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DAFTAR LAMPIRAN

LAMPIRAN A

KUESIONER PENELITIAN

“PENGARUH BRAND AMBASSADOR LEE MIN-HO TERHADAP BRAND AWARENESS LAZADA”

(Survei Pada Pengikut Instagram @lazada_id)

Hallo Semuanya!

Sebelumnya perkenalkan saya Tabina Chairani Faridi, mahasiswi program studi Ilmu Komunikasi dari Kalbis Institute. Saat ini saya sedang melakukan penelitian untuk meraih gelar Sarjana Ilmu Komunikasi dalam rangka penyusunan tugas akhir berupa skripsi yang berjudul “PENGARUH BRAND AMBASSADOR LEE MIN-HO TERHADAP BRAND AWARENESS E-COMMERCE LAZADA” (Survei pada Pengikut Instagram @lazada_id)

Kriteria yang dibutuhkan sebagai berikut:

1. Pengikut aktif Instagram @lazada_id

Sehubungan dengan hal tersebut, saya memohon kesediaan dan bantuan teman - teman dengan kriteria yang telah ditentukan untuk turut berpartisipasi dalam pengisian kuesioner ini. Kerahasiaan identitas responden tetap terjaga dan hasil penelitian hanya digunakan untuk proses penyelesaian studi semata.

Sebagai tanda terima kasih, peneliti akan memberikan reward berupa saldo OVO/DANA/SHOPEEPAY senilai Rp150.000,- untuk 5 responden yang

beruntung. Reward akan diundi dan dibagikan secara acak setelah penelitian ini selesai melalui Instagram peneliti @tabinacf.

Atas waktu dan kesediaan teman-teman untuk mengisi kuesioner ini, peneliti ucapkan banyak terima kasih.

Identitas Responden

1. Nama/Inisial

2. Pekerjaan

- Pelajar/Mahasiswa
- Wirausaha
- Pegawai Swasta
- Pegawai Negeri
- Lainnya _____

3. Jenis Kelamin

- Perempuan
- Laki-laki

4. Apakah anda mengikuti Instagram @lazada_id

- Ya
- Tidak

Keterangan:

1. Sangat Tidak Setuju (STS)
2. Tidak Setuju (TS)
3. Setuju (S)
4. Sangat Setuju (SS)

2. Visibility

No.	Pernyataan	STS	TS	S	SS
1	Lee Min-Ho merupakan aktor asal Korea yang sangat populer dikalangan masyarakat Indonesia				
2	Lee Min-Ho memiliki penggemar yang banyak di Indonesia				
3	Lee Min-Ho sering bermain peran di beberapa drama series Korea				
4	Lee Min-Ho terkenal karena telah banyak membintangi iklan brand				

3. Credibility

No.	Pernyataan	STS	TS	S	SS
1	Lee Min-Ho memiliki <i>product knowledge</i> yang baik tentang Lazada				

2	Lee Min-Ho memiliki kemampuan yang baik dalam menyampaikan <i>product knowledge</i> Lazada				
3	Lee Min-Ho mampu menyampaikan pesan yang ingin disampaikan Lazada				
4	Lee Min-Ho mampu memperkenalkan ke saya mengenai <i>e-commerce</i> Lazada				

4. Attraction

No.	Pernyataan	STS	TS	S	SS
1	Lee Min-Ho memiliki wajah yang tampan merupakan salah satu daya tarik bagi masyarakat Indonesia				

5. Likeability

No.	Pernyataan	STS	TS	S	SS
1	Kepopularitasan Lee Min-Ho dapat menjadikan <i>e-commerce</i> Lazada menjadi top of mind dikalangan masyarakat Indonesia				

6. Similarity

No.	Pernyataan	STS	TS	S	SS

1	Lee Min-Ho memiliki gaya hidup yang relevan dengan kehidupan masyarakat Indonesia				
2	Lee Min-Ho memiliki kharisma yang cocok untuk e-commerce Lazada				

7. Power

No.	Pernyataan	STS	TS	S	SS
1	Lee Min-Ho memiliki gaya hidup yang relevan dengan kehidupan masyarakat Indonesia Lee Min-Ho merupakan aktor yang pantas dijadikan sebagai idola				
2	Pemilihan Lee Min-Ho sebagai brand ambassador e-commerce Lazada merupakan pilihan yang tepat				

Brand Awareness

No.	Pernyataan	STS	TS	S	SS
1	Saya mengenal Lazada karena melihat Lee Min-Ho sebagai brand ambassadornya				
2	Saya baru mengikuti Instagram Lazada setelah mengetahui Lazada menggunakan Lee Min-Ho sebagai brand ambassador				

3	Lazada memiliki Logo yang menarik				
4	Lazada meiliki benefit yaitu berbagai promo yang menarik				
5	Saya sudah pernah menggunakan aplikasi Lazada sebelumnya				
6	Lazada merupakan e-commerce top of mind dimasyarakat Indonesia				
7	Lazada merupakan e-commerce top of mind dimasyarakat				
8	Aplikasi Lazada sangat mudah digunakan				
9	Nama Lazada mudah diingat				



KALBIS Institute
 Transforming Hearts and Minds

LAMPIRAN B

Hasil Jawaban Kuesioner Variabel X

NO	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14
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LAMPIRAN C

Hasil Jawaban Kuesioner Variabel X

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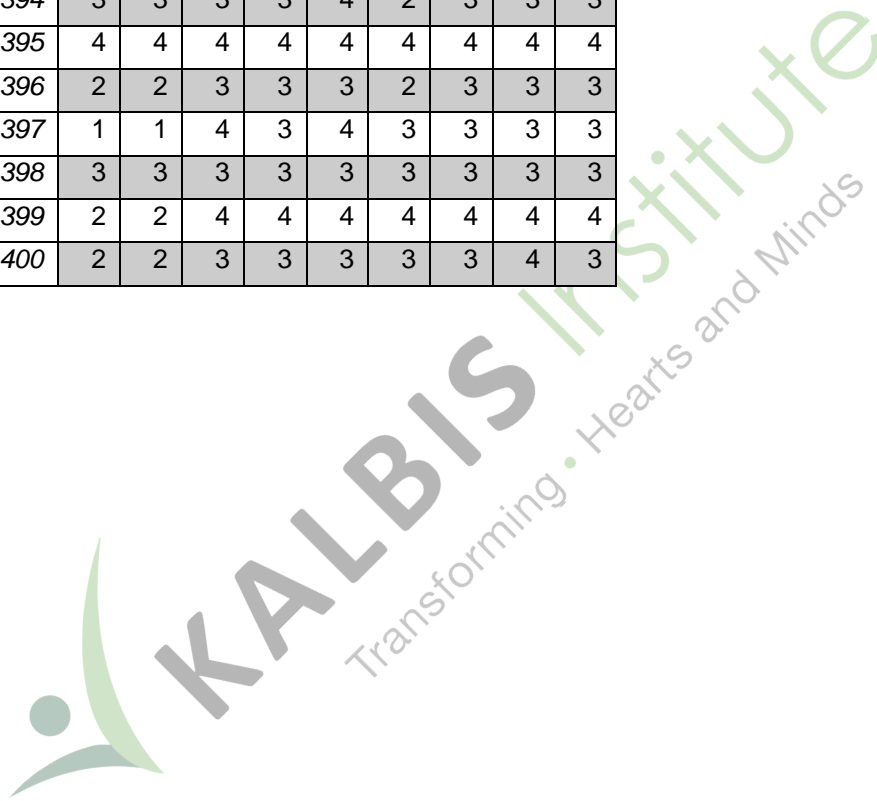
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374	4	4	4	4	4	4	4	4	4
375	2	2	2	3	3	2	2	1	2
376	4	4	4	4	4	4	4	4	4
377	2	2	2	3	4	2	2	3	3
378	2	3	3	2	2	2	2	2	3
379	2	2	3	2	3	2	3	2	2
380	1	1	3	4	4	4	4	4	4
381	4	4	4	4	4	4	4	4	4
382	3	3	4	4	4	3	3	3	4
383	4	4	4	4	4	4	4	4	4
384	2	4	3	3	1	2	4	2	4

385	1	1	3	3	1	2	4	3	3
386	4	4	4	4	4	4	4	4	4
387	1	1	3	3	3	4	3	3	3
388	2	1	4	4	3	3	4	4	4
389	3	2	3	4	4	4	4	4	4
390	4	4	3	4	4	2	2	4	4
391	2	3	3	3	4	2	3	3	3
392	3	4	3	4	4	2	3	3	3
393	4	4	3	3	3	3	4	3	4
394	3	3	3	3	4	2	3	3	3
395	4	4	4	4	4	4	4	4	4
396	2	2	3	3	3	2	3	3	3
397	1	1	4	3	4	3	3	3	3
398	3	3	3	3	3	3	3	3	3
399	2	2	4	4	4	4	4	4	4
400	2	2	3	3	3	3	3	4	3



LAMPIRAN D

Hasil Uji Validitas Instrumen Variabel X

		Correlations														
		x1	x2	x3	x4	x5	x6	x7	x8	x9	x10	x11	x12	x13	x14	total
x1	Pearson Correlation	1	.508**	.520**	.335	.240	.500**	.387*	.515**	.773**	.481**	.275	.500**	.612**	.553**	.716**
	Sig. (2-tailed)		.004	.003	.070	.201	.005	.035	.004	.000	.007	.141	.005	.000	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x2	Pearson Correlation	.508**	1	.464**	-.042	.110	.254	.076	.199	.426*	.552**	.095	.145	.337	.419*	.430*
	Sig. (2-tailed)	.004		.010	.826	.561	.176	.689	.292	.019	.002	.618	.444	.068	.021	.018
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x3	Pearson Correlation	.520**	.464**	1	.432*	.363*	.581**	.296	.527**	.612**	.643**	.184	.581**	.680**	.778**	.752**
	Sig. (2-tailed)	.003	.010		.017	.048	.001	.112	.003	.000	.000	.331	.001	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x4	Pearson Correlation	.335	-.042	.432*	1	.537**	.578**	.621**	.667**	.412*	.259	.207	.670**	.219	.429*	.641**
	Sig. (2-tailed)	.070	.826	.017		.002	.001	.000	.000	.024	.166	.273	.000	.244	.018	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x5	Pearson Correlation	.240	.110	.363*	.537**	1	.721**	.657**	.439*	.204	.431*	.705**	.801**	.177	.488**	.700**
	Sig. (2-tailed)	.201	.561	.048	.002		.000	.000	.015	.279	.017	.000	.000	.349	.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

x6

	Pearson Correlation	.500**	.254	.581**	.578**	.721**	1	.774**	.659**	.541**	.561**	.550**	.842**	.306	.691**	.866**
	Sig. (2-tailed)	.005	.176	.001	.001	.000		.000	.000	.002	.001	.002	.000	.100	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x7	Pearson Correlation	.387*	.076	.296	.621**	.657**	.774**	1	.476**	.374*	.404*	.405*	.691**	.199	.477**	.693**
	Sig. (2-tailed)	.035	.689	.112	.000	.000	.000		.008	.042	.027	.027	.000	.291	.008	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x8	Pearson Correlation	.515**	.199	.527**	.667**	.439*	.659**	.476**	1	.605**	.502**	.377*	.659**	.311	.606**	.773**
	Sig. (2-tailed)	.004	.292	.003	.000	.015	.000	.008		.000	.005	.040	.000	.094	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x9	Pearson Correlation	.773**	.426*	.612**	.412*	.204	.541**	.374*	.605**	1	.518**	.350	.464**	.701**	.618**	.759**
	Sig. (2-tailed)	.000	.019	.000	.024	.279	.002	.042	.000		.003	.058	.010	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x10	Pearson Correlation	.481**	.552**	.643**	.259	.431*	.561**	.404*	.502**	.518**	1	.356	.641**	.363*	.657**	.733**
	Sig. (2-tailed)	.007	.002	.000	.166	.017	.001	.027	.005	.003		.054	.000	.048	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x11	Pearson Correlation	.275	.095	.184	.207	.705**	.550**	.405*	.377*	.350	.356	1	.619**	.264	.332	.594**
	Sig. (2-tailed)	.141	.618	.331	.273	.000	.002	.027	.040	.058	.054		.000	.159	.073	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

x1 2	Pearson Correlat ion	.500 **	.145	.581 **	.670 **	.801 **	.842 **	.691 **	.659 **	.464 **	.641 **	.619 **	1	.306	.691 **	.874 **
	Sig. (2- tailed)	.005	.444	.001	.000	.000	.000	.000	.000	.010	.000	.000		.100	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x1 3	Pearson Correlat ion	.612 **	.337	.680 **	.219	.177	.306	.199	.311	.701 **	.363 *	.264	.306	1	.585 **	.593 **
	Sig. (2- tailed)	.000	.068	.000	.244	.349	.100	.291	.094	.000	.048	.159	.100		.001	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x1 4	Pearson Correlat ion	.553 **	.419 *	.778 **	.429 *	.488 **	.691 **	.477 **	.606 **	.618 **	.657 **	.332	.691 **	.585 **	1	.828 **
	Sig. (2- tailed)	.002	.021	.000	.018	.006	.000	.008	.000	.000	.000	.073	.000	.001		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
tot al	Pearson Correlat ion	.716 **	.430 *	.752 **	.641 **	.700 **	.866 **	.693 **	.773 **	.759 **	.733 **	.594 **	.874 **	.593 **	.828 **	1
	Sig. (2- tailed)	.000	.018	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.001	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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



LAMPIRAN E

Hasil Uji Validitas Instrumen Variabel Y

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	TOTAL
Y1	Pearson Correlation	1	.767**	.180	.325	.336	.338	.304	.314	.189	.773**
	Sig. (2-tailed)		.000	.342	.079	.070	.068	.103	.091	.317	.000
	N	30	30	30	30	30	30	30	30	30	30
Y2	Pearson Correlation	.767**	1	.202	.229	.052	.288	.203	.289	.045	.674**
	Sig. (2-tailed)	.000		.285	.224	.784	.122	.283	.122	.812	.000
	N	30	30	30	30	30	30	30	30	30	30
Y3	Pearson Correlation	.180	.202	1	.627**	-.027	.288	-.106	.285	.298	.478**
	Sig. (2-tailed)	.342	.285		.000	.886	.123	.576	.127	.109	.008
	N	30	30	30	30	30	30	30	30	30	30
Y4	Pearson Correlation	.325	.229	.627**	1	.195	.467**	.252	.527**	.287	.668**
	Sig. (2-tailed)	.079	.224	.000		.301	.009	.178	.003	.125	.000
	N	30	30	30	30	30	30	30	30	30	30
Y5	Pearson Correlation	.336	.052	-.027	.195	1	.362*	.404*	.464**	.619**	.534**
	Sig. (2-tailed)	.070	.784	.886	.301		.050	.027	.010	.000	.002
	N	30	30	30	30	30	30	30	30	30	30
Y6	Pearson Correlation	.338	.288	.288	.467**	.362*	1	.305	.366*	.358	.648**
	Sig. (2-tailed)	.068	.122	.123	.009	.050		.101	.047	.052	.000
	N	30	30	30	30	30	30	30	30	30	30

Y7	Pearson Correlation	.304	.203	-.106	.252	.404*	.305	1	.471**	.300	.508**
	Sig. (2-tailed)	.103	.283	.576	.178	.027	.101		.009	.108	.004
	N	30	30	30	30	30	30	30	30	30	30
Y8	Pearson Correlation	.314	.289	.285	.527**	.464**	.366*	.471**	1	.632**	.704**
	Sig. (2-tailed)	.091	.122	.127	.003	.010	.047	.009		.000	.000
	N	30	30	30	30	30	30	30	30	30	30
Y9	Pearson Correlation	.189	.045	.298	.287	.619**	.358	.300	.632**	1	.559**
	Sig. (2-tailed)	.317	.812	.109	.125	.000	.052	.108	.000		.001
	N	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.773**	.674**	.478**	.668**	.534**	.648**	.508**	.704**	.559**	1
	Sig. (2-tailed)	.000	.000	.008	.000	.002	.000	.004	.000	.001	
	N	30	30	30	30	30	30	30	30	30	30

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

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



LAMPIRAN F

Hasil Uji Reliabilitas Variabel X (Brand Ambassador Lee Min-Ho)

Reliability Statistics	
Cronbach's Alpha	N of Items
.766	15



LAMPIRAN G

Hasil Uji Reliabilitas Variabel Y (Brand Awareness E-Commerce Lazada)

Reliability Statistics

Cronbach's Alpha	N of Items
.750	10



LAMPIRAN H
Hasil Uji Korelasi

Correlations

		Brand Ambassador	Brand Awareness
Brand Ambassador	Pearson Correlation	1	.590 ^{**}
	Sig. (2-tailed)		.000
	N	400	400
Brand Awareness	Pearson Correlation	.590 ^{**}	1
	Sig. (2-tailed)	.000	
	N	400	400

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



LAMPIRAN I

Hasil Uji Regresi Linear Sederhana

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.901	1.721		3.430	.001
Brand Ambassador	.497	.034	.590	14.562	.000

a. Dependent Variable: Brand Awareness

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.590 ^a	.348	.346	3.622

a. Predictors: (Constant), Brand Ambassador



LAMPIRAN J

Distribusi Nilai r Tabel Signifikansi 5%

NO	Tabel Signifikansi 5%
1	6,31375
2	2,91999
3	2,35336
4	2,13185
5	2,01505
6	1,94318
7	1,89458
8	1,85955
9	1,83311
10	1,81246
11	1,79588
12	1,78229
13	1,77093
14	1,76131
15	1,75305
16	1,74588
17	1,73961
18	1,73406
19	1,72913
20	1,72472
21	1,72074
22	1,71714
23	1,71387
24	1,71088
25	1,70814
26	1,70562
27	1,70329
28	1,70113
29	1,69913
30	1,69726
31	1,69552
32	1,69389
33	1,69236
34	1,69092

35	1,68957
36	1,68830
37	1,68709
38	1,68595
39	1,68488
40	1,68385
41	1,68288
42	1,68195
43	1,68107
44	1,68023
45	1,67943
46	1,67866
47	1,67793
48	1,67722
49	1,67655
50	1,67591
51	1,67528
52	1,67469
53	1,67412
54	1,67356
55	1,67303
56	1,67252
57	1,67203
58	1,67155
59	1,67109
60	1,67065
61	1,67022
62	1,66980
63	1,66940
64	1,66901
65	1,66864
66	1,66827
67	1,66792
68	1,66757
69	1,66724
70	1,66691
71	1,66660
72	1,66629
73	1,66600

74	1,66571
75	1,66543
76	1,66515
77	1,66488
78	1,66462
79	1,66437
80	1,66412
81	1,66388
82	1,66365
83	1,66342
84	1,66320
85	1,66298
86	1,66277
87	1,66256
88	1,66235
89	1,66216
90	1,66196
91	1,66177
92	1,66159
93	1,66140
94	1,66123
95	1,66105
96	1,66088
97	1,66071
98	1,66055
99	1,66039
100	1,66023
101	1,66008
102	1,65993
103	1,65978
104	1,65964
105	1,65950
106	1,65936
107	1,65922
108	1,65909
109	1,65895
110	1,65882
111	1,65870
112	1,65857

113	1,65845
114	1,65833
115	1,65821
116	1,65810
117	1,65798
118	1,65787
119	1,65776
120	1,65765
121	1,65754
122	1,65744
123	1,65734
124	1,65723
125	1,65714
126	1,65704
127	1,65694
128	1,65685
129	1,65675
130	1,65666
131	1,65657
132	1,65648
133	1,65639
134	1,65630
135	1,65622
136	1,65613
137	1,65605
138	1,65597
139	1,65589
140	1,65581
141	1,65573
142	1,65566
143	1,65558
144	1,65550
145	1,65543
146	1,65536
147	1,65529
148	1,65521
149	1,65514
150	1,65508
151	1,65501

152	1,65494
153	1,65487
154	1,65481
155	1,65474
156	1,65468
157	1,65462
158	1,65455
159	1,65449
160	1,65443
161	1,65437
162	1,65431
163	1,65426
164	1,65420
165	1,65414
166	1,65408
167	1,65403
168	1,65397
169	1,65392
170	1,65387
171	1,65381
172	1,65376
173	1,65371
174	1,65366
175	1,65361
176	1,65356
177	1,65351
178	1,65346
179	1,65341
180	1,65336
181	1,65332
182	1,65327
183	1,65322
184	1,65318
185	1,65313
186	1,65309
187	1,65304
188	1,65300
189	1,65296
190	1,65291

191	1,65287
192	1,65283
193	1,65279
194	1,65275
195	1,65271
196	1,65267
197	1,65263
198	1,65259
199	1,65255
200	1,65251
201	1,65247
202	1,65243
203	1,65239
204	1,65236
205	1,65232
206	1,65228
207	1,65225
208	1,65221
209	1,65218
210	1,65214
211	1,65211
212	1,65207
213	1,65204
214	1,65201
215	1,65197
216	1,65194
217	1,65191
218	1,65187
219	1,65184
220	1,65181
221	1,65178
222	1,65175
223	1,65172
224	1,65168
225	1,65165
226	1,65162
227	1,65159
228	1,65156
229	1,65153

230	1,65151
231	1,65148
232	1,65145
233	1,65142
234	1,65139
235	1,65136
236	1,65134
237	1,65131
238	1,65128
239	1,65125
240	1,65123
241	1,65120
242	1,65117
243	1,65115
244	1,65112
245	1,65110
246	1,65107
247	1,65105
248	1,65102
249	1,65100
250	1,65097
251	1,65095
252	1,65092
253	1,65090
254	1,65087
255	1,65085
256	1,65083
257	1,65080
258	1,65078
259	1,65076
260	1,65074
261	1,65071
262	1,65069
263	1,65067
264	1,65065
265	1,65062
266	1,65060
267	1,65058
268	1,65056

269	1,65054
270	1,65052
271	1,65050
272	1,65047
273	1,65045
274	1,65043
275	1,65041
276	1,65039
277	1,65037
278	1,65035
279	1,65033
280	1,65031
281	1,65029
282	1,65027
283	1,65026
284	1,65024
285	1,65022
286	1,65020
287	1,65018
288	1,65016
289	1,65014
290	1,65012
291	1,65011
292	1,65009
293	1,65007
294	1,65005
295	1,65004
296	1,65002
297	1,65000
298	1,64998
299	1,64997
300	1,64995
301	1,64993
302	1,64991
303	1,64990
304	1,64988
305	1,64986
306	1,64985
307	1,64983

308	1,64982
309	1,64980
310	1,64978
311	1,64977
312	1,64975
313	1,64974
314	1,64972
315	1,64971
316	1,64969
317	1,64967
318	1,64966
319	1,64964
320	1,64963
321	1,64961
322	1,64960
323	1,64958
324	1,64957
325	1,64956
326	1,64954
327	1,64953
328	1,64951
329	1,64950
330	1,64948
331	1,64947
332	1,64946
333	1,64944
334	1,64943
335	1,64941
336	1,64940
337	1,64939
338	1,64937
339	1,64936
340	1,64935
341	1,64933
342	1,64932
343	1,64931
344	1,64930
345	1,64928
346	1,64927

347	1,64926
348	1,64924
349	1,64923
350	1,64922
351	1,64921
352	1,64919
353	1,64918
354	1,64917
355	1,64916
356	1,64915
357	1,64913
358	1,64912
359	1,64911
360	1,64910
361	1,64909
362	1,64907
363	1,64906
364	1,64905
365	1,64904
366	1,64903
367	1,64902
368	1,64900
369	1,64899
370	1,64898
371	1,64897
372	1,64896
373	1,64895
374	1,64894
375	1,64893
376	1,64892
377	1,64891
378	1,64889
379	1,64888
380	1,64887
381	1,64886
382	1,64885
383	1,64884
384	1,64883
385	1,64882

386	1,64881
387	1,64880
388	1,64879
389	1,64878
390	1,64877
391	1,64876
392	1,64875
393	1,64874
394	1,64873
395	1,64872
396	1,64871
397	1,64870
398	1,64869
399	1,64868
400	1,64867

