763 | .598 | 1.391 |
| CE2 | 2.000 | 5.000 | -.336 | -1.565 | .393 | .916 |
| CE3 | 2.000 | 5.000 | -1.485 | -6.910 | 1.896 | 4.412 |
| CE4 | 2.000 | 5.000 | -.409 | -1.902 | -.174 | -.405 |
| PI1 | 3.000 | 5.000 | -.337 | -1.566 | -.666 | -1.549 |
| PI2 | 2.000 | 5.000 | -.161 | -.750 | .185 | .430 |
| PI3 | 2.000 | 5.000 | -.004 | -.017 | -.345 | -.804 |
| PI4 | 2.000 | 5.000 | .095 | .441 | -.451 | -1.050 |
| Multivariate | | | | | 6.865 | 1.631 |

LAMPIRAN 7**HASIL UJI MUTIKOLIENIRITAS****1. SEBELUM MODIFIKASI**

Determinant of sample covariance matrix = .000

Correlations: (Group number 1 - Default model)

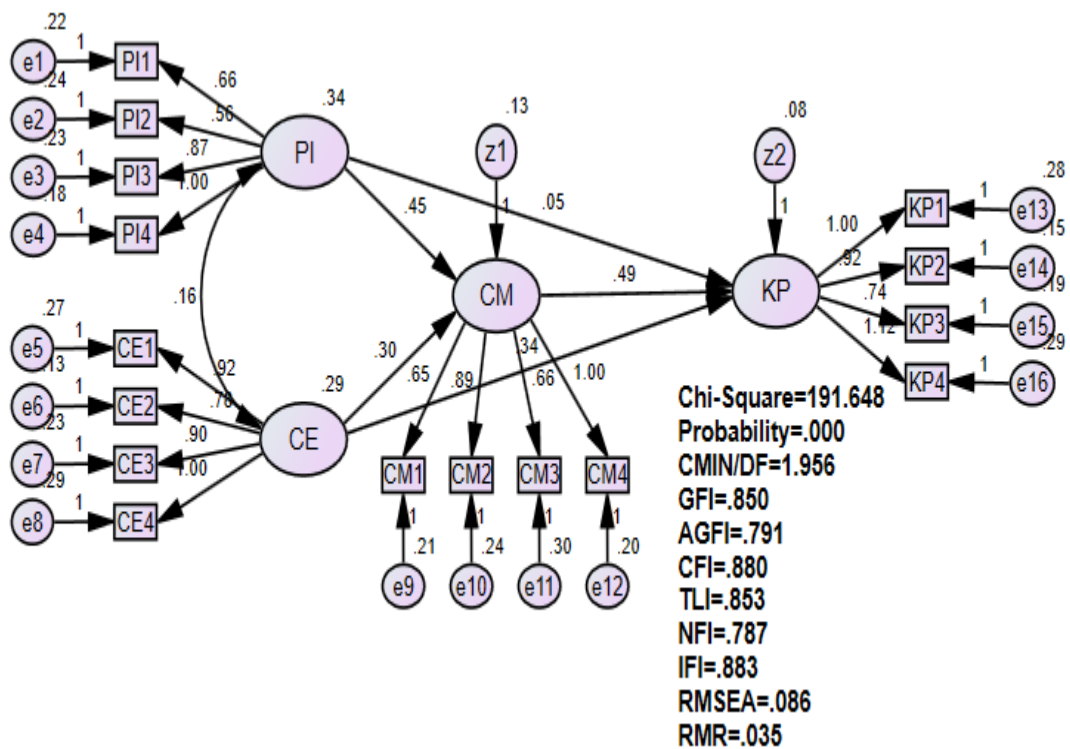
| | Estimate |
|------------|----------|
| PI <--> CE | .505 |

2. SEBELUM MODIFIKASI

Determinant of sample covariance matrix = .000

Correlations: (Group number 1 - Default model)

| | Estimate |
|--------------|----------|
| PI <--> CE | .504 |
| e13 <--> e14 | .375 |
| e1 <--> e5 | .304 |

LAMPIRAN 8**HASIL UJI GOODNESS OF FIT****BAGIAN I****SEBELUM MODIFIKASI****Full Model Structural Equation Modelling****CMIN**

| Model | NPAR | CMIN | DF | P | CMIN/DF |
|--------------------|------|---------|-----|------|---------|
| Default model | 38 | 191.648 | 98 | .000 | 1.956 |
| Saturated model | 136 | .000 | 0 | | |
| Independence model | 16 | 900.453 | 120 | .000 | 7.504 |

RMR, GFI

| Model | RMR | GFI | AGFI | PGFI |
|--------------------|------|-------|------|------|
| Default model | .035 | .850 | .791 | .612 |
| Saturated model | .000 | 1.000 | | |
| Independence model | .146 | .348 | .261 | .307 |

Baseline Comparisons

| Model | NFI Delta1 | RFI rho1 | IFI Delta2 | TLI rho2 | CFI |
|--------------------|---------------|-------------|---------------|-------------|-------|
| Default model | .787 | .739 | .883 | .853 | .880 |
| Saturated model | 1.000 | | 1.000 | | 1.000 |
| Independence model | .000 | .000 | .000 | .000 | .000 |

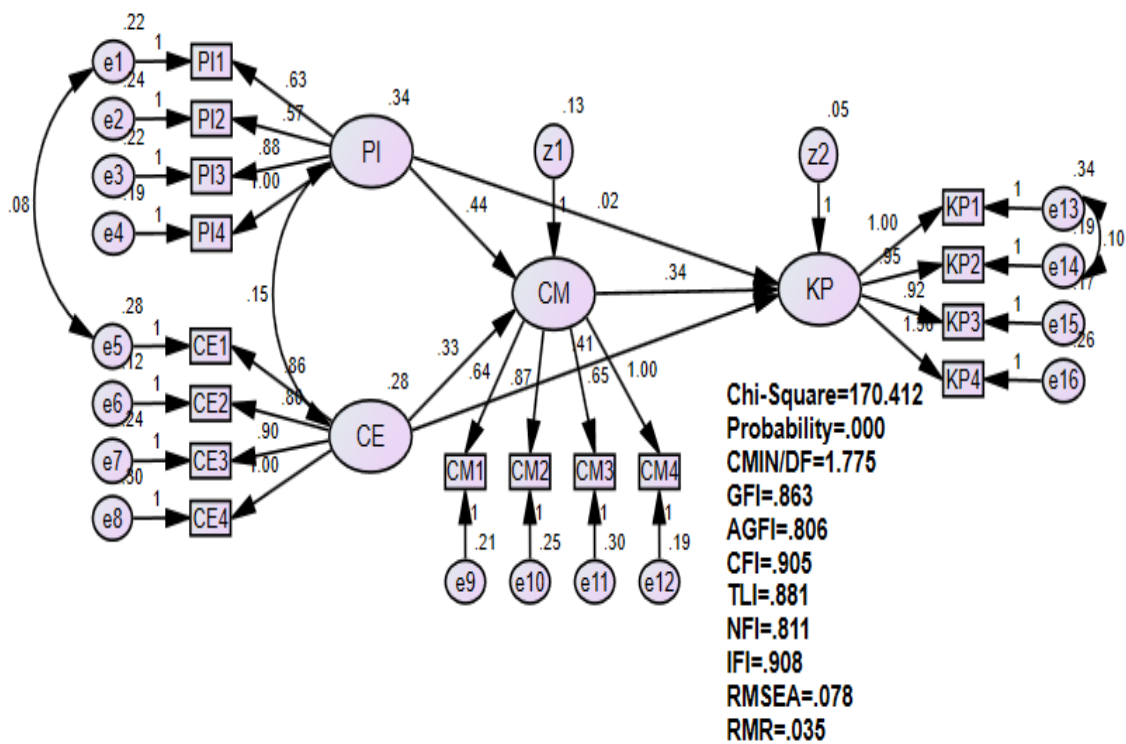
RMSEA

| Model | RMSEA | LO 90 | HI 90 | PCLOSE |
|--------------------|-------|-------|-------|--------|
| Default model | .086 | .068 | .104 | .001 |
| Independence model | .225 | .211 | .238 | .000 |

HASIL UJI GOODNESS OF FIT

BAGIAN II SESUDAH MODIFIKASI

Full Model Structural Equation Modelling



CMIN

| Model | NPAR | CMIN | DF | P | CMIN/DF |
|--------------------|------|---------|-----|------|---------|
| Default model | 40 | 170.412 | 96 | .000 | 1.775 |
| Saturated model | 136 | .000 | 0 | | |
| Independence model | 16 | 900.453 | 120 | .000 | 7.504 |

RMR, GFI

| Model | RMR | GFI | AGFI | PGFI |
|--------------------|------|-------|------|------|
| Default model | .035 | .863 | .806 | .609 |
| Saturated model | .000 | 1.000 | | |
| Independence model | .146 | .348 | .261 | .307 |

Baseline Comparisons

| Model | NFI Delta1 | RFI rho1 | IFI Delta2 | TLI rho2 | CFI |
|--------------------|---------------|-------------|---------------|-------------|-------|
| Default model | .811 | .763 | .908 | .881 | .905 |
| Saturated model | 1.000 | | 1.000 | | 1.000 |
| Independence model | .000 | .000 | .000 | .000 | .000 |

RMSEA

| Model | RMSEA | LO 90 | HI 90 | PCLOSE |
|--------------------|-------|-------|-------|--------|
| Default model | .078 | .058 | .096 | .012 |
| Independence model | .225 | .211 | .238 | .000 |

LAMPIRAN 9**HASIL UJI HIPOTESIS****Regression Weights: (Group number 1 - Default model)**

| | Estimate | S.E. | C.R. | P | Label |
|-------------|----------|------|-------|------|--------|
| CM <--- CE | .334 | .118 | 2.833 | .005 | par_16 |
| CM <--- PI | .442 | .110 | 4.011 | *** | par_17 |
| KP <--- PI | .024 | .096 | .248 | .804 | par_13 |
| KP <--- CM | .342 | .134 | 2.552 | .011 | par_14 |
| KP <--- CE | .413 | .114 | 3.637 | *** | par_15 |
| PI4 <--- PI | 1.000 | | | | |
| PI3 <--- PI | .881 | .114 | 7.713 | *** | par_1 |
| PI2 <--- PI | .573 | .096 | 5.963 | *** | par_2 |
| PI1 <--- PI | .627 | .095 | 6.592 | *** | par_3 |
| CE4 <--- CE | 1.000 | | | | |
| CE3 <--- CE | .898 | .133 | 6.774 | *** | par_4 |
| CE2 <--- CE | .804 | .110 | 7.322 | *** | par_5 |
| CE1 <--- CE | .858 | .133 | 6.474 | *** | par_6 |
| CM4 <--- CM | 1.000 | | | | |
| CM3 <--- CM | .653 | .121 | 5.379 | *** | par_7 |
| CM2 <--- CM | .869 | .128 | 6.769 | *** | par_8 |
| CM1 <--- CM | .642 | .107 | 6.013 | *** | par_9 |
| KP1 <--- KP | 1.000 | | | | |
| KP2 <--- KP | .948 | .131 | 7.253 | *** | par_10 |
| KP3 <--- KP | .922 | .161 | 5.725 | *** | par_11 |
| KP4 <--- KP | 1.363 | .226 | 6.019 | *** | par_12 |

**Standardized Regression Weights:
(Group number 1 - Default model)**

| | | Estimate |
|-----|---------|-------------|
| CM | <--- CE | .339 |
| CM | <--- PI | .496 |
| KP | <--- PI | .033 |
| KP | <--- CM | .417 |
| KP | <--- CE | .510 |
| PI4 | <--- PI | .804 |
| PI3 | <--- PI | .737 |
| PI2 | <--- PI | .564 |
| PI1 | <--- PI | <u>.614</u> |
| CE4 | <--- CE | .694 |
| CE3 | <--- CE | .696 |
| CE2 | <--- CE | .770 |
| CE1 | <--- CE | .650 |
| CM4 | <--- CM | .764 |
| CM3 | <--- CM | .527 |
| CM2 | <--- CM | .672 |
| CM1 | <--- CM | .591 |
| KP1 | <--- KP | .588 |
| KP2 | <--- KP | .678 |
| KP3 | <--- KP | .689 |
| KP4 | <--- KP | .754 |

Standardized Direct Effects
(Group number 1 - Default model)

| | CE | PI | CM | KP |
|-----|------|------|------|------|
| CM | .339 | .496 | .000 | .000 |
| KP | .510 | .033 | .417 | .000 |
| KP4 | .000 | .000 | .000 | .754 |
| KP3 | .000 | .000 | .000 | .689 |
| KP2 | .000 | .000 | .000 | .678 |
| KP1 | .000 | .000 | .000 | .588 |
| CM1 | .000 | .000 | .591 | .000 |
| CM2 | .000 | .000 | .672 | .000 |
| CM3 | .000 | .000 | .527 | .000 |
| CM4 | .000 | .000 | .764 | .000 |
| CE1 | .650 | .000 | .000 | .000 |
| CE2 | .770 | .000 | .000 | .000 |
| CE3 | .696 | .000 | .000 | .000 |
| CE4 | .694 | .000 | .000 | .000 |
| PI1 | .000 | .614 | .000 | .000 |
| PI2 | .000 | .564 | .000 | .000 |
| PI3 | .000 | .737 | .000 | .000 |
| PI4 | .000 | .804 | .000 | .000 |

Standardized Indirect Effects
(Group number 1 - Default model)

| | CE | PI | CM | KP |
|-----|------|------|------|------|
| CM | .000 | .000 | .000 | .000 |
| KP | .141 | .207 | .000 | .000 |
| KP4 | .491 | .180 | .314 | .000 |
| KP3 | .449 | .165 | .287 | .000 |
| KP2 | .442 | .162 | .283 | .000 |
| KP1 | .383 | .141 | .245 | .000 |
| CM1 | .200 | .293 | .000 | .000 |
| CM2 | .227 | .333 | .000 | .000 |
| CM3 | .178 | .261 | .000 | .000 |
| CM4 | .259 | .378 | .000 | .000 |
| CE1 | .000 | .000 | .000 | .000 |
| CE2 | .000 | .000 | .000 | .000 |
| CE3 | .000 | .000 | .000 | .000 |
| CE4 | .000 | .000 | .000 | .000 |
| PI1 | .000 | .000 | .000 | .000 |
| PI2 | .000 | .000 | .000 | .000 |
| PI3 | .000 | .000 | .000 | .000 |
| PI4 | .000 | .000 | .000 | .000 |

LAMPIRAN 10**HASIL TURNITIN**

**PENGARUH PERSEPSI IKLAN DAN CELEBRITY ENDORSER
TERHADAP KEPUTUSAN PEMBELIAN MELALUI CITRA
MEREK SEBAGAI PEMEDIASI**

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