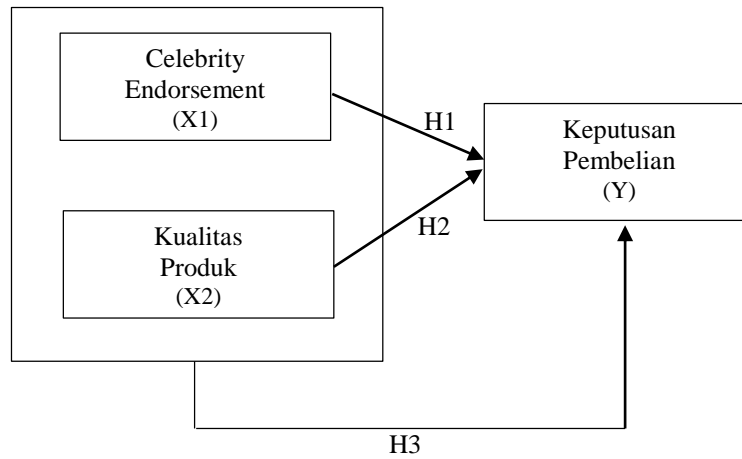


**LAMPIRAN-LAMPIRAN**

## Lampiran 1 Framework

Model penelitian yang digunakan pada penelitian ini yaitu:



H1: *Celebrity endorsement* berpengaruh signifikan terhadap keputusan pembelian.

H2: Kualitas produk berpengaruh signifikan terhadap keputusan pembelian.

H3: *Celebrity endorsement* dan kualitas produk bersama-sama berpengaruh signifikan terhadap keputusan pembelian.

## Lampiran 2 Kuesioner Penelitian

### Bagian I: Identitas Responden

Berilah tanda  $\surd$  pada kolom yang telah disediakan di bawah ini:

- Jenis Kelamin :  Pria  Wanita
- Usia :  15-20 tahun  20-25 tahun  >25 tahun
- Wilayah Tempat Tinggal :  Tangerang Selatan  Jakarta
- Pekerjaan :  Pelajar/Mahasiswa  Pegawai Swasta  
 Lainnya....

### Bagian II: Kuesioner

- Apakah anda mengetahui merek Erigo?
  - Ya  Tidak (Mohon berhenti sampai disini)
- Apakah anda pernah membeli produk Erigo?
  - Ya  Tidak
- Apakah anda mengikuti salah satu *Influencer* yang menjadi *Celebrity Endorser* produk Erigo?
  - Enzy Storia
  - Luna Maya
  - Denny Sumargo
  - Gading Martin
  - Arief Muhammad
  - Lainnya.....

#### ***Celebrity Endorsement***

No	Pertanyaan	Tanggapan Responden				
		STS	TS	N	S	SS
<b>Visibility</b>						
1	<i>Celebrity endorser</i> produk Erigo memiliki reputasi yang baik					
2	<i>Celebrity endorser produk Erigo</i> memiliki popularitas yang tinggi					
3	Saya menyukai <i>celebrity</i> yang dipakai oleh Erigo dalam mengiklankan produknya					

Credibility						
4	Karakter <i>celebrity endorser</i> produk Erigo membuat saya percaya terhadap produk tersebut					
5	<i>Celebrity endorser</i> produk erigo merupakan <i>celebrity</i> yang ahli, berpengalaman dan terlatih dalam mengiklankan produk					
6	Keahlian <i>celebrity</i> dalam mengiklankan produk Erigo membuat saya tertarik untuk membeli produk Erigo					
Attraction						
7	Daya tarik <i>celebrity produk Erigo</i> memberikan pengaruh positif terhadap merek Erigo					
8	Saya memiliki kecocokan dengan karakteristik <i>celebrity endorser</i> produk Erigo					
Power						
9	Kharisma/karakteristik yang dimiliki <i>celebrity endorser</i> produk Erigo membuat saya tertarik untuk membeli produk Erigo					
10	Kharisma/karakteristik yang dimiliki <i>celebrity endorser</i> produk Erigo membuat saya yakin terhadap merek Erigo					

### Kualitas Produk

No	Pertanyaan	Tanggapan Responden				
		STS	TS	N	S	SS
<i>Performance</i>						
1	Erigo merupakan <i>fashion</i> lokal yang berkualitas					
2	Produk Erigo sangat nyaman digunakan dalam berbagai aktivitas					
Feature						
3	Menurut saya desain Erigo sangat bervariasi dan tidak monoton					
Reliability						
4	Produk Erigo cocok digunakan untuk semua kalangan					
Comformance						
5	Kualitas produk Erigo sesuai dengan <i>campaign</i> yang dibawakan pada iklan					
6	Produk Erigo memiliki reputasi yang kuat					
7	Harga produk Erigo sesuai dengan kualitas produknya					

Durability						
8	Produk erigo memiliki masa pakai yang lama					
Serviceability						
9	Produk Erigo mudah ditemukan di berbagai <i>e-commerce</i>					
Estetika						
10	Jenis produk Erigo beragam					

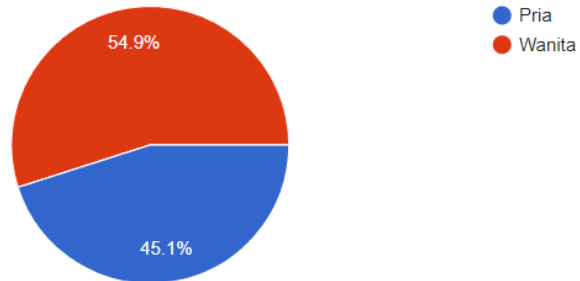
### Keputusan Pembelian

No	Pertanyaan	Tanggapan Responden				
		STS	TS	N	S	SS
Kemantapan pada sebuah produk						
1	Saya tertarik dengan produk Erigo					
2	Saya membeli produk Erigo karena sesuai dengan <i>style fashion</i> diri saya					
Kebiasaan dalam membeli produk						
3	Saya membeli produk Erigo untuk mendukung bisnis lokal yang ada di Indonesia					
4	Saya terbiasa membeli produk <i>fashion</i> lokal					
memberikan rekomendasi kepada orang lain						
5	Saya selalu memberikan ulasan saat membeli produk Erigo melalui <i>e-commerce</i>					
6	Saya merekomendasikan produk Erigo kepada kerabat/keluarga					
Melakukan pembelian ulang						
7	Saya akan membeli kembali produk Erigo					
8	Saya akan tetap menggunakan produk Erigo dalam kurun waktu yang panjang					
9	Saya akan menjadikan Erigo sebagai pilihan utama dalam membeli produk <i>fashion</i> lokal					

### Lampiran 3 Hasil Pengumpulan Kuesioner (182 Responden)

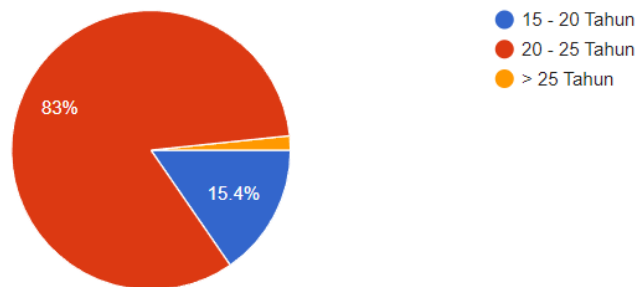
#### 3. Jenis Kelamin

182 responses



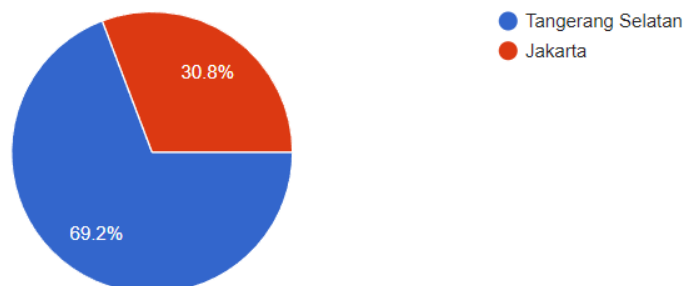
#### 4. Usia

182 responses



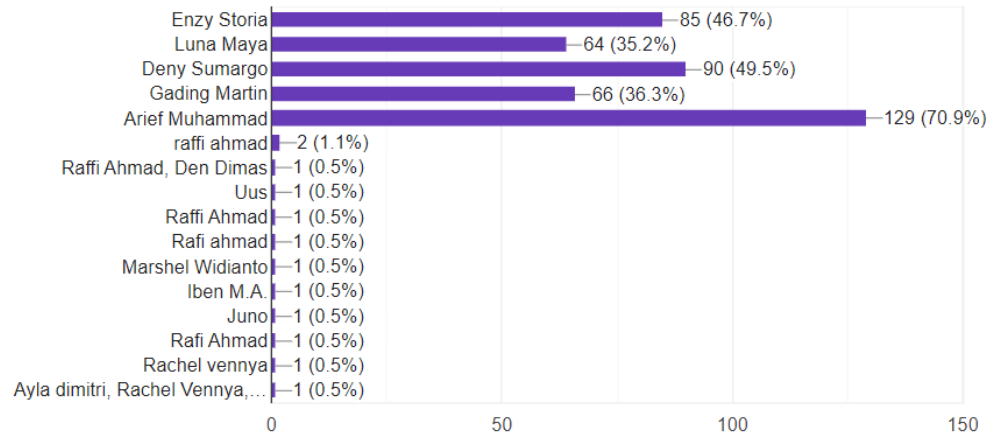
#### 3. Domisili

182 responses



#### 4. *Celebrity Endorser* Erigo yang diketahui Responden

182 responses



Celebrity Endorsement (X1)										
X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	Total X1
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Kualitas Produk (X2)										
X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	Total X2
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Keputusan Pembelian (Y)									
Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Total Y
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4	4	5	3	4	3	4	4	3	34
5	3	5	2	5	3	5	5	5	38
5	5	5	5	5	5	5	5	5	45
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## Lampiran 4 Hasil Uji SPSS

### 1. Uji Validitas

#### a. *Celebrity Endorsement* (X1)

		Correlations										
		X1	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10
X1	Pearson Correlation	1	.604**	.570**	.740**	.796**	.759**	.742**	.706**	.766**	.792**	.824**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182	182
X1.1	Pearson Correlation	.604**	1	.471**	.501**	.475**	.480**	.238**	.406**	.329**	.338**	.451**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.001	.000	.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182	182
X1.2	Pearson Correlation	.570**	.471**	1	.430**	.413**	.483**	.258**	.369**	.317**	.304**	.377**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182	182
X1.3	Pearson Correlation	.740**	.501**	.430**	1	.535**	.520**	.442**	.501**	.556**	.475**	.537**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182	182
X1.4	Pearson Correlation	.796**	.475**	.413**	.535**	1	.595**	.495**	.547**	.589**	.524**	.621**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182	182
X1.5	Pearson Correlation	.759**	.480**	.483**	.520**	.595**	1	.584**	.526**	.451**	.481**	.510**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182	182
X1.6	Pearson Correlation	.742**	.238**	.258**	.442**	.495**	.584**	1	.417**	.538**	.643**	.606**
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000		.000	.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182	182
X1.7	Pearson Correlation	.706**	.406**	.369**	.501**	.547**	.526**	.417**	1	.469**	.495**	.536**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182	182
X1.8	Pearson Correlation	.766**	.329**	.317**	.556**	.589**	.451**	.538**	.469**	1	.644**	.576**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	182	182	182	182	182	182	182	182	182	182	182
X1.9	Pearson Correlation	.792**	.338**	.304**	.475**	.524**	.481**	.643**	.495**	.644**	1	.714**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	182	182	182	182	182	182	182	182	182	182	182
X1.10	Pearson Correlation	.824**	.451**	.377**	.537**	.621**	.510**	.606**	.536**	.576**	.714**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	182	182	182	182	182	182	182	182	182	182	182

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

b. Kualitas Produk (X2)

		Correlations										
		X2	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10
X2	Pearson Correlation	1	.707**	.725**	.686**	.655**	.792**	.720**	.727**	.794**	.547**	.722**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182	182
X2.1	Pearson Correlation	.707**	1	.617**	.420**	.341**	.542**	.435**	.474**	.525**	.283**	.385**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182	182
X2.2	Pearson Correlation	.725**	.617**	1	.468**	.430**	.504**	.441**	.446**	.477**	.264**	.428**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182	182
X2.3	Pearson Correlation	.686**	.420**	.468**	1	.359**	.497**	.370**	.405**	.525**	.210**	.462**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.005	.000
	N	182	182	182	182	182	182	182	182	182	182	182
X2.4	Pearson Correlation	.655**	.341**	.430**	.359**	1	.501**	.473**	.362**	.463**	.259**	.378**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182	182
X2.5	Pearson Correlation	.792**	.542**	.504**	.497**	.501**	1	.543**	.528**	.615**	.351**	.543**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182	182
X2.6	Pearson Correlation	.720**	.435**	.441**	.370**	.473**	.543**	1	.532**	.579**	.327**	.448**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182	182
X2.7	Pearson Correlation	.727**	.474**	.446**	.405**	.362**	.528**	.532**	1	.574**	.392**	.459**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182	182
X2.8	Pearson Correlation	.794**	.525**	.477**	.525**	.463**	.615**	.579**	.574**	1	.356**	.506**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	182	182	182	182	182	182	182	182	182	182	182
X2.9	Pearson Correlation	.547**	.283**	.264**	.210**	.259**	.351**	.327**	.392**	.356**	1	.559**
	Sig. (2-tailed)	.000	.000	.000	.005	.000	.000	.000	.000	.000		.000
	N	182	182	182	182	182	182	182	182	182	182	182
X2.10	Pearson Correlation	.722**	.385**	.428**	.462**	.378**	.543**	.448**	.459**	.506**	.559**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	182	182	182	182	182	182	182	182	182	182	182

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

c. Keputusan Pembelian (Y)

		Correlations									
		Y	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9
Y	Pearson Correlation	1	.864**	.822**	.754**	.542**	.748**	.796**	.866**	.834**	.859**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182
Y1	Pearson Correlation	.864**	1	.769**	.693**	.448**	.597**	.591**	.726**	.661**	.677**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182
Y2	Pearson Correlation	.822**	.769**	1	.662**	.487**	.473**	.623**	.655**	.606**	.595**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182
Y3	Pearson Correlation	.754**	.693**	.662**	1	.522**	.452**	.427**	.610**	.545**	.516**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182
Y4	Pearson Correlation	.542**	.448**	.487**	.522**	1	.293**	.340**	.357**	.285**	.268**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182
Y5	Pearson Correlation	.748**	.597**	.473**	.452**	.293**	1	.591**	.528**	.570**	.700**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182
Y6	Pearson Correlation	.796**	.591**	.623**	.427**	.340**	.591**	1	.675**	.621**	.705**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	182	182	182	182	182	182	182	182	182	182
Y7	Pearson Correlation	.866**	.726**	.655**	.610**	.357**	.528**	.675**	1	.828**	.761**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	182	182	182	182	182	182	182	182	182	182
Y8	Pearson Correlation	.834**	.661**	.606**	.545**	.285**	.570**	.621**	.828**	1	.774**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	182	182	182	182	182	182	182	182	182	182
Y9	Pearson Correlation	.859**	.677**	.595**	.516**	.268**	.700**	.705**	.761**	.774**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	182	182	182	182	182	182	182	182	182	182

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

## 2. Uji Reliabilitas

### a. *Celebrity Endorsement* (X1)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.903	10

### b. Kualitas Produk (X2)

#### Reliability Statistics

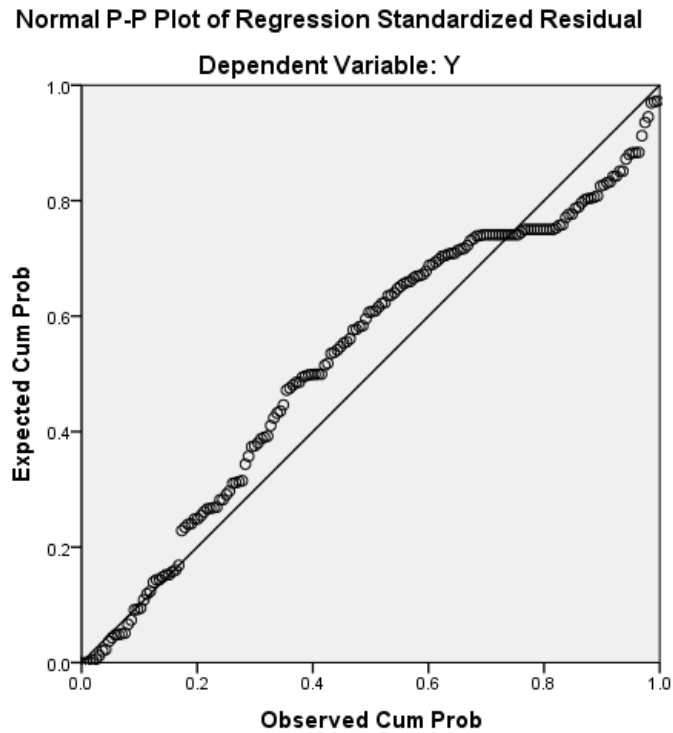
Cronbach's Alpha	N of Items
.887	10

### c. Keputusan Pembelian (X3)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.924	9

### 3. Uji Normalitas



### 4. Uji Asumsi Klasik

#### a. Uji Multikolinieritas

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.288E-15	3.307		.000	1.000		
X1	.000	.098	.000	.000	1.000	.496	2.015
X2	.000	.108	.000	.000	1.000	.496	2.015

a. Dependent Variable: RES



b. Uji Heteroskedastisitas

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.288E-15	3.307		.000	1.000
X1	.000	.098	.000	.000	1.000
X2	.000	.108	.000	.000	1.000

a. Dependent Variable: RES

**5. Uji Koefisien Korelasi**

**Correlations**

	X1	X2	Y
X1 Pearson Correlation	1	.710**	.586**
X1 Sig. (2-tailed)		.000	.000
X1 N	182	182	182
X2 Pearson Correlation	.710**	1	.623**
X2 Sig. (2-tailed)	.000		.000
X2 N	182	182	182
Y Pearson Correlation	.586**	.623**	1
Y Sig. (2-tailed)	.000	.000	
Y N	182	182	182

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

## 6. Uji Hipotesis

### a. Uji Regresi Linear Sederhana (Uji-t)

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-4.280	3.307		-1.294	.197		
X1	.354	.098	.290	3.616	.000	.496	2.015
X2	.562	.108	.417	5.203	.000	.496	2.015

a. Dependent Variable: Y

### b. Uji Regresi Linear Berganda (Uji-f)

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3954.352	2	1977.176	67.361	.000 <sup>b</sup>
Residual	5254.027	179	29.352		
Total	9208.379	181			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.655 <sup>a</sup>	.429	.423	5.418

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

## Lampiran 5 Curriculum Vitae (CV)



# Galluh Riri Amanda

**Phone**  
0895-3495-46589

**Email**  
galluhri1@gmail.com

**Address**  
Tangerang Selatan, Indonesia

## Profile Info

I am currently completing my Bachelor's Degree at Pembangunan Jaya University with Management Major, focused on Marketing. I am nice fun and friendly person. I have good listening and communication skills. I am well organized and always plan ahead to make sure I manage my time well. I have a creative mind and am always up for new challenge.

## Additional Skills

- Ms. Office
- Design & Editing
- Digital Marketing
- Communication and Negotiation
- Problem Solver
- Detail Oriented
- Public Speaking

★

## Work Experience

Supporting Operational (Internship) PT Bank Syariah Indonesia KCP Radio Dalam	2021
1. Assist the process of migrating accounts for the July-August periode in a timely manner. 2. Successfully achieved the MGM program with a total of 12 active customers.	
Staff Field Marketing Unit Marketing UPJ	2020
The work carried out is to record the completeness of new students and provide information about UPJ to the students concerned.	
Operational & Service Bank BTN KC Bintaro Jaya	2019
The work carried out is cross-checking customer documents and filling documents.	

## Education

Management Universitas Pembangunan Jaya	2018-2022
1. Current GPA 3.71/4.00 2. Won The Best Video Business Case Competition in Kompetisi Manajemen Nasional 2021	
Accounting SMKN 2 Kota Bekasi	2015-2018


## Certificates

Project Management Associate	2021-2024
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









## Organizational Experience

Secretary of Badan Eksekutif Mahasiswa UPJ	2021/2022
Head of DAKAURI UPJ	2020/2021
Program Holistik Pembinaan dan Pemberdayaan Desa	2020
PRIMA UPJ	2020
Volunteer Enviromental Campaign (Greenpeace)	2019

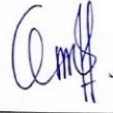
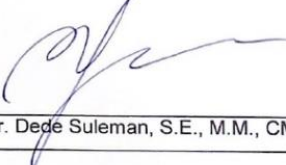
## Lampiran 6 Formulir Bimbingan Skripsi

	<b>FORMULIR PEMBIMBINGAN SKRIPSI/TA</b>	SPT-I/03/SOP-28/F-03
		No. Rekamun

Nama Mahasiswa : Galluh Riri Amanda  
 Prodi/NIM : Manajemen / 2018021019  
 Judul Skripsi/TA yang diajukan : Analisis Pengaruh *Celebrity Endorsement* dan Kualitas Produk Terhadap keputusan Pembelian Produk Lokal (Studi Kasus Erigo)

No	Tanggal	Materi Pembimbingan	Paraf Mhs	Paraf Dosen Pembimbing
1	4 Feb 2022	sosialisasi proposal skripsi		
2	7 Feb 2022	Asistensi BAB I		
3	14 Maret 2022	Asistensi BAB II		
4	15 Maret 2022	Bimbingan dan Revisi BAB II		
5	18 Maret 2022	Asistensi BAB III		
6	21 Maret 2022	Bimbingan dan Revisi BAB III		
7	12 Mei 2022	Konsultasi progress revisi sempro & kuesioner		
8	31 Mei 2022	Revisi final proposal skripsi		

\* Jika pembimbingan lebih dari minimal 8 kali, mohon membuat salinan formulir ini

		
Galluh Riri Amanda	Dr. Dede Suleman, S.E., M.M., CMA	Dosen Pembimbing 2



FORMULIR PEMBIMBINGAN SKRIPSI/TA

SPT-I/03/SOP-28/F-03

No. Revisi


Nama Mahasiswa : Galluh Riri Amanda  
Prodi/NIM : Manajemen / 2018021019  
Judul Skripsi/TA yang diajukan : Analisis Pengaruh *Celebrity Endorsement* dan Kualitas Produk Terhadap keputusan Pembelian Produk Lokal (Studi Kasus Erigo)

No	Tanggal	Materi Pembimbingan	Paraf Mhs	Paraf Dosen Pembimbing
1	3 Juni 2022	Asistensi $\bar{I}$ dan $\bar{V}$		
2	6 Juni 2022	Bimbingan dan revisi Bab $\bar{I}$ dan $\bar{V}$		
3				
4				
5				
6				
7				
8				

\* Jika pembimbingan lebih dari minimal 8 kali, mohon membuat salinan formulir ini

Galluh Riri Amanda	Dr. Dede Suleman, S.E., M.M., CMA	Dosen Pembimbing 2

## Lampiran 7 Formulir Revisi Skripsi

 Universitas Pembangunan Jaya	<b>FORMULIR REVISI SKRIPSI / TA</b>	SPT-I/04/SOP-06/F-05
		No. Rekaman

Nama Mahasiswa : Galluh Riri Amanda  
Prodi/NIM : 2018021019 / Manajemen  
Judul Skripsi/TA : Analisis Pengaruh *Celebrity Endorsement* dan Kualitas Produk Terhadap Keputusan Pembelian Produk Lokal (Studi Kasus Erigo)

Dosen Pembimbing : 1. Dr. Dede Suleman S.E., M.M., CMA.  
Dosen Penguji : 1. Dr. Yohanes Totok Suyoto, S.S., M.Si., CPMA  
: 2. Teguh Prasetyo, S.E., M.Si

Jadwal Sidang : Tempat : Ruang 703 (Gedung B) Hari/Tanggal: Jumat, 17 Juni 2022

Revisi yang dilakukan :

1. Format penulisan.
2. Penambahan indikator kuesioner pada definisi operasional.
3. Penulisan sumber pustaka.
4. Perubahan posisi uji normalitas data harus dipisahkan dari uji asumsi klasik.
5. Pada bagian kesimpulan disarankan tidak ada angka, hanya redaksi saja agar yang membaca dapat dengan cepat memahami hasil karya tulis.

Tangerang Selatan, 23 Juni 2022

Dosen Penguji 1



Dr. Yohanes Totok Suyoto, S.S., M.Si., CPMA  
NIP. 08.0818.016

Dosen Penguji 2



Teguh Prasetyo, S.E., M.Si.  
NIP. 08.0814.016

## Lampiran 8 Hasil Plagiarism

### Pengaruh Celebrity Endorsement dan Kualitas Produk Terhadap Keputusan Pembelian Produk Lokal Erigo

#### ORIGINALITY REPORT

<b>17</b> %	<b>18</b> %	<b>13</b> %	<b>9</b> %
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

#### PRIMARY SOURCES

<b>1</b>	<b>karyailmiah.unisba.ac.id</b> Internet Source	<b>1</b> %
<b>2</b>	<b>eprints.uny.ac.id</b> Internet Source	<b>1</b> %
<b>3</b>	<b>Submitted to Universitas Putera Batam</b> Student Paper	<b>1</b> %
<b>4</b>	<b>Submitted to Universitas Kristen Duta Wacana</b> Student Paper	<b>1</b> %
<b>5</b>	<b>anzdoc.com</b> Internet Source	<b>1</b> %
<b>6</b>	<b>e-repository.perpus.iainsalatiga.ac.id</b> Internet Source	<b>1</b> %
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<b>8</b>	<b>eprints.walisongo.ac.id</b> Internet Source	<b>1</b> %
<b>9</b>	<b>123dok.com</b> Internet Source	<b>1</b> %