Variabel X

NO	PERTANYAAN	SS	CS	S	TS	STS
1	Bintang iklan " Agnes Monica" memiliki kemampuan untuk mengkomunikasikan produk Honda Vario 125 PGM FI dengan baik.					
2	Bintang iklan " Agnes Monica" terlihat memiliki pengetahuan yang baik tentang produk Honda Vario 125 PGM FI					
3	Bintang iklan " Agnes Monica" memiliki penampilan yang menarik dalam iklan Honda Vario 125 PGM FI					
4	Bintang iklan " Agnes Monica" terlihat kharismatik dalam iklan Honda Vario 125 PGM FI					
5	Saya memiliki presepsi yang sama dengan "Agnes Monica" mengenai produk Honda Vario 125 PGM FI					
6	Menurut saya bintang iklan Honda Vario 125 PGM FI memiliki citra yang baik sebagai selebritis					
7	Saya memiliki gaya hidup yang sama dengan "Agnes Monica " seperti dalam iklan Honda Vario 125 PGM FI					

Celebrity Endorser

Variabel Y
Brand Image

NO	PERTANYAAN	SS	CS	S	TS	STS
1	Jika mendengar nama Agnes Monica maka saya akan teringat terhadap produk Honda Vari 125 PGM FI					
2	Honda Vario 125 PGM FI memiliki logo yang menarik					
3	Merek Honda Vario 125 PGM FI mudah di ingat					
4	Honda Vario 125 PGM FI mudah di temukan					
5	Harga Honda Vario 125 PGM FI sesuai dengan kualitas yang di temukan					
6	Honda Vario 125 PGM FI memiliki reputasi yang baik.					

Responden	Variabel X							Median
	X1	X2	X3	X4	X5	X6	X7	
1	4	3	3	3	3	3	5	3
2	4	4	4	4	4	4	4	4
3	3	3	3	4	4	2	4	3
4	4	5	4	3	3	4	4	4
5	4	4	3	3	3	4	4	4
6	3	4	4	4	4	3	3	4
7	4	3	3	4	4	3	4	4
8	4	4	3	3	4	4	3	4
9	3	3	2	2	3	3	3	3
10	4	4	3	4	4	4	4	4
11	4	3	3	4	3	3	4	3
12	4	4	3	4	5	5	4	4
13	4	4	3	5	4	4	4	4
14	4	4	4	2	3	4	4	4
15	5	5	4	2	3	4	3	4
16	5	4	5	3	3	4	4	4
17	4	4	3	4	4	3	3	4
18	4	3	3	3	4	4	5	4
19	4	4	4	5	4	5	4	4
20	5	4	3	2	1	3	4	3
21	4	4	4	3	3	4	3	4
22	5	4	3	3	3	4	3	3
23	4	5	3	2	4	2	5	4
24	4	4	4	4	4	3	4	4
25	4	4	3	4	3	3	3	3
26	3	4	3	4	5	3	4	4
27	3	3	3	3	3	3	4	3
28	4	4	4	4	4	4	4	4
29	3	4	3	3	4	3	3	3
30	3	4	3	4	3	4	3	3
31	4	3	5	3	4	3	4	4
32	4	5	4	4	4	4	4	4
33	4	4	5	4	4	4	3	4
34	4	4	4	4	4	3	3	4
35	4	4	3	2	4	4	4	4
36	4	3	4	2	4	4	4	4

37	4	4	4	4	5	3	4	4
38	4	4	5	4	3	4	4	4
39	4	5	4	5	4	4	5	4
40	4	4	4	4	1	4	4	4
41	5	4	4	4	4	3	5	4
42	4	4	5	5	4	4	4	4
43	5	5	4	4	4	4	4	4
44	4	4	4	5	5	4	5	4
45	4	4	5	2	4	4	4	4
46	5	5	4	4	4	4	5	4
47	4	4	5	4	5	4	5	4
48	5	5	5	4	5	4	4	5
49	5	5	4	2	4	3	4	4
50	4	4	4	5	4	4	4	4
51	4	4	4	5	4	5	5	4
52	4	4	5	5	4	3	5	4
53	5	5	5	4	4	5	4	5
54	5	5	5	4	4	4	4	4
55	5	5	4	4	4	4	4	4
56	5	5	4	4	4	5	4	4
57	4	4	5	5	5	4	4	4
58	4	4	4	5	4	3	4	4
59	4	4	3	4	5	4	4	4
60	5	5	4	5	5	4	4	5
61	4	4	4	4	4	3	5	4
62	4	3	4	4	5	3	3	4
63	4	4	4	5	4	4	4	4
64	4	3	4	4	4	4	4	4
65	5	4	5	4	5	5	5	5
66	4	4	4	4	5	4	4	4
67	4	4	4	5	5	4	4	4
68	5	4	5	4	5	5	4	5
69	4	4	4	5	5	4	4	4
70	5	5	4	4	4	4	4	4
71	5	4	4	4	4	4	3	4
72	4	4	4	4	5	4	4	4
73	4	5	5	4	4	4	4	4
74	4	4	5	5	4	4	4	4
75	3	4	4	4	4	3	4	4

76	4	4	4	5	5	4	4	4
77	4	5	4	4	4	4	4	4
78	4	4	5	4	4	3	4	4
79	5	4	4	5	4	4	4	4
80	3	4	4	4	4	4	4	4
81	4	5	5	5	4	3	4	4
82	4	4	4	5	4	3	4	4
83	4	3	4	4	4	4	5	4
84	4	4	4	4	4	4	4	4
85	4	4	4	4	4	4	4	4
86	4	5	4	5	5	3	5	5
87	4	4	5	5	4	4	4	4
88	5	4	4	4	5	5	5	5
89	4	4	4	4	4	4	5	4
90	5	5	5	4	4	4	4	4
91	4	4	3	3	4	3	3	3
92	4	3	5	3	3	4	3	3
93	4	4	3	4	4	4	3	4
94	4	4	3	4	4	4	3	4
95	4	4	4	3	3	4	3	4
96	4	4	5	3	4	4	4	4
97	4	4	4	4	4	3	4	4
98	4	4	4	4	4	4	4	4
99	2	4	3	3	4	4	4	4
100	4	4	4	4	4	3	2	4
101	4	4	4	5	3	5	5	4
102	5	4	4	4	4	3	1	4
103	4	2	5	4	3	3	5	4
104	3	3	4	3	3	5	4	3
105	5	4	4	5	3	3	2	4
106	4	3	4	3	3	3	3	3
107	4	2	3	3	3	4	2	3
108	3	4	5	4	4	5	3	4
109	3	3	3	4	4	4	3	3
110	4	3	5	3	3	4	2	3
111	3	4	4	3	3	3	2	3
112	3	3	4	4	5	5	3	4
113	4	4	4	3	3	4	3	4
114	3	3	4	4	3	3	2	3

115	5	2	3	3	3	3	2	3
116	3	4	5	4	2	3	2	3
117	3	3	4	3	3	3	4	3
118	5	3	4	4	4	5	4	4
119	4	3	3	3	3	4	4	3
120	3	3	3	4	3	5	2	3
121	3	2	5	3	5	4	4	4
122	3	3	5	3	3	3	5	3
123	4	4	5	3	3	4	4	4
124	4	3	4	4	4	4	5	4
125	4	3	4	4	3	3	3	3
korelasi	**0,42872**	**0,51273**	**0,38006**	**0,35062**	**0,59718**	**0,35547**	**0,41704**	

Responden	Variabel Y						Median
	Y1	Y2	Y3	Y4	Y5	Y6	
1	4	3	4	3	4	3	4
2	4	4	3	2	4	3	4
3	3	3	2	2	3	4	3
4	5	3	5	3	4	4	4
5	4	3	4	3	4	4	4
6	3	2	3	2	4	4	3
7	3	3	4	3	3	3	3
8	3	3	3	3	3	4	3
9	2	3	2	1	2	2	2
10	3	3	4	3	3	4	3
11	3	4	3	4	4	2	4
12	4	4	3	2	4	3	4
13	3	3	2	3	5	4	3
14	4	4	4	1	4	2	4
15	2	3	4	1	1	3	3
16	3	3	4	2	4	3	3
17	3	4	4	3	5	4	4
18	4	5	4	3	5	4	4
19	4	3	3	2	4	3	3
20	5	4	3	2	3	4	4
21	2	3	3	2	3	4	3

22	4	4	4	3	4	4	4
23	3	4	2	4	2	4	4
24	3	3	4	4	4	3	4
25	3	3	4	3	2	3	3
26	3	4	3	5	4	5	4
27	4	3	4	4	3	3	4
28	4	3	4	3	4	5	4
29	3	2	2	3	3	4	3
30	3	4	3	3	3	4	3
31	4	4	4	4	5	5	4
32	4	3	4	5	5	3	4
33	4	4	5	4	5	4	4
34	5	4	4	4	4	5	4
35	4	4	4	5	4	3	4
36	4	4	5	4	3	4	4
37	4	4	4	5	4	3	4
38	4	5	3	4	2	4	4
39	3	4	4	5	5	4	4
40	4	5	4	4	4	5	4
41	4	4	4	4	5	4	4
42	4	4	4	5	5	4	4
43	4	3	4	4	4	4	4
44	4	4	5	4	4	5	

							4
45	5	4	4	5	4	5	5
46	4	4	4	4	5	4	4
47	4	4	5	4	5	4	4
48	4	4	4	4	2	3	4
49	3	5	4	4	2	3	4
50	4	4	5	4	4	4	4
51	4	4	4	4	4	4	4
52	5	4	4	4	4	4	4
53	4	3	4	4	5	4	4
54	5	4	4	4	4	4	4
55	4	4	4	4	5	4	4
56	4	5	4	4	4	5	4
57	5	5	4	5	5	5	5
58	5	4	5	5	5	4	5
59	4	5	4	2	2	4	4
60	5	5	4	5	5	5	5
61	4	4	5	5	5	4	5
62	4	5	4	5	5	4	5
63	5	4	5	4	4	4	4
64	4	4	4	5	5	4	4
65	4	5	5	5	5	4	5
66	4	5	4	4	4	4	4

67	5	5	4	5	5	5	5
68	4	4	3	4	4	4	4
69	5	5	4	5	4	4	5
70	5	4	4	4	4	5	4
71	4	4	4	4	5	4	4
72	3	4	4	5	3	5	4
73	4	5	4	4	4	5	4
74	4	4	3	4	4	4	4
75	4	4	4	5	4	4	4
76	4	4	4	4	4	4	4
77	4	4	4	4	4	4	4
78	5	4	4	5	5	4	5
79	4	5	4	4	4	4	4
80	4	4	5	4	4	4	4
81	4	4	4	5	4	4	4
82	5	4	4	4	3	4	4
83	5	5	4	4	4	4	4
84	4	4	3	4	4	4	4
85	4	4	4	4	5	4	4
86	4	4	4	4	4	5	4
87	4	4	5	4	4	4	4
88	4	4	4	4	4	4	4
89	4	4	4	5	5	5	

							5
90	4	4	4	5	4	4	4
91	4	4	3	4	4	4	4
92	4	5	3	3	4	4	4
93	4	5	3	5	4	5	5
94	2	2	2	3	3	3	3
95	4	3	1	3	3	4	3
96	4	4	3	4	4	5	4
97	3	4	3	3	4	5	4
98	3	3	3	3	4	4	3
99	4	3	2	3	4	4	4
100	3	4	2	3	4	4	4
101	5	3	3	4	3	4	4
102	5	3	3	5	5	3	4
103	3	4	4	3	3	4	4
104	4	4	4	4	5	3	4
105	3	3	4	4	5	3	4
106	5	3	4	4	3	4	4
107	5	3	4	4	5	3	4
108	3	4	4	5	5	4	4
109	3	4	4	5	5	3	4
110	3	3	3	4	4	3	3
111	3	5	3	3	5	4	4

112	3	3	3	3	3	4	3
113	5	3	4	4	4	4	4
114	5	4	3	4	4	4	4
115	3	3	3	4	4	3	3
116	5	3	4	5	3	3	4
117	4	3	3	3	3	4	3
118	3	3	4	4	5	3	4
119	4	5	4	3	4	3	4
120	3	2	4	4	3	4	4
121	5	3	3	3	4	3	3
122	5	4	3	3	4	3	4
123	3	3	3	3	4	4	3
124	4	3	2	1	2	3	3
125	4	4	3	3	3	3	3
korelasi	**0,61601**	**0,64649**	**0,5974**	**0,71186**	**0,56777**	**0,48554**	

Uji Reliabilitas Variabel X *(Celebrity Endorser)*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.635	.635	7

Item Statistics

	Mean	Std. Deviation	N
X1	4.02	.628	125
X2	3.89	.698	125
X3	3.98	.712	125
X4	3.82	.817	125
X5	3.84	.766	125
X6	3.76	.665	125
X7	3.79	.826	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1	23.07	6.874	.303	.187	.611
X2	23.21	6.408	.387	.214	.586
X3	23.12	6.590	.319	.115	.606
X4	23.28	6.058	.383	.216	.586
X5	23.26	6.095	.418	.246	.574
X6	23.34	6.838	.283	.090	.616
X7	23.30	6.229	.328	.127	.606

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
27.10	8.265	2.875	7

Uji Reliabilitas Variabel Y (*Brand Image*)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.740	.737	6

Item Statistics

	Mean	Std. Deviation	N
Y1	3.88	.758	125
Y2	3.79	.744	125
Y3	3.67	.781	125
Y4	3.74	.985	125
Y5	3.94	.878	125
Y6	3.86	.688	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1	19.00	7.790	.458	.214	.708
Y2	19.09	7.823	.462	.239	.707
Y3	19.21	7.650	.473	.253	.704
Y4	19.14	6.286	.616	.395	.657
Y5	18.94	7.295	.471	.262	.705
Y6	19.02	8.306	.383	.193	.727

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.88	10.300	3.209	6

Ket :

$\alpha = 0{,}6$ jadi jika Cronbach $\alpha > 0{,}6$ maka reliable
$\alpha = 0{,}6$ jadi jika Cronbach $\alpha \leq 0{,}6$ maka tidak reliable

Nilai- Nilai dalam Distribusi t

df	0.100	0.050	0.025	0.010	0.005
1	3.078	6.314	12.706	31.821	63.657
2	1.886	2.920	4.303	6.965	9.925
3	1.638	2.353	3.182	4.541	5.841
4	1.533	2.132	2.770	3.747	4.604
5	1.476	2.015	2.571	3.365	4.032
6	1.440	1.943	2.447	3.143	3.707
7	1.415	1.895	2.365	2.998	3.499
8	1.397	1.860	2.306	2.896	3.355
9	1.383	1.833	2.262	2.821	3.250
10	1.372	1.812	2.228	2.764	3.169
11	1.363	1.796	2.201	2.718	3.106
12	1.356	1.782	2.179	2.681	3.055
13	1.350	1.771	2.160	2.650	3.012
14	1.345	1.761	2.145	2.624	2.977
15	1.341	1.753	2.131	2.602	2.947
16	1.337	1.746	2.120	2.583	2.921
17	1.333	1.740	2.110	2.567	2.898
18	1.330	1.734	2.101	2.552	2.878
19	1.328	1.729	2.093	2.539	2.861
20	1.325	1.725	2.086	2.528	2.845
21	1.323	1.721	2.080	2.518	2.831
22	1.321	1.717	2.074	2.508	2.819
23	1.319	1.714	2.069	2.500	2.807
24	1.318	1.711	2.064	2.492	2.797
25	1.316	1.708	2.060	2.485	2.787
26	1.315	1.706	2.056	2.479	2.779
27	1.314	1.703	2.052	2.473	2.771
28	1.313	1.701	2.048	2.467	2.763
29	1.311	1.699	2.045	2.462	2.756
30	1.310	1.697	2.042	2.457	2.750
40	1.303	1.684	2.021	2.423	2.704
60	1.296	1.671	2.000	2.390	2.660
120	1.289	1.658	1.980	2.358	2.617
~	1.282	1.645	1.960	2.326	2.576

Sumber : Conover, W.J, 1980,
Practical Nonparametric Statistics second edition
, New York :John Wiley & Sons

NILAI-NILAI r PRODUCT MOMENT

N	Taraf Signif		N	Taraf Signif		N	Taraf Signif	
	5%	1%		5%	1%		5%	1%
3	0.997	0.999	27	0.381	0.487	55	0.266	0.345
4	0.950	0.990	28	0.374	0.478	60	0.254	0.330
5	0.878	0.959	29	0.367	0.470	65	0.244	0.317
6	0.811	0.917	30	0.361	0.463	70	0.235	0.306
7	0.754	0.874	31	0.355	0.456	75	0.227	0.296
8	0.707	0.834	32	0.349	0.449	80	0.220	0.286
9	0.666	0.798	33	0.344	0.442	85	0.213	0.278
10	0.632	0.765	34	0.339	0.436	90	0.207	0.270
11	0.602	0.735	35	0.334	0.430	95	0.202	0.263
12	0.576	0.708	36	0.329	0.424	100	0.195	0.256
13	0.553	0.684	37	0.325	0.418	125	0.176	0.230
14	0.532	0.661	38	0.320	0.413	150	0.159	0.210
15	0.514	0.641	39	0.316	0.408	175	0.148	0.194
16	0.497	0.623	40	0.312	0.403	200	0.138	0.181
17	0.482	0.606	41	0.308	0.398	300	0.113	0.148
18	0.468	0.590	42	0.304	0.393	400	0.098	0.128
19	0.456	0.575	43	0.301	0.389	500	0.088	0.115
20	0.444	0.561	44	0.297	0.384	600	0.080	0.105
21	0.433	0.549	45	0.294	0.380	700	0.074	0.097
22	0.423	0.537	46	0.291	0.376	800	0.070	0.091
23	0.413	0.526	47	0.288	0.372	900	0.065	0.086
24	0.404	0.515	48	0.284	0.368	1000	0.062	0.081
25	0.396	0.505	49	0.281	0.364			
26	0.388	0.496	50	0.279	0.361			

DAFTAR RIWAYAT HIDUP

Nama : Deni

Tempat, tanggal lahir : Bandung, 28 Juni 1988

Alamat : Kp.Sudi rt 02 rw 08 kecamatan Ibun Kabupaten Bandung

Riwayat Pendidikan

Tahun 2010 – Tahun : Universitas Widyatama Bandung (JaBar)
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Tahun 2006 - Tahun 2009 : Universitas Padjajaran (JaBar)
Fakultas Pendidikan Ahli Administrasi Perusahaan (PAAP) Program Studi Manajemen Pemasaran D3

Tahun 2003 - Tahun 2006 : SMA Pasundan Majalaya

Tahun 2000 - Tahun 2006 : SMPN 1 Ibun (Bandung)
Tahun 1994 - Tahun 2000 : SDN 1 Cigumelor (Bandung)