

LAMPIRAN 1

KUESIONER PENELITIAN

PENGARUH *BRAND AMBASSADOR IDOL KPOP* DAN *KOREAN WAVE* TERHADAP MINAT BELI MELALUI SHOPEE” (*Studi Kasus Pada Konsumen Shopee di Kefamenanu*)

Teman-teman responden terhormat,

Bersama ini, saya mohon kesediaan teman-teman untuk mengisi kuesioner saya dibawah ini. Informasi yang teman-teman berikan merupakan bantuan yang sangat berarti bagi saya dalam menyelesaikan penelitian ini. Atas bantuan dan perhatiannya saya ucapkan terima kasih.

I. Identitas Responden

Nama :
Umur :
Jenis Kelamin : :
Alamat :

II. Petunjuk Pengisian

Berilah tanda Check List (✓) pada salah satu jawaban yang paling sesuai dengan pendapat teman-teman. Kriteria Penelitian :

SS : Sangat Setuju = Skor 4
S : Setuju = Skor 3
TS : Tidak Setuju = Skor 2
STS : Sangat Tidak Setuju = Skor 1

Daftar Pernyataan Variabel *Brand Ambassador* (X1)

No	Pernyataan	STS	TS	S	SS
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1	Menurut saya selebriti yang digunakan oleh Shopee dapat di percaya				
2	Selebriti yang digunakan oleh Shopee, memiliki daya tarik yang kuat				
3	Menurut saya selebriti yang digunakan oleh Shopee mudah dikenal				
4	Menurut saya selebriti yang digunakan oleh Shopee sangat berpengalaman				
5	Menurut saya selebriti yang digunakan oleh Shopee memiliki sikap yang baik				
6	Menurut saya selebriti yang digunakan oleh Shopee adalah orang yang ahli dibidangnya.				

No	Pernyataan	STS	TS	S	SS
1	Saya sangat menyukai budaya korea				
2	Saya menyukai makanan, film, musik, fashion dan bahasa dari korea				
3	Saya menyukai produk budaya korea karena baik dan sesuai dengan keinginan pelanggan				
4	Menurut saya produk budaya korea yang ada di Shopee sangat populer dikalangan remaja				
5	Saya membeli di Shopee karena banyak produk budaya korea				

**Daftar
Pernyataan
Variabel
Korean Wave
(X2)**

Daftar pernyataan variabel Minat beli (Y)

No	Pernyataan	STS	TS	S	SS
1	Saya sudah merencanakan produk apa yang ingin saya beli di Shopee				
2	Saya akan merekomendasikan produk Shopee kepada orang lain				
3	Saya membeli produk setelah melihat orang lain membeli produk di Shopee				
4	Saya selalu mencari informasi sebelum saya melakukan pembelian produk di Shopee				
5	Saya menggunakan Shopee karena memiliki harga yang menguntungkan bagi saya				

LAMPIRAN 2
TABULASI DATA

No Responden	JK	Brand Ambassador Idol K-Pop (X1)						Total
		1	2	3	4	5	6	
1	P	3	3	3	3	4	4	20
2	P	4	4	4	4	4	4	24
3	P	4	4	4	4	4	3	23
4	L	3	3	3	3	3	3	18
5	L	3	4	3	4	3	3	20
6	L	4	4	4	4	4	3	23
7	P	3	3	3	3	3	3	18
8	P	4	4	4	4	4	4	24
9	P	4	4	4	4	4	4	24
10	P	4	4	4	4	4	4	24
11	L	4	4	4	4	4	3	23
12	P	3	3	3	3	4	3	19
13	P	4	4	4	4	4	3	23
14	P	3	4	3	3	4	3	20
15	P	3	4	3	3	4	4	21
16	P	3	4	4	4	4	3	22
17	P	3	3	3	3	4	3	19
18	P	3	3	3	3	3	3	18
19	P	3	4	4	4	3	3	21
20	P	3	3	4	4	4	4	22
21	P	4	3	4	3	4	4	22
22	P	4	3	4	4	3	3	21
23	P	3	3	3	3	3	3	18

24	P	3	4	3	4	4	3	21
25	L	4	3	3	4	4	3	21
26	P	3	3	3	3	3	3	18
27	L	4	3	3	3	3	4	20
28	P	4	4	4	4	4	4	24
29	L	3	3	3	4	4	4	21
30	L	3	4	4	3	4	3	21
31	P	4	4	3	4	4	4	23
32	P	3	4	3	3	4	3	20
33	P	3	3	3	3	3	4	19
34	L	3	3	3	4	3	3	19
35	P	4	3	3	4	3	4	21
36	P	3	3	3	3	3	3	18
37	L	4	3	3	3	3	4	20
38	L	3	4	3	4	4	4	22
39	P	4	3	3	4	4	3	21
40	L	4	3	4	3	4	3	21
41	P	3	3	3	3	4	3	19
42	P	3	3	3	3	3	3	18
43	P	4	4	4	4	4	3	23
44	P	3	3	4	4	3	3	20
45	L	3	3	3	3	3	3	18
46	L	3	3	4	3	4	3	20
47	P	3	3	3	3	3	3	18
48	P	3	3	3	3	4	3	19
49	L	3	3	3	3	3	4	19
50	P	3	3	3	3	4	3	19
								1030

No Responden	JK	Korean Wave (X2)					Total
		1	2	3	4	5	
1	P	4	4	4	4	4	20
2	P	4	3	4	4	4	19
3	P	4	3	3	4	4	18
4	L	3	3	3	3	3	15
5	L	4	3	3	4	4	18
6	L	4	4	4	4	4	20
7	P	3	3	4	3	3	16
8	P	4	4	4	3	4	19

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

45	L	3	3	3	3	3	15
46	L	4	4	3	3	3	17
47	P	3	4	3	3	4	17
48	P	3	3	3	3	3	15
49	L	4	3	3	3	4	17
50	P	3	3	3	3	3	15
							845

No Responden	JK	Minat Beli (Y)					Total
		1	2	3	4	5	
1	P	4	4	4	4	4	20
2	P	4	4	4	4	4	20
3	P	3	4	4	4	4	19
4	L	3	3	3	3	3	15
5	L	3	4	4	4	4	19
6	L	4	4	4	4	4	20
7	P	4	3	3	3	3	16
8	P	4	3	4	3	4	18
9	P	3	4	3	4	3	17
10	P	4	3	3	3	3	16
11	L	4	3	4	3	4	18
12	P	4	3	3	3	3	16
13	P	4	4	4	4	4	20
14	P	3	3	3	3	3	15
15	P	3	3	4	3	4	17
16	P	4	4	4	4	4	20
17	P	4	3	3	3	3	16
18	P	3	3	3	3	3	15
19	P	3	3	4	3	4	17
20	P	3	3	4	3	4	17
21	P	3	3	3	3	3	15
22	P	4	4	4	4	4	20
23	P	3	3	3	3	3	15
24	P	3	3	4	3	4	17
25	L	3	3	3	3	3	15
26	P	3	4	3	4	3	17
27	L	3	3	4	3	4	17
28	P	4	4	4	4	4	20
29	L	3	3	3	3	3	15

30	L	3	3	3	3	3	15
31	P	3	3	4	3	4	17
32	P	3	3	3	3	3	15
33	P	3	3	3	3	3	15
34	L	3	4	3	4	3	17
35	P	3	3	3	3	3	15
36	P	3	3	3	3	3	15
37	L	3	3	4	3	4	17
38	L	3	4	3	4	3	17
39	P	3	3	3	3	3	15
40	L	4	4	3	4	3	18
41	P	3	3	3	3	3	15
42	P	3	3	3	3	3	15
43	P	4	4	4	4	4	20
44	P	3	3	4	3	4	17
45	L	3	3	3	3	3	15
46	L	3	3	3	3	3	15
47	P	3	3	4	3	4	17
48	P	3	3	3	3	3	15
49	L	3	3	4	3	4	17
50	P	3	3	3	3	3	15
							839

LAMPIRAN 3

Hasil Uji Validitas dan Reliabilitas

1. Variabel *Brand Ambassador Idol K-pop* (X₁)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Total
X1.1	Pearson Correlation	1	.286*	.491**	.485**	.273	.308*	.731**
	Sig. (2-tailed)		.044	.000	.000	.055	.030	.000
	N	50	50	50	50	50	50	50
X1.2	Pearson Correlation	.286*	1	.454**	.523**	.471**	.103	.723**

	Sig. (2-tailed)	.044		.001	.000	.001	.475	.000
	N	50	50	50	50	50	50	50
X1.3	Pearson Correlation	.491**	.454**	1	.485**	.358*	.047	.731**
	Sig. (2-tailed)	.000	.001		.000	.011	.746	.000
	N	50	50	50	50	50	50	50
X1.4	Pearson Correlation	.485**	.523**	.485**	1	.257	.155	.754**
	Sig. (2-tailed)	.000	.000	.000		.071	.281	.000
	N	50	50	50	50	50	50	50
X1.5	Pearson Correlation	.273	.471**	.358*	.257	1	.127	.444**
	Sig. (2-tailed)	.055	.001	.011	.071		.379	.001
	N	50	50	50	50	50	50	50
X1.6	Pearson Correlation	.308*	.103	.047	.155	.127	1	.444**
	Sig. (2-tailed)	.030	.475	.746	.281	.379		.001
	N	50	50	50	50	50	50	50
Total	Pearson Correlation	.731**	.723**	.731**	.754**	.444**	.444**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.001	
	N	50	50	50	50	50	50	50

*. Correlation is significant at the 0.05 level (2-tailed).

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

Reliability Statistics

Cronbach's Alpha	N of Items
.742	6

2. Variabel *Korean Wave* (X₂)

Correlations

	X2.1	X2.2	X2.3	X2.4	X2.5	Total	
X2.1	Pearson Correlation	1	.475**	.534**	.447**	.314*	.792**
	Sig. (2-tailed)		.000	.000	.001	.027	.000
	N	50	50	50	50	50	50
X2.2	Pearson Correlation	.475**	1	.356*	.356*	.181	.677**
	Sig. (2-tailed)	.000		.011	.011	.209	.000

	N	50	50	50	50	50	50
	Pearson Correlation	.534**	.356*	1	.429**	.299*	.737**
X2.3	Sig. (2-tailed)	.000	.011		.002	.035	.000
	N	50	50	50	50	50	50
	Pearson Correlation	.447**	.356*	.429**	1	.299*	.711**
X2.4	Sig. (2-tailed)	.001	.011	.002		.035	.000
	N	50	50	50	50	50	50
	Pearson Correlation	.314*	.181	.299*	.299*	1	.601**
X2.5	Sig. (2-tailed)	.027	.209	.035	.035		.000
	N	50	50	50	50	50	50
	Pearson Correlation	.792**	.677**	.737**	.711**	.601**	1
Total	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50

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

* . Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.744	5

3. Variabel Minat Beli (Y)

Correlations

	Y.1	Y.2	Y.3	Y.4	Y.5	Total

Y.1	Pearson Correlation	1	.429**	.299*	.429**	.299*	.640**
	Sig. (2-tailed)		.002	.035	.002	.035	.000
	N	50	50	50	50	50	50
Y.2	Pearson Correlation	.429**	1	.299*	1.000**	.299*	.787**
	Sig. (2-tailed)	.002		.035	.000	.035	.000
	N	50	50	50	50	50	50
Y.3	Pearson Correlation	.299*	.299*	1	.299*	1.000**	.783**
	Sig. (2-tailed)	.035	.035		.035	.000	.000
	N	50	50	50	50	50	50
Y.4	Pearson Correlation	.429**	1.000**	.299*	1	.299*	.787**
	Sig. (2-tailed)	.002	.000	.035		.035	.000
	N	50	50	50	50	50	50
Y.5	Pearson Correlation	.299*	.299*	1.000**	.299*	1	.783**
	Sig. (2-tailed)	.035	.035	.000	.035		.000
	N	50	50	50	50	50	50
Total	Pearson Correlation	.640**	.787**	.783**	.787**	.783**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50

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

* . Correlation is significant at the 0.05 level (2-tailed).

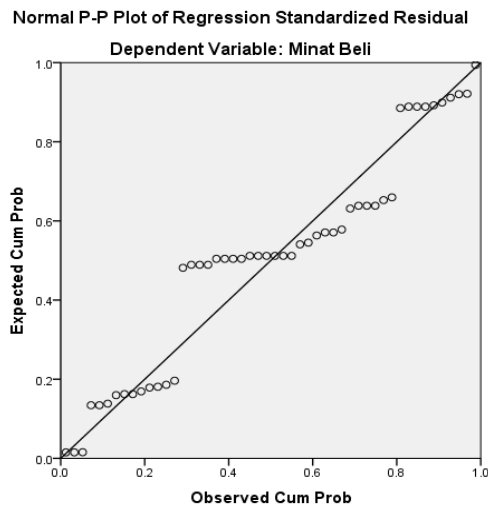
Reliability Statistics

Cronbach's Alpha	N of Items
.813	5

Lampiran 4 Uji Asumsi Klasik

1. Uji Normalitas

a. Dengan menggunakan Metode grafik Normal of regression



b. Dengan menggunakan metode One Sample Kolmogorov Smirnof

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	.84190520
Most Extreme Differences	Absolute	.201
	Positive	.137
	Negative	-.201
Kolmogorov-Smirnov Z		1.422
Asymp. Sig. (2-tailed)		.335

a. Test distribution is Normal.

b. Calculated from data.

2. Uji Multikolinearitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.763	1.401		.545	.588		
1 Brand Ambassador Idol K-pop	.016	.081	.018	.200	.842	.600	1.667
Korean Wave	.928	.093	.874	9.979	.000	.600	1.667

a. Dependent Variable: Minat Beli

3. Uji Autokorelasi

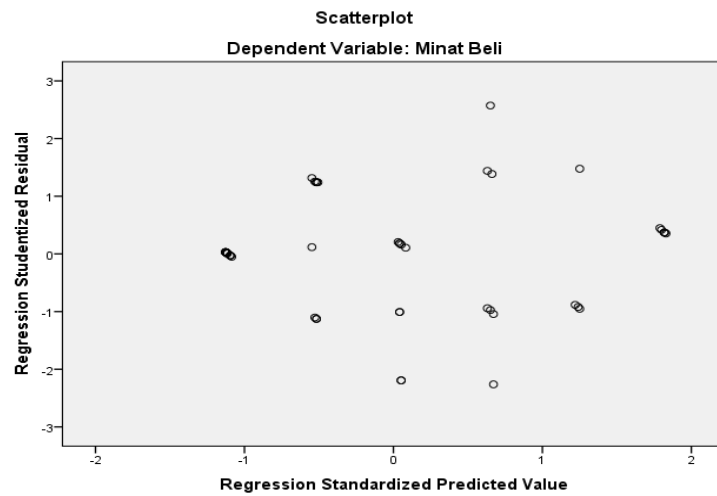
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.885 ^a	.784	.775	.85963	1.781

a. Predictors: (Constant), Korean Wave, Brand Ambassador Idol K-pop

b. Dependent Variable: Minat Beli

4. Uji Heteroskedastisitas



5. Uji Linearitas

- a. Uji Linearita *Brand Ambassador Idol K-pop* (X_1) terhadap Minat Beli
(Y)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat Beli * Brand Ambassador Idol K-pop	Between Groups	(Combined)	64.033	6	10.672	4.753	.001
		Linearity	52.269	1	52.269	23.279	.000
		Deviation from Linearity	11.764	5	2.353	1.048	.402
	Within Groups		96.547	43	2.245		
	Total		160.580	49			

- b. Uji Linearitas *Korean Wave* (X_2) terhadap Minat Beli (Y)

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.

		(Combined)	130.623	5	26.125	38.371	.000
Minat Beli * Korean Wave	Between Groups	Linearity	125.819	1	125.819	184.79 9	.000
		Deviation from Linearity	4.804	4	1.201	1.764	.153
	Within Groups		29.957	44	.681		
	Total		160.580	49			

Lampiran 5

Hasil Analisis Regresi Linear Sederhana

a. Pengaruh *Brand Ambassador Idol K-pop* (X_1) terhadap Minat Beli (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.571 ^a	.325	.311	1.50216

a. Predictors: (Constant), Brand Ambassador Idol K-pop

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.269	1	52.269	23.164	.000 ^b
	Residual	108.311	48	2.256		
	Total	160.580	49			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Brand Ambassador Idol K-pop

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.860	2.279		2.571	.013
	Brand Ambassador Idol K-pop	.530	.110	.571	4.813	.000

a. Dependent Variable: Minat Beli

b. Pengaruh *Korean Wave* (X_2) terhadap Minat Beli (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.885 ^a	.784	.779	.85099

a. Predictors: (Constant), Korean Wave

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	125.819	1	125.819	173.738	.000 ^b

Residual	34.761	48	.724	
Total	160.580	49		

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Korean Wave

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.900	1.211		.743	.461
Korean Wave	.940	.071	.885	13.181	.000

a. Dependent Variable: Minat Beli

Lampiran 6

Hasil Analisis Regresi Linear Berganda Variabel *Brand Ambassador Idol K-pop* (X₁) dan *Korean Wave* (X₂) terhadap Minat Beli (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.885 ^a	.784	.775	.85963

a. Predictors: (Constant), Korean Wave, Brand Ambassador Idol K-pop

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	125.849	2	62.924	85.152	.000 ^b
	Residual	34.731	47	.739		
	Total	160.580	49			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Korean Wave, Brand Ambassador Idol K-pop

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.763	1.401		.545	.588
	Brand Ambassador Idol K-pop	.016	.081	.018	.200	.842
	Korean Wave	.928	.093	.874	9.979	.000

a. Dependent Variable: Minat Beli

LAMPIRAN 7
Uji Sumbangan Efektif

Correlations

		Minat Beli (Y)	Brand Ambassador Idol K-pop (X1)	Korean Wave (X2)
Pearson Correlation	Minat Beli (Y)	1.000	.571	.885
	Brand Ambassador Idol K-pop (X1)	.571	1.000	.633
	Korean Wave (X2)	.885	.633	1.000
Sig. (1-tailed)	Minat Beli (Y)	.	.000	.000
	Brand Ambassador Idol K-pop (X1)	.000	.	.000
	Korean Wave (X2)	.000	.000	.
N	Minat Beli (Y)	50	50	50
	Brand Ambassador Idol K-pop (X1)	50	50	50
	Korean Wave (X2)	50	50	50