

Lampiran 3

Hasil Uji Validitas

Celebrity Endorser (X₁)

No	r hitung	r table	Keterangan
1	0.648	0.361	Valid
2	0.410	0.361	Valid
3	0.568	0.361	Valid
4	0.632	0.361	Valid
5	0.614	0.361	Valid
6	0.756	0.361	Valid
7	0.701	0.361	Valid

Variabel Citra Perusahaan (X₂)

No	r hitung	r table	Keterangan
8	0.660	0.361	Valid
9	0.540	0.361	Valid
10	0.630	0.361	Valid
11	0.726	0.361	Valid
12	0.492	0.361	Valid
13	0.661	0.361	Valid

Variabel Keputusan Pembelian (Y)

NO	r hitung	r table	Keterangan
23	0.502	0.361	Valid
24	0.432	0.361	Valid
25	0.649	0.361	Valid
26	0.614	0.361	Valid
27	0.544	0.361	Valid
28	0.458	0.361	Valid
29	0.598	0.361	Valid

Lampiran 4

Hasil Uji Reliabilitas

No	Variabel	Nilai alpha	Keterangan
1	<i>Celebrity Endorser</i> (X₁)	0.732	Reliabel
2	Citra Perusahaan (X₂)	0.664	Reliabel
3	Keputusan Pembelian (Y)	0.757	Reliabel

Lampiran 5

UJI NORMALITAS

	Tests of Normality					
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Keputusan Pembelian	.074	84	.200*	.972	84	.067
Celebrity Endorser	.086	84	.180	.969	84	.038
Citra Perusahaan	.088	84	.152	.970	84	.045

Normalitas Residual

	Tests of Normality					
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual 1	.077	84	.200*	.975	84	.107
Unstandardized Residual 2	.055	84	.200*	.986	84	.500
Unstandardized Residual 3	.057	84	.200*	.986	84	.509

a. Lilliefors Significance Correction

*. This is a lower bound of the true significance

Lampiran 6

UJI LINEARITAS

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X1	Between Groups	(Combined)	306.579	13	23.583	1.779	.064
		Linearity	127.307	1	127.307	9.606	.003
		Deviation from Linearity	179.271	12	14.939	1.127	.353
	Within Groups		927.743	70	13.253		
	Total		1234.321	83			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X2	Between Groups	(Combined)	335.813	14	23.987	1.842	.049
		Linearity	131.249	1	131.249	10.079	.002
		Deviation from Linearity	204.564	13	15.736	1.208	.292
	Within Groups		898.508	69	13.022		
	Total		1234.321	83			

Lampiran 7

Uji Multikolinearitas

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant	16.993	3.087		5.504	.000		
X1	.271	.104	.268	2.602	.011	.962	1.040
X2	.282	.106	.274	2.662	.009	.962	1.040

Lampiran 8

UJI HETEROKEDASTISITAS

			Unstandardized Residual	X1	X2
Spearman's rho	Unstandardized Residual	Correlation Coefficient	1.000	.032	.036
		Sig. (2-tailed)	.	.776	.745
		N	84	84	84
Celebrity Endorser	Celebrity Endorser	Correlation Coefficient	.032	1.000	.221
		Sig. (2-tailed)	.776	.	.043
		N	84	84	84
Citra Perusahaan	Citra Perusahaan	Correlation Coefficient	.036	.221	1.000
		Sig. (2-tailed)	.745	.043	.
		N	84	84	84

Lampiran 9

UJI T

Uji t variabel *celebrity endorser* terhadap keputusan pembelian

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	21.842	2.583		8.456	.000
Celebrity Endorser	.325	.106	.321	3.071	.003

a. Dependent Variable: Keputusan Pembelian

Uji t variabel citra perusahaan terhadap keputusan pembelian

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	22.351	2.380		9.392	.000
Citra Perusahaan	.336	.108	.326	3.124	.002

a. Dependent Variable: Keputusan Pembelian

Koefisienan variabel *celebrity endorser* dan citra perusahaan terhadap keputusan pembelian

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	16.993	3.087		5.504	.000
Celebrity Endorser	.271	.104	.268	2.602	.011
Citra Perusahaan	.282	.106	.274	2.662	.009

a. Dependent Variable: Keputusan Pembelian

Lampiran 10

UJI F

Uji F variabel *Celebrity Endorser* dan *Citra Perusahaan* terhadap Keputusan Pembelian

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	216.342	2	108.171	8.607	.000 ^a
Residual	1017.979	81	12.568		
Total	1234.321	83			

a. Predictors: (Constant), Citra Perusahaan, Celebrity Endorser

b. Dependent Variable: Keputusan Pembelian

Lampiran 11

UJI DETERMINASI

Analisis determinasi *Celebrity Endorser* terhadap Keputusan Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.321 ^a	.103	.092	3.674

a. Predictors: (Constant), *Celebrity Endorser*

Analisis determinasi Citra Perusahaan terhadap Keputusan Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.326 ^a	.106	.095	3.668

a. Predictors: (Constant), Citra Perusahaan

Analisis determinasi *Celebrity Endorser* dan Citra Perusahaan terhadap Keputusan Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.419 ^a	.175	.155	3.545

a. Predictors: (Constant), Citra Perusahaan, *Celebrity Endorser*