

LAMPIRAN 1
KUESIONER

SKOR PENILAIAN

STS	TS	CS	S	SS
SANGAT TIDAK SETUJU	TIDAK SETUJU	CUKUP SETUJU	SETUJU	SANGAT SETUJU
1	2	3	4	5

Pengukuran nilai iklan di facebook	STS	TS	CS	S	SS
1. Iklan berguna bagi saya untuk mengetahui informasi tentang suatu produk yang akan saya beli	1	2	3	4	5
2. Iklan bernilai bagi saya apabila iklan memberikan informasi yang saya butuhkan	1	2	3	4	5
3. Saya menganggap penting untuk melihat iklan terlebih dulu sebelum membeli produk	1	2	3	4	5

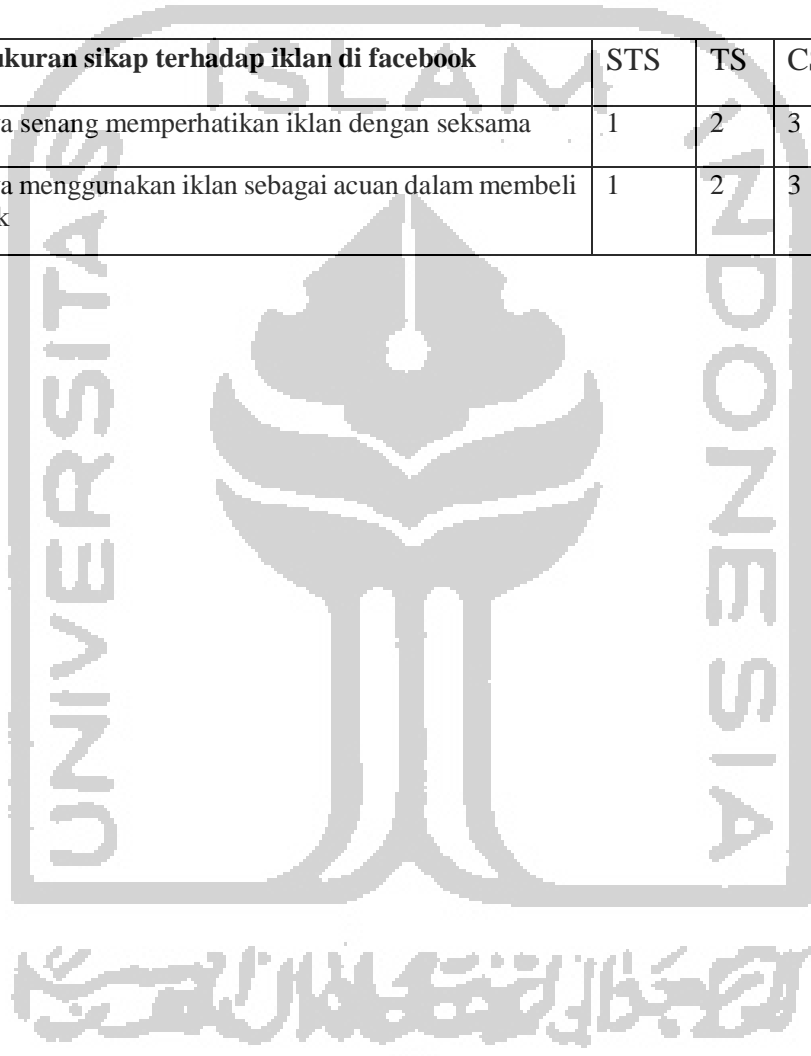
Pengukuran keinformatifan pada iklan di facebook	STS	TS	CS	S	SS
1. Saya memilih iklan terbaru daripada iklan yang lama	1	2	3	4	5
2. Saya lebih yakin pada iklan yang sumbernya terpercaya	1	2	3	4	5
3. Saya lebih menyukai iklan yang sesuai dengan kebutuhan saya	1	2	3	4	5
4. Saya senang dengan produk yang informasinya mudah didapatkan	1	2	3	4	5
5. Saya senang dengan iklan yang memberikan informasi lengkap	1	2	3	4	5

Pengukuran hiburan pada iklan di facebook	STS	TS	CS	S	SS
1. Saya menikmati iklan yang dapat menghibur konsumen	1	2	3	4	5
2. Saya merasa senang apabila informasi produk pada iklan lengkap	1	2	3	4	5
3. Saya merasa terhibur dengan iklan yang unik dan menarik	1	2	3	4	5

Pengukuran iritasi pada iklan di facebook	STS	TS	CS	S	SS
1. Saya tidak terganggu apabila iklan yang ditampilkan terlalu bertele--tele	1	2	3	4	5
2. Saya tidak akan tersinggung apabila iklan menyinggung masalah yang sensitif	1	2	3	4	5

3. Saya tidak merasa dibohongi apabila iklan yang saya baca tidak sesuai dengan produk yang ditawarkan	1	2	3	4	5
4. Saya merasa bingung apabila informasi yang diberikan kurang lengkap	1	2	3	4	5

Pengukuran sikap terhadap iklan di facebook	STS	TS	CS	S	SS
1. Saya senang memperhatikan iklan dengan seksama	1	2	3	4	5
2. Saya menggunakan iklan sebagai acuan dalam membeli produk	1	2	3	4	5



LAMPIRAN 2

JAWABAN KUISIONER (30 RESPONDEN)

	AV1	AV2	AV3	IF1	IF2	IF3	IF4	IF5	ET1	ET2	ET3	IR1	IR2	IR3	IR4	ATA1	ATA2
1	4	5	4	4	4	3	4	4	3	4	3	3	3	2	3	4	5
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29	4	4	5	5	5	4	4	4	3	3	3	2	1	1	1	4	4
30	4	4	4	3	4	3	4	3	4	4	3	2	3	3	3	4	3

LAMPIRAN 3
HASIL UJI VALIDITAS DAN RELIABILITAS (SPSS)

**Reliability Statistics variabel
ad value**

Cronbach's Alpha	N of Items
.747	3

Correlations variabel ad value

		AV1	AV2	AV3	AV
AV1	Pearson Correlation	1	.612**	.282	.789**
	Sig. (2-tailed)		.000	.131	.000
	N	30	30	30	30
AV2	Pearson Correlation	.612**	1	.577**	.912**
	Sig. (2-tailed)	.000		.001	.000
	N	30	30	30	30
AV3	Pearson Correlation	.282	.577**	1	.733**
	Sig. (2-tailed)	.131	.001		.000
	N	30	30	30	30
AV	Pearson Correlation	.789**	.912**	.733**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Correlations variabel informativeness

		IF1	IF2	IF3	IF4	IF5	IF
IF1	Pearson Correlation	1	.588**	.479**	.551**	.597**	.842**
	Sig. (2-tailed)		.001	.007	.002	.001	.000
	N	30	30	30	30	30	30
IF2	Pearson Correlation	.588**	1	.398*	.345	.445*	.716**
	Sig. (2-tailed)	.001		.029	.062	.014	.000
	N	30	30	30	30	30	30
IF3	Pearson Correlation	.479**	.398*	1	.351	.636**	.735**
	Sig. (2-tailed)	.007	.029		.057	.000	.000
	N	30	30	30	30	30	30
IF4	Pearson Correlation	.551**	.345	.351	1	.524**	.714**
	Sig. (2-tailed)	.002	.062	.057		.003	.000
	N	30	30	30	30	30	30
IF5	Pearson Correlation	.597**	.445*	.636**	.524**	1	.842**
	Sig. (2-tailed)	.001	.014	.000	.003		.000
	N	30	30	30	30	30	30
IF	Pearson Correlation	.842**	.716**	.735**	.714**	.842**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

Reliability Statistics variabel informativeness

Cronbach's Alpha	N of Items
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.830	5
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Correlations Entertainment

		ET1	ET2	ET3	ET
ET1	Pearson Correlation	1	.487**	.510**	.833**
	Sig. (2-tailed)		.006	.004	.000
	N	30	30	30	30
ET2	Pearson Correlation	.487**	1	.467**	.800**
	Sig. (2-tailed)	.006		.009	.000
	N	30	30	30	30
ET3	Pearson Correlation	.510**	.467**	1	.802**
	Sig. (2-tailed)	.004	.009		.000
	N	30	30	30	30
ET	Pearson Correlation	.833**	.800**	.802**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

**Reliability Statistics variabel
entertainment**

Cronbach's Alpha	N of Items
.740	3

Correlations variabel irritations

		IR1	IR2	IR3	IR4	IR
IR1	Pearson Correlation	1	.457*	.465**	.691**	.751**
	Sig. (2-tailed)		.011	.010	.000	.000
	N	30	30	30	30	30
IR2	Pearson Correlation	.457*	1	.819**	.717**	.871**
	Sig. (2-tailed)	.011		.000	.000	.000
	N	30	30	30	30	30
IR3	Pearson Correlation	.465**	.819**	1	.789**	.896**
	Sig. (2-tailed)	.010	.000		.000	.000
	N	30	30	30	30	30
IR4	Pearson Correlation	.691**	.717**	.789**	1	.928**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
IR	Pearson Correlation	.751**	.871**	.896**	.928**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

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

**Reliability Statistics variabel
irritation**

Cronbach's Alpha	N of Items
.886	4

Correlations variabel attitude toward advertising

		ATA1	ATA2	ATA
ATA1	Pearson Correlation	1	.559**	.874**
	Sig. (2-tailed)		.001	.000
	N	30	30	30
ATA2	Pearson Correlation	.559**	1	.892**
	Sig. (2-tailed)	.001		.000
	N	30	30	30
ATA	Pearson Correlation	.874**	.892**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

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

**Reliability Statistics attitude
toward advertising**

Cronbach's Alpha	N of Items
.716	2

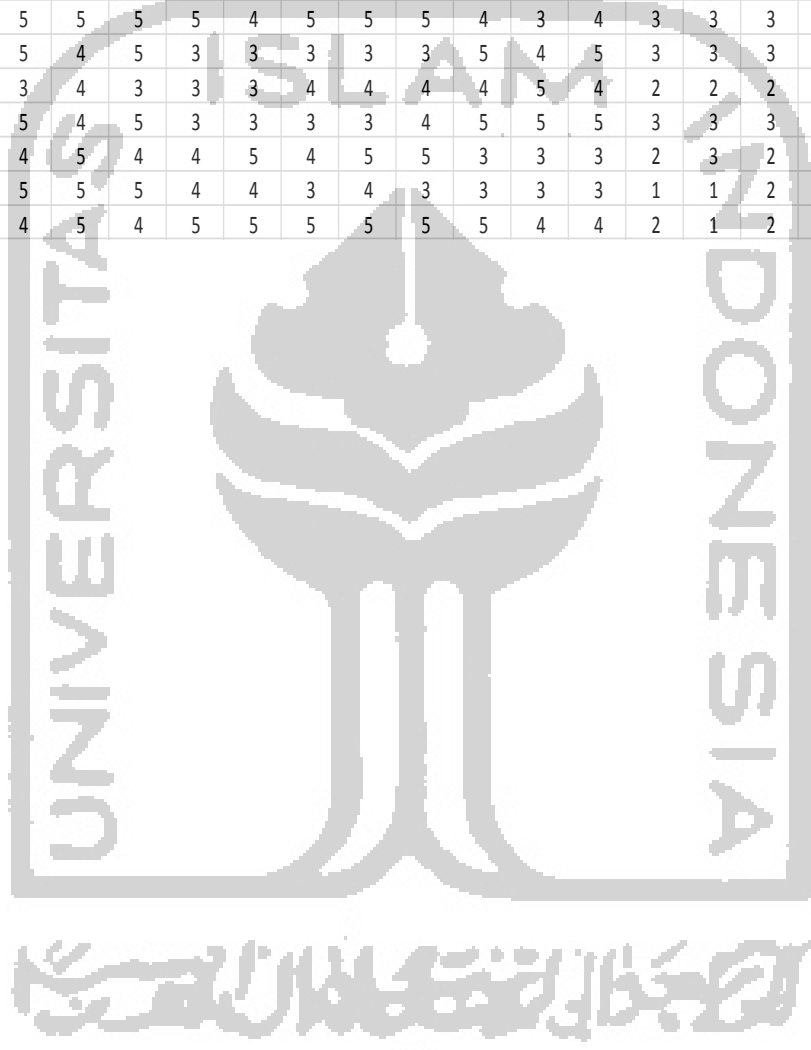
LAMPIRAN 4
JAWABAN KUESIONER (170 RESPONDEN)

	AV1	AV2	AV3	IF1	IF2	IF3	IF4	IF5	ET1	ET2	ET3	IR1	IR2	IR3	IR4	ATA1	ATA2
1	4	5	4	4	4	3	4	4	3	4	3	3	3	2	3	4	5
2	5	4	4	4	3	4	4	3	5	5	4	2	2	1	2	4	5
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119	4	4	4	4	3	4	3	3	4	4	4	2	2	2	2	4	4
120	3	3	3	4	4	3	4	4	3	4	3	3	2	3	3	4	4
121	4	3	5	3	4	3	3	4	5	4	5	2	1	2	1	4	3
122	5	4	5	4	4	5	4	5	4	5	4	1	2	1	2	3	3
123	4	4	4	3	4	4	4	3	4	4	3	2	3	2	3	4	4
124	4	5	5	4	4	4	4	4	5	4	5	1	1	2	2	4	5
125	5	4	4	4	3	3	4	3	4	5	4	2	1	1	1	5	5
126	4	4	4	3	4	4	4	4	3	4	3	3	2	3	3	3	3
127	5	5	4	3	3	3	2	3	5	4	5	1	2	2	1	4	4
128	4	4	4	4	4	4	4	4	4	3	4	2	3	2	2	3	3
129	5	5	4	3	4	3	3	3	4	5	5	1	2	1	1	5	5
130	5	5	4	4	3	3	4	3	5	4	5	1	1	2	2	5	4
131	4	4	4	4	4	3	4	3	3	3	3	3	2	3	2	4	4
132	4	5	5	4	4	4	4	4	5	4	4	2	2	1	1	4	5
133	4	5	4	3	5	5	3	5	3	4	4	2	2	2	2	4	5
134	5	4	4	4	4	5	5	4	2	3	3	3	1	1	1	5	5
135	5	4	5	4	3	4	4	3	4	3	4	2	2	1	1	5	4
136	4	5	4	3	4	3	3	3	3	4	3	2	2	1	2	5	4
137	5	5	5	3	4	3	3	3	3	4	3	1	2	1	1	4	5
138	5	4	5	4	4	4	4	4	3	3	3	2	2	1	2	4	5
139	4	5	4	4	3	3	3	3	4	4	4	2	2	1	2	5	4
140	4	4	4	5	4	4	4	4	4	3	3	2	2	2	2	4	4
141	5	4	4	5	5	5	5	5	4	5	4	1	1	1	1	5	4
142	3	3	3	4	3	3	4	4	3	3	3	2	2	2	2	4	3
143	4	4	4	4	4	4	3	4	3	4	4	3	2	2	2	3	4
144	3	3	3	3	3	3	3	3	4	4	3	3	2	3	3	3	4
145	4	5	5	5	4	4	4	5	3	3	4	2	1	1	1	5	4
146	4	5	5	4	5	5	4	5	3	3	3	3	2	3	3	4	4
147	4	5	5	5	4	4	4	4	3	3	4	2	2	2	2	5	5
148	3	2	2	3	3	2	2	3	3	3	3	3	3	4	3	3	2
149	4	4	4	4	4	5	4	5	3	4	4	1	1	2	1	4	4
150	3	3	3	4	3	4	3	4	2	4	3	3	3	2	3	3	4
151	4	5	4	5	5	4	5	4	3	4	4	2	1	2	2	4	5
152	4	4	4	4	4	4	4	4	3	4	4	2	2	2	2	4	4
153	5	4	5	5	5	5	4	5	5	5	4	1	2	2	2	4	5
154	4	5	4	4	4	5	4	5	2	3	4	1	2	2	2	4	5
155	4	4	4	4	4	4	4	4	2	3	3	3	3	3	3	4	4

156	4	4	4	4	5	4	5	4	3	4	3	2	3	2	2	4	4
157	4	3	4	3	3	3	3	3	3	3	3	2	2	2	2	3	3
158	4	3	4	4	4	4	4	4	5	4	4	3	2	3	3	4	4
159	3	2	2	2	3	3	2	2	2	3	3	3	3	4	4	3	2
160	3	3	3	4	4	3	3	3	4	3	4	3	3	2	3	3	3
161	4	3	3	3	3	3	3	4	5	3	4	3	3	3	3	4	3
162	5	4	4	3	4	4	3	4	5	4	5	3	3	3	3	5	4
163	4	5	5	3	4	4	3	4	3	4	3	2	1	1	1	5	5
164	5	5	5	5	4	5	5	5	4	3	4	3	3	3	3	5	5
165	5	4	5	3	3	3	3	3	5	4	5	3	3	3	3	5	4
166	3	4	3	3	3	4	4	4	4	5	4	2	2	2	2	4	4
167	5	4	5	3	3	3	3	4	5	5	5	3	3	3	3	5	5
168	4	5	4	4	5	4	5	5	3	3	3	2	3	2	3	4	4
169	5	5	5	4	4	3	4	3	3	3	3	1	1	2	1	5	4
170	4	5	4	5	5	5	5	5	5	4	4	2	1	2	2	5	4



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UJI VALIDITAS DATA

Standardized Regression Weights: (Group number 1 - Default model)

		Estimate
AV	<--- IF	,381
AV	<--- ET	,318
AV	<--- IR	-,332
ATA	<--- AV	,522
ATA	<--- IF	,191
ATA	<--- ET	,196
ATA	<--- IR	-,186
IF1	<--- IF	,786
IF2	<--- IF	,751
IF3	<--- IF	,752
IF4	<--- IF	,763
IF5	<--- IF	,797
ET1	<--- ET	,774
ET2	<--- ET	,672
ET3	<--- ET	,760
IR1	<--- IR	,752
IR2	<--- IR	,741
IR3	<--- IR	,806
IR4	<--- IR	,927
AV1	<--- AV	,744
AV2	<--- AV	,832
AV3	<--- AV	,829
ATA1	<--- ATA	,749
ATA2	<--- ATA	,750

STATISTIK DESKRIPTIF

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
IF1	170	2	5	3,99	,792
IF2	170	2	5	3,94	,782
IF3	170	2	5	3,95	,768
IF4	170	2	5	3,93	,811
IF5	170	2	5	4,00	,828
Valid N (listwise)	170				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ET1	170	2	5	3,85	,836
ET2	170	2	5	3,89	,762
ET3	170	2	5	3,85	,705
Valid N (listwise)	170				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
IR1	170	1	3	1,99	,777
IR2	170	1	4	2,01	,738
IR3	170	1	4	2,01	,807
IR4	170	1	4	2,00	,761
Valid N (listwise)	170				

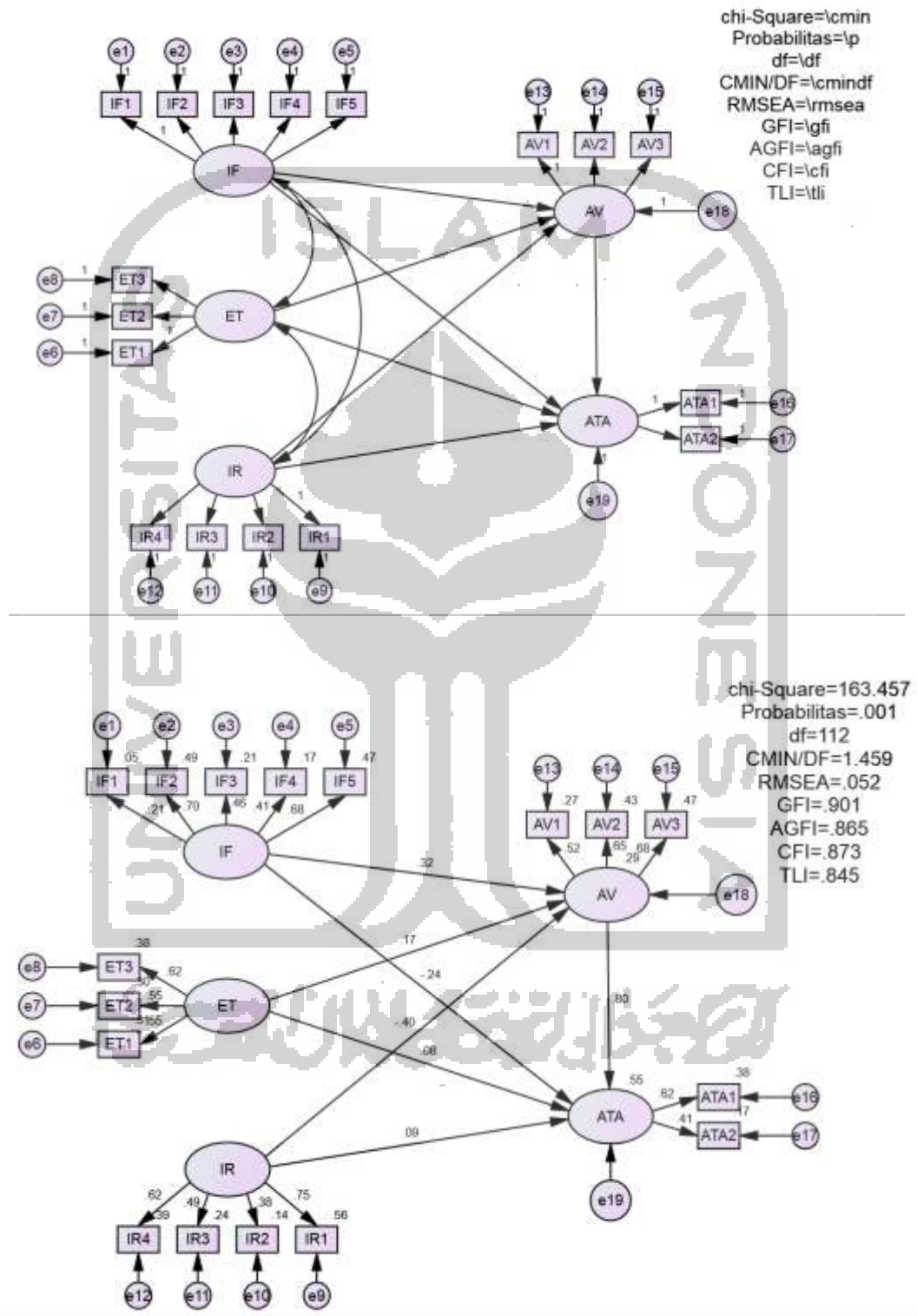
Descriptive Statistics

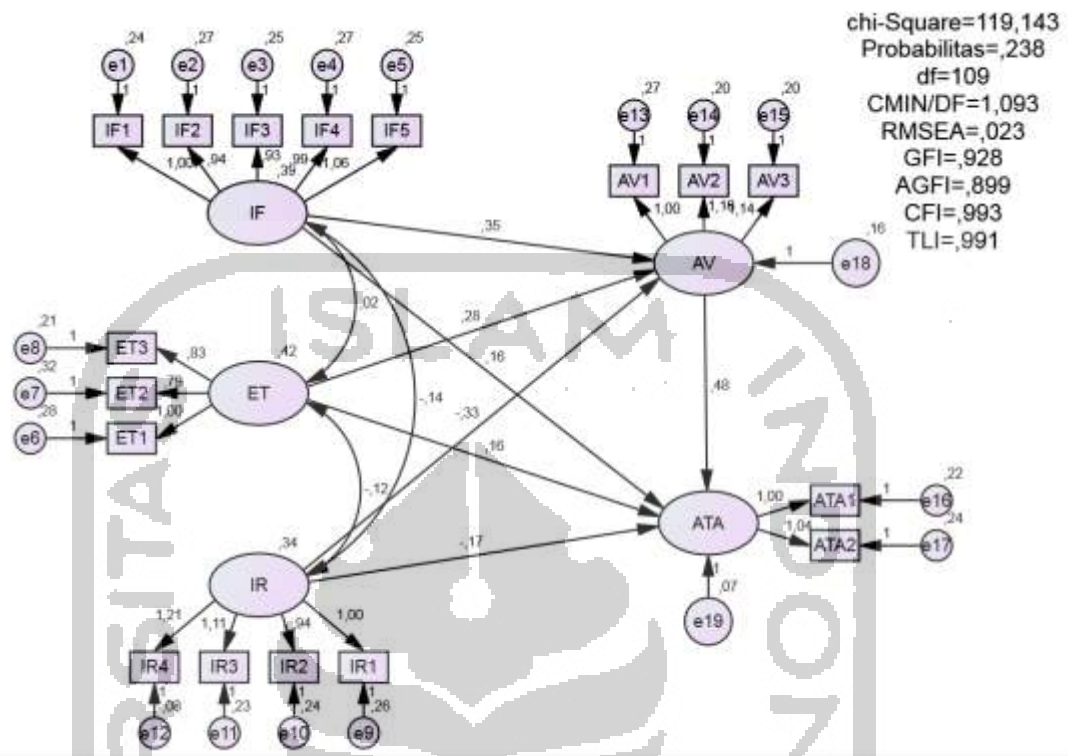
	N	Minimum	Maximum	Mean	Std. Deviation
AV1	170	2	5	4,18	,780
AV2	170	2	5	4,14	,806
AV3	170	2	5	4,16	,795
Valid N (listwise)	170				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ATA1	170	2	5	4,16	,716
ATA2	170	2	5	4,13	,742
Valid N (listwise)	170				

MODEL PENELITIAN





Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

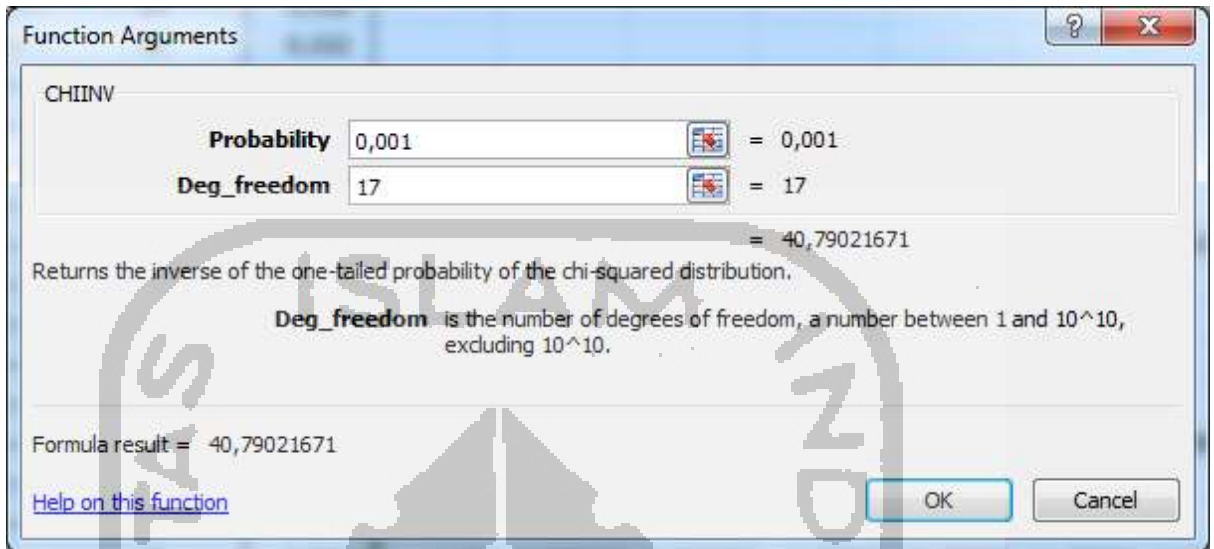
		M.I.	Par Change	
IF	<-->	IR	15.952	-.097
IF	<-->	ET	14.664	.087
ET	<-->	IR	13.698	-.265
e11	<-->	IF	7.389	-.104
e10	<-->	e15	5.457	-.169
e9	<-->	e17	4.639	-.149
e9	<-->	e16	4.227	.154
e8	<-->	e14	5.064	.095
e6	<-->	e11	6.635	-.209
e5	<-->	e18	4.729	-.087
e5	<-->	e6	4.345	.150
e3	<-->	e4	5.895	.208

UJI NORMALITAS

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
ATA2	2,000	5,000	-,385	-2,048	-,564	-1,502
ATA1	2,000	5,000	-,339	-1,805	-,669	-1,780
AV3	2,000	5,000	-,787	-4,188	,299	,797
AV2	2,000	5,000	-,725	-3,857	,090	,241
AV1	2,000	5,000	-,768	-4,088	,286	,762
IR4	1,000	4,000	,161	,858	-,840	-2,237
IR3	1,000	4,000	,250	1,331	-,795	-2,116
IR2	1,000	4,000	,248	1,318	-,445	-1,185
IR1	1,000	3,000	,020	,108	-1,333	-3,547
ET3	2,000	5,000	,121	,645	-,773	-2,057
ET2	2,000	5,000	,018	,097	-,916	-2,438
ET1	2,000	5,000	-,074	-,392	-,890	-2,368
IF5	2,000	5,000	-,376	-2,000	-,625	-1,663
IF4	2,000	5,000	-,271	-1,445	-,609	-1,620
IF3	2,000	5,000	-,235	-1,251	-,545	-1,452
IF2	2,000	5,000	-,344	-1,829	-,340	-,905
IF1	2,000	5,000	-,338	-1,798	-,509	-1,354
Multivariate					-6,046	-1,551

UJI OUTLIER



Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
52	31,872	,016	,931
134	31,307	,018	,820
110	28,490	,040	,966
159	27,098	,057	,988
115	27,038	,058	,970
122	26,990	,058	,935
81	26,979	,058	,873
63	26,907	,059	,798
121	26,785	,061	,720
53	26,703	,063	,625
15	26,363	,068	,613
54	26,116	,072	,578
3	24,358	,110	,942
12	24,104	,117	,941
23	23,995	,120	,921
133	23,850	,124	,904
167	23,650	,129	,898
13	23,395	,137	,904
106	23,005	,149	,934
35	22,981	,150	,904
73	22,792	,156	,902
108	22,743	,158	,870
127	22,323	,173	,921

Observation number	Mahalanobis d-squared	p1	p2
59	22,250	,175	,901
43	22,159	,179	,882
118	21,550	,203	,960
130	21,486	,205	,948
136	21,448	,207	,930
112	21,422	,208	,905
114	21,094	,222	,939
148	20,987	,227	,933
64	20,932	,229	,917
154	20,826	,234	,909
45	20,811	,235	,879
36	20,785	,236	,846
51	20,731	,239	,818
69	20,683	,241	,785
7	20,598	,245	,766
11	20,571	,246	,720
68	20,458	,251	,714
99	20,364	,256	,699
88	20,313	,259	,662
49	19,982	,275	,767
10	19,795	,285	,797
41	19,730	,288	,776
79	19,437	,304	,849
42	19,407	,306	,818
150	19,383	,307	,781
113	19,345	,309	,747
80	19,077	,324	,820
104	18,909	,334	,845
16	18,832	,338	,835
162	18,697	,346	,847
46	18,640	,350	,830
135	18,606	,352	,801
65	18,568	,354	,771
98	18,502	,358	,755
25	18,479	,359	,714
75	18,343	,368	,735
169	18,323	,369	,692
109	18,275	,372	,663
85	18,275	,372	,603
163	18,180	,378	,603

Observation number	Mahalanobis d-squared	p1	p2
22	17,972	,391	,674
57	17,889	,396	,668
77	17,882	,396	,613
116	17,795	,402	,610
137	17,784	,403	,557
37	17,783	,403	,495
161	17,627	,413	,539
111	17,593	,415	,500
168	17,386	,429	,581
89	17,308	,434	,574
83	17,302	,434	,517
74	17,104	,447	,593
139	17,036	,452	,580
146	16,899	,461	,615
55	16,817	,467	,612
153	16,766	,470	,588
44	16,764	,470	,529
160	16,671	,477	,534
164	16,642	,479	,494
151	16,587	,483	,472
101	16,582	,483	,416
33	16,519	,487	,400
1	16,381	,497	,438
56	16,296	,503	,440
78	16,258	,506	,407
62	16,238	,507	,362
40	16,231	,508	,311
8	16,192	,510	,283
165	16,137	,514	,265
47	16,027	,522	,281
24	15,965	,526	,268
96	15,958	,527	,224
125	15,952	,527	,183
38	15,943	,528	,150
30	15,866	,533	,147
129	15,756	,541	,159
132	15,707	,545	,144

DEGREE OF FREEDOM

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 153
 Number of distinct parameters to be estimated: 44
 Degrees of freedom (153 - 44): 109

MODEL FIT

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	44	119,143	109	,238	1,093
Saturated model	153	,000	0		
Independence model	17	1545,510	136	,000	11,364

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,026	,928	,899	,661
Saturated model	,000	1,000		
Independence model	,209	,315	,229	,280

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,923	,904	,993	,991	,993
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,023	,000	,047	,971
Independence model	,248	,237	,259	,000

UJI HIPOTESIS

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
AV	<---	IF	,355	,078	4,562	***	par_14
AV	<---	ET	,284	,078	3,631	***	par_16
AV	<---	IR	-,329	,086	-3,840	***	par_18
ATA	<---	AV	,484	,122	3,969	***	par_13
ATA	<---	IF	,165	,080	2,068	,039	par_15
ATA	<---	ET	,162	,077	2,106	,035	par_17
ATA	<---	IR	-,171	,084	-2,036	,042	par_19
IF1	<---	IF	1,000				
IF2	<---	IF	,943	,094	10,009	***	par_1
IF3	<---	IF	,927	,094	9,848	***	par_2
IF4	<---	IF	,993	,096	10,389	***	par_3
IF5	<---	IF	1,060	,100	10,653	***	par_4
ET1	<---	ET	1,000				
ET2	<---	ET	,791	,104	7,606	***	par_5
ET3	<---	ET	,828	,100	8,253	***	par_6
IR1	<---	IR	1,000				
IR2	<---	IR	,936	,096	9,726	***	par_7
IR3	<---	IR	1,114	,105	10,640	***	par_8
IR4	<---	IR	1,209	,099	12,168	***	par_9
AV1	<---	AV	1,000				
AV2	<---	AV	1,157	,115	10,049	***	par_10
AV3	<---	AV	1,136	,109	10,468	***	par_11
ATA1	<---	ATA	1,000				
ATA2	<---	ATA	1,037	,121	8,571	***	par_12

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
AV	<---	IF	.381
AV	<---	ET	.318
AV	<---	IR	-.332
ATA	<---	AV	.522
ATA	<---	IF	.191
ATA	<---	ET	.196
ATA	<---	IR	-.186
IF1	<---	IF	.786
IF2	<---	IF	.751
IF3	<---	IF	.752
IF4	<---	IF	.763
IF5	<---	IF	.797
ET1	<---	ET	.774
ET2	<---	ET	.672
ET3	<---	ET	.760
IR1	<---	IR	.752
IR2	<---	IR	.741
IR3	<---	IR	.806
IR4	<---	IR	.927
AV1	<---	AV	.744
AV2	<---	AV	.832
AV3	<---	AV	.829
ATA1	<---	ATA	.749
ATA2	<---	ATA	.750