

Lampiran 1. Kuesioner Penelitian**KUESIONER PENELITIAN**

Bekasi, 28 Agustus 2020

Kepada Yth.
 Bapak/Ibu/Saudara/i
 Pemirsa tayangan iklan kosmetik Wardah
 Di tempat

Dengan hormat,

Dalam rangka menyelesaikan tugas akhir semester, saya Farah Shiba Ahlam mahasiswi Sekolah Tinggi Ilmu Ekonomi Indonesia (STEI) sedang melakukan penelitian dengan judul “Analisis Efektivitas Iklan Kosmetik Wardah dengan Menggunakan *Consumer Decision Model* (CDM)”. Kriteria responden yang dibutuhkan adalah berusia 17 tahun ke atas dan pernah menyaksikan iklan kosmetik Wardah lebih dari sekali. Untuk itu, saya mohon bantuan dan kerjasamanya dengan cara mengisi kuesioner ini. Semua jawaban akan dirahasiakan dan hanya digunakan untuk penelitian ini.

Besar harapan saya, Bapak/Ibu/Saudara/i bersedia untuk mengisi kuesioner ini. Atas ketersediaan dan partisipasi yang Bapak/Ibu/Saudara/i berikan, saya ucapkan terima kasih.

Hormat saya,

Farah Shiba Ahlam

PETUNJUK PENGISIAN :

- Skor 1 : Sangat Tidak Setuju
- Skor 2 : Tidak Setuju
- Skor 3 : Setuju
- Skor 4 : Sangat Setuju

Identitas Responden :

1. Nama Lengkap :
2. Jenis Kelamin :
3. Usia :
 - 17 s.d. 30 tahun
 - > 30 s.d. 45 tahun
 - > 45 tahun
4. Pernah menyaksikan iklan kosmetik Wardah sebanyak :
 - Hanya sekali (hentikan pengisian kuesioner)
 - lebih dari sekali

(Lanjutan Lampiran 1)

1. *Information* (Informasi)

| No. | Pernyataan | STS | TS | S | SS |
|-----|--|-----|----|---|----|
| 1. | Tagline “ <i>Feel the Beauty</i> ” dalam iklan menggambarkan kosmetik Wardah menjadikan kecantikan sebagai sesuatu yang dapat saya rasakan | | | | |
| 2. | Dalam iklan disampaikan bahwa kosmetik Wardah terbuat dari bahan dasar yang halal dan alami sehingga saya merasa aman dalam menggunakannya | | | | |
| 3. | Kata-kata yang tertulis dalam iklan kosmetik Wardah mudah saya pahami, ingat, dan terima | | | | |
| 4. | Musik yang digunakan mendukung penyampaian isi pesan iklan sehingga saya mudah mengerti | | | | |

2. *Brand Recognition* (Pengenalan Merek)

| No. | Pernyataan | STS | TS | S | SS |
|-----|--|-----|----|---|----|
| 5. | Kosmetik Wardah memiliki pilihan warna yang bervariasi sehingga cocok untuk semua warna kulit | | | | |
| 6. | Desain produk kosmetik Wardah memiliki ciri khas dan dapat dibedakan dengan produk kosmetik lain | | | | |
| 7. | Kosmetik Wardah memiliki tekstur yang ringan pada kulit | | | | |
| 8. | Kosmetik Wardah memiliki kualitas yang dapat bertahan lama (<i>Waterproof</i>) | | | | |

3. *Attitude* (Sikap Konsumen)

| No. | Pernyataan | STS | TS | S | SS |
|-----|---|-----|----|---|----|
| 9. | Saya menyukai variasi warna kosmetik Wardah yang dapat disesuaikan dengan warna kulit | | | | |
| 10. | Saya menyukai desain produk kosmetik Wardah | | | | |
| 11. | Saya menyukai tekstur ringan kosmetik Wardah yang membuat riasan menjadi lebih halus | | | | |
| 12. | Saya menyukai kosmetik Wardah yang dapat bertahan lama (<i>Waterproof</i>) sehingga tidak perlu dipakai berulang kali | | | | |

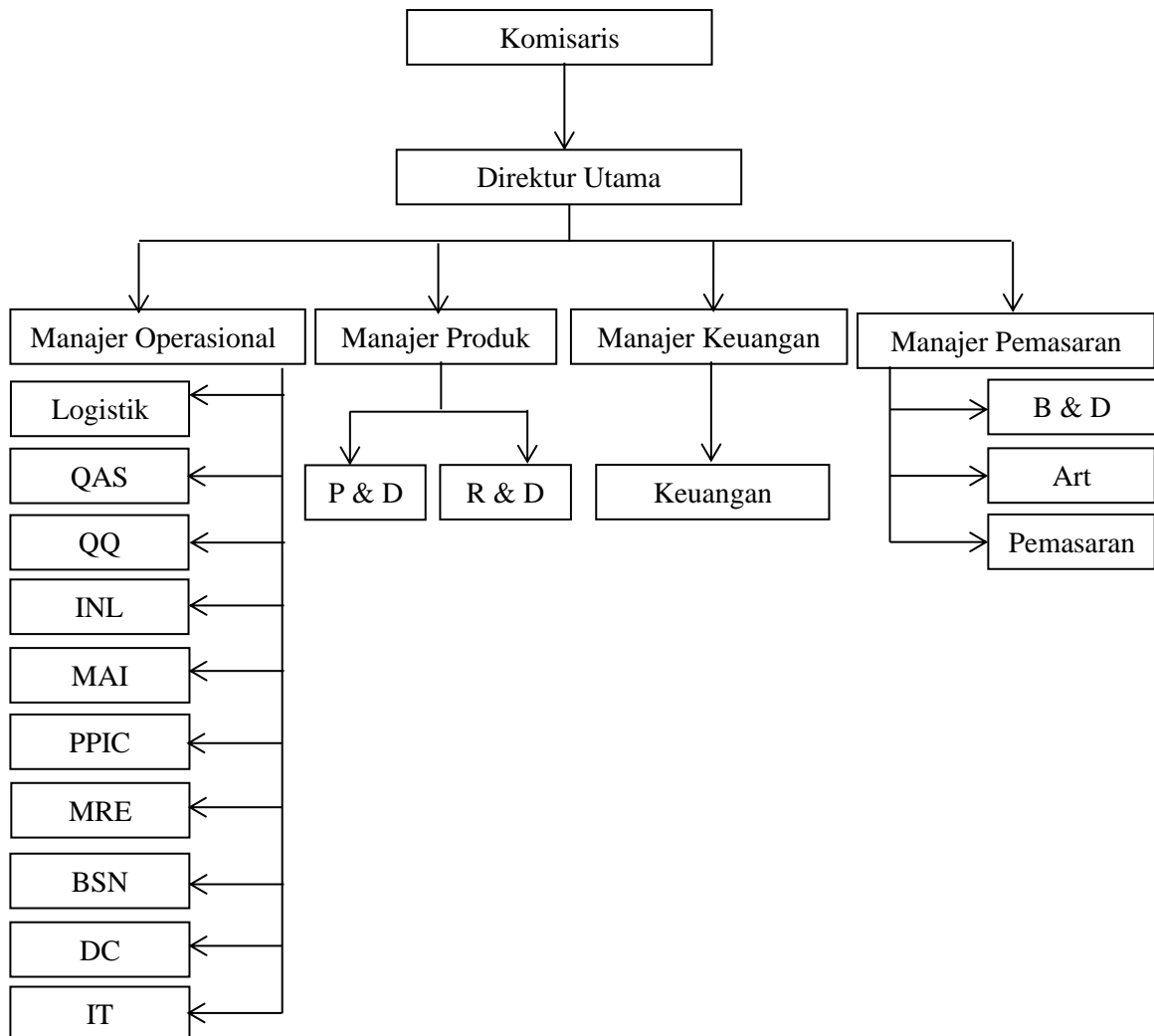
4. *Confidence* (Keyakinan Konsumen)

| No. | Pernyataan | STS | TS | S | SS |
|-----|---|-----|----|---|----|
| 13. | Saya yakin kosmetik Wardah dapat mengubah kulit yang kusam menjadi tampak lebih bersih | | | | |
| 14. | Saya yakin pada kualitas kosmetik Wardah yang terbuat dari bahan dasar yang halal dan alami | | | | |
| 15. | Saya yakin kosmetik Wardah memiliki tekstur ringan yang dapat mempertegas kecantikan alami | | | | |
| 16. | Saya yakin kosmetik Wardah memiliki kualitas yang membuat riasan menjadi lebih tahan lama (<i>Waterproof</i>) | | | | |

(Lanjutan Lampiran 1)

5. *Purchase* (Minat Beli)

| No. | Pernyataan | STS | TS | S | SS |
|-----|---|-----|----|---|----|
| 17. | Saya berminat untuk membeli kosmetik Wardah yang memiliki pilihan warna yang bervariasi | | | | |
| 18. | Saya berminat untuk membeli kosmetik Wardah yang memiliki bahan dasar yang halal dan alami sehingga aman digunakan pada kulit | | | | |
| 19. | Saya berminat untuk membeli kosmetik Wardah yang memiliki tekstur ringan sehingga dapat mempertegas kecantikan alami | | | | |
| 20. | Saya berminat untuk membeli kosmetik Wardah yang dapat membuat riasan menjadi lebih tahan lama (<i>Waterproof</i>) | | | | |

Lampiran 2. Struktur Organisasi PT. Paragon Technology and Innovation

Lampiran 3. Data Rekapitulasi Variabel *Information* (F)

| No. | Pertanyaan | | | | Total |
|-----|------------|---|---|---|-------|
| | 1 | 2 | 3 | 4 | |
| 1 | 4 | 4 | 4 | 3 | 15 |
| 2 | 4 | 4 | 4 | 4 | 16 |
| 3 | 3 | 4 | 4 | 4 | 15 |
| 4 | 4 | 4 | 4 | 4 | 16 |
| 5 | 3 | 4 | 3 | 3 | 13 |
| 6 | 3 | 3 | 4 | 3 | 13 |
| 7 | 3 | 4 | 4 | 4 | 15 |
| 8 | 3 | 4 | 3 | 2 | 12 |
| 9 | 3 | 4 | 3 | 3 | 13 |
| 10 | 4 | 4 | 4 | 4 | 16 |
| 11 | 3 | 4 | 3 | 4 | 14 |
| 12 | 4 | 4 | 4 | 4 | 16 |
| 13 | 3 | 2 | 3 | 2 | 10 |
| 14 | 3 | 4 | 4 | 4 | 15 |
| 15 | 4 | 4 | 2 | 3 | 13 |
| 16 | 4 | 4 | 3 | 3 | 14 |
| 17 | 3 | 4 | 3 | 3 | 13 |
| 18 | 4 | 4 | 4 | 4 | 16 |
| 19 | 3 | 3 | 3 | 3 | 12 |
| 20 | 3 | 3 | 3 | 3 | 12 |
| 21 | 3 | 3 | 3 | 3 | 12 |
| 22 | 4 | 4 | 4 | 4 | 16 |
| 23 | 2 | 3 | 4 | 3 | 12 |
| 24 | 4 | 4 | 3 | 3 | 14 |
| 25 | 4 | 4 | 4 | 3 | 15 |
| 26 | 3 | 4 | 3 | 3 | 13 |
| 27 | 2 | 4 | 3 | 3 | 12 |
| 28 | 4 | 3 | 2 | 4 | 13 |
| 29 | 3 | 3 | 3 | 3 | 12 |
| 30 | 4 | 4 | 3 | 3 | 14 |
| 31 | 2 | 4 | 4 | 3 | 13 |
| 32 | 3 | 3 | 3 | 4 | 13 |
| 33 | 3 | 4 | 3 | 2 | 12 |
| 34 | 4 | 4 | 3 | 3 | 14 |
| 35 | 2 | 4 | 3 | 2 | 11 |
| 36 | 4 | 4 | 4 | 4 | 16 |
| 37 | 3 | 3 | 4 | 3 | 13 |
| 38 | 3 | 3 | 3 | 3 | 12 |
| 39 | 2 | 3 | 3 | 3 | 11 |
| 40 | 3 | 3 | 4 | 4 | 14 |
| 41 | 4 | 3 | 3 | 3 | 13 |
| 42 | 4 | 3 | 4 | 3 | 14 |
| 43 | 3 | 3 | 3 | 3 | 12 |

(Lanjutan Lampiran 3)

| No. | Pertanyaan | | | | Total |
|-----|------------|---|---|---|-------|
| | 1 | 2 | 3 | 4 | |
| 44 | 3 | 3 | 3 | 3 | 12 |
| 45 | 2 | 3 | 2 | 3 | 10 |
| 46 | 3 | 3 | 2 | 3 | 11 |
| 47 | 3 | 3 | 4 | 4 | 14 |
| 48 | 3 | 4 | 4 | 4 | 15 |
| 49 | 3 | 4 | 4 | 4 | 15 |
| 50 | 4 | 4 | 3 | 4 | 15 |
| 51 | 3 | 4 | 4 | 4 | 15 |
| 52 | 4 | 3 | 4 | 3 | 14 |
| 53 | 3 | 4 | 3 | 4 | 14 |
| 54 | 4 | 4 | 4 | 4 | 16 |
| 55 | 3 | 4 | 3 | 3 | 13 |
| 56 | 4 | 4 | 4 | 4 | 16 |
| 57 | 3 | 4 | 4 | 4 | 15 |
| 58 | 4 | 4 | 4 | 4 | 16 |
| 59 | 4 | 4 | 4 | 3 | 15 |
| 60 | 3 | 4 | 3 | 3 | 13 |
| 61 | 4 | 4 | 3 | 3 | 14 |
| 62 | 4 | 4 | 4 | 3 | 15 |
| 63 | 4 | 3 | 4 | 3 | 14 |
| 64 | 4 | 4 | 3 | 3 | 14 |
| 65 | 4 | 4 | 4 | 4 | 16 |
| 66 | 4 | 4 | 4 | 4 | 16 |
| 67 | 3 | 4 | 3 | 4 | 14 |
| 68 | 4 | 4 | 4 | 3 | 15 |
| 69 | 3 | 4 | 4 | 4 | 15 |
| 70 | 3 | 4 | 4 | 4 | 15 |
| 71 | 4 | 4 | 4 | 3 | 15 |
| 72 | 3 | 3 | 4 | 4 | 14 |
| 73 | 3 | 3 | 3 | 3 | 12 |
| 74 | 4 | 4 | 3 | 4 | 15 |
| 75 | 3 | 3 | 3 | 3 | 12 |
| 76 | 4 | 4 | 3 | 4 | 15 |
| 77 | 3 | 4 | 4 | 4 | 15 |
| 78 | 2 | 4 | 3 | 2 | 11 |
| 79 | 3 | 3 | 3 | 3 | 12 |
| 80 | 3 | 3 | 4 | 4 | 14 |
| 81 | 4 | 4 | 3 | 4 | 15 |
| 82 | 3 | 4 | 3 | 4 | 14 |
| 83 | 4 | 3 | 3 | 3 | 13 |
| 84 | 4 | 4 | 4 | 4 | 16 |
| 85 | 3 | 4 | 4 | 3 | 14 |
| 86 | 4 | 4 | 4 | 4 | 16 |

(Lanjutan Lampiran 3)

| No. | Pertanyaan | | | | Total |
|-------|------------|-----|-----|-----|-------|
| | 1 | 2 | 3 | 4 | |
| 87 | 4 | 4 | 4 | 3 | 15 |
| 88 | 4 | 4 | 3 | 4 | 15 |
| 89 | 3 | 4 | 3 | 4 | 14 |
| 90 | 3 | 4 | 3 | 3 | 13 |
| 91 | 4 | 4 | 3 | 3 | 14 |
| 92 | 3 | 3 | 4 | 4 | 14 |
| 93 | 3 | 4 | 4 | 4 | 15 |
| 94 | 4 | 4 | 4 | 4 | 16 |
| 95 | 3 | 3 | 4 | 4 | 14 |
| 96 | 3 | 4 | 3 | 3 | 13 |
| 97 | 3 | 4 | 4 | 4 | 15 |
| 98 | 4 | 4 | 4 | 4 | 16 |
| 99 | 4 | 3 | 4 | 3 | 14 |
| 100 | 4 | 4 | 3 | 4 | 15 |
| Total | 337 | 368 | 346 | 342 | 1393 |

Lampiran 4. Data Rekapitulasi Variabel *Brand Recognition* (B)

| No. | Pertanyaan | | | | Total |
|-----|------------|---|---|---|-------|
| | 1 | 2 | 3 | 4 | |
| 1 | 4 | 3 | 4 | 3 | 14 |
| 2 | 4 | 4 | 4 | 4 | 16 |
| 3 | 3 | 4 | 3 | 4 | 14 |
| 4 | 4 | 4 | 4 | 3 | 15 |
| 5 | 4 | 3 | 3 | 3 | 13 |
| 6 | 4 | 3 | 3 | 3 | 13 |
| 7 | 4 | 3 | 4 | 3 | 14 |
| 8 | 3 | 4 | 4 | 3 | 14 |
| 9 | 3 | 3 | 3 | 3 | 12 |
| 10 | 4 | 4 | 4 | 4 | 16 |
| 11 | 3 | 3 | 3 | 3 | 12 |
| 12 | 4 | 4 | 4 | 4 | 16 |
| 13 | 2 | 3 | 2 | 2 | 9 |
| 14 | 4 | 4 | 4 | 4 | 16 |
| 15 | 1 | 2 | 1 | 2 | 6 |
| 16 | 3 | 4 | 3 | 3 | 13 |
| 17 | 4 | 3 | 3 | 3 | 13 |
| 18 | 3 | 4 | 3 | 3 | 13 |
| 19 | 3 | 4 | 3 | 3 | 13 |
| 20 | 3 | 4 | 3 | 4 | 14 |
| 21 | 3 | 3 | 2 | 3 | 11 |
| 22 | 4 | 4 | 4 | 4 | 16 |
| 23 | 3 | 3 | 3 | 2 | 11 |
| 24 | 3 | 3 | 3 | 3 | 12 |
| 25 | 4 | 3 | 2 | 3 | 12 |
| 26 | 3 | 3 | 3 | 2 | 11 |
| 27 | 3 | 3 | 4 | 2 | 12 |
| 28 | 4 | 4 | 3 | 3 | 14 |
| 29 | 3 | 3 | 3 | 3 | 12 |
| 30 | 4 | 4 | 4 | 4 | 16 |
| 31 | 1 | 3 | 2 | 2 | 8 |
| 32 | 4 | 4 | 3 | 4 | 15 |
| 33 | 3 | 4 | 3 | 3 | 13 |
| 34 | 4 | 3 | 3 | 3 | 13 |
| 35 | 2 | 3 | 3 | 2 | 10 |
| 36 | 4 | 4 | 4 | 4 | 16 |
| 37 | 3 | 2 | 3 | 2 | 10 |
| 38 | 3 | 4 | 3 | 2 | 12 |
| 39 | 2 | 3 | 3 | 3 | 11 |
| 40 | 2 | 3 | 2 | 2 | 9 |
| 41 | 4 | 3 | 4 | 3 | 14 |
| 42 | 4 | 4 | 4 | 3 | 15 |
| 43 | 3 | 4 | 3 | 3 | 13 |

(Lanjutan Lampiran 4)

| No. | Pertanyaan | | | | Total |
|-----|------------|---|---|---|-------|
| | 1 | 2 | 3 | 4 | |
| 44 | 3 | 3 | 3 | 3 | 12 |
| 45 | 3 | 3 | 3 | 2 | 11 |
| 46 | 3 | 3 | 3 | 3 | 12 |
| 47 | 4 | 4 | 3 | 2 | 13 |
| 48 | 4 | 4 | 3 | 3 | 14 |
| 49 | 3 | 4 | 3 | 4 | 14 |
| 50 | 4 | 3 | 3 | 3 | 13 |
| 51 | 4 | 4 | 4 | 3 | 15 |
| 52 | 4 | 4 | 3 | 4 | 15 |
| 53 | 3 | 3 | 4 | 3 | 13 |
| 54 | 4 | 4 | 4 | 4 | 16 |
| 55 | 4 | 4 | 3 | 3 | 14 |
| 56 | 4 | 3 | 3 | 4 | 14 |
| 57 | 3 | 4 | 4 | 4 | 15 |
| 58 | 4 | 4 | 3 | 3 | 14 |
| 59 | 3 | 4 | 3 | 3 | 13 |
| 60 | 4 | 3 | 3 | 4 | 14 |
| 61 | 3 | 3 | 4 | 3 | 13 |
| 62 | 4 | 4 | 3 | 4 | 15 |
| 63 | 4 | 4 | 4 | 3 | 15 |
| 64 | 4 | 4 | 3 | 3 | 14 |
| 65 | 4 | 4 | 4 | 4 | 16 |
| 66 | 3 | 4 | 3 | 3 | 13 |
| 67 | 3 | 3 | 3 | 3 | 12 |
| 68 | 4 | 4 | 3 | 4 | 15 |
| 69 | 4 | 4 | 3 | 3 | 14 |
| 70 | 4 | 4 | 4 | 3 | 15 |
| 71 | 4 | 4 | 4 | 4 | 16 |
| 72 | 3 | 4 | 3 | 4 | 14 |
| 73 | 3 | 4 | 3 | 3 | 13 |
| 74 | 4 | 4 | 4 | 3 | 15 |
| 75 | 3 | 3 | 4 | 4 | 14 |
| 76 | 4 | 4 | 3 | 3 | 14 |
| 77 | 4 | 3 | 3 | 3 | 13 |
| 78 | 3 | 4 | 2 | 2 | 11 |
| 79 | 3 | 3 | 3 | 3 | 12 |
| 80 | 3 | 4 | 2 | 3 | 12 |
| 81 | 3 | 4 | 4 | 3 | 14 |
| 82 | 3 | 4 | 3 | 3 | 13 |
| 83 | 3 | 4 | 4 | 4 | 15 |
| 84 | 4 | 4 | 4 | 4 | 16 |
| 85 | 3 | 4 | 4 | 3 | 14 |
| 86 | 4 | 4 | 4 | 4 | 16 |

(Lanjutan Lampiran 4)

| No. | Pertanyaan | | | | Total |
|-------|------------|-----|-----|-----|-------|
| | 1 | 2 | 3 | 4 | |
| 87 | 4 | 3 | 3 | 4 | 14 |
| 88 | 3 | 3 | 4 | 3 | 13 |
| 89 | 4 | 4 | 4 | 3 | 15 |
| 90 | 4 | 4 | 3 | 4 | 15 |
| 91 | 4 | 4 | 3 | 3 | 14 |
| 92 | 3 | 3 | 3 | 4 | 13 |
| 93 | 3 | 4 | 2 | 2 | 11 |
| 94 | 4 | 4 | 4 | 4 | 16 |
| 95 | 4 | 4 | 3 | 3 | 14 |
| 96 | 2 | 3 | 3 | 2 | 10 |
| 97 | 4 | 4 | 4 | 3 | 15 |
| 98 | 4 | 4 | 4 | 4 | 16 |
| 99 | 3 | 4 | 2 | 3 | 12 |
| 100 | 3 | 4 | 3 | 4 | 14 |
| Total | 341 | 359 | 324 | 316 | 1340 |

Lampiran 5. Data Rekapitulasi Variabel *Attitude* (A)

| No. | Pertanyaan | | | | Total |
|-----|------------|---|---|---|-------|
| | 1 | 2 | 3 | 4 | |
| 1 | 4 | 4 | 4 | 3 | 15 |
| 2 | 4 | 4 | 4 | 4 | 16 |
| 3 | 4 | 3 | 3 | 4 | 14 |
| 4 | 4 | 4 | 4 | 3 | 15 |
| 5 | 4 | 4 | 4 | 4 | 16 |
| 6 | 4 | 3 | 3 | 3 | 13 |
| 7 | 4 | 3 | 4 | 4 | 15 |
| 8 | 3 | 4 | 4 | 2 | 13 |
| 9 | 3 | 3 | 3 | 1 | 10 |
| 10 | 4 | 3 | 3 | 4 | 14 |
| 11 | 3 | 3 | 3 | 2 | 11 |
| 12 | 4 | 4 | 4 | 4 | 16 |
| 13 | 3 | 3 | 3 | 2 | 11 |
| 14 | 4 | 4 | 4 | 4 | 16 |
| 15 | 1 | 2 | 3 | 1 | 7 |
| 16 | 3 | 4 | 4 | 4 | 15 |
| 17 | 4 | 3 | 3 | 3 | 13 |
| 18 | 3 | 3 | 3 | 3 | 12 |
| 19 | 3 | 3 | 3 | 3 | 12 |
| 20 | 4 | 4 | 4 | 3 | 15 |
| 21 | 3 | 3 | 3 | 4 | 13 |
| 22 | 4 | 4 | 4 | 4 | 16 |
| 23 | 3 | 3 | 3 | 3 | 12 |
| 24 | 3 | 3 | 3 | 3 | 12 |
| 25 | 3 | 3 | 3 | 3 | 12 |
| 26 | 3 | 3 | 3 | 3 | 12 |
| 27 | 2 | 2 | 3 | 4 | 11 |
| 28 | 4 | 3 | 2 | 3 | 12 |
| 29 | 3 | 3 | 3 | 3 | 12 |
| 30 | 4 | 4 | 4 | 3 | 15 |
| 31 | 2 | 2 | 2 | 2 | 8 |
| 32 | 4 | 3 | 3 | 4 | 14 |
| 33 | 3 | 3 | 4 | 2 | 12 |
| 34 | 4 | 3 | 3 | 4 | 14 |
| 35 | 4 | 3 | 2 | 2 | 11 |
| 36 | 4 | 4 | 4 | 4 | 16 |
| 37 | 4 | 3 | 3 | 2 | 12 |
| 38 | 3 | 3 | 3 | 2 | 11 |
| 39 | 3 | 3 | 3 | 3 | 12 |
| 40 | 4 | 3 | 3 | 4 | 14 |
| 41 | 4 | 3 | 4 | 4 | 15 |
| 42 | 3 | 3 | 4 | 3 | 13 |
| 43 | 3 | 3 | 3 | 3 | 12 |

(Lanjutan Lampiran 5)

| No. | Pertanyaan | | | | Total |
|-----|------------|---|---|---|-------|
| | 1 | 2 | 3 | 4 | |
| 44 | 3 | 3 | 3 | 3 | 12 |
| 45 | 3 | 3 | 3 | 4 | 13 |
| 46 | 3 | 3 | 3 | 2 | 11 |
| 47 | 3 | 4 | 3 | 3 | 13 |
| 48 | 4 | 3 | 3 | 3 | 13 |
| 49 | 3 | 4 | 4 | 4 | 15 |
| 50 | 3 | 4 | 3 | 3 | 13 |
| 51 | 4 | 4 | 4 | 3 | 15 |
| 52 | 4 | 4 | 4 | 4 | 16 |
| 53 | 4 | 3 | 3 | 4 | 14 |
| 54 | 4 | 4 | 3 | 3 | 14 |
| 55 | 4 | 4 | 3 | 4 | 15 |
| 56 | 4 | 4 | 4 | 3 | 15 |
| 57 | 3 | 4 | 4 | 4 | 15 |
| 58 | 4 | 4 | 3 | 3 | 14 |
| 59 | 4 | 4 | 4 | 3 | 15 |
| 60 | 3 | 3 | 3 | 4 | 13 |
| 61 | 3 | 4 | 4 | 4 | 15 |
| 62 | 4 | 4 | 4 | 4 | 16 |
| 63 | 4 | 3 | 4 | 3 | 14 |
| 64 | 4 | 3 | 3 | 4 | 14 |
| 65 | 4 | 4 | 4 | 4 | 16 |
| 66 | 3 | 3 | 3 | 3 | 12 |
| 67 | 3 | 3 | 3 | 2 | 11 |
| 68 | 4 | 3 | 3 | 3 | 13 |
| 69 | 4 | 4 | 3 | 3 | 14 |
| 70 | 4 | 4 | 4 | 4 | 16 |
| 71 | 4 | 4 | 3 | 3 | 14 |
| 72 | 3 | 4 | 3 | 4 | 14 |
| 73 | 4 | 3 | 3 | 3 | 13 |
| 74 | 4 | 3 | 4 | 4 | 15 |
| 75 | 3 | 4 | 3 | 4 | 14 |
| 76 | 3 | 3 | 3 | 3 | 12 |
| 77 | 4 | 4 | 3 | 3 | 14 |
| 78 | 2 | 1 | 2 | 3 | 8 |
| 79 | 3 | 3 | 3 | 3 | 12 |
| 80 | 3 | 3 | 2 | 3 | 11 |
| 81 | 3 | 4 | 3 | 4 | 14 |
| 82 | 4 | 4 | 3 | 4 | 15 |
| 83 | 3 | 3 | 3 | 3 | 12 |
| 84 | 4 | 4 | 4 | 4 | 16 |
| 85 | 3 | 4 | 4 | 3 | 14 |
| 86 | 4 | 4 | 4 | 4 | 16 |

(Lanjutan Lampiran 5)

| No. | Pertanyaan | | | | Total |
|-------|------------|-----|-----|-----|-------|
| | 1 | 2 | 3 | 4 | |
| 87 | 4 | 3 | 4 | 3 | 14 |
| 88 | 4 | 4 | 4 | 4 | 16 |
| 89 | 4 | 4 | 3 | 4 | 15 |
| 90 | 2 | 3 | 3 | 3 | 11 |
| 91 | 4 | 3 | 3 | 3 | 13 |
| 92 | 3 | 3 | 3 | 4 | 13 |
| 93 | 3 | 3 | 3 | 3 | 12 |
| 94 | 4 | 4 | 4 | 4 | 16 |
| 95 | 3 | 3 | 3 | 3 | 12 |
| 96 | 3 | 4 | 3 | 2 | 12 |
| 97 | 4 | 3 | 4 | 3 | 14 |
| 98 | 4 | 4 | 4 | 4 | 16 |
| 99 | 4 | 3 | 3 | 3 | 13 |
| 100 | 4 | 3 | 4 | 4 | 15 |
| Total | 348 | 337 | 332 | 326 | 1343 |

Lampiran 6. Data Rekapitulasi Variabel *Confidence* (C)

| No. | Pertanyaan | | | | Total |
|-----|------------|---|---|---|-------|
| | 1 | 2 | 3 | 4 | |
| 1 | 4 | 4 | 4 | 3 | 15 |
| 2 | 4 | 4 | 4 | 4 | 16 |
| 3 | 3 | 4 | 3 | 3 | 13 |
| 4 | 3 | 4 | 4 | 3 | 14 |
| 5 | 4 | 4 | 4 | 4 | 16 |
| 6 | 3 | 3 | 3 | 3 | 12 |
| 7 | 4 | 4 | 4 | 3 | 15 |
| 8 | 3 | 3 | 3 | 3 | 12 |
| 9 | 3 | 3 | 3 | 2 | 11 |
| 10 | 3 | 3 | 4 | 3 | 13 |
| 11 | 3 | 3 | 3 | 3 | 12 |
| 12 | 4 | 4 | 4 | 4 | 16 |
| 13 | 2 | 3 | 3 | 2 | 10 |
| 14 | 3 | 4 | 3 | 4 | 14 |
| 15 | 3 | 4 | 2 | 1 | 10 |
| 16 | 3 | 3 | 3 | 4 | 13 |
| 17 | 2 | 4 | 3 | 3 | 12 |
| 18 | 3 | 4 | 3 | 3 | 13 |
| 19 | 3 | 3 | 3 | 3 | 12 |
| 20 | 4 | 4 | 4 | 3 | 15 |
| 21 | 3 | 3 | 2 | 3 | 11 |
| 22 | 4 | 4 | 4 | 4 | 16 |
| 23 | 3 | 4 | 3 | 3 | 13 |
| 24 | 3 | 4 | 3 | 3 | 13 |
| 25 | 3 | 4 | 3 | 3 | 13 |
| 26 | 3 | 4 | 3 | 2 | 12 |
| 27 | 2 | 4 | 3 | 2 | 11 |
| 28 | 3 | 3 | 3 | 3 | 12 |
| 29 | 3 | 3 | 3 | 3 | 12 |
| 30 | 3 | 4 | 4 | 3 | 14 |
| 31 | 3 | 4 | 3 | 2 | 12 |
| 32 | 3 | 3 | 4 | 4 | 14 |
| 33 | 3 | 3 | 3 | 3 | 12 |
| 34 | 3 | 3 | 3 | 4 | 13 |
| 35 | 3 | 4 | 2 | 2 | 11 |
| 36 | 3 | 4 | 4 | 4 | 15 |
| 37 | 3 | 4 | 3 | 3 | 13 |
| 38 | 3 | 3 | 3 | 2 | 11 |
| 39 | 2 | 3 | 2 | 3 | 10 |
| 40 | 3 | 3 | 2 | 2 | 10 |
| 41 | 4 | 3 | 3 | 3 | 13 |
| 42 | 3 | 3 | 4 | 3 | 13 |
| 43 | 3 | 3 | 3 | 3 | 12 |

(Lanjutan Lampiran 6)

| No. | Pertanyaan | | | | Total |
|-----|------------|---|---|---|-------|
| | 1 | 2 | 3 | 4 | |
| 44 | 3 | 3 | 3 | 3 | 12 |
| 45 | 2 | 3 | 3 | 3 | 11 |
| 46 | 3 | 3 | 3 | 2 | 11 |
| 47 | 3 | 4 | 3 | 3 | 13 |
| 48 | 3 | 4 | 3 | 4 | 14 |
| 49 | 3 | 4 | 4 | 3 | 14 |
| 50 | 3 | 4 | 4 | 3 | 14 |
| 51 | 4 | 4 | 4 | 3 | 15 |
| 52 | 4 | 4 | 3 | 4 | 15 |
| 53 | 3 | 3 | 4 | 3 | 13 |
| 54 | 3 | 4 | 3 | 3 | 13 |
| 55 | 3 | 3 | 3 | 3 | 12 |
| 56 | 4 | 4 | 4 | 4 | 16 |
| 57 | 4 | 4 | 4 | 4 | 16 |
| 58 | 3 | 4 | 4 | 4 | 15 |
| 59 | 3 | 4 | 4 | 3 | 14 |
| 60 | 3 | 4 | 3 | 4 | 14 |
| 61 | 3 | 4 | 3 | 4 | 14 |
| 62 | 4 | 4 | 4 | 4 | 16 |
| 63 | 3 | 4 | 3 | 3 | 13 |
| 64 | 3 | 3 | 3 | 3 | 12 |
| 65 | 4 | 4 | 4 | 4 | 16 |
| 66 | 3 | 4 | 3 | 3 | 13 |
| 67 | 3 | 3 | 3 | 3 | 12 |
| 68 | 4 | 4 | 3 | 4 | 15 |
| 69 | 3 | 3 | 3 | 3 | 12 |
| 70 | 4 | 3 | 4 | 3 | 14 |
| 71 | 4 | 3 | 4 | 3 | 14 |
| 72 | 3 | 3 | 4 | 4 | 14 |
| 73 | 3 | 3 | 3 | 3 | 12 |
| 74 | 3 | 4 | 3 | 3 | 13 |
| 75 | 3 | 3 | 3 | 3 | 12 |
| 76 | 3 | 4 | 3 | 3 | 13 |
| 77 | 4 | 4 | 4 | 4 | 16 |
| 78 | 2 | 4 | 2 | 2 | 10 |
| 79 | 3 | 3 | 3 | 3 | 12 |
| 80 | 2 | 4 | 3 | 3 | 12 |
| 81 | 3 | 3 | 3 | 3 | 12 |
| 82 | 3 | 4 | 4 | 3 | 14 |
| 83 | 4 | 3 | 3 | 4 | 14 |
| 84 | 4 | 4 | 4 | 4 | 16 |
| 85 | 3 | 4 | 4 | 3 | 14 |
| 86 | 4 | 4 | 4 | 4 | 16 |

(Lanjutan Lampiran 6)

| No. | Pertanyaan | | | | Total |
|-------|------------|-----|-----|-----|-------|
| | 1 | 2 | 3 | 4 | |
| 87 | 3 | 4 | 3 | 4 | 14 |
| 88 | 3 | 4 | 3 | 4 | 14 |
| 89 | 3 | 3 | 4 | 4 | 14 |
| 90 | 4 | 3 | 4 | 4 | 15 |
| 91 | 3 | 3 | 4 | 3 | 13 |
| 92 | 3 | 4 | 4 | 3 | 14 |
| 93 | 3 | 4 | 3 | 2 | 12 |
| 94 | 4 | 4 | 3 | 4 | 15 |
| 95 | 3 | 3 | 3 | 3 | 12 |
| 96 | 3 | 4 | 4 | 3 | 14 |
| 97 | 3 | 4 | 4 | 3 | 14 |
| 98 | 4 | 4 | 4 | 4 | 16 |
| 99 | 4 | 4 | 3 | 4 | 15 |
| 100 | 3 | 3 | 3 | 3 | 12 |
| Total | 318 | 359 | 332 | 318 | 1327 |

Lampiran 7. Data Rekapitulasi Variabel *Purchase* (P)

| No. | Pertanyaan | | | | Total |
|-----|------------|---|---|---|-------|
| | 1 | 2 | 3 | 4 | |
| 1 | 4 | 4 | 4 | 3 | 15 |
| 2 | 4 | 4 | 4 | 4 | 16 |
| 3 | 4 | 4 | 3 | 4 | 15 |
| 4 | 4 | 4 | 4 | 3 | 15 |
| 5 | 3 | 4 | 4 | 4 | 15 |
| 6 | 4 | 4 | 4 | 4 | 16 |
| 7 | 4 | 4 | 4 | 3 | 15 |
| 8 | 3 | 3 | 4 | 3 | 13 |
| 9 | 3 | 3 | 3 | 4 | 13 |
| 10 | 3 | 3 | 4 | 4 | 14 |
| 11 | 3 | 3 | 3 | 3 | 12 |
| 12 | 4 | 4 | 4 | 4 | 16 |
| 13 | 3 | 3 | 3 | 3 | 12 |
| 14 | 4 | 4 | 4 | 4 | 16 |
| 15 | 1 | 2 | 3 | 2 | 8 |
| 16 | 4 | 3 | 4 | 3 | 14 |
| 17 | 2 | 3 | 3 | 3 | 11 |
| 18 | 3 | 3 | 3 | 3 | 12 |
| 19 | 3 | 3 | 3 | 3 | 12 |
| 20 | 3 | 3 | 4 | 3 | 13 |
| 21 | 3 | 3 | 3 | 3 | 12 |
| 22 | 4 | 4 | 4 | 4 | 16 |
| 23 | 3 | 3 | 3 | 3 | 12 |
| 24 | 3 | 3 | 3 | 3 | 12 |
| 25 | 2 | 2 | 2 | 2 | 8 |
| 26 | 3 | 4 | 3 | 3 | 13 |
| 27 | 2 | 3 | 2 | 3 | 10 |
| 28 | 3 | 3 | 3 | 3 | 12 |
| 29 | 3 | 3 | 3 | 3 | 12 |
| 30 | 3 | 3 | 4 | 3 | 13 |
| 31 | 3 | 4 | 3 | 2 | 12 |
| 32 | 3 | 3 | 4 | 4 | 14 |
| 33 | 2 | 3 | 4 | 4 | 13 |
| 34 | 4 | 3 | 3 | 3 | 13 |
| 35 | 3 | 4 | 2 | 2 | 11 |
| 36 | 4 | 4 | 4 | 4 | 16 |
| 37 | 4 | 4 | 4 | 4 | 16 |
| 38 | 3 | 3 | 3 | 2 | 11 |
| 39 | 2 | 3 | 2 | 3 | 10 |
| 40 | 4 | 4 | 4 | 4 | 16 |
| 41 | 3 | 3 | 3 | 3 | 12 |
| 42 | 3 | 4 | 3 | 4 | 14 |
| 43 | 3 | 3 | 3 | 3 | 12 |

(Lanjutan Lampiran 7)

| No. | Pertanyaan | | | | Total |
|-----|------------|---|---|---|-------|
| | 1 | 2 | 3 | 4 | |
| 44 | 2 | 3 | 2 | 3 | 10 |
| 45 | 3 | 3 | 3 | 4 | 13 |
| 46 | 3 | 3 | 3 | 2 | 11 |
| 47 | 3 | 3 | 3 | 3 | 12 |
| 48 | 3 | 4 | 3 | 4 | 14 |
| 49 | 4 | 4 | 3 | 4 | 15 |
| 50 | 3 | 3 | 4 | 3 | 13 |
| 51 | 3 | 4 | 3 | 3 | 13 |
| 52 | 4 | 4 | 4 | 4 | 16 |
| 53 | 3 | 4 | 3 | 4 | 14 |
| 54 | 3 | 4 | 4 | 4 | 15 |
| 55 | 4 | 3 | 3 | 3 | 13 |
| 56 | 3 | 4 | 3 | 4 | 14 |
| 57 | 4 | 4 | 4 | 4 | 16 |
| 58 | 4 | 4 | 4 | 4 | 16 |
| 59 | 4 | 4 | 4 | 3 | 15 |
| 60 | 3 | 3 | 3 | 4 | 13 |
| 61 | 3 | 3 | 4 | 3 | 13 |
| 62 | 4 | 4 | 4 | 4 | 16 |
| 63 | 4 | 3 | 3 | 3 | 13 |
| 64 | 4 | 4 | 3 | 4 | 15 |
| 65 | 4 | 3 | 4 | 3 | 14 |
| 66 | 3 | 3 | 3 | 3 | 12 |
| 67 | 3 | 3 | 3 | 3 | 12 |
| 68 | 3 | 4 | 3 | 4 | 14 |
| 69 | 3 | 3 | 3 | 4 | 13 |
| 70 | 4 | 4 | 4 | 4 | 16 |
| 71 | 4 | 4 | 4 | 4 | 16 |
| 72 | 3 | 4 | 3 | 4 | 14 |
| 73 | 3 | 3 | 3 | 3 | 12 |
| 74 | 4 | 4 | 4 | 4 | 16 |
| 75 | 3 | 3 | 3 | 3 | 12 |
| 76 | 4 | 4 | 3 | 3 | 14 |
| 77 | 4 | 3 | 3 | 3 | 13 |
| 78 | 4 | 4 | 3 | 3 | 14 |
| 79 | 3 | 3 | 3 | 3 | 12 |
| 80 | 3 | 4 | 2 | 4 | 13 |
| 81 | 3 | 3 | 3 | 3 | 12 |
| 82 | 4 | 4 | 4 | 4 | 16 |
| 83 | 3 | 3 | 4 | 3 | 13 |
| 84 | 4 | 4 | 4 | 4 | 16 |
| 85 | 3 | 4 | 4 | 3 | 14 |
| 86 | 4 | 4 | 4 | 4 | 16 |

(Lanjutan Lampiran 7)

| No. | Pertanyaan | | | | Total |
|-------|------------|-----|-----|-----|-------|
| | 1 | 2 | 3 | 4 | |
| 87 | 3 | 4 | 3 | 3 | 13 |
| 88 | 4 | 4 | 4 | 4 | 16 |
| 89 | 3 | 3 | 4 | 4 | 14 |
| 90 | 4 | 3 | 3 | 3 | 13 |
| 91 | 3 | 3 | 4 | 3 | 13 |
| 92 | 4 | 3 | 3 | 4 | 14 |
| 93 | 3 | 3 | 3 | 3 | 12 |
| 94 | 3 | 4 | 4 | 4 | 15 |
| 95 | 3 | 3 | 3 | 3 | 12 |
| 96 | 3 | 4 | 4 | 4 | 15 |
| 97 | 3 | 4 | 4 | 3 | 14 |
| 98 | 4 | 4 | 4 | 4 | 16 |
| 99 | 4 | 3 | 3 | 3 | 13 |
| 100 | 4 | 3 | 4 | 4 | 15 |
| Total | 331 | 345 | 338 | 338 | 1352 |

Lampiran 8. Loading Factor Modifikasi

| No. | Variabel | Kode Indikator | Nilai Loading Factor | Kesimpulan |
|-----|-------------------|----------------|----------------------|------------|
| 1. | Information | F2 | 0.544 | Valid |
| | | F3 | 0.517 | Valid |
| | | F4 | 0.506 | Valid |
| 2. | Brand Recognition | B1 | 0.628 | Valid |
| | | B2 | 0.643 | Valid |
| | | B3 | 0.637 | Valid |
| | | B4 | 0.647 | Valid |
| 3. | Attitude | A1 | 0.662 | Valid |
| | | A2 | 0.700 | Valid |
| | | A3 | 0.700 | Valid |
| | | A4 | 0.566 | Valid |
| 4. | Confidence | C1 | 0.643 | Valid |
| | | C2 | 0.563 | Valid |
| | | C3 | 0.637 | Valid |
| | | C4 | 0.595 | Valid |
| 5. | Purchase | P1 | 0.655 | Valid |
| | | P2 | 0.701 | Valid |
| | | P3 | 0.681 | Valid |
| | | P4 | 0.667 | Valid |

Lampiran 9. Hasil Uji Normalitas Awal

| Kode Indikator | Skew | Cr | Kurtosis | Cr |
|----------------|--------|--------|----------|--------|
| F2 | -1.029 | -4.200 | -0.325 | -0.663 |
| F3 | -0.481 | -1.964 | -0.730 | -1.489 |
| F4 | -0.432 | -1.764 | -0.701 | -1.431 |
| B1 | -1.106 | -4.513 | 1.430 | 2.918 |
| B2 | -0.764 | -3.119 | -0.610 | -1.246 |
| B3 | -0.503 | -2.051 | 0.268 | 0.548 |
| B4 | -0.184 | -0.750 | -0.741 | -1.512 |
| A1 | -1.035 | -4.224 | 1.160 | 2.368 |
| A2 | -0.632 | -2.580 | 0.990 | 2.021 |
| A3 | -0.099 | -0.403 | -0.651 | -1.328 |
| A4 | -0.754 | -3.078 | 0.260 | 0.531 |
| C1 | 0.122 | 0.499 | 0.016 | 0.033 |
| C2 | -0.366 | -1.494 | -1.866 | -3.809 |
| C3 | -0.188 | -0.767 | -0.637 | -1.301 |
| C4 | -0.417 | -1.704 | 0.171 | 0.350 |
| P1 | -0.591 | -2.413 | 0.576 | 1.176 |
| P2 | -0.190 | -0.775 | -1.157 | -2.362 |
| P3 | -0.378 | -1.545 | -0.683 | -1.393 |
| P4 | -0.378 | -1.545 | -0.683 | -1.393 |
| Multivariate | - | - | 53.151 | 9.408 |

Lampiran 10. Hasil Uji *Outliers* Awal

| Nomor Peringkat | Nomor Responden | Mahalanobis d-squared |
|-----------------|-----------------|-----------------------|
| 1 | 15 | 52.538 |
| 2 | 78 | 45.365 |
| 3 | 35 | 43.101 |
| 4 | 40 | 39.217 |
| 5 | 31 | 37.242 |
| 6 | 27 | 35.343 |
| 7 | 90 | 34.050 |
| 8 | 9 | 32.250 |
| 9 | 37 | 31.746 |
| 10 | 42 | 31.478 |
| 11 | 25 | 30.766 |
| 12 | 33 | 30.657 |
| 13 | 20 | 30.130 |
| 14 | 92 | 29.687 |
| 15 | 99 | 28.401 |
| 16 | 83 | 28.376 |
| 17 | 28 | 28.350 |
| 18 | 87 | 27.364 |
| 19 | 63 | 26.947 |
| 20 | 96 | 26.580 |
| 21 | 13 | 26.351 |
| 22 | 10 | 25.982 |
| 23 | 47 | 25.727 |
| 24 | 80 | 25.311 |
| 25 | 100 | 24.956 |
| 26 | 5 | 24.363 |
| 27 | 16 | 24.245 |
| 28 | 54 | 24.074 |
| 29 | 72 | 24.007 |
| 30 | 75 | 23.929 |
| 31 | 71 | 23.683 |
| 32 | 8 | 23.290 |
| 33 | 53 | 23.267 |
| 34 | 77 | 23.134 |
| 35 | 39 | 22.990 |
| 36 | 41 | 22.641 |
| 37 | 49 | 22.514 |
| 38 | 45 | 22.480 |
| 39 | 32 | 22.442 |
| 40 | 46 | 22.294 |
| 41 | 50 | 21.579 |

(Lanjutan Lampiran 10)

| Nomor Peringkat | Nomor Responden | Mahalanobis d-squared |
|-----------------|-----------------|-----------------------|
| 42 | 17 | 21.346 |
| 43 | 34 | 20.919 |
| 44 | 6 | 20.675 |
| 45 | 76 | 20.609 |
| 46 | 7 | 20.572 |
| 47 | 69 | 20.332 |
| 48 | 97 | 20.307 |
| 49 | 88 | 20.283 |
| 50 | 61 | 20.255 |
| 51 | 55 | 20.194 |
| 52 | 81 | 19.779 |
| 53 | 68 | 19.289 |
| 54 | 60 | 19.268 |
| 55 | 56 | 18.752 |
| 56 | 93 | 18.417 |
| 57 | 91 | 18.377 |
| 58 | 64 | 18.334 |
| 59 | 89 | 18.103 |
| 60 | 21 | 17.883 |
| 61 | 74 | 17.841 |
| 62 | 59 | 17.447 |
| 63 | 30 | 17.368 |
| 64 | 51 | 17.327 |
| 65 | 52 | 17.326 |
| 66 | 23 | 16.825 |
| 67 | 82 | 16.503 |
| 68 | 70 | 16.000 |
| 69 | 48 | 15.957 |
| 70 | 11 | 15.935 |
| 71 | 67 | 15.935 |
| 72 | 3 | 15.668 |
| 73 | 14 | 15.663 |
| 74 | 85 | 14.696 |
| 75 | 94 | 14.524 |
| 76 | 95 | 14.265 |
| 77 | 1 | 13.776 |
| 78 | 58 | 13.753 |
| 79 | 38 | 13.601 |
| 80 | 57 | 13.291 |
| 81 | 4 | 12.409 |

(Lanjutan Lampiran 10)

| Nomor Peringkat | Nomor Responden | Mahalanobis d-squared |
|-----------------|-----------------|-----------------------|
| 82 | 44 | 11.768 |
| 83 | 26 | 11.606 |
| 84 | 65 | 10.603 |
| 85 | 62 | 10.577 |
| 86 | 18 | 10.484 |
| 87 | 66 | 10.484 |
| 88 | 73 | 9.746 |
| 89 | 24 | 7.985 |
| 90 | 36 | 7.113 |
| 91 | 19 | 4.887 |
| 92 | 43 | 4.887 |
| 93 | 29 | 4.103 |
| 94 | 79 | 4.103 |
| 95 | 2 | 3.834 |
| 96 | 12 | 3.834 |
| 97 | 22 | 3.834 |
| 98 | 84 | 3.834 |
| 99 | 86 | 3.834 |
| 100 | 98 | 3.834 |

Lampiran 11. Hasil Uji *Multicollinearity* dan *Singularity*

Sample Covariances (Group number 1)

| | F4 | B4 | B3 | B2 | B1 | C4 | C3 | C2 | F2 | F3 | C1 | P1 | P2 | P3 | P4 | A1 | A2 | A3 | A4 |
|----|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| F4 | .344 | | | | | | | | | | | | | | | | | | |
| B4 | .133 | .434 | | | | | | | | | | | | | | | | | |
| B3 | .109 | .192 | .422 | | | | | | | | | | | | | | | | |
| B2 | .092 | .146 | .108 | .282 | | | | | | | | | | | | | | | |
| B1 | .138 | .224 | .222 | .148 | .462 | | | | | | | | | | | | | | |
| C4 | .124 | .291 | .177 | .114 | .256 | .428 | | | | | | | | | | | | | |
| C3 | .136 | .179 | .193 | .101 | .189 | .172 | .338 | | | | | | | | | | | | |
| C2 | .062 | .026 | .018 | .002 | .038 | .054 | .061 | .242 | | | | | | | | | | | |
| F2 | .074 | .061 | .087 | .039 | .081 | .058 | .082 | .099 | .238 | | | | | | | | | | |
| F3 | .137 | .116 | .080 | .099 | .131 | .127 | .123 | .129 | .047 | .328 | | | | | | | | | |
| C1 | .074 | .181 | .127 | .064 | .146 | .178 | .152 | .054 | .058 | .117 | .288 | | | | | | | | |
| P1 | .110 | .130 | .116 | .117 | .153 | .164 | .131 | .057 | .049 | .147 | .134 | .394 | | | | | | | |
| P2 | .081 | .068 | .112 | .065 | .075 | .089 | .106 | .105 | .074 | .153 | .079 | .180 | .287 | | | | | | |
| P3 | .080 | .139 | .179 | .096 | .124 | .152 | .178 | .046 | .082 | .075 | .142 | .182 | .119 | .356 | | | | | |
| P4 | .140 | .179 | .119 | .086 | .144 | .192 | .128 | .016 | .042 | .115 | .062 | .152 | .169 | .156 | .356 | | | | |
| A1 | .118 | .163 | .175 | .097 | .253 | .194 | .136 | .037 | .044 | .129 | .134 | .191 | .144 | .168 | .168 | .390 | | | |
| A2 | .125 | .181 | .201 | .102 | .158 | .213 | .202 | .052 | .068 | .110 | .153 | .135 | .093 | .189 | .129 | .182 | .353 | | |
| A3 | .056 | .169 | .213 | .071 | .149 | .162 | .158 | .071 | .072 | .103 | .152 | .111 | .086 | .198 | .098 | .136 | .192 | .318 | |
| A4 | .181 | .228 | .198 | .117 | .213 | .263 | .127 | .027 | .043 | .090 | .093 | .209 | .103 | .121 | .211 | .185 | .154 | .147 | .532 |

Condition number = 48.816

Eigenvalues

2.790 .524 .493 .372 .322 .309 .270 .244 .225 .211 .172 .160 .152 .121 .108 .101 .086 .073 .057

Determinant of sample covariance matrix = .000

SURAT KETERANGAN RISET PENELITIAN

Dengan Hormat,

Saya yang bertanda tangan dibawah ini :

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menyatakan benar telah melakukan penelitian di Bekasi Utara dalam rangka menyusun Karya Ilmiah yang berjudul “ANALISIS EFEKTIVITAS IKLAN KOSMETIK WARDAH DENGAN MENGGUNAKAN *CONSUMER DECISION MODEL* (CDM)” yang dilakukan pada bulan Agustus 2020.

Demikian surat keterangan ini dibuat dengan benar, untuk dapat digunakan sebagaimana mestinya.

Bekasi, 28 Desember 2020

Mengetahui,



Ir. Dwi Windu Suryono, MS
(Pembimbing)

Hormat saya,



Farah Shiba Ahlam
(Peneliti)

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