

Lampiran 1. Hasil Output Uji Validitas dan Reabilitas

Case Processing Summary

		N	%
Cases	Valid	100	92,6
	Excluded(a)	8	7,4
	Total	108	100,0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.843	19

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	75.7100	25.056	.430	.763
x1.2	75.7800	23.587	.450	.753
x1.3	75.8700	23.609	.459	.753
x1.4	75.8200	24.068	.386	.759
x1.5	75.7300	25.149	.423	.768
x1.6	75.7900	25.723	.500	.775
x2.1	76.0300	24.635	.563	.764
x2.2	75.6300	24.114	.375	.759
x2.3	75.6800	24.866	.398	.763
x2.4	75.8700	25.266	.691	.772
x2.5	75.7800	25.123	.512	.771
y1.1	75.7600	24.184	.646	.761
y1.2	75.8700	23.609	.459	.753
y1.3	75.6300	24.114	.375	.759
y1.4	75.7100	25.056	.390	.763
y1.5	75.8700	25.266	.497	.772
y1.6	75.7800	23.587	.450	.753
y1.7	75.8700	23.609	.459	.753
y1.8	75.8200	24.068	.386	.759

Lampiran 2. Hasil Output Uji Asumsi Klasik

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	Celebrity endorser, brand asosiasi(a)	.	Enter

a All requested variables entered.

b Dependent Variable: Y

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.847(a)	.718	.712	1.35595	1.893

a Predictors: (Constant), X2, X1

b Dependent Variable: Y

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	453.045	2	226.522	17.302	.000(a)
	Residual	178.345	97	1.839		
	Total	631.390	99			

a Predictors: (Constant), X2, X1

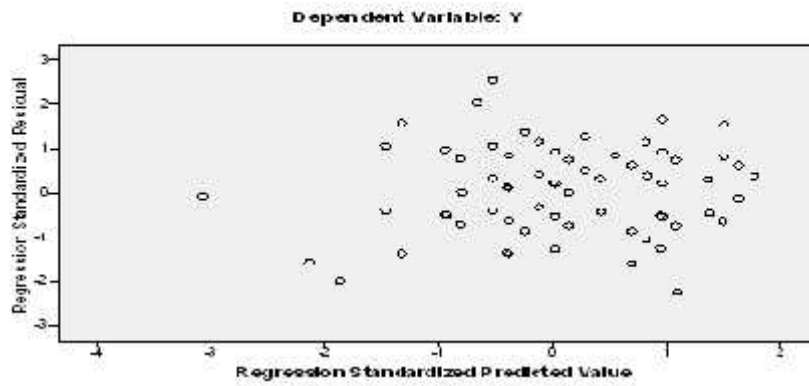
b Dependent Variable: Y

Coefficients(a)

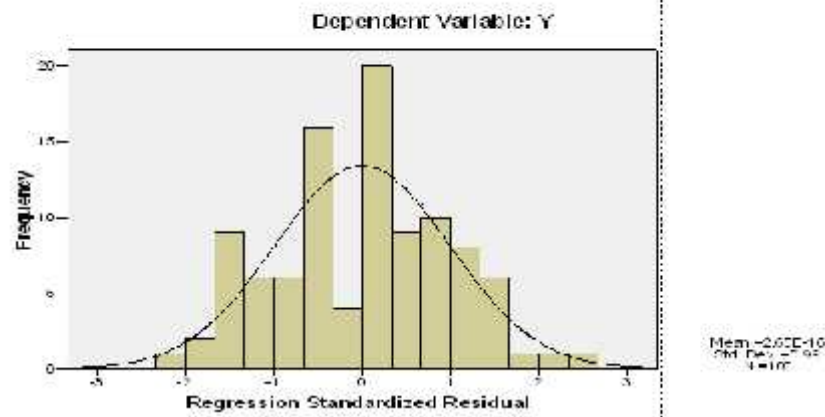
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.231	2.190		-.105	.916		
	X1	.868	.072	.667	6,182	.000	.947	1.056
	X2	.569	.080	.394	5,497	.000	.947	1.056

a Dependent Variable: Y

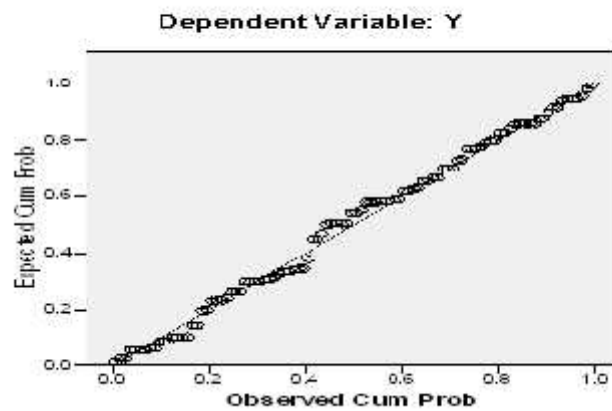
Scatterplot



Histogram



Normal P-P Plot of Regression Standardized Residual



Lampiran 3. Hasil Output Analisis Regresi Linier Berganda

Coefficients(a)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	.231	2.190		-.105	.916		
	X1	.868	.072		.667	6,182	.000	.947 1.056
	X2	.569	.080		.394	5,497	.000	.947 1.056

a Dependent Variable: Y