



**LAMPIRAN 1**

**KUESIONER KOSMETIK MAKEOVER**

**DAN MAYBELLINE**

## KUESIONER PENELITIAN

(Diisi Oleh Peneliti)

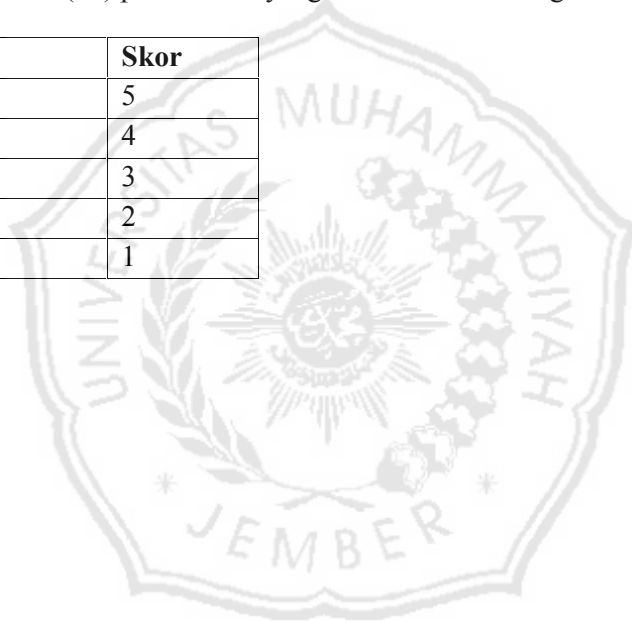
Bagian 1 :

1. Nama :
2. Usia :
3. JenisKelamin
  - a. Laki-Laki
  - b. Perempuan
4. MenggunakanSejak :

Bagian 1 :

Petunjuk : Berilah tanda (✓) pada kolom yang tersedia sesuai dengan keadaan yang anda alami

SkalaPenilaian	Skor
Sangat Benar	5
Benar	4
Ragu-Ragu	3
Salah	2
Sangat Salah	1



## Pernyataan pada Produk Kosmetik Makeover

<b>Intrinsik Produk (Atribut Produk)</b>		<b>SB</b>	<b>B</b>	<b>R</b>	<b>S</b>	<b>SS</b>
1.	Produk kosmetik Makeover memiliki mutu yang baik					
2.	Bentuk produk kosmetik Makeover bermacam-macam					
3.	Produk kosmetik Makeover adalah produk yang berkualitas					
4.	Produk kosmetik Makeover mempunyai beberapa warna pada foundation, lipstick, compect powder.					
5.	Tekstur produk kosmetik Makeover sangat lembut					

<b>Manfaat</b>		<b>SB</b>	<b>B</b>	<b>R</b>	<b>S</b>	<b>SS</b>
1.	Produk kosmetik Makeover ada di setiap kota atau swalayan maupun minimarket					
2.	Harga dari produk kosmetik Makeover sesuai dengan kualitas yang diberikan					
3.	Produk kosmetik Makeover cocok digunakan untuk semua jenis kulit					
4.	Khasiat produk kosmetik Makeover yang terjamin sesuai dengan kualitasnya					
5.	Produk Makeover tidak menimbulkan masalah pada kulit konsumen					

<b>Nilai</b>		<b>SB</b>	<b>B</b>	<b>R</b>	<b>S</b>	<b>SS</b>
1.	Kemasan dari kosmetik Makeover sangat menarik					
2.	Produk kosmetik Makeover pantas direkomendasikan pada orang lain					
3.	Saya akan tetap setia menjadi konsumen produk kosmetik Makeover					
4.	Produk kosmetik Makeover menjadi prioritas pertama saya dalam memilih produk kosmetik					
5.	Produk kosmetik Makeover digemari oleh para kaum wanita					

<b>Budaya</b>		<b>SB</b>	<b>B</b>	<b>R</b>	<b>S</b>	<b>SS</b>
1.	Produk kosmetik Makeover adalah produk lokal di Indonesia					
2.	Produk kosmetik Makeover pilihan utama makeup artis					
3.	Produk Makeover merupakan produk kosmetik budaya Indonesia yang sudah mencapai Internasional					
4.	Produk kosmetik Makeover ini sering disangka produk dari luar Negeri					
5.	Saya sangat menyukai produk lokal kosmetik Makeover					

Kepribadian		SB	B	R	S	SS
1.	Merek produk kosmetik Makeover dapat mencerminkan kepribadian pada kaum wanita					
2.	Produk kosmetik Makeover tidak hanya digunakan oleh kaum wanita, melainkan juga digunakan oleh kaum laki-laki					
3.	Produk kosmetik Makeover selalu membuat puas kepada penggunanya					
4.	Produk Makeover aman digunakan pada semua jenis kulit					
5.	Produk kosmetik Makeover menggunakan jasa kepribadian yang terkenal untuk mendongkrak citra mereknya					

Pemakaian		SB	B	R	S	SS
1.	Produk kosmetik Makeover dapat digunakan dalam jangka waktu panjang					
2.	Produk Makeover aman digunakan pada semua jenis kulit					
3.	Produk kosmetik Makeover selain digunakan oleh kaum perempuan, tetapi juga digunakan oleh kaum laki-laki					
4.	Produk kosmetik Makeover tidak hanya dipakai oleh masyarakat lokal, tetapi dipakai oleh masyarakat luar negeri					
5.	Mahasiswi Universitas Muhammadiyah jember banyak memakai produk kosmetik dari Makeover					

## KUESIONER PENELITIAN

(Diisi Oleh Peneliti)

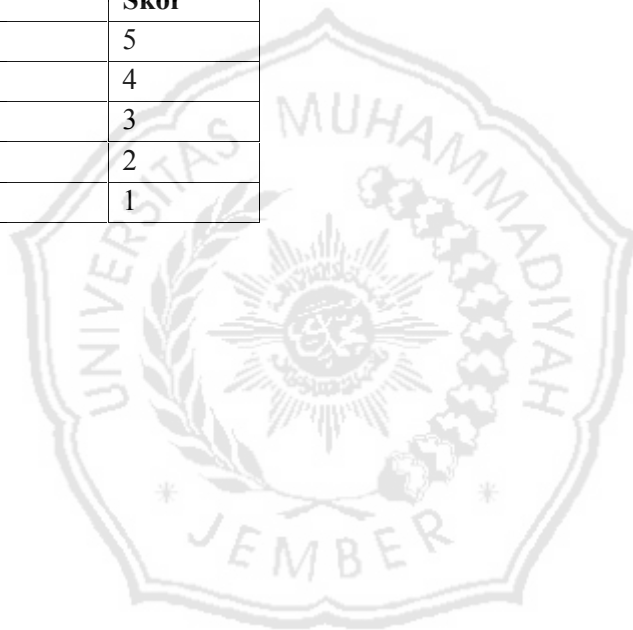
Bagian2 :

1. Nama :
2. Usia :
3. JenisKelamin
  - a. Laki-Laki
  - b. Perempuan
4. MenggunakanSejak :

Bagian2 :

Petunjuk :Berilah tanda (✓) pada kolom yang tersedia sesuai dengan keadaan yang anda alami

SkalaPenilaian	Skor
SangatBenar	5
Benar	4
Ragu-Ragu	3
Salah	2
Sangat Salah	1



## Pernyataan pada Produk Kosmetik Maybelline

Intrinsik Produk (Atribut Produk)		SB	B	R	S	SS
1.	Produk kosmetik Maybelline memiliki mutu yang baik					
2.	Bentuk produk kosmetik Maybelline bermacam-macam					
3.	Produk kosmetik Maybelline adalah produk yang berkualitas					
4.	Produk kosmetik Maybelline mempunyai beberapa warna pada foundation, lipstik, compect powder.					
5.	Tekstur produk kosmetik Maybelline sangat lembut					

Manfaat		SB	B	R	S	SS
1	Produk kosmetik Maybelline ada disetiap kota atau mall					
2	Harga dari produk kosmetik Maybelline sesuai dengan apa yang diberikan					
3	Produk kosmetik Maybelline cocok digunakan untuk semua jenis kulit					
4	Khasiat produk kosmetik Maybelline yang terjamin sesuai dengan kualitasnya					
5	Produk kosmetik Maybelline tidak menimbulkan masalah pada kulit konsumen					

Nilai		SB	B	R	S	SS
1.	Kemasan dari kosmetik Maybelline sangat menarik					
2.	Produk kosmetik Maybelline pantas direkomendasikan pada orang lain					
3.	Saya akan tetap setia menjadi konsumen produk kosmetik Maybelline					
4.	Produk kosmetik Maybelline menjadi prioritas pertama saya dalam memilih produk kosmetik					
5.	Produk kosmetik Maybelline digemari oleh para kaum wanita					

Budaya		SB	B	R	S	SS
1.	Produk kosmetik Maybelline adalah produk global dari Negara Newyork					
2.	Produk kosmetik Maybelline pilihan utama makeup artis					
3.	Produk Maybelline merupakan produk kosmetik budaya Newyork yang sudah mencapai Internasional					
4.	Produk kosmetik Maybelline ini yang berasal dari produk luar Negeri					
5.	Saya sangat menyukai produk global kosmetik Maybelline					



<b>Kepribadian</b>		<b>SB</b>	<b>B</b>	<b>R</b>	<b>S</b>	<b>SS</b>
1.	Merek produk kosmetik Maybelline dapat mencerminkan kepribadian pada kaum wanita					
2.	Produk kosmetik Maybelline tidak hanya digunakan oleh kaum wanita, melainkan juga digunakan oleh kaum laki-laki					
3.	Produk kosmetik Maybelline selalu membuat puas kepada penggunanya					
4.	Produk Maybelline aman digunakan pada semua jenis kulit					
5.	Produk kosmetik Maybelline menggunakan jasa kepribadian yang terkenal untuk mendongkrak citra mereknya					

<b>Pemakaian</b>		<b>SB</b>	<b>B</b>	<b>R</b>	<b>S</b>	<b>SS</b>
1.	Produk kosmetik Maybelline dapat digunakan dalam jangka waktu panjang					
2.	Produk Maybelline aman digunakan pada semua jenis kulit					
3.	Produk kosmetik Maybelline selain digunakan oleh kaum perempuan, tetapi juga digunakan oleh kaum laki-laki					
4.	Produk kosmetik Maybelline tidak hanya dipakai oleh masyarakat global tetapi dipakai oleh masyarakat lokal					
5.	Mahasiswi Universitas Muhammadiyah jember banyak memakai produk kosmetik dari Maybelline					

**LAMPIRAN 2:**  
**Hasil Output Karakteristik Responden**

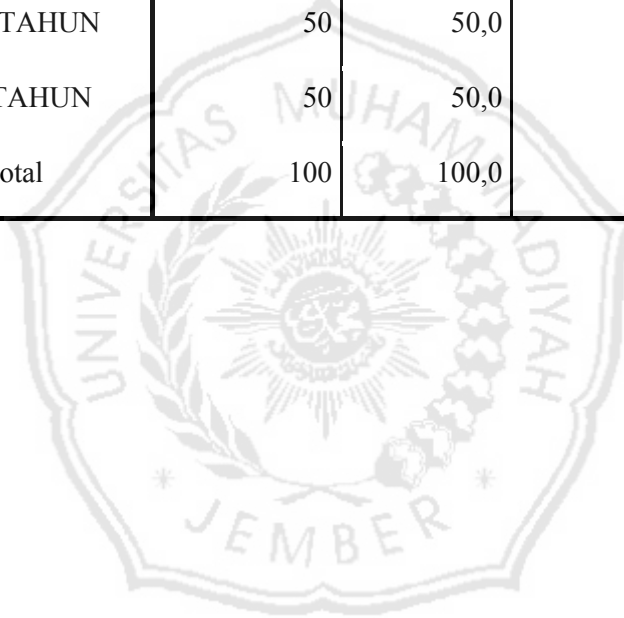


### USIA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20-25	50	50,0	50,0	50,0
Valid 26-30	50	50,0	50,0	100,0
Total	100	100,0	100,0	

### MENGGUNAKAN SEJAK

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid >2 TAHUN	50	50,0	50,0	50,0
Valid < 2 TAHUN	50	50,0	50,0	100,0
Total	100	100,0	100,0	





**Lampiran 3**  
**Rekapitulasi Makeover**

NO	X1 .1	X1 .2	X1 .3	X1 .4	X1 .5	X 2 1	X2 .1	X2 .2	X2 .3	X2 .4	X2 .5	X 2 2	X3 .1	X3 .2	X3 .3	X3 .4	X3 .5	X 2 3	X4 .1	X4 .2	X4 .3	X4 .4	X4 .5	X 2 4	X5 .1	X5 .2	X5 .3	X5 .4	X5 .5	X 2 5	X6 .1	X6 .2	X6 .3	X6 .4	X6 .5	X 2 6
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96	5	5	5	5	4	2	5	4	5	4	4	2	4	4	4	4	5	2	5	5	5	5	5	2	5	5	5	4	4	2	4	5	4	5	4	2
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**Lampiran 4**  
**Rekapitulasi Maybelline**



NO	X 1.	X 1.	X 1.	X 1.	X 1.	X 2.	X 2.	X 2.	X 2.	X 2.	X 3.	X 3.	X 3.	X 3.	X 3.	X 4.	X 4.	X 4.	X 4.	X 4.	X 5.	X 5.	X 5.	X 5.	X 5.	X 6.	X 6.	X 6.	X 6.	X 6.	X 6.					
1	5	5	5	5	5	5	4	4	5	5	5	3	4	4	4	4	4	4	4	5	0	5	5	5	5	5	4	5	4	5	4	2				
2	5	4	4	5	5	3	4	5	5	4	4	2	4	4	4	4	4	0	3	4	5	4	5	1	4	5	4	4	4	4	5	2				
3	5	5	5	4	5	4	5	5	4	4	4	2	4	4	4	4	4	0	3	4	4	4	5	0	5	5	5	5	5	5	5	3				
4	5	5	5	5	5	5	4	4	4	4	3	9	5	5	5	4	4	3	4	5	4	4	5	2	4	4	5	5	5	3	5	5	4	4	4	2
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65	4	4	5	4	5	2	5	5	5	5	4	4	4	5	4	5	5	3	4	5	5	4	5	3	5	4	5	4	5	3	4	4	4	5	5	2	2
66	5	5	4	5	5	4	5	4	4	5	5	3	5	3	5	5	5	3	5	5	5	4	4	3	5	5	5	4	5	4	5	5	5	5	5	5	2
67	4	4	5	4	5	2	5	5	4	5	4	3	4	4	5	5	5	3	4	5	5	5	3	2	4	5	4	4	5	2	5	5	5	5	4	4	2
68	5	5	4	5	4	3	4	4	4	5	5	2	4	5	5	5	4	3	4	5	5	4	5	3	5	5	5	4	4	3	4	5	5	5	5	4	2
69	4	4	5	4	5	2	4	5	4	5	4	2	5	5	5	5	4	4	4	5	5	5	5	4	4	5	4	4	5	2	4	4	5	5	4	2	2
70	5	5	4	5	4	3	4	5	4	4	5	2	3	3	3	4	5	8	4	5	5	5	5	4	5	5	5	4	4	3	5	5	4	5	5	4	2
71	5	5	5	4	5	4	4	5	5	3	4	1	4	4	4	5	5	2	4	4	5	4	5	2	4	5	4	4	5	2	4	5	5	5	4	3	2

72	5	5	5	5	4	2	5	5	4	4	5	2	5	4	5	5	5	4	5	5	5	4	2	5	5	5	5	5	5	2	
73	5	4	5	4	5	3	4	5	5	4	4	2	5	5	4	3	5	2	4	5	5	4	4	2	5	5	4	5	5	4	3
74	5	4	4	5	4	2	5	4	4	4	5	2	5	5	5	3	5	3	5	4	5	5	5	4	5	5	4	5	5	5	4
75	4	4	5	4	5	2	4	4	5	4	4	2	4	5	5	3	5	2	4	5	5	4	4	2	5	5	4	5	4	4	2
76	5	4	4	5	4	2	5	4	4	4	5	2	4	5	5	3	5	2	5	4	5	4	5	3	5	5	4	5	5	4	3
77	4	4	5	4	5	2	4	4	5	4	4	2	4	4	4	5	4	2	4	5	5	4	4	2	3	4	4	5	4	4	2
78	5	5	4	5	4	3	5	4	4	5	5	3	4	4	5	5	4	2	5	4	5	5	5	4	4	5	4	5	5	5	5
79	4	4	5	4	5	2	4	4	5	5	4	2	4	5	4	5	4	2	4	5	5	5	4	3	4	4	5	4	4	4	2
80	5	5	4	5	4	3	5	4	4	5	5	3	4	5	5	5	4	3	5	5	5	5	5	5	4	5	4	4	4	4	5
81	4	4	5	4	5	2	4	5	5	5	4	3	5	5	4	4	2	4	5	4	5	4	2	5	4	5	5	5	4	4	3
82	5	5	4	4	4	2	5	4	4	5	5	3	4	4	5	4	4	1	5	5	4	5	5	4	5	5	4	5	5	5	4
83	4	4	5	4	5	2	4	5	5	5	4	3	5	3	4	4	3	9	4	4	4	4	4	0	5	4	5	4	5	3	5
84	5	5	4	4	5	3	5	4	4	5	5	3	4	4	5	5	3	1	5	3	4	5	5	2	5	5	4	3	4	4	5
85	4	4	5	4	5	2	5	5	5	5	4	4	5	4	4	5	3	1	4	4	5	4	4	1	5	5	4	3	5	2	5
86	5	5	4	4	5	3	5	4	4	5	5	3	4	4	5	4	4	1	5	3	4	5	5	2	5	5	5	5	4	4	5
87	4	4	5	4	4	1	5	5	5	5	4	4	5	4	4	4	5	2	5	4	5	4	4	2	4	5	4	4	5	2	4
88	5	5	4	4	4	2	5	5	4	5	5	4	4	3	4	5	4	0	5	4	4	4	5	2	3	4	5	5	5	2	5
89	4	4	5	4	4	1	5	5	5	5	4	4	5	3	5	5	5	3	4	4	5	4	4	1	5	4	4	4	3	0	5
90	5	5	5	4	4	3	5	4	4	5	5	3	5	3	4	4	4	0	5	4	4	4	5	2	4	4	5	5	3	1	5
91	4	4	5	4	5	2	5	4	5	5	5	4	5	4	5	4	5	3	4	4	5	5	5	3	5	5	5	4	3	2	4
92	5	5	5	4	5	4	5	4	4	5	5	3	5	4	4	5	4	2	4	5	5	5	3	2	4	4	4	5	5	2	5
93	4	4	5	5	5	3	4	4	5	5	4	2	5	4	5	4	5	3	4	4	5	4	3	0	5	5	5	4	4	3	4
94	5	5	5	5	5	5	5	4	4	5	4	2	5	5	5	5	4	4	5	5	5	4	3	2	4	4	5	5	4	2	5
95	4	4	5	5	5	3	4	4	5	5	4	2	5	5	4	4	5	3	4	4	5	5	3	1	5	5	5	4	4	3	4

96	5	5	4	5	5	2	5	4	5	4	5	2	5	5	5	5	4	2	5	5	4	4	3	2	4	4	5	5	4	2	5	5	5	4	5	2	
97	5	5	4	5	4	3	4	4	5	5	5	2	5	5	5	4	5	2	4	4	4	4	5	3	2	5	5	5	4	4	2	4	4	5	5	3	2
98	5	5	4	5	5	2	4	4	5	5	5	2	5	5	5	5	4	2	5	5	4	4	3	2	5	4	5	5	4	2	5	5	5	4	4	2	
99	5	5	4	5	4	2	4	4	5	5	5	2	5	5	4	4	5	2	5	5	5	5	3	2	5	5	5	5	4	2	4	4	5	4	3	2	
100	5	5	5	5	5	2	5	4	5	5	5	2	5	5	5	5	5	2	5	5	4	5	5	2	5	4	5	5	3	2	5	5	5	4	5	2	







## **LAMPIRAN 5**

### **Frekuensi Pernyataan Responden Makeover**



## Frekuensi Pernyataan Responden Makeover

### Statistics

		X1.1	X1.2	X1.3	X1.4	X1.5	X2.1	X2.2
N	Valid	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0

### Statistics

		X2.3	X2.4	X2.5	X3.1	X3.2	X3.3	X3.4
N	Valid	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0

### Statistics

		X3.5	X4.1	X4.2	X4.3	X4.4	X4.5	X5.1
N	Valid	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0

### Statistics

		X5.2	X5.3	X5.4	X5.5	X6.1	X6.2	X6.3
N	Valid	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0

**Statistics**

		X6.4	X6.5
N	Valid	100	100
	Missing	0	0

**1. INTRINSIK PRODUK (X1)**

**X1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	B	45	45,0	45,0	45,0
	SB	55	55,0	55,0	100,0
	Total	100	100,0	100,0	

**X1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	B	38	38,0	38,0	38,0
	SB	62	62,0	62,0	100,0
	Total	100	100,0	100,0	

**X1.3**

		Frequency	Percent	Valid Percent	CumulativePercent
Valid	B	42	42,0	42,0	42,0
	SB	58	58,0	58,0	100,0
	Total	100	100,0	100,0	

**X1.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
B	45	45,0	45,0	45,0
Valid SB	55	55,0	55,0	100,0
Total	100	100,0	100,0	

**X1.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
B	48	48,0	48,0	48,0
Valid SB	52	52,0	52,0	100,0
Total	100	100,0	100,0	

**2. MANFAAT (X2)****X2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
B	44	44,0	44,0	44,0
Valid SB	56	56,0	56,0	100,0
Total	100	100,0	100,0	

**X2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
B	37	37,0	37,0	37,0
Valid SB	63	63,0	63,0	100,0
Total	100	100,0	100,0	

**X2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
B	35	35,0	35,0	35,0
Valid SB	65	65,0	65,0	100,0
Total	100	100,0	100,0	

**X2.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
B	26	26,0	26,0	26,0
Valid SB	74	74,0	74,0	100,0
Total	100	100,0	100,0	

**X2.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
B	44	44,0	44,0	44,0
Valid SB	56	56,0	56,0	100,0
Total	100	100,0	100,0	

### 3. NILAI (X3)

#### X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	B	43	43,0	43,0
	SB	57	57,0	100,0
	Total	100	100,0	

#### X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	B	52	52,0	52,0
	SB	48	48,0	100,0
	Total	100	100,0	

#### X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	B	46	46,0	46,0
	SB	54	54,0	100,0
	Total	100	100,0	

**X3.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
R	6	6,0	6,0	6,0
B	33	33,0	33,0	39,0
SB	61	61,0	61,0	100,0
Total	100	100,0	100,0	

**X3.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
R	6	6,0	6,0	6,0
B	38	38,0	38,0	44,0
SB	56	56,0	56,0	100,0
Total	100	100,0	100,0	

**4. BUDAYA (X4)****X4.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
B	50	50,0	50,0	50,0
SB	50	50,0	50,0	100,0
Total	100	100,0	100,0	

**X4.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	4	4,0	4,0	4,0
B	38	38,0	38,0	42,0
SB	58	58,0	58,0	100,0
Total	100	100,0	100,0	

**X4.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	1	1,0	1,0	1,0
B	44	44,0	44,0	45,0
SB	55	55,0	55,0	100,0
Total	100	100,0	100,0	

**X4.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	1	1,0	1,0	1,0
B	47	47,0	47,0	48,0
SB	52	52,0	52,0	100,0
Total	100	100,0	100,0	



**X4.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	1	1,0	1,0	1,0
B	46	46,0	46,0	47,0
SB	53	53,0	53,0	100,0
Total	100	100,0	100,0	

**5. KEPRIBADIAN (X5)****X5.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid B	43	43,0	43,0	43,0
SB	57	57,0	57,0	100,0
Total	100	100,0	100,0	

**X5.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid B	43	43,0	43,0	43,0
SB	57	57,0	57,0	100,0
Total	100	100,0	100,0	

**X5.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid B	40	40,0	40,0	40,0
Valid SB	60	60,0	60,0	100,0
Total	100	100,0	100,0	

**X5.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	4	4,0	4,0	4,0
Valid B	45	45,0	45,0	49,0
Valid SB	51	51,0	51,0	100,0
Total	100	100,0	100,0	

**X5.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	2	2,0	2,0	2,0
Valid B	43	43,0	43,0	45,0
Valid SB	55	55,0	55,0	100,0
Total	100	100,0	100,0	

## 6. PEMAKAIAN (X6)

### X6.1

	Frequency	Percent	Valid Percent	Cumulative Percent
R	1	1,0	1,0	1,0
B	49	49,0	49,0	50,0
SB	50	50,0	50,0	100,0
Total	100	100,0	100,0	

### X6.2

	Frequency	Percent	Valid Percent	Cumulative Percent
B	41	41,0	41,0	41,0
SB	59	59,0	59,0	100,0
Total	100	100,0	100,0	

### X6.3

	Frequency	Percent	Valid Percent	Cumulative Percent
R	1	1,0	1,0	1,0
B	44	44,0	44,0	45,0
SB	55	55,0	55,0	100,0
Total	100	100,0	100,0	

**X6.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
R	1	1,0	1,0	1,0
B	50	50,0	50,0	51,0
SB	49	49,0	49,0	100,0
Total	100	100,0	100,0	

**X6.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
R	6	6,0	6,0	6,0
B	50	50,0	50,0	56,0
SB	44	44,0	44,0	100,0
Total	100	100,0	100,0	

**X6.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
R	6	6,0	6,0	6,0
B	50	50,0	50,0	56,0
SB	44	44,0	44,0	100,0
Total	100	100,0	100,0	

**Lampiran 6**  
**Frekuensi Pernyataan Responden**  
**Maybelline**





**Statistics**

		X6.4	X6.5
N	Valid	100	100
	Missing	0	0

**1. INTRINSIK PRODUK (X1)**

**X1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	B	39	39,0	39,0	39,0
	SB	61	61,0	61,0	100,0
	Total	100	100,0	100,0	

**X1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	B	47	47,0	47,0	47,0
	SB	53	53,0	53,0	100,0
	Total	100	100,0	100,0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	B	45	45,0	45,0	45,0
	SB	55	55,0	55,0	100,0
	Total	100	100,0	100,0	

#### X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid B	47	47,0	47,0	47,0
SB	53	53,0	53,0	100,0
Total	100	100,0	100,0	

#### X1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid B	35	35,0	35,0	35,0
SB	65	65,0	65,0	100,0
Total	100	100,0	100,0	

## 2. MANFAAT (X2)

#### X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	1	1,0	1,0	1,0
B	43	43,0	43,0	44,0
SB	56	56,0	56,0	100,0
Total	100	100,0	100,0	



**X2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	1	1,0	1,0	1,0
B	47	47,0	47,0	48,0
SB	52	52,0	52,0	100,0
Total	100	100,0	100,0	

**X2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	1	1,0	1,0	1,0
B	39	39,0	39,0	40,0
SB	60	60,0	60,0	100,0
Total	100	100,0	100,0	

**X2.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	3	3,0	3,0	3,0
B	28	28,0	28,0	31,0
SB	69	69,0	69,0	100,0
Total	100	100,0	100,0	

### X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	3	3,0	3,0	3,0
B	38	38,0	38,4	41,4
SB	58	58,0	58,6	100,0
Total	99	99,0	100,0	
Missing System	1	1,0		
Total	100	100,0		

### 3. NILAI (X3)

#### X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	4	4,0	4,0	4,0
B	37	37,0	37,0	41,0
SB	59	59,0	59,0	100,0
Total	100	100,0	100,0	

#### X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	9	9,0	9,0	9,0
B	38	38,0	38,0	47,0
SB	53	53,0	53,0	100,0
Total	100	100,0	100,0	

**X3.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	2	2,0	2,0	2,0
B	46	46,0	46,0	48,0
SB	52	52,0	52,0	100,0
Total	100	100,0	100,0	

**X3.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	5	5,0	5,0	5,0
B	39	39,0	39,0	44,0
SB	56	56,0	56,0	100,0
Total	100	100,0	100,0	

**X3.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	7	7,0	7,0	7,0
B	40	40,0	40,0	47,0
SB	53	53,0	53,0	100,0
Total	100	100,0	100,0	

#### 4. BUDAYA (X4)

##### X4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	5	5,0	5,0	5,0
B	43	43,0	43,0	48,0
SB	52	52,0	52,0	100,0
Total	100	100,0	100,0	

##### X4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	12	12,0	12,0	12,0
B	41	41,0	41,0	53,0
SB	47	47,0	47,0	100,0
Total	100	100,0	100,0	

##### X4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid B	44	44,0	44,0	44,0
SB	56	56,0	56,0	100,0
Total	100	100,0	100,0	

**X4.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
R	4	4,0	4,0	4,0
B	41	41,0	41,0	45,0
SB	55	55,0	55,0	100,0
Total	100	100,0	100,0	

**X4.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
R	15	15,0	15,0	15,0
B	26	26,0	26,0	41,0
SB	59	59,0	59,0	100,0
Total	100	100,0	100,0	

**5. KEPRIBADIAN (X5)****X5.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
R	6	6,0	6,0	6,0
B	35	35,0	35,0	41,0
SB	59	59,0	59,0	100,0
Total	100	100,0	100,0	

**X5.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	4	4,0	4,0	4,0
B	42	42,0	42,0	46,0
SB	54	54,0	54,0	100,0
Total	100	100,0	100,0	

**X5.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	2	2,0	2,0	2,0
B	42	42,0	42,0	44,0
SB	56	56,0	56,0	100,0
Total	100	100,0	100,0	

**X5.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	5	5,0	5,0	5,0
B	36	36,0	36,0	41,0
SB	59	59,0	59,0	100,0
Total	100	100,0	100,0	

**X5.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	10	10,0	10,0	10,0
B	46	46,0	46,0	56,0
SB	44	44,0	44,0	100,0
Total	100	100,0	100,0	

**6. PEMAKAIAN (X6)****X6.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	3	3,0	3,0	3,0
B	43	43,0	43,0	46,0
SB	54	54,0	54,0	100,0
Total	100	100,0	100,0	

**X6.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid B	44	44,0	44,0	44,0
SB	56	56,0	56,0	100,0
Total	100	100,0	100,0	

**X6.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	1	1,0	1,0	1,0
B	36	36,0	36,0	37,0
SB	63	63,0	63,0	100,0
Total	100	100,0	100,0	

**X6.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	5	5,0	5,0	5,0
B	37	37,0	37,0	42,0
SB	58	58,0	58,0	100,0
Total	100	100,0	100,0	

**X6.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid R	5	5,0	5,0	5,0
B	44	44,0	44,0	49,0
SB	51	51,0	51,0	100,0
Total	100	100,0	100,0	





**LAMPIRAN 7:**

**Hasil Uji Validitas Makeover**

CORRELATIONS

/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

**Correlation**

**Correlations**

	X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1 Pearson Correlation	1	,203*	,004	,111	,056	,562**
X1.1 Sig. (2-tailed)		,043	,968	,271	,578	,000
X1.1 N	100	100	100	100	100	100
X1.2 Pearson Correlation	,203*	1	-,040	,079	-,051	,579**
X1.2 Sig. (2-tailed)	,043		,692	,436	,613	,000
X1.2 N	100	100	100	100	100	100
X1.3 Pearson Correlation	,004	-,040	1	,289**	-,371**	,659**
X1.3 Sig. (2-tailed)	,968	,692		,004	,000	,000
X1.3 N	100	100	100	100	100	100
X1.4 Pearson Correlation	,111	,079	,289**	1	,217*	,695**
X1.4 Sig. (2-tailed)	,271	,436	,004		,030	,000
X1.4 N	100	100	100	100	100	100
X1.5 Pearson Correlation	,056	-,051	-,371**	,217*	1	,753**
X1.5 Sig. (2-tailed)	,578	,613	,000	,030		,000
X1.5 N	100	100	100	100	100	100
X1 Pearson Correlation	,562**	,479**	,359**	,695**	,353**	1
X1 Sig. (2-tailed)	,000	,000	,000	,000	,000	
X1 N	100	100	100	100	100	100

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

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

CORRELATIONS

/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 X

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

**Correlations**

**Correlations**

		X2.1	X2.2	X2.3	X2.4	X2.5	X2
	Pearson Correlation	1	-,053	,152	,072	-,096	,602**
X2.1	Sig. (2-tailed)		,598	,131	,479	,343	,000
	N	100	100	100	100	100	100
	Pearson Correlation	-,053	1	,046	,160	,322**	,540**
X2.2	Sig. (2-tailed)	,598		,652	,113	,001	,000
	N	100	100	100	100	100	100
	Pearson Correlation	,152	,046	1	,282**	,321**	,654**
X2.3	Sig. (2-tailed)	,131	,652		,004	,001	,000
	N	100	100	100	100	100	100
	Pearson Correlation	,072	,160	,282**	1	,072	,550**
X2.4	Sig. (2-tailed)	,479	,113	,004		,479	,000
	N	100	100	100	100	100	100
	Pearson Correlation	-,096	,322**	,321**	,072	1	,601**
X2.5	Sig. (2-tailed)	,343	,001	,001	,479		,000
	N	100	100	100	100	100	100
	Pearson Correlation	,402**	,540**	,654**	,550**	,601**	1
X2	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).

CORRELATIONS

/VARIABLES=X3.1 X3.2 X3.3 X3.4 X3.5 X3

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

**Correlations**

		X3.1	X3.2	X3.3	X3.4	X3.5	X3
X3.1	Pearson Correlation	1	,349**	,090	,155	-,149	,794**
	Sig. (2-tailed)		,000	,373	,124	,138	,000
	N	100	100	100	100	100	100
X3.2	Pearson Correlation	,349**	1	-,157	,185	-,033	,572**
	Sig. (2-tailed)	,000		,118	,066	,745	,000
	N	100	100	100	100	100	100
X3.3	Pearson Correlation	,090	-,157	1	,109	,165	,634**
	Sig. (2-tailed)	,373	,118		,279	,101	,000
	N	100	100	100	100	100	100
X3.4	Pearson Correlation	,155	,185	,109	1	,312**	,702**
	Sig. (2-tailed)	,124	,066	,279		,002	,000
	N	100	100	100	100	100	100
X3.5	Pearson Correlation	-,149	-,033	,165	,312**	1	,543**
	Sig. (2-tailed)	,138	,745	,101	,002		,000
	N	100	100	100	100	100	100
X3	Pearson Correlation	,494**	,472**	,434**	,702**	,543**	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).

CORRELATIONS

/VARIABLES=X4.1 X4.2 X4.3 X4.4 X4.5 X

/PRINT=TWOTAIL NOSIG/MISSING=PAIRWISE.

**Correlations**

		X4.1	X4.2	X4.3	X4.4	X4.5	X4
X4.1	Pearson Correlation	1	-,209*	-,309**	-,058	,039	,626*
	Sig. (2-tailed)		,037	,002	,568	,704	,040
	N	100	100	100	100	100	100
X4.2	Pearson Correlation	-,209*	1	,163	-,052	-,272**	,778**
	Sig. (2-tailed)	,037		,105	,609	,006	,000
	N	100	100	100	100	100	100
X4.3	Pearson Correlation	-,309**	,163	1	-,057	-,077	,680**
	Sig. (2-tailed)	,002	,105		,572	,444	,000
	N	100	100	100	100	100	100
X4.4	Pearson Correlation	-,058	-,052	-,057	1	,203*	,527**
	Sig. (2-tailed)	,568	,609	,572		,043	,000
	N	100	100	100	100	100	100
X4.5	Pearson Correlation	,039	-,272**	-,077	,203*	1	,640**
	Sig. (2-tailed)	,704	,006	,444	,043		,000
	N	100	100	100	100	100	100
X4	Pearson Correlation	,206*	,378**	,380**	,527**	,440**	1
	Sig. (2-tailed)	,040	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

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

CORRELATIONS

/VARIABLES=X5.1 X5.2 X5.3 X5.4 X5.5 X5

/PRINT=TWOTAIL NOSI /MISSING=PAIRWISE.

**Correlations**

	X5.1	X5.2	X5.3	X5.4	X5.5	X5
Pearson Correlation	1	,062	,033	,043	,067	,545**
X5.1 Sig. (2-tailed)		,543	,745	,674	,506	,000
N	100	100	100	100	100	100
Pearson Correlation	,062	1	-,091	-,169	,218*	,670**
X5.2 Sig. (2-tailed)	,543		,369	,093	,030	,000
N	100	100	100	100	100	100
Pearson Correlation	,033	-,091	1	,384**	,159	,567**
X5.3 Sig. (2-tailed)	,745	,369		,000	,113	,000
N	100	100	100	100	100	100
Pearson Correlation	,043	-,169	,384**	1	,165	,582**
X5.4 Sig. (2-tailed)	,674	,093	,000		,101	,000
N	100	100	100	100	100	100
Pearson Correlation	,067	,218*	,159	,165	1	,629**
X5.5 Sig. (2-tailed)	,506	,030	,113	,101		,000
N	100	100	100	100	100	100
Pearson Correlation	,445**	,370**	,567**	,582**	,629**	1
X5 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).

CORRELATIONS

/VARIABLES=X6.1 X6.2 X6.3 X6.4 X6.5 X6/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

**Correlations**

		X6.1	X6.2	X6.3	X6.4	X6.5	X6
X6.1	Pearson Correlation	1	,473**	,354**	-,242*	-,214*	,552**
	Sig. (2-tailed)		,000	,000	,015	,033	,000
	N	100	100	100	100	100	100
X6.2	Pearson Correlation	,473**	1	,202*	,066	-,117	,652**
	Sig. (2-tailed)	,000		,044	,516	,248	,000
	N	100	100	100	100	100	100
X6.3	Pearson Correlation	,354**	,202*	1	-,183	-,114	,516**
	Sig. (2-tailed)	,000	,044		,069	,259	,000
	N	100	100	100	100	100	100
X6.4	Pearson Correlation	-,242*	,066	-,183	1	,089	,611**
	Sig. (2-tailed)	,015	,516	,069		,378	,002
	N	100	100	100	100	100	100
X6.5	Pearson Correlation	-,214*	-,117	-,114	,089	1	,536**
	Sig. (2-tailed)	,033	,248	,259	,378		,001
	N	100	100	100	100	100	100
X6	Pearson Correlation	,552**	,652**	,516**	,311**	,336**	1
	Sig. (2-tailed)	,000	,000	,000	,002	,001	
	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).



**LAMPIRAN 8:**

**Hasil Uji Validitas Maybelline**



CORRELATIONS

/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

**Correlations**

		X1.1	X1.2	X1.3	X1.4	X1.5	X1
	Pearson Correlation	1	,274**	-,352**	,356**	,015	,581**
X1.1	Sig. (2-tailed)		,006	,000	,000	,882	,000
	N	100	100	100	100	100	100
	Pearson Correlation	,274**	1	-,288**	-,004	,065	,575**
X1.2	Sig. (2-tailed)	,006		,004	,972	,520	,000
	N	100	100	100	100	100	100
	Pearson Correlation	-,352**	-,288**	1	-,167	,179	,587
X1.3	Sig. (2-tailed)	,000	,004		,096	,075	,094
	N	100	100	100	100	100	100
	Pearson Correlation	,356**	-,004	-,167	1	-,103	,675**
X1.4	Sig. (2-tailed)	,000	,972	,096		,308	,000
	N	100	100	100	100	100	100
	Pearson Correlation	,015	,065	,179	-,103	1	,508**
X1.5	Sig. (2-tailed)	,882	,520	,075	,308		,000
	N	100	100	100	100	100	100
	Pearson Correlation	,581**	,475**	,168	,493**	,508**	1
X1	Sig. (2-tailed)	,000	,000	,094	,000	,000	
	N	100	100	100	100	100	100

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

CORRELATIONS

/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 X2 /PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

**Correlations**

		X2.1	X2.2	X2.3	X2.4	X2.5	X2
	Pearson Correlation	1	,147	,021	-,120	,121	,482**
X2.1	Sig. (2-tailed)		,144	,837	,236	,231	,000
	N	100	100	100	100	99	100
	Pearson Correlation	,147	1	,222*	-,132	-,012	,498**
X2.2	Sig. (2-tailed)	,144		,026	,190	,909	,000
	N	100	100	100	100	99	100
	Pearson Correlation	,021	,222*	1	,002	-,099	,469**
X2.3	Sig. (2-tailed)	,837	,026		,983	,329	,000
	N	100	100	100	100	99	100
	Pearson Correlation	-,120	-,132	,002	1	,098	,567**
X2.4	Sig. (2-tailed)	,236	,190	,983		,333	,001
	N	100	100	100	100	99	100
	Pearson Correlation	,121	-,012	-,099	,098	1	,786**
X2.5	Sig. (2-tailed)	,231	,909	,329	,333		,000
	N	99	99	99	99	99	99
	Pearson Correlation	,482**	,498**	,469**	,316**	,497**	1
X2	Sig. (2-tailed)	,000	,000	,000	,001	,000	
	N	100	100	100	100	99	100

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

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

CORRELATIONS

/VARIABLES=X3.1 X3.2 X3.3 X3.4 X3.5 X3/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

**Correlations**

**Correlations**

		X3.1	X3.2	X3.3	X3.4	X3.5	X3
X3.1	Pearson Correlation	1	,209*	,114	-,031	-,064	,474**
	Sig. (2-tailed)		,037	,261	,759	,524	,000
	N	100	100	100	100	100	100
X3.2	Pearson Correlation	,209*	1	,028	-,089	,068	,518**
	Sig. (2-tailed)	,037		,779	,378	,503	,000
	N	100	100	100	100	100	100
X3.3	Pearson Correlation	,114	,028	1	,330**	,149	,607**
	Sig. (2-tailed)	,261	,779		,001	,139	,000
	N	100	100	100	100	100	100
X3.4	Pearson Correlation	-,031	-,089	,330**	1	-,012	,607**
	Sig. (2-tailed)	,759	,378	,001		,902	,000
	N	100	100	100	100	100	100
X3.5	Pearson Correlation	-,064	,068	,149	-,012	1	,457**
	Sig. (2-tailed)	,524	,503	,139	,902		,000
	N	100	100	100	100	100	100
X3	Pearson Correlation	,474**	,518**	,607**	,457**	,469**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

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

CORRELATIONS

/VARIABLES=X4.1 X4.2 X4.3 X4.4 X4.5 X4 /PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

**Correlations**

		X4.1	X4.2	X4.3	X4.4	X4.5	X4
X4.1	Pearson Correlation	1	-,011	-,011	-,088	-,038	,530**
	Sig. (2-tailed)		,912	,914	,387	,704	,001
	N	100	100	100	100	100	100
X4.2	Pearson Correlation	-,011	1	,071	,004	-,067	,806**
	Sig. (2-tailed)	,912		,484	,970	,506	,000
	N	100	100	100	100	100	100
X4.3	Pearson Correlation	-,011	,071	1	,296**	,092	,532**
	Sig. (2-tailed)	,914	,484		,003	,365	,000
	N	100	100	100	100	100	100
X4.4	Pearson Correlation	-,088	,004	,296**	1	,178	,542**
	Sig. (2-tailed)	,387	,970	,003		,076	,000
	N	100	100	100	100	100	100
X4.5	Pearson Correlation	-,038	-,067	,092	,178	1	,551**
	Sig. (2-tailed)	,704	,506	,365	,076		,000
	N	100	100	100	100	100	100
X4	Pearson Correlation	,336**	,448**	,523**	,542**	,551**	1
	Sig. (2-tailed)	,001	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

CORRELATIONS

/VARIABLES=X5.1 X5.2 X5.3 X5.4 X5.5 X5 /PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

**Correlations**

		X5.1	X5.2	X5.3	X5.4	X5.5	X5
X5.1	Pearson Correlation	1	,415**	,318**	-,212*	-,076	,569**
	Sig. (2-tailed)		,000	,001	,034	,451	,000
	N	100	100	100	100	100	100
X5.2	Pearson Correlation	,415**	1	,097	,000	,000	,594**
	Sig. (2-tailed)	,000		,336	1,000	1,000	,000
	N	100	100	100	100	100	100
X5.3	Pearson Correlation	,318**	,097	1	-,005	-,067	,500**
	Sig. (2-tailed)	,001	,336		,960	,505	,000
	N	100	100	100	100	100	100
X5.4	Pearson Correlation	-,212*	,000	-,005	1	,173	,648**
	Sig. (2-tailed)	,034	1,000	,960		,086	,000
	N	100	100	100	100	100	100
X5.5	Pearson Correlation	-,076	,000	-,067	,173	1	,578**
	Sig. (2-tailed)	,451	1,000	,505	,086		,000
	N	100	100	100	100	100	100
X5	Pearson Correlation	,569**	,594**	,500**	,386**	,454**	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).

CORRELATIONS

/VARIABLES=X6.1 X6.2 X6.3 X6.4 X6.5 X6/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

**Correlations**

		X6.1	X6.2	X6.3	X6.4	X6.5	X6
X6.1	Pearson Correlation	1	-,020	,191	-,214*	,199*	,522**
	Sig. (2-tailed)		,841	,057	,033	,047	,000
	N	100	100	100	100	100	100
X6.2	Pearson Correlation	-,020	1	-,069	-,091	,145	,567**
	Sig. (2-tailed)	,841		,498	,366	,151	,000
	N	100	100	100	100	100	100
X6.3	Pearson Correlation	,191	-,069	1	,072	-,084	,789**
	Sig. (2-tailed)	,057	,498		,479	,404	,000
	N	100	100	100	100	100	100
X6.4	Pearson Correlation	-,214*	-,091	,072	1	-,154	,805**
	Sig. (2-tailed)	,033	,366	,479		,125	,002
	N	100	100	100	100	100	100
X6.5	Pearson Correlation	,199*	,145	-,084	-,154	1	,587**
	Sig. (2-tailed)	,047	,151	,404	,125		,000
	N	100	100	100	100	100	100
X6	Pearson Correlation	,522**	,396**	,469**	,306**	,526**	1
	Sig. (2-tailed)	,000	,000	,000	,002	,000	
	N	100	100	100	100	100	100

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

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



## **LAMPIRAN 9:**

# **Hasil Uji Reliabilitas Makeover**

RELIABILITY

/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

**Case Processing Summary**

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,650	6



RELIABILITY

/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 X2

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

### Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

### Reliability Statistics

Cronbach's	N of Items
Alpha	
,700	6

RELIABILITY

/VARIABLES=X3.1 X3.2 X3.3 X3.4 X3.5 X3

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

### Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,690	6

RELIABILITY

/VARIABLES=X4.1 X4.2 X4.3 X4.4 X4.5 X4

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

### Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,708	6

RELIABILITY

/VARIABLES=X5.1 X5.2 X5.3 X5.4 X5.5 X5

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

### Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

### Reliability Statistics

Cronbach's Alpha	N of Items
,679	6

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

## RELIABILITY

/VARIABLES=X6.1 X6.2 X6.3 X6.4 X6.5 X6

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

### Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

### Reliability Statistics

Cronbach's	N of Items
Alpha	
,624	6

**LAMPIRAN 10:**  
**Hasil Uji Reliabilitas Maybelline**



## RELIABILITY

/VARIABLES=X3.1 X3.2 X3.3 X3.4 X3.5 X3

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE.

### Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,662	6

### Item Statistics

	Mean	Std. Deviation	N
X3.1	4,55	,575	100
X3.2	4,44	,656	100
X3.3	4,50	,541	100
X3.4	4,51	,595	100
X3.5	4,46	,626	100
X3	22,46	1,507	100

## RELIABILITY

/VARIABLES=X4.1 X4.2 X4.3 X4.4 X4.5 X4

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE.

### Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,636	6

### Item Statistics

	Mean	Std. Deviation	N
X4.1	4,47	,594	100
X4.2	4,35	,687	100
X4.3	4,56	,499	100
X4.4	4,51	,577	100
X4.5	4,44	,743	100
X4	22,33	1,491	100

## RELIABILITY

/VARIABLES=X5.1 X5.2 X5.3 X5.4 X5.5 X5

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE.

### Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,659	6

### Item Statistics

	Mean	Std. Deviation	N
X5.1	4,53	,611	100
X5.2	4,50	,577	100
X5.3	4,54	,540	100
X5.4	4,54	,593	100
X5.5	4,34	,655	100
X5	22,45	1,486	100



## RELIABILITY

/VARIABLES=X6.1 X6.2 X6.3 X6.4 X6.5 X6

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE.

### Case Processing Summary

	N	%
Valid	100	100,0
Cases <sup>a</sup> Excluded	0	,0
Total	100	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,795	6

### Item Statistics

	Mean	Std. Deviation	N
X6.1	4,51	,559	100
X6.2	4,56	,499	100
X6.3	4,62	,508	100
X6.4	4,53	,594	100
X6.5	4,46	,593	100
X6	22,68	1,222	100

RELIABILITY

/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE.

**Case Processing Summary**

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,625	6

**Item Statistics**

	Mean	Std. Deviation	N
X1.1	4,61	,490	100
X1.2	4,53	,502	100
X1.3	4,55	,500	100
X1.4	4,53	,502	100
X1.5	4,65	,479	100
	22,87	1,098	100

## RELIABILITY

/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 X2

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE.

### Case Processing Summary

		N	%
Cases	Valid	99	99,0
	Excluded <sup>a</sup>	1	1,0
	Total	100	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,625	6

### Item Statistics

	Mean	Std. Deviation	N
X2.1	4,56	,519	99
X2.2	4,52	,522	99
X2.3	4,60	,513	99
X2.4	4,66	,538	99
X2.5	4,56	,557	99
X2	22,88	1,239	99

## **LAMPIRAN 11:**

### **Hasil Uji Independent Sample T test, Uji Kolmogorov-Smirnov Makeover**



NPAR TESTS

/K-S(NORMAL)=X1 X2 X3 X4 X5 X6

/MISSING ANALYSIS.

**One-Sample Kolmogorov-Smirnov Test**

		INTRINSIK PRODUK	MANFAAT	NILAI	BUDAYA
		100	100	100	100
Normal Parameters <sup>a,b</sup>	Mean	22.8200	23.1400	22.6400	22.6100
	Std. Deviation	1.21755	1.31825	1.46004	1.02391
Most Extreme Differences	Absolute	.199	.173	.163	.214
	Positive	.171	.156	.163	.214
	Negative	-.199	-.173	-.151	-.176
Kolmogorov-Smirnov Z		1.988	1.729	1.626	2.143
Asymp. Sig. (2-tailed)		.007	.005	.010	.43

**One-Sample Kolmogorov-Smirnov Test**

		KEPRIBADIAN	PEMAKAIAN
		100	100
Normal Parameters <sup>a,b</sup>	Mean	22.7400	22.4800
	Std. Deviation	1.36048	1.24300
Most Extreme Differences	Absolute	.146	.162
	Positive	.137	.150
	Negative	-.146	-.162
Kolmogorov-Smirnov Z		1.458	1.622
Asymp. Sig. (2-tailed)		.029	.010

a. Test distribution is normal

b. Alculated from data

## **LAMPIRAN 12:**

### **Hasil Uji Independent Sample T test, Uji Kolmogorov-Smirnov Maybelline**



NPAR TESTS

/K-S(NORMAL)=X1 X2 X3 X4 X5 X6

/MISSING ANALYSIS.

**One-Sample Kolmogorov-Smirnov Test**

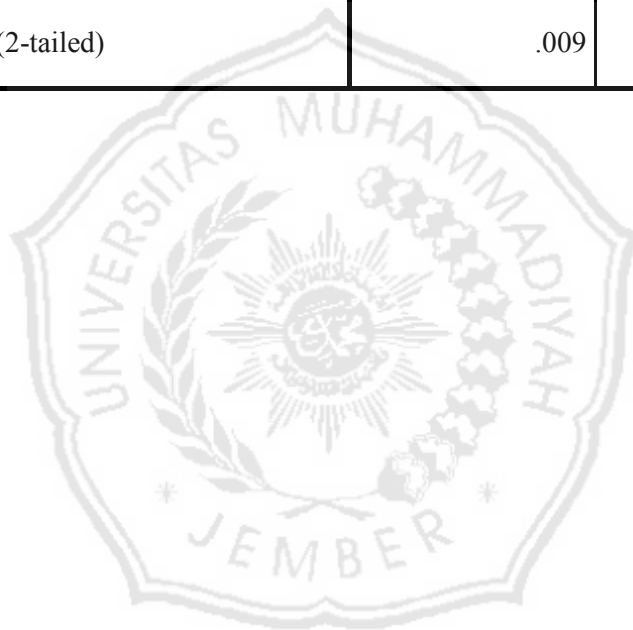
		INTRINSIK PRODUK	MANFAAT	NILAI	BUDAYA
		100	100	100	100
Normal Parameters <sup>a,b</sup>	Mean	22.8700	22.8200	22.4600	22.3300
	Std. Deviation	1.09779	1.36611	1.50702	1.49108
	Absolute	.177	.182	.140	.148
Most Extreme Differences	Positive	.156	.138	.120	.148
	Negative	-.177	-.182	-.140	-.142
	Kolmogorov-Smirnov Z	1.771	1.824	1.401	1.476
Asymp. Sig. (2-tailed)		.009	.024	.039	.026

a. Test distribution is normal

b. Alculated from data

### One-Sample Kolmogorov-Smirnov Test

		KEPRIBADIAN	PEMAKAIAN
		100	100
Normal Parameters <sup>a,b</sup>	Mean	22.4500	22.6800
	Std. Deviation	1.48647	1.22169
	Absolute	.164	.171
Most Extreme Differences	Positive	.116	.171
	Negative	-.164	-.150
	Kolmogorov-Smirnov Z	1.643	1.711
Asymp. Sig. (2-tailed)		.009	.006





## **LAMPIRAN 13**

# **UJI INDEPENDENT SAMPEL T TEST MAKEOVER DAN MAYBELLINE**



### Group Statistics

	KOSMETIK	N	Mean	Std. Deviation	Std. Error Mean
INTRINSIK PRODUK	1.00	100	22.8200	1.21755	.12175
	2.00	100	22.8700	1.09779	.10978
MANFAAT	1.00	100	23.1400	1.31825	.13182
	2.00	100	22.8700	1.23628	.12363
NILAI	1.00	100	22.6400	1.46004	.14600
	2.00	100	22.4600	1.50702	.15070
BUDAYA	1.00	100	22.6100	1.02391	.10239
	2.00	100	22.3300	1.49108	.14911
KEPRIBADIAN	1.00	100	22.7400	1.36048	.13605
	2.00	100	22.4500	1.48647	.14865
PEMAKAIAN	1.00	100	22.4800	1.24300	.12430
	2.00	100	22.6800	1.22169	.12217

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
INTRINSIK PRODUK	Equal variances assumed	.450	.503	-.305	198
	Equal variances not assumed			-.305	195.915
MANFAAT	Equal variances assumed	1.667	.198	1.494	198
	Equal variances not assumed			1.494	197.190
NILAI	Equal variances assumed	.324	.570	.858	198
	Equal variances not assumed			.858	197.802
BUDAYA	Equal variances assumed	12.743	.000	1.548	198
	Equal variances not assumed			1.548	175.381
KEPRIBADIA N	Equal variances assumed	.694	.406	1.439	198
	Equal variances not assumed			1.439	196.467
PEMAKAIAN	Equal variances assumed	.003	.954	-1.148	198
	Equal variances not assumed			-1.148	197.941

### Independent Samples Test

		t-test for Equality of Means		
		Sig. (2-tailed)	Mean Difference	Std. Error Difference
INTRINSIK PRODUK	Equal variances assumed	.761	-.05000	.16394
	Equal variances not assumed	.761	-.05000	.16394
MANFAAT	Equal variances assumed	.137	.27000	.18073
	Equal variances not assumed	.137	.27000	.18073
NILAI	Equal variances assumed	.392	.18000	.20983
	Equal variances not assumed	.392	.18000	.20983
BUDAYA	Equal variances assumed	.123	.28000	.18088
	Equal variances not assumed	.123	.28000	.18088
KEPRIBADIAN	Equal variances assumed	.152	.29000	.20151
	Equal variances not assumed	.152	.29000	.20151
PEMAKAIAN	Equal variances assumed	.253	-.20000	.17429
	Equal variances not assumed	.253	-.20000	.17429

### Independent Samples Test

		t-test for Equality of Means	
		95% Confidence Interval of the Difference	
		Lower	Upper
INTRINSIK PRODUK	Equal variances assumed	-.37329	.27329
	Equal variances not assumed	-.37331	.27331
MANFAAT	Equal variances assumed	-.08639	.62639
	Equal variances not assumed	-.08640	.62640
NILAI	Equal variances assumed	-.23379	.59379
	Equal variances not assumed	-.23379	.59379
BUDAYA	Equal variances assumed	-.07670	.63670
	Equal variances not assumed	-.07698	.63698
KEPRIBADIAN	Equal variances assumed	-.10738	.68738
	Equal variances not assumed	-.10739	.68739
PEMAKAIAN	Equal variances assumed	-.54370	.14370
	Equal variances not assumed	-.54370	.14370

**LAMPIRAN 14:**  
**Tabel r *Product Moment***



Tabel r product Moment (Sig = 0,05)

df	r	df	R	Df	r	Df	r
1	0.9969	26	0.3739	51	0.2706	76	0.2227
2	0.9500	27	0.3673	52	0.2681	77	0.2213
3	0.8783	28	0.3610	53	0.2656	78	0.2199
4	0.8114	29	0.3550	54	0.2632	79	0.2165
5	0.7545	30	0.3494	55	0.2609	80	0.2162
6	0.7067	31	0.3440	56	0.2586	81	0.2159
7	0.6664	32	0.3388	57	0.2564	82	0.2146
8	0.6319	33	0.3388	58	0.2542	83	0.2133
9	0.6021	34	0.3291	59	0.2521	84	0.2120
10	0.5760	35	0.3246	60	0.2500	85	0.2108
11	0.5529	36	0.3202	61	0.2480	86	0.2096
12	0.5324	37	0.3160	62	0.2461	87	0.2084
13	0.5140	38	0.3120	63	0.2441	88	0.2072
14	0.4973	39	0.3081	64	0.2423	89	0.2061
15	0.4821	40	0.3044	65	0.2404	90	0.2050
16	0.4683	41	0.3008	66	0.2387	91	0.2039
17	0.4555	42	0.2973	67	0.2369	92	0.2028
18	0.4438	43	0.2940	68	0.2352	93	0.2017
19	0.4329	44	0.2907	69	0.2335	94	0.2006
20	0.4227	45	0.2876	70	0.2319	95	0.1996
21	0.4132	46	0.2845	71	0.2303	96	0.1986
22	0.4044	47	0.2816	72	0.2287	97	0.1975
23	0.3961	48	0.2787	73	0.2272	98	0.1966
24	0.3882	49	0.2759	74	0.2257	99	0.1956
25	0.3809	50	0.2732	75	0.2242	100	0.1946



**LAMPIRAN 15**  
**DOKUMENTASI**







