

Petunjuk : Berilah penilaian terhadap pernyataan-pernyataan di bawah ini dengan memberi check list (√) pada kolom yang dianggap paling sesuai.

Identitas Responden

Nama :

1 = Sangat Tidak Setuju (STS)	4 = Setuju (S)
2 = Tidak Setuju (TS)	5 = Sangat Setuju (SS)
3 = Netral (N)	

Daya Tarik (*Attractiveness*)

NO	PERNYATAAN	STS	TS	N	S	SS
1	Penampilan Raisa menarik					
2	Raisa seorang yang berkharisma					
3	Penampilan Raisa elegan					
4	Penampilan Raisa berkelas					
5	Raisa seorang yang cantik					

Kepercayaan (*Trustworthiness*)

NO	PERNYATAAN	STS	TS	N	S	SS
6	Raisa seorang yang dapat diandalkan					
7	Raisa seorang yang jujur dalam mengiklankan produk Pond's White Beauty					
8	Raisa seorang yang tulus dalam mengiklankan produk Pond's White Beauty					
9	Raisa seorang yang dapat dipercaya					
10	Raisa seorang yang dikenal oleh masyarakat					

Keahlian (*Expertise*)

NO	PERNYATAAN	STS	TS	N	S	SS
11	Raisa seorang yang ahli					
12	Raisa seorang yang berpengalaman					
13	Raisa seorang yang memiliki pengetahuan luas					
14	Raisa seorang yang berkualitas					
15	Raisa seorang yang terampil					

Sikap Konsumen

NO	PERNYATAAN	STS	TS	N	S	SS
16	Saya merasa iklan produk Pond's White Beauty dapat dipercaya					
17	Menurut saya Iklan produk Pond's White Beauty cukup kreatif					
18	Menurut saya iklan produk Pond's White Beauty cukup menarik					
19	Menurut saya iklan produk Pond's White Beauty cukup informatif					
20	Menurut saya merek produk Pond's White Beauty memiliki kualitas baik					

Minat Beli

NO	PERNYATAAN	STS	TS	N	S	SS
21	Saya akan mencari tahu lebih lanjut mengenai produk Pond's White Beauty					
22	Saya akan mempertimbangkan untuk membeli produk Pond's White Beauty					
23	Saya sungguh – sungguh ingin membeli produk Pond's White Beauty					

Lampiran 2

Skoring instrument

No	Q1	Q2	Q3	Q4	Q5	Total	Q6	Q7	Q8	Q9	Q10	Total	Q11	Q12	Q13	Q14	Q15	Total	Q16	Q17	Q18	Q19	Q20	Total	Q21	Q22	Q23	Total
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123	4	4	4	4	3	19	4	3	4	4	4	19	4	4	3	5	4	20	3	4	4	4	4	19	3	4	3	10
124	3	4	4	4	4	19	3	3	3	3	3	15	3	4	4	4	4	19	3	4	4	3	3	17	4	4	3	11
125	4	4	4	4	4	20	4	4	4	3	4	19	3	3	3	3	3	15	4	4	3	4	4	19	4	4	3	11
	3,3	3,2	3,3	3,2	3,3		3,6	3,4	3,6	3,7	3,6		3,6	3,9	3,7	3,9	3,8		3,5	3,7	3,8	3,8	3,7		3,5	3,7	3,4	

Lampiran 3
Hasil Uji Validitas Product Moment
Daya Tarik

Correlations

		Q1	Q2	Q3	Q4	Q5	TOTAL
Q1	Pearson Correlation	1	,400**	,319**	,271**	,369**	,674**
	Sig. (2-tailed)		,000	,000	,002	,000	,000
	N	125	125	125	125	125	125
Q2	Pearson Correlation	,400**	1	,458**	,463**	,409**	,759**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	125	125	125	125	125	125
Q3	Pearson Correlation	,319**	,458**	1	,436**	,457**	,746**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	125	125	125	125	125	125
Q4	Pearson Correlation	,271**	,463**	,436**	1	,278**	,675**
	Sig. (2-tailed)	,002	,000	,000		,002	,000
	N	125	125	125	125	125	125
Q5	Pearson Correlation	,369**	,409**	,457**	,278**	1	,712**
	Sig. (2-tailed)	,000	,000	,000	,002		,000
	N	125	125	125	125	125	125
TOTAL	Pearson Correlation	,674**	,759**	,746**	,675**	,712**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	125	125	125	125	125	125

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

Lampiran 4
Hasil Uji Validitas Product Moment
Kepercayaan

		Correlations					
		Q6	Q7	Q8	Q9	Q10	TOTAL Q
Q6	Pearson Correlation	1	,378**	,328**	,399**	,377**	,699**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	125	125	125	125	125	125
Q7	Pearson Correlation	,378**	1	,399**	,352**	,333**	,710**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	125	125	125	125	125	125
Q8	Pearson Correlation	,328**	,399**	1	,503**	,260**	,692**
	Sig. (2-tailed)	,000	,000		,000	,003	,000
	N	125	125	125	125	125	125
Q9	Pearson Correlation	,399**	,352**	,503**	1	,363**	,742**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	125	125	125	125	125	125
Q10	Pearson Correlation	,377**	,333**	,260**	,363**	1	,675**
	Sig. (2-tailed)	,000	,000	,003	,000		,000
	N	125	125	125	125	125	125
TOTAL Q	Pearson Correlation	,699**	,710**	,692**	,742**	,675**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	125	125	125	125	125	125

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

Lampiran 5
Hasil Uji Validitas Product Moment
Keahlian

Correlations

		Q11	Q12	Q13	Q14	Q15	TOTAL Q
Q11	Pearson Correlation	1	,458**	,354**	,281**	,337**	,682**
	Sig. (2-tailed)		,000	,000	,001	,000	,000
	N	125	125	125	125	125	125
Q12	Pearson Correlation	,458**	1	,607**	,451**	,383**	,813**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	125	125	125	125	125	125
Q13	Pearson Correlation	,354**	,607**	1	,408**	,242**	,749**
	Sig. (2-tailed)	,000	,000		,000	,007	,000
	N	125	125	125	125	125	125
Q14	Pearson Correlation	,281**	,451**	,408**	1	,305**	,687**
	Sig. (2-tailed)	,001	,000	,000		,001	,000
	N	125	125	125	125	125	125
Q15	Pearson Correlation	,337**	,383**	,242**	,305**	1	,625**
	Sig. (2-tailed)	,000	,000	,007	,001		,000
	N	125	125	125	125	125	125
TOTAL Q	Pearson Correlation	,682**	,813**	,749**	,687**	,625**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	125	125	125	125	125	125

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

Lampiran 6
Hasil Uji Validitas Product Moment
Sikap Terhadap Iklan

		Correlations					
		Q16	Q17	Q18	Q19	Q20	TOTAL Q
Q16	Pearson Correlation	1	,349**	,320**	,435**	,563**	,769**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	125	125	125	125	125	125
Q17	Pearson Correlation	,349**	1	,424**	,241**	,340**	,642**
	Sig. (2-tailed)	,000		,000	,007	,000	,000
	N	125	125	125	125	125	125
Q18	Pearson Correlation	,320**	,424**	1	,359**	,417**	,682**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	125	125	125	125	125	125
Q19	Pearson Correlation	,435**	,241**	,359**	1	,435**	,676**
	Sig. (2-tailed)	,000	,007	,000		,000	,000
	N	125	125	125	125	125	125
Q20	Pearson Correlation	,563**	,340**	,417**	,435**	1	,798**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	125	125	125	125	125	125
TOTAL Q	Pearson Correlation	,769**	,642**	,682**	,676**	,798**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	125	125	125	125	125	125

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

Lampiran 7
Hasil Uji Validitas Product Moment
Minat Beli

		Correlations			
		Q21	Q22	Q23	TOTAL Q
Q21	Pearson Correlation	1	,500**	,520**	,816**
	Sig. (2-tailed)		,000	,000	,000
	N	125	125	125	125
Q22	Pearson Correlation	,500**	1	,398**	,794**
	Sig. (2-tailed)	,000		,000	,000
	N	125	125	125	125
Q23	Pearson Correlation	,520**	,398**	1	,803**
	Sig. (2-tailed)	,000	,000		,000
	N	125	125	125	125
TOTAL Q	Pearson Correlation	,816**	,794**	,803**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	125	125	125	125

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

Lampiran 8
Hasil Uji Validitas Item-Total

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Q1	79,9120	64,049	,362	,889
Q2	79,9840	63,048	,529	,886
Q3	79,9440	63,618	,444	,887
Q4	79,9600	64,684	,334	,890
Q5	79,9120	63,516	,433	,887
Q6	79,6480	62,343	,480	,886
Q7	79,7920	61,134	,530	,885
Q8	79,6080	61,837	,496	,886
Q9	79,5520	61,411	,510	,886
Q10	79,5840	63,116	,424	,888
Q11	79,5760	62,149	,482	,886
Q12	79,3520	62,601	,459	,887
Q13	79,4800	61,494	,495	,886
Q14	79,2800	62,848	,416	,888
Q15	79,4240	63,262	,400	,888
Q16	79,6800	60,397	,611	,883
Q17	79,5040	63,171	,441	,887
Q18	79,4320	62,973	,482	,886
Q19	79,4320	62,263	,562	,884
Q20	79,5360	59,751	,636	,882
Q21	79,7440	61,192	,588	,883
Q22	79,4800	61,574	,456	,887
Q23	79,8160	60,829	,515	,885

Lampiran 9
Hasil Uji Reliabilitas
Daya Tarik

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,757	5

Lampiran 10
Hasil Uji Reliabilitas
Kepercayaan

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,743	5

Lampiran 11
Hasil Uji Reliabilitas
Keahlian

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,756	5

Lampiran 12
Hasil Uji Reliabilitas
Sikap Terhadap Iklan

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,761	5

Lampiran 13
Hasil Uji Reliabilitas
Minat Beli

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,722	3

Lampiran 14
Hasil Analisis Regresi Linier Berganda
Uji Hipotesis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,690 ^a	,476	,463	1,714	1,816

a. Predictors: (Constant), KEAHLIAN, DAYA TARIK, KEPERCAYAAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	322,833	3	107,611	36,615	,000 ^b
	Residual	355,615	121	2,939		
	Total	678,448	124			

a. Dependent Variable: SIKAP TERHADAP IKLAN

b. Predictors: (Constant), KEAHLIAN, DAYA TARIK, KEPERCAYAAN

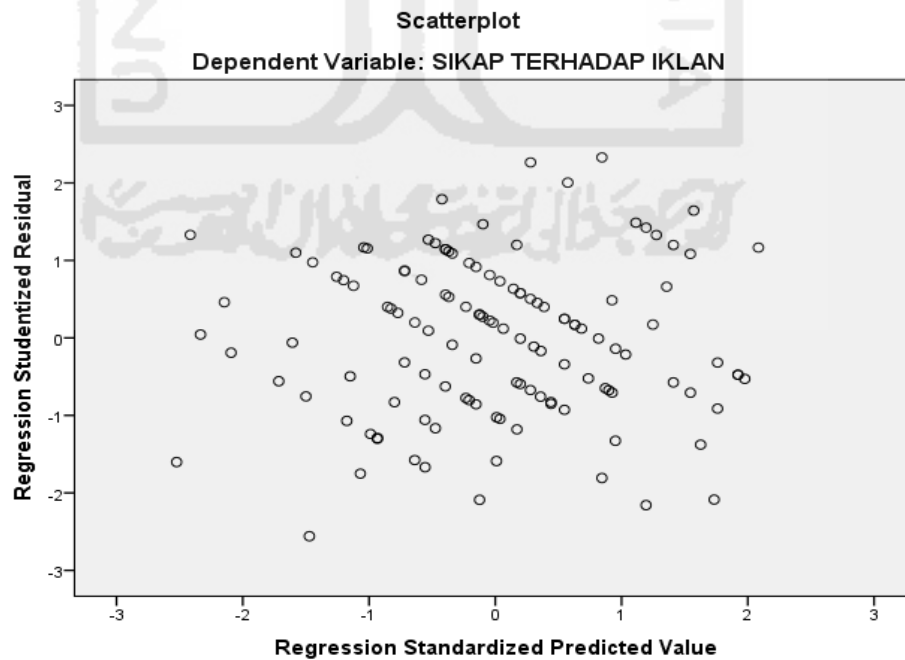
Lampiran 15
Hasil Uji Asumsi Klasik
Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	2,104	1,612		1,305	,194					
1 DAYA TARIK	,435	,086	,365	5,034	,000	,546	,416	,331	,825	1,211
KEPERCAYAAN	,304	,090	,266	3,366	,001	,541	,293	,222	,694	1,442
KEAHLIAN	,261	,073	,269	3,590	,000	,493	,310	,236	,771	1,297

a. Dependent Variable: SIKAP TERHADAP IKLAN

Uji Heterokedastisitas



Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		125
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1,69347715
Most Extreme Differences	Absolute	,057
	Positive	,057
	Negative	-,056
Kolmogorov-Smirnov Z		,638
Asymp. Sig. (2-tailed)		,811

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 16

Hasil Analisis Regresi Linier Sederhana

Uji Hipotesis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,582 ^a	,339	,334	1,467

a. Predictors: (Constant), SIKAP KONSUMEN

b. Dependent Variable: MINAT BELI

ANOVA^a

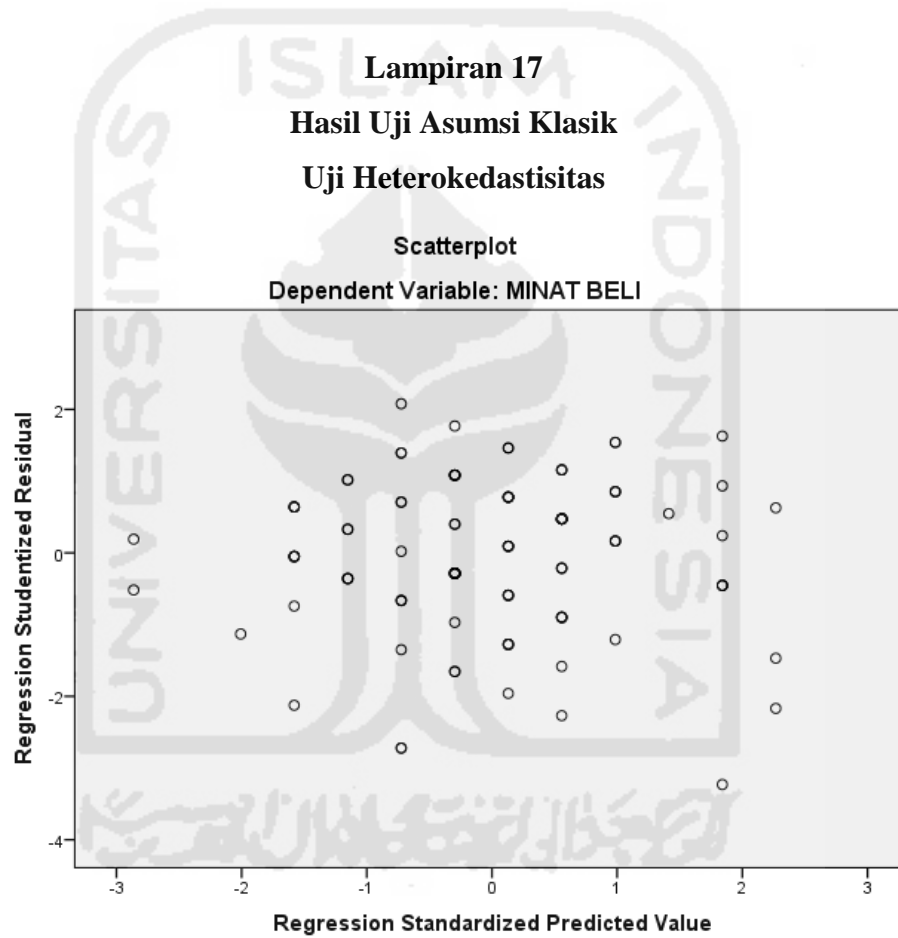
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	135,916	1	135,916	63,124	,000 ^b
	Residual	264,836	123	2,153		
	Total	400,752	124			

a. Dependent Variable: MINAT BELI

b. Predictors: (Constant), SIKAP KONSUMEN

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,360	1,061		2,223	,028
SIKAP KONSUMEN	,448	,056	,582	7,945	,000

a. Dependent Variable: MINAT BELI



Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		125
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1,46142928
Most Extreme Differences	Absolute	,105
	Positive	,052
	Negative	-,105
Kolmogorov-Smirnov Z		1,176
Asymp. Sig. (2-tailed)		,126

a. Test distribution is Normal.

b. Calculated from data.

