

DAFTAR PUSTAKA

- Adnan. (2018). *Pengaruh Perilaku Konsumen terhadap Keputusan Pembelian Susu Morinaga di Kota Lhokseumawe*. Jurnal Visioner & Strategis. Vol 7.No.2. September 2018. ISSN : 2338-2864. P.1-9
- Agustina, Lusi., Arifin, Rois., dan Hufon, M. (2019). *Pengaruh Gaya Hidup, Harga, Promosi, Citra Merek dan Viral Marketing terhadap Keputusan Pembelian Smartphone OPPO (Studi Kasus pada konsumen pengguna Oppo, Tiga Putra Handphone Center Kota Malang)*. E-Jurnal Riset Manajemen Prodi Manajemen Fakultas Ekonomi Unisma
- Ferrinadewi, Erna. (2009). *Merek & Psikologi Konsumen : Implikasi pada strategi pemasaran*. Yogyakarta : Graha Ilmu.
- Ghozali, Imam. (2009). *Aplikasi Analisis Multivariate dengan Program SPSS. Edisi Keempat*. Universitas Diponegoro
- Keller, Kevin Lane. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Global Edition. Pearson.
- Kinasih, Anggun Anggita. (2018). *Analisis Pengaruh Sikap Generasi Milenial terhadap Minat Beli Online pada Situs jejaring sosial* [Tesis]. Program Pascasarjana Universitas Islam Indonesia
- Kotler, Philip dan G. Armstrong. (2001). *Prinsip-Prinsip Pemasaran Edisi 1*. Jakarta : Erlangga.
- Kotler, Philip et al. (2006). *Marketing Management An Asian Perspective, Third Edition*. Pearson Prentice Hall. New Jersey.
- Kotler, P. & Keller, K. L. (2016). *Marketing Management Edisi 15*. Ebook: Pearson
- Kusuma, Mullina Wahyu., Minarsih, Maria Magdalena., dan Warso, Moh Mukery. (2015). *Analisis Faktor-Faktor yang Mempengaruhi Perilaku Konsumen terhadap Pengambilan Keputusan Pembelian Tupperware pada PT. Indrakinarya Mugisantosa Semarang*. Universitas Pandanaran Semarang
- Lubis, Desy Irana Dewi., & Hidayat Rahmat. (2017). *Pengaruh Citra Merek dan Harga Terhadap Keputusan Pembelian pada Sekolah Tinggi Ilmu Manajemen Sukma Medan*. Jurnal Ilman, Vol.5.No.1. pp.15-24. Februari 2017. ISSN 2355-1488
- Muntaha, Luffi Sidrotul., Djoko, Handoyo., dan Dewi, Reni Shinta. (2014). *Pengaruh Kualitas Produk, Iklan dan Brand Image terhadap Keputusan Pembelian Sabun Mandi Lux Cair (Studi Kasus pada konsumen/pengguna*

sabunmandi Lux cair di SwalayanGelael Mall CiputraSmarang).
Diponegoro Journal Of Social And Politic Tahun 2014. Hal 1-10

- Pertiwi, L.D. AyuningrumRatna. (2019). *Pengaruh Citra Merekdan Celebrity Endorser terhadapKeputusanPembelianProdukWardahExclusive Matte Lipcream.* *JurnalIlmuManajemen* Volume 7 Nomor 2-Jurusan ManajemenFakultasEkonomiUniversitasNegeri Surabaya
- Rizqi, Muhammad. (2018). *PengaruhSikapKonsumenterhadapKeputusan PembelianpadaIndomaretkotaBangkoTahun 2018 (Studikasu konsumenIndomaretkelurahanDusunBangko).* STKIP YPM Bangko
- Sagia, Ayu.,&Situmorang, SyafrizalHelmi, SE, M.si. (2018). *Pengaruh Brand Ambassador, Brand Personality, dan Korean Wave terhadapKeputusan PembelianProduk Nature Republic Aloe Vera.* *JurnalManajemenBisnis Indonesia.*Vol.5.No.2
- Samosir, LigaStephani., Putri, Yuliana Rachma., danNurfebiaraning Sylvie. (2016). *PengaruhPenggunaan Brand Ambassador Dewi Sandra terhadap KeputusanPembelianKosmetikWardah di Kota Bandung.* *Jurnal Sosioteknologi.*Vol 15.No.2
- Sangadji, Mamang.,dan Etta &Sopiah. (2013). *PerilakuKonsumenPendekatan PraktisdisertaiHimpunanaJurnalPenelitian.* Yogyakarta. Andi
- Siregar, Syofian. (2013). *MetodePenelitianKuantitatif.* Jakarta. Kencana
- Situmorang, SyafrizalHelmi. (2017). *RisetPemasaran.* USU Press.Medan
- Sugiyono. (2012). *MetodePenelitianKuantitatif, Kualitatifdan R&B (2012).* Bandung. ALFABETA
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D.* Bandung: CV. Alfabeta.
- Sumarwan, Ujang. (2011). *PerilakuKonsumendanPenerapannyadalam Pemasaran. Edisikedua.* Bogor: Ghalia Indonesia.
- SwasthadanHandoko, Basu. (2000). *KonsepPemasaran.* RhinekaCipta. Jakarta.
- Terence A, Shimp. (2008).*PeriklananPromosiAspekTambahanKomunikasi PemasaranTerpaduJilid 5.diterjemahkanolehRevyaniSyahrian danDyahAnikasari.* Jakarta: Erlangga.
- Tjiptono, F. (2011). *StrategiPemasaran.* Yogyakarta: Andi
- Tompunu, Merna M.M. (2014). *AnalisisMotivasi, Persepsi, Pembelajaran, dan SikapKonsumenPengaruhnyaterhadapKeputuanPembelian di KFC*

Bahu Mall Manado. Jurnal EMBA Vol.2 NO.3 September 2014, Hal 610-621

Yusiana, Rennyta., & Maulida, Rifatul). (2015). *Pengaruh Gita Gutawasebagai Brand Ambassador Pond's dalam Mempengaruhi Keputusan Pembelian (Studi Kasus Pada Mahasiswi Universitas Telkom Jurusan D3 Manajemen Pemasaran)*. Ecodemica. Vol III. No.1

<https://m.gomuslim.co.id/read/korporasi/2016/10/23/1853/elhijab-brand-muslim-fashion-yang-simple-nyaman-dan-berkualitas.html>

Lampiran

Uji Regresi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.556 ^a	.309	.291	1.802

a. Predictors: (Constant), SikapGenerasiMilenial, Brand Ambassador, Citra Merek

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.182	1.774		2.358	.020
	Brand Ambassador	.281	.072	.316	3.915	.000
	Citra Merek	.201	.133	.147	1.511	.133
	SikapGenerasiMilenial	.285	.097	.284	2.946	.004

a. Dependent Variable: KeputusanPembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	164.022	3	54.674	16.836	.000 ^b
	Residual	366.970	113	3.248		
	Total	530.991	116			

a. Dependent Variable: KeputusanPembelian

b. Predictors: (Constant), SikapGenerasiMilenial, Brand Ambassador, Citra Merek

UjiValiditas Brand Ambassador (X1)

		Correlations				
		X1.1	X1.2	X1.3	X1.4	Total
X1.1	Pearson Correlation	1	.602**	.430**	.194*	.793**
	Sig. (2-tailed)		.000	.000	.036	.000
	N	117	117	117	117	117
X1.2	Pearson Correlation	.602**	1	.293**	.311**	.774**
	Sig. (2-tailed)	.000		.001	.001	.000
	N	117	117	117	117	117
X1.3	Pearson Correlation	.430**	.293**	1	.434**	.702**
	Sig. (2-tailed)	.000	.001		.000	.000
	N	117	117	117	117	117
X1.4	Pearson Correlation	.194*	.311**	.434**	1	.645**
	Sig. (2-tailed)	.036	.001	.000		.000
	N	117	117	117	117	117
Total	Pearson Correlation	.793**	.774**	.702**	.645**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	117	117	117	117	117

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

* . Correlation is significant at the 0.05 level (2-tailed).

Uji Validitas Citra Merek (X2)

		Correlations				
		X2.1	X2.2	X2.3	X2.4	Total
X2.1	Pearson Correlation	1	.299**	.341**	.043	.659**
	Sig. (2-tailed)		.001	.000	.643	.000
	N	117	117	117	117	117
X2.2	Pearson Correlation	.299**	1	.161	-.019	.561**
	Sig. (2-tailed)	.001		.082	.842	.000
	N	117	117	117	117	117
X2.3	Pearson Correlation	.341**	.161	1	-.039	.611**
	Sig. (2-tailed)	.000	.082		.673	.000
	N	117	117	117	117	117
X2.4	Pearson Correlation	.043	-.019	-.039	1	.513**
	Sig. (2-tailed)	.643	.842	.673		.000
	N	117	117	117	117	117
Total	Pearson Correlation	.659**	.561**	.611**	.513**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	117	117	117	117	117

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

Uji Validitas Sikap Generasi Milenial (X3)

		Correlations				
		X3.1	X3.2	X3.3	X3.4	Total
X3.1	Pearson Correlation	1	.143	.417**	.430**	.748**
	Sig. (2-tailed)		.124	.000	.000	.000
	N	117	117	117	117	117
X3.2	Pearson Correlation	.143	1	.385**	.128	.613**
	Sig. (2-tailed)	.124		.000	.169	.000
	N	117	117	117	117	117
X3.3	Pearson Correlation	.417**	.385**	1	.301**	.759**
	Sig. (2-tailed)	.000	.000		.001	.000
	N	117	117	117	117	117
X3.4	Pearson Correlation	.430**	.128	.301**	1	.632**
	Sig. (2-tailed)	.000	.169	.001		.000
	N	117	117	117	117	117
Total	Pearson Correlation	.748**	.613**	.759**	.632**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	117	117	117	117	117

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

Uji Validitas Keputusan Pembelian (Y)

		Correlations				
		Y1.1	Y1.2	Y1.3	Y1.4	Total
Y1.1	Pearson Correlation	1	.221*	.427**	.430**	.757**
	Sig. (2-tailed)		.017	.000	.000	.000
	N	117	117	117	117	117
Y1.2	Pearson Correlation	.221*	1	.441**	.228*	.687**
	Sig. (2-tailed)	.017		.000	.014	.000
	N	117	117	117	117	117
Y1.3	Pearson Correlation	.427**	.441**	1	.167	.726**
	Sig. (2-tailed)	.000	.000		.072	.000
	N	117	117	117	117	117
Y1.4	Pearson Correlation	.430**	.228*	.167	1	.625**
	Sig. (2-tailed)	.000	.014	.072		.000
	N	117	117	117	117	117
Total	Pearson Correlation	.757**	.687**	.726**	.625**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	117	117	117	117	117

*. Correlation is significant at the 0.05 level (2-tailed).

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

Uji Reliabilitas

Case Processing Summary		
	N	%
Valid	117	100.0
Cases Excluded ^a	0	.0
Total	117	100.0

a. Listwise deletion based on all variables in the procedure.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Brand Ambassador	44.69	21.680	.415	.652
Citra Merek	44.06	26.057	.489	.613
SikapGenerasiMilenial	44.96	22.179	.464	.612
KeputusanPembelian	44.19	21.688	.514	.610

UjiNormalitas

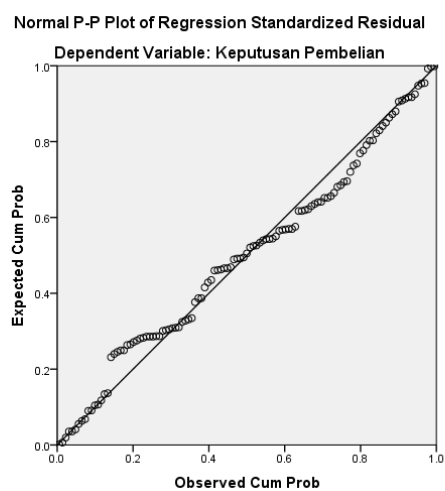
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		117
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.85228576
	Absolute	.092
Most Extreme Differences	Positive	.071
	Negative	-.092
Kolmogorov-Smirnov Z		.993
Asymp. Sig. (2-tailed)		.278

a. Test distribution is Normal.

b. Calculated from data.

UjiNormalitas P Plot



Uji Linearitas

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Y1 * Brand Ambassador	117	100.0%	0	0.0%	117	100.0%
Y1 * Citra Merek	117	100.0%	0	0.0%	117	100.0%
Y1 * Sikap Generasi Milenial	117	100.0%	0	0.0%	117	100.0%

Uji Linear Brand Ambassador terhadap Keputusan Pembelian

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y1 * Brand Ambassador	Between Groups	(Combined)	116.540	10	11.654	2.879	.003
		Linearity	85.805	1	85.805	21.200	.000
		Deviation from Linearity	30.736	9	3.415	.844	.578
	Within Groups		429.015	106	4.047		
	Total		545.556	116			

Uji Linear Citra Merek terhadap Keputusan Pembelian

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y1 * Citra Merek	Between Groups	(Combined)	75.885	9	8.432	1.921	.056
		Linearity	57.843	1	57.843	13.178	.000
		Deviation from Linearity	18.042	8	2.255	.514	.844
	Within Groups		469.671	107	4.389		
	Total		545.556	116			

Uji Linear Sikap Generasi Milenial terhadap Keputusan Pembelian

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y1 * Sikap Generasi Milenial	Between Groups	(Combined)	106.994	10	10.699	2.586	.008
		Linearity	92.396	1	92.396	22.332	.000
		Deviation from Linearity	14.598	9	1.622	.392	.937
	Within Groups		438.561	106	4.137		
	Total		545.556	116			