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APPENDIX

APPENDIX 1. RESEARCHER BIODATA

BIOGRAPHY

Name : Ivonne Masitha Arimbi
Gender : Female
Place and date of birth : Surabaya, 5 July 2000
Status : Not married yet
Address : Darmokali Tugu Surabaya
Email : masitharimbi267@gmail.com

Elementary School : MINU Pucang Sidoarjo
Middle School : MTsN 1 Sidoarjo
High School : SMA NEGERI 2 Sidoarjo



APPENDIX 2. CONFERENCE CERTIFICATE



APPENDIX 3. THESIS GUIDANCE MINUTES

 UNIVERSITAS Narotama				FAKULTAS EKONOMI DAN BISNIS	
No.	: 088/NR-FEB/03/X/2022				
Lamp.	: -				
Hal	: Permohonan Pembimbing Skripsi				
Kepada Yth.					
ANI WULANDARI S.S., M.M					
Dosen Pembimbing					
Dengan hormat,					
Sehubungan dengan penulisan karya ilmiah (Skripsi) bagi mahasiswa yang telah memenuhi jumlah persyaratan tertentu, bersama ini kami mohon kesediaan Bapak/Ibu untuk berkenan membimbing mahasiswa dibawah ini:					
Nama	:	IVONNE MASITHA ARIMBI			
NIM	:	01219114			
No. Tlp.	:	085645539575			
Topik Penelitian dibawah ini *):					
1. Perekayasaan Pemasaran		☒			
2. Perekayasaan MSDM		☐			
3. Perekayasaan Keuangan		☐			
Terima kasih atas perhatian dan kerjasamanya, jika topik tersebut diatas perlu dilakukan koreksi sepenuhnya kami serahkan kepada Bapak/Ibu agar dihasilkan karya ilmiah yang lebih baik.					
Surabaya, 05 Oktober 2022					
Dekan Fakultas Ekonomi Dan Bisnis					
					
DR. AGUS SUKOCO, ST.,MM					
NIDN : 0724087104					
Ket:					
*) : centang pada topik yang dipilih					



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Revisi: 00

1 NAMA MAHASISWA : IVONNE MASITHA ARIMBI
 2 NIM : 01219114
 3 FAKULTAS : EKONOMI DAN BISNIS
 4 PROGRAM STUDI : MANAJEMEN
 5 TOPIK SKRIPSI : PEMASARAN
 6 TANGGAL PENGUJUAN : 05 Oktober 2022
 7 NAMA PEMBIMBING I : ANI WULANDARI S.S., M.M.
 8 NAMA PEMBIMBING II :
 9 URATAN KONSULTASI :

NO	TANGGAL	JADWAL KEGIATAN PENELITIAN	MONITORING	
			CATATAN	PARAF PEMBIMBING
1	26/9/22	Observasi obyek penelitian	Pengajuan objek penelitian	
2	29/9/22	Observasi terhadap fenomena bisnis/manajemen	Ujian Komprehensif	
3	3/10/22	Menentukan masalah penelitian	Pengecekan Bab I	
4	10/10/22	Kajian teoritis & Empiris	Evaluasi teori & penelitian	
5	15/10/22	Sintesa dan Rasionalisasi teori	Pengerakan Bab II + III	
6	20/10/22	Pendekatan Metodologi penelitian	Revisi Bab III	
7	4/11/22	Pembuatan instrument penelitian	Evaluasi item questioner	
8	6/11/22	Pengumpulan data	Pengecekan data responden	
9	30/12/22	Tabulasi & Pengolahan Data	Pengecekan olah data	
10	2/1/23	Deskripsi Hasil Penelitian	Evaluasi Laporan penelitian	
11	4/1/23	Interpretasi Hasil Penelitian	Revisi Bab IV	
12	7/1/23	Kelengkapan Data	Revisi Bab V	

Sidang Skripsi

10. TANGGAL SELESAI BIMBINGAN

25 Januari 2023

11. TELAH DIEVALUASI DAN SIAP UNTUK DI

Dosen Pembimbing

ANI WULANDARI S.S., M.M.



Struktur Organisasi Fakultas Ekonomi & Bisnis

SUKOCO, ST, MM

APPENDIX 4. PLAGIARISM RESULTS

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APPENDIX 5. QUESTIONNAIRE



QUESTIONNAIRE

The Influence of Korean Brand Ambassador, Korean Wave, Price, and Promotion on Purchasing Decisions of Scarlett Whitening

The honorable
Respondents of Thesis Research
In place

Yours faithfully,

Researcher hereby request respondents to fill in the questionnaire in order to complete the final project (thesis) by placing a checklist on the answer that you think is most appropriate as follows:

SD	Strongly Disagree	Score 1
D	Disagree	Score 2
QA	Quite Agree	Score 3
A	Agree	Score 4
SA	Strongly Agree	Score 5

With regard to the information that you provide, researcher will keep it confidential. Thus researcher convey for your help, thank you.

Surabaya, 18 November 2022

Yours faithfully

Researcher

I. PRODUCT BUYER RESPONDENT IDENTITY

1. Name : Filling Date:
2. Gender : ☐ Female ☐ Male
3. Age : ☐ 17-25 ☐ 26-30
☐ 30-35 ☐ 36-40
☐ 41-45
4. Profession : ☐ University Student ☐ Employee
☐ Student ☐ Entrepreneur
☐ Other (Specify...)
5. Latest Education : ☐ Middle School
☐ High school
☐ Bachelor
6. Domicile : ☐ East Surabaya ☐ West Surabaya
☐ North Surabaya ☐ Central Surabaya
☐ South Surabaya
7. Income/month : ☐ ≤ 500.000 ☐ 500.000 – 1.000.000
☐ 1.000.000 – 2.000.000 ☐ 2.000.000 – 3.000.000
☐ ≥ 3.000.000

KOREAN BRAND AMBASSADOR						
No.	Questions	SD	D	QA	A	SA
1.	Scarlett Whitening's Brand Ambassadors, Girlgroup Twice and Actor Song Joong Ki, have considerable popularity in Indonesia and Korea to attract consumer					
2.	Scarlett Whitening's Brand Ambassadors, Girlgroup Twice and Actor Song Joong Ki, were able to convince consumers about the benefits of Scarlett Whitening products and buy the product					
3.	Scarlett Whitening's Brand Ambassador,					

	Girlgroup Twice and Actor Song Joong Ki, has a great appeal to be able to influence consumers to use Scarlett Whitening products					
4.	Scarlett Whitening's Brand Ambassadors, Girlgroup Twice and Actor Song Joong Ki, have the power over fans to make them buy Scarlett Whitening products					
KOREAN WAVE						
No.	Questions	SD	D	QA	A	SA
1.	Scarlett Whitening consumer know the Korean Wave or Korean Culture which is a trend in Indonesia nowadays					
2.	Consumers have an interest in buying Korean Wave products, one of which is Scarlett Whitening					
3.	Consumers make purchases of Korean Wave products, one of which is Scarlett Whitening.					
PRICE						
No.	Questions	SD	D	QA	A	SA
1.	The selling price of Scarlett Whitening products is in agreement with the economy of the average Indonesian consumer					
2.	The price of the Scarlett Whitening product does not burden consumers to buy					
3.	The sale of Scarlett Whitening products at shopee is in accordance with the lifestyle of consumer who currently prefer to shop online					
4.	The benefits of the Scarlett Whitening product can be felt directly by consumer and are comparable to the price paid					
5.	The price of Scarlett Whitening products is					

	relatively cheaper with better quality benefits compared to similar products					
PROMOTION						
No.	Questions	SD	D	QA	A	SA
1.	The promotional message conveyed by Scarlett Whitening is well understood by consumer					
2.	The selected media, which is Instagram, Shopee, and advertisements in Korean dramas, are the right media to reach Scarlett Whitening consumer					
3.	The duration of promotions carried out by Scarlett Whitening on Instagram, Shopee and Korean dramas in the form of a video of a maximum of one minute is the right duration to attract consumer attention					
4.	The frequency of promotions that are carried out is quite intense so as to attract the attention of consumer					
PURCHASING DECISION						
No.	Questions	SD	D	QA	A	SA
1.	Scarlett Whitening products have ingredients according to consumer needs					
2.	Consumer actively seek information through various sources about Scarlett Whitening before deciding to buy this product					
3.	Consumer compare Scarlett Whitening products with similar products and evaluate which one is the best before making a purchase					
4.	Consumers decide to buy Scarlett Whitening products after considering the product advantages is the best among its competitors.					
5.	Consumers feel satisfied after buying Scarlett					

	Whitening products and company is open to suggestions and criticisms from consumers.					
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II. IDENTITAS RESPONDEN PEMBELI PRODUK

1. Nama : Tanggal Pengisian:
2. Jenis Kelamin : ☐ Perempuan ☐ Laki-laki
3. Usia : ☐ 17-25 ☐ 26-30
☐ 30-35 ☐ 36-40
☐ 41-45
4. Pekerjaan : ☐ Mahasiswa ☐ Pekerja
☐ Siswa ☐ Pengusaha
☐ Lainnya
5. Pendidikan Terakhir : ☐ SMP ☐ Sarjana
☐ SMA
6. Domisili : ☐ Surabaya Timur ☐ Surabaya Barat
☐ Surabaya Utara ☐ Surabaya Pusat
☐ Surabaya Selatan
7. Pemasukan/bulan : ☐ ≤ 500.000 ☐ 500.000 – 1.000.000
☐ 1.000.000 – 2.000.000 ☐ 2.000.000 – 3.000.000
☐ ≥ 3.000.000

KOREAN BRAND AMBASSADOR						
No.	Pertanyaan	SD	D	QA	A	SA
1.	Brand Ambassador Scarlett Whitening, Girl Group Twice dan Aktor Song Joong Ki, memiliki popularitas yang cukup besar di Indonesia dan Korea untuk menarik konsumen					
2.	Brand Ambassador Scarlett Whitening, Girl Group Twice dan Aktor Song Joong Ki, mampu meyakinkan konsumen tentang manfaat produk Scarlett Whitening dan membeli produk tersebut					
3.	Brand Ambassador Scarlett Whitening, Girl Group Twice dan Aktor Song Joong Ki memiliki daya tarik yang besar untuk dapat mempengaruhi konsumen					

	<i>agar menggunakan produk Scarlett Whitening.</i>					
4.	<i>Brand Ambassador Scarlett Whitening, Girl Group Twice dan Aktor Song Joong Ki, memiliki kekuatan atas fans untuk membuat mereka membeli produk Scarlett Whitening</i>					
KOREAN WAVE						
No.	Pertanyaan	SD	D	QA	A	SA
1.	<i>Konsumen Scarlett Whitening mengetahui Korean Wave atau Korean Culture yang sedang trend di Indonesia saat ini</i>					
2.	<i>Konsumen memiliki ketertarikan untuk membeli produk Korean Wave, salah satunya adalah Scarlett Whitening</i>					
3.	<i>Konsumen melakukan pembelian produk Korean Wave, salah satunya adalah Scarlett Whitening.</i>					
HARGA						
No.	Pertanyaan	SD	D	QA	A	SA
1.	<i>Harga jual produk Scarlett Whitening sesuai dengan ekonomi rata-rata konsumen Indonesia</i>					
2.	<i>Harga produk Scarlett Whitening tidak memberatkan konsumen untuk membeli</i>					
3.	<i>Penjualan produk Scarlett Whitening di shopee sesuai dengan gaya hidup konsumen yang saat ini lebih memilih berbelanja online</i>					
4.	<i>Manfaat produk Scarlett Whitening dapat dirasakan langsung oleh konsumen dan sebanding dengan harga yang dibayarkan</i>					
5.	<i>Harga produk Scarlett Whitening relatif lebih murah dengan manfaat kualitas yang lebih baik dibandingkan produk sejenis</i>					

PROMOSI						
No.	Pertanyaan	SD	D	QA	A	SA
1.	Pesan promosi yang disampaikan oleh Scarlett Whitening sangat dipahami oleh konsumen					
2.	Media yang dipilih yaitu Instagram, Shopee, dan iklan drama Korea merupakan media yang tepat untuk menjangkau konsumen Scarlett Whitening.					
3.	Durasi promosi yang dilakukan oleh Scarlett Whitening di Instagram, Shopee dan drama Korea berupa video maksimal satu menit merupakan durasi yang tepat untuk menarik perhatian konsumen.					
4.	Frekuensi promosi yang dilakukan cukup gencar sehingga mampu menarik perhatian konsumen					
KEPUTUSAN PEMBELIAN						
No.	Pertanyaan	SD	D	QA	A	SA
1.	Produk Scarlett Whitening memiliki komposisi yang sesuai dengan kebutuhan konsumen					
2.	Konsumen aktif mencari informasi melalui berbagai sumber tentang Scarlett Whitening sebelum memutuskan untuk membeli produk ini					
3.	Konsumen membandingkan produk Scarlett Whitening dengan produk sejenis dan mengevaluasi mana yang terbaik sebelum melakukan pembelian					
4.	Konsumen memutuskan untuk membeli produk Scarlett Whitening setelah mempertimbangkan keunggulan produk adalah yang terbaik diantara para pesaingnya.					
5.	Konsumen merasa puas setelah membeli produk Scarlett Whitening dan perusahaan terbuka terhadap saran dan kritik dari konsumen.					

APPENDIX 6. TABULATION DATA

Korean Brand Ambassador					Korean Wave			
X1.1	X1.2	X1.3	X1.4	Total X1	X2.1	X2.2	X2.3	Total X2
5	4	4	4	17	4	4	4	12
4	4	4	4	16	5	4	5	14
5	5	4	4	18	5	4	4	13
4	5	5	5	19	4	3	4	11
4	5	5	5	19	4	3	4	11
4	5	5	5	19	4	3	4	11
4	4	3	5	16	3	4	5	12
5	5	4	4	18	5	4	4	13
5	4	4	4	17	4	4	4	12
5	5	5	5	20	4	5	4	13
5	4	5	5	19	3	3	4	10
4	4	3	5	16	3	4	5	12
5	5	5	5	20	4	5	4	13
5	3	3	4	15	3	5	5	13
5	5	5	5	20	4	5	4	13
5	5	4	4	18	5	4	4	13
4	4	3	5	16	3	4	5	12
4	4	4	4	16	5	4	5	14
5	3	3	4	15	3	5	5	13
5	5	4	4	18	5	4	4	13
5	3	3	4	15	3	5	5	13
4	4	4	4	16	5	4	5	14
5	3	3	4	15	3	5	5	13
4	5	5	5	19	4	3	4	11
5	5	5	4	19	3	4	3	10
5	4	4	4	17	4	4	4	12
4	4	3	5	16	3	4	5	12
4	4	3	5	16	3	4	5	12
5	4	5	5	19	3	3	4	10
5	5	4	4	18	5	4	4	13
5	4	4	4	17	4	4	4	12
4	4	3	5	16	3	4	5	12

Korean Brand Ambassador					Korean Wave			
X1.1	X1.2	X1.3	X1.4	Total X1	X2.1	X2.2	X2.3	Total X2
4	5	5	5	19	4	3	4	11
5	3	3	4	15	3	5	5	13
5	5	5	4	19	3	4	3	10
5	5	4	4	18	5	4	4	13
5	4	4	4	17	4	4	4	12
4	4	3	5	16	3	4	5	12
5	5	5	5	20	4	5	4	13
5	5	5	4	19	3	4	3	10
5	3	3	4	15	3	5	5	13
5	4	4	4	17	4	4	4	12
4	4	4	4	16	5	4	5	14
5	5	5	5	20	4	5	4	13
5	4	5	4	18	3	4	4	11
5	3	3	4	15	3	5	5	13
5	5	5	4	19	3	4	3	10
5	4	5	5	19	3	3	4	10
4	4	4	4	16	5	4	5	14
5	4	5	5	19	3	3	4	10
5	4	5	5	19	3	3	4	10
4	3	4	4	15	5	4	5	14
5	5	5	5	20	4	5	4	13
5	4	4	4	17	4	4	4	12
4	5	5	5	19	4	3	4	11
5	4	5	5	19	3	3	4	10
5	5	5	5	20	4	5	4	13
5	5	5	4	19	3	4	3	10
5	4	5	4	18	3	4	4	11
5	5	4	4	18	5	4	4	13
5	4	5	4	18	3	4	4	11
5	4	5	4	18	3	4	4	11
4	4	3	5	16	3	4	5	12
5	5	5	4	19	3	4	3	10

Korean Brand Ambassador					Korean Wave			
X1.1	X1.2	X1.3	X1.4	Total X1	X2.1	X2.2	X2.3	Total X2
5	5	5	4	19	3	4	3	10
5	4	4	4	17	4	4	4	12
5	4	4	4	17	4	4	4	12
5	4	5	5	19	3	3	4	10
4	5	5	5	19	4	3	4	11
4	5	5	5	19	4	3	4	11
5	5	4	4	18	5	4	4	13
5	4	5	4	18	3	4	4	11
4	4	4	4	16	5	4	5	14
4	4	3	5	16	3	4	5	12
5	4	5	5	19	3	3	4	10
5	4	5	4	18	3	4	4	11
5	5	4	4	18	5	4	4	13
5	3	3	4	15	3	5	5	13
4	4	3	5	16	3	4	5	12
4	4	4	4	16	5	4	5	14
4	5	5	5	19	4	3	4	11
4	4	4	4	16	5	4	5	14
4	5	5	5	19	4	3	4	11
5	5	5	4	19	3	4	3	10
5	3	3	4	15	3	5	5	13
4	4	4	4	16	5	4	5	14
5	5	5	5	20	4	5	4	13
5	5	5	4	19	3	4	3	10
5	5	5	4	19	3	4	3	10
5	5	4	4	18	5	4	4	13
5	4	5	5	19	3	3	4	10
5	3	3	4	15	3	5	5	13
5	4	5	4	18	3	4	4	11
5	5	5	5	20	4	5	4	13
5	4	5	4	18	3	4	4	11
5	4	5	4	18	3	4	4	11

Korean Brand Ambassador					Korean Wave			
X1.1	X1.2	X1.3	X1.4	Total X1	X2.1	X2.2	X2.3	Total X2
5	4	5	4	18	3	4	4	11
5	4	5	5	19	3	3	4	10
5	4	4	4	17	4	4	4	12
5	5	5	5	20	4	5	4	13

Price						Promotion				
X3.1	X3.2	X3.3	X3.4	X3.5	Total X3	X4.1	X4.2	X4.3	X4.4	Total X4
4	4	4	5	3	20	4	3	4	3	14
2	3	3	3	3	14	5	4	4	3	16
4	4	3	4	2	17	4	3	4	3	14
5	5	5	5	2	22	4	5	5	3	17
3	3	4	4	4	18	5	5	4	3	17
4	4	4	5	3	20	4	3	4	3	14
5	4	5	5	3	22	5	4	4	3	16
4	4	4	4	3	19	4	3	4	2	13
3	3	4	3	3	16	5	5	4	4	18
3	4	4	3	4	18	3	4	4	5	16
5	4	4	3	4	20	3	5	5	4	17
4	5	5	3	3	20	5	3	3	2	13
5	5	5	4	3	22	4	5	5	5	19
3	5	3	3	3	17	4	5	5	3	17
4	4	5	5	4	22	4	4	5	3	16
3	4	4	3	4	18	5	4	4	3	16
5	4	5	4	4	22	3	5	5	3	16
5	4	4	4	3	20	5	4	4	3	16
3	4	5	3	3	18	3	4	4	3	14
5	4	5	4	3	21	3	5	5	3	16
3	3	5	5	4	20	4	5	3	3	15
3	4	4	3	2	16	5	4	4	4	17
3	4	4	3	3	17	5	4	4	3	16
3	4	5	5	3	20	5	4	4	3	16
5	5	4	3	3	20	4	5	5	3	17

Price					
X3.1	X3.2	X3.3	X3.4	X3.5	Total X3
4	5	4	4	3	20
4	4	5	4	3	20
4	4	4	4	3	19
4	4	4	4	3	19
4	4	5	4	2	19
5	4	5	3	3	20
3	4	4	3	3	17
4	5	5	4	3	21
5	4	4	5	3	21
3	3	5	3	3	17
4	5	5	4	3	21
5	4	5	4	3	21
3	4	5	3	4	19
3	3	5	3	3	17
5	4	4	3	3	19
4	4	5	4	4	21
3	3	3	3	3	15
3	4	5	3	3	18
4	4	5	3	3	19
3	3	4	3	3	16
4	4	3	3	3	17
3	3	4	5	3	18
3	4	3	3	3	16
4	4	5	4	3	20
3	4	5	4	3	19
4	5	5	3	3	20
4	5	5	4	4	22
5	5	3	4	3	20
5	4	5	4	4	22
3	3	4	5	3	18
4	4	3	5	3	19
5	4	3	3	4	19
5	4	4	5	4	22
5	5	5	5	5	25

Promotion				
X4.1	X4.2	X4.3	X4.4	Total X4
5	3	3	4	15
4	4	5	3	16
4	4	5	3	16
4	4	5	3	16
4	4	5	4	17
5	4	4	3	16
3	4	4	3	14
5	3	3	4	15
3	5	5	4	17
5	5	4	3	17
5	3	3	5	16
5	4	4	3	16
3	4	4	3	14
4	5	3	5	17
5	4	4	3	16
4	4	5	3	16
5	5	4	3	17
5	4	4	3	16
4	4	5	3	16
4	5	3	4	17
4	4	5	4	17
4	5	3	4	16
3	4	4	4	15
4	4	5	3	16
3	4	4	3	14
5	3	3	3	14
5	3	3	3	14
4	5	5	3	17
5	4	4	4	17
5	5	4	3	17
4	3	4	3	14
5	4	4	5	18
3	5	5	3	16
4	5	5	4	18

Price						Promotion				
X3.1	X3.2	X3.3	X3.4	X3.5	Total X3	X4.1	X4.2	X4.3	X4.4	Total X4
3	4	4	3	4	18	3	4	4	3	14
5	4	4	5	3	21	5	4	4	3	16
4	4	4	4	3	19	4	3	4	3	14
5	4	4	3	3	19	5	4	4	3	16
4	5	5	3	3	20	5	3	3	3	14
5	4	4	3	3	19	3	5	5	4	17
3	3	4	5	2	17	5	5	4	4	18
5	4	5	3	3	20	5	4	4	3	16
5	4	4	5	3	21	3	5	5	4	17
3	3	4	3	3	16	5	5	4	3	17
4	5	4	3	3	19	5	3	3	5	16
3	3	3	4	4	17	4	5	3	3	15
4	4	4	3	3	18	4	3	4	3	14
5	4	5	3	4	21	3	5	5	3	16
4	4	4	3	5	20	4	3	4	4	15
5	4	5	3	3	20	3	5	5	4	17
4	5	5	5	3	22	5	3	3	4	15
5	5	4	3	4	21	4	5	5	4	18
4	4	4	3	3	18	4	4	5	5	18
3	3	4	3	3	16	5	5	4	3	17
5	5	5	4	3	22	4	5	5	3	17
4	5	5	5	3	22	5	3	3	4	15
3	4	4	4	2	17	5	4	4	4	17
3	3	5	3	4	18	5	5	4	4	18
3	4	4	3	3	17	3	4	4	3	14
3	4	4	5	4	20	5	4	4	4	17
5	5	5	4	3	22	4	5	5	4	18
3	3	4	3	3	16	4	5	3	3	15
3	4	5	3	3	18	5	4	4	3	16
3	4	4	3	3	17	3	4	4	3	14
3	3	4	4	3	17	4	5	3	3	15
3	3	4	5	3	18	4	5	3	3	15
3	3	5	3	4	18	4	5	3	3	15
5	4	4	3	3	19	3	5	5	3	16

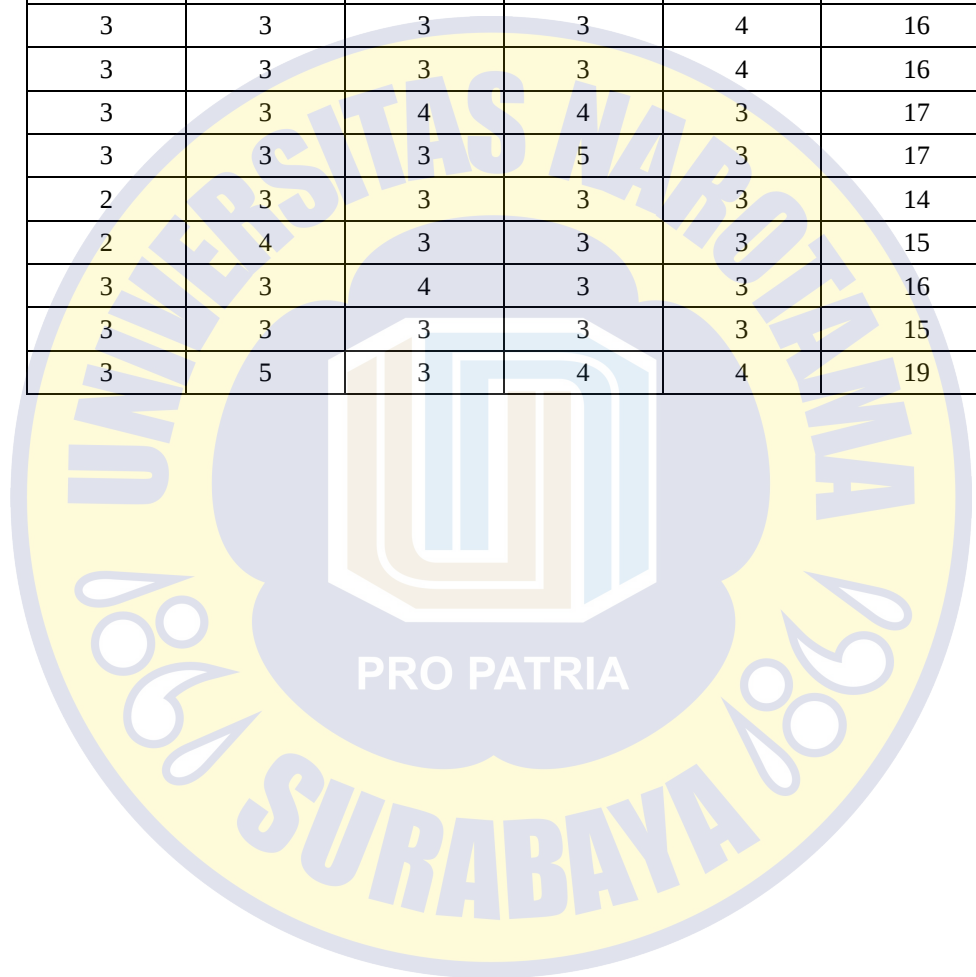
Price						Promotion				
X3.1	X3.2	X3.3	X3.4	X3.5	Total X3	X4.1	X4.2	X4.3	X4.4	Total X4
3	3	4	3	4	17	4	5	3	3	15
4	4	4	5	3	20	4	3	4	3	14
3	3	3	4	3	16	5	5	4	3	17
4	4	4	3	3	18	4	3	4	3	14
5	5	5	4	3	22	4	5	5	4	18
3	4	4	3	2	16	5	4	4	3	16
3	4	4	3	3	17	3	4	4	4	15

Purchasing Decision					
Y.1	Y.2	Y.3	Y.4	Y.5	Total Y
4	3	3	4	3	17
2	3	3	5	3	16
3	4	3	4	4	18
3	4	5	3	3	18
3	3	4	5	2	17
3	4	3	4	3	17
2	3	3	4	3	15
2	3	3	5	4	17
2	3	3	4	3	15
2	3	3	3	5	16
2	3	3	3	3	14
4	4	3	3	4	18
3	3	3	3	3	15
3	4	3	3	4	17
3	3	3	3	3	15
2	3	3	3	4	15
4	4	4	4	3	19
3	3	3	4	3	16
3	3	3	5	3	17
2	3	3	3	3	14
4	3	3	3	3	16
3	3	3	5	4	18

Purchasing Decision					
Y.1	Y.2	Y.3	Y.4	Y.5	Total Y
2	3	3	3	3	14
2	3	3	3	3	14
2	3	3	4	3	15
3	3	4	3	3	16
2	3	3	3	3	14
3	3	4	4	4	18
3	4	3	3	3	16
2	3	3	3	3	14
2	4	3	3	2	14
2	3	3	5	4	17
4	4	4	4	4	20
2	3	3	3	3	14
3	3	3	3	3	15
3	3	3	3	4	16
3	3	3	2	3	14
2	4	3	3	5	17
2	3	3	3	3	14
2	4	3	3	3	15
2	4	4	4	4	18
3	3	3	3	2	14
2	4	3	5	4	18
4	3	3	3	3	16
2	3	3	3	5	16
2	3	3	3	4	15
2	3	3	3	4	15
2	3	3	3	3	14
3	3	4	3	3	16
4	4	3	3	3	17
3	3	3	5	5	19
3	4	3	3	3	16
3	3	4	3	3	16
3	3	3	5	5	19
2	3	3	3	5	16

Purchasing Decision					
Y.1	Y.2	Y.3	Y.4	Y.5	Total Y
2	3	3	3	3	14
2	3	3	3	3	14
2	3	3	3	5	16
3	3	3	3	3	15
2	3	3	3	3	14
2	3	3	3	3	14
2	4	3	3	3	15
3	3	4	3	4	17
3	3	3	3	3	15
3	3	3	3	3	15
2	3	3	3	3	14
3	3	3	5	3	17
3	3	3	3	3	15
2	3	3	3	3	14
2	3	4	4	3	16
2	3	5	5	3	18
3	3	3	3	3	15
3	4	2	2	3	14
4	3	3	5	4	19
2	3	3	3	3	14
4	3	3	3	3	16
4	3	3	3	5	18
3	3	3	5	3	17
3	3	3	3	4	16
3	2	3	3	3	14
3	3	2	2	4	14
2	3	4	3	3	15
2	3	4	4	3	16
2	3	3	3	3	14
2	3	3	2	3	13
4	4	3	5	4	20
3	3	3	3	3	15
3	3	5	4	3	18

Purchasing Decision					
Y.1	Y.2	Y.3	Y.4	Y.5	Total Y
3	3	3	3	3	15
2	3	3	3	3	14
2	3	3	3	3	14
3	3	3	3	4	16
3	3	3	3	4	16
3	3	4	4	3	17
3	3	3	5	3	17
2	3	3	3	3	14
2	4	3	3	3	15
3	3	4	3	3	16
3	3	3	3	3	15
3	5	3	4	4	19



APPENDIX 7. DATA INTERVALS

Descriptive Statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
X1.1	100	3.74	.860
X1.2	100	3.58	.768
X1.3	100	3.60	.829
X1.4	100	3.64	.785
X2.1	100	3.51	.785
X2.2	100	3.69	.720
X2.3	100	3.78	.733
X3.1	100	3.75	.783
X3.2	100	3.81	.720
X3.3	100	3.97	.731
X3.4	100	3.61	.777
X3.5	100	3.27	.649
X4.1	100	3.75	.869
X4.2	100	3.74	.872
X4.3	100	3.66	.768
X4.4	100	3.38	.708
Y.1	100	2.98	.932
Y.2	100	3.39	.650
Y.3	100	3.38	.693
Y.4	100	3.54	.846
Y.5	100	3.50	.732
Valid N (listwise)	100		

APPENDIX 8. SPSS OUTPUT RESULT

VALIDITY TEST

1. Korean Brand Ambassador (X1) Variable Validity Test

		Correlations				
		X1.1	X1.2	X1.3	X1.4	Korean Brand Ambassador
X1.1	Pearson Correlation	1	.659**	.703**	.757**	.887**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.659**	1	.702**	.752**	.874**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.703**	.702**	1	.692**	.877**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.757**	.752**	.692**	1	.902**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Korean Brand Ambassador	Pearson Correlation	.887**	.874**	.877**	.902**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

2. Korean Wave Variable (X2) Validity Test

Correlations				
	X2.1	X2.2	X2.3	Korean Wave

X2.1	Pearson Correlation	1	.443**	.478**	.802**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.443**	1	.539**	.806**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.478**	.539**	1	.825**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Korean Wave	Pearson Correlation	.802**	.806**	.825**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

3. Price Variable (X3) Validity Test

Correlations						
	X3.1	X3.2	X3.3	X3.4	X3.5	Price
X3.1	Pearson Correlation	1	.667**	.392**	.286**	.313**
	Sig. (2-tailed)		.000	.000	.004	.002
	N	100	100	100	100	100
X3.2	Pearson Correlation	.667**	1	.564**	.317**	.305**
	Sig. (2-tailed)	.000		.000	.001	.002
	N	100	100	100	100	100
X3.3	Pearson Correlation	.392**	.564**	1	.281**	.230*
	Sig. (2-tailed)	.000	.000		.005	.021
	N	100	100	100	100	100
X3.4	Pearson Correlation	.286**	.317**	.281**	1	.271**
						.627**

X3.5	Sig. (2-tailed)	.004	.001	.005		.006	.000
	N	100	100	100	100	100	100
	Pearson						
	Correlation	.313**	.305**	.230*	.271**	1	.581**
	Sig. (2-tailed)	.002	.002	.021	.006		.000
	N	100	100	100	100	100	100
Harga	Pearson						
	Correlation	.769**	.817**	.705**	.627**	.581**	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).

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

4. Promotion Variable (X4) Validity Test

		Correlations				
		X4.1	X4.2	X4.3	X4.4	Promotion
X4.1	Pearson Correlation	1	.380**	.356**	.468**	.724**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X4.2	Pearson Correlation	.380**	1	.681**	.440**	.817**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X4.3	Pearson Correlation	.356**	.681**	1	.482**	.807**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X4.4	Pearson Correlation	.468**	.440**	.482**	1	.750**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Promosi	Pearson Correlation	.724**	.817**	.807**	.750**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

5. Purchasing Decision Variable (Y) Validity Test

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Purchasing Decision
Y.1	Pearson Correlation	1	.597**	.528**	.411**	.400**	.811**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
Y.2	Pearson Correlation	.597**	1	.520**	.403**	.414**	.771**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
Y.3	Pearson Correlation	.528**	.520**	1	.508**	.259**	.747**
	Sig. (2-tailed)	.000	.000		.000	.009	.000
	N	100	100	100	100	100	100
Y.4	Pearson Correlation	.411**	.403**	.508**	1	.359**	.734**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
Y.5	Pearson Correlation	.400**	.414**	.259**	.359**	1	.647**
	Sig. (2-tailed)	.000	.000	.009	.000		.000
	N	100	100	100	100	100	100
Keputusan Pembelian	Pearson Correlation	.811**	.771**	.747**	.734**	.647**	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).

RELIABILITY TEST

1. Korean Brand Ambassador Variable (X1) Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.907	4

2. Korean Wave Variable (X2) Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.738	3

3. Price Variabel (X3) Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.741	5

4. Promotion Variabel (X4) Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.774	4

5. Purchasing Decision Variabel (Y) Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0

Excluded ^a	0	.0
Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.791	5



CLASSIC ASSUMPTION TEST

Normality test

One-Sample Kolmogorov-Smirnov Test

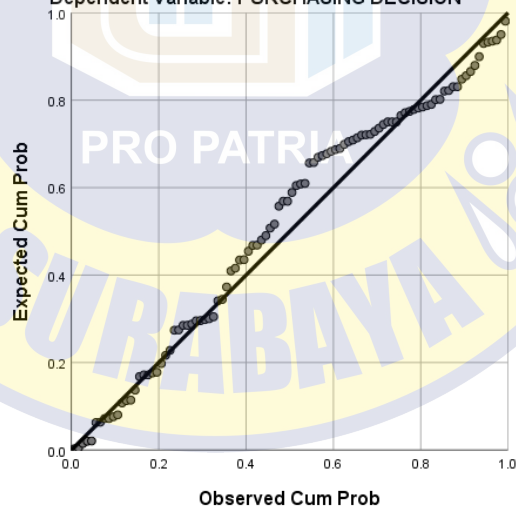
		Standardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	.97958969
	Absolute	.119
Most Extreme Differences	Positive	.054
	Negative	-.119
Kolmogorov-Smirnov Z		1.194
Asymp. Sig. (2-tailed)		.116

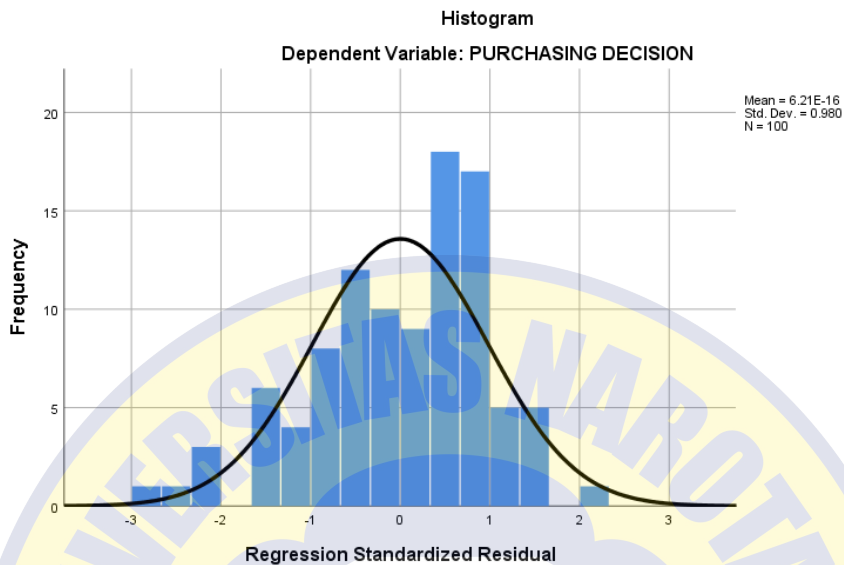
a. Test distribution is Normal.

b. Calculated from data.

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: PURCHASING DECISION





Multicollinearity Test

Coefficients^a

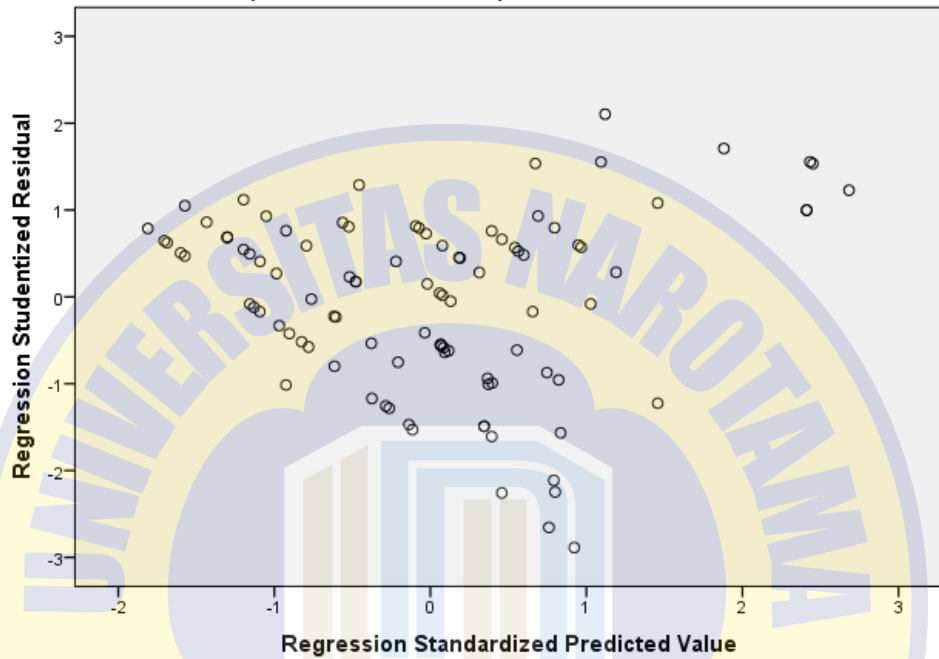
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.122	1.382		.088	.930		
Korean Brand Ambassador	.301	.077	.301	3.895	.000	.641	1.561
Korean Wave	.331	.139	.210	2.387	.019	.496	2.018
Harga	.241	.090	.216	2.661	.009	.581	1.721
Promosi	.290	.108	.252	2.683	.009	.433	2.312

a. Dependent Variable: Keputusan Pembelian

Heteroscedasticity Test

Scatterplot

Dependent Variable: Keputusan Pembelian



HYPOTHESIS TESTING

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Promotion, Korean Brand Ambassador, Price, Korean Wave ^b		Enter

a. Dependent Variable: Purchasing Decision

b. All requested variables entered.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1							
(Constant)	.122	1.382		.088	.930		
Korean Brand Ambassador	.301	.077	.301	3.895	.000	.641	1.561
Korean Wave	.331	.139	.210	2.387	.019	.496	2.018
Price	.241	.090	.216	2.661	.009	.581	1.721
Promotion	.290	.108	.252	2.683	.009	.433	2.312

a. Dependent Variable: Purchasing Decision

Coefficient of Determination (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798 ^a	.637	.622	1.764

- a. Predictors: (Constant), Promotion, Korean Brand Ambassador, Price, Korean Wave
- b. Dependent Variable: Purchasing Decision

T Test (Partial)

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.122	1.382		.088	.930		
Korean Brand Ambassador	.301	.077	.301	3.895	.000	.641	1.561
Korean Wave	.331	.139	.210	2.387	.019	.496	2.018
Price	.241	.090	.216	2.661	.009	.581	1.721
Promotion	.290	.108	.252	2.683	.009	.433	2.312

a. Dependent Variable: Purchasing Decision

F Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1 Regression		518.934	4	129.733	41.686	.000 ^b
Residual		295.656	95	3.112		
Total		814.590	99			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Promotion, Korean Brand Ambassador, Price, Korean Wave