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LAMPIRAN 1

KUESIONER

**Pengaruh *Brand Ambassdor NCT Dream* dan *Product Differentiation*
Terhadap *Purchase Decision* dan *Customer Satisfaction* Produk Mie
Lemonilo (Survey Pada *Fandom Nctzen*)**

Mohon dengan hormat kesediaan Sdri untuk menjawab pertanyaan
dibawah ini dengan memberikan tanda (√) :

1. Nama :
2. Jenis Kelamin : Perempuan
3. Usia (minimal 17 tahun) :
4. Pendidikan : 1. SMA 3. Sarjana
2. Diploma 4. Pasca Sarjana
5. Pekerjaan/Status :
 1. Pelajar 3. Pegawai Swasta
 2. Mahasiswa 4. Lain-lain, Sebutkan....
6. Gaji/Pendapatan : :
7. Nama Perusahaan/Instansi :
8. Agama :
9. Minimal Pembelian : 1x Pembelian produk Mie Lemonilo
10. Domisili :

Petunjuk Pengisian Angket

Berilah tanda (√) pada kolom Ibu / Sdri pilih sesuai keadaan yang sebenarnya, dengan alternatif jawaban sebagai berikut :

- 5 = Sangat Setuju (SS)
 4 = Setuju (S)
 3 = Netral (N)
 2 = Tidak Setuju (TS)
 1 = Sangat Tidak Setuju (STS)

1. Variabel *Brand Ambassador*

Tabel 1.1 Analisis Kuisisioner, *Brand Ambassador NCT Dream*

No.	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1	<i>NCT Dream</i> memiliki daya tarik yang dapat mempengaruhi <i>Fandom Nctzen</i> untuk membeli produk Mie Lemonilo					
2	<i>NCT Dream</i> merupakan sosok yang dapat dipercaya dalam memberikan informasi tentang produk Mie Lemonilo					
3	<i>NCT Dream</i> memiliki keahlian yang dapat mempengaruhi <i>Fandom Nctzen</i> untuk membeli produk Mie Lemonilo					

2. Variabel *Product Differentiation*

Tabel 1.2 Analisis Kuisisioner, *Product Differentiation*

No.	Pernyataan	Jawaban				
		STS	TS	N	S	S
4	Mie Lemonilo memiliki bentuk produk tersendiri dibanding produk pesaing lainnya					
5	Mie Lemonilo memiliki karakteristik yang memiliki fungsi dasar produk dibanding produk pesaing lainnya					
6	Mie Lemonilo kualitas kinerja produk tersendiri					
7	Mie Lemonilo kualitas kesesuaian produk tersendiri					
8	Mie Lemonilo memiliki daya tahan produk tersendiri					
9	Mie Lemonilo produk yang mudah diperbaiki					
10	Mie Lemonilo memiliki gaya tersendiri dibanding produk pesaing lainnya					
11	Mie Lemonilo memiliki rancangan tersendiri dibanding produk pesaing lainnya					

3. Variabel *Purchase Decision*

Tabel 1.2 Analisis Kuisisioner, *Purchase Decision*

No.	Pernyataan	Jawaban			
		STS	TS	S	S
12	Saya memutuskan untuk membeli Mie Lemonilo karena sesuai dengan kebutuhan				
13	Saya mencari informasi dari banyak sumber mengenai produk Mie Lemonilo				
14	Saya memutuskan untuk membeli Mie Lemonilo setelah mengevaluasi beberapa alternatif				
15	Saya memutuskan untuk membeli Mie Lemonilo karena melihat Merek				
16	Saya selalu melakukan pembelian ulang kembali Mie Lemonilo				

4. Variabel *Customer Satisfaction*

Tabel 1.2 Analisis Kuisisioner, *Customer Satisfaction*

No.	Pernyataan	Jawaban			
		STS	TS	S	S
17	Saya merasa puas dengan produk Mie Lemonilo				
18	Saya akan selalu membeli Mie Lemonilo				
19	Saya akan merekomendasikan Mie Lemonilo kepada orang lain				
20	Saya merasa produk Mie Lemonilo sesuai dengan harapan				

LAMPIRAN 3

UJI VALIDITAS

		Correlations			
		X1.1	X1.2	X1.3	Total_X1
X1.1	Pearson Correlation	1	,402**	,772**	,886**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
X1.2	Pearson Correlation	,402**	1	,430**	,723**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
X1.3	Pearson Correlation	,772**	,430**	1	,881**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Total_X1	Pearson Correlation	,886**	,723**	,881**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

X2.7	Pearson									
	Correlation	,507**	,475**	,357**	,594**	,487**	,260**	1	,565**	,734**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,009		,000	,000
	N	100	100	100	100	100	100	100	100	100
X2.8	Pearson									
	Correlation	,374**	,470**	,561**	,562**	,404**	,345**	,565**	1	,741**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100	100	100	100
Total_X2	Pearson									
	Correlation	,711**	,754**	,727**	,810**	,721**	,590**	,734**	,741**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100	100

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

Correlations

		Correlations					
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Total_Y1
Y1.1	Pearson						
	Correlation	1	,176	,454**	,413**	,252*	,664**
	Sig. (2-tailed)		,080	,000	,000	,012	,000
	N	100	100	100	100	100	100
Y1.2	Pearson						
	Correlation	,176	1	,330**	,228*	,448**	,650**
	Sig. (2-tailed)	,080		,001	,023	,000	,000
	N	100	100	100	100	100	100

Y1.3	Pearson Correlation	,454**	,330**	1	,331**	,429**	,746**
	Sig. (2-tailed)	,000	,001		,001	,000	,000
	N	100	100	100	100	100	100
Y1.4	Pearson Correlation	,413**	,228*	,331**	1	,263**	,652**
	Sig. (2-tailed)	,000	,023	,001		,008	,000
	N	100	100	100	100	100	100
Y1.5	Pearson Correlation	,252*	,448**	,429**	,263**	1	,700**
	Sig. (2-tailed)	,012	,000	,000	,008		,000
	N	100	100	100	100	100	100
Total_Y1	Pearson Correlation	,664**	,650**	,746**	,652**	,700**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

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

Correlations

		Correlations				
		Y2.1	Y2.2	Y2.3	Y2.4	Total_Y2
Y2.1	Pearson Correlation	1	,132	,624**	,354**	,770**
	Sig. (2-tailed)		,190	,000	,000	,000
	N	100	100	100	100	100
Y2.2	Pearson Correlation	,132	1	,151	,317**	,573**
	Sig. (2-tailed)	,190		,134	,001	,000
	N	100	100	100	100	100
Y2.3	Pearson Correlation	,624**	,151	1	,186	,712**
	Sig. (2-tailed)	,000	,134		,064	,000
	N	100	100	100	100	100
Y2.4	Pearson Correlation	,354**	,317**	,186	1	,688**
	Sig. (2-tailed)	,000	,001	,064		,000
	N	100	100	100	100	100
Total_Y2	Pearson Correlation	,770**	,573**	,712**	,688**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

UJI RELIABILITAS

Reliability

Scale: ALL VARIABLES

Case Processing Summary		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,774	3

Reliability**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,868	8

Reliability**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,713	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,626	4

UJI MULTIKOLONERITAS, ANALISIS JALUR, UJI HIPOTESIS, UJI KOEFISIEN DETERMINASI

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Total_X2, Total_X1 ^b		Enter

a. Dependent Variable: Total_Y1

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,630 ^a	,397	,384	2,221

a. Predictors: (Constant), Total_X2, Total_X1

b. Dependent Variable: Total_Y1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	314,308	2	157,154	31,869	,000 ^b
	Residual	478,332	97	4,931		
	Total	792,640	99			

a. Dependent Variable: Total_Y1

b. Predictors: (Constant), Total_X2, Total_X1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5,074	1,737		2,922	,004		
	Total_X1	,159	,134	,114	1,186	,238	,676	1,479
	Total_X2	,347	,060	,558	5,818	,000	,676	1,479

a. Dependent Variable: Total_Y1

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Total_X1	Total_X2
1	1	2,979	1,000	,00	,00	,00
	2	,012	15,550	,65	,69	,00
	3	,008	18,928	,35	,31	1,00

a. Dependent Variable: Total_Y1

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,67	21,34	18,56	1,782	100
Residual	-6,126	4,209	,000	2,198	100
Std. Predicted Value	-2,181	1,559	,000	1,000	100
Std. Residual	-2,758	1,896	,000	,990	100

a. Dependent Variable: Total_Y1

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Re- moved	Method
1	Total_Y1, Total_X1, Total_X2 ^b		Enter

a. Dependent Variable: Total_Y2

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,711 ^a	,506	,490	1,579

a. Predictors: (Constant), Total_Y1, Total_X1, Total_X2

b. Dependent Variable: Total_Y2

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	244,758	3	81,586	32,712	,000 ^b
	Residual	239,432	96	2,494		
	Total	484,190	99			

a. Dependent Variable: Total_Y2

b. Predictors: (Constant), Total_Y1, Total_X1, Total_X2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,037	1,288		3,134	,002		
	Total_X1	,076	,096	,070	,795	,429	,667	1,500
	Total_X2	,229	,049	,472	4,657	,000	,501	1,995
	Total_Y1	,206	,072	,264	2,853	,005	,603	1,657

a. Dependent Variable: Total_Y2

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Total_X1	Total_X2	Total_Y1
1	1	3,968	1,000	,00	,00	,00	,00
	2	,014	17,102	,03	,77	,00	,33
	3	,011	18,679	,94	,05	,03	,26
	4	,007	24,218	,03	,18	,97	,41

a. Dependent Variable: Total_Y2

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13,24	19,51	16,41	1,572	100
Residual	-5,025	3,005	,000	1,555	100
Std. Predicted Value	-2,014	1,970	,000	1,000	100
Std. Residual	-3,182	1,903	,000	,985	100

a. Dependent Variable: Total_Y2

UJI HETEROSKEDASTISITAS**Nonparametric Correlations**

			Correlations		
			Total_X1	Total_X2	Unstandardized Residual
Spearman's rho	Total_X1	Correlation Coefficient	1,000	,534**	-,044
		Sig. (2-tailed)	.	,000	,664
		N	100	100	100
	Total_X2	Correlation Coefficient	,534**	1,000	,019
		Sig. (2-tailed)	,000	.	,852
		N	100	100	100
	Unstandardized Residual	Correlation Coefficient	-,044	,019	1,000
		Sig. (2-tailed)	,664	,852	.
		N	100	100	100

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

UJI NORMALITAS

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,19809938
Most Extreme Differences	Absolute	,072
	Positive	,053
	Negative	-,072
Test Statistic		,072
Asymp. Sig. (2-tailed)		,200 ^{c,d}

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

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,55515408
Most Extreme Differences	Absolute	,089
	Positive	,036
	Negative	-,089
Test Statistic		,089
Asymp. Sig. (2-tailed)		,048 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,55515408
Most Extreme Differences	Absolute	,089
	Positive	,036
	Negative	-,089
Test Statistic		,089
Asymp. Sig. (2-tailed)		,048 ^c
Monte Carlo Sig. (2-tailed)	Sig.	,381 ^d
	99% Confidence Interval	
	Lower Bound	,369
	Upper Bound	,394

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 1314643744.

ANALISIS DESKRIPTIF

Frequencies

Frequency Table

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	TS	3	3,0	3,0	4,0
	N	16	16,0	16,0	20,0
	S	32	32,0	32,0	52,0
	SS	48	48,0	48,0	100,0
	Total	100	100,0	100,0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2,0	2,0	2,0
	N	18	18,0	18,0	20,0
	S	44	44,0	44,0	64,0
	SS	36	36,0	36,0	100,0
	Total	100	100,0	100,0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	17	17,0	17,0	17,0
	S	31	31,0	31,0	48,0
	SS	52	52,0	52,0	100,0
	Total	100	100,0	100,0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2,0	2,0	2,0
	N	17	17,0	17,0	19,0
	S	37	37,0	37,0	56,0
	SS	44	44,0	44,0	100,0
	Total	100	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	21	21,0	21,0	21,0
	S	40	40,0	40,0	61,0
	SS	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	21	21,0	21,0	21,0
	S	45	45,0	45,0	66,0
	SS	34	34,0	34,0	100,0
	Total	100	100,0	100,0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3,0	3,0	3,0
	N	16	16,0	16,0	19,0
	S	44	44,0	44,0	63,0
	SS	37	37,0	37,0	100,0
	Total	100	100,0	100,0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1,0	1,0	1,0
	N	17	17,0	17,0	18,0
	S	43	43,0	43,0	61,0
	SS	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	TS	5	5,0	5,0	6,0
	N	29	29,0	29,0	35,0
	S	44	44,0	44,0	79,0
	SS	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2,0	2,0	2,0
	N	15	15,0	15,0	17,0
	S	37	37,0	37,0	54,0
	SS	46	46,0	46,0	100,0
	Total	100	100,0	100,0	

X2.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2,0	2,0	2,0
	N	22	22,0	22,0	24,0
	S	41	41,0	41,0	65,0
	SS	35	35,0	35,0	100,0
	Total	100	100,0	100,0	

Total_X2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	22	1	1,0	1,0	1,0
	24	7	7,0	7,0	8,0
	25	1	1,0	1,0	9,0
	26	3	3,0	3,0	12,0
	27	1	1,0	1,0	13,0
	28	4	4,0	4,0	17,0
	29	7	7,0	7,0	24,0
	30	4	4,0	4,0	28,0
	31	4	4,0	4,0	32,0
	32	13	13,0	13,0	45,0
	33	1	1,0	1,0	46,0
	34	4	4,0	4,0	50,0
	35	10	10,0	10,0	60,0
	36	17	17,0	17,0	77,0
	37	7	7,0	7,0	84,0

38	9	9,0	9,0	93,0
39	3	3,0	3,0	96,0
40	4	4,0	4,0	100,0
Total	100	100,0	100,0	

Y1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	4	4,0	4,0	4,0
N	45	45,0	45,0	49,0
S	35	35,0	35,0	84,0
SS	16	16,0	16,0	100,0
Total	100	100,0	100,0	

Y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	3	3,0	3,0	3,0
TS	5	5,0	5,0	8,0
N	43	43,0	43,0	51,0
S	38	38,0	38,0	89,0
SS	11	11,0	11,0	100,0
Total	100	100,0	100,0	

Y1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	4	4,0	4,0	4,0
N	32	32,0	32,0	36,0
S	40	40,0	40,0	76,0
SS	24	24,0	24,0	100,0
Total	100	100,0	100,0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5,0	5,0	5,0
	N	36	36,0	36,0	41,0
	S	40	40,0	40,0	81,0
	SS	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

Y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2,0	2,0	2,0
	N	34	34,0	34,0	36,0
	S	39	39,0	39,0	75,0
	SS	25	25,0	25,0	100,0
	Total	100	100,0	100,0	

Y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2,0	2,0	2,0
	N	24	24,0	24,0	26,0
	S	42	42,0	42,0	68,0
	SS	32	32,0	32,0	100,0
	Total	100	100,0	100,0	

Y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2,0	2,0	2,0
	N	15	15,0	15,0	17,0
	S	42	42,0	42,0	59,0
	SS	41	41,0	41,0	100,0
	Total	100	100,0	100,0	

Y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1,0	1,0	1,0
	N	25	25,0	25,0	26,0
	S	39	39,0	39,0	65,0
	SS	35	35,0	35,0	100,0
	Total	100	100,0	100,0	

Y2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	6,0	6,0	6,0
	N	14	14,0	14,0	20,0
	S	47	47,0	47,0	67,0
	SS	33	33,0	33,0	100,0
	Total	100	100,0	100,0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	1	5	4,23	,897
X1.2	100	2	5	4,14	,779
X1.3	100	3	5	4,35	,757
X2.1	100	2	5	4,23	,802
X2.2	100	3	5	4,18	,757
X2.3	100	3	5	4,13	,734
X2.4	100	2	5	4,15	,796
X2.5	100	2	5	4,20	,752
X2.6	100	1	5	3,79	,868
X2.7	100	2	5	4,27	,790
X2.8	100	2	5	4,09	,805
Y1.1	100	2	5	3,63	,800
Y1.2	100	1	5	3,49	,870
Y1.3	100	2	5	3,84	,838

Y1.4	100	2	5	3,73	,827
Y1.5	100	2	5	3,87	,812
Y2.1	100	2	5	4,04	,803
Y2.2	100	2	5	4,22	,773
Y2.3	100	2	5	4,08	,800
Y2.4	100	2	5	4,07	,844
Valid N (listwise)	100				