

LAMPIRAN 2

HASIL JAWABAN KUESIONER PER-VARIABEL

a. Variabel *Country Of Origin* (X1)

b. Variabel *Event Sponsorship* (X2)

no	X1.1	X1.2	X1.3	X1.4	X1.5	total		x2.1	x2.2	x2.3	total
1	4	4	4	4	4	20		5	5	4	14
2	4	5	5	4	4	22		4	4	5	13
3	5	4	4	5	4	22		5	5	4	14
4	4	5	5	5	5	24		4	4	5	13
5	4	4	5	4	4	21		4	4	4	12
6	4	5	5	5	5	24		4	4	5	13
7	4	4	5	5	5	23		4	4	4	12
8	4	4	4	4	4	20		5	5	4	14
9	4	4	5	4	4	21		4	5	5	14
10	4	4	4	4	4	20		5	5	4	14
11	4	4	4	4	4	20		5	5	4	14
12	5	4	4	4	4	21		4	4	4	12
13	5	4	4	4	5	22		5	5	4	14
14	5	4	4	4	5	22		5	5	4	14
15	4	5	4	4	4	21		4	5	5	14
16	4	4	4	4	5	21		4	4	4	12
17	4	5	5	5	5	24		4	4	5	13
18	4	5	5	5	5	24		5	5	5	15
19	4	4	4	4	3	19		5	4	4	13
20	4	1	1	1	1	8		1	1	1	3
21	4	5	5	5	5	24		4	4	5	13
22	4	5	5	5	5	24		5	5	5	15
23	4	3	3	3	3	16		5	5	3	13
24	4	4	4	4	4	20		4	4	4	12
25	4	4	4	5	5	22		5	5	4	14
26	4	5	5	5	5	24		5	5	5	15
27	4	4	4	4	4	20		5	5	4	14
28	3	4	4	4	4	19		5	5	4	14
29	3	5	5	5	5	23		5	5	5	15
30	4	5	5	5	5	24		5	5	5	15
31	4	5	5	5	5	24		5	4	5	14
32	4	5	4	5	4	22		5	4	5	14
33	4	3	3	4	5	19		5	4	3	12
34	4	4	4	5	4	21		5	4	4	13
35	4	4	4	4	4	20		5	4	4	13
36	4	4	4	5	4	21		5	5	4	14
37	4	5	5	5	5	24		5	5	5	15
38	4	4	4	4	4	20		4	4	4	12

39	5	5	5	5	5	25		5	4	5	14
40	3	4	4	4	3	18		4	5	4	13
41	5	5	4	4	4	22		5	4	5	14
42	5	4	5	5	4	23		4	5	4	13
43	4	4	4	5	4	21		5	4	4	13
44	4	4	4	3	3	18		4	4	4	12
45	3	3	3	3	3	15		5	5	3	13
46	4	4	4	4	4	20		5	4	4	13
47	5	5	5	5	5	25		5	5	5	15
48	3	3	3	3	3	15		5	5	3	13
49	3	3	3	3	4	16		5	5	3	13
50	5	4	4	5	5	23		5	4	4	13
51	4	4	5	5	5	23		2	1	4	7
52	4	4	4	4	5	21		5	5	4	14
53	4	4	4	4	5	21		4	4	4	12
54	5	4	5	4	4	22		3	5	4	12
55	4	4	4	4	4	20		5	5	4	14
56	5	5	5	5	5	25		4	4	5	13
57	5	4	5	5	5	24		4	4	4	12
58	5	4	5	5	5	24		5	3	4	12
59	3	3	3	3	3	15		4	4	3	11
60	4	4	4	5	5	22		5	5	4	14
61	5	5	5	5	5	25		4	4	5	13
62	4	4	4	4	4	20		5	4	4	13
63	3	3	3	3	3	15		4	5	3	12
64	4	3	3	4	4	18		4	4	3	11
65	4	4	4	4	4	20		5	5	4	14
66	4	5	5	4	4	22		4	4	5	13
67	4	4	4	5	4	21		5	5	4	14
68	4	5	5	5	5	24		4	4	5	13
69	4	4	5	4	4	21		4	4	4	12
70	5	5	5	5	5	25		4	4	5	13
71	4	4	5	5	5	23		4	4	4	12
72	3	4	4	4	4	19		5	5	4	14
73	3	4	5	4	4	20		4	5	4	13
74	4	4	4	4	4	20		5	5	4	14
75	4	4	4	4	4	20		5	5	3	13
76	4	4	4	4	4	20		4	4	3	11
77	4	4	4	4	5	21		5	5	4	14
78	5	4	4	4	5	22		5	5	4	14
79	5	5	4	4	4	22		4	5	5	14
80	5	4	4	4	5	22		4	4	4	12
81	4	5	5	5	5	24		4	4	5	13
82	4	5	5	5	5	24		5	5	5	15

83	3	4	4	4	3	18		5	4	4	13
84	1	1	1	1	1	5		1	1	1	3
85	4	5	5	5	5	24		4	4	5	13
86	4	5	5	5	5	24		5	5	5	15
87	5	3	3	3	3	17		5	5	3	13
88	4	4	4	4	4	20		4	4	4	12
89	4	4	4	5	5	22		5	5	4	14
90	4	5	5	5	5	24		5	5	5	15
91	4	4	4	4	4	20		5	5	4	14
92	4	4	4	4	4	20		5	5	4	14
93	4	5	5	5	5	24		5	5	5	15
94	5	5	5	5	5	25		4	5	5	14
95	4	5	5	5	5	24		4	4	5	13
96	4	5	4	5	4	22		4	4	5	13
97	3	3	3	4	5	18		3	4	3	10
98	5	4	4	5	4	22		5	4	4	13
99	5	4	4	4	4	21		5	4	4	13
100	5	4	4	5	4	22		3	5	4	12

C. Variabel Citra Merek (X3)

x3.1	x3.2	x3.3	x3.4	x3.5	total
3	3	3	4	3	16
4	4	2	3	4	17
4	3	4	4	4	19
4	2	4	3	4	17
3	5	5	4	3	20
3	5	3	4	3	18
4	3	4	4	4	19
4	1	3	3	4	5
3	2	3	4	3	15
4	4	4	3	4	19
4	5	3	5	4	21
3	4	3	3	3	16
2	3	4	1	2	12
2	3	4	2	2	13
1	1	2	3	1	8
2	3	4	2	2	13
3	3	3	4	3	16
5	4	5	4	5	23
3	2	3	4	3	15
4	4	4	5	4	21
2	4	3	3	2	14

3	3	2	2	3	13
3	4	3	3	3	16
1	2	4	3	1	11
4	3	4	4	4	19
2	2	4	1	2	11
3	1	5	4	3	16
2	3	2	1	2	10
4	3	3	4	4	18
4	3	2	2	4	15
4	3	3	4	4	18
3	4	4	5	3	19
5	5	5	3	5	23
1	2	4	3	1	11
3	1	4	3	3	14
2	2	5	3	2	14
3	2	3	2	3	13
3	2	3	4	3	15
2	3	2	2	2	11
3	2	2	2	3	12
3	2	3	2	3	13
3	2	4	4	3	16
2	2	5	3	2	14
1	2	4	1	1	9
3	2	5	3	3	16
3	2	3	4	3	15
3	4	3	2	3	15
2	2	4	3	2	13
4	4	2	5	4	19
3	4	4	5	3	19
3	3	4	4	3	17
3	4	5	3	3	18
2	3	4	2	2	13
2	4	3	1	2	12
2	4	4	3	2	15
2	3	3	2	2	12
3	2	3	3	3	14
2	3	3	3	2	13
2	2	3	4	2	13
3	3	4	2	3	15
2	3	5	2	2	14
4	3	4	3	4	18
4	3	4	3	4	18
3	3	3	2	3	14
3	3	4	2	3	15

1	2	4	3	1	11
2	3	5	4	2	16
2	2	3	3	2	12
3	3	4	2	3	15
2	3	4	3	2	14
3	4	3	5	3	18
5	3	5	4	5	22
3	4	4	4	3	18
3	4	5	2	3	17
2	3	5	3	2	15
4	4	3	3	4	18
4	4	5	2	4	19
3	2	4	3	3	15
3	4	4	5	3	19
4	4	5	3	4	20
3	4	5	4	3	19
3	5	5	4	3	20
2	3	3	4	2	14
2	2	3	3	2	12
3	2	3	2	3	13
3	4	5	3	3	18
3	3	2	2	3	13
2	3	2	2	2	11
3	3	4	2	3	15
4	3	4	3	4	18
2	3	4	2	2	13
4	3	5	4	4	20
4	4	5	4	4	21
4	4	5	3	4	20
4	5	5	4	4	22
4	3	2	5	4	18
5	5	5	5	5	25
5	5	5	5	5	25
4	5	5	4	4	22
2	3	3	3	2	13

d. Variabel Keputusan Pembelian (y)

y1	y2	y3	y4	y5	y6	total
4	5	3	3	4	4	23
2	3	4	4	3	4	20
4	5	3	4	4	4	24
3	4	2	4	3	4	20
3	4	5	3	4	2	21
3	4	5	3	4	4	23
4	3	3	4	4	3	21
2	3	1	4	3	3	16
3	4	2	3	4	4	20
4	3	4	4	3	4	22
3	4	5	4	5	5	26
3	4	4	3	3	2	19
2	1	3	2	1	3	12
3	2	3	2	2	4	16
2	3	1	1	3	2	12
3	2	3	2	2	3	15
3	2	3	3	4	3	18
2	3	4	5	4	5	23
3	4	2	3	4	4	20
4	3	4	4	5	3	23
4	3	4	2	3	3	19
3	4	3	3	2	3	18
3	2	4	3	3	4	19
4	3	2	1	3	4	17
3	2	3	4	4	4	20
1	3	2	2	1	1	10
2	3	1	3	4	3	16
4	3	3	2	1	4	17
5	2	3	4	4	1	19
2	3	3	4	2	3	17
2	4	3	4	4	5	22
3	3	4	3	5	4	22
3	4	5	5	3	2	22
2	3	2	1	3	3	14
3	2	1	3	3	2	14
2	3	2	2	3	1	13
3	2	2	3	2	2	14
3	3	2	3	4	3	18
3	4	3	2	2	1	15
1	3	2	3	2	2	13
2	2	2	3	2	1	12
2	3	2	3	4	3	17

2	3	2	2	3	2	14
3	2	2	1	1	3	12
4	3	2	3	3	4	19
4	3	2	3	4	3	19
2	4	4	3	2	2	17
2	3	2	2	3	4	16
3	3	4	4	5	2	21
4	4	4	3	5	3	23
4	4	3	3	4	4	22
3	4	4	3	3	2	19
4	4	3	2	2	3	18
3	3	4	2	1	2	15
3	3	4	2	3	3	18
4	3	3	2	2	3	17
3	4	2	3	3	4	19
3	4	3	2	3	3	18
2	3	2	2	4	3	16
4	2	3	3	2	2	16
3	2	3	2	2	3	15
3	2	3	4	3	3	18
3	2	3	4	3	4	19
3	4	3	3	2	3	18
3	4	3	3	2	3	18
3	2	2	1	3	2	13
4	3	3	2	4	3	19
3	1	2	2	3	2	13
3	4	3	3	2	3	18
4	3	3	2	3	4	19
3	3	4	3	5	4	22
4	4	3	5	4	4	24
4	2	4	3	4	5	22
4	3	4	3	2	2	18
3	2	3	2	3	4	17
3	3	4	4	3	3	20
5	3	4	4	2	3	21
3	2	2	3	3	5	18
5	4	4	3	5	4	25
4	5	4	4	3	4	24
4	5	4	3	4	5	25
3	4	4	3	4	4	22
3	2	3	2	4	3	17
2	3	2	2	3	3	15
3	3	2	3	2	3	16
4	3	4	3	3	2	19

4	4	3	3	2	3	19
5	4	3	2	2	2	18
4	4	3	3	2	3	19
4	3	3	4	3	3	20
2	3	3	2	2	3	15
3	3	3	4	4	4	21
3	4	3	3	4	4	21
5	5	3	4	3	3	23
3	4	5	4	4	4	24
4	3	3	4	5	4	23
4	4	3	5	3	4	23
4	4	5	5	3	3	24
3	3	5	4	4	4	23
4	3	3	2	3	3	18

LAMPIRAN 3

HASIL ANALISIS UJI VALIDITAS DAN REABILITAS

VARIABEL COUNTRY OF ORIGIN (X1)

Hasil Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.902	5

Hasil Validitas

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1.1	16.96	8.261	.453	.936
x1.2	16.88	6.592	.831	.864
x1.3	16.82	6.432	.846	.860
x1.4	16.74	6.376	.865	.856
x1.5	16.76	6.507	.795	.872

Variabel *Event Sponsorship* (X2)

Hasil Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.714	3

Hasil Validitas

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	8.55	1.644	.636	.492
x2.2	8.60	1.636	.629	.500
x2.3	8.85	2.109	.357	.824

Variabel *Citra Merek* (X3)

Hasil Reabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.759	5

Hasil Validitas

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x3.1	12.98	7.535	.748	.634
x3.2	12.86	8.546	.484	.731
x3.3	12.24	9.901	.258	.802
x3.4	12.82	8.533	.451	.744
x3.5	12.98	7.535	.748	.634

Variabel Keputusan Pembelian (y)

Hasil Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.681	6

Hasil Validitas

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1	15.49	9.727	.326	.666
y2	15.49	9.465	.371	.653
y3	15.61	8.725	.449	.627
y4	15.69	8.559	.490	.612
y5	15.56	8.592	.434	.632
y6	15.51	9.020	.391	.647

LAMPIRAN 4

Hasil Analisis Uji Asumsi Klasik

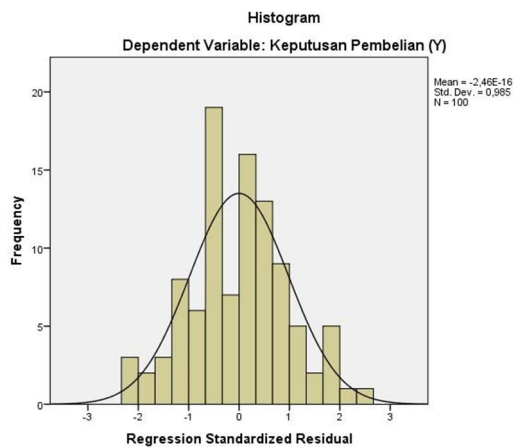
Hasil Uji Analisis Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.22307828
Most Extreme Differences	Absolute	.054
	Positive	.040
	Negative	-.054
Test Statistic		.054
Asymp. Sig. (2-tailed)		.200 ^{c,d}

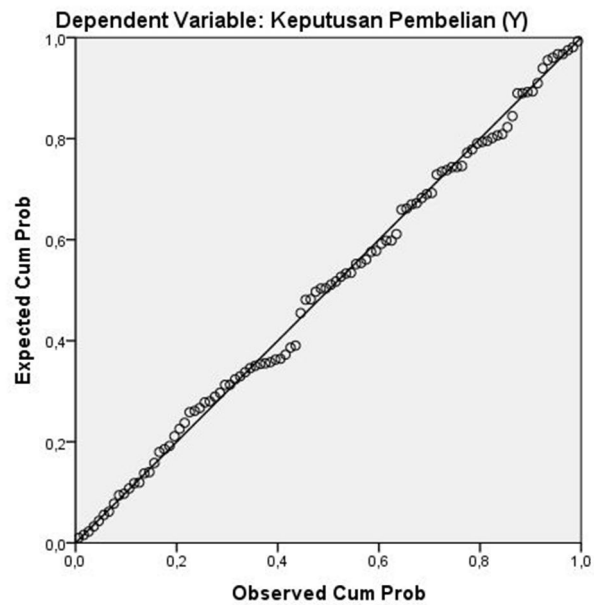
- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.

Hasil Uji Analisis Metode Grafik Histogram



Hasil Uji Analisis Metode PP – PLOT

Normal P-P Plot of Regression Standardized Residual



LAMPIRAN 5

Hasil Analisis Uji Regresi Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	citra, event, country ^b		Enter

a. Dependent Variable: keputusan

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844 ^a	.713	.704	1.90137

a. Predictors: (Constant), citra, event, country

b. Dependent Variable: keputusan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	861.050	3	287.017	79.392	.000 ^b
	Residual	347.060	96	3.615		
	Total	1208.110	99			

a. Dependent Variable: keputusan

b. Predictors: (Constant), citra, event, country

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.129	1.668		3.675	.000
	country	.108	.077	.100	1.406	.163
	event	-.227	.131	-.122	-1.729	.087
	citra	.828	.054	.835	15.244	.000

a. Dependent Variable: keputusan