

LAMPIRAN

Lampiran 1

Kuisisioner

PENGARUH *BRAND AMBASSADOR*, KUALITAS PRODUK, DAN PERSEPSI HARGA TERHADAP KEPUASAN KONSUMEN PRODUK SCARLETT WHITENING PADA MAHASISWA UNIVERSITAS 17 AGUSTUS 1945 SURABAYA

Saya Fredyta Wijianti, merupakan mahasiswa di Universitas 17 Agustus 1945 Surabaya dengan program studi Manajemen yang sedang menyelesaikan penelitian untuk memenuhi mata kuliah Skripsi. Pertanyaan dan jawaban dari kuisisioner pada penelitian ini termasuk pengumpulan data dan hasil kesimpulan yang didapatkan hanya akan saya gunakan untuk kepentingan pendidikan. Data yang ada pada kuisisioner ini juga akan dirahasiakan.

I. Petunjuk Pengisian

Terimakasih sudah bersedia menjadi responden dalam penelitian ini, bersama ini saya memohon kesediaan untuk mengisi kuisisioner ini dengan:

1. Menjawab pertanyaan dengan sungguh-sungguh dan sejujur-jujurnya. Perlu diketahui pertanyaan tidak berhubungan dengan benar atau salah.
2. Memberi jawaban dengan memberi tanda *checklist* (✓) pada salah satu jawaban yang dianggap sesuai.

| | | | |
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| STS | : Sangat Tidak Setuju | S | : Setuju |
| TS | : Tidak Setuju | SS | : Sangat Setuju |
| N | : Netral | | |

II. Karakteristik Responden

Nama :

Jenis kelamin : Laki-laki Perempuan

Usia : Tahun

Dalam 3 bulan berapa kali membeli produk Scarlett Whitening :

1-3 Kali

Sering

III. Pertanyaan Kuisisioner

| No | PERNYATAAN | TANGGAPAN | | | | |
|--|--|-----------|---|---|----|-----|
| | | SS | S | N | TS | STS |
| | | 5 | 4 | 3 | 2 | 1 |
| Variabel <i>Brand Ambassador</i> (X1) | | | | | | |
| 1. | Kepopuleran idol K-pop TWICE sebagai <i>Brand Ambassador</i> Scarlett Whitening dapat memberikan kepuasan tersendiri bagi konsumen | | | | | |
| 2. | Idol K-pop TWICE membuat saya yakin dan percaya dengan produk yang diiklankan | | | | | |
| 3. | Idol K-pop TWICE mempunyai daya tarik visual yang membuat saya puas saat membeli produk Scarlett Whitening | | | | | |
| 4. | Saya merasa puas saat membeli produk yang dibintangi oleh idol yang saya sukai | | | | | |
| Variabel <i>Kualitas Produk</i> (X2) | | | | | | |
| 1. | Masa pakai atau tanggal kadaluwarsa produk Scarlett Whitening cukup lama | | | | | |
| 2. | Produk dari Scarlett Whitening sangat mudah di apply di kulit | | | | | |
| 3. | Produk Scarlett Whitening tidak mudah membuat iritasi pada kulit | | | | | |
| 4. | Produk yang ditawarkan oleh Scarlett Whitening cukup banyak | | | | | |
| 5. | Desain kemasan dari Scarlett Whitening sangat simple dan menarik | | | | | |
| 6. | Semua produk yang ada di Scarlett Whitening sudah terdaftar di BPOM | | | | | |
| Variabel <i>Persepsi Harga</i> (X3) | | | | | | |
| 1. | Scarlett Whitening menawarkan harga yang bersaing dengan produk yang lain | | | | | |
| 2. | Harga produk Scarlett Whitening sangat terjangkau dan ramah dikantong. | | | | | |

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|---------------------------------------|---|--|--|--|--|--|
| 3. | Harga yang ditawarkan Scarlett Whitening sesuai dengan manfaat yang ditawarkan oleh produk yang dipilih (<i>body lotion, serum, haircare</i>) dll | | | | | |
| 4. | Harga yang ditawarkan Scarlett Whitening sesuai dengan kualitas produknya | | | | | |
| 5. | Harga dari prodk Scarlett Whitening sesuai dengan harga pasaran <i>skincare</i> lainnya | | | | | |
| Variabel Kepuasan Konsumen (Y) | | | | | | |
| 1. | Produk yang ditawarkan Scarlett Whitening sangat baik dan berkualitas sehingga saya puas saat menggunakannya | | | | | |
| 2. | Harga yang terjangkau membuat saya merasa puas saat menggunakan produk Scarlett Whitening | | | | | |
| 3. | Kemasannya praktis dan bisa dibawa kemana-mana membuat saya puas saat menggunakan produk Scarlett Whitening | | | | | |

Lampiran 2
Data Tabulasi

| No Responden | <i>Brand Ambassador X1</i> | | | | Total X1 |
|--------------|----------------------------|------|------|------|----------|
| | X1.1 | X1.2 | X1.3 | X1.4 | |
| 1 | 5 | 5 | 5 | 5 | 20 |
| 2 | 5 | 5 | 5 | 5 | 20 |
| 3 | 4 | 3 | 2 | 3 | 12 |
| 4 | 4 | 3 | 4 | 4 | 15 |
| 5 | 4 | 4 | 3 | 3 | 14 |
| 6 | 4 | 5 | 4 | 5 | 18 |
| 7 | 4 | 5 | 4 | 4 | 17 |
| 8 | 5 | 5 | 5 | 5 | 20 |
| 9 | 5 | 5 | 4 | 4 | 18 |

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|----|---|---|---|---|----|
| 10 | 5 | 5 | 5 | 5 | 20 |
| 11 | 4 | 4 | 4 | 4 | 16 |
| 12 | 5 | 5 | 5 | 3 | 18 |
| 13 | 4 | 3 | 4 | 4 | 15 |
| 14 | 5 | 4 | 4 | 5 | 18 |
| 15 | 4 | 3 | 4 | 4 | 15 |
| 16 | 4 | 4 | 3 | 3 | 14 |
| 17 | 5 | 5 | 4 | 2 | 16 |
| 18 | 3 | 3 | 4 | 4 | 14 |
| 19 | 4 | 5 | 5 | 3 | 17 |
| 20 | 4 | 4 | 4 | 4 | 16 |
| 21 | 4 | 4 | 3 | 5 | 16 |
| 22 | 5 | 5 | 4 | 4 | 18 |
| 23 | 4 | 4 | 3 | 4 | 15 |
| 24 | 4 | 4 | 4 | 5 | 17 |
| 25 | 5 | 3 | 3 | 4 | 15 |
| 26 | 5 | 5 | 5 | 5 | 20 |
| 27 | 4 | 5 | 4 | 3 | 16 |
| 28 | 5 | 4 | 4 | 5 | 18 |
| 29 | 4 | 4 | 4 | 4 | 16 |
| 30 | 4 | 3 | 4 | 3 | 14 |
| 31 | 5 | 3 | 4 | 3 | 15 |
| 32 | 4 | 4 | 4 | 4 | 16 |
| 33 | 4 | 4 | 4 | 4 | 16 |
| 34 | 4 | 3 | 5 | 3 | 15 |
| 35 | 4 | 4 | 5 | 4 | 17 |
| 36 | 4 | 4 | 5 | 4 | 17 |
| 37 | 4 | 4 | 3 | 5 | 16 |
| 38 | 4 | 4 | 5 | 4 | 17 |
| 39 | 4 | 4 | 5 | 3 | 16 |
| 40 | 3 | 3 | 3 | 4 | 13 |
| 41 | 4 | 4 | 5 | 4 | 17 |
| 42 | 4 | 4 | 5 | 4 | 17 |
| 43 | 5 | 5 | 4 | 5 | 19 |

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| 44 | 4 | 4 | 5 | 3 | 16 |
| 45 | 5 | 5 | 5 | 5 | 20 |
| 46 | 4 | 4 | 4 | 3 | 15 |
| 47 | 3 | 4 | 3 | 4 | 14 |
| 48 | 4 | 3 | 4 | 3 | 14 |
| 49 | 5 | 4 | 5 | 4 | 18 |
| 50 | 4 | 4 | 3 | 4 | 15 |
| 51 | 4 | 4 | 4 | 4 | 16 |
| 52 | 5 | 5 | 5 | 5 | 20 |
| 53 | 5 | 5 | 5 | 5 | 20 |
| 54 | 5 | 4 | 4 | 3 | 16 |
| 55 | 4 | 4 | 3 | 5 | 16 |
| 56 | 5 | 5 | 4 | 3 | 17 |
| 57 | 5 | 3 | 5 | 3 | 16 |
| 58 | 3 | 3 | 5 | 3 | 14 |
| 59 | 5 | 4 | 4 | 4 | 17 |
| 60 | 5 | 4 | 5 | 4 | 18 |
| 61 | 4 | 5 | 4 | 4 | 17 |
| 62 | 4 | 5 | 4 | 5 | 18 |
| 63 | 4 | 4 | 4 | 4 | 16 |
| 64 | 4 | 5 | 4 | 4 | 17 |
| 65 | 4 | 3 | 4 | 4 | 15 |
| 66 | 4 | 4 | 5 | 4 | 17 |
| 67 | 4 | 3 | 4 | 4 | 15 |
| 68 | 4 | 4 | 4 | 2 | 14 |
| 69 | 2 | 4 | 4 | 5 | 15 |
| 70 | 4 | 5 | 5 | 4 | 18 |
| 71 | 4 | 4 | 5 | 4 | 17 |
| 72 | 4 | 5 | 4 | 4 | 17 |
| 73 | 5 | 4 | 5 | 5 | 19 |
| 74 | 4 | 4 | 3 | 4 | 15 |
| 75 | 4 | 4 | 4 | 5 | 17 |
| 76 | 4 | 5 | 4 | 4 | 17 |
| 77 | 4 | 4 | 3 | 3 | 14 |

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| 78 | 5 | 5 | 5 | 5 | 20 |
| 79 | 4 | 5 | 5 | 4 | 18 |
| 80 | 4 | 3 | 4 | 4 | 15 |
| 81 | 4 | 5 | 4 | 3 | 16 |
| 82 | 4 | 3 | 3 | 3 | 13 |
| 83 | 4 | 5 | 5 | 5 | 19 |
| 84 | 4 | 4 | 3 | 4 | 15 |
| 85 | 4 | 5 | 4 | 5 | 18 |
| 86 | 4 | 5 | 4 | 4 | 17 |
| 87 | 4 | 5 | 5 | 3 | 17 |
| 88 | 4 | 5 | 5 | 3 | 17 |
| 89 | 5 | 5 | 5 | 5 | 20 |
| 90 | 4 | 4 | 4 | 5 | 17 |
| 91 | 4 | 5 | 5 | 4 | 18 |
| 92 | 4 | 5 | 4 | 4 | 17 |
| 93 | 5 | 4 | 5 | 4 | 18 |
| 94 | 5 | 4 | 5 | 4 | 18 |
| 95 | 5 | 5 | 4 | 3 | 17 |
| 96 | 4 | 4 | 5 | 4 | 17 |
| 97 | 5 | 3 | 3 | 4 | 15 |
| 98 | 5 | 4 | 4 | 5 | 18 |
| 99 | 4 | 5 | 4 | 4 | 17 |
| 100 | 4 | 4 | 4 | 4 | 16 |

| No Responden | Kualitas Produk X2 | | | | | | Total X2 |
|--------------|--------------------|------|------|------|------|------|----------|
| | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | |
| 1 | 5 | 3 | 4 | 5 | 4 | 4 | 25 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 3 | 4 | 5 | 5 | 5 | 27 |
| 6 | 2 | 3 | 4 | 5 | 5 | 5 | 24 |
| 7 | 5 | 4 | 5 | 4 | 3 | 4 | 25 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |

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| 9 | 3 | 3 | 4 | 5 | 4 | 5 | 24 |
| 10 | 4 | 5 | 4 | 4 | 4 | 3 | 24 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 12 | 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 14 | 5 | 3 | 4 | 5 | 3 | 5 | 25 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 16 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 17 | 4 | 5 | 4 | 4 | 3 | 5 | 25 |
| 18 | 3 | 4 | 3 | 4 | 5 | 3 | 22 |
| 19 | 5 | 4 | 5 | 5 | 4 | 4 | 27 |
| 20 | 3 | 4 | 3 | 4 | 4 | 4 | 22 |
| 21 | 4 | 5 | 4 | 5 | 5 | 5 | 28 |
| 22 | 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 23 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 24 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 26 | 3 | 4 | 5 | 5 | 5 | 5 | 27 |
| 27 | 4 | 3 | 4 | 4 | 5 | 5 | 25 |
| 28 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 29 | 3 | 4 | 5 | 4 | 5 | 4 | 25 |
| 30 | 3 | 4 | 5 | 5 | 5 | 5 | 27 |
| 31 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 32 | 4 | 5 | 4 | 4 | 3 | 5 | 25 |
| 33 | 3 | 3 | 4 | 4 | 3 | 3 | 20 |
| 34 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 35 | 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 36 | 5 | 4 | 5 | 5 | 3 | 5 | 27 |
| 37 | 5 | 5 | 3 | 4 | 5 | 5 | 27 |
| 38 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 39 | 5 | 3 | 3 | 5 | 4 | 5 | 25 |
| 40 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 41 | 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 42 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 43 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 44 | 4 | 4 | 3 | 5 | 5 | 5 | 26 |
| 45 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |

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| 46 | 4 | 4 | 3 | 5 | 5 | 5 | 26 |
| 47 | 4 | 3 | 4 | 5 | 5 | 5 | 26 |
| 48 | 4 | 5 | 4 | 4 | 3 | 4 | 24 |
| 49 | 5 | 4 | 5 | 5 | 3 | 5 | 27 |
| 50 | 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 51 | 3 | 3 | 4 | 5 | 3 | 5 | 23 |
| 52 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 53 | 4 | 3 | 4 | 5 | 5 | 5 | 26 |
| 54 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 55 | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 56 | 3 | 3 | 5 | 5 | 4 | 4 | 24 |
| 57 | 4 | 5 | 3 | 5 | 3 | 4 | 24 |
| 58 | 5 | 5 | 4 | 4 | 3 | 5 | 26 |
| 59 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 60 | 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 61 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 62 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 63 | 3 | 4 | 3 | 3 | 5 | 5 | 23 |
| 64 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 65 | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
| 66 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 67 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 68 | 4 | 3 | 3 | 4 | 4 | 5 | 23 |
| 69 | 4 | 3 | 4 | 5 | 3 | 5 | 24 |
| 70 | 4 | 3 | 4 | 5 | 5 | 5 | 26 |
| 71 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 72 | 5 | 4 | 4 | 5 | 4 | 4 | 26 |
| 73 | 4 | 3 | 5 | 4 | 4 | 5 | 25 |
| 74 | 5 | 4 | 3 | 5 | 4 | 5 | 26 |
| 75 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 76 | 4 | 5 | 4 | 5 | 5 | 5 | 28 |
| 77 | 4 | 2 | 4 | 4 | 3 | 5 | 22 |
| 78 | 5 | 3 | 4 | 5 | 4 | 5 | 26 |
| 79 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 80 | 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 81 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 82 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |

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| 83 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 84 | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 85 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 86 | 5 | 5 | 5 | 5 | 2 | 5 | 27 |
| 87 | 4 | 3 | 4 | 4 | 5 | 5 | 25 |
| 88 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| 89 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 90 | 5 | 5 | 5 | 5 | 3 | 5 | 28 |
| 91 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 92 | 5 | 5 | 3 | 5 | 5 | 5 | 28 |
| 93 | 5 | 4 | 4 | 5 | 4 | 4 | 26 |
| 94 | 4 | 5 | 5 | 4 | 5 | 4 | 27 |
| 95 | 5 | 3 | 4 | 4 | 4 | 5 | 25 |
| 96 | 3 | 3 | 4 | 5 | 5 | 5 | 25 |
| 97 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 98 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 99 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 100 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |

| No Responden | Persepsi Harga X3 | | | | | Total X3 |
|--------------|-------------------|------|------|------|------|----------|
| | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | |
| 1 | 4 | 4 | 4 | 4 | 4 | 20 |
| 2 | 5 | 4 | 4 | 4 | 4 | 21 |
| 3 | 4 | 3 | 4 | 4 | 4 | 19 |
| 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 4 | 4 | 5 | 5 | 5 | 23 |
| 6 | 4 | 3 | 4 | 5 | 4 | 20 |
| 7 | 4 | 3 | 5 | 4 | 4 | 20 |
| 8 | 4 | 4 | 4 | 4 | 4 | 20 |
| 9 | 3 | 3 | 3 | 3 | 3 | 15 |
| 10 | 4 | 4 | 4 | 4 | 4 | 20 |
| 11 | 4 | 4 | 4 | 4 | 4 | 20 |
| 12 | 4 | 5 | 5 | 4 | 4 | 22 |
| 13 | 4 | 4 | 5 | 4 | 5 | 22 |
| 14 | 4 | 3 | 5 | 4 | 5 | 21 |
| 15 | 4 | 4 | 4 | 4 | 4 | 20 |

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| 16 | 4 | 5 | 4 | 4 | 5 | 22 |
| 17 | 5 | 5 | 5 | 5 | 4 | 24 |
| 18 | 3 | 4 | 4 | 3 | 5 | 19 |
| 19 | 5 | 5 | 4 | 4 | 5 | 23 |
| 20 | 4 | 4 | 5 | 5 | 4 | 22 |
| 21 | 5 | 4 | 4 | 4 | 4 | 21 |
| 22 | 4 | 4 | 5 | 5 | 5 | 23 |
| 23 | 3 | 3 | 4 | 3 | 3 | 16 |
| 24 | 3 | 5 | 5 | 5 | 5 | 23 |
| 25 | 4 | 4 | 4 | 4 | 4 | 20 |
| 26 | 4 | 5 | 4 | 5 | 5 | 23 |
| 27 | 4 | 3 | 4 | 4 | 4 | 19 |
| 28 | 4 | 3 | 4 | 4 | 4 | 19 |
| 29 | 3 | 4 | 5 | 3 | 4 | 19 |
| 30 | 5 | 3 | 4 | 4 | 4 | 20 |
| 31 | 4 | 5 | 5 | 4 | 3 | 21 |
| 32 | 4 | 5 | 4 | 5 | 4 | 22 |
| 33 | 4 | 3 | 3 | 3 | 4 | 17 |
| 34 | 4 | 5 | 4 | 4 | 4 | 21 |
| 35 | 5 | 4 | 4 | 4 | 4 | 21 |
| 36 | 4 | 4 | 5 | 4 | 5 | 22 |
| 37 | 3 | 4 | 4 | 5 | 5 | 21 |
| 38 | 4 | 3 | 4 | 5 | 4 | 20 |
| 39 | 4 | 5 | 5 | 5 | 4 | 23 |
| 40 | 4 | 5 | 4 | 5 | 4 | 22 |
| 41 | 4 | 3 | 4 | 4 | 5 | 20 |
| 42 | 4 | 4 | 5 | 4 | 5 | 22 |
| 43 | 5 | 4 | 4 | 5 | 5 | 23 |
| 44 | 3 | 3 | 4 | 5 | 4 | 19 |
| 45 | 4 | 5 | 4 | 5 | 4 | 22 |
| 46 | 5 | 4 | 5 | 4 | 5 | 23 |
| 47 | 4 | 4 | 4 | 5 | 5 | 22 |
| 48 | 4 | 3 | 4 | 4 | 4 | 19 |
| 49 | 4 | 4 | 5 | 5 | 5 | 23 |
| 50 | 4 | 5 | 4 | 5 | 5 | 23 |
| 51 | 4 | 3 | 4 | 5 | 5 | 21 |
| 52 | 3 | 3 | 4 | 5 | 5 | 20 |

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| 53 | 3 | 4 | 5 | 5 | 5 | 22 |
| 54 | 5 | 4 | 5 | 5 | 5 | 24 |
| 55 | 4 | 5 | 5 | 5 | 4 | 23 |
| 56 | 4 | 5 | 4 | 4 | 5 | 22 |
| 57 | 4 | 5 | 5 | 5 | 5 | 24 |
| 58 | 5 | 5 | 5 | 4 | 4 | 23 |
| 59 | 5 | 5 | 4 | 4 | 4 | 22 |
| 60 | 5 | 5 | 5 | 4 | 3 | 22 |
| 61 | 4 | 3 | 4 | 5 | 5 | 21 |
| 62 | 4 | 4 | 3 | 5 | 5 | 21 |
| 63 | 4 | 4 | 5 | 5 | 4 | 22 |
| 64 | 5 | 5 | 4 | 4 | 4 | 22 |
| 65 | 4 | 5 | 4 | 3 | 4 | 20 |
| 66 | 5 | 4 | 4 | 5 | 4 | 22 |
| 67 | 5 | 4 | 4 | 4 | 5 | 22 |
| 68 | 3 | 4 | 5 | 5 | 4 | 21 |
| 69 | 4 | 2 | 4 | 5 | 4 | 19 |
| 70 | 5 | 4 | 5 | 4 | 5 | 23 |
| 71 | 4 | 4 | 4 | 4 | 5 | 21 |
| 72 | 4 | 5 | 4 | 5 | 4 | 22 |
| 73 | 4 | 4 | 5 | 4 | 5 | 22 |
| 74 | 4 | 5 | 4 | 4 | 5 | 22 |
| 75 | 4 | 4 | 5 | 4 | 4 | 21 |
| 76 | 4 | 5 | 5 | 4 | 5 | 23 |
| 77 | 4 | 3 | 4 | 4 | 4 | 19 |
| 78 | 4 | 5 | 5 | 5 | 5 | 24 |
| 79 | 4 | 4 | 4 | 5 | 5 | 22 |
| 80 | 3 | 3 | 4 | 4 | 4 | 18 |
| 81 | 5 | 3 | 4 | 5 | 3 | 20 |
| 82 | 4 | 5 | 5 | 4 | 5 | 23 |
| 83 | 5 | 5 | 5 | 5 | 4 | 24 |
| 84 | 4 | 5 | 5 | 5 | 5 | 24 |
| 85 | 5 | 4 | 4 | 4 | 4 | 21 |
| 86 | 4 | 4 | 5 | 4 | 5 | 22 |
| 87 | 4 | 4 | 5 | 4 | 4 | 21 |
| 88 | 5 | 5 | 5 | 5 | 5 | 25 |
| 89 | 5 | 5 | 5 | 4 | 5 | 24 |

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| 90 | 5 | 5 | 5 | 3 | 3 | 21 |
| 91 | 4 | 5 | 5 | 4 | 4 | 22 |
| 92 | 5 | 4 | 5 | 5 | 4 | 23 |
| 93 | 4 | 5 | 4 | 4 | 5 | 22 |
| 94 | 5 | 4 | 5 | 5 | 5 | 24 |
| 95 | 4 | 5 | 4 | 4 | 4 | 21 |
| 96 | 4 | 5 | 5 | 5 | 5 | 24 |
| 97 | 5 | 5 | 5 | 5 | 4 | 24 |
| 98 | 5 | 5 | 4 | 5 | 4 | 23 |
| 99 | 5 | 5 | 5 | 5 | 5 | 25 |
| 100 | 5 | 4 | 4 | 5 | 5 | 23 |

| No Responden | Kepuasan Konsumen Y | | | Total Y |
|--------------|---------------------|-----|-----|---------|
| | Y.1 | Y.2 | Y.3 | |
| 1 | 4 | 4 | 4 | 12 |
| 2 | 4 | 4 | 4 | 12 |
| 3 | 4 | 4 | 3 | 11 |
| 4 | 4 | 4 | 4 | 12 |
| 5 | 4 | 4 | 4 | 12 |
| 6 | 5 | 5 | 4 | 14 |
| 7 | 4 | 4 | 3 | 11 |
| 8 | 3 | 3 | 3 | 9 |
| 9 | 5 | 5 | 5 | 15 |
| 10 | 4 | 4 | 4 | 12 |
| 11 | 4 | 4 | 4 | 12 |
| 12 | 5 | 5 | 4 | 14 |
| 13 | 4 | 4 | 4 | 12 |
| 14 | 3 | 4 | 5 | 12 |
| 15 | 4 | 4 | 4 | 12 |
| 16 | 4 | 4 | 5 | 13 |
| 17 | 5 | 5 | 5 | 15 |
| 18 | 3 | 4 | 4 | 11 |
| 19 | 4 | 5 | 5 | 14 |
| 20 | 5 | 4 | 4 | 13 |
| 21 | 5 | 5 | 5 | 15 |
| 22 | 5 | 4 | 5 | 14 |

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| 23 | 3 | 4 | 3 | 10 |
| 24 | 5 | 5 | 5 | 15 |
| 25 | 4 | 4 | 4 | 12 |
| 26 | 4 | 5 | 5 | 14 |
| 27 | 4 | 4 | 4 | 12 |
| 28 | 5 | 4 | 4 | 13 |
| 29 | 5 | 4 | 4 | 13 |
| 30 | 3 | 3 | 4 | 10 |
| 31 | 4 | 4 | 5 | 13 |
| 32 | 4 | 4 | 5 | 13 |
| 33 | 4 | 2 | 3 | 9 |
| 34 | 4 | 4 | 5 | 13 |
| 35 | 5 | 4 | 5 | 14 |
| 36 | 4 | 4 | 3 | 11 |
| 37 | 5 | 4 | 4 | 13 |
| 38 | 4 | 4 | 4 | 12 |
| 39 | 4 | 4 | 4 | 12 |
| 40 | 5 | 4 | 4 | 13 |
| 41 | 4 | 5 | 4 | 13 |
| 42 | 4 | 4 | 5 | 13 |
| 43 | 4 | 4 | 4 | 12 |
| 44 | 4 | 4 | 4 | 12 |
| 45 | 4 | 5 | 5 | 14 |
| 46 | 4 | 4 | 4 | 12 |
| 47 | 4 | 4 | 5 | 13 |
| 48 | 4 | 4 | 5 | 13 |
| 49 | 4 | 5 | 4 | 13 |
| 50 | 4 | 5 | 4 | 13 |
| 51 | 5 | 5 | 4 | 14 |
| 52 | 5 | 5 | 5 | 15 |
| 53 | 5 | 5 | 5 | 15 |
| 54 | 5 | 5 | 5 | 15 |
| 55 | 4 | 5 | 5 | 14 |
| 56 | 5 | 5 | 5 | 15 |
| 57 | 5 | 5 | 5 | 15 |
| 58 | 5 | 4 | 5 | 14 |
| 59 | 5 | 4 | 5 | 14 |

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| 60 | 4 | 4 | 4 | 12 |
| 61 | 4 | 5 | 5 | 14 |
| 62 | 5 | 4 | 4 | 13 |
| 63 | 5 | 4 | 5 | 14 |
| 64 | 4 | 5 | 5 | 14 |
| 65 | 5 | 4 | 4 | 13 |
| 66 | 4 | 5 | 4 | 13 |
| 67 | 4 | 3 | 3 | 10 |
| 68 | 4 | 5 | 5 | 14 |
| 69 | 5 | 4 | 5 | 14 |
| 70 | 5 | 4 | 4 | 13 |
| 71 | 3 | 4 | 5 | 12 |
| 72 | 4 | 4 | 5 | 13 |
| 73 | 4 | 5 | 4 | 13 |
| 74 | 4 | 5 | 4 | 13 |
| 75 | 4 | 4 | 4 | 12 |
| 76 | 5 | 4 | 4 | 13 |
| 77 | 4 | 4 | 5 | 13 |
| 78 | 5 | 4 | 4 | 13 |
| 79 | 5 | 5 | 4 | 14 |
| 80 | 5 | 4 | 5 | 14 |
| 81 | 4 | 4 | 5 | 13 |
| 82 | 4 | 4 | 5 | 13 |
| 83 | 5 | 5 | 5 | 15 |
| 84 | 4 | 5 | 4 | 13 |
| 85 | 4 | 5 | 4 | 13 |
| 86 | 4 | 5 | 4 | 13 |
| 87 | 4 | 4 | 4 | 12 |
| 88 | 5 | 5 | 5 | 15 |
| 89 | 4 | 5 | 5 | 14 |
| 90 | 5 | 5 | 5 | 15 |
| 91 | 4 | 4 | 5 | 13 |
| 92 | 5 | 4 | 5 | 14 |
| 93 | 5 | 4 | 5 | 14 |
| 94 | 3 | 5 | 3 | 11 |
| 95 | 5 | 5 | 5 | 15 |
| 96 | 4 | 5 | 5 | 14 |

| | | | | |
|-----|---|---|---|----|
| 97 | 4 | 5 | 5 | 14 |
| 98 | 4 | 4 | 4 | 12 |
| 99 | 5 | 4 | 5 | 14 |
| 100 | 4 | 4 | 5 | 13 |

Lampiran 3
Hasil Olah Data

1. Uji Validitas

Brand Ambassador (X1)

Correlations

| | | X1.1 | X1.2 | X1.3 | X1.4 | TotalX1 |
|---------|---------------------|--------|--------|--------|--------|---------|
| X1.1 | Pearson Correlation | 1 | .183 | .272** | .091 | .561** |
| | Sig. (2-tailed) | | .068 | .006 | .369 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | .183 | 1 | .312** | .289** | .722** |
| | Sig. (2-tailed) | .068 | 100 | .002 | .004 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | .272** | .312** | 1 | .054 | .656** |
| | Sig. (2-tailed) | .006 | .002 | 100 | .592 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X1.4 | Pearson Correlation | .091 | .289** | .054 | 1 | .586** |
| | Sig. (2-tailed) | .369 | .004 | .592 | 100 | <.001 |
| | N | 100 | 100 | 100 | 100 | 100 |
| TotalX1 | Pearson Correlation | .561** | .722** | .656** | .586** | 1 |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | <.001 | 100 |
| | N | 100 | 100 | 100 | 100 | 100 |

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

Sumber: Data primer diolah SPSS V.27

Kualitas Produk (X2)

Correlations

| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | TotalX2 |
|------|---------------------|------|-------|------|--------|-------|------|---------|
| X2.1 | Pearson Correlation | 1 | .205* | .059 | .277** | -.103 | .162 | .523** |
| | Sig. (2-tailed) | | .040 | .561 | .005 | .309 | .108 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

| | | | | | | | | |
|--|---------------------|--------|--------|--------|--------|--------|--------|--------|
| X2.2 | Pearson Correlation | .205* | 1 | .138 | .023 | .068 | -.093 | .516** |
| | Sig. (2-tailed) | .040 | | .171 | .818 | .502 | .356 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .059 | .138 | 1 | .101 | -.002 | .103 | .463** |
| | Sig. (2-tailed) | .561 | .171 | | .317 | .985 | .306 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.4 | Pearson Correlation | .277** | .023 | .101 | 1 | .127 | .312** | .555** |
| | Sig. (2-tailed) | .005 | .818 | .317 | | .206 | .002 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.5 | Pearson Correlation | -.103 | .068 | -.002 | .127 | 1 | .130 | .449** |
| | Sig. (2-tailed) | .309 | .502 | .985 | .206 | | .197 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.6 | Pearson Correlation | .162 | -.093 | .103 | .312** | .130 | 1 | .478** |
| | Sig. (2-tailed) | .108 | .356 | .306 | .002 | .197 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| TotalX2 | Pearson Correlation | .523** | .516** | .463** | .555** | .449** | .478** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| <p>*. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed).</p> | | | | | | | | |

Sumber: Data primer diolah SPSS V.27

Persepsi Harga (X3)

Correlations

| | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | TotalX3 |
|---------|---------------------|--------|--------|--------|--------|--------|---------|
| X3.1 | Pearson Correlation | 1 | .265** | .128 | .101 | -.041 | .500** |
| | Sig. (2-tailed) | | .008 | .206 | .317 | .687 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.2 | Pearson Correlation | .265** | 1 | .346** | .108 | .129 | .692** |
| | Sig. (2-tailed) | .008 | | .000 | .285 | .202 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.3 | Pearson Correlation | .128 | .346** | 1 | .185 | .178 | .608** |
| | Sig. (2-tailed) | .206 | .000 | | .065 | .077 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.4 | Pearson Correlation | .101 | .108 | .185 | 1 | .300** | .567** |
| | Sig. (2-tailed) | .317 | .285 | .065 | | .002 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.5 | Pearson Correlation | -.041 | .129 | .178 | .300** | 1 | .522** |
| | Sig. (2-tailed) | .687 | .202 | .077 | .002 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| TotalX3 | Pearson Correlation | .500** | .692** | .608** | .567** | .522** | 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).

Sumber: Data primer diolah SPSS V.27

Kepuasan Konsumen (Y)

Correlations

| | Y.1 | Y.2 | Y.3 | TotalY |
|--|-----|-----|-----|--------|
| | | | | |

| | | | | | |
|---|---------------------|--------|--------|--------|--------|
| Y.1 | Pearson Correlation | 1 | .244* | .321** | .706** |
| | Sig. (2-tailed) | | .014 | .001 | .000 |
| | N | 100 | 100 | 100 | 100 |
| Y.2 | Pearson Correlation | .244* | 1 | .359** | .718** |
| | Sig. (2-tailed) | .014 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| Y.3 | Pearson Correlation | .321** | .359** | 1 | .777** |
| | Sig. (2-tailed) | .001 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 |
| TotalY | Pearson Correlation | .706** | .718** | .777** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 |
| *. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed). | | | | | |

Sumber: Data primer diolah SPSS V.27

2. Uji Reliabilitas

Brand Ambassador (X1)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .685 | 4 |

Sumber: Data primer diolah SPSS V.27

Kualitas Produk (X2)

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .722 | 6 |

Sumber: Data primer diolah SPSS V.27

Persepsi Harga (X3)

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .683 | 5 |

Sumber: Data primer diolah SPSS V.27

Kepuasan Konsumen (Y)

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .763 | 3 |

Sumber: Data primer diolah SPSS V.27

3. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

| | | | |
|--|-------------------------|-------------------------|------|
| | | Unstandardized Residual | |
| N | | 100 | |
| Normal Parameters ^{a,b} | Mean | .0000000 | |
| | Std. Deviation | 1.20326915 | |
| Most Extreme Differences | Absolute | .048 | |
| | Positive | .045 | |
| | Negative | -.048 | |
| Test Statistic | | .048 | |
| Asymp. Sig. (2-tailed) ^c | | .200 ^d | |
| Monte Carlo Sig. (2-tailed) ^e | Sig. | .826 | |
| | 99% Confidence Interval | Lower Bound | .816 |
| | | Upper Bound | .836 |
| a. Test distribution is Normal. | | | |

- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.
- e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Sumber: Data primer diolah SPSS V.27

4. Uji Multikolinieritas

Coefficients^a

| Model | Collinearity Statistics | |
|------------------|-------------------------|-------|
| | Tolerance | VIF |
| (Constant) | | |
| Brand Ambassador | .849 | 1.178 |
| Kualitas Produk | .765 | 1.308 |
| Persepsi Harga | .728 | 1.373 |

a. Dependent Variable: Kepuasan Konsumen

Sumber: Data primer diolah SPSS V.27

5. Uji Heteroskedastisitas

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------------|-----------------------------|------------|---------------------------|--------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.349 | 1.134 | | 3.834 | .000 |
| | Brand Ambassador | -1.196E-5 | .048 | .000 | .000 | 1.000 |
| | Kualitas Produk | -.081 | .043 | -.209 | -1.878 | .063 |
| | Persepsi Harga | -.061 | .047 | -.149 | -1.311 | .193 |

a. Dependent Variable: Abs_RES

Sumber: Data primer diolah SPSS V.27

6. Uji Statistik Parsial (Uji t)

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.203 | .763 | | 5.508 | .000 |
| | Brand Ambassador | .086 | .032 | .190 | 2.674 | .009 |

| | | | | | | |
|--------------------------|-----------------|------|------|------|-------|------|
| | Kualitas Produk | .156 | .029 | .402 | 5.363 | .000 |
| | Persepsi Harga | .157 | .031 | .384 | 4.997 | .000 |
| a. Dependent Variable: Y | | | | | | |

Sumber: Data primer diolah SPSS V.27

7. Uji Statistik Simultan (Uji F)

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|--|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 32.622 | 3 | 10.874 | 45.518 | .000 ^b |
| | Residual | 22.934 | 96 | .239 | | |
| | Total | 55.556 | 99 | | | |
| a. Dependent Variable: Kepuasan Konsumen | | | | | | |
| b. Predictors: (Constant), Persepsi Harga, Brand Ambassador, Kualitas Produk | | | | | | |

Sumber: Data primer diolah SPSS V.27

8. Uji Analisis Regresi Linier Berganda

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------------------|------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.203 | .763 | | 5.508 | .000 |
| | Brand Ambassador | .086 | .032 | .190 | 2.674 | .009 |
| | Kualitas Produk | .156 | .029 | .402 | 5.363 | .000 |
| | Persepsi Harga | .157 | .031 | .384 | 4.997 | .000 |
| a. Dependent Variable: Y | | | | | | |

Sumber: Data primer diolah SPSS V.27

9. Uji Analisis Koefisien Determinasi (R²)

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|--|-------------------|----------|-------------------|----------------------------|
| 1 | .847 ^a | .717 | .708 | .367 |
| a. Predictors: (Constant), Persepsi Harga, Brand Ambassador, Kualitas Produk | | | | |

Sumber: Data primer diolah SPSS V.27

Lampiran 4

Surat Ijin Untuk Mengadakan Penelitian



UNIVERSITAS 17 AGUSTUS 1945 SURABAYA
BIRO AKADEMIK

Jl. Semolowaru 45 Surabaya 60118, Tlp. (031) 5931800

16 Januari 2024

Nomor : 018/K/BA/1/2024
Lampiran : -
Perihal : Permohonan Ijin Untuk Mengadakan Penelitian

Kepada Yth.
Dekan Fakultas Ekonomi dan Bisnis
Universitas 17 Agustus 1945 Surabaya
Jl. Semolowaru No. 45 Surabaya

Menindaklanjuti surat dari Dekan Fakultas Ekonomi dan Bisnis tentang Permohonan Ijin untuk Mengadakan Penelitian pada mahasiswa UNTAG Surabaya Kami memberikan ijin kepada mahasiswa atas nama Fredyta Wijianti dengan NIM 1212000132 untuk mengadakan penelitian dengan mahasiswa UNTAG Surabaya sebagai subyek penelitian.

Demikian surat balasan kami, atas perhatian dan kerjasamanya disampaikan terimakasih.




Dwi Harini Sulistawati, S.ST.,MT


NPP. 20460.16.0702

Tembusan Kepada Yth:
1. Fredyta Wijianti (1212000132)
2. Arsip

Lampiran 5
Kartu Bimbingan



UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA
FAKULTAS EKONOMI DAN BISNIS
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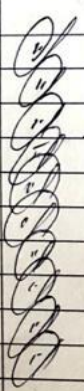
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Nama Pembimbing : Drs. Ec. Matori, MM

Judul Skripsi : Pengaruh Brand Ambassador, Kualitas Produk, dan Persepsi Harga Terhadap Kepuasan Konsumen Produk Scarlett Whitening Pada Mahasiswa Universitas 17 Agustus Surabaya

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
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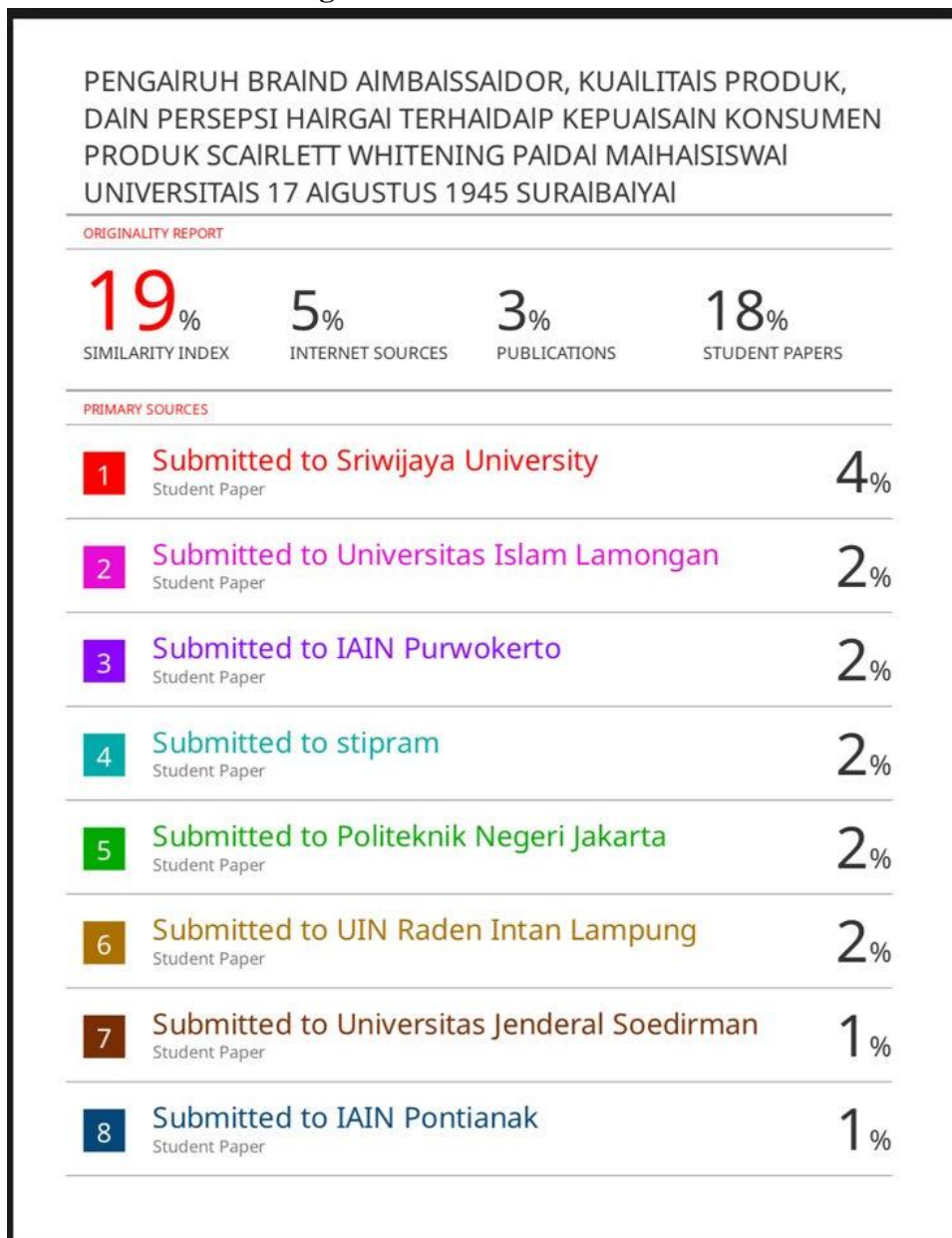
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