LAMPIRAN

Lampiran A. Lembar Kuesioner

Assalamualaikum, Shalom, Om Swastiastu, Namo Buddhaya, Salam Kebajikan.

Selamat Pagi/Siang/Sore/Malam.

Perkenalkan saya Marcella Sandra, mahasiswa Program Studi Manajemen, Universitas Nusa Mandiri.

Saat ini Saya sedang melakukan pengambilan data dalam rangka penyusunan penelian Tugas Akhir. Maka dari itu, berikut kriteria responden:

- Tercatat sebagai anggota grup chat penggemar Treasure

- Pernah membeli produk Fiesta Ready To Go minimal 2x

- Mengetahui atau pernah melihat iklan Fiesta Ready To Go yang dibintangi oleh Treasure

Apabila Anda memenuhi kriteria diatas, Saya ingin mengajak Anda untuk mengisi kuesioner ini. Partisipasi Anda dalam penelitian ini bersifat sukarela. Seluruh data yang diberikan akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan akademik.

Kuesioner ini terdiri dari beberapa bagian. Untuk mengisi kuesioner ini diperkirakan membutuhkan waktu sekitar 5 menit. Kuesioner ini bukan merupakan tes, sehingga tidak ada jawaban benar ataupun salah. Oleh karena itu, kami mengharapkan kesediaan Anda untuk mengisi setiap pertanyaan dengan jujur dan sesuai dengan kondisi yang sebenarnya. Partisipasi Anda sangat berarti dalam mendukung kelancaran penelitian ini.

Terima kasih atas waktu dan kesediaan Anda untuk berpartisipasi.

Apabila terdapat pertanyaan lebih lanjut mengenai penelitian ini, silakan menghubungi saya melalui email:

marcellasandr@gmail.com

A. Identitas Responden

Silahkan lengkapi informasi berikut untuk keperluan penelitian. Data yang anda berikan akan dijaga kerahasiaannya dan hanya akan digunakan untuk analisis akademik.

1. Nama : .....
2. Usia :
   - ○ 17-20
   - ○ 21-24
   - ○ 25-28
   - ○ 29-32
   - ○ > 33
3. Jenis Kelamin :
   - ○ Laki-Laki
   - ○ Perempuan
4. Domisili
   - ○ Jabodetabek
   - ○ Pulau Jawa (di luar Jabodetabek)
   - ○ Sumatera
   - ○ Kalimantan
   - ○ Sulawesi
   - ○ Bali & Nusa Tenggara
   - ○ Maluku & Papua
5. Pekerjaan
   - ○ Pelajar/Mahasiswa
   - ○ Karyawan Swasta
   - ○ Wirausaha
   - ○ Ibu Rumah Tangga
   - ○ Tidak Bekerja
   - ○ Yang lain: .....
6. Frekuensi Pembelian Produk Fiesta Ready To Go
   - ○ 2 kali
   - ○ 3-5 kali
   - ○ Lebih dari 5 kali

B. Variabel Penelitian

Kuesioner ini terdiri dari 3 bagian yaitu *Brand Ambassador, Celebrity Worship* dan Keputusan Pembelian. Pada setiap bagian terdiri dari beberapa pernyataan. Pilihlah jawaban yang paling sesuai dengan pengalaman dan pendapat Anda.

Keterangan skala penilaian:

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

***Brand Ambassador* (X1)**

No.	Item Pertanyaan	STS	TS	CS	S	SS
1.	Treasure memiliki penampilan fisik yang menarik sehingga membuat saya tertarik pada produk Fiesta Ready To Go.					
2.	Treasure sebagai *brand ambassador* membuat saya penasaran dan ingin mencoba produk Fiesta Ready To Go.					
3.	Treasure terlihat tulus dan dapat dipercaya dalam membawakan iklan Fiesta Ready To Go.					

4.	Reputasi baik Treasure membuat saya lebih yakin terhadap kualitas produk Fiesta Ready To Go.					
5.	Treasure memiliki kemampuan komunikasi yang baik dalam menyampaikan pesan iklan Fiesta Ready To Go.					
6.	Saya menganggap Treasure sebagai sosok yang kompeten dalam merepresentasikan produk Fiesta Ready To Go.					

***Celebrity Worship* (X2)**

No.	Item Pertanyaan	STS	TS	CS	S	SS
1.	Saya merasa senang ketika mendapatkan informasi terbaru tentang kegiatan Treasure.					
2.	Saya mengikuti aktivitas Treasure di media sosial karena mereka menghibur dan menyenangkan.Fiesta Ready To Go.					

3.	Saya merasa memiliki hubungan emosional yang kuat dengan Treasure seolah mereka adalah bagian dari kehidupan saya.					
4.	Saya merasa bahagia ketika Treasure meraih kesuksesan dan merasa sedih ketika mereka mengalami masalah.					
5.	Jika Treasure merekomendasikan suatu produk, saya akan membelinya meskipun harganya mahal.					
6.	Produk yang digunakan atau dipromosikan oleh Treasure menjadi prioritas utama dalam pilihan pembelian saya.					

Keputusan Pembelilan (Y)

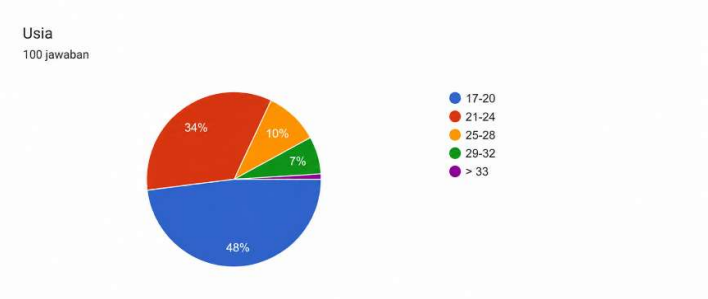
No.	Item Pertanyaan	STS	TS	CS	S	SS
1.	Saya memilih Fiesta Ready To Go dibandingkan produk makanan cepat saji lainnya karena terpengaruh oleh kehadiran Treasure					

No.	Item Pertanyaan	STS	TS	CS	S	SS
	sebagai *brand ambassador*.					
2.	Merek Fiesta Ready To Go memberikan keyakinan bagi saya dalam membeli produk makanan cepat saji.					
3.	Saya mudah menemukan produk Fiesta Ready To Go di berbagai tempat (supermarket, minimarket, online shop).					
4.	Saya membeli Fiesta Ready To Go pada saat membutuhkan makanan cepat saji yang praktis.					
5.	Saya sering melakukan pembelian ulang produk Fiesta Ready To Go secara rutin.					
6.	Kemudahan metode pembayaran yang tersedia memengaruhi keputusan saya dalam membeli Fiesta Ready To Go.					

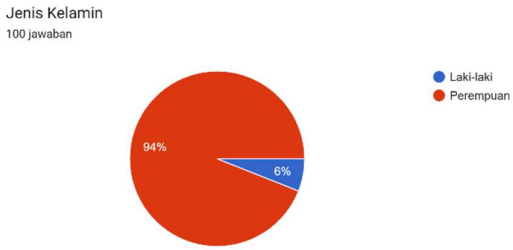
Lampiran B. Bukti Google Form

A. Identitas Responden

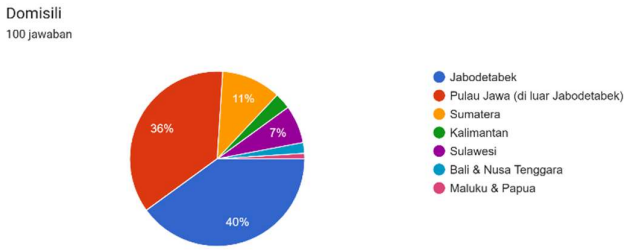
1. Usia responden



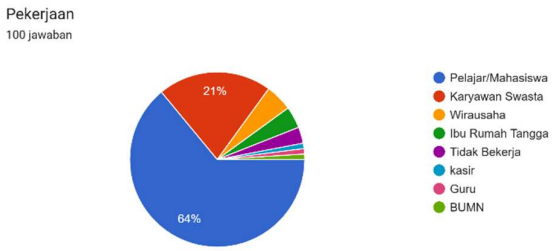
2. Jenis kelamin responden



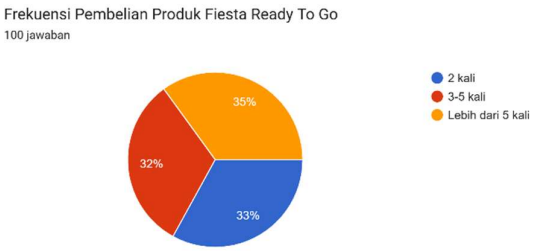
3. Domisili responden



4. Pekerjaan responden



5. Frekuensi pembelian produk responden



B. Pernyataan *Brand Ambassador* (X1)

1. Pernyataan X1.1



2. Pernyataan X1.2



3. Pernyataan X1.3



4. Pernyataan X1.4



5. Pernyataan X1.5



6. Pernyataan X1.6

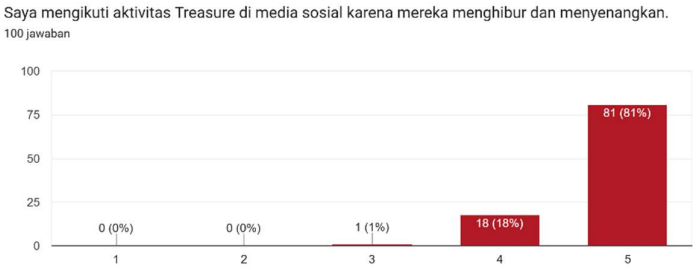


C. Pernyataan *Celebrity Worship* (X2)

1. Pernyataan X2.1



2. Pernyataan X2.2



3. Pernyataan X2.3



4. Pernyataan X2.4



5. Pernyataan X2.5



6. Pernyataan X2.6



D. Pernyataan Keputusan Pembelian (Y)

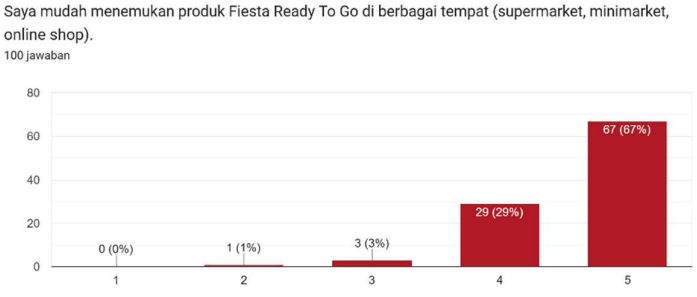
1. Pernyataan Y1



2. Pernyataan Y2



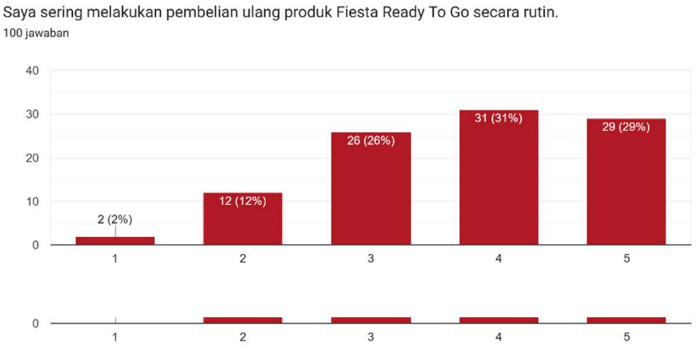
3. Pernyataan Y3



4. Pernyataan Y4



5. Pernyataan Y5



6. Pernyataan Y6



Lampiran C. Tabulasi Data

Brand Ambassador (X1)						*Celebrity Worship* (X2)						Keputusan Pembelian (Y)					
X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6
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Brand Ambassador (X1)						*Celebrity Worship* (X2)						Keputusan Pembelian (Y)					
X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6
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Brand Ambassador (X1)						*Celebrity Worship* (X2)						Keputusan Pembelian (Y)					
X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6
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Lampiran D. Pengolahan Melalui SPSS

A. Uji Analisis Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Ambassador	100	25,00	129,00	79,1600	29,45111
Celebrity Worship	100	21,00	30,00	26,8200	2,36720
Keputusan Pembelian	100	13,00	30,00	25,6500	3,40936
Valid N (listwise)	100				

B. Karakteristik Responden

1. Berdasarkan Usia

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	> 33	1	1,0	1,0	1,0
	17-20	48	48,0	48,0	49,0
	21-24	34	34,0	34,0	83,0
	25-28	10	10,0	10,0	93,0
	29-32	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

2. Berdasarkan Jenis Kelamin

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	6	6,0	6,0	6,0
	Perempuan	94	94,0	94,0	100,0
	Total	100	100,0	100,0	

3. Berdasarkan Domisili

Domisili

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bali & Nusa Tenggara	2	2,0	2,0	2,0
	Jabodetabek	40	40,0	40,0	42,0
	Kalimantan	3	3,0	3,0	45,0
	Maluku & Papua	1	1,0	1,0	46,0
	Pulau Jawa (di luar	36	36,0	36,0	82,0
	Sulawesi	7	7,0	7,0	89,0
	Sumatera	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

4. Berdasarkan Pekerjaan

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BUMN	1	1,0	1,0	1,0
	Guru	1	1,0	1,0	2,0
	Ibu Rumah Tangga	4	4,0	4,0	6,0
	Karyawan Swasta	21	21,0	21,0	27,0
	kasir	1	1,0	1,0	28,0
	Pelajar/Mahasiswa	64	64,0	64,0	92,0
	Tidak Bekerja	3	3,0	3,0	95,0
	Wirausaha	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

5. Berdasarkan Frekuensi Pembelian

Frekuensi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 kali	33	33,0	33,0	33,0
	3-5 kali	32	32,0	32,0	65,0
	Lebih dari 5 kali	35	35,0	35,0	100,0
	Total	100	100,0	100,0	

C. Uji Validitas

1. *Brand Ambassador* (X1)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TotalX1
X1.1	Pearson Correlation	1	,513**	,421**	,342**	,494**	,336**	,721**
	Sig. (2-tailed)		,000	,000	,000	,000	,001	,000
	N	100	100	100	100	100	100	100
X1.2	Pearson Correlation	,513**	1	,311**	,344**	,315**	,393**	,657**
	Sig. (2-tailed)	,000		,002	,000	,001	,000	,000
	N	100	100	100	100	100	100	100
X1.3	Pearson Correlation	,421**	,311**	1	,407**	,451**	,302**	,674**
	Sig. (2-tailed)	,000	,002		,000	,000	,002	,000
	N	100	100	100	100	100	100	100
X1.4	Pearson Correlation	,342**	,344**	,407**	1	,585**	,373**	,736**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100
X1.5	Pearson Correlation	,494**	,315**	,451**	,585**	1	,408**	,791**
	Sig. (2-tailed)	,000	,001	,000	,000		,000	,000
	N	100	100	100	100	100	100	100
X1.6	Pearson Correlation	,336**	,393**	,302**	,373**	,408**	1	,657**
	Sig. (2-tailed)	,001	,000	,002	,000	,000		,000
	N	100	100	100	100	100	100	100
TotalX1	Pearson Correlation	,721**	,657**	,674**	,736**	,791**	,657**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100

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

2. *Celebrity Worship* (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TotalX2
X2.1	Pearson Correlation	1	,767**	,306**	,406**	-,154	-,072	,345**
	Sig. (2-tailed)		,000	,002	,000	,126	,478	,000
	N	100	100	100	100	100	100	100
X2.2	Pearson Correlation	,767**	1	,444**	,520**	-,096	,000	,454**
	Sig. (2-tailed)	,000		,000	,000	,340	1,000	,000
	N	100	100	100	100	100	100	100
X2.3	Pearson Correlation	,306**	,444**	1	,422**	,318**	,310**	,682**
	Sig. (2-tailed)	,002	,000		,000	,001	,002	,000
	N	100	100	100	100	100	100	100
X2.4	Pearson Correlation	,406**	,520**	,422**	1	-,014	,168	,495**
	Sig. (2-tailed)	,000	,000	,000		,886	,094	,000
	N	100	100	100	100	100	100	100
X2.5	Pearson Correlation	-,154	-,096	,318**	-,014	1	,717**	,725**
	Sig. (2-tailed)	,126	,340	,001	,886		,000	,000
	N	100	100	100	100	100	100	100
X2.6	Pearson Correlation	-,072	,000	,310**	,168	,717**	1	,796**
	Sig. (2-tailed)	,478	1,000	,002	,094	,000		,000
	N	100	100	100	100	100	100	100
TotalX2	Pearson Correlation	,345**	,454**	,682**	,495**	,725**	,796**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100

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

3. Keputusan Pembelian (Y)

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	TotalY
Y.1	Pearson Correlation	1	,520**	,339**	,340**	,326**	,229*	,638**
	Sig. (2-tailed)		,000	,001	,001	,001	,022	,000
	N	100	100	100	100	100	100	100
Y.2	Pearson Correlation	,520**	1	,447**	,650**	,312**	,477**	,795**
	Sig. (2-tailed)	,000		,000	,000	,002	,000	,000
	N	100	100	100	100	100	100	100
Y.3	Pearson Correlation	,339**	,447**	1	,345**	,248*	,235*	,572**
	Sig. (2-tailed)	,001	,000		,000	,013	,019	,000
	N	100	100	100	100	100	100	100
Y.4	Pearson Correlation	,340**	,650**	,345**	1	,468**	,474**	,796**
	Sig. (2-tailed)	,001	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100
Y.5	Pearson Correlation	,326**	,312**	,248*	,468**	1	,378**	,706**
	Sig. (2-tailed)	,001	,002	,013	,000		,000	,000
	N	100	100	100	100	100	100	100
Y.6	Pearson Correlation	,229*	,477**	,235*	,474**	,378**	1	,668**
	Sig. (2-tailed)	,022	,000	,019	,000	,000		,000
	N	100	100	100	100	100	100	100
TotalY	Pearson Correlation	,638**	,795**	,572**	,796**	,706**	,668**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	100	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).

D. Uji Reliablitas

1. *Brand Ambassador* (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
,800	6

2. *Celebrity Worship* (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
,630	6

3. Keputusan Pembelian (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,783	6

E. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,94197091
Most Extreme Differences	Absolute	,088
	Positive	,088
	Negative	-,078
Test Statistic		,088
Asymp. Sig. (2-tailed)		,052[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

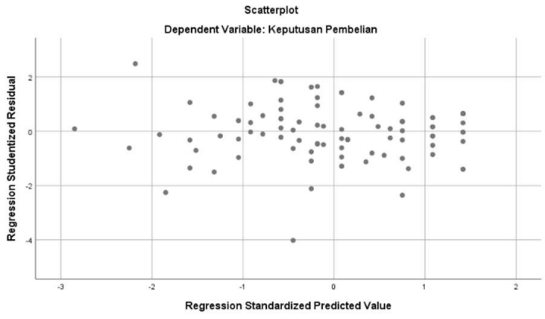
F. Uji Multikolinearitas

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	-2,927	5,245		-,558	,578		
	Brand Ambassador	,459	,155	,261	2,957	,004	,982	1,018
	Celebruty Worship	,575	,127	,399	4,512	,000	,982	1,018

a. Dependent Variable: Keputusan Pembelian

G. Uji Heteroskedastisitas



H. Uji Koefisien Korelasi

Correlations

		Brand Ambassador	Celebrity Worship	Keputusan Pembelian
Brand Ambassador	Pearson Correlation	1	,109	,329**
	Sig. (2-tailed)		,280	,001
	N	100	100	100
Celebrity Worship	Pearson Correlation	,109	1	,434**
	Sig. (2-tailed)	,280		,000
	N	100	100	100
Keputusan Pembelian	Pearson Correlation	,329**	,434**	1
	Sig. (2-tailed)	,001	,000	
	N	100	100	100

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

I. Uji Koefisien Determinasi

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,505[a]	,255	,240	2,97215

a. Predictors: (Constant), Celebruty Worship, Brand Ambassador

b. Dependent Variable: Keputusan Pembelian

J. Uji Analisis Regresi Berganda

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-2,927	5,245		-,558	,578
	Brand Ambassador	,459	,155	,261	2,957	,004
	Celebruty Worship	,575	,127	,399	4,512	,000

a. Dependent Variable: Keputusan Pembelian

K. Uji T (Parsial)

1. Uji X1 terhadap Y

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	9,790	4,841		2,022	,046
	Brand Ambasador	,553	,169	,315	3,283	,001

a. Dependent Variable: Keputusan Pembelian

2. Uji X2 terhadap Y

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8,889	3,529		2,519	,013
	Celebrity Worship	,625	,131	,434	4,768	,000

a. Dependent Variable: Keputusan Pembelian

L. Uji F (Simultan)

Uji X1 dan X2 terhadap Y

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	293,886	2	146,943	16,634	,000[b]
	Residual	856,864	97	8,834		
	Total	1150,750	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Celebrity Worship, Brand Ambasador

Lampiran E. distribusi tabel T dan R

df = N - 2		Tabel Distribusi r			Tabel Distribusi t		
	One Tail	10%	5%	2%	10%	5%	2%
	Two Tail	0,10	0,05	0,02	0,10	0,05	0,02
1		0,988	0,997	1,000	6,314	12,706	31,821
2		0,900	0,950	0,980	2,920	4,303	6,965
3		0,805	0,878	0,934	2,353	3,182	4,541
4		0,729	0,811	0,882	2,132	2,776	3,747
5		0,669	0,755	0,833	2,015	2,571	3,365
6		0,622	0,707	0,789	1,943	2,447	3,143
7		0,582	0,666	0,750	1,895	2,365	2,998
8		0,549	0,632	0,716	1,860	2,306	2,896
9		0,521	0,602	0,685	1,833	2,262	2,821
10		0,497	0,576	0,658	1,812	2,228	2,764
11		0,476	0,553	0,634	1,796	2,201	2,718
12		0,458	0,532	0,612	1,782	2,179	2,681
13		0,441	0,514	0,592	1,771	2,160	2,650
14		0,426	0,497	0,574	1,761	2,145	2,624
15		0,412	0,482	0,558	1,753	2,131	2,602
16		0,400	0,468	0,543	1,746	2,120	2,583
17		0,389	0,456	0,529	1,740	2,110	2,567
18		0,378	0,444	0,516	1,734	2,101	2,552
19		0,369	0,433	0,503	1,729	2,093	2,539
20		0,360	0,423	0,492	1,725	2,086	2,528
21		0,352	0,413	0,482	1,721	2,080	2,518
22		0,344	0,404	0,472	1,717	2,074	2,508
23		0,337	0,396	0,462	1,714	2,069	2,500
24		0,330	0,388	0,453	1,711	2,064	2,492
25		0,323	0,381	0,445	1,708	2,060	2,485
26		0,317	0,374	0,437	1,706	2,056	2,479
27		0,312	0,367	0,430	1,703	2,052	2,473
28		0,306	0,361	0,423	1,701	2,048	2,467
29		0,301	0,355	0,416	1,699	2,045	2,462
30		0,296	0,349	0,409	1,697	2,042	2,457
31		0,291	0,344	0,403	1,696	2,040	2,453
32		0,287	0,339	0,397	1,694	2,037	2,449
33		0,283	0,334	0,392	1,692	2,035	2,445
34		0,279	0,329	0,386	1,691	2,032	2,441
35		0,275	0,325	0,381	1,690	2,030	2,438
36		0,271	0,320	0,376	1,688	2,028	2,434
37		0,267	0,316	0,371	1,687	2,026	2,431
38		0,264	0,312	0,367	1,686	2,024	2,429

39		0,261	0,308	0,362	1,685	2,023	2,426
40		0,257	0,304	0,358	1,684	2,021	2,423
41		0,254	0,301	0,354	1,683	2,020	2,421
42		0,251	0,297	0,350	1,682	2,018	2,418
43		0,248	0,294	0,346	1,681	2,017	2,416
44		0,246	0,291	0,342	1,680	2,015	2,414
45		0,243	0,288	0,338	1,679	2,014	2,412
46		0,240	0,285	0,335	1,679	2,013	2,410
47		0,238	0,282	0,331	1,678	2,012	2,408
48		0,235	0,279	0,328	1,677	2,011	2,407
49		0,233	0,276	0,325	1,677	2,010	2,405
50		0,231	0,273	0,322	1,676	2,009	2,403
51		0,228	0,271	0,319	1,675	2,008	2,402
52		0,226	0,268	0,316	1,675	2,007	2,400
53		0,224	0,266	0,313	1,674	2,006	2,399
54		0,222	0,263	0,310	1,674	2,005	2,397
55		0,220	0,261	0,307	1,673	2,004	2,396
56		0,218	0,259	0,305	1,673	2,003	2,395
57		0,216	0,256	0,302	1,672	2,002	2,394
58		0,214	0,254	0,300	1,672	2,002	2,392
59		0,213	0,252	0,297	1,671	2,001	2,391
60		0,211	0,250	0,295	1,671	2,000	2,390
61		0,209	0,248	0,293	1,670	2,000	2,389
62		0,208	0,246	0,290	1,670	1,999	2,388
63		0,206	0,244	0,288	1,669	1,998	2,387
64		0,204	0,242	0,286	1,669	1,998	2,386
65		0,203	0,240	0,284	1,669	1,997	2,385
66		0,201	0,239	0,282	1,668	1,997	2,384
67		0,200	0,237	0,280	1,668	1,996	2,383
68		0,198	0,235	0,278	1,668	1,995	2,382
69		0,197	0,234	0,276	1,667	1,995	2,382
70		0,195	0,232	0,274	1,667	1,994	2,381
71		0,194	0,230	0,272	1,667	1,994	2,380
72		0,193	0,229	0,270	1,666	1,993	2,379
73		0,191	0,227	0,268	1,666	1,993	2,379
74		0,190	0,226	0,266	1,666	1,993	2,378
75		0,189	0,224	0,265	1,665	1,992	2,377
76		0,188	0,223	0,263	1,665	1,992	2,376
77		0,186	0,221	0,261	1,665	1,991	2,376
78		0,185	0,220	0,260	1,665	1,991	2,375
79		0,184	0,219	0,258	1,664	1,990	2,374
80		0,183	0,217	0,257	1,664	1,990	2,374
81		0,182	0,216	0,255	1,664	1,990	2,373
82		0,181	0,215	0,254	1,664	1,989	2,373

83		0,180	0,213	0,252	1,663	1,989	2,372
84		0,179	0,212	0,251	1,663	1,989	2,372
85		0,178	0,211	0,249	1,663	1,988	2,371
86		0,177	0,210	0,248	1,663	1,988	2,370
87		0,176	0,208	0,246	1,663	1,988	2,370
88		0,175	0,207	0,245	1,662	1,987	2,369
89		0,174	0,206	0,244	1,662	1,987	2,369
90		0,173	0,205	0,242	1,662	1,987	2,369
91		0,172	0,204	0,241	1,662	1,986	2,368
92		0,171	0,203	0,240	1,662	1,986	2,368
93		0,170	0,202	0,238	1,661	1,986	2,367
94		0,169	0,201	0,237	1,661	1,986	2,367
95		0,168	0,200	0,236	1,661	1,985	2,366
96		0,167	0,199	0,235	1,661	1,985	2,366
97		0,166	0,198	0,234	1,661	1,985	2,365
98		0,165	0,197	0,232	1,661	1,984	2,365
99		0,165	0,196	0,231	1,660	1,984	2,365
100		0,164	0,195	0,230	1,660	1,984	2,364

Lampiran F. distribusi tabel F

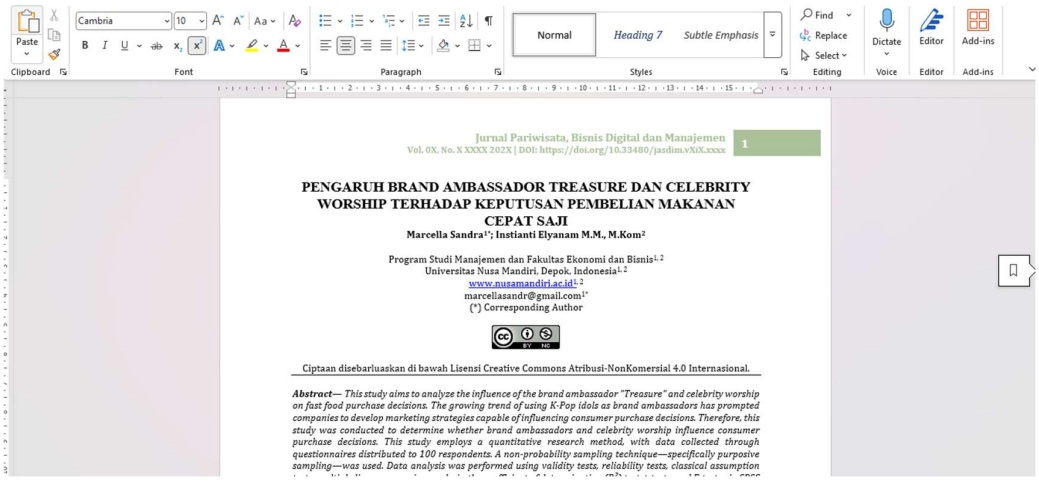
Titik Persentase distribusi F untuk probabilita = 5

df (N2) = n - k df untuk Penyebut	df (N1) = k - 1 df untuk Pembilang				
	1	2	3	4	5
1	161,448	199,500	215,707	224,583	230,162
2	18,513	19,000	19,164	19,247	19,296
3	10,128	9,552	9,277	9,117	9,013
4	7,709	6,944	6,591	6,388	6,256
5	6,608	5,786	5,409	5,192	5,050
6	5,987	5,143	4,757	4,534	4,387
7	5,591	4,737	4,347	4,120	3,972
8	5,318	4,459	4,066	3,838	3,687
9	5,117	4,256	3,863	3,633	3,482
10	4,965	4,103	3,708	3,478	3,326
11	4,844	3,982	3,587	3,357	3,204
12	4,747	3,885	3,490	3,259	3,106
13	4,667	3,806	3,411	3,179	3,025
14	4,600	3,739	3,344	3,112	2,958
15	4,543	3,682	3,287	3,056	2,901
16	4,494	3,634	3,239	3,007	2,852
17	4,451	3,592	3,197	2,965	2,810
18	4,414	3,555	3,160	2,928	2,773
19	4,381	3,522	3,127	2,895	2,740
20	4,351	3,493	3,098	2,866	2,711
21	4,325	3,467	3,072	2,840	2,685
22	4,301	3,443	3,049	2,817	2,661
23	4,279	3,422	3,028	2,796	2,640
24	4,260	3,403	3,009	2,776	2,621
25	4,242	3,385	2,991	2,759	2,603
26	4,225	3,369	2,975	2,743	2,587
27	4,210	3,354	2,960	2,728	2,572
28	4,196	3,340	2,947	2,714	2,558
29	4,183	3,328	2,934	2,701	2,545
30	4,171	3,316	2,922	2,690	2,534
31	4,160	3,305	2,911	2,679	2,523
32	4,149	3,295	2,901	2,668	2,512
33	4,139	3,285	2,892	2,659	2,503
34	4,130	3,276	2,883	2,650	2,494
35	4,121	3,267	2,874	2,641	2,485
36	4,113	3,259	2,866	2,634	2,477
37	4,105	3,252	2,859	2,626	2,470
38	4,098	3,245	2,852	2,619	2,463

39	4,091	3,238	2,845	2,612	2,456
40	4,085	3,232	2,839	2,606	2,449
41	4,079	3,226	2,833	2,600	2,443
42	4,073	3,220	2,827	2,594	2,438
43	4,067	3,214	2,822	2,589	2,432
44	4,062	3,209	2,816	2,584	2,427
45	4,057	3,204	2,812	2,579	2,422
46	4,052	3,200	2,807	2,574	2,417
47	4,047	3,195	2,802	2,570	2,413
48	4,043	3,191	2,798	2,565	2,409
49	4,038	3,187	2,794	2,561	2,404
50	4,034	3,183	2,790	2,557	2,400
51	4,030	3,179	2,786	2,553	2,397
52	4,027	3,175	2,783	2,550	2,393
53	4,023	3,172	2,779	2,546	2,389
54	4,020	3,168	2,776	2,543	2,386
55	4,016	3,165	2,773	2,540	2,383
56	4,013	3,162	2,769	2,537	2,380
57	4,010	3,159	2,766	2,534	2,377
58	4,007	3,156	2,764	2,531	2,374
59	4,004	3,153	2,761	2,528	2,371
60	4,001	3,150	2,758	2,525	2,368
61	3,998	3,148	2,755	2,523	2,366
62	3,996	3,145	2,753	2,520	2,363
63	3,993	3,143	2,751	2,518	2,361
64	3,991	3,140	2,748	2,515	2,358
65	3,989	3,138	2,746	2,513	2,356
66	3,986	3,136	2,744	2,511	2,354
67	3,984	3,134	2,742	2,509	2,352
68	3,982	3,132	2,740	2,507	2,350
69	3,980	3,130	2,737	2,505	2,348
70	3,978	3,128	2,736	2,503	2,346
71	3,976	3,126	2,734	2,501	2,344
72	3,974	3,124	2,732	2,499	2,342
73	3,972	3,122	2,730	2,497	2,340
74	3,970	3,120	2,728	2,495	2,338
75	3,968	3,119	2,727	2,494	2,337
76	3,967	3,117	2,725	2,492	2,335
77	3,965	3,115	2,723	2,490	2,333
78	3,963	3,114	2,722	2,489	2,332
79	3,962	3,112	2,720	2,487	2,330
80	3,960	3,111	2,719	2,486	2,329
81	3,959	3,109	2,717	2,484	2,327
82	3,957	3,108	2,716	2,483	2,326

83	3,956	3,107	2,715	2,482	2,324
84	3,955	3,105	2,713	2,480	2,323
85	3,953	3,104	2,712	2,479	2,322
86	3,952	3,103	2,711	2,478	2,321
87	3,951	3,101	2,709	2,476	2,319
88	3,949	3,100	2,708	2,475	2,318
89	3,948	3,099	2,707	2,474	2,317
90	3,947	3,098	2,706	2,473	2,316
91	3,946	3,097	2,705	2,472	2,315
92	3,945	3,095	2,704	2,471	2,313
93	3,943	3,094	2,703	2,470	2,312
94	3,942	3,093	2,701	2,469	2,311
95	3,941	3,092	2,700	2,467	2,310
96	3,940	3,091	2,699	2,466	2,309
97	3,939	3,090	2,698	2,465	2,308
98	3,938	3,089	2,697	2,465	2,307
99	3,937	3,088	2,696	2,464	2,306
100	3,936	3,087	2,696	2,463	2,305

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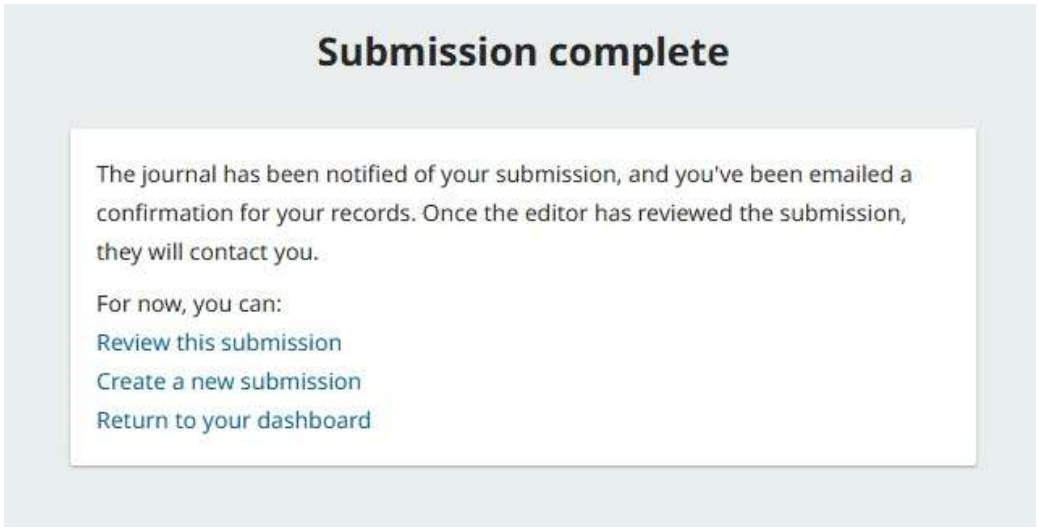
PENGARUH BRAND AMBASSADOR TREASURE DAN CELEBRITY WORSHIP TERHADAP KEPUTUSAN PEMBELIAN MAKANAN CEPAT SAJI

Marcella Sandra[1*]; Instianti Elyanam M.M., M.Kom[2]

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Abstract— *This study aims to analyze the influence of the brand ambassador "Treasure" and celebrity worship on fast food purchase decisions. The growing trend of using K-Pop idols as brand ambassadors has prompted companies to develop marketing strategies capable of influencing consumer purchase decisions. Therefore, this study was conducted to determine whether brand ambassadors and celebrity worship influence consumer purchase decisions. This study employs a quantitative research method, with data collected through questionnaires distributed to 100 respondents. A non-probability sampling technique—specifically purposive sampling—was used. Data analysis was performed using validity tests, reliability tests, classical assumption*



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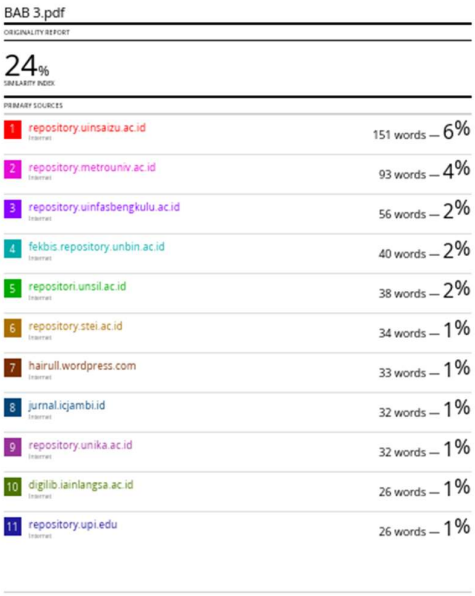
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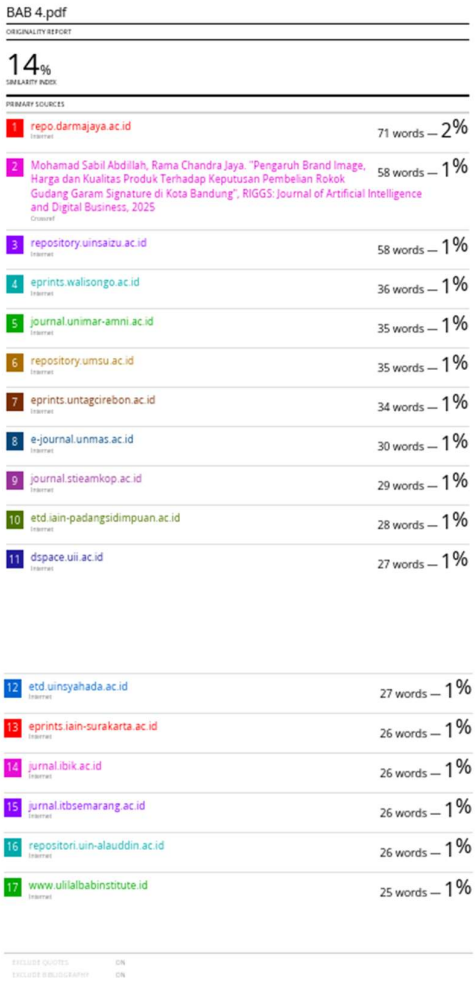
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