

LAMPIRAN

Lampiran 1 : Angket Penelitian

PETUNJUK PENGISIAN

Dalam mengisi kuesioner ini, diharapkan mengisi dengan baik.

- a. Jenis Kelamin : Perempuan Laki-Laki
- b. Pengguna Scarlett Whitening : Ya Tidak
- c. Frekuensi Pembelian : 1 – 2 3 – 4
- d. Pendidikan : Mahasiswi
- e. Umur: 17 – 20 Tahun
 21 – 26 Tahun

II. Petunjuk Pengisian

1. Bacalah dengan saksama setiap pernyataan dan semua pilihan jawaban yang ada
2. Tentukan opsi jawaban yang sesuai dengan pandangan Anda
3. Pengukuran skala likert dengan ukuran sebagai berikut :

No	Keterangan	Bobot Nilai
1	Sangat Tidak Setuju (STS)	1
2	Tidak Setuju (TS)	2
4	Setuju (S)	3
5	Sangat Setuju (SS)	4

DAFTAR PERNYATAAN

Berikan tanda centang (√) pada salah satu jawaban yang paling cocok dengan kriteria di bawah ini.

1. Variabel *Brand Ambassador* (X1)

No	PERNYATAAN	STS	TS	S	SS
Kesesuaian (<i>congruence</i>)					
1	<i>Brand ambassador</i> yang dipilih sesuai dengan produk yang dijual sehingga membuat saya tertarik untuk melakukan pembelian				
2	Gaya berpakaian <i>brand ambassador</i> sesuai dengan selera target konsumen <i>scarlett whitening</i> sehingga saya tertarik untuk melakukan pembelian.				
Kredibilitas (<i>credibility</i>)					
1	<i>Brand ambassador</i> memiliki pengetahuan dan keahlian mengenai produk sehingga saya tertarik untuk membeli produk <i>scarlett whitening</i> .				
2	<i>Brand ambassador</i> dapat dipercaya untuk memberikan informasi yang efektif dan tidak biasa kepada <i>public</i> sehingga membuat saya tertarik untuk membeli <i>scarlett whitening</i> .				
Daya Tarik (<i>attractiveness</i>)					
1	<i>Brand ambassador</i> memiliki daya tarik fisik yang kuat sehingga saya tertarik untuk membeli produk <i>scarlett whitening</i> .				
2	<i>Brand ambassador</i> memiliki daya tarik non fisik seperti <i>kepribadian</i> , sikap, dan perilaku sehingga saya tertarik untuk membeli produk <i>scarlett whitening</i>				
Kekuatan (<i>power</i>)					
1	Karisma dan pesona yang dimiliki oleh <i>brand ambassador</i> membuat saya tertarik untuk membeli produk <i>scarlett</i>				

	whitening				
2	<i>Brand ambassador</i> mampu meyakinkan saya untuk membeli produk <i>Scarlett Whitening</i>				

2. Variabel *Social Media Marketing* Tiktok (X2)

No	Pernyataan	STS	TS	S	SS
Context (konteks)					
1	Informasi yang menjelaskan cara kerja produk di tiktok mempengaruhi saya untuk melakukan pembelian <i>scarlett whitening</i>				
2	Konten tiktok yang disampaikan mengenai produk <i>scarlett whitening</i> mempengaruhi saya untuk melakukan pembelian.				
Communication (komunikasi)					
1	Interaksi di tiktok seperti komentar dan tanggapan antara <i>brand scarlett whitening</i> dan pengguna mempengaruhi keputusan saya untuk melakukan pembelian.				
2	Respon yang saya terima di tiktok, seperti jawaban atas pertanyaan mengenai <i>scarlett whitening</i> , membuat saya yakin untuk melakukan pembelian.				
Collaboration (kolaborasi)					
1	Kerja sama yang dilakukan <i>scarlett whitening</i> dengan <i>brand ambassador</i> di tiktok membuat saya tertarik untuk membeli produk tersebut.				
2	Ketika <i>brand ambassador</i> yang saya ikuti menggunakan produk <i>scarlett whitening</i> di tiktok meningkatkan keinginan saya untuk membeli produk tersebut.				
Connection (koneksi)					
1	Ulasan positif dan <i>feedback</i> antara <i>brand scarlett whitening</i>				

	dan pengguna lain di tiktok membuat saya berkeinginan untuk membeli produk tersebut				
2	Ketika mengikuti akun tiktok <i>scarlett whitening</i> , saya merasa lebih terhubung dengan <i>brand</i> dan produk yang ditawarkan sehingga memutuskan untuk membeli.				

3. Keputusan Pembelian (Y)

No	PERNYATAAN	STS	TS	S	SS
Pemilihan Produk (<i>product choice</i>)					
1	Konsumen memilih produk Scarlett Whitening karena kualitasnya yang memberikan manfaat bagi kulit.				
2	Konsumen tertarik membeli produk Scarlett Whitening karena tampilannya yang menarik.				
Pemilihan Merek (<i>brand choice</i>)					
1	Konsumen memutuskan membeli Scarlett Whitening karena merek ini sudah dikenal luas.				
2	Keputusan pembelian dipengaruhi oleh kehadiran brand ambassador terkenal seperti Song Joong-ki				
Pemilihan Saluran Pembelian (<i>dealer choice</i>)					
1	Produk Scarlett Whitening tersedia di berbagai kanal, baik online maupun toko fisik.				
2	Pembelian dapat dilakukan dengan mudah melalui platform online seperti Shopee dan Tokopedia.				
Penentuan waktu pembelian (<i>purchase timing</i>)					
1	Konsumen membeli Scarlett Whitening saat persediaan produk sebelumnya telah habis.				
2	Pembelian produk dilakukan dalam interval waktu tertentu, seperti lebih dari sebulan sekali.				

Pilihan jumlah pembelian (<i>choice of purchase amount</i>)					
1	Konsumen cenderung membeli satu produk Scarlett Whitening dalam setiap transaksi.				
2	Pembelian dalam bentuk paket dipilih untuk mendapatkan diskon harga.				
Metode Pembayaran (<i>payment method</i>)					
1	Tersedia pilihan pembayaran secara daring (online).				
2	Konsumen juga dapat memilih metode pembayaran langsung (offline).				

Lampiran 2: Hasil Analisis Deskriptif

- Brand Ambassador

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BA1	140	1	4	2.91	.852
BA2	140	1	4	2.92	.849
BA3	140	1	4	2.96	.944
BA4	140	1	4	2.84	.931
BA5	140	1	4	2.99	.906
BA6	140	1	4	2.89	.890
BA7	140	1	4	2.93	.919
BA8	140	1	4	2.96	.920
Total	140	8	32	23.39	6.101
Valid N (listwise)	140				

- Social Media Marketing

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SM1	140	1	4	2.86	.926
SM2	140	1	4	2.91	.852
SM3	140	1	4	2.71	.867
SM4	140	1	4	2.83	.881
SM5	140	1	4	2.89	.935
SM6	140	1	4	2.88	.893
SM7	140	1	4	2.91	.948
SM8	140	1	4	2.90	.908
Total_SM	140	8	32	22.90	5.904
Valid N (listwise)	140				

- Keputusan Pembelian

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KP1	140	1	4	3.11	.942
KP2	140	1	4	3.14	.923
KP3	140	1	4	3.14	.976
KP4	140	1	4	2.94	.904
KP5	140	1	4	2.89	.828
KP6	140	1	4	2.84	.895
KP7	140	1	4	3.10	.876
KP8	140	1	4	3.09	.877
KP9	140	1	4	2.92	.849
KP10	140	1	4	2.85	.873
KP11	140	1	4	2.76	.903
KP12	140	1	4	3.04	.860
Total_KP	140	13	52	38.84	9.132
Valid N (listwise)	140				

Lampiran 3: Hasil Uji Validitas

- Uji Validitas Brand Ambassador (X1)

Correlations

		BA1	BA2	BA3	BA4	BA5	BA6	BA7	BA8	Total
BA1	Pearson Correlation	1	.756**	.720**	.645**	.651**	.670**	.663**	.674**	.851**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140
BA2	Pearson Correlation	.756**	1	.741**	.658**	.654**	.616**	.639**	.668**	.844**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140
BA3	Pearson Correlation	.720**	.741**	1	.688**	.639**	.636**	.669**	.669**	.853**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140
BA4	Pearson Correlation	.645**	.658**	.688**	1	.765**	.655**	.702**	.689**	.859**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140
BA5	Pearson Correlation	.651**	.654**	.639**	.765**	1	.667**	.699**	.638**	.845**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140
BA6	Pearson Correlation	.670**	.616**	.636**	.655**	.667**	1	.685**	.635**	.822**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	140	140	140	140	140	140	140	140	140
BA7	Pearson Correlation	.663**	.639**	.669**	.702**	.699**	.685**	1	.711**	.854**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	140	140	140	140	140	140	140	140	140
BA8	Pearson Correlation	.674**	.668**	.669**	.689**	.638**	.635**	.711**	1	.841**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	140	140	140	140	140	140	140	140	140
Total	Pearson Correlation	.851**	.844**	.853**	.859**	.845**	.822**	.854**	.841**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	140	140	140	140	140	140	140	140	140

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

• Uji Validitas Social Media Marketing Tiktok

Correlations

		SM1	SM2	SM3	SM4	SM5	SM6	SM7	SM8	Total SM
SM1	Pearson Correlation	1	.613**	.522**	.693**	.581**	.579**	.625**	.573**	.794**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140
SM2	Pearson Correlation	.613**	1	.726**	.670**	.621**	.638**	.605**	.621**	.835**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140
SM3	Pearson Correlation	.522**	.726**	1	.623**	.539**	.651**	.609**	.575**	.797**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140
SM4	Pearson Correlation	.693**	.670**	.623**	1	.624**	.622**	.671**	.590**	.838**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140
SM5	Pearson Correlation	.581**	.621**	.539**	.624**	1	.665**	.663**	.581**	.808**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140
SM6	Pearson Correlation	.579**	.638**	.651**	.622**	.665**	1	.718**	.570**	.831**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	140	140	140	140	140	140	140	140	140
SM7	Pearson Correlation	.625**	.605**	.609**	.671**	.663**	.718**	1	.684**	.854**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	140	140	140	140	140	140	140	140	140
SM8	Pearson Correlation	.573**	.621**	.575**	.590**	.581**	.570**	.684**	1	.794**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	140	140	140	140	140	140	140	140	140
Total_SM	Pearson Correlation	.794**	.835**	.797**	.838**	.808**	.831**	.854**	.794**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	140	140	140	140	140	140	140	140	140

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

• Uji Validitas Keputusan Pembelian (Y)

Correlations

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12	Total KP
KP1	Pearson Correlation	1	.595**	.602**	.573**	.632**	.508**	.589**	.572**	.559**	.588**	.521**	.608**	.777**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140	140	140	140	140
KP2	Pearson Correlation	.595**	1	.706**	.656**	.593**	.524**	.597**	.572**	.528**	.517**	.643**	.601**	.796**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140	140	140	140	140
KP3	Pearson Correlation	.602**	.706**	1	.710**	.570**	.471**	.607**	.532**	.551**	.565**	.600**	.611**	.797**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140	140	140	140	140
KP4	Pearson Correlation	.573**	.656**	.710**	1	.703**	.487**	.553**	.542**	.529**	.536**	.530**	.632**	.789**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140	140	140	140	140

KP5	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140	140	140	140
	Pearson Correlation	.632**	.593**	.570**	.703**	1	.529**	.580**	.626**	.520**	.515**	.543**	.581**
KP6	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140	140	140	140
	Pearson Correlation	.508**	.524**	.471**	.487**	.529**	1	.591**	.614**	.627**	.659**	.575**	.559**
KP7	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140	140	140	140
	Pearson Correlation	.589**	.597**	.607**	.553**	.580**	.591**	1	.607**	.620**	.594**	.522**	.654**
KP8	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140	140	140	140
	Pearson Correlation	.572**	.572**	.532**	.542**	.626**	.614**	.607**	1	.656**	.543**	.553**	.625**
KP9	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140	140	140	140
	Pearson Correlation	.559**	.528**	.551**	.529**	.520**	.627**	.620**	.656**	1	.635**	.530**	.625**
KP10	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140	140	140	140
	Pearson Correlation	.588**	.517**	.565**	.536**	.515**	.659**	.594**	.543**	.635**	1	.658**	.601**
KP11	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140	140	140	140
	Pearson Correlation	.521**	.643**	.600**	.530**	.543**	.575**	.522**	.553**	.530**	.658**	1	.576**
KP12	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140	140	140	140
	Pearson Correlation	.608**	.601**	.611**	.632**	.581**	.559**	.654**	.625**	.625**	.601**	.576**	1
Total_KP	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	140	140	140	140	140	140	140	140	140	140	140	140
	Pearson Correlation	.777**	.796**	.797**	.789**	.775**	.749**	.795**	.784**	.777**	.780**	.764**	.843**

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

Lampiran 4: Hasil Uji Reliabilitas

- Uji Reliabilitas Brand Ambassador (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.943	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BA1	20.48	29.100	.804	.935
BA2	20.47	29.201	.796	.935
BA3	20.44	28.291	.801	.935
BA4	20.55	28.321	.810	.934
BA5	20.41	28.704	.793	.935
BA6	20.51	29.086	.764	.937
BA7	20.46	28.495	.803	.935
BA8	20.44	28.622	.787	.936

- Uji Reliabilitas Social Media Marketing Tiktok (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.929	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SM1	20.04	27.034	.723	.923
SM2	19.99	27.180	.782	.919
SM3	20.19	27.447	.732	.922
SM4	20.07	26.916	.783	.918
SM5	20.01	26.813	.741	.922
SM6	20.02	26.884	.774	.919
SM7	19.99	26.187	.800	.917
SM8	20.00	27.165	.725	.923

- Uji Reliabilitas Keputusan Pembelian (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.944	12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KP1	32.70	59.391	.731	.939
KP2	32.67	59.287	.756	.938
KP3	32.67	58.654	.755	.938
KP4	32.86	59.672	.745	.939
KP5	32.91	60.683	.738	.939
KP6	32.97	60.316	.704	.940
KP7	32.71	59.935	.751	.938
KP8	32.72	60.044	.741	.939
KP9	32.89	60.476	.734	.939
KP10	32.96	60.128	.739	.939
KP11	33.04	60.013	.720	.940
KP12	32.77	59.875	.772	.938

Lampiran 5 : Hasil Uji Asumsi Klasik

- Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		140
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	4.60728506
Most Extreme Differences	Absolute	.068
	Positive	.056
	Negative	-.068
Kolmogorov-Smirnov Z		.806
Asymp. Sig. (2-tailed)		.534

- a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.

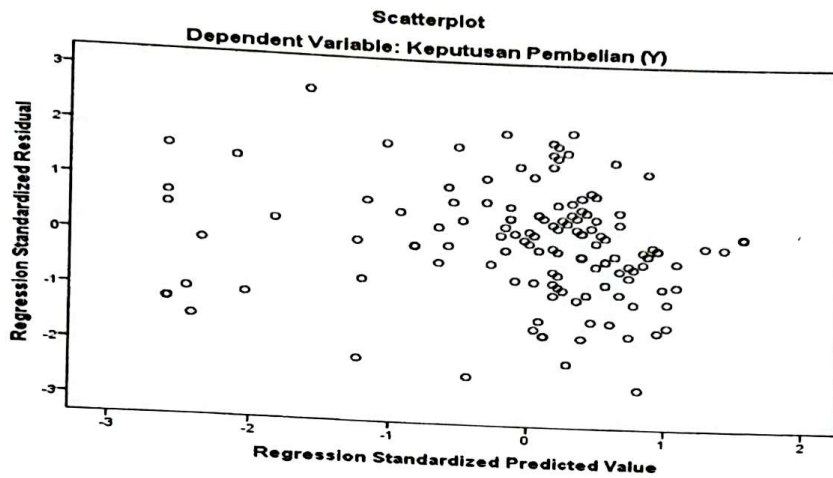
- Uji Multikolinearitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	7.715	1.623		4.753	.000		
1 Brand Ambassador (X1)	.272	.131	.182	2.073	.040	.243	4.110
Social Media Marketing (X2)	1.083	.136	.698	7.945	.000	.243	4.110

a. Dependent Variable: Keputusan Pembelian (Y)

- Uji Heteroskedastisitas



Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.393	1.002		6.379	.000
1 Brand Ambassador (X1)	-.067	.081	-.138	-.822	.412
Social Media Marketing (X2)	-.057	.084	-.114	-.677	.500

a. Dependent Variable: Abs_Ress

Lampiran 6 : Uji Regresi Linear Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7.715	1.623		4.753	.000
1 Brand Ambassador (X1)	.272	.131	.182	2.073	.040
Social Media Marketing (X2)	1.083	.136	.698	7.945	.000

a. Dependent Variable: Keputusan Pembelian (Y)

Lampiran 7 : Uji Hipotesis

- Uji t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7.715	1.623			
1 Brand Ambassador (X1)	.272	.131	.182	4.753	.000
Social Media Marketing (X2)	1.083	.136	.698	2.073	.040
				7.945	.000

a. Dependent Variable: Keputusan Pembelian (Y)

- Uji F

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	8504.429	2	4252.215	197.438	.000 ^b
	Residual	2950.564	137	21.537		
	Total	11454.993	140			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Social Media Marketing (X2), Brand Ambassador (X1)

- Uji Determinasi (R²)

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.862 ^a	.742	.739		4.641

a. Predictors: (Constant), Social Media Marketing (X2), Brand Ambassador (X1)

Lampiran 8 : Rtabel, Ttabel, Ftabel

- R tabel

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
101	0.1630	0.1937	0.2290	0.2528	0.3196
102	0.1622	0.1927	0.2279	0.2515	0.3181
103	0.1614	0.1918	0.2268	0.2504	0.3166
104	0.1606	0.1909	0.2257	0.2492	0.3152
105	0.1599	0.1900	0.2247	0.2480	0.3137
106	0.1591	0.1891	0.2236	0.2469	0.3123
107	0.1584	0.1882	0.2226	0.2458	0.3109
108	0.1576	0.1874	0.2216	0.2446	0.3095
109	0.1569	0.1865	0.2206	0.2436	0.3082
110	0.1562	0.1857	0.2196	0.2425	0.3068
111	0.1555	0.1848	0.2186	0.2414	0.3055
112	0.1548	0.1840	0.2177	0.2403	0.3042
113	0.1541	0.1832	0.2167	0.2393	0.3029
114	0.1535	0.1824	0.2158	0.2383	0.3016
115	0.1528	0.1816	0.2149	0.2373	0.3004
116	0.1522	0.1809	0.2139	0.2363	0.2991
117	0.1515	0.1801	0.2131	0.2353	0.2979
118	0.1509	0.1793	0.2122	0.2343	0.2967
119	0.1502	0.1786	0.2113	0.2333	0.2955
120	0.1496	0.1779	0.2104	0.2324	0.2943
121	0.1490	0.1771	0.2096	0.2315	0.2931
122	0.1484	0.1764	0.2087	0.2305	0.2920
123	0.1478	0.1757	0.2079	0.2296	0.2908
124	0.1472	0.1750	0.2071	0.2287	0.2897
125	0.1466	0.1743	0.2062	0.2278	0.2886
126	0.1460	0.1736	0.2054	0.2269	0.2875
127	0.1455	0.1729	0.2046	0.2260	0.2864
128	0.1449	0.1723	0.2039	0.2252	0.2853
129	0.1443	0.1716	0.2031	0.2243	0.2843
130	0.1438	0.1710	0.2023	0.2235	0.2832
131	0.1432	0.1703	0.2015	0.2226	0.2822
132	0.1427	0.1697	0.2008	0.2218	0.2811
133	0.1422	0.1690	0.2001	0.2210	0.2801
134	0.1416	0.1684	0.1993	0.2202	0.2791
135	0.1411	0.1678	0.1986	0.2194	0.2781
136	0.1406	0.1672	0.1979	0.2186	0.2771
137	0.1401	0.1666	0.1972	0.2178	0.2761
138	0.1396	0.1660	0.1965	0.2170	0.2752
139	0.1391	0.1654	0.1958	0.2163	0.2742
140	0.1386	0.1648	0.1951	0.2155	0.2733
141	0.1381	0.1642	0.1944	0.2148	0.2723
142	0.1376	0.1637	0.1937	0.2140	0.2714

- T tabel

Titik Persentase Distribusi t (df = 121 -160)

df \ Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
121	0.67652	1.28859	1.65754	1.97976	2.35756	2.61707	3.15895
122	0.67651	1.28853	1.65744	1.97960	2.35730	2.61673	3.15838
123	0.67649	1.28847	1.65734	1.97944	2.35705	2.61639	3.15781
124	0.67647	1.28842	1.65723	1.97928	2.35680	2.61606	3.15726
125	0.67646	1.28836	1.65714	1.97912	2.35655	2.61573	3.15671
126	0.67644	1.28831	1.65704	1.97897	2.35631	2.61541	3.15617
127	0.67643	1.28825	1.65694	1.97882	2.35607	2.61510	3.15565
128	0.67641	1.28820	1.65685	1.97867	2.35583	2.61478	3.15512
129	0.67640	1.28815	1.65675	1.97852	2.35560	2.61448	3.15461
130	0.67638	1.28810	1.65666	1.97838	2.35537	2.61418	3.15411
131	0.67637	1.28805	1.65657	1.97824	2.35515	2.61388	3.15361
132	0.67635	1.28800	1.65648	1.97810	2.35493	2.61359	3.15312
133	0.67634	1.28795	1.65639	1.97796	2.35471	2.61330	3.15264
134	0.67633	1.28790	1.65630	1.97783	2.35450	2.61302	3.15217
135	0.67631	1.28785	1.65622	1.97769	2.35429	2.61274	3.15170
136	0.67630	1.28781	1.65613	1.97756	2.35408	2.61246	3.15124
137	0.67628	1.28776	1.65605	1.97743	2.35387	2.61219	3.15079
138	0.67627	1.28772	1.65597	1.97730	2.35367	2.61193	3.15034
139	0.67626	1.28767	1.65589	1.97718	2.35347	2.61166	3.14990
140	0.67625	1.28763	1.65581	1.97705	2.35328	2.61140	3.14947
141	0.67623	1.28758	1.65573	1.97693	2.35309	2.61115	3.14904
142	0.67622	1.28754	1.65566	1.97681	2.35289	2.61090	3.14862

- F tabel

Titik Persentase Distribusi F untuk Probabilita = 0,05

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
136	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.77	1.74
137	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.76	1.74
138	3.91	3.06	2.67	2.44	2.28	2.16	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.76	1.74
139	3.91	3.06	2.67	2.44	2.28	2.16	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.76	1.74
140	3.91	3.06	2.67	2.44	2.28	2.16	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.76	1.74
141	3.91	3.06	2.67	2.44	2.28	2.16	2.08	2.00	1.95	1.90	1.86	1.82	1.79	1.76	1.74
142	3.91	3.06	2.67	2.44	2.28	2.16	2.07	2.00	1.95	1.90	1.86	1.82	1.79	1.76	1.74

Lampiran 9 : Rekapitulasi Data Hasil Kuesioner

• Brand Ambassador

No. Resp	BRAND AMBASSADOR								Total
	Kesesuaian		Kredibilitas		Daya Tarik		Kekuatan		
	P1	P2	P3	P4	P5	P6	P7	P8	
1	3	3	3	3	3	3	3	3	24
2	3	3	4	4	3	3	2	3	25
3	4	3	3	3	3	3	3	3	25
4	4	4	3	4	3	3	4	4	29
5	2	1	2	2	3	3	4	2	19
6	3	3	3	3	4	2	3	2	23
7	3	3	3	3	3	3	2	4	24
8	3	3	3	3	4	3	4	2	25
9	3	3	4	4	3	4	4	4	29
10	2	3	3	3	3	3	3	3	23
11	2	3	3	2	3	2	3	4	22
12	3	3	2	3	3	2	3	3	22
13	3	3	3	3	3	3	4	4	26
14	3	4	4	4	3	4	4	4	30
15	1	1	1	1	1	1	1	1	8
16	2	2	2	2	2	2	2	2	16
17	4	4	4	4	4	4	4	4	32
18	4	4	4	3	3	4	4	3	29
19	3	3	2	4	4	3	3	4	26
20	4	3	4	3	4	3	4	3	28
21	3	3	3	3	3	3	3	4	25
22	2	3	4	3	3	3	3	3	24
23	2	3	3	3	3	3	3	4	24
24	3	3	3	3	4	3	3	3	25
25	3	3	3	3	3	3	3	3	24
26	4	4	3	2	3	3	3	3	25
27	4	4	4	4	4	4	4	4	32
28	3	4	4	3	4	3	4	3	28
29	3	3	4	3	4	2	3	4	26
30	4	3	4	2	3	2	4	4	26
31	4	4	4	2	2	3	3	4	26
32	2	4	4	3	4	3	3	3	26
33	2	3	4	4	3	3	4	4	27
34	3	4	3	3	4	3	3	4	27
35	3	4	3	2	3	4	3	3	25
36	3	4	3	2	3	4	3	3	25

37	3	3	3	4	3	3	4	3	26
38	3	3	4	3	3	2	3	4	25
39	3	3	3	3	3	4	4	3	26
40	4	4	4	4	3	3	4	4	30
41	3	3	3	3	3	3	4	4	26
42	4	3	4	4	4	3	4	4	30
43	4	3	2	2	2	3	3	3	22
44	3	3	4	3	4	3	4	4	28
45	3	3	3	3	3	3	2	4	24
46	3	3	3	4	4	3	4	4	28
47	3	4	3	3	3	2	3	3	24
48	3	3	2	3	3	3	2	3	22
49	3	3	4	3	3	3	2	2	23
50	3	3	3	3	3	4	3	3	25
51	3	3	3	3	4	4	3	3	26
52	3	3	3	3	3	3	3	2	23
53	3	4	3	3	2	3	2	2	22
54	4	3	3	4	2	2	3	3	24
55	3	3	3	2	2	3	2	3	21
56	3	3	3	3	3	4	4	3	26
57	3	3	2	3	3	2	3	3	22
58	3	3	3	2	3	2	3	3	22
59	3	2	3	3	3	4	4	3	25
60	3	3	3	4	3	2	3	3	24
61	3	3	2	2	3	3	2	3	21
62	3	3	3	3	3	3	3	2	23
63	3	3	2	3	3	3	3	2	22
64	3	4	4	4	4	4	3	2	28
65	3	2	4	2	2	2	3	3	21
66	4	3	3	3	3	3	3	3	25
67	3	3	4	3	4	3	3	3	26
68	3	4	4	1	1	3	3	2	21
69	2	4	3	3	4	3	4	3	26
70	3	3	4	2	2	3	1	2	20
71	4	2	3	3	4	3	2	2	23
72	3	3	4	3	2	3	3	3	24
73	3	2	4	3	4	4	3	3	26
74	3	2	2	2	3	3	3	3	21
75	4	4	4	4	4	4	4	4	32
76	3	3	3	3	3	3	3	3	24

77	3	2	3	3	3	4	3	3	24
78	3	2	3	3	3	4	3	4	25
79	3	3	3	2	3	3	4	2	23
80	3	3	4	4	2	2	3	3	24
81	3	3	4	3	4	3	3	3	26
82	3	3	3	3	3	4	3	3	25
83	2	2	1	1	2	2	2	2	14
84	3	3	3	4	4	3	3	3	26
85	3	3	3	4	4	3	2	3	25
86	4	4	4	4	4	4	4	4	32
87	3	3	3	2	3	3	3	3	23
88	3	3	3	3	3	3	3	3	24
89	3	3	3	3	3	3	3	4	25
90	3	3	4	3	3	4	3	4	27
91	3	2	2	3	4	3	3	3	23
92	3	3	3	3	3	4	2	3	24
93	3	3	3	4	3	3	3	3	25
94	3	3	3	3	3	3	2	2	22
95	4	3	3	3	3	4	3	3	26
96	3	3	3	3	4	4	4	2	26
97	3	3	3	4	4	4	4	4	29
98	3	3	3	3	3	3	3	3	24
99	3	2	3	3	3	3	3	3	23
100	3	4	3	4	4	3	3	4	28
101	3	3	3	3	3	3	3	3	24
102	3	3	3	4	4	3	3	3	26
103	3	3	3	3	4	4	3	4	27
104	3	3	3	3	3	4	3	3	25
105	4	4	4	4	4	4	4	4	32
106	2	2	1	3	3	3	3	2	19
107	3	4	4	4	4	2	3	3	27
108	3	3	3	3	3	4	4	4	27
109	4	3	4	3	3	3	4	4	28
110	4	4	3	3	3	4	3	4	28
111	3	3	3	4	4	3	4	3	27
112	1	1	1	1	1	1	1	1	8
113	1	1	1	1	1	1	1	1	8
114	1	1	1	1	1	2	1	2	10
115	1	2	2	2	2	2	2	2	15
116	1	1	1	1	1	1	1	1	8

117	4	4	4	3	4	3	3	3	28
118	4	4	4	4	4	4	4	4	32
119	4	4	3	2	3	2	2	3	23
120	2	2	2	1	2	2	1	1	13
121	1	1	1	1	1	1	1	1	8
122	4	4	4	4	4	4	4	4	32
123	3	3	3	3	3	3	3	3	24
124	1	1	1	1	1	1	1	1	8
125	1	1	1	1	1	1	1	1	8
126	1	2	1	2	1	1	2	1	11
127	2	2	2	2	2	1	2	2	15
128	1	1	1	1	1	1	1	1	8
129	2	3	2	2	3	2	3	3	20
130	1	1	1	1	1	1	1	1	8
131	4	4	4	4	4	4	4	4	32
132	2	2	2	1	2	1	1	1	12
133	4	4	4	4	4	3	3	4	30
134	4	3	4	3	3	3	4	3	27
135	4	4	4	4	4	4	4	4	32
136	1	1	1	1	1	1	1	1	8
137	4	4	4	4	4	4	4	4	32
138	3	3	2	2	2	3	3	4	22
139	3	3	1	1	3	2	2	2	17
140	1	1	1	1	1	1	1	2	9

- Social Media Marketing Tiktok

No. Res	Sosial Media Marketing Tiktok								Total
	Konteks		Komunikasi		Kolaborasi		Koneksi		
	P1	P2	P3	P4	P5	P6	P7	P8	
1									
2	4	3	3	3	4	4	4	3	28
3	2	3	3	2	3	3	4	4	24
4	2	3	4	3	4	4	4	3	27
5	4	4	3	3	2	2	3	4	25
6	3	4	4	4	1	1	1	2	20
7	3	3	3	3	3	3	4	3	25
8	4	3	2	3	3	3	4	3	25
9	4	3	3	2	3	2	4	3	24
10	3	2	3	3	3	4	4	3	25
11	3	3	2	3	3	3	3	2	22

12	3	3	2	2	3	3	3	3	22
13	4	3	2	2	4	4	2	4	25
14	3	4	3	4	4	4	4	3	29
15	4	3	3	4	4	3	3	3	27
16	1	1	1	1	1	1	1	1	8
17	2	2	2	2	2	2	2	2	16
18	4	4	3	4	4	4	4	4	31
19	3	3	3	3	4	4	3	2	25
20	3	4	4	3	4	4	4	3	29
21	3	4	4	3	3	3	4	3	27
22	3	3	3	4	3	4	4	4	28
23	3	3	3	3	3	3	3	2	23
24	3	3	4	2	3	3	3	3	24
25	4	3	3	3	4	3	4	4	28
26	3	3	3	3	3	3	3	3	24
27	4	3	3	3	3	3	3	3	25
28	3	3	2	2	3	3	4	3	23
29	2	3	2	3	2	3	4	4	23
30	3	4	4	4	4	3	3	4	29
31	4	2	3	4	3	3	3	3	25
32	4	3	3	3	3	3	3	4	26
33	2	4	4	2	3	4	3	3	25
34	2	3	4	3	3	3	3	4	25
35	3	3	4	3	2	4	3	4	26
36	2	3	3	3	4	2	2	4	23
37	4	2	3	4	3	3	4	4	27
38	3	3	2	4	4	3	2	2	23
39	3	4	3	4	4	4	4	4	30
40	4	2	2	4	4	3	4	3	26
41	2	2	3	2	1	3	3	4	20
42	2	3	4	3	3	4	4	3	26
43	3	2	2	3	3	3	3	3	22
44	3	3	2	3	2	3	2	3	21
45	3	3	2	3	3	2	3	3	22
46	4	3	3	4	3	4	3	2	26
47	3	2	2	3	3	3	4	3	23
48	3	3	3	3	3	3	3	2	23
49	3	4	4	3	3	3	3	2	25
50	2	3	3	3	3	3	4	4	25
51	4	3	3	3	3	3	3	3	25

52	3	3	3	3	2	3	3	3	23
53	3	3	2	2	3	2	2	2	19
54	3	3	3	2	3	3	3	3	23
55	2	4	3	3	3	3	2	2	22
56	3	3	3	3	4	3	3	3	25
57	3	3	3	3	3	3	3	3	24
58	3	3	3	3	4	2	3	3	24
59	3	3	3	3	3	3	3	2	23
60	3	3	4	2	2	4	2	3	23
61	2	2	2	2	1	2	3	2	16
62	2	3	3	2	2	3	3	3	21
63	4	4	3	3	3	3	3	3	26
64	3	3	2	3	3	3	3	3	23
65	3	3	3	3	4	3	3	3	25
66	2	3	3	3	4	3	4	2	24
67	3	3	3	3	3	3	3	4	25
68	3	3	2	3	2	4	4	3	24
69	3	4	3	3	2	3	3	3	24
70	2	2	2	2	2	3	2	2	17
71	3	3	3	3	4	3	3	4	26
72	3	4	2	3	4	3	3	3	25
73	3	3	3	4	1	2	2	1	19
74	2	2	2	2	3	3	3	3	20
75	4	4	4	4	4	4	4	4	32
76	3	3	3	3	3	3	3	3	24
77	3	3	3	3	3	3	4	4	26
78	4	2	3	3	3	4	3	2	24
79	2	3	3	2	3	3	3	3	22
80	1	3	3	2	2	3	2	3	19
81	3	4	3	4	3	3	4	3	27
82	4	3	2	3	3	3	3	3	24
83	1	1	1	1	2	1	1	2	10
84	3	3	3	3	2	1	2	4	21
85	3	4	2	3	2	3	3	4	24
86	3	4	3	3	4	4	4	3	28
87	2	3	2	3	4	2	3	3	22
88	3	3	3	3	3	3	3	3	24
89	3	3	3	3	3	4	3	3	25
90	4	4	4	3	3	3	3	4	28
91	4	3	3	3	3	2	2	3	23

92	3	3	3	3	3	3	3	3	24
93	3	3	3	4	3	4	4	3	27
94	3	3	3	3	3	3	3	3	24
95	3	3	3	4	3	3	3	3	25
96	2	2	2	3	3	3	3	2	20
97	4	3	3	4	3	3	4	4	28
98	3	3	4	3	3	4	3	3	26
99	3	4	4	3	3	3	3	4	27
100	4	4	3	4	4	4	3	3	29
101	4	4	3	4	3	3	4	3	28
102	3	3	3	3	4	3	3	3	25
103	4	4	3	3	4	3	3	4	28
104	4	3	3	3	3	3	4	3	26
105	4	4	4	4	4	4	4	4	32
106	2	3	2	2	3	3	1	2	18
107	3	3	4	4	4	3	4	4	29
108	3	3	3	3	4	4	3	3	26
109	4	4	4	4	4	4	4	3	31
110	4	3	2	3	3	3	3	4	25
111	3	4	3	3	3	4	3	3	26
112	1	1	1	1	1	1	1	1	8
113	1	1	1	1	1	1	1	1	8
114	2	2	1	1	2	2	1	2	13
115	2	2	2	3	2	2	2	1	16
116	1	1	1	1	1	1	1	1	8
117	3	4	3	3	4	3	4	4	28
118	4	4	4	4	4	4	4	4	32
119	4	2	2	2	1	2	2	2	17
120	1	1	1	1	1	1	1	1	8
121	1	1	1	1	2	1	1	1	9
122	4	4	4	4	4	4	4	4	32
123	2	2	2	3	2	2	2	3	18
124	1	1	1	1	1	1	1	1	8
125	2	2	2	1	1	1	2	1	12
126	1	1	1	1	1	1	1	2	9
127	1	3	2	2	2	3	1	2	16
128	1	1	1	1	1	1	1	1	8
129	2	3	3	2	3	2	2	2	19
130	1	1	1	1	1	1	1	1	8
131	4	4	4	4	4	4	4	4	32

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134	3	4	2	3	3	3	3	3	24
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136	1	1	1	1	1	1	1	1	8
137	4	3	2	4	3	4	3	4	27
138	2	2	3	2	3	3	2	2	19
139	3	2	1	1	3	2	2	2	16
140	1	2	1	3	2	1	2	3	15

- Keputusan Pembelian

No. Resp	Keputusan Pembelian												Total
	Pemilihan Produk		Pemilihan Merek		Saluran Pembelian		Waktu Pembelian		Jumlah Pembelian		Metode Pembayaran		
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	
1													
2	4	3	4	3	2	3	3	4	3	4	3	3	42
3	3	3	4	4	4	4	4	4	4	3	4	4	49
4	4	4	4	3	4	4	4	4	4	4	4	4	51
5	3	2	4	3	3	2	4	4	4	3	3	3	41
6	2	4	4	3	3	3	3	3	3	2	2	3	38
7	4	4	4	3	2	3	4	2	3	4	4	3	43
8	4	4	2	4	4	4	3	3	3	2	3	4	44
9	3	4	4	2	3	3	4	3	3	3	4	3	42
10	3	4	4	2	3	4	4	3	3	3	4	4	45
11	4	2	3	2	3	3	3	4	4	3	3	3	40
12	3	2	3	2	2	4	4	3	3	4	3	3	39
13	4	4	4	3	3	3	4	4	3	3	2	3	43
14	4	4	4	4	3	3	4	3	3	3	3	4	46
15	4	3	4	2	2	2	2	2	3	2	3	2	33
16	1	1	1	1	1	1	1	1	1	1	1	1	13
17	2	2	2	2	2	2	2	2	2	2	2	2	26
18	4	3	4	4	4	4	4	4	4	3	4	4	50
19	4	3	4	3	3	3	3	4	3	4	3	3	43
20	4	3	4	4	3	3	4	3	3	4	3	4	46
21	3	4	3	3	2	2	3	4	2	2	3	3	37
22	4	3	4	4	3	3	3	3	3	3	2	4	43
23	3	3	3	3	3	4	3	4	4	4	3	4	45
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28	4	4	4	4	3	4	4	4	4	4	4	4	51
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