

LAMPIRAN

LAMPIRAN 1
KUESIONER PENELITIAN

Nomor Responden :

KUESIONER
PENGARUH KREDIBILITAS *ENDORSER* (AGNES MONICA) DALAM
IKLAN *SMARTPHONE* TERHADAP MINAT BELI DI KOTA
YOGYAKARTA

Dengan Hormat,

Dengan segala kerendahan hati saya mengharapkan anda berkenan meluangkan waktu untuk mengisi dan menjawab seluruh pertanyaan yang saya ajukan seperti terlampir dalam kuesioner ini,

Perlu diperhatikan bahwa tujuan penelitian ini adalah semata-mata untuk tujuan ilmiah, dimana pendapat Bpk/Ibu/Sdr/i dijamin kerahasiaannya dan akan saya pergunakan dalam rangka penyusunan tesis dengan judul ” **PENGARUH KREDIBILITAS *ENDORSER* (AGNES MONICA) DALAM IKLAN *SMARTPHONE* TERHADAP MINAT BELI DI KOTA YOGYAKARTA**”.

Akhir kata, atas segala bantuan Bpk/Ibu/Sdr/i saya ucapkan terima kasih sedalam-dalamnya.

Hormat saya,

Busthanul Arifin

KREDIBILITAS(*Credibility*)

Daya Tarik

No.	Pertanyaan	4 STS	3 TS	2 S	1 SS
1	Dalam menyampaikan pesan iklan, Agnes Monica mempunyai daya tarik.				
2	Penampilan Agnes Monica dalam iklan <i>smartphone</i> Vivo menyenangkan.				
3	Saya menyukai Agnes Monica				
4	Ketika membintangi iklan dalam iklan <i>smartphone</i> Vivo Agnes Monica memiliki kesesuaian karakter dengan para konsumen.				

Kepercayaan

5	Agnes Monica menyampaikan pesan iklan <i>smartphone</i> Vivo dengan konsisten sesuai dengan kenyataan				
6	Agnes Monica jujur dalam menyampaikan pesan iklan <i>smartphone</i> Vivo				
7	Ketika membintangi iklan <i>smartphone</i> Vivo, Agnes Monica tidak memihak dalam menyampaikan informasi tentang produk <i>smartphone</i> Vivo				
8	Ketika membintangi iklan <i>smartphone</i> Vivo, Agnes Monica memiliki integritas.				
9	Pesan iklan <i>smartphone</i> Vivo yang disampaikan Agnes Monica dapat dipercaya				

Keahlian

10	Agnes Monica memiliki keahlian dalam menyampaikan iklan <i>smartphone</i> Vivo				
11	Agnes Monica mempunyai pengetahuan tentang produk <i>smartphone</i> Vivo sehingga layak menjadi bintang iklan <i>smartphone</i> Vivo				
12	Agnes Monica mempunyai ketrampilan untuk menjadi bintang iklan <i>smartphone</i> Vivo				

SIKAP

No.	Pertanyaan	1 STS	2 TS	3 S	4 SS
1	Menurut pendapat saya informasi yang diberikan Iklan <i>smartphone</i> Vivo meyakinkan				
2	Menurut pendapat saya Iklan <i>Smartphone</i> Vivo memberi pesan yang jujur				
3	Menurut penilaian saya, iklan <i>smartphone</i> Vivo tidak membosankan				
4	Saya yakin iklan <i>smartphone</i> Vivo dapat dipercaya				
5	Menurut pendapat saya iklan <i>smartphone</i> vivo cukup memberi informasi				

MINAT BELI

No.	Pertanyaan	1	2	3	4
		STS	TS	S	SS
1	Saya tertarik dan akan mencari tahu lebih lanjut informasi mengenai produk <i>smartphone</i> Vivo				
2	Saya akan mempertimbangkan untuk membeli produk <i>smartphone</i> Vivo				
3	Saya berminat membeli produk <i>smartphone</i> Vivo				

LAMPIRAN 2
OUTPUT UJI VALIDITAS DAN RELIABILITAS
UJI COBA KUESIONER 30 RESPONDEN

A. Kredibilitas

Uji Reliabilitas 30 Responden (Kredibilitas)

Cronbach's Alpha	N of Items
.882	14

Uji Validitas 30 Responden (Kredibilitas)

	ITEM 1	ITEM 2	ITEM 3	ITEM 4	ITEM 5	ITEM 6	ITEM 7	ITEM 8	ITEM 9	ITEM 10	ITEM 11	ITEM 12	ITEM 13	ITEM 14	Kredibilitas
ITEM 1 Pearso	1	.791**	.773**	.531**	.133	.309	.588**	.508**	.540**	.598**	.515**	.164	.428*	.406*	.860**
Sig. (2-		.000	.000	.003	.483	.097	.001	.004	.002	.000	.004	.388	.018	.026	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM 2 Pearso	.791**	1	.718**	.369*	.170	.370*	.520**	.531**	.527**	.665**	.394*	-.051	.311	.171	.773**
Sig. (2-	.000		.000	.045	.369	.044	.003	.003	.003	.000	.031	.787	.095	.366	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM 3 Pearso	.773**	.718**	1	.297	.317	.374*	.599**	.620**	.464**	.659**	.487**	.206	.404*	.303	.851**
Sig. (2-	.000	.000		.112	.088	.041	.000	.000	.010	.000	.006	.276	.027	.103	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM 4 Pearso	.531**	.369*	.297	1	-.170	.109	.372*	.331	.409*	.599**	.297	.267	.287	.240	.577**
Sig. (2-	.003	.045	.112		.368	.565	.043	.074	.025	.000	.111	.153	.124	.202	.001

N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM 5 Pearso	.133	.170	.317	-.170	1	.161	.065	-.069	.102	.028	.199	-.093	-.149	.199	.212
Sig. (2-	.483	.369	.088	.368		.396	.735	.718	.593	.883	.293	.623	.431	.293	.260
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM 6 Pearso	.309	.370*	.374*	.109	.161	1	.705**	.522**	.297	.342	-.202	-.335	-.024	-.113	.402*
Sig. (2-	.097	.044	.041	.565	.396		.000	.003	.111	.065	.285	.070	.900	.553	.027
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM 7 Pearso	.588**	.520**	.599**	.372*	.065	.705**	1	.706**	.479**	.559**	.069	-.074	.280	.069	.691**
Sig. (2-	.001	.003	.000	.043	.735	.000		.000	.007	.001	.716	.699	.134	.716	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM 8 Pearso	.508**	.531**	.620**	.331	-.069	.522**	.706**	1	.636**	.718**	.229	-.070	.461*	.229	.742**
Sig. (2-	.004	.003	.000	.074	.718	.003	.000		.000	.000	.223	.712	.010	.223	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM 9 Pearso	.540**	.527**	.464**	.409*	.102	.297	.479**	.636**	1	.635**	.194	.026	.168	.254	.673**
Sig. (2-	.002	.003	.010	.025	.593	.111	.007	.000		.000	.305	.892	.374	.176	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM Pearso	.598**	.665**	.659**	.599**	.028	.342	.559**	.718**	.635**	1	.345	.256	.391*	.270	.821**
Sig. (2-	.000	.000	.000	.000	.883	.065	.001	.000	.000		.062	.173	.033	.149	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

ITEM	Pearso	.515**	.394*	.487**	.297	.199	-.202	.069	.229	.194	.345	1	.548**	.693**	.629**	.614**
	Sig. (2-	.004	.031	.006	.111	.293	.285	.716	.223	.305	.062		.002	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM	Pearso	.164	-.051	.206	.267	-.093	-.335	-.074	-.070	.026	.256	.548**	1	.483**	.311	.283
	Sig. (2-	.388	.787	.276	.153	.623	.070	.699	.712	.892	.173	.002		.007	.094	.130
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM	Pearso	.428*	.311	.404*	.287	-.149	-.024	.280	.461*	.168	.391*	.693**	.483**	1	.627**	.604**
	Sig. (2-	.018	.095	.027	.124	.431	.900	.134	.010	.374	.033	.000	.007		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ITEM	Pearso	.406*	.171	.303	.240	.199	-.113	.069	.229	.254	.270	.629**	.311	.627**	1	.512**
	Sig. (2-	.026	.366	.103	.202	.293	.553	.716	.223	.176	.149	.000	.094	.000		.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
kredibili	Pearso	.860**	.773**	.851**	.577**	.212	.402*	.691**	.742**	.673**	.821**	.614**	.283	.604**	.512**	1
	Sig. (2-	.000	.000	.000	.001	.260	.027	.000	.000	.000	.000	.000	.130	.000	.004	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

B. Sikap

Uji Reliabilitas 30 Responden (Sikap)

Cronbach's Alpha	N of Items
.884	5

Uji Validitas 30 Responden (Sikap)

		ITEM 1	ITEM 2	ITEM 3	ITEM 4	ITEM 5	SIKAP
ITEM 1	Pearson Correlation	1	.692**	.537**	.502**	.761**	.832**
	Sig. (2-tailed)		.000	.002	.005	.000	.000
	N	30	29	30	30	30	30
ITEM 2	Pearson Correlation	.692**	1	.623**	.801**	.622**	.896**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	29	29	29	29	29	29
ITEM 3	Pearson Correlation	.537**	.623**	1	.483**	.632**	.751**
	Sig. (2-tailed)	.002	.000		.007	.000	.000
	N	30	29	30	30	30	30
ITEM 4	Pearson Correlation	.502**	.801**	.483**	1	.480**	.769**
	Sig. (2-tailed)	.005	.000	.007		.007	.000
	N	30	29	30	30	30	30
ITEM 5	Pearson Correlation	.761**	.622**	.632**	.480**	1	.843**
	Sig. (2-tailed)	.000	.000	.000	.007		.000
	N	30	29	30	30	30	30
SIKAP	Pearson Correlation	.832**	.896**	.751**	.769**	.843**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	29	30	30	30	30

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

C. Minat

Uji Reliabilitas 30 Responden (Minat)

Cronbach's Alpha	N of Items
.943	3

Uji Validitas 30 Responden (Minat)

		ITEM 1	ITEM 2	ITEM 3	MIINAT
ITEM 1	Pearson Correlation	1	.809**	.933**	.957**
	Sig. (2-tailed)		.000	.000	.000
	N	29	29	29	29
ITEM 2	Pearson Correlation	.809**	1	.832**	.932**
	Sig. (2-tailed)	.000		.000	.000
	N	29	30	30	30
ITEM 3	Pearson Correlation	.933**	.832**	1	.962**
	Sig. (2-tailed)	.000	.000		.000
	N	29	30	30	30
MIINAT	Pearson Correlation	.957**	.932**	.962**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	29	30	30	30

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

LAMPIRAN 3 OUTPUT UJI VALIDITAS DAN RELIABILITAS

A. Kredibilitas

Uji Reliabilitas 108 Responden (Kredibilitas)

Cronbach's Alpha	N of Items
.732	13

Uji Validitas 108 Responden (Kredibilitas)

		item1	item_2	item_3	item_4	item_5	item_6	item_7	item_8	item_9	item_10	item_11	item_12	Kredib ilitas
item_1	Pearson	1	.131	.288 ⁺	.169	.150	-.050	-.022	.148	.022	.257 ^{**}	-.003	.315 ^{**}	.393 ^{**}
	Sig. (2-tailed)		.175	.003	.081	.122	.610	.825	.126	.823	.007	.978	.001	.000
	N	108	108	108	108	108	108	108	108	108	108	108	108	108
item_2	Pearson	.131	1	.378 ⁺	.021	.225 ⁺	.059	.131	.137	.149	.291 ^{**}	.243 ⁺	.271 ^{**}	.473 ^{**}
	Sig. (2-tailed)	.175		.000	.832	.019	.542	.175	.157	.124	.002	.011	.005	.000
	N	108	108	108	108	108	108	108	108	108	108	108	108	108
item_3	Pearson	.288 ⁺	.378 ⁺	1	.238 ⁺	.237 ⁺	.273 ⁺	.367 ⁺	.268 ⁺	.230 ⁺	.267 ^{**}	.218 ⁺	.222 ⁺	.653 ^{**}
	Sig. (2-tailed)	.003	.000		.013	.014	.004	.000	.005	.017	.005	.023	.021	.000
	N	108	108	108	108	108	108	108	108	108	108	108	108	108
item_4	Pearson	.169	.021	.238 ⁺	1	.286 ⁺	.265 ⁺	.352 ⁺	.198 ⁺	.314 ⁺	.143	.205 ⁺	.136	.544 ^{**}
	Sig. (2-tailed)	.081	.832	.013		.003	.006	.000	.040	.001	.141	.033	.159	.000
	N	108	108	108	108	108	108	108	108	108	108	108	108	108
item_5	Pearson	.150	.225 ⁺	.237 ⁺	.286 ⁺	1	.509 ⁺	.310 ⁺	.144	.378 ⁺	.187	.256 ^{**}	.071	.580 ^{**}
	Sig. (2-tailed)	.122	.019	.014	.003		.000	.001	.137	.000	.053	.008	.467	.000

	N	108	108	108	108	108	108	108	108	108	108	108	108	108
item_6	Pearson	-.050	.059	.273*	.265*	.509*	1	.531*	.246*	.316*	.110	.161	.026	.539**
	Sig. (2-tailed)	.610	.542	.004	.006	.000		.000	.010	.001	.258	.096	.789	.000
	N	108	108	108	108	108	108	108	108	108	108	108	108	108
item_7	Pearson	-.022	.131	.367*	.352*	.310*	.531*	1	.343*	.295*	.046	.295**	.085	.608**
	Sig. (2-tailed)	.825	.175	.000	.000	.001	.000		.000	.002	.640	.002	.384	.000
	N	108	108	108	108	108	108	108	108	108	108	108	108	108
item_8	Pearson	.148	.137	.268*	.198*	.144	.246*	.343*	1	.209*	.150	.147	.268**	.509**
	Sig. (2-tailed)	.126	.157	.005	.040	.137	.010	.000		.030	.120	.130	.005	.000
	N	108	108	108	108	108	108	108	108	108	108	108	108	108
item_9	Pearson	.022	.149	.230*	.314*	.378*	.316*	.295*	.209*	1	.152	.238*	.244*	.537**
	Sig. (2-tailed)	.823	.124	.017	.001	.000	.001	.002	.030		.116	.013	.011	.000
	N	108	108	108	108	108	108	108	108	108	108	108	108	108
item_10	Pearson	.257*	.291*	.267*	.143	.187	.110	.046	.150	.152	1	.259**	.443**	.497**
	Sig. (2-tailed)	.007	.002	.005	.141	.053	.258	.640	.120	.116		.007	.000	.000
	N	108	108	108	108	108	108	108	108	108	108	108	108	108
item_11	Pearson	-.003	.243*	.218*	.205*	.256*	.161	.295*	.147	.238*	.259**	1	.322**	.508**
	Sig. (2-tailed)	.978	.011	.023	.033	.008	.096	.002	.130	.013	.007		.001	.000
	N	108	108	108	108	108	108	108	108	108	108	108	108	108
item_12	Pearson	.315*	.271*	.222*	.136	.071	.026	.085	.268*	.244*	.443**	.322**	1	.514**
	Sig. (2-tailed)	.001	.005	.021	.159	.467	.789	.384	.005	.011	.000	.001		.000
	N	108	108	108	108	108	108	108	108	108	108	108	108	108
kredibilitas	Pearson	.393*	.473*	.653*	.544*	.580*	.539*	.608*	.509*	.537*	.497**	.508**	.514**	1

Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	108	108	108	108	108	108	108	108	108	108	108	108	108

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

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

B. Sikap

Uji Reliabilitas 108 Responden (Sikap)

Cronbach's Alpha	N of Items
.799	6

Uji Validitas 108 Responden (Sikap)

		ITEM_1	ITEM_2	ITEM_3	ITEM_4	ITEM_5	SIKAP
ITEM_1	Pearson	1	.680**	.505**	.571**	.367**	.809**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	108	108	108	108	108	108
ITEM_2	Pearson	.680**	1	.554**	.686**	.380**	.858**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	108	108	108	108	108	108
ITEM_3	Pearson	.505**	.554**	1	.526**	.360**	.774**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	108	108	108	108	108	108
ITEM_4	Pearson	.571**	.686**	.526**	1	.301**	.800**
	Sig. (2-tailed)	.000	.000	.000		.002	.000
	N	108	108	108	108	108	108
ITEM_5	Pearson	.367**	.380**	.360**	.301**	1	.613**
	Sig. (2-tailed)	.000	.000	.000	.002		.000

	N	108	108	108	108	108	108
SIKAP	Pearson	.809**	.858**	.774**	.800**	.613**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	108	108	108	108	108	108

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

C. Minat

Uji Reliabilitas 108 Responden (Minat)

Cronbach's Alpha	N of Items
.857	4

Uji Validitas 108 Responden (Minat)

		ITEM_1	ITEM_2	ITEM_3	MINAT
ITEM_1	Pearson Correlation	1	.538**	.719**	.855**
	Sig. (2-tailed)		.000	.000	.000
	N	108	108	108	108
ITEM_2	Pearson Correlation	.538**	1	.726**	.850**
	Sig. (2-tailed)	.000		.000	.000
	N	108	108	108	108
ITEM_3	Pearson Correlation	.719**	.726**	1	.933**
	Sig. (2-tailed)	.000	.000		.000
	N	108	108	108	108
MINAT	Pearson Correlation	.855**	.850**	.933**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	108	108	108	108

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

LAMPIRAN 4
OUTPUT UJI NORMALITAS DAN LINIERITAS

A. UJI NORMALITAS

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
kredibilitas	.085	108	.053	.983	108	.185
sikap	.083	108	.063	.965	108	.007
minat	.085	108	.055	.960	108	.003

a. Lilliefors Significance Correction

B. UJI LINIERITAS (MINAT DAN KREDIBILITAS)

ANOVA Table

			Sum of Squares	Df	Mean Square	F	Sig.
minat *	Between	(Combined)	156.417	19	8.690	1.581	.082
		Linearity	28.317	1	28.317	5.151	.026
		Deviation from Linearity	128.099	17	7.535	1.371	.171
	Within Groups		489.250	89	5.497		
	Total		645.667	108			

C. UJI LINIERITAS (MINAT DAN SIKAP)

ANOVA Table

			Sum of Squares	Df	Mean Square	F	Sig.
minat *	Between	(Combined)	78.819	11	7.882	1.349	.216
		Linearity	25.311	1	25.311	4.331	.040
		Deviation from Linearity	53.508	9	5.945	1.017	.432
	Within Groups		566.848	97	5.844		
	Total		645.667	108			

LAMPIRAN 5

OUTPUT UJI HIPOTESIS

A. Model 1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TOTAL_SK,		Enter

a. Dependent Variable: TOTAL_MT

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,719 ^a	,517	,508	1,58050	1,885

a. Predictors: (Constant), TOTAL_SK, TOTAL_KR

b. Dependent Variable: TOTAL_MT

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	280,899	2	140,449	56,225	,000 ^b
	Residual	262,286	105	2,498		
	Total	543,185	107			

a. Dependent Variable: TOTAL_MT

b. Predictors: (Constant), TOTAL_SK, TOTAL_KR

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,018	1,783		1,693	,093
	TOTAL_KR	,157	,070	,255	2,232	,028
	TOTAL_SK	,410	,094	,498	4,352	,000

a. Dependent Variable: TOTAL_MT

Coefficients^a

B. Model 2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TOTAL_KR ^b	.	Enter

a. Dependent Variable: TOTAL_SK

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the	Durbin-Watson
1	.805 ^a	.648	.645	1,62865	1,797

a. Predictors: (Constant), TOTAL_KR

b. Dependent Variable: TOTAL_SK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	518,019	1	518,019	195,294	.000 ^b
	Residual	281,166	106	2,653		
	Total	799,185	107			

a. Dependent Variable: TOTAL_SK

b. Predictors: (Constant), TOTAL_KR

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,597	1,722		3,830	.000
	TOTAL_KR	.601	.043	.805	13,975	.000

a. Dependent Variable: TOTAL_SK