

# **LAMPIRAN A**

# **KUESIONER**

## KUESIONER

Dengan Hormat,

Sehubungan dengan usaha mengumpulkan data yang saya lakukan mengenai Celebrity Endorser ( Anggun Cipta Sasmi), maka saya memohon kesediaan dan bantuan teman-teman untuk mengisi pertanyaan-pertanyaan yang telah tersedia. Usaha pengumpulan data ini dilakukan dalam rangka penyusunan skripsi tingkat sarjana di Fakultas Ekonomi jurusan Manajemen Universitas Kristen Maranatha.

Atas perhatian dan kesediaan dari teman-teman yang telah meluangkan waktu dalam rangka mengisi kuisisioner ini, saya mengucapkan terima kasih.

Hormat saya,

Airin Taurina Wijaya

### **Profil Responden :**

Pilihlah salah satu jawaban yang menurut anda paling sesuai dengan memberikan tanda (X) pada jawaban yang anda pilih.

1. Jenis kelamin :

- Laki-laki
- Perempuan

2. Usia :

- ≤ 20 tahun
- 21-25 tahun
- 26-30 tahun
- ≥ 31 tahun

3. Pengeluaran perbulan :

- ≤ Rp. 499.999,00
- Rp.500.000,00 - Rp.999.0000,00
- Rp.1.000.000,00 - Rp. 1.499.999,00
- Rp. 1.500.000,00 - Rp. 1.999.999,00
- ≥ Rp. 2.000.000,00

4. Apakah Anda pernah melihat atau menonton iklan shampo pantene pro-v dengan bintang iklan Anggun Cipta Sasmi ?

- Pernah
- Tidak pernah

Bagian 1 :

**Tabel Kredibilitas Sumber Pesan**

NO.	PERNYATAAN	STS	TS	N	S	SS
	<b>ATTRACTIVENESS</b>					
1.	Penampilan Anggun Cipta Sasmi dalam iklan shampo pantene pro-v terlihat menarik.	1	2	3	4	5
2.	Penampilan Anggun Cipta Sasmi dalam iklan shampo pantene pro-v terlihat berkelas.	1	2	3	4	5
3.	Penampilan Anggun Cipta Sasmi dalam iklan shampo pantene pro-v terlihat cantik.	1	2	3	4	5
4.	Penampilan Anggun Cipta Sasmi dalam iklan shampo pantene pro-v terlihat terkesan elegan.	1	2	3	4	5
5.	Penampilan Anggun Cipta Sasmi dalam iklan shampo pantene pro-v terlihat seksi.	1	2	3	4	5
	<b>TRUSTWORTHINESS</b>					
6.	Anggun Cipta Sasmi layak dipertahankan sebagai model iklan shampo pantene pro-v.	1	2	3	4	5
7.	Dalam menyampaikan pesan iklan shampo pantene pro-v, Anggun Cipta Sasmi mengatakan dengan jujur.	1	2	3	4	5
8.	Dalam menyampaikan pesan iklan shampo pantene pro-v, Anggun Cipta Sasmi dapat diandalkan.	1	2	3	4	5
9.	Dalam menyampaikan pesan iklan shampo pantene pro-v, Anggun Cipta Sasmi dengan tulus.	1	2	3	4	5
10.	Dalam menyampaikan pesan iklan shampo pantene pro-v, Anggun Cipta Sasmi dapat dipercaya.	1	2	3	4	5

**Tabel Lanjutan Kredibilitas Sumber Pesan**

NO.	EXPERTISE	STS	TS	N	S	SS
11.	Anggun Cipta Sasmi memiliki keahlian yang memadai tentang shampo pantene pro-v sehingga layak menjadi model iklan shampo pantene pro-v.	1	2	3	4	5
12.	Anggun Cipta Sasmi mempunyai pengalaman yang memadai berkaitan dengan shampo pantene pro-v sehingga layak menjadi model iklan shampo pantene pro-v.	1	2	3	4	5
13.	Anggun Cipta Sasmi mempunyai pengetahuan memadai tentang shampo pantene pro-v sehingga layak menjadi model iklan shampo pantene pro-v.	1	2	3	4	5
14.	Anggun Cipta Sasmi memenuhi syarat untuk mengiklankan shampo pantene pro-v.	1	2	3	4	5
15.	Anggun Cipta Sasmi cukup terlatih sebafei model iklan shampo pantene pro-v sehingga layak menjadi model iklan shampo pantene pro-v.	1	2	3	4	5

**Bagian 2 : Minat beli**

Beri tanda silang (X) angka yang paling sesuai dengan penilaian Anda terhadap masing-masing pernyataan berikut, dengan pedoman : 1 = "Sangat Tidak Setuju", 2 = "Tidak Setuju", 3 = "Netral", 4 = "Setuju", 5 = " Sangat Setuju."						
NO.	PERNYATAAN	STS	TS	N	S	SS
1.	Setelah melihat iklan shampo pantene pro-v dengan model iklan Anggun Cipta Sasmi, saya tertarik untuk mencari informasi tentang produk tersebut.	1	2	3	4	5
2.	Setelah melihat iklan shampo pantene pro-v dengan model iklan Anggun Cipta Sasmi, saya mempertimbangkan untuk membeli produk tersebut jika saya memerlukannya.	1	2	3	4	5

3,	Setelah melihat iklan shampo pantene pro- v dengan model iklan Anggun Cipta Sasmi, saya tertarik untuk membeli produk tersebut jika saya membutuhkannya.	1	2	3	4	5
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**LAMPIRAN B**

**TABULASI DATA**  
**PENELITIAN**









**LAMPIRAN C**

**HASIL UJI VALIDITAS**

## Correlations

		A1	A2	A3	A4	A5	ATTRACTIVENESS
A1	Pearson Correlation	1	.398**	.421**	.103	.126	.582**
	Sig. (2-tailed)		.000	.000	.306	.212	.000
	N	100	100	100	100	100	100
A2	Pearson Correlation	.398**	1	.441**	.464**	.319**	.723**
	Sig. (2-tailed)	.000		.000	.000	.001	.000
	N	100	100	100	100	100	100
A3	Pearson Correlation	.421**	.441**	1	.373**	.211*	.733**
	Sig. (2-tailed)	.000	.000		.000	.035	.000
	N	100	100	100	100	100	100
A4	Pearson Correlation	.103	.464**	.373**	1	.636**	.750**
	Sig. (2-tailed)	.306	.000	.000		.000	.000
	N	100	100	100	100	100	100
A5	Pearson Correlation	.126	.319**	.211*	.636**	1	.667**
	Sig. (2-tailed)	.212	.001	.035	.000		.000
	N	100	100	100	100	100	100
ATTRACTIVENESS	Pearson Correlation	.582**	.723**	.733**	.750**	.667**	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

		T6	T7	T8	T9	T10	TRUSTWORTHINESS
T6	Pearson Correlation	1	.396**	.418**	.452**	.302**	.648**
	Sig. (2-tailed)		.000	.000	.000	.002	.000
	N	100	100	100	100	100	100
T7	Pearson Correlation	.396**	1	.902**	.643**	.737**	.878**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
T8	Pearson Correlation	.418**	.902**	1	.690**	.754**	.901**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
T9	Pearson Correlation	.452**	.643**	.690**	1	.719**	.860**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
T10	Pearson Correlation	.302**	.737**	.754**	.719**	1	.836**
	Sig. (2-tailed)	.002	.000	.000	.000		.000
	N	100	100	100	100	100	100
TRUSTWORTHINESS	Pearson Correlation	.648**	.878**	.901**	.860**	.836**	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).

## Correlations

		E11	E12	E13	E14	E15	EXPERTISE
E11	Pearson Correlation	1	.772**	.688**	.579**	.602**	.818**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
E12	Pearson Correlation	.772**	1	.800**	.647**	.669**	.876**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
E13	Pearson Correlation	.688**	.800**	1	.798**	.793**	.930**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
E14	Pearson Correlation	.579**	.647**	.798**	1	.826**	.881**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
E15	Pearson Correlation	.602**	.669**	.793**	.826**	1	.892**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
EXPERTISE	Pearson Correlation	.818**	.876**	.930**	.881**	.892**	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).

## Correlations

		MB1	MB2	MB3	MINATBELI
MB1	Pearson Correlation	1	.916**	.847**	.956**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
MB2	Pearson Correlation	.916**	1	.902**	.977**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
MB3	Pearson Correlation	.847**	.902**	1	.953**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
MINATBELI	Pearson Correlation	.956**	.977**	.953**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

**LAMPIRAN D**

**HASIL UJI**

**RELIABILITAS**

**Attractiveness (A1+A2+A3+A4+A5)****Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.960	3

**Trustworthiness (T6+T7+T8+T9+T10)****Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.720	5



**Expertise (E11+E12+E13+E14+E15)****Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.873	5

**Minat Beli (MB1+MB2+MB3)****Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.927	5

**LAMPIRAN E**  
**HASIL UJI FREKUENSI**  
**DAN TANGGAPAN**  
**RESPONDEN**

## Jenis\_Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	24	24.0	24.2	24.2
	Perempuan	75	75.0	75.8	100.0
	Total	99	99.0	100.0	
Missing	System	1	1.0		
Total		100	100.0		

## Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20 tahun	10	10.0	10.0	10.0
	21-25 tahun	90	90.0	90.0	100.0
	Total	100	100.0	100.0	

## Pengeluaran

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< RP.499.999,00	8	8.0	8.0	8.0
	Rp. 500.000,00 - Rp. 999.000,00	71	71.0	71.0	79.0
	Rp. 1.000.000 - Rp. 1.499.999,00	18	18.0	18.0	97.0
	Rp. 1.500.000,00 - Rp. 1.999.999,00	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

A1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	1	1.0	1.0	1.0
	Setuju	18	18.0	18.0	19.0
	Sangat Setuju	81	81.0	81.0	100.0
	Total	100	100.0	100.0	

A2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	1	1.0	1.0	1.0
	Setuju	9	9.0	9.0	10.0
	Sangat Setuju	90	90.0	90.0	100.0
	Total	100	100.0	100.0	

A3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	3	3.0	3.0	3.0
	Setuju	23	23.0	23.0	26.0
	Sangat Setuju	74	74.0	74.0	100.0
	Total	100	100.0	100.0	

A4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	1	1.0	1.0	1.0
	Setuju	23	23.0	23.0	24.0
	Sangat Setuju	76	76.0	76.0	100.0
	Total	100	100.0	100.0	

A5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	28	28.0	28.0	28.0
	Sangat Setuju	72	72.0	72.0	100.0
	Total	100	100.0	100.0	

T6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	2	2.0	2.0	2.0
	Setuju	54	54.0	54.0	56.0
	Sangat Setuju	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

T7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	1	1.0	1.0	1.0
	Setuju	20	20.0	20.0	21.0
	Sangat Setuju	79	79.0	79.0	100.0
	Total	100	100.0	100.0	

T8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	2	2.0	2.0	2.0
	Setuju	18	18.0	18.0	20.0
	Sangat Setuju	80	80.0	80.0	100.0
	Total	100	100.0	100.0	

T9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	4	4.0	4.0	4.0
	Setuju	26	26.0	26.0	30.0
	Sangat Setuju	70	70.0	70.0	100.0
	Total	100	100.0	100.0	

**T10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	2	2.0	2.0	2.0
	Setuju	12	12.0	12.0	14.0
	Sangat Setuju	86	86.0	86.0	100.0
	Total	100	100.0	100.0	

**E11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	2	2.0	2.0	2.0
	Setuju	16	16.0	16.0	18.0
	Sangat Setuju	82	82.0	82.0	100.0
	Total	100	100.0	100.0	

**E12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	2	2.0	2.0	2.0
	Setuju	15	15.0	15.0	17.0
	Sangat Setuju	83	83.0	83.0	100.0
	Total	100	100.0	100.0	

**E13**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	3	3.0	3.0	3.0
	Setuju	21	21.0	21.0	24.0
	Sangat Setuju	76	76.0	76.0	100.0
	Total	100	100.0	100.0	

**E14**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	2	2.0	2.0	2.0
	Setuju	23	23.0	23.0	25.0
	Sangat Setuju	75	75.0	75.0	100.0
	Total	100	100.0	100.0	

**E15**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	3	3.0	3.0	3.0
	Setuju	24	24.0	24.0	27.0
	Sangat Setuju	73	73.0	73.0	100.0
	Total	100	100.0	100.0	



**MB1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	3	3.0	3.0	3.0
	Setuju	28	28.0	28.0	31.0
	Sangat Setuju	69	69.0	69.0	100.0
	Total	100	100.0	100.0	

**MB2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	4	4.0	4.0	4.0
	Setuju	27	27.0	27.0	31.0
	Sangat Setuju	69	69.0	69.0	100.0
	Total	100	100.0	100.0	

**MB3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	4	4.0	4.0	4.0
	Setuju	25	25.0	25.0	29.0
	Sangat Setuju	71	71.0	71.0	100.0
	Total	100	100.0	100.0	

# **LAMPIRAN F**

# **HASIL UJI REGRESI**

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	EXPERTISE, ATTRACTIVENESS, TRUSTWORTHINESS <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: MINATBELI

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.710 <sup>a</sup>	.503	.488	.37750

a. Predictors: (Constant), EXPERTISE, ATTRACTIVENESS, TRUSTWORTHINESS

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.870	3	4.623	32.443	.000 <sup>a</sup>
	Residual	13.681	96	.143		
	Total	27.551	99			

a. Predictors: (Constant), EXPERTISE, ATTRACTIVENESS, TRUSTWORTHINESS

b. Dependent Variable: MINATBELI

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.140	.608		.230	.819
	ATTRACTIVENESS	-.002	.167	-.001	-.015	.988
	TRUSTWORTHINESS	.312	.160	.233	1.951	.054
	EXPERTISE	.646	.133	.520	4.855	.000

a. Dependent Variable: MINATBELI

# **LAMPIRAN G**

# **CURRICULUM VITAE**

## CURRICULUM VITAE

### **Personal Data**

Name : Airin Taurina Wijaya  
Place / Date of Birth : Indramayu / April 26, 1991  
Religion : Christian  
Marital Status : Single  
Sex : Female  
Health : Excellent  
Address : Jl. Sukakarya 2 No. 6 Bandung  
Mobile Phone : 0817 907 9543  
Facebook : Airine Taurina

### **Formal Education**

- 2009 – present: Faculty of Economy, Majoring in Management at Maranatha Christian University, Bandung
- 2006 – 2009 : BPK Penabur 1 Senior High School, Cirebon
- 2003 – 2006 : BPK Penabur 1 Junior High School, Cirebon
- 1997 – 2003 : Center 1 Elementary School, Indramayu

### **Organization Experience**

- OSIS BPK Penabur 1 Senior High School ( As leader of koperasi and Bazaar)
- Rangked First parallel in BPK Penabur 1 Senior High school major Sosial sciences.
- As a committee from Performance of Art (modern dance in BPK Penabur 1 Senior High School , 2008-2009).

Bandung, January 2013

Airin Taurina Wijaya