

LAMPIRAN KUESIONER

Lampiran 1 Kuesioner Penelitian

Responden yang terhormat,

Perkenalkan nama saya Galih Valentino, mahasiswa dari Universitas Pembangunan Jaya dengan NIM 2020021096, Program Studi Manajemen Pemasaran sedang melakukan penelitian tentang **“PENGARUH NEGARA ASAL DAN GETOK TULAR ELEKTRONIK TERHADAP MINAT BELI SEPATU ADIDAS YANG DIMEDIASI OLEH CITRA MEREK”**. Oleh sebab itu, saya ingin meminta kesediaan Bapak/Ibu/Saudara/i untuk mengisi kuesioner di bawah ini. Jawaban yang diberikan sangat berharga bagi penelitian ini, serta saya akan menjamin kerahasiaannya yang hanya diperuntukan untuk tujuan akademis semata. Terima kasih atas partisipasi Bapak/Ibu/Saudara/I dalam mengisi kuesioner ini.

Hormat saya,

Galih Valentino Aji

I. Identitas Responden:

Isilah jawaban yang sesuai dengan identitas Anda.

1. Nama/Inisial
2. Jenis Kelamin Anda
 - Laki-Laki
 - Perempuan
3. Berapakah Usia Anda?
 - 17-20 tahun
 - 21-25 tahun
 - 26-30 tahun
 - >31 tahun

4. Pekerjaan

- Pelajar
- Mahasiswa
- Wiraswasta
- Pegawai swasta
- Pegawai Negeri Sipil
- Lain-lain

5. Penghasilan

- < Rp.1.000.000
- Rp.1.000.000 – Rp.5.000.000/bulan
- > Rp.5.000.000 – Rp.10.000.000/bulan
- > Rp.10.000.000/bulan

6. Pendidikan

- Sekolah Menengah Atas (SMA)
- Diploma
- Sarjana 1
- Lain-lain

7. Apakah anda menggunakan sosial media?

- Ya
- Tidak (Pertanyaan tidak akan dilanjutkan)

8. Apakah anda mengetahui *brand* sepatu Adidas?

- Ya
- Tidak (Pertanyaan tidak akan dilanjutkan)
-

II. Instruksi

Berikan tanggapan anda terkait pernyataan-pernyataan di bawah ini dengan memilih satu jawaban pada skala yang tersedia sesuai dengan tingkat persetujuan anda.

Detail kriteria bobot:

| No. | Jawaban | Keterangan | Skor |
|-----|---------|---------------------|------|
| 1 | SS | Sangat Setuju | 4 |
| 2 | S | Setuju | 3 |
| 3 | TS | Tidak Setuju | 2 |
| 4 | STS | Sangat Tidak Setuju | 1 |

III. Pengisian Kuesioner

1. Negara Asal (X1)

| No | Pernyataan | 1 | 2 | 3 | 4 |
|----|--|---|---|---|---|
| | Prestige/Gengsi | | | | |
| 1. | Saya merasa percaya diri ketika menggunakan sepatu Adidas dari Jerman | | | | |
| | Kualitas Produk | | | | |
| 2. | Negara Jerman adalah negara yang menghasilkan produk yang berkualitas | | | | |
| 3. | Saya percaya kualitas sepatu Adidas dipengaruhi oleh standar produksi dari negara Jerman | | | | |
| | Citra Negara Asal | | | | |
| 4. | Negara Jerman memiliki citra yang positif dalam memproduksi | | | | |

2. Getok Tular Elektronik (X2)

| No | Pernyataan | 1 | 2 | 3 | 4 |
|----|---|---|---|---|---|
| | Valensi Pesan | | | | |
| 5 | Saya membaca ulasan positif tentang sepatu Adidas di media sosial | | | | |
| | Volume Pesan | | | | |
| 6. | Saya sering menemukan informasi melalui media sosial terkait produk sepatu Adidas | | | | |

| | | | | | |
|--------------------------|---|--|--|--|--|
| 7. | Pengguna media sosial sering memberikan <i>review</i> terhadap sepatu Adidas | | | | |
| Konsistensi Pesan | | | | | |
| 8. | Banyak <i>review</i> baik terhadap sepatu Adidas di media sosial | | | | |
| 9. | Dorongan aktivitas interaksi di sosial media membuat saya tertarik untuk memiliki sepatu Adidas | | | | |

3. Citra Merek (I)

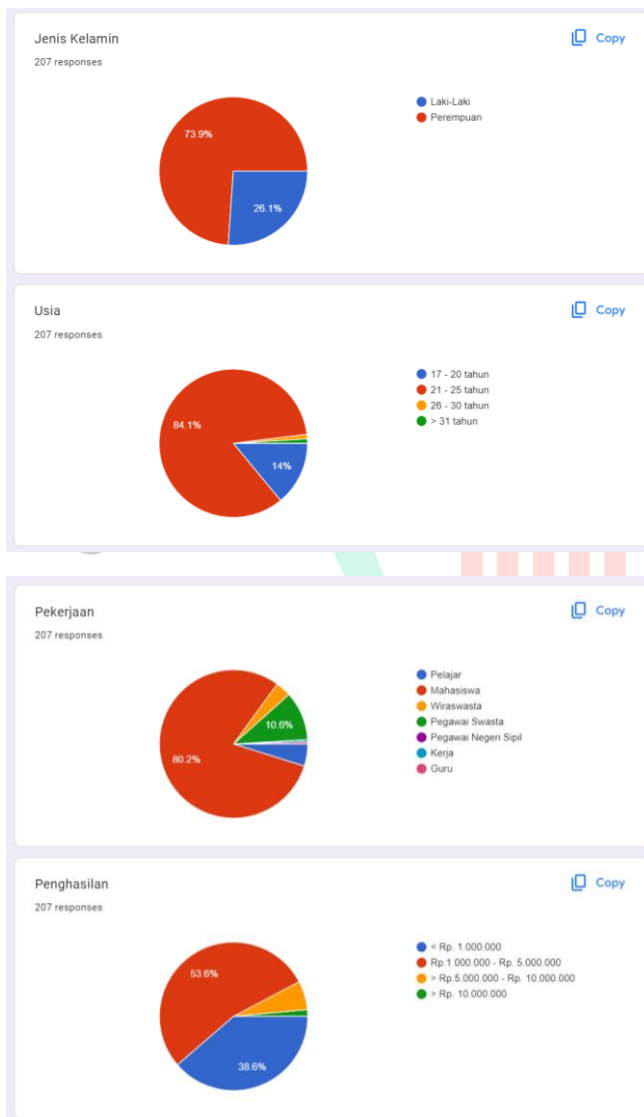
| No | Pernyataan | 1 | 2 | 3 | 4 |
|---------------------------------|--|---|---|---|---|
| Kepribadian Merek | | | | | |
| 10. | Sepatu Adidas memiliki kredibilitas yang tinggi karena kualitas dan desain yang bagus | | | | |
| 11. | Saya merasa percaya diri jika menggunakan sepatu Adidas | | | | |
| Asosiasi Merek | | | | | |
| 12. | Citra positif Adidas, seperti prestige dan kualitas, mempengaruhi persepsi saya terhadap produk dan merek Adidas | | | | |
| 13. | Sepatu Adidas memiliki citra dan reputasi yang baik | | | | |
| Manfaat Keunggulan Merek | | | | | |
| 14. | Keunggulan Adidas dalam hal kualitas dan performa produk, membuat saya lebih puas dan loyal sebagai konsumen | | | | |

4. Minat Beli (Y)

| No | Pernyataan | 1 | 2 | 3 | 4 |
|---|--|---|---|---|---|
| Keinginan untuk Membeli | | | | | |
| 15. | Saya tertarik untuk membeli sepatu Adidas karena desain sepatu Adidas menarik. | | | | |
| Keinginan untuk merekomendasikan kepada orang lain | | | | | |
| 16. | Saya bersedia merekomendasikan produk sepatu Adidas kepada orang lain | | | | |
| Memiliki prefensi utama | | | | | |
| 17. | Saya ingin membeli sepatu Adidas karena kualitas dan kenyamanannya meskipun ada merek lain | | | | |

| | | | | |
|-----|--|--|--|--|
| | Keinginan untuk mengetahui | | | |
| 18. | Saya sering melihat informasi terkait produk-produk dari sepatu Adidas di sosial media | | | |

Lampiran 2 Data Karakteristik Responden



Lampiran 3 Jawaban Kuesioner Variabel Negara Asal

| No | NA1 | NA2 | NA3 | NA4 |
|----|-----|-----|-----|-----|
| 1 | 4 | 4 | 4 | 4 |
| 2 | 4 | 4 | 4 | 4 |

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|----|---|---|---|---|
| 3 | 4 | 4 | 3 | 4 |
| 4 | 4 | 3 | 4 | 4 |
| 5 | 3 | 3 | 2 | 2 |
| 6 | 3 | 3 | 3 | 3 |
| 7 | 3 | 2 | 2 | 2 |
| 8 | 2 | 3 | 3 | 2 |
| 9 | 4 | 4 | 4 | 4 |
| 10 | 4 | 4 | 3 | 4 |
| 11 | 4 | 3 | 4 | 3 |
| 12 | 4 | 4 | 4 | 4 |
| 13 | 4 | 4 | 4 | 4 |
| 14 | 4 | 4 | 4 | 3 |
| 15 | 1 | 4 | 3 | 3 |
| 16 | 4 | 3 | 3 | 4 |
| 17 | 3 | 4 | 4 | 4 |
| 18 | 4 | 4 | 3 | 3 |
| 19 | 4 | 4 | 4 | 4 |
| 20 | 3 | 3 | 3 | 3 |
| 21 | 4 | 4 | 4 | 4 |
| 22 | 3 | 3 | 3 | 3 |
| 23 | 4 | 3 | 3 | 3 |
| 24 | 3 | 3 | 3 | 3 |
| 25 | 4 | 4 | 4 | 3 |
| 26 | 4 | 4 | 4 | 4 |
| 27 | 3 | 4 | 3 | 3 |
| 28 | 2 | 4 | 3 | 3 |
| 29 | 4 | 3 | 3 | 3 |
| 30 | 4 | 4 | 3 | 4 |
| 31 | 4 | 4 | 4 | 4 |
| 32 | 3 | 3 | 2 | 2 |
| 33 | 3 | 3 | 3 | 3 |
| 34 | 4 | 4 | 4 | 4 |
| 35 | 4 | 4 | 4 | 4 |
| 36 | 4 | 4 | 4 | 3 |
| 37 | 3 | 4 | 4 | 4 |
| 38 | 4 | 4 | 3 | 4 |
| 39 | 3 | 3 | 3 | 3 |
| 40 | 4 | 4 | 4 | 4 |
| 41 | 4 | 3 | 4 | 4 |
| 42 | 4 | 4 | 4 | 4 |
| 43 | 4 | 4 | 4 | 4 |

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|----|---|---|---|---|
| 44 | 3 | 3 | 2 | 2 |
| 45 | 3 | 3 | 4 | 4 |
| 46 | 3 | 3 | 3 | 3 |
| 47 | 2 | 3 | 3 | 3 |
| 48 | 4 | 4 | 3 | 3 |
| 49 | 3 | 3 | 3 | 3 |
| 50 | 4 | 3 | 4 | 4 |
| 51 | 2 | 2 | 1 | 1 |
| 52 | 3 | 3 | 3 | 3 |
| 53 | 3 | 4 | 4 | 4 |
| 54 | 2 | 3 | 3 | 3 |
| 55 | 3 | 3 | 3 | 3 |
| 56 | 3 | 4 | 4 | 4 |
| 57 | 4 | 3 | 3 | 3 |
| 58 | 3 | 3 | 3 | 3 |
| 59 | 4 | 3 | 4 | 3 |
| 60 | 3 | 3 | 3 | 3 |
| 61 | 4 | 4 | 4 | 4 |
| 62 | 4 | 3 | 4 | 4 |
| 63 | 4 | 4 | 4 | 3 |
| 64 | 4 | 4 | 3 | 3 |
| 65 | 4 | 4 | 4 | 3 |
| 66 | 3 | 3 | 3 | 3 |
| 67 | 3 | 3 | 3 | 3 |
| 68 | 3 | 3 | 3 | 3 |
| 69 | 4 | 3 | 3 | 3 |
| 70 | 4 | 3 | 3 | 4 |
| 71 | 3 | 3 | 4 | 4 |
| 72 | 3 | 3 | 4 | 3 |
| 73 | 3 | 3 | 4 | 3 |
| 74 | 3 | 4 | 4 | 3 |
| 75 | 3 | 4 | 4 | 3 |
| 76 | 3 | 4 | 4 | 3 |
| 77 | 4 | 3 | 3 | 4 |
| 78 | 2 | 3 | 4 | 3 |
| 79 | 4 | 3 | 2 | 3 |
| 80 | 3 | 4 | 4 | 4 |
| 81 | 4 | 3 | 3 | 3 |
| 82 | 4 | 3 | 3 | 4 |
| 83 | 4 | 4 | 4 | 4 |
| 84 | 4 | 3 | 4 | 3 |

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|-----|---|---|---|---|
| 85 | 4 | 3 | 3 | 4 |
| 86 | 4 | 4 | 4 | 4 |
| 87 | 4 | 4 | 3 | 4 |
| 88 | 3 | 4 | 4 | 4 |
| 89 | 4 | 4 | 3 | 3 |
| 90 | 2 | 3 | 2 | 3 |
| 91 | 3 | 3 | 4 | 3 |
| 92 | 3 | 3 | 3 | 3 |
| 93 | 4 | 3 | 3 | 4 |
| 94 | 3 | 4 | 4 | 4 |
| 95 | 4 | 4 | 3 | 3 |
| 96 | 4 | 4 | 3 | 3 |
| 97 | 4 | 4 | 4 | 4 |
| 98 | 3 | 4 | 3 | 4 |
| 99 | 3 | 4 | 4 | 4 |
| 100 | 4 | 4 | 4 | 4 |
| 101 | 3 | 4 | 3 | 4 |
| 102 | 2 | 4 | 2 | 4 |
| 103 | 4 | 4 | 3 | 3 |
| 104 | 3 | 4 | 3 | 4 |
| 105 | 3 | 3 | 3 | 3 |
| 106 | 3 | 3 | 4 | 4 |
| 107 | 4 | 4 | 4 | 4 |
| 108 | 2 | 4 | 4 | 4 |
| 109 | 4 | 3 | 3 | 3 |
| 110 | 3 | 3 | 4 | 3 |
| 111 | 3 | 4 | 4 | 3 |
| 112 | 2 | 4 | 3 | 3 |
| 113 | 2 | 2 | 2 | 3 |
| 114 | 3 | 3 | 4 | 4 |
| 115 | 4 | 3 | 4 | 4 |
| 116 | 3 | 4 | 4 | 3 |
| 117 | 3 | 3 | 4 | 4 |
| 118 | 3 | 4 | 3 | 4 |
| 119 | 3 | 4 | 4 | 4 |
| 120 | 3 | 4 | 3 | 4 |
| 121 | 4 | 3 | 4 | 3 |
| 122 | 4 | 4 | 4 | 4 |
| 123 | 4 | 4 | 4 | 4 |
| 124 | 4 | 4 | 4 | 3 |
| 125 | 3 | 3 | 3 | 3 |

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|-----|---|---|---|---|
| 126 | 1 | 2 | 2 | 2 |
| 127 | 3 | 3 | 3 | 3 |
| 128 | 3 | 3 | 3 | 3 |
| 129 | 4 | 3 | 3 | 3 |
| 130 | 3 | 3 | 3 | 3 |
| 131 | 4 | 4 | 4 | 4 |
| 132 | 3 | 4 | 4 | 3 |
| 133 | 4 | 3 | 4 | 3 |
| 134 | 4 | 4 | 4 | 3 |
| 135 | 4 | 4 | 3 | 3 |
| 136 | 3 | 3 | 3 | 3 |
| 137 | 2 | 3 | 3 | 4 |
| 138 | 3 | 3 | 4 | 4 |
| 139 | 2 | 3 | 3 | 4 |
| 140 | 4 | 3 | 4 | 4 |
| 141 | 3 | 4 | 4 | 4 |
| 142 | 4 | 3 | 4 | 4 |
| 143 | 4 | 4 | 4 | 3 |
| 144 | 4 | 4 | 3 | 4 |
| 145 | 3 | 3 | 2 | 4 |
| 146 | 3 | 4 | 3 | 4 |
| 147 | 3 | 4 | 3 | 4 |
| 148 | 4 | 3 | 3 | 3 |
| 149 | 3 | 3 | 4 | 4 |
| 150 | 4 | 4 | 4 | 4 |
| 151 | 4 | 4 | 4 | 3 |
| 152 | 4 | 4 | 4 | 4 |
| 153 | 4 | 4 | 3 | 4 |
| 154 | 3 | 4 | 4 | 3 |
| 155 | 4 | 3 | 3 | 4 |
| 156 | 4 | 3 | 4 | 3 |
| 157 | 4 | 3 | 4 | 3 |
| 158 | 4 | 4 | 4 | 3 |
| 159 | 4 | 4 | 3 | 4 |
| 160 | 4 | 4 | 4 | 3 |
| 161 | 2 | 2 | 2 | 2 |
| 162 | 4 | 4 | 3 | 3 |
| 163 | 3 | 4 | 4 | 3 |
| 164 | 4 | 4 | 4 | 4 |
| 165 | 4 | 4 | 3 | 3 |
| 166 | 4 | 3 | 4 | 3 |

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| 167 | 4 | 4 | 3 | 4 |
| 168 | 3 | 4 | 4 | 4 |
| 169 | 4 | 3 | 4 | 3 |
| 170 | 3 | 3 | 4 | 3 |
| 171 | 4 | 3 | 4 | 3 |
| 172 | 3 | 4 | 4 | 4 |
| 173 | 4 | 3 | 3 | 4 |
| 174 | 4 | 3 | 4 | 3 |
| 175 | 3 | 3 | 4 | 4 |
| 176 | 4 | 4 | 3 | 3 |
| 177 | 4 | 3 | 4 | 3 |
| 178 | 4 | 4 | 4 | 4 |
| 179 | 3 | 3 | 3 | 2 |
| 180 | 4 | 4 | 3 | 2 |
| 181 | 4 | 3 | 3 | 3 |
| 182 | 2 | 3 | 3 | 3 |
| 183 | 3 | 3 | 3 | 4 |
| 184 | 4 | 4 | 4 | 3 |
| 185 | 4 | 4 | 4 | 4 |
| 186 | 3 | 3 | 3 | 3 |
| 187 | 2 | 2 | 2 | 3 |
| 188 | 3 | 3 | 3 | 3 |
| 189 | 3 | 3 | 3 | 3 |
| 190 | 2 | 3 | 3 | 3 |
| 191 | 4 | 4 | 4 | 4 |
| 192 | 4 | 4 | 3 | 3 |
| 193 | 4 | 3 | 3 | 3 |
| 194 | 4 | 3 | 3 | 3 |
| 195 | 3 | 2 | 4 | 4 |
| 196 | 3 | 3 | 2 | 3 |
| 197 | 3 | 3 | 3 | 2 |
| 198 | 4 | 4 | 4 | 3 |
| 199 | 2 | 3 | 4 | 3 |
| 200 | 3 | 2 | 2 | 3 |
| 201 | 1 | 3 | 4 | 3 |
| 202 | 4 | 3 | 4 | 4 |
| 203 | 2 | 2 | 2 | 3 |
| 204 | 2 | 3 | 3 | 2 |
| 205 | 4 | 4 | 4 | 3 |
| 206 | 3 | 4 | 3 | 4 |
| 207 | 3 | 4 | 4 | 3 |

Lampiran 4 Jawaban Kuesioner Variabel Getok Tular Elektronik

| No | EWOM1 | EWOM2 | EWOM3 | EWOM4 | EWOM5 |
|----|-------|-------|-------|-------|-------|
| 1 | 4 | 4 | 3 | 4 | 3 |
| 2 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 3 | 4 |
| 4 | 4 | 4 | 4 | 3 | 3 |
| 5 | 4 | 2 | 2 | 2 | 2 |
| 6 | 4 | 1 | 3 | 3 | 3 |
| 7 | 2 | 1 | 1 | 3 | 1 |
| 8 | 2 | 2 | 3 | 3 | 3 |
| 9 | 4 | 4 | 4 | 4 | 4 |
| 10 | 3 | 4 | 3 | 3 | 3 |
| 11 | 3 | 4 | 4 | 4 | 4 |
| 12 | 3 | 4 | 3 | 4 | 4 |
| 13 | 4 | 4 | 3 | 4 | 4 |
| 14 | 4 | 4 | 4 | 4 | 4 |
| 15 | 2 | 2 | 2 | 3 | 1 |
| 16 | 4 | 3 | 3 | 3 | 3 |
| 17 | 4 | 4 | 4 | 4 | 3 |
| 18 | 3 | 4 | 4 | 4 | 3 |
| 19 | 4 | 4 | 4 | 4 | 4 |
| 20 | 3 | 4 | 3 | 3 | 3 |
| 21 | 4 | 4 | 4 | 4 | 4 |
| 22 | 3 | 3 | 3 | 3 | 3 |
| 23 | 4 | 3 | 3 | 3 | 4 |
| 24 | 3 | 3 | 3 | 3 | 3 |
| 25 | 3 | 3 | 4 | 3 | 4 |
| 26 | 4 | 4 | 4 | 4 | 4 |
| 27 | 4 | 3 | 3 | 4 | 3 |
| 28 | 3 | 4 | 3 | 3 | 2 |
| 29 | 4 | 4 | 3 | 3 | 3 |
| 30 | 4 | 3 | 3 | 4 | 3 |
| 31 | 4 | 3 | 4 | 3 | 4 |
| 32 | 3 | 2 | 2 | 4 | 1 |
| 33 | 3 | 3 | 3 | 3 | 3 |
| 34 | 4 | 4 | 4 | 4 | 4 |
| 35 | 4 | 4 | 4 | 4 | 3 |

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|----|---|---|---|---|---|
| 36 | 3 | 4 | 4 | 3 | 3 |
| 37 | 4 | 4 | 4 | 4 | 4 |
| 38 | 4 | 4 | 4 | 4 | 4 |
| 39 | 3 | 3 | 3 | 3 | 3 |
| 40 | 3 | 3 | 3 | 3 | 2 |
| 41 | 4 | 3 | 2 | 3 | 4 |
| 42 | 4 | 4 | 4 | 4 | 4 |
| 43 | 4 | 4 | 4 | 4 | 4 |
| 44 | 3 | 4 | 3 | 2 | 3 |
| 45 | 4 | 4 | 4 | 3 | 4 |
| 46 | 4 | 2 | 3 | 3 | 3 |
| 47 | 2 | 2 | 3 | 3 | 3 |
| 48 | 4 | 3 | 4 | 3 | 3 |
| 49 | 3 | 3 | 2 | 3 | 3 |
| 50 | 4 | 3 | 4 | 4 | 4 |
| 51 | 1 | 1 | 2 | 1 | 1 |
| 52 | 3 | 3 | 3 | 3 | 3 |
| 53 | 4 | 4 | 4 | 4 | 4 |
| 54 | 3 | 3 | 3 | 3 | 3 |
| 55 | 3 | 3 | 3 | 3 | 3 |
| 56 | 3 | 3 | 4 | 3 | 3 |
| 57 | 3 | 4 | 4 | 4 | 3 |
| 58 | 3 | 2 | 3 | 3 | 4 |
| 59 | 4 | 4 | 3 | 3 | 3 |
| 60 | 4 | 4 | 4 | 4 | 4 |
| 61 | 4 | 4 | 4 | 4 | 4 |
| 62 | 3 | 4 | 3 | 4 | 3 |
| 63 | 4 | 3 | 3 | 4 | 4 |
| 64 | 4 | 3 | 4 | 4 | 3 |
| 65 | 4 | 4 | 4 | 3 | 4 |
| 66 | 3 | 3 | 3 | 3 | 3 |
| 67 | 3 | 3 | 3 | 3 | 3 |
| 68 | 3 | 3 | 3 | 3 | 3 |
| 69 | 3 | 3 | 3 | 3 | 2 |
| 70 | 4 | 3 | 3 | 3 | 3 |
| 71 | 3 | 3 | 2 | 2 | 3 |
| 72 | 4 | 3 | 4 | 4 | 3 |
| 73 | 4 | 3 | 4 | 3 | 4 |
| 74 | 4 | 4 | 4 | 3 | 3 |
| 75 | 4 | 3 | 3 | 3 | 3 |
| 76 | 3 | 3 | 3 | 3 | 3 |

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|-----|---|---|---|---|---|
| 77 | 3 | 4 | 3 | 4 | 3 |
| 78 | 1 | 2 | 2 | 2 | 2 |
| 79 | 2 | 3 | 2 | 3 | 4 |
| 80 | 4 | 4 | 4 | 4 | 3 |
| 81 | 4 | 4 | 4 | 4 | 4 |
| 82 | 4 | 3 | 3 | 4 | 3 |
| 83 | 4 | 4 | 4 | 4 | 4 |
| 84 | 3 | 4 | 4 | 3 | 4 |
| 85 | 3 | 3 | 4 | 3 | 4 |
| 86 | 4 | 3 | 3 | 3 | 4 |
| 87 | 4 | 4 | 4 | 4 | 4 |
| 88 | 4 | 4 | 3 | 3 | 4 |
| 89 | 3 | 4 | 4 | 4 | 4 |
| 90 | 3 | 3 | 4 | 4 | 3 |
| 91 | 4 | 3 | 3 | 3 | 4 |
| 92 | 3 | 3 | 3 | 3 | 3 |
| 93 | 4 | 4 | 4 | 3 | 4 |
| 94 | 4 | 3 | 3 | 4 | 3 |
| 95 | 3 | 4 | 4 | 3 | 3 |
| 96 | 4 | 3 | 3 | 4 | 4 |
| 97 | 3 | 4 | 4 | 4 | 4 |
| 98 | 4 | 3 | 4 | 4 | 4 |
| 99 | 4 | 3 | 3 | 4 | 3 |
| 100 | 4 | 4 | 4 | 4 | 4 |
| 101 | 4 | 3 | 3 | 3 | 3 |
| 102 | 4 | 4 | 4 | 4 | 3 |
| 103 | 2 | 1 | 3 | 3 | 4 |
| 104 | 4 | 3 | 3 | 4 | 3 |
| 105 | 3 | 3 | 2 | 3 | 2 |
| 106 | 4 | 2 | 3 | 3 | 3 |
| 107 | 4 | 4 | 4 | 4 | 4 |
| 108 | 4 | 4 | 4 | 3 | 4 |
| 109 | 4 | 4 | 3 | 4 | 4 |
| 110 | 4 | 3 | 4 | 4 | 4 |
| 111 | 4 | 3 | 3 | 4 | 4 |
| 112 | 4 | 3 | 3 | 4 | 3 |
| 113 | 3 | 3 | 3 | 3 | 3 |
| 114 | 3 | 3 | 4 | 3 | 3 |
| 115 | 3 | 4 | 4 | 3 | 3 |
| 116 | 4 | 4 | 3 | 3 | 4 |
| 117 | 3 | 3 | 3 | 4 | 3 |

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| 118 | 4 | 4 | 3 | 4 | 3 |
| 119 | 3 | 3 | 4 | 4 | 4 |
| 120 | 3 | 4 | 4 | 3 | 3 |
| 121 | 3 | 3 | 3 | 3 | 4 |
| 122 | 4 | 4 | 4 | 4 | 4 |
| 123 | 4 | 4 | 4 | 4 | 4 |
| 124 | 4 | 3 | 4 | 4 | 4 |
| 125 | 3 | 3 | 3 | 3 | 3 |
| 126 | 3 | 3 | 3 | 3 | 3 |
| 127 | 3 | 3 | 3 | 3 | 3 |
| 128 | 3 | 3 | 3 | 3 | 3 |
| 129 | 3 | 3 | 4 | 4 | 4 |
| 130 | 3 | 3 | 4 | 3 | 4 |
| 131 | 3 | 3 | 2 | 4 | 4 |
| 132 | 4 | 2 | 2 | 3 | 3 |
| 133 | 4 | 4 | 4 | 4 | 3 |
| 134 | 4 | 4 | 4 | 3 | 4 |
| 135 | 3 | 4 | 3 | 4 | 4 |
| 136 | 4 | 3 | 4 | 3 | 3 |
| 137 | 3 | 4 | 3 | 3 | 4 |
| 138 | 4 | 3 | 4 | 3 | 4 |
| 139 | 3 | 4 | 2 | 3 | 4 |
| 140 | 4 | 3 | 3 | 3 | 2 |
| 141 | 3 | 3 | 3 | 4 | 3 |
| 142 | 3 | 4 | 3 | 3 | 4 |
| 143 | 4 | 4 | 4 | 3 | 4 |
| 144 | 4 | 3 | 4 | 4 | 3 |
| 145 | 4 | 4 | 3 | 4 | 3 |
| 146 | 3 | 4 | 3 | 3 | 4 |
| 147 | 3 | 4 | 3 | 4 | 3 |
| 148 | 4 | 4 | 3 | 4 | 3 |
| 149 | 4 | 4 | 4 | 3 | 3 |
| 150 | 4 | 4 | 4 | 4 | 4 |
| 151 | 4 | 4 | 4 | 4 | 4 |
| 152 | 4 | 4 | 4 | 4 | 4 |
| 153 | 3 | 3 | 4 | 4 | 4 |
| 154 | 3 | 4 | 3 | 3 | 4 |
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| 156 | 3 | 4 | 3 | 3 | 3 |
| 157 | 4 | 4 | 4 | 3 | 4 |
| 158 | 4 | 4 | 4 | 4 | 4 |

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| 160 | 4 | 4 | 4 | 4 | 4 |
| 161 | 2 | 2 | 2 | 2 | 2 |
| 162 | 3 | 3 | 4 | 3 | 4 |
| 163 | 4 | 3 | 3 | 4 | 3 |
| 164 | 4 | 4 | 4 | 4 | 4 |
| 165 | 3 | 3 | 4 | 4 | 4 |
| 166 | 3 | 3 | 4 | 3 | 4 |
| 167 | 4 | 3 | 3 | 4 | 3 |
| 168 | 4 | 4 | 4 | 4 | 4 |
| 169 | 4 | 4 | 3 | 3 | 3 |
| 170 | 4 | 3 | 3 | 3 | 4 |
| 171 | 4 | 3 | 4 | 3 | 4 |
| 172 | 3 | 3 | 2 | 3 | 2 |
| 173 | 4 | 4 | 4 | 4 | 4 |
| 174 | 3 | 4 | 4 | 3 | 3 |
| 175 | 4 | 4 | 4 | 4 | 3 |
| 176 | 3 | 3 | 3 | 3 | 4 |
| 177 | 4 | 3 | 4 | 3 | 4 |
| 178 | 3 | 4 | 4 | 4 | 4 |
| 179 | 4 | 4 | 4 | 4 | 4 |
| 180 | 3 | 3 | 2 | 3 | 3 |
| 181 | 3 | 3 | 3 | 4 | 3 |
| 182 | 3 | 3 | 3 | 3 | 3 |
| 183 | 4 | 4 | 4 | 4 | 3 |
| 184 | 3 | 3 | 4 | 4 | 3 |
| 185 | 4 | 4 | 4 | 3 | 4 |
| 186 | 3 | 3 | 3 | 3 | 3 |
| 187 | 3 | 2 | 1 | 2 | 2 |
| 188 | 3 | 3 | 3 | 3 | 2 |
| 189 | 3 | 3 | 3 | 3 | 3 |
| 190 | 3 | 3 | 3 | 3 | 3 |
| 191 | 4 | 4 | 4 | 4 | 3 |
| 192 | 4 | 4 | 3 | 4 | 3 |
| 193 | 3 | 3 | 3 | 3 | 3 |
| 194 | 3 | 4 | 3 | 3 | 3 |
| 195 | 4 | 4 | 4 | 4 | 3 |
| 196 | 3 | 3 | 4 | 3 | 3 |
| 197 | 3 | 3 | 4 | 3 | 2 |
| 198 | 3 | 4 | 4 | 4 | 2 |
| 199 | 2 | 2 | 3 | 3 | 4 |

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|-----|---|---|---|---|---|
| 200 | 4 | 4 | 3 | 4 | 3 |
| 201 | 4 | 3 | 2 | 2 | 3 |
| 202 | 4 | 4 | 4 | 3 | 4 |
| 203 | 4 | 2 | 2 | 4 | 3 |
| 204 | 3 | 3 | 2 | 2 | 3 |
| 205 | 4 | 4 | 4 | 4 | 4 |
| 206 | 3 | 4 | 3 | 3 | 4 |
| 207 | 3 | 4 | 2 | 4 | 3 |

Lampiran 5 Jawaban Kuesioner Variabel Citra Merek

| No | CM1 | CM2 | CM3 | CM4 | CM5 |
|----|-----|-----|-----|-----|-----|
| 1 | 4 | 4 | 3 | 4 | 4 |
| 2 | 4 | 3 | 3 | 4 | 3 |
| 3 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 3 | 3 | 3 | 3 | 3 |
| 6 | 3 | 4 | 3 | 3 | 3 |
| 7 | 3 | 2 | 3 | 3 | 2 |
| 8 | 3 | 3 | 3 | 3 | 3 |
| 9 | 4 | 4 | 4 | 4 | 4 |
| 10 | 3 | 3 | 4 | 4 | 3 |
| 11 | 3 | 4 | 3 | 3 | 4 |
| 12 | 4 | 3 | 4 | 4 | 3 |
| 13 | 4 | 3 | 3 | 4 | 4 |
| 14 | 4 | 4 | 4 | 4 | 4 |
| 15 | 4 | 3 | 3 | 3 | 2 |
| 16 | 4 | 3 | 3 | 3 | 3 |
| 17 | 4 | 4 | 4 | 4 | 4 |
| 18 | 4 | 3 | 4 | 4 | 4 |
| 19 | 4 | 4 | 4 | 4 | 4 |
| 20 | 3 | 4 | 3 | 3 | 3 |
| 21 | 4 | 4 | 4 | 4 | 4 |
| 22 | 3 | 3 | 3 | 3 | 3 |
| 23 | 4 | 4 | 4 | 4 | 4 |
| 24 | 3 | 3 | 3 | 3 | 3 |
| 25 | 3 | 4 | 4 | 3 | 4 |
| 26 | 4 | 4 | 4 | 4 | 4 |
| 27 | 3 | 3 | 3 | 4 | 4 |
| 28 | 3 | 3 | 3 | 3 | 3 |
| 29 | 4 | 4 | 4 | 4 | 4 |

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|----|---|---|---|---|---|
| 30 | 4 | 3 | 3 | 4 | 3 |
| 31 | 3 | 3 | 4 | 3 | 4 |
| 32 | 4 | 4 | 3 | 4 | 4 |
| 33 | 3 | 3 | 3 | 3 | 3 |
| 34 | 4 | 4 | 4 | 4 | 4 |
| 35 | 4 | 4 | 4 | 4 | 4 |
| 36 | 4 | 4 | 3 | 3 | 3 |
| 37 | 4 | 4 | 4 | 4 | 4 |
| 38 | 4 | 4 | 4 | 4 | 4 |
| 39 | 3 | 3 | 3 | 2 | 3 |
| 40 | 4 | 3 | 3 | 3 | 3 |
| 41 | 4 | 4 | 4 | 4 | 4 |
| 42 | 4 | 4 | 4 | 4 | 4 |
| 43 | 4 | 4 | 4 | 4 | 4 |
| 44 | 3 | 3 | 3 | 3 | 3 |
| 45 | 4 | 4 | 4 | 3 | 4 |
| 46 | 3 | 3 | 4 | 4 | 3 |
| 47 | 4 | 3 | 3 | 4 | 3 |
| 48 | 3 | 4 | 4 | 4 | 4 |
| 49 | 4 | 3 | 3 | 4 | 3 |
| 50 | 4 | 4 | 4 | 4 | 3 |
| 51 | 1 | 1 | 2 | 2 | 2 |
| 52 | 4 | 3 | 3 | 3 | 3 |
| 53 | 4 | 3 | 4 | 4 | 4 |
| 54 | 3 | 3 | 3 | 3 | 3 |
| 55 | 3 | 3 | 3 | 3 | 3 |
| 56 | 4 | 4 | 4 | 4 | 4 |
| 57 | 3 | 3 | 4 | 3 | 3 |
| 58 | 3 | 4 | 3 | 4 | 3 |
| 59 | 4 | 4 | 3 | 3 | 4 |
| 60 | 4 | 4 | 4 | 4 | 4 |
| 61 | 4 | 4 | 4 | 4 | 4 |
| 62 | 4 | 4 | 4 | 3 | 3 |
| 63 | 4 | 3 | 4 | 4 | 4 |
| 64 | 4 | 4 | 3 | 4 | 4 |
| 65 | 4 | 4 | 4 | 4 | 4 |
| 66 | 3 | 3 | 3 | 3 | 3 |
| 67 | 3 | 3 | 3 | 3 | 4 |
| 68 | 3 | 3 | 3 | 3 | 3 |
| 69 | 4 | 4 | 4 | 4 | 3 |
| 70 | 3 | 3 | 3 | 4 | 3 |

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|-----|---|---|---|---|---|
| 71 | 4 | 3 | 4 | 4 | 3 |
| 72 | 4 | 3 | 4 | 3 | 3 |
| 73 | 4 | 4 | 3 | 3 | 4 |
| 74 | 3 | 4 | 4 | 3 | 4 |
| 75 | 3 | 3 | 3 | 4 | 4 |
| 76 | 3 | 3 | 3 | 3 | 3 |
| 77 | 3 | 3 | 4 | 4 | 4 |
| 78 | 3 | 2 | 3 | 3 | 3 |
| 79 | 3 | 4 | 3 | 4 | 2 |
| 80 | 3 | 4 | 4 | 3 | 4 |
| 81 | 4 | 4 | 4 | 4 | 4 |
| 82 | 3 | 4 | 3 | 4 | 4 |
| 83 | 4 | 4 | 4 | 4 | 3 |
| 84 | 4 | 3 | 4 | 4 | 3 |
| 85 | 3 | 3 | 4 | 3 | 3 |
| 86 | 4 | 4 | 4 | 3 | 4 |
| 87 | 4 | 4 | 4 | 4 | 4 |
| 88 | 4 | 3 | 4 | 3 | 3 |
| 89 | 4 | 4 | 4 | 4 | 4 |
| 90 | 3 | 2 | 3 | 4 | 3 |
| 91 | 3 | 3 | 4 | 3 | 4 |
| 92 | 4 | 3 | 3 | 3 | 3 |
| 93 | 4 | 3 | 3 | 3 | 3 |
| 94 | 4 | 3 | 4 | 4 | 3 |
| 95 | 4 | 4 | 4 | 4 | 4 |
| 96 | 3 | 3 | 4 | 4 | 4 |
| 97 | 4 | 4 | 4 | 4 | 4 |
| 98 | 3 | 4 | 3 | 4 | 4 |
| 99 | 4 | 3 | 4 | 4 | 4 |
| 100 | 4 | 4 | 3 | 4 | 4 |
| 101 | 4 | 4 | 3 | 4 | 4 |
| 102 | 4 | 3 | 4 | 3 | 4 |
| 103 | 3 | 4 | 3 | 4 | 4 |
| 104 | 4 | 3 | 4 | 4 | 3 |
| 105 | 3 | 3 | 3 | 3 | 3 |
| 106 | 3 | 4 | 3 | 4 | 3 |
| 107 | 4 | 4 | 4 | 4 | 4 |
| 108 | 4 | 3 | 4 | 4 | 4 |
| 109 | 3 | 3 | 4 | 4 | 4 |
| 110 | 4 | 3 | 4 | 4 | 4 |
| 111 | 4 | 4 | 4 | 4 | 4 |

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|-----|---|---|---|---|---|
| 112 | 3 | 3 | 4 | 3 | 3 |
| 113 | 3 | 2 | 3 | 2 | 3 |
| 114 | 3 | 3 | 3 | 4 | 3 |
| 115 | 4 | 4 | 3 | 4 | 3 |
| 116 | 3 | 3 | 4 | 4 | 4 |
| 117 | 3 | 3 | 4 | 4 | 3 |
| 118 | 4 | 4 | 4 | 3 | 3 |
| 119 | 4 | 3 | 3 | 4 | 4 |
| 120 | 4 | 3 | 4 | 4 | 4 |
| 121 | 4 | 3 | 3 | 3 | 3 |
| 122 | 4 | 3 | 4 | 4 | 3 |
| 123 | 4 | 4 | 4 | 4 | 4 |
| 124 | 4 | 4 | 4 | 3 | 4 |
| 125 | 3 | 3 | 3 | 3 | 3 |
| 126 | 3 | 3 | 3 | 3 | 3 |
| 127 | 3 | 3 | 3 | 3 | 3 |
| 128 | 3 | 3 | 3 | 3 | 3 |
| 129 | 3 | 4 | 4 | 3 | 4 |
| 130 | 3 | 4 | 4 | 3 | 3 |
| 131 | 4 | 4 | 4 | 4 | 4 |
| 132 | 3 | 3 | 4 | 3 | 3 |
| 133 | 3 | 3 | 4 | 4 | 4 |
| 134 | 4 | 4 | 4 | 4 | 3 |
| 135 | 4 | 4 | 3 | 3 | 4 |
| 136 | 4 | 4 | 4 | 4 | 4 |
| 137 | 3 | 4 | 3 | 3 | 3 |
| 138 | 3 | 4 | 4 | 4 | 4 |
| 139 | 4 | 3 | 3 | 4 | 3 |
| 140 | 3 | 4 | 3 | 4 | 4 |
| 141 | 4 | 3 | 4 | 4 | 3 |
| 142 | 4 | 4 | 3 | 4 | 4 |
| 143 | 4 | 3 | 3 | 4 | 4 |
| 144 | 4 | 3 | 3 | 4 | 4 |
| 145 | 3 | 4 | 3 | 3 | 3 |
| 146 | 4 | 3 | 3 | 4 | 4 |
| 147 | 3 | 4 | 3 | 4 | 4 |
| 148 | 4 | 3 | 3 | 3 | 4 |
| 149 | 4 | 3 | 4 | 4 | 4 |
| 150 | 4 | 4 | 4 | 4 | 4 |
| 151 | 4 | 3 | 4 | 4 | 4 |
| 152 | 4 | 4 | 4 | 4 | 4 |

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|-----|---|---|---|---|---|
| 153 | 4 | 4 | 4 | 3 | 3 |
| 154 | 3 | 3 | 4 | 4 | 4 |
| 155 | 4 | 4 | 4 | 4 | 4 |
| 156 | 3 | 4 | 4 | 3 | 3 |
| 157 | 3 | 4 | 3 | 4 | 4 |
| 158 | 4 | 4 | 4 | 4 | 4 |
| 159 | 3 | 4 | 4 | 4 | 4 |
| 160 | 4 | 4 | 4 | 4 | 4 |
| 161 | 2 | 2 | 2 | 2 | 2 |
| 162 | 3 | 4 | 3 | 3 | 3 |
| 163 | 3 | 4 | 4 | 4 | 3 |
| 164 | 3 | 3 | 4 | 3 | 4 |
| 165 | 4 | 4 | 4 | 4 | 4 |
| 166 | 3 | 3 | 3 | 3 | 4 |
| 167 | 4 | 4 | 3 | 4 | 3 |
| 168 | 3 | 3 | 4 | 3 | 4 |
| 169 | 3 | 4 | 3 | 3 | 3 |
| 170 | 3 | 3 | 3 | 4 | 3 |
| 171 | 3 | 4 | 3 | 4 | 4 |
| 172 | 3 | 3 | 4 | 4 | 4 |
| 173 | 4 | 4 | 3 | 4 | 4 |
| 174 | 4 | 4 | 3 | 3 | 4 |
| 175 | 3 | 3 | 4 | 4 | 4 |
| 176 | 3 | 3 | 3 | 3 | 3 |
| 177 | 3 | 4 | 3 | 4 | 3 |
| 178 | 4 | 4 | 4 | 4 | 3 |
| 179 | 4 | 4 | 3 | 4 | 4 |
| 180 | 4 | 2 | 3 | 3 | 3 |
| 181 | 3 | 4 | 3 | 3 | 3 |
| 182 | 3 | 3 | 3 | 3 | 3 |
| 183 | 4 | 2 | 3 | 4 | 4 |
| 184 | 3 | 3 | 3 | 3 | 4 |
| 185 | 4 | 3 | 4 | 4 | 4 |
| 186 | 4 | 4 | 4 | 4 | 4 |
| 187 | 2 | 2 | 2 | 2 | 3 |
| 188 | 4 | 3 | 3 | 3 | 3 |
| 189 | 4 | 3 | 3 | 3 | 3 |
| 190 | 3 | 2 | 3 | 3 | 3 |
| 191 | 4 | 4 | 4 | 4 | 4 |
| 192 | 4 | 4 | 3 | 4 | 4 |
| 193 | 3 | 3 | 4 | 3 | 3 |

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|-----|---|---|---|---|---|
| 194 | 4 | 4 | 3 | 3 | 3 |
| 195 | 4 | 4 | 4 | 4 | 4 |
| 196 | 3 | 3 | 4 | 3 | 3 |
| 197 | 4 | 4 | 3 | 3 | 3 |
| 198 | 4 | 4 | 4 | 4 | 4 |
| 199 | 3 | 4 | 3 | 2 | 4 |
| 200 | 3 | 4 | 3 | 4 | 4 |
| 201 | 3 | 2 | 1 | 3 | 3 |
| 202 | 4 | 4 | 3 | 3 | 3 |
| 203 | 3 | 3 | 4 | 4 | 4 |
| 204 | 2 | 2 | 3 | 3 | 3 |
| 205 | 4 | 4 | 4 | 3 | 3 |
| 206 | 3 | 3 | 4 | 4 | 3 |
| 207 | 4 | 3 | 4 | 3 | 3 |

Lampiran 6 Jawaban Kuesioner Variabel Minat Beli

| No | MB1 | MB2 | MB3 | MB4 |
|----|-----|-----|-----|-----|
| 1 | 3 | 3 | 3 | 4 |
| 2 | 3 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 5 | 3 | 3 | 2 | 3 |
| 6 | 3 | 1 | 4 | 4 |
| 7 | 3 | 1 | 1 | 1 |
| 8 | 3 | 3 | 2 | 3 |
| 9 | 4 | 4 | 4 | 4 |
| 10 | 4 | 4 | 3 | 4 |
| 11 | 3 | 4 | 4 | 4 |
| 12 | 3 | 4 | 4 | 4 |
| 13 | 4 | 4 | 3 | 4 |
| 14 | 4 | 4 | 4 | 4 |
| 15 | 1 | 3 | 3 | 3 |
| 16 | 3 | 4 | 3 | 3 |
| 17 | 4 | 4 | 4 | 3 |
| 18 | 4 | 3 | 3 | 4 |
| 19 | 4 | 4 | 4 | 4 |
| 20 | 3 | 3 | 3 | 3 |
| 21 | 4 | 4 | 3 | 4 |
| 22 | 4 | 3 | 3 | 3 |
| 23 | 4 | 3 | 3 | 3 |

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|----|---|---|---|---|
| 24 | 3 | 2 | 3 | 3 |
| 25 | 3 | 4 | 3 | 4 |
| 26 | 4 | 4 | 4 | 4 |
| 27 | 4 | 4 | 3 | 4 |
| 28 | 3 | 2 | 3 | 3 |
| 29 | 4 | 4 | 4 | 4 |
| 30 | 4 | 3 | 3 | 4 |
| 31 | 3 | 3 | 3 | 4 |
| 32 | 3 | 4 | 4 | 2 |
| 33 | 3 | 3 | 3 | 3 |
| 34 | 4 | 4 | 4 | 4 |
| 35 | 4 | 4 | 4 | 4 |
| 36 | 4 | 4 | 3 | 3 |
| 37 | 4 | 4 | 4 | 4 |
| 38 | 4 | 3 | 4 | 4 |
| 39 | 3 | 3 | 3 | 3 |
| 40 | 3 | 3 | 3 | 2 |
| 41 | 4 | 4 | 3 | 3 |
| 42 | 4 | 4 | 4 | 4 |
| 43 | 4 | 4 | 4 | 4 |
| 44 | 3 | 3 | 2 | 3 |
| 45 | 3 | 4 | 4 | 4 |
| 46 | 3 | 3 | 2 | 2 |
| 47 | 3 | 3 | 2 | 4 |
| 48 | 4 | 4 | 3 | 4 |
| 49 | 3 | 3 | 3 | 3 |
| 50 | 3 | 4 | 4 | 4 |
| 51 | 1 | 1 | 1 | 2 |
| 52 | 3 | 3 | 3 | 3 |
| 53 | 4 | 4 | 4 | 4 |
| 54 | 3 | 3 | 3 | 3 |
| 55 | 3 | 3 | 3 | 3 |
| 56 | 3 | 3 | 3 | 3 |
| 57 | 4 | 3 | 4 | 4 |
| 58 | 3 | 3 | 4 | 3 |
| 59 | 4 | 3 | 3 | 4 |
| 60 | 4 | 4 | 4 | 4 |
| 61 | 4 | 4 | 4 | 4 |
| 62 | 4 | 3 | 4 | 4 |
| 63 | 4 | 3 | 4 | 4 |
| 64 | 4 | 4 | 4 | 4 |

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|-----|---|---|---|---|
| 65 | 4 | 4 | 3 | 4 |
| 66 | 3 | 3 | 3 | 3 |
| 67 | 3 | 3 | 3 | 3 |
| 68 | 3 | 2 | 3 | 3 |
| 69 | 3 | 3 | 3 | 3 |
| 70 | 4 | 4 | 3 | 4 |
| 71 | 3 | 3 | 3 | 3 |
| 72 | 4 | 3 | 4 | 4 |
| 73 | 3 | 4 | 3 | 4 |
| 74 | 4 | 4 | 4 | 4 |
| 75 | 3 | 3 | 4 | 4 |
| 76 | 3 | 3 | 3 | 2 |
| 77 | 4 | 3 | 3 | 4 |
| 78 | 4 | 2 | 2 | 3 |
| 79 | 4 | 3 | 4 | 4 |
| 80 | 3 | 4 | 3 | 4 |
| 81 | 3 | 3 | 4 | 4 |
| 82 | 4 | 3 | 3 | 3 |
| 83 | 4 | 4 | 4 | 4 |
| 84 | 4 | 3 | 4 | 3 |
| 85 | 3 | 4 | 3 | 3 |
| 86 | 4 | 4 | 4 | 3 |
| 87 | 4 | 4 | 3 | 4 |
| 88 | 4 | 4 | 4 | 4 |
| 89 | 4 | 4 | 4 | 4 |
| 90 | 3 | 3 | 2 | 4 |
| 91 | 3 | 4 | 4 | 3 |
| 92 | 3 | 3 | 3 | 3 |
| 93 | 3 | 4 | 4 | 4 |
| 94 | 3 | 3 | 2 | 4 |
| 95 | 4 | 3 | 4 | 3 |
| 96 | 4 | 4 | 3 | 4 |
| 97 | 4 | 4 | 4 | 3 |
| 98 | 4 | 4 | 3 | 4 |
| 99 | 4 | 4 | 4 | 4 |
| 100 | 4 | 4 | 4 | 4 |
| 101 | 3 | 3 | 4 | 4 |
| 102 | 3 | 4 | 4 | 4 |
| 103 | 3 | 3 | 3 | 2 |
| 104 | 3 | 3 | 3 | 4 |
| 105 | 3 | 3 | 2 | 2 |

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|-----|---|---|---|---|
| 106 | 3 | 3 | 4 | 3 |
| 107 | 4 | 4 | 4 | 4 |
| 108 | 4 | 4 | 4 | 4 |
| 109 | 4 | 4 | 3 | 3 |
| 110 | 4 | 3 | 3 | 4 |
| 111 | 3 | 4 | 4 | 4 |
| 112 | 3 | 3 | 4 | 3 |
| 113 | 3 | 3 | 3 | 3 |
| 114 | 2 | 4 | 2 | 3 |
| 115 | 4 | 3 | 3 | 4 |
| 116 | 3 | 3 | 3 | 3 |
| 117 | 4 | 3 | 4 | 4 |
| 118 | 3 | 3 | 4 | 4 |
| 119 | 3 | 3 | 4 | 4 |
| 120 | 4 | 4 | 3 | 4 |
| 121 | 3 | 3 | 3 | 4 |
| 122 | 4 | 4 | 4 | 4 |
| 123 | 4 | 4 | 4 | 4 |
| 124 | 4 | 4 | 3 | 3 |
| 125 | 3 | 3 | 3 | 3 |
| 126 | 3 | 3 | 3 | 3 |
| 127 | 3 | 3 | 3 | 3 |
| 128 | 3 | 3 | 3 | 3 |
| 129 | 4 | 4 | 4 | 4 |
| 130 | 3 | 3 | 4 | 3 |
| 131 | 4 | 3 | 4 | 4 |
| 132 | 3 | 3 | 3 | 4 |
| 133 | 3 | 3 | 4 | 3 |
| 134 | 4 | 3 | 4 | 4 |
| 135 | 4 | 3 | 4 | 3 |
| 136 | 4 | 3 | 4 | 4 |
| 137 | 3 | 3 | 3 | 4 |
| 138 | 4 | 4 | 3 | 4 |
| 139 | 3 | 3 | 4 | 3 |
| 140 | 3 | 3 | 3 | 4 |
| 141 | 4 | 4 | 3 | 3 |
| 142 | 4 | 4 | 4 | 3 |
| 143 | 3 | 4 | 4 | 4 |
| 144 | 3 | 4 | 4 | 3 |
| 145 | 4 | 3 | 4 | 4 |
| 146 | 4 | 4 | 4 | 4 |

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|-----|---|---|---|---|
| 147 | 3 | 3 | 4 | 4 |
| 148 | 4 | 4 | 4 | 4 |
| 149 | 4 | 4 | 3 | 4 |
| 150 | 4 | 4 | 4 | 4 |
| 151 | 4 | 4 | 4 | 4 |
| 152 | 4 | 4 | 2 | 4 |
| 153 | 4 | 3 | 4 | 4 |
| 154 | 3 | 3 | 4 | 4 |
| 155 | 4 | 4 | 4 | 4 |
| 156 | 4 | 3 | 4 | 4 |
| 157 | 4 | 3 | 3 | 4 |
| 158 | 4 | 4 | 4 | 3 |
| 159 | 4 | 3 | 3 | 3 |
| 160 | 4 | 4 | 4 | 3 |
| 161 | 2 | 2 | 3 | 3 |
| 162 | 3 | 3 | 3 | 4 |
| 163 | 3 | 3 | 3 | 4 |
| 164 | 4 | 4 | 4 | 4 |
| 165 | 4 | 4 | 4 | 3 |
| 166 | 3 | 4 | 3 | 4 |
| 167 | 4 | 4 | 4 | 3 |
| 168 | 4 | 3 | 3 | 4 |
| 169 | 4 | 3 | 4 | 3 |
| 170 | 3 | 4 | 3 | 3 |
| 171 | 3 | 3 | 4 | 4 |
| 172 | 3 | 4 | 4 | 2 |
| 173 | 4 | 4 | 3 | 3 |
| 174 | 4 | 4 | 3 | 4 |
| 175 | 4 | 3 | 4 | 4 |
| 176 | 3 | 3 | 4 | 3 |
| 177 | 3 | 3 | 4 | 4 |
| 178 | 4 | 3 | 4 | 4 |
| 179 | 4 | 4 | 4 | 4 |
| 180 | 3 | 3 | 3 | 3 |
| 181 | 3 | 3 | 3 | 3 |
| 182 | 3 | 3 | 3 | 3 |
| 183 | 4 | 4 | 4 | 4 |
| 184 | 3 | 3 | 4 | 4 |
| 185 | 4 | 4 | 3 | 3 |
| 186 | 4 | 4 | 4 | 4 |
| 187 | 2 | 2 | 2 | 2 |

| | | | | |
|-----|---|---|---|---|
| 188 | 3 | 3 | 2 | 3 |
| 189 | 3 | 3 | 2 | 3 |
| 190 | 3 | 3 | 3 | 3 |
| 191 | 4 | 4 | 3 | 4 |
| 192 | 4 | 3 | 4 | 3 |
| 193 | 4 | 4 | 3 | 3 |
| 194 | 4 | 4 | 4 | 4 |
| 195 | 4 | 3 | 4 | 4 |
| 196 | 4 | 4 | 4 | 4 |
| 197 | 3 | 3 | 3 | 3 |
| 198 | 4 | 4 | 4 | 4 |
| 199 | 3 | 3 | 3 | 4 |
| 200 | 3 | 3 | 4 | 4 |
| 201 | 2 | 3 | 4 | 4 |
| 202 | 3 | 3 | 2 | 3 |
| 203 | 3 | 3 | 4 | 3 |
| 204 | 3 | 3 | 3 | 4 |
| 205 | 4 | 4 | 3 | 4 |
| 206 | 3 | 3 | 3 | 3 |
| 207 | 4 | 3 | 3 | 3 |

Lampiran 7 Hasil Uji Validitas Konvergen

| Outer loadings - Matrix | | | | |
|-------------------------|-------|-------|-------|-------|
| | CM | EWOM | MB | NA |
| CM1 | 0.711 | | | |
| CM2 | 0.703 | | | |
| CM3 | 0.707 | | | |
| CM4 | 0.741 | | | |
| CM5 | 0.746 | | | |
| EWOM1 | | 0.726 | | |
| EWOM2 | | 0.703 | | |
| EWOM3 | | 0.701 | | |
| EWOM4 | | 0.726 | | |
| EWOM5 | | 0.711 | | |
| MB1 | | | 0.779 | |
| MB2 | | | 0.774 | |
| MB3 | | | 0.718 | |
| MB4 | | | 0.724 | |
| NA1 | | | | 0.703 |
| NA2 | | | | 0.752 |
| NA3 | | | | 0.754 |
| NA4 | | | | 0.731 |

Lampiran 8 Hasil Uji Validitas Diskriminan

| Discriminant validity - Cross loadings | | | | |
|--|-------|-------|-------|-------|
| | CM | EWOM | MB | NA |
| CM1 | 0.711 | 0.524 | 0.536 | 0.543 |
| CM2 | 0.702 | 0.519 | 0.515 | 0.480 |
| CM3 | 0.707 | 0.540 | 0.539 | 0.523 |
| CM4 | 0.743 | 0.491 | 0.496 | 0.502 |
| CM5 | 0.748 | 0.610 | 0.598 | 0.477 |
| EWOM1 | 0.559 | 0.726 | 0.562 | 0.480 |
| EWOM2 | 0.538 | 0.765 | 0.650 | 0.542 |
| EWOM3 | 0.566 | 0.791 | 0.608 | 0.516 |
| EWOM4 | 0.610 | 0.726 | 0.588 | 0.507 |
| EWOM5 | 0.498 | 0.713 | 0.577 | 0.529 |
| MB1 | 0.653 | 0.612 | 0.779 | 0.531 |
| MB2 | 0.611 | 0.639 | 0.774 | 0.546 |
| MB3 | 0.508 | 0.548 | 0.718 | 0.398 |
| MB4 | 0.443 | 0.604 | 0.724 | 0.415 |
| NA1 | 0.542 | 0.531 | 0.499 | 0.703 |
| NA2 | 0.516 | 0.480 | 0.448 | 0.752 |
| NA3 | 0.484 | 0.484 | 0.435 | 0.754 |
| NA4 | 0.507 | 0.531 | 0.482 | 0.731 |

Lampiran 9 Hasil Uji Reliabilitas

| Construct reliability and validity - Overview | | | | |
|---|------------------|-------------------------------|-------------------------------|----------------------------------|
| | Cronbach's alpha | Composite reliability (rho_a) | Composite reliability (rho_c) | Average variance extracted (AVE) |
| CM | 0.771 | 0.771 | 0.845 | 0.522 |
| EWOM | 0.798 | 0.800 | 0.861 | 0.523 |
| MB | 0.740 | 0.745 | 0.836 | 0.501 |
| NA | 0.717 | 0.715 | 0.825 | 0.541 |

Lampiran 10 Hasil Analisis R-Square

| R-square - Overview | | |
|---------------------|----------|-------------------|
| | R-square | R-square adjusted |
| CM | 0.620 | 0.617 |
| MB | 0.694 | 0.689 |

Lampiran 11 Hasil Analisis F-Square

| f-square - Matrix | | | | |
|-------------------|-------|------|-------|----|
| | CM | EWOM | MB | NA |
| CM | | | 0.121 | |
| EWOM | 0.347 | | 0.367 | |
| MB | | | | |
| NA | 0.170 | | 0.003 | |

Lampiran 12 Hasil Analisis Q-Square


| PLSpredict LV summary - PLS-SEM | | | |
|---------------------------------|------------------------|-------|-------|
| | Q ² predict | RMSE | MAE |
| Citra Merek | 0.610 | 0.636 | 0.487 |
| Minat Beli | 0.651 | 0.601 | 0.454 |

Lampiran 13 Hasil Uji Hipotesis

| Path coefficients - Mean, STDEV, T values, p values | | | | | |
|---|---------------------|-----------------|----------------------------|--------------------------|----------|
| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O /STDEV) | P values |
| CM -> MB | 0.312 | 0.309 | 0.069 | 4.492 | 0.000 |
| EWOM -> CM | 0.502 | 0.502 | 0.060 | 8.312 | 0.000 |
| EWOM -> MB | 0.538 | 0.540 | 0.066 | 8.146 | 0.000 |
| NA -> CM | 0.352 | 0.353 | 0.064 | 5.499 | 0.000 |
| NA -> MB | 0.046 | 0.047 | 0.055 | 0.833 | 0.405 |

| Specific indirect effects - Mean, STDEV, T values, p values | | | | | |
|---|---------------------|-----------------|----------------------------|--------------------------|----------|
| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O /STDEV) | P values |
| EWOM -> CM -> MB | 0.157 | 0.155 | 0.040 | 3.879 | 0.000 |
| NA -> CM -> MB | 0.110 | 0.109 | 0.030 | 3.678 | 0.000 |

Lampiran 14 Formulir Pengajuan Skripsi/TA




| | | |
|---|--------------------------------------|----------------------|
|  | FORMULIR PENGAJUAN SKRIPSI/TA | SPT-I/03/SOP-28/F-01 |
| | | No. Revisi |

Nama Mahasiswa : Galih Valentino Aji
 Prodi/NIM : Manajemen / 2020021096
 Judul Skripsi/TA yang diajukan : Pengaruh Negara Asal dan Getok Tular Elektronik terhadap Minat Beli Sepatu Adidas yang Dimediasi Oleh Citra Merek

Telah memenuhi syarat pengajuan Skripsi/TA: (mohon beri tanda V untuk syarat yang relevan)

| No | Syarat | Ya | Tidak |
|----|--|----|-------|
| 1 | Jumlah sks lulus (sesuai ketentuan Prodi) | V | |
| 2 | Mata kuliah prasyarat (sesuai ketentuan Prodi) | V | |
| 3 | IPK minimal 2,00 | V | |
| 4 | Tidak sedang terkena sanksi akademik/sanksi lainnya | V | |
| 5 | Poin JSDP (sesuai ketentuan Prodi) | V | |
| 6 | Mengumpulkan Proposal Skripsi (sesuai ketentuan Prodi) | V | |
| 7 | MK Skripsi/TA tercantum di BRS semester berjalan | V | |

Tangerang Selatan, 21 Maret 2024

| Mengajukan, | Menyetujui, | Mengetahui, |
|---|---|---|
|  |  |  |
| Galih Valentino Aji | Dr. Yohanes Totok Suyoto, S.S., M.Si., CPMA. | Dr. Dede Suleman, S.E., M.M., CMA |

Formulir dibuat rangkap 2 (dua): Asli : untuk prodi, Copy 1 : untuk mahasiswa

Lampiran 15 Formulir Pengajuan Sidang Skripsi/TA





| | | |
|---|---|----------------------|
|  | FORMULIR PENGAJUAN SIDANG SKRIPSI/TA | SPT-I/04/SOP-06/F-01 |
| | | TUGAS PRAKTIKUM |

Nama Mahasiswa : Galih Valentin Aji
 Prodi/NIM : Manajemen/2020021096
 Judul Skripsi/TA : Pengaruh Negara Asal Dan Getok Tular Elektronik Terhadap Minat Beli Sepatu Adidas Yang Dimediasi Oleh Citra Merek
 Dosen Pembimbing : Dr. Edi Purwanto, S.E., M.M., M.Mis., M.M.T., M.H
 Dose Penguji : 1. Zulkifli, S.E., M.M. JAD : L
 2. Fendi Saputra, S.E., M.M.. JAD : AA
 Jadwal Sidang : Tempat : Hari/Tanggal :


Telah memenuhi syarat Sidang Skripsi/TA: (mohon beri tanda V untuk syarat yang relevan)

| No | Syarat | Ya | Tidak |
|----|--|----|-------|
| 1 | IPK minimal 2.00 | v | |
| 2 | Tidak ada nilai D untuk mata kuliah mayor/inti Prodi | v | |
| 3 | MK Skripsi/TA tercantum di BRS semester berjalan | v | |
| 4 | Lulus minimal 1 mata kuliah KOTA untuk tiap rumpun | v | |
| 5 | SPT-I/03/SOP-28/F-03 Formulir Pembimbingan Skripsi (minimal 8 x) | v | |
| 6 | Poin JSDP (minimal 75% persen dari syarat kelulusan) | v | |
| 7 | Mengumpulkan dokumen Skripsi/TA (sesuai ketentuan Prodi) | v | |














Tangerang Selatan, 10 Juni 2024

| Mengajukan | Mengetahui | Memeriksa | Menyetujui |
|---|---|---|---|
|  |  |  |  |
| Galih Valentino | Dr. Edi Purwanto, S.E., M.M., M.Mis., M.M.T., M.H. | Yusuf Iskandar, M.M. | Dr. Dede Suleman, S.E., M.M., CMA. |



Lampiran 16 Formulir Pembimbingan Skripsi/TA

| | | |
|---|---|----------------------|
|  | FORMULIR PEMBIMBINGAN SKRIPSI/TA | SPT-1/03/SOP-28/F-03 |
| | | |

Nama Mahasiswa : Galih Valentino Aji
 Prodi/NIM : Manajemen/2020021096
 Judul Skripsi/TA yang diajukan : Pengaruh Negara Asal dan Getok Tular Elektronik terhadap Minat Beli Sepatu Adidas yang Dimediasi Oleh Citra Merek
















| No | Tanggal | Materi Pembimbingan | Paraf Mhs | Paraf Dosen Pembimbing |
|----|------------------|----------------------------------|---|---|
| 1 | 7 Februari 2024 | Penentuan Judul Proposal |  |  |
| 2 | 15 Februari 2024 | Bimbingan BAB I |  |  |
| 3 | 12 Maret 2024 | Revisi Bab I |  |  |
| 4 | 12 Maret 2024 | Pengumpulan BAB II |  |  |
| 5 | 12 Maret 2024 | Pengumpulan BAB III |  |  |
| 6 | 18 Maret 2024 | Revisi dan Pengumpulan BAB I-III |  |  |
| 7 | | | |  |
| 8 | | | | |
| | | | | |

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



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|  |  | |
| Galih Valentino Aji | Dr. Edi Purwahto, S.E., M.M., M.Mis., M.M.T., M.H. | |

| | | |
|---|---|----------------------|
|  | FORMULIR PEMBIMBINGAN SKRIPSI/TA | SPT-I/03/SOP-28/F-03 |
| | | No. Revisi |

Nama Mahasiswa : Galih Valentino Aji
 Prodi/NIM : Manajemen/2020021096
 Judul Skripsi/TA yang diajukan : Pengaruh Negara Asal dan Getok Tular Elektronik Terhadap Minat Beli Sepatu Adidas yang Dimediasi Oleh Citra Merek

| No | Tanggal | Materi Pembimbingan | Paraf Mhs | Paraf Dosen Pembimbing |
|----|--------------|---|---|---|
| 8 | 06 Mei 2024 | Bimbingan kuesioner sebelum mengambil data lapangan |  |  |
| 9 | 13 Mei 2024 | Revisi pertama kuesioner |  |  |
| 10 | 13 Mei 2024 | Revisi kedua kuesioner |  |  |
| 11 | 13 Mei 2024 | Revisi ketiga kuesioner |  |  |
| 12 | 07 Juni 2024 | Bimbingan BAB 4 dan BAB 5 |  |  |
| 13 | 10 Juni 2024 | Revisi BAB 4 dan BAB 5 |  |  |
| 14 | 11 Juni 2024 | Revisi Kedua BAB 4 |  |  |
| 15 | | | |  |

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

| | | |
|---|---|--------------------|
|  |  | |
| Galih Valentino Aji | Dr. Edi Purwanto, S.E., M.M., M.Mis., M.M.T., M.H. | Dosen Pembimbing 2 |

Lampiran 17 Formulir Revisi Skripsi/TA

| | | |
|--|-------------------------------------|----------------------|
|  Universitas Pembangunan Jaya | FORMULIR REVISI SKRIPSI / TA | SPT-I/04/SOP-06/F-05 |
| | | |

Nama Mahasiswa : Galih Valentino Aji
Program Studi/NIM : 2020021096
Judul Skripsi : Pengaruh Negara Asal Dan Getok Tular Elektronik Terhadap Minat Beli Sepatu Adidas Yang Dimediasi Oleh Citra Merek
Jadwal Sidang : Rabu, 26 Juni 2024
Dosen Pembimbing : Dr. Edi Purwanto, S.E., M.M., M.Mis., M.M.T., M.H

Berdasarkan hasil evaluasi pada Sidang Skripsi, maka Skripsi yang disusun oleh mahasiswa tersebut perlu dilakukan revisi, dengan rincian sebagai berikut:

- Revisi sesuai masukan dan komentar
Pana pengaji.

Tangerang Selatan, 3-7-2024



Dr. Edi Purwanto, S.E., M.M., M.Mis., M.M.T., M.H

**Ditandatangani setelah mahasiswa menyelesaikan revisi*

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| | | |
|---|-------------------------------------|----------------------|
|  | FORMULIR REVISI SKRIPSI / TA | SPT-1/04/SOP-06/F-05 |
| | | |

Nama Mahasiswa : Galih Valentino Aji
 Program Studi/NIM : 2020021096
 Judul Skripsi : Pengaruh Negara Asal Dan Getok Tular Elektronik Terhadap Minat Beli Sepatu Adidas Yang Dimediasi Oleh Citra Merek
 Jadwal Sidang : Rabu, 26 Juni 2024
 Dosen Pembimbing : Zulkifli, S.E., M.M.

Berdasarkan hasil evaluasi pada Sidang Skripsi, maka Skripsi yang disusun oleh mahasiswa tersebut perlu dilakukan revisi, dengan rincian sebagai berikut:

- 1) Diperkuat Penjelasan persoalan Minat Beli Sepatu Adidas
- 2) Dasar menentukan Variabel NA, GTE dan CM di pilih sebagai Variabel mediasi
- 3) Di jelaskan ketidak konsisten mengapa di Bab II dan Bab III, masih menetapkan indikator 19, di analisis data. dalam Bab IV menjadi 18
- 4) Pada Hasil Penelitian di jelaskan makna Pengaruh positif.

Tangerang Selatan, 2 Juli 2024



Zulkifli, S.E., M.M.

**Ditandatangani setelah mahasiswa menyelesaikan revisi*

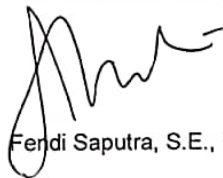
| | | |
|---|-------------------------------------|----------------------|
|  | FORMULIR REVISI SKRIPSI / TA | SPT-1/04/SOP-06/F-05 |
| | | Tanggal Revisi |

Nama Mahasiswa : Galih Valentino Aji
 Program Studi/NIM : 2020021096
 Judul Skripsi : Pengaruh Negara Asal Dan Getok Tular Elektronik Terhadap Minat Beli Sepatu Adidas Yang Dimediasi Oleh Citra Merek
 Jadwal Sidang : Rabu, 26 Juni 2024
 Dosen Pembimbing : Fendi Saputra, S.E., M.M.

Berdasarkan hasil evaluasi pada Sidang Skripsi, maka Skripsi yang disusun oleh mahasiswa tersebut perlu dilakukan revisi, dengan rincian sebagai berikut:

- Data Perjudian Indonesia tahun 2023
 - ~~Tafel posttest~~ kasa pengantar.
 Maksimal name pengisi 100

Tangerang Selatan, 2 Juli 2024



Fendi Saputra, S.E., M.M.

**Ditandatangani setelah mahasiswa menyelesaikan revisi*