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LAMPIRAN

Kepada

Yth. Responden Mahasiswa Fakultas Ekonomi UII Yogyakarta

Di tempat

Dengan hormat,

Dalam rangka penyusunan skripsi dengan judul "ANALISIS EFEKTIFITAS IKLAN TV ANIMASI DOMESTOS NOMOS (Studi Kasus Pada Mahasiswa Fakutas Ekonomi Universitas Islam Indonesia Berdasarkan Teori *Consumer Decicion Model*)", maka peneliti memohon bantuan dari rekan-rekan untuk mengisi lembar pertanyaan yang berhubungan dengan diri dan sikap responden terhadap produk obat nyamuk bakar Domestos Nomos.

Akhirnya atas perhatian serta bantuan yang telah rekan-rekan berikan saya ucapkan terima kasih.

Yogyakarta, April 2005

Hormat saya

(Agung Yuwono)

ANGKET PENELITIAN

Jawablah pertanyaan berikut dengan mengisi atau memberi tanda silang pada jawaban yang menurut anda benar pada lembar yang telah disediakan.

1. Nama (jika bersedia untuk mengisi) : ...
2. Alamat anda (jika bersedia untuk mengisi) :

3. Jenis kelamin anda :
   a) Laki-laki
   b) Perempuan
4. Pekerjaan anda :
   a) Pegawai negri
   b) Pegawai swasta
   c) Wiraswasta
   d) Pelajar
   e) Lain-lain, sebutkan ...
5. Pendapatan anda:
   a) < 500.000
   b) 500.000 – 1000.000
   c) 1000.000 – 1.500.000
   d) > 1.500.000
6. Apakah anda pernah melihat iklan Domestos Nomos di Televisi?
   a) Ya (lanjutkan ke pertanyaan berikutnya)
   b) Tidak (berhenti sampai di pertanyaan ini)

Keterangan :

STS : Sangat Tidak Setuju
TS : Tidak Setuju
N : Normal
S : Setuju
SS : Sangat Setuju

Pesan Iklan	STS	TS	N	S	SS
Iklan Animasi Domestos Nomos di TV dapat membuat pemirsa tertarik untuk melihatnya					
Iklan Animasi tersebut mudah diingat (baik adegan maupun tata suaranya)					
Iklan Animasi tersebut dapat menimbulkan rasa ingin tahu pemirsa dan mampu mendorong pemirsa untuk mencari informasi lebih lanjut					

Pengenalan merek

1. Slogan Domestos Nomos adalah :
   a) Usir nyamuk dengan cepat
   b) Usir nyamuk ekstra cepat
   c) Usir nyamuk super cepat
2. Warna kemasan Domestos Domos adalah :
   a) Hijau
   b) Kuning
   c) Biru
3. Hewan yang ada didalam iklan Domestos Nomos adalah :
   a) Cicak dan Tikus
   b) Kecoa dan Tikus
   c) Cicak dan Nyamuk

Sikap	STS	TS	N	S	SS
Apakah anda merasa senang akan adanya produk obat nyamuk bakar yang mampu mengusir nyamuk dengan cepat?					
Apakah anda merasa senang terhadap kemudahan mendapatkan produk obat nyamuk bakar di pasaran?					
Apakah anda merasa produk obat nyamuk bakar Domestos Nomos mampu bersaing dengan produk obat nyamuk bakar lainnya?					

Kepercayaan Konsumen	STS	TS	N	S	SS
Produk Domestos Nomos mudah didapat di pasaran					
Domestos Nomos adalah produk yang dapat dipercaya keampuhannya					
Dengan membeli Domestos Nomos akan lebih menguntungkan daripada membeli obat nyamuk bakar lainnya					

Minat Beli	STS	TS	N	S	SS
Iklan animasi Domestos Nomos mampu mempengaruhi pemirsa untuk mencoba produk tersebut					
Slogan Domestos Nomos yaitu "usir nyamuk ekstra cepat" mampu menimbulkan rasa ingin mencoba memakai produk tersebut					
Produk Domestos Nomos yang mudah didapatkan di toko-toko dapat mempengaruhi pemirsa untuk mencoba membeli produk tersebut					

DATA HASIL JAWABAN RESPONDEN

No	PESAN IKLAN (F)				PENGENALAN MERK (B)				SIKAP KONSUMEN (A)				KEYAKINAN KONSUMEN (C)				MINAT BELI (I)			
	F1	F2	F3	Mean	B1	B2	B3	Mean	A1	A2	A3	Mean	C1	C2	C3	Mean	I1	I2	I3	Mean
1	2	4	4	3.33	1	1	0	0.67	4	3	4	3.67	4	4	4	4.00	4	4	4	4.00
2	4	5	3	4.00	1	1	0	0.67	5	5	5	5.00	3	4	4	3.67	4	4	3	3.67
3	2	3	4	3.00	1	1	1	1.00	3	5	3	3.67	3	2	3	2.67	4	3	4	3.67
4	4	5	2	3.67	1	1	1	1.00	4	3	4	3.67	4	3	4	3.67	4	4	3	3.67
5	4	3	4	3.67	1	1	1	1.00	4	4	4	4.00	5	4	4	4.33	4	4	5	4.33
6	2	3	3	2.67	1	1	0	0.67	5	3	3	3.67	5	5	5	5.00	4	4	4	4.00
7	4	5	5	4.67	1	1	1	1.00	5	5	5	5.00	5	5	5	5.00	5	5	5	5.00
8	4	3	3	3.33	1	1	1	1.00	5	2	5	4.00	4	4	4	4.00	4	4	4	4.00
9	3	3	3	3.00	1	1	0	0.67	3	3	3	3.00	3	3	5	3.67	4	3	3	3.33
10	2	5	4	3.67	1	1	1	1.00	4	5	5	4.67	3	2	5	3.33	5	3	3	3.67
11	4	3	3	3.33	1	1	0	0.67	2	3	2	2.33	4	3	4	3.67	4	3	3	3.33
12	4	2	2	2.67	1	0	1	0.67	3	4	4	3.67	3	4	4	3.67	3	4	3	3.33
13	3	3	3	3.00	1	1	1	1.00	4	5	4	4.33	4	4	4	4.00	5	4	4	4.33
14	4	4	3	3.67	1	1	0	0.67	3	3	3	3.00	3	4	3	3.33	3	3	3	3.00
15	4	3	4	3.67	1	1	1	1.00	4	3	3	3.33	3	3	4	3.33	4	3	4	3.67
16	5	4	2	3.67	1	1	1	1.00	4	5	4	4.33	5	5	5	5.00	5	4	4	4.33
17	5	5	3	4.33	1	1	1	1.00	5	3	5	4.33	4	4	5	4.33	4	4	4	4.00
18	4	4	4	4.00	1	1	1	1.00	4	3	4	3.67	2	3	4	3.00	3	4	5	4.00
19	4	3	3	3.33	1	1	1	1.00	3	3	5	3.67	3	3	5	3.67	3	4	3	3.33
20	5	2	3	3.33	1	1	1	1.00	3	3	3	3.00	4	4	5	4.33	3	4	4	3.67
21	4	5	5	4.67	1	1	1	1.00	3	3	5	3.67	3	4	4	3.67	3	4	4	3.67
22	5	5	5	5.00	1	1	1	1.00	5	4	4	4.33	5	4	4	4.33	5	5	4	4.67
23	5	5	5	5.00	1	1	1	1.00	5	5	5	5.00	5	5	5	5.00	4	5	5	4.67
24	4	4	3	3.67	1	1	1	1.00	4	4	5	4.33	3	4	4	3.67	5	5	5	5.00
25	4	5	4	4.33	1	1	0	0.67	4	3	2	3.00	4	4	5	4.33	3	4	3	3.33
26	4	4	4	4.00	1	1	1	1.00	4	4	3	3.67	4	4	5	4.33	4	4	4	4.00
27	3	3	3	3.00	0	0	1	0.33	3	2	5	3.33	3	2	3	2.67	4	3	3	3.33
28	5	4	3	4.00	1	1	0	0.67	5	5	3	4.33	4	3	3	3.33	5	3	3	3.67
29	3	5	4	4.00	1	1	0	0.67	3	4	5	4.00	3	5	4	4.00	4	4	4	4.00
30	4	3	3	3.33	1	0	1	0.67	3	3	4	3.33	3	3	3	3.00	3	4	3	3.33
31	4	4	4	4.00	0	1	0	0.33	2	2	4	2.67	2	2	4	2.67	4	4	4	4.00
32	3	3	3	3.00	1	1	1	1.00	3	4	4	3.67	3	5	4	4.00	3	4	3	3.33
33	3	4	4	3.67	1	1	1	1.00	4	4	4	4.00	4	4	4	4.00	4	4	4	4.00
34	4	4	4	4.00	1	1	0	0.67	5	3	5	4.33	5	5	5	5.00	5	5	5	5.00
35	4	4	4	4.00	1	1	1	1.00	3	3	5	3.67	3	3	5	3.67	3	5	3	3.67
36	2	4	5	3.67	1	1	0	0.67	4	4	3	3.67	4	4	3	3.67	4	4	3	3.67
37	4	3	4	3.67	1	1	1	1.00	4	4	5	4.33	4	4	5	4.33	4	5	4	4.33
38	2	2	2	2.00	1	1	0	0.67	4	4	4	4.00	4	4	4	4.00	3	2	3	2.67
39	5	5	4	4.67	1	1	1	1.00	4	3	3	3.33	3	3	4	3.33	5	5	3	4.33
40	2	4	5	3.67	1	1	1	1.00	4	3	4	3.67	4	3	4	3.67	4	4	5	4.33
41	4	4	5	4.33	1	1	1	1.00	4	3	3	3.33	4	3	4	3.67	4	4	5	4.33
42	4	3	3	3.33	1	1	0	0.67	4	4	4	4.00	4	4	4	4.00	3	4	3	3.33
43	4	4	3	3.67	1	1	1	1.00	4	4	5	4.33	4	4	5	4.33	4	5	4	4.33

44	4	4	3	3.67	1	1	1	1.00	3	3	3	3.00	3	3	3	3.00	3	5	2	3.33
45	3	3	3	3.00	1	1	1	1.00	4	3	3	3.33	3	3	2	2.67	4	3	3	3.33
46	3	4	4	3.67	1	1	0	0.67	4	3	3	3.33	3	3	4	3.33	3	3	3	3.00
47	3	4	3	3.33	1	1	0	0.67	4	4	3	3.67	2	4	5	3.67	4	3	4	3.67
48	3	4	3	3.33	1	1	1	1.00	4	2	4	3.33	4	3	4	3.67	4	4	4	4.00
49	4	2	3	3.00	1	1	0	0.67	3	3	5	3.67	3	3	5	3.67	3	5	3	3.67
50	4	4	4	4.00	1	1	1	1.00	4	4	5	4.33	4	4	4	4.00	3	4	4	3.67
51	5	3	4	4.00	1	1	1	1.00	4	4	5	4.33	4	4	5	4.33	3	3	3	3.00
52	2	4	3	3.00	1	1	1	1.00	3	4	3	3.33	3	4	3	3.33	5	4	3	4.00
53	3	4	3	3.33	1	1	0	0.67	3	3	4	3.33	3	3	4	3.33	3	4	3	3.33
54	4	5	4	4.33	1	1	1	1.00	3	4	5	4.00	3	4	5	4.00	5	5	4	4.67
55	4	3	4	3.67	1	1	1	1.00	3	5	3	3.67	2	5	4	3.67	5	4	4	4.33
56	3	5	4	4.00	1	1	1	1.00	4	4	4	4.00	5	5	5	5.00	5	5	4	4.67
57	3	2	3	2.67	1	0	0	0.33	3	3	3	3.00	3	3	3	3.00	2	3	2	2.33
58	3	3	2	2.67	1	1	0	0.67	2	3	4	3.00	2	3	3	2.67	2	4	3	3.00
59	1	3	4	2.67	1	1	1	1.00	2	2	3	2.33	4	4	5	4.33	4	5	4	4.33
60	3	4	3	3.33	1	1	1	1.00	4	3	4	3.67	4	3	4	3.67	4	4	4	4.00
61	2	2	2	2.00	1	1	0	0.67	4	4	4	4.00	4	3	4	3.67	3	4	4	3.67
62	4	3	4	3.67	1	1	1	1.00	3	3	3	3.00	3	4	4	3.67	4	4	4	4.00
63	4	4	4	4.00	1	1	1	1.00	4	4	4	4.00	4	4	4	4.00	4	4	4	4.00
64	3	3	4	3.33	1	1	1	1.00	3	3	3	3.00	3	3	3	3.00	4	3	4	3.67
65	4	3	4	3.67	1	1	1	1.00	4	4	4	4.00	3	2	2	2.33	4	4	4	4.00
66	3	4	4	3.67	1	1	0	0.67	5	4	4	4.33	2	4	4	3.33	5	4	4	4.33
67	5	4	3	4.00	1	1	1	1.00	4	4	5	4.33	4	3	5	4.00	4	4	4	4.00
68	3	4	4	3.67	1	1	1	1.00	3	4	3	3.33	3	3	4	3.33	3	4	4	3.67
69	3	3	3	3.00	1	1	1	1.00	4	3	3	3.33	3	3	3	3.00	4	5	4	4.33
70	2	4	4	3.33	1	1	1	1.00	4	4	3	3.67	3	3	3	3.00	4	4	4	4.00
71	5	5	5	5.00	1	1	1	1.00	5	4	5	4.67	5	4	5	4.67	5	5	4	4.67
72	4	4	4	4.00	1	1	1	1.00	4	5	4	4.33	4	3	4	3.67	4	4	5	4.33
73	3	3	3	3.00	1	1	1	1.00	4	5	3	4.00	4	4	4	4.00	4	4	5	4.33
74	4	2	5	3.67	1	1	1	1.00	3	3	5	3.67	3	3	5	3.67	3	5	3	3.67
75	1	3	3	2.33	1	1	1	1.00	3	5	5	4.33	3	3	5	3.67	4	5	3	4.00
76	4	5	4	4.33	1	1	1	1.00	4	5	4	4.33	4	3	4	3.67	4	5	4	4.33
77	3	3	3	3.00	1	1	1	1.00	3	3	3	3.00	4	3	4	3.67	4	4	3	3.67
78	5	4	3	4.00	1	1	1	1.00	4	4	4	4.00	4	4	4	4.00	4	5	4	4.33
79	3	4	2	3.00	0	1	1	0.67	3	3	3	3.00	4	3	4	3.67	3	3	3	3.00
80	3	4	4	3.67	1	1	1	1.00	5	5	5	5.00	5	3	4	4.00	5	4	4	4.33
81	3	3	4	3.33	1	1	0	0.67	3	3	4	3.33	2	4	4	3.33	3	4	3	3.33
82	5	5	5	5.00	1	1	1	1.00	4	4	5	4.33	3	3	4	3.33	5	5	3	4.33
83	4	4	3	3.67	1	1	1	1.00	3	3	4	3.33	4	3	4	3.67	4	4	4	4.00
84	4	4	5	4.33	1	1	1	1.00	4	3	3	3.33	4	4	4	4.00	5	4	4	4.33
85	4	3	4	3.67	1	1	1	1.00	1	1	1	1.00	2	2	2	2.00	2	2	3	2.33
86	3	4	3	3.33	1	0	0	0.33	3	4	4	3.67	3	4	4	3.67	2	4	3	3.00
87	4	4	4	4.00	1	1	1	1.00	4	4	5	4.33	4	4	5	4.33	4	5	4	4.33
88	5	5	5	5.00	1	1	1	1.00	3	3	4	3.33	3	4	4	3.67	3	3	5	3.67
89	2	2	2	2.00	0	0	0	0.00	3	2	3	2.67	4	2	2	2.67	4	3	4	3.67
90	4	4	5	4.33	1	1	1	1.00	3	4	5	4.00	5	5	4	4.67	4	4	5	4.33
91	4	5	4	4.33	1	1	1	1.00	5	4	5	4.67	5	4	4	4.33	5	4	3	4.00

92	1	2	2	1.67	1	1	1	1.00	3	2	3	2.67	3	2	3	2.67	3	4	3	3.33
93	4	4	4	4.00	1	1	0	0.67	3	3	3	3.00	3	3	3	3.00	4	4	4	4.00
94	3	4	4	3.67	0	0	1	0.33	4	3	4	3.67	4	3	4	3.67	4	5	3	4.00
95	3	4	4	3.67	1	1	1	1.00	3	3	5	3.67	5	4	4	4.33	4	4	5	4.33
96	3	4	4	3.67	0	1	0	0.33	4	4	4	4.00	4	4	4	4.00	4	4	3	3.67
97	3	4	4	3.67	1	1	0	0.67	3	3	3	3.00	5	5	5	5.00	5	5	4	4.67
98	3	4	2	3.00	1	0	1	0.67	4	4	4	4.00	4	4	4	4.00	4	4	4	4.00
99	4	4	4	4.00	1	1	0	0.67	4	4	4	4.00	4	4	4	4.00	4	4	4	4.00
100	3	3	4	3.33	1	1	1	1.00	4	5	5	4.67	4	5	5	4.67	4	3	3	3.33

LAMPIRAN 17
TABEL KORELASI PEARSON PRODUCT MOMENT
PADA α 5 %

N	2-tailed	1-tailed	N	2-tailed	1-tailed	N	2-tailed	1-tailed
3	0.9969	0.9877	53	0.2704	0.2282	103	0.1936	0.1629
4	0.9500	0.9000	54	0.2679	0.2261	104	0.1927	0.1622
5	0.8783	0.8054	55	0.2654	0.2240	105	0.1917	0.1614
6	0.8114	0.7293	56	0.2630	0.2219	106	0.1908	0.1606
7	0.7545	0.6694	57	0.2607	0.2199	107	0.1899	0.1598
8	0.7067	0.6215	58	0.2584	0.2180	108	0.1891	0.1591
9	0.6664	0.5822	59	0.2562	0.2161	109	0.1882	0.1584
10	0.6319	0.5494	60	0.2540	0.2143	110	0.1873	0.1576
11	0.6021	0.5214	61	0.2519	0.2125	111	0.1865	0.1569
12	0.5760	0.4973	62	0.2499	0.2107	112	0.1856	0.1562
13	0.5529	0.4762	63	0.2479	0.2090	113	0.1848	0.1555
14	0.5324	0.4575	64	0.2459	0.2074	114	0.1840	0.1548
15	0.5140	0.4409	65	0.2440	0.2057	115	0.1832	0.1541
16	0.4973	0.4259	66	0.2421	0.2041	116	0.1824	0.1535
17	0.4821	0.4124	67	0.2403	0.2026	117	0.1816	0.1528
18	0.4683	0.4000	68	0.2385	0.2011	118	0.1808	0.1521
19	0.4555	0.3887	69	0.2368	0.1996	119	0.1801	0.1515
20	0.4438	0.3783	70	0.2351	0.1981	120	0.1793	0.1509
21	0.4329	0.3687	71	0.2334	0.1967	121	0.1786	0.1502
22	0.4227	0.3598	72	0.2318	0.1953	122	0.1778	0.1496
23	0.4132	0.3515	73	0.2302	0.1940	123	0.1771	0.1490
24	0.4044	0.3438	74	0.2286	0.1926	124	0.1764	0.1484
25	0.3961	0.3365	75	0.2271	0.1913	125	0.1757	0.1478
26	0.3882	0.3297	76	0.2256	0.1900	126	0.1750	0.1472
27	0.3809	0.3233	77	0.2241	0.1888	127	0.1743	0.1466
28	0.3739	0.3172	78	0.2226	0.1876	128	0.1736	0.1460
29	0.3673	0.3115	79	0.2212	0.1864	129	0.1729	0.1454
30	0.3610	0.3061	80	0.2198	0.1852	130	0.1723	0.1449
31	0.3550	0.3009	81	0.2185	0.1840	131	0.1716	0.1443
32	0.3494	0.2960	82	0.2171	0.1829	132	0.1709	0.1438
33	0.3440	0.2913	83	0.2158	0.1817	133	0.1703	0.1432
34	0.3388	0.2869	84	0.2145	0.1806	134	0.1697	0.1427
35	0.3338	0.2826	85	0.2132	0.1796	135	0.1690	0.1422
36	0.3291	0.2785	86	0.2120	0.1785	136	0.1684	0.1416
37	0.3246	0.2746	87	0.2107	0.1775	137	0.1678	0.1411
38	0.3202	0.2709	88	0.2095	0.1764	138	0.1672	0.1406
39	0.3160	0.2673	89	0.2084	0.1754	139	0.1666	0.1401
40	0.3120	0.2638	90	0.2072	0.1744	140	0.1660	0.1396
41	0.3081	0.2605	91	0.2060	0.1735	141	0.1654	0.1391
42	0.3044	0.2573	92	0.2049	0.1725	142	0.1648	0.1386
43	0.3008	0.2542	93	0.2038	0.1716	143	0.1642	0.1381
44	0.2973	0.2512	94	0.2027	0.1707	144	0.1636	0.1376
45	0.2940	0.2483	95	0.2016	0.1697	145	0.1631	0.1371
46	0.2907	0.2455	96	0.2006	0.1688	146	0.1625	0.1367
47	0.2876	0.2429	97	0.1995	0.1680	147	0.1620	0.1362
48	0.2845	0.2403	98	0.1985	0.1671	148	0.1614	0.1357
49	0.2816	0.2377	99	0.1975	0.1662	149	0.1609	0.1353
50	0.2787	0.2353	100	0.1965	0.1654	150	0.1603	0.1348
51	0.2759	0.2329	101	0.1955	0.1646	151	0.1598	0.1344
52	0.2732	0.2306	102	0.1946	0.1638	152	0.1593	0.1339

Sumber Database Microsoft Excel

TABEL t PADA α 5 %

DF	1 TAIL	2 TAIL
1	6.3138	12.7062
2	2.9200	4.3027
3	2.3534	3.1824
4	2.1318	2.7764
5	2.0150	2.5706
6	1.9432	2.4469
7	1.8946	2.3646
8	1.8595	2.3060
9	1.8331	2.2622
10	1.8125	2.2281
11	1.7959	2.2010
12	1.7823	2.1788
13	1.7709	2.1604
14	1.7613	2.1448
15	1.7531	2.1314
16	1.7459	2.1199
17	1.7396	2.1098
18	1.7341	2.1009
19	1.7291	2.0930
20	1.7247	2.0860
21	1.7207	2.0796
22	1.7171	2.0739
23	1.7139	2.0687
24	1.7109	2.0639
25	1.7081	2.0595
26	1.7056	2.0555
27	1.7033	2.0518
28	1.7011	2.0484
29	1.6991	2.0452
30	1.6973	2.0423
31	1.6955	2.0395
32	1.6939	2.0369
33	1.6924	2.0345
34	1.6909	2.0322
35	1.6896	2.0301
36	1.6883	2.0281
37	1.6871	2.0262
38	1.6860	2.0244
39	1.6849	2.0227
40	1.6839	2.0211
41	1.6829	2.0195
42	1.6820	2.0181
43	1.6811	2.0167
44	1.6802	2.0154
45	1.6794	2.0141
46	1.6787	2.0129
47	1.6779	2.0117
48	1.6772	2.0106
49	1.6766	2.0096
50	1.6759	2.0086

DF	1 TAIL	2 TAIL
51	1.6753	2.0076
52	1.6747	2.0066
53	1.6741	2.0057
54	1.6736	2.0049
55	1.6730	2.0040
56	1.6725	2.0032
57	1.6720	2.0025
58	1.6716	2.0017
59	1.6711	2.0010
60	1.6706	2.0003
61	1.6702	1.9996
62	1.6698	1.9990
63	1.6694	1.9983
64	1.6690	1.9977
65	1.6686	1.9971
66	1.6683	1.9966
67	1.6679	1.9960
68	1.6676	1.9955
69	1.6672	1.9949
70	1.6669	1.9944
71	1.6666	1.9939
72	1.6663	1.9935
73	1.6660	1.9930
74	1.6657	1.9925
75	1.6654	1.9921
76	1.6652	1.9917
77	1.6649	1.9913
78	1.6646	1.9908
79	1.6644	1.9905
80	1.6641	1.9901
81	1.6639	1.9897
82	1.6636	1.9893
83	1.6634	1.9890
84	1.6632	1.9886
85	1.6630	1.9883
86	1.6628	1.9879
87	1.6626	1.9876
88	1.6624	1.9873
89	1.6622	1.9870
90	1.6620	1.9867
91	1.6618	1.9864
92	1.6616	1.9861
93	1.6614	1.9858
94	1.6612	1.9855
95	1.6611	1.9853
96	1.6609	1.9850
97	1.6607	1.9847
98	1.6606	1.9845
99	1.6604	1.9842
100	1.6602	1.9840

DF	1 TAIL	2 TAIL
101	1.6601	1.9837
102	1.6599	1.9835
103	1.6598	1.9833
104	1.6596	1.9830
105	1.6595	1.9828
106	1.6594	1.9826
107	1.6592	1.9824
108	1.6591	1.9822
109	1.6590	1.9820
110	1.6588	1.9818
111	1.6587	1.9816
112	1.6586	1.9814
113	1.6585	1.9812
114	1.6583	1.9810
115	1.6582	1.9808
116	1.6581	1.9806
117	1.6580	1.9804
118	1.6579	1.9803
119	1.6578	1.9801
120	1.6577	1.9799
121	1.6575	1.9798
122	1.6574	1.9796
123	1.6573	1.9794
124	1.6572	1.9793
125	1.6571	1.9791
126	1.6570	1.9790
127	1.6569	1.9788
128	1.6568	1.9787
129	1.6568	1.9785
130	1.6567	1.9784
131	1.6566	1.9782
132	1.6565	1.9781
133	1.6564	1.9780
134	1.6563	1.9778
135	1.6562	1.9777
136	1.6561	1.9776
137	1.6561	1.9774
138	1.6560	1.9773
139	1.6559	1.9772
140	1.6558	1.9771
141	1.6557	1.9769
142	1.6557	1.9768
143	1.6556	1.9767
144	1.6555	1.9766
145	1.6554	1.9765
146	1.6554	1.9763
147	1.6553	1.9762
148	1.6552	1.9761
149	1.6551	1.9760
150	1.6551	1.9759

Sumber : Data Base Microsoft Excell

TABEL F PADA α 5%

DF	1	2	3	4	5	DF	1	2	3	4	5
1	161.4476	199.5000	215.7073	224.5832	230.1619	66	3.9863	3.1359	2.7437	2.5108	2.3538
2	18.5128	19.0000	19.1643	19.2468	19.2964	67	3.9840	3.1338	2.7416	2.5087	2.3517
3	10.1280	9.5521	9.2766	9.1172	9.0135	68	3.9819	3.1317	2.7395	2.5066	2.3496
4	7.7086	6.9443	6.5914	6.3882	6.2561	69	3.9798	3.1296	2.7375	2.5046	2.3475
5	6.6079	5.7861	5.4095	5.1922	5.0503	70	3.9778	3.1277	2.7355	2.5027	2.3456
6	5.9874	5.1433	4.7571	4.5337	4.3874	71	3.9758	3.1258	2.7336	2.5008	2.3437
7	5.5914	4.7374	4.3468	4.1203	3.9715	72	3.9739	3.1239	2.7318	2.4989	2.3418
8	5.3177	4.4590	4.0662	3.8379	3.6875	73	3.9720	3.1221	2.7300	2.4971	2.3400
9	5.1174	4.2565	3.8625	3.6331	3.4817	74	3.9702	3.1203	2.7283	2.4954	2.3383
10	4.9646	4.1028	3.7083	3.4780	3.3258	75	3.9685	3.1186	2.7266	2.4937	2.3366
11	4.8443	3.9823	3.5874	3.3567	3.2039	76	3.9668	3.1170	2.7249	2.4920	2.3349
12	4.7472	3.8853	3.4903	3.2592	3.1059	77	3.9651	3.1154	2.7233	2.4904	2.3333
13	4.6672	3.8056	3.4105	3.1791	3.0254	78	3.9635	3.1138	2.7218	2.4889	2.3317
14	4.6001	3.7389	3.3439	3.1122	2.9582	79	3.9619	3.1123	2.7203	2.4874	2.3302
15	4.5431	3.6823	3.2874	3.0556	2.9013	80	3.9604	3.1108	2.7188	2.4859	2.3287
16	4.4940	3.6337	3.2389	3.0069	2.8524	81	3.9589	3.1093	2.7173	2.4844	2.3273
17	4.4513	3.5915	3.1968	2.9647	2.8100	82	3.9574	3.1079	2.7159	2.4830	2.3259
18	4.4139	3.5546	3.1599	2.9277	2.7729	83	3.9560	3.1065	2.7146	2.4817	2.3245
19	4.3807	3.5219	3.1274	2.8951	2.7401	84	3.9546	3.1052	2.7132	2.4803	2.3231
20	4.3512	3.4928	3.0984	2.8661	2.7109	85	3.9532	3.1038	2.7119	2.4790	2.3218
21	4.3248	3.4668	3.0725	2.8401	2.6848	86	3.9519	3.1026	2.7106	2.4777	2.3205
22	4.3009	3.4434	3.0491	2.8167	2.6613	87	3.9506	3.1013	2.7094	2.4765	2.3193
23	4.2793	3.4221	3.0280	2.7955	2.6400	88	3.9493	3.1001	2.7082	2.4753	2.3181
24	4.2597	3.4028	3.0088	2.7763	2.6207	89	3.9481	3.0989	2.7070	2.4741	2.3169
25	4.2417	3.3852	2.9912	2.7587	2.6030	90	3.9469	3.0977	2.7058	2.4729	2.3157
26	4.2252	3.3690	2.9752	2.7426	2.5868	91	3.9457	3.0966	2.7047	2.4718	2.3145
27	4.2100	3.3541	2.9604	2.7278	2.5719	92	3.9445	3.0954	2.7036	2.4707	2.3134
28	4.1960	3.3404	2.9467	2.7141	2.5581	93	3.9434	3.0943	2.7025	2.4696	2.3123
29	4.1830	3.3277	2.9340	2.7014	2.5454	94	3.9423	3.0933	2.7014	2.4685	2.3113
30	4.1709	3.3158	2.9223	2.6896	2.5336	95	3.9412	3.0922	2.7004	2.4675	2.3102
31	4.1596	3.3048	2.9113	2.6787	2.5225	96	3.9402	3.0912	2.6994	2.4665	2.3092
32	4.1491	3.2945	2.9011	2.6684	2.5123	97	3.9391	3.0902	2.6984	2.4655	2.3082
33	4.1393	3.2849	2.8916	2.6589	2.5026	98	3.9381	3.0892	2.6974	2.4645	2.3072
34	4.1300	3.2759	2.8826	2.6499	2.4936	99	3.9371	3.0882	2.6965	2.4636	2.3063
35	4.1213	3.2674	2.8742	2.6415	2.4851	100	3.9361	3.0873	2.6955	2.4626	2.3053
36	4.1132	3.2594	2.8663	2.6335	2.4772	101	3.9352	3.0864	2.6946	2.4617	2.3044
37	4.1055	3.2519	2.8588	2.6261	2.4696	102	3.9343	3.0855	2.6937	2.4608	2.3035
38	4.0982	3.2448	2.8517	2.6190	2.4625	103	3.9333	3.0846	2.6928	2.4599	2.3026
39	4.0913	3.2381	2.8451	2.6123	2.4558	104	3.9324	3.0837	2.6920	2.4591	2.3017
40	4.0847	3.2317	2.8387	2.6060	2.4495	105	3.9316	3.0829	2.6911	2.4582	2.3009
41	4.0785	3.2257	2.8327	2.6000	2.4434	106	3.9307	3.0820	2.6903	2.4574	2.3001
42	4.0727	3.2199	2.8270	2.5943	2.4377	107	3.9298	3.0812	2.6895	2.4566	2.2992
43	4.0670	3.2145	2.8216	2.5888	2.4322	108	3.9290	3.0804	2.6887	2.4558	2.2984
44	4.0617	3.2093	2.8165	2.5837	2.4270	109	3.9282	3.0796	2.6879	2.4550	2.2976
45	4.0566	3.2043	2.8115	2.5787	2.4221	110	3.9274	3.0788	2.6871	2.4542	2.2969
46	4.0517	3.1996	2.8068	2.5740	2.4174	111	3.9266	3.0781	2.6864	2.4535	2.2961
47	4.0471	3.1951	2.8024	2.5695	2.4128	112	3.9258	3.0773	2.6856	2.4527	2.2954
48	4.0427	3.1907	2.7981	2.5652	2.4085	113	3.9251	3.0766	2.6849	2.4520	2.2946
49	4.0384	3.1866	2.7939	2.5611	2.4044	114	3.9243	3.0759	2.6842	2.4513	2.2939
50	4.0343	3.1826	2.7900	2.5572	2.4004	115	3.9236	3.0751	2.6835	2.4506	2.2932
51	4.0304	3.1788	2.7862	2.5534	2.3966	116	3.9229	3.0744	2.6828	2.4499	2.2925
52	4.0266	3.1751	2.7826	2.5498	2.3930	117	3.9222	3.0738	2.6821	2.4492	2.2918
53	4.0230	3.1716	2.7791	2.5463	2.3894	118	3.9215	3.0731	2.6815	2.4485	2.2912
54	4.0195	3.1682	2.7758	2.5429	2.3861	119	3.9208	3.0724	2.6808	2.4479	2.2905
55	4.0162	3.1650	2.7725	2.5397	2.3828	120	3.9201	3.0718	2.6802	2.4472	2.2899
56	4.0130	3.1619	2.7694	2.5366	2.3797	121	3.9195	3.0711	2.6795	2.4466	2.2892
57	4.0099	3.1588	2.7664	2.5336	2.3767	122	3.9188	3.0705	2.6789	2.4460	2.2886
58	4.0069	3.1559	2.7636	2.5307	2.3738	123	3.9182	3.0699	2.6783	2.4454	2.2880
59	4.0040	3.1531	2.7608	2.5279	2.3710	124	3.9175	3.0693	2.6777	2.4448	2.2874
60	4.0012	3.1504	2.7581	2.5252	2.3683	125	3.9169	3.0687	2.6771	2.4442	2.2868
61	3.9985	3.1478	2.7555	2.5226	2.3657	126	3.9163	3.0681	2.6765	2.4436	2.2862
62	3.9959	3.1453	2.7530	2.5201	2.3631	127	3.9157	3.0675	2.6760	2.4430	2.2856
63	3.9934	3.1428	2.7505	2.5177	2.3607	128	3.9151	3.0670	2.6754	2.4425	2.2850
64	3.9909	3.1404	2.7482	2.5153	2.3583	129	3.9146	3.0664	2.6748	2.4419	2.2845
65	3.9886	3.1381	2.7459	2.5130	2.3560	130	3.9140	3.0658	2.6743	2.4414	2.2839

Sumber : Database Microsoft Excel

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	31	31.0	31.0	31.0
	Perempuan	69	69.0	69.0	100.0
	Total	100	100.0	100.0	

Jurusan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Manajemen	55	55.0	55.0	55.0
	Akuntansi	24	24.0	24.0	79.0
	Ekonomi Pembangunan	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

Uang Saku

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp.500.000	22	22.0	22.0	22.0
	Rp.500 - 1.000.000	53	53.0	53.0	75.0
	Rp 1.000.000 - 1.500.000	18	18.0	18.0	93.0
	> Rp.1.500.000	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Asal Daerah

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Luar Yogyakarta	66	66.0	66.0	66.0
	Yogyakarta	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

Uji Validitas Pesan Iklan (F)

Correlations

		F1	F2	F3	Total
F1	Pearson Correlation	1	.337**	.237*	.728**
	Sig. (2-tailed)	.	.001	.018	.000
	N	100	100	100	100
F2	Pearson Correlation	.337**	1	.444**	.785**
	Sig. (2-tailed)	.001	.	.000	.000
	N	100	100	100	100
F3	Pearson Correlation	.237*	.444**	1	.729**
	Sig. (2-tailed)	018	000	.	.000
	N	100	100	100	100
Total	Pearson Correlation	.728**	785**	.729**	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	100	100	100	100

**. Correlation is significant at the 0 01 level (2-tailed).

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

Reliability

```
****** Method 1 (space saver) will be used for this analysis ******


  R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H A)


Reliability Coefficients

N of Cases =     100.0                  N of Items =  3

Alpha =     .6010
```

Uji Validitas Pengenalan Merek (B)

Correlations

		B1	B2	B3	Total
B1	Pearson Correlation	1	.328**	.067	.562**
	Sig. (2-tailed)	.	.001	.507	.000
	N	100	100	100	100
B2	Pearson Correlation	.328**	1	-.059	.488**
	Sig. (2-tailed)	.001	.	.561	.000
	N	100	100	100	100
B3	Pearson Correlation	.067	-.059	1	768**
	Sig. (2-tailed)	.507	.561	.	.000
	N	100	100	100	100
Total	Pearson Correlation	.562**	.488**	.768**	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	100	100	100	100

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

Reliability

```
****** Method 1 (space saver) will be used for this analysis ******


R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H A)


Reliability Coefficients

N of Cases =     100.0                  N of Items =  4

Alpha =     .7010
```

Uji Validitas Sikap Konsumen (A)

Correlations

		A1	A2	A3	Total
A1	Pearson Correlation	1	.460**	.357**	.773**
	Sig. (2-tailed)	.	.000	.000	.000
	N	100	100	100	100
A2	Pearson Correlation	.460**	1	.329**	.781**
	Sig. (2-tailed)	.000	.	.001	.000
	N	100	100	100	100
A3	Pearson Correlation	.357**	.329**	1	.746**
	Sig. (2-tailed)	000	.001	.	000
	N	100	100	100	100
Total	Pearson Correlation	773**	.781**	.746**	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	100	100	100	100

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

Reliability

```
****** Method 1 (space saver) will be used for this analysis ******


R E L I A B I L I T Y   A N A L Y S I S  -  S C A L E  (A L P H A)


Reliability Coefficients

N of Cases =     100.0                  N of Items =  3

Alpha =     .6464
```

Uji Validitas Kepercayaan Konsumen (C)

Correlations

		C1	C2	C3	Total
C1	Pearson Correlation	1	.433**	.348**	.766**
	Sig. (2-tailed)	.	.000	.000	.000
	N	100	100	100	100
C2	Pearson Correlation	.433**	1	.490**	.817**
	Sig. (2-tailed)	.000	.	.000	.000
	N	100	100	100	100
C3	Pearson Correlation	.348**	.490**	1	.770**
	Sig. (2-tailed)	.000	000	.	.000
	N	100	100	100	100
Total	Pearson Correlation	.766**	.817**	770**	1
	Sig. (2-tailed)	.000	.000	000	.
	N	100	100	100	100

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

Reliability

```
****** Method 1 (space saver) will be used for this analysis ******


R E L I A B I L I T Y   A N A L Y S I S  -  S C A L E  (A L P H A)


Reliability Coefficients

N of Cases =     100.0                  N of Items =  3

Alpha =     .6871
```

Uji Validitas Minat Beli (I)

Correlations

		I1	I2	I3	Total
I1	Pearson Correlation	1	.266**	.347**	.769**
	Sig. (2-tailed)	.	.007	.000	.000
	N	100	100	100	100
I2	Pearson Correlation	.266**	1	.172	.666**
	Sig. (2-tailed)	.007	.	087	.000
	N	100	100	100	100
I3	Pearson Correlation	.347**	.172	1	.703**
	Sig. (2-tailed)	.000	087		.000
	N	100	100	100	100
Total	Pearson Correlation	.769**	.666**	.703**	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	100	100	100	100

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

Reliability

```
****** Method 1 (space saver) will be used for this analysis ******


  R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H A)


Reliability Coefficients

N of Cases =     100.0                   N of Items =  4

Alpha =     .7816
```

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	F[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: A

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.356[a]	.127	.118	.61163

a. Predictors: (Constant), F

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.327	1	5.327	14.240	.000[a]
	Residual	36.660	98	.374		
	Total	41.987	99			

a. Predictors: (Constant), F

b. Dependent Variable: A

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig
1	(Constant)	2.455	339		7 242	.000
	F	.349	.093	.356	3.774	.000

a. Dependent Variable: A

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	F[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: B

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.330[a]	.109	.100	.20689

a. Predictors: (Constant), F

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.514	1	.514	12.017	.001[a]
	Residual	4.195	98	.043		
	Total	4.709	99			

a. Predictors: (Constant), F

b. Dependent Variable: B

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.466	.115		4.067	.000
	F	.108	.031	.330	3.467	.001

a. Dependent Variable: B

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	F[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: C

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.323[a]	.104	.095	.59769

a. Predictors: (Constant), F

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.074	1	4.074	11.405	.001[a]
	Residual	35.008	98	.357		
	Total	39.083	99			

a. Predictors: (Constant), F

b. Dependent Variable: C

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.647	.331		7.990	.000
	F	.305	.090	.323	3.377	.001

a. Dependent Variable: C

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	C, F, A[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: I

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.626[a]	.392	.373	42625

a. Predictors: (Constant), C, F, A

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.226	3	3.742	20.596	.000[a]
	Residual	17.442	96	.182		
	Total	28.669	99			

a. Predictors: (Constant), C, F, A

b. Dependent Variable: I

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations
		B	Std. Error	Beta			Partial
1	(Constant)	1.390	.318		4.374	.000	
	F	.226	.070	.278	3.222	.002	.312
	A	.197	.080	.239	2.476	.015	.245
	C	.248	.082	.290	3.041	.003	.296

a. Dependent Variable: I

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	A[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: I

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.492[a]	.242	.234	.47092

a. Predictors: (Constant), A

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.936	1	6.936	31.277	.000[a]
	Residual	21.733	98	222		
	Total	28.669	99			

a. Predictors: (Constant), A

b. Dependent Variable: I

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.357	.274		8.605	.000
	A	.406	.073	.492	5.593	.000

a. Dependent Variable: I

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	C[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: I

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.506[a]	.256	.249	.46638

a. Predictors: (Constant), C

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.353	1	7.353	33.806	.000[a]
	Residual	21.316	98	.218		
	Total	28.669	99			

a. Predictors: (Constant), C

b. Dependent Variable: I

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.241	.283		7.907	.000
	C	.434	.075	.506	5.814	.000

a. Dependent Variable: I

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	B[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: A

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.244[a]	.060	.050	63475

a. Predictors: (Constant), B

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.503	1	2 503	6.212	.014[a]
	Residual	39.484	98	.403		
	Total	41.987	99			

a. Predictors: (Constant), B

b. Dependent Variable: A

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.088	259		11.937	.000
	B	.729	.293	.244	2.492	.014

a. Dependent Variable: A

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	B[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: C

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.216[a]	.046	.037	.61666

a. Predictors: (Constant), B

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.817	1	1.817	4.777	.031[a]
	Residual	37.266	98	.380		
	Total	39.083	99			

a. Predictors: (Constant), B

b. Dependent Variable: C

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.215	.251		12.790	.000
	B	.621	.284	.216	2.186	.031

a Dependent Variable: C