

Lampiran 1

ANGKET PENELITIAN (KUISONER)



INSTITUT INFORMATIKA DAN BISNISDARMAJAYA
FAKULTAS EKONOMI DAN BISNIS

Jalan Zainal Abidin Pagar Alam No.93 Lampung 35142

KUISONER

**PENGARUH DAYA TARIK IKLAN TERHADAP KESADARAN MEREK
DAN SIKAP PADA MEREK AQUA**

(Studi Kasus Iklan Humor Aqua Versi Berbicara Jepang)

IDENTITAS PENELITI

Nama : Rahadian Aji Pratama
Jurusan : Manajemen
Alamat : Jl. Berlian II. Blok D7 No 9 Perumahan Bukit
Sukabumi Indah, Bandar Lampung
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Bandar Lampung, 28Juli 2017

Hal : Mohon Bantu Pengisian Kuesioner

Kepada Yth.

Bapak/Ibu/Sdr.

DiTempat

Dengan Hormat,

Berkenannya dengan penelitian yang saya lakukan dalam rangka menyelesaikan studi pada program Strata Satu (S1) Manajemen Ibi Darmajaya Bandar Lampung tentang **“Pengaruh Daya Tarik Iklan Terhadap Kesadaran Merek Dan Sikap Pada Merek Aqua” (Studi Kasus Iklan Humor Aqua Versi Berbicara Jepang)** maka saya mohon kesediaan Bapak/Ibu/Sdr untuk mengisi kuesioner terlampir.

Penelitian ini diharapkan dapat memberikan hasil yang bermanfaat, oleh karenanya diharapkan kesediaan Bapak/Ibu/Sdr untuk menjawab kuesioner ini dengan sejujurnya. Perlu diberitahukan bahwa informasi yang Bapak/Ibu/Sdr berikan semata-mata untuk kepentingan penelitian ini. Untuk itu saya menjamin kerahasiaannya.

Atas perhatian, bantuan dan kerjasama yang baik dari Bapak/Ibu/Sdr, saya mengucapkan banyak terimakasih.

Hormat saya,

Peneliti

Rahadian aji pratama
PM. 1312110401

KUESIONER PENELITIAN

Pernyataan ini berguna dalam rangka penelitian skripsi yang berjudul :
**PENGARUH DAYA TARIK IKLAN TERHADAP KESADARAN MEREK
DAN SIKAP PADA MEREK AQUA**
(Studi Kasus Iklan Humor Aqua Versi Berbicara Jepang)

Petunjuk pengisian daftar pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pertanyaan/pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh peneliti.
3. Berilah tanda (√) pada jawaban yang telah disediakan oleh peneliti.

Kriteria Penilaian :

SS	: Sangat Setuju	5
S	: Setuju	4
CS	: Cukup Setuju	3
TS	: Tidak Setuju	2
STS	: Sangat Tidak Setuju	1

IDENTITAS RESPONDEN

1. Nama :(Dapat dikosongkan)

2. Jenis Kelamin : Laki-laki
 Perempuan

3. Usia :

a. 17 Tahun – 23 Tahun c. 31 Tahun – 37 Tahun
 b. 24 Tahun – 30 Tahun d. > 38 tahun

4. Berapa Kali Menyaksikan Iklan Aqua Versi Berbicara Jepang:

a. 1 kali d. 3 kali
 b. 2 kali e. > 4 kali

1. Daya Tarik Iklan Humor (X)

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
1.	Unsur humor dalam iklan Aqua versi berbicara jepang lebih disukai.					
2.	Ekspresi wajah tokoh dalam iklan Aqua versi berbicara jepang sangat menarik.					
3.	Suara tokoh pada iklan Aqua versi berbicara jepang terdengar jelas.					
4.	Alunan musik pada iklan Aqua versi berbicara jepang mudah diingat.					
5.	Pilihan kata pada iklan Aqua versi berbicara jepang mudah dipahami.					
6.	Dialog antara tokoh pada iklan Aqua versi berbicara jepang sangat menarik.					
7.	Ide iklan pada iklan Aqua versi berbicara jepang dapat memikat para penonton.					
8.	penampilan iklan Aqua versi berbicara jepang secara keseluruhan sangat menarik.					

Keterangan : Air Minum Dalam Kemasan (AMDK)

2. Kesadaran Merek (Y)

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
1.	Merek AMDK yang pertama kali muncul dalam benak adalah merek Aqua.					
2.	Merek Aqua lebih populer dibandingkan merek AMDK yang lainnya.					
3.	Mudah membedakan merek Aqua dengan merek AMDK yang lain.					
4.	Hanya AMDK merek Aqua yang mudah diingat kembali.					
5.	Mengenal produk AMDK merek Aqua melalui iklan.					
6.	Produk AMDK merek Aqua terkenal dengan kualitasnya.					

Keterangan : Air Minum Dalam Kemasan (AMDK)

3. Sikap Pada Merek (Z)

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
1.	Kata "ADA AQUA" membuat mengenal merek Aqua.					
2.	Merek Aqua lebih mudah diingat melalui iklan Aqua versi berbicara jepang,.					

3.	Percaya pada produk AMDK merek Aqua					
4.	Iklan Aqua versi berbicara jepang memberi kesan positif pada merek Aqua					
5.	Produk AMDK merek Aqua yang paling banyak dipilih.					
6.	Tidak berminat beralih ke Merek AMDK lainnya					

Keterangan : Air Minum Dalam Kemasan (AMDK)

Lampiran 2

Hasil Jawaban Responden

1. Jawaban Kuisisioner Daya Tarik Iklan Humor (X)

No	DTIH1	DTIH2	DTIH3	DTIH4	DTIH5	DTIH6	DTIH7	DTIH8	Total_DTIH
1	3	4	2	3	3	4	5	3	27
2	2	3	3	2	2	3	3	2	20
3	4	3	4	4	4	3	4	4	30
4	4	4	3	3	4	4	3	3	28
5	1	3	2	3	5	3	2	3	22
6	3	3	3	3	3	3	3	3	24
7	3	2	2	3	3	2	2	3	20
8	3	3	4	3	3	3	4	3	26
9	5	3	3	2	1	3	3	2	22
10	3	5	5	3	3	5	5	3	32
11	2	5	5	3	2	5	5	3	30
12	1	2	2	4	1	2	2	4	18
13	3	4	3	4	3	4	3	4	28
14	3	2	3	3	3	2	3	3	22
15	3	3	4	4	3	3	4	4	28
16	3	2	3	4	3	2	3	4	24
17	2	3	3	2	2	3	3	2	20
18	3	4	4	4	3	4	4	4	30
19	4	4	5	4	4	4	5	4	34
20	3	3	3	3	3	3	3	3	24
21	3	2	3	3	3	2	3	3	22
22	2	2	3	1	2	2	3	1	16
23	3	3	4	4	3	3	4	4	28
24	3	4	4	3	3	4	4	3	28
25	4	3	3	3	4	3	3	3	26
26	4	4	4	4	4	4	4	4	32
27	3	4	3	3	3	4	3	3	26
28	3	3	4	4	3	3	4	4	28
29	4	4	4	4	4	4	4	4	32
30	3	3	4	5	3	3	4	5	30
31	4	4	5	5	4	5	3	3	33
32	5	3	5	4	5	5	2	2	31
33	4	5	3	5	3	4	4	4	32
34	3	4	4	5	4	3	3	3	29
35	4	3	4	4	3	4	3	2	27
36	4	5	5	5	5	3	3	4	34
37	3	4	3	3	3	4	3	3	26

38	4	4	5	4	4	5	3	3	32
39	3	5	4	5	3	4	2	4	30
40	4	5	5	3	3	5	3	4	32
41	3	3	5	5	3	3	3	2	27
42	4	3	4	3	3	4	4	2	27
43	5	4	5	5	5	4	4	3	35
44	3	3	5	5	1	2	3	2	24
45	4	5	5	4	4	5	4	4	35
46	4	2	4	4	3	3	4	1	25
47	3	4	5	5	4	5	2	3	31
48	4	4	4	4	3	4	4	3	30
49	4	5	5	5	5	5	4	4	37
50	4	3	4	4	4	4	3	2	28
51	3	4	4	3	4	4	3	3	28
52	4	4	3	4	3	3	1	3	25
53	4	5	4	4	4	5	4	4	34
54	3	4	3	3	4	4	3	3	27
55	4	4	4	4	4	4	3	3	30
56	4	5	5	4	5	5	4	4	36
57	3	5	4	3	5	5	3	4	32
58	4	4	4	5	5	5	4	3	34
59	4	4	4	5	4	5	4	3	33
60	5	5	5	5	4	5	5	4	38
61	4	5	3	4	3	3	4	3	29
62	3	5	3	3	3	5	3	3	28
63	4	5	3	3	3	2	3	4	27
64	3	3	2	3	5	3	4	3	26
65	4	5	3	3	5	5	4	4	33
66	3	4	4	3	4	4	3	4	29
67	1	3	3	4	4	3	4	5	27
68	3	3	2	3	3	3	3	4	24
69	4	5	3	3	3	4	3	3	28
70	2	4	4	4	4	3	4	5	30
71	2	3	2	4	3	3	4	4	25
72	1	4	4	2	5	2	3	5	26
73	4	3	3	3	5	5	4	3	30
74	5	3	5	3	5	5	5	4	35
75	5	4	4	2	2	3	3	4	27
76	4	5	4	4	5	5	5	5	37
77	5	4	4	4	4	4	3	5	33
78	4	5	5	2	2	5	5	5	33
79	2	3	3	3	4	4	3	2	24
80	3	4	4	4	5	5	5	4	34

81	4	4	3	2	5	5	5	4	32
82	4	4	4	1	5	5	5	4	32
83	3	3	2	2	5	5	5	3	28
84	4	4	3	4	5	5	5	5	35
85	4	3	3	3	3	3	2	4	25
86	5	4	3	3	3	2	4	5	29
87	4	4	3	4	4	4	3	5	31
88	4	3	2	4	3	3	4	3	26
89	3	4	4	2	2	2	3	2	22
90	4	4	5	3	3	3	2	5	29
91	4	3	4	4	3	3	3	4	28
92	4	3	2	3	4	3	2	4	25
93	4	5	3	4	4	4	3	4	31
94	4	5	3	4	3	3	5	3	30
95	4	5	3	2	5	5	5	4	33
96	4	4	5	2	3	2	3	3	26
97	5	5	4	3	3	4	3	4	31
98	4	4	3	1	2	5	2	3	24
99	5	5	4	2	2	5	2	4	29
100	5	4	4	4	3	3	4	4	31

2. Jawaban Kuisisioner Kesadaran Merek (Y)

No	KM1	KM2	KM3	KM4	KM5	KM6	Total_KM
1	4	5	4	4	5	3	25
2	3	5	3	5	5	2	23
3	5	3	5	3	4	4	24
4	4	4	4	4	3	3	22
5	3	4	3	3	4	3	20
6	5	5	5	5	3	3	26
7	4	3	4	3	4	3	21
8	4	5	4	4	5	3	25
9	5	4	5	3	4	2	23
10	5	5	5	3	5	3	26
11	3	5	3	3	3	3	20
12	3	4	3	3	4	4	21
13	4	5	4	5	4	4	26
14	3	5	3	1	2	3	17
15	5	5	5	4	5	4	28
16	2	4	2	3	3	4	18
17	4	5	4	4	5	2	24
18	4	4	4	3	4	4	23
19	5	5	5	5	5	4	29
20	3	4	3	4	4	3	21
21	4	4	4	4	4	3	23
22	4	3	4	3	3	1	18
23	5	4	5	4	5	4	27
24	4	3	4	4	4	3	22
25	4	4	4	4	4	3	23
26	5	5	5	5	5	4	29
27	5	4	5	5	5	3	27
28	4	4	4	5	5	4	26
29	4	4	4	4	5	4	25
30	5	5	5	4	5	5	29
31	4	4	5	5	4	5	27
32	5	3	5	4	5	5	27
33	4	5	3	5	3	4	24
34	3	4	4	5	4	3	23
35	4	3	4	4	3	4	22
36	4	5	5	5	5	3	27
37	3	4	3	3	3	4	20
38	4	4	5	4	4	5	26
39	3	5	4	5	3	4	24
40	4	5	5	3	3	5	25

41	3	3	5	5	3	3	22
42	4	3	4	3	3	4	21
43	5	4	5	5	5	4	28
44	3	3	5	5	1	2	19
45	4	5	5	4	4	5	27
46	4	2	4	4	3	3	20
47	3	4	5	5	4	5	26
48	4	4	4	4	3	4	23
49	4	5	5	5	5	5	29
50	4	3	4	4	4	4	23
51	3	4	4	3	4	4	22
52	4	4	3	4	3	3	21
53	4	5	4	4	4	5	26
54	3	4	3	3	4	4	21
55	4	4	4	4	4	4	24
56	4	5	5	4	5	5	28
57	3	5	4	3	5	5	25
58	4	4	4	5	5	5	27
59	4	4	4	5	4	5	26
60	5	5	5	5	4	5	29
61	3	3	3	4	5	3	21
62	3	3	4	3	5	3	21
63	4	3	3	4	5	3	22
64	2	4	2	3	3	2	16
65	4	3	3	4	5	3	22
66	5	5	4	3	4	4	25
67	3	3	3	1	3	3	16
68	4	4	3	3	3	2	19
69	3	4	4	4	5	3	23
70	3	2	3	2	4	4	18
71	4	3	3	2	3	2	17
72	4	2	3	1	4	4	18
73	5	3	3	4	3	3	21
74	4	3	5	5	3	5	25
75	4	4	4	5	4	4	25
76	5	4	4	4	5	4	26
77	4	5	5	5	4	4	27
78	4	4	5	4	5	5	27
79	4	3	4	2	3	3	19
80	4	5	3	3	4	4	23
81	3	4	4	4	4	3	22
82	4	5	5	4	4	4	26
83	3	3	5	3	3	2	19

84	4	4	5	4	4	3	24
85	4	4	4	4	3	3	22
86	4	5	5	5	4	3	26
87	3	5	4	4	4	3	23
88	4	5	5	4	3	2	23
89	3	2	4	3	4	4	20
90	4	4	5	4	4	5	26
91	4	4	5	4	3	4	24
92	4	4	3	4	3	2	20
93	3	3	3	4	5	3	21
94	3	5	5	4	5	3	25
95	5	4	4	4	5	3	25
96	3	5	5	4	4	5	26
97	4	4	4	5	5	4	26
98	3	3	5	4	4	3	22
99	2	4	5	5	5	4	25
100	3	4	5	5	4	4	25

3. Jawaban Kuisisioner Sikap Pada Merek (Z)

No	SPM1	SPM2	SPM3	SPM4	SPM5	SPM6	Total_SPM
1	3	4	4	3	3	4	21
2	2	4	3	4	2	3	18
3	4	2	4	2	4	3	19
4	3	3	4	3	4	4	21
5	2	3	3	2	1	3	14
6	4	4	4	4	3	3	22
7	3	2	2	2	3	2	14
8	3	4	3	3	3	3	19
9	4	3	4	2	5	3	21
10	4	4	2	2	3	5	20
11	2	4	4	2	2	5	19
12	2	3	2	2	1	2	12
13	3	4	4	4	3	4	22
14	2	4	4	4	3	2	19
15	4	4	3	3	3	3	20
16	1	3	3	2	3	2	14
17	3	4	4	3	2	3	19
18	3	3	3	2	3	4	18
19	4	4	4	4	4	4	24
20	2	3	3	3	3	3	17
21	3	3	2	3	3	2	16
22	3	2	3	2	2	2	14
23	4	3	3	3	3	3	19
24	3	2	2	3	3	4	17
25	3	3	3	3	4	3	19
26	4	4	3	4	4	4	23
27	4	3	2	4	3	4	20
28	3	3	4	4	3	3	20
29	3	3	4	3	4	4	21
30	4	4	4	3	3	3	21
31	3	4	2	3	3	4	19
32	2	3	3	2	2	3	15
33	4	3	4	4	4	3	22
34	4	4	3	3	4	4	22
35	1	3	2	3	5	3	17
36	3	3	3	3	3	3	18
37	3	2	2	3	3	2	15
38	3	3	4	3	3	3	19
39	5	3	3	2	1	3	17
40	3	5	5	3	3	5	24

41	2	5	5	3	2	5	22
42	1	2	2	4	1	2	12
43	3	4	3	4	3	4	21
44	3	2	3	3	3	2	16
45	3	3	4	4	3	3	20
46	3	2	3	4	3	2	17
47	2	3	3	2	2	3	15
48	3	4	4	4	3	4	22
49	4	4	5	4	4	4	25
50	3	3	3	3	3	3	18
51	3	2	3	3	3	2	16
52	2	2	3	1	2	2	12
53	3	3	4	4	3	3	20
54	3	4	4	3	3	4	21
55	4	3	3	3	4	3	20
56	4	4	4	4	4	4	24
57	3	4	3	3	3	4	20
58	3	3	4	4	3	3	20
59	4	4	4	4	4	4	24
60	3	3	4	5	3	3	21
61	3	3	3	4	4	3	20
62	3	3	4	4	4	3	21
63	4	3	3	3	3	3	19
64	3	4	2	4	3	4	20
65	4	3	3	5	5	3	23
66	4	5	4	5	3	5	26
67	3	3	3	3	3	3	18
68	4	4	3	4	3	4	22
69	3	4	4	5	4	4	24
70	4	2	3	3	3	2	17
71	3	3	3	4	3	3	19
72	3	2	3	3	4	4	19
73	4	3	3	5	3	3	21
74	4	3	5	2	3	3	20
75	3	4	4	4	4	5	24
76	5	4	4	5	5	5	28
77	4	5	5	3	4	4	25
78	4	4	5	4	5	5	27
79	4	3	4	4	3	3	21
80	4	5	3	3	3	4	22
81	3	4	4	4	3	4	22
82	3	5	5	5	4	4	26
83	4	3	5	5	3	3	23

84	5	4	5	4	3	4	25
85	4	4	4	4	4	3	23
86	3	5	5	5	4	4	26
87	3	5	4	4	4	4	24
88	3	5	5	4	2	3	22
89	4	2	4	4	1	4	19
90	4	4	5	4	3	4	24
91	5	4	5	3	4	3	24
92	4	4	3	4	3	3	21
93	3	3	3	3	4	5	21
94	4	5	5	4	4	5	27
95	5	4	4	4	5	5	27
96	3	5	5	3	5	4	25
97	5	4	4	5	3	5	26
98	3	3	5	4	4	5	24
99	3	4	5	3	4	4	23
100	3	4	5	5	5	5	27

Lampiran 3

Karakteristik Responden

1. Responden Berdasarkan Jenis Kelamin

Jenis Kelamin				
	Frequency	Percent	Valid Percent	Cumulative Percent
	Laki - laki	66	66,0	66,0
Valid	Perempuan	34	34,0	100,0
	Total	100	100,0	100,0

2. Responden Berdasarkan Usia

Usia				
	Frequency	Percent	Valid Percent	Cumulative Percent
	17 Tahun - 23 Tahun	59	59,0	59,0
	24 Tahun - 30 Tahun	27	27,0	86,0
Valid	31 Tahun - 37 Tahun	11	11,0	97,0
	> 38 Tahun	3	3,0	100,0
	Total	100	100,0	100,0

3. Responden Berdasarkan Menyaksikan Iklan

Menyaksikan Iklan				
	Frequency	Percent	Valid Percent	Cumulative Percent
	1 kali	9	9,0	9,0
	2 kali	11	11,0	20,0
Valid	3 kali	24	24,0	44,0
	> 4 kali	56	56,0	100,0
	Total	100	100,0	100,0

Lampiran 4

Hasil Jawaban Responden

1. Jawaban Responden Daya Tarik Iklan Humur (X)

DTIH1				
	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4,0	4,0	4,0
2	7	7,0	7,0	11,0
3	33	33,0	33,0	44,0
Valid 4	45	45,0	45,0	89,0
5	11	11,0	11,0	100,0
Total	100	100,0	100,0	

DTIH2				
	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	31	31,0	31,0	38,0
Valid 4	38	38,0	38,0	76,0
5	24	24,0	24,0	100,0
Total	100	100,0	100,0	

DTIH3				
	Frequency	Percent	Valid Percent	Cumulative Percent
2	10	10,0	10,0	10,0
3	34	34,0	34,0	44,0
Valid 4	36	36,0	36,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

DTIH4				
	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3,0	3,0	3,0
2	12	12,0	12,0	15,0
Valid 3	35	35,0	35,0	50,0
4	36	36,0	36,0	86,0
5	14	14,0	14,0	100,0
Total	100	100,0	100,0	

DTIH5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3,0	3,0	3,0
2	9	9,0	9,0	12,0
Valid 3	42	42,0	42,0	54,0
4	26	26,0	26,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

DTIH6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	12	12,0	12,0	12,0
3	32	32,0	32,0	44,0
Valid 4	27	27,0	27,0	71,0
5	29	29,0	29,0	100,0
Total	100	100,0	100,0	

DTIH7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	11	11,0	11,0	12,0
Valid 3	42	42,0	42,0	54,0
4	31	31,0	31,0	85,0
5	15	15,0	15,0	100,0
Total	100	100,0	100,0	

DTIH8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	11	11,0	11,0	13,0
Valid 3	37	37,0	37,0	50,0
4	39	39,0	39,0	89,0
5	11	11,0	11,0	100,0
Total	100	100,0	100,0	

2. Jawaban Responden Kesadaran Merek (Y)

KM1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	29	29,0	29,0	32,0
Valid 4	51	51,0	51,0	83,0
5	17	17,0	17,0	100,0
Total	100	100,0	100,0	

KM2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	22	22,0	22,0	26,0
Valid 4	42	42,0	42,0	68,0
5	32	32,0	32,0	100,0
Total	100	100,0	100,0	

KM3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2,0	2,0	2,0
3	22	22,0	22,0	24,0
Valid 4	38	38,0	38,0	62,0
5	38	38,0	38,0	100,0
Total	100	100,0	100,0	

KM4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3,0	3,0	3,0
2	3	3,0	3,0	6,0
Valid 3	23	23,0	23,0	29,0
4	44	44,0	44,0	73,0
5	27	27,0	27,0	100,0
Total	100	100,0	100,0	

KM5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	1	1,0	1,0	2,0
Valid 3	27	27,0	27,0	29,0
4	39	39,0	39,0	68,0
5	32	32,0	32,0	100,0
Total	100	100,0	100,0	

KM6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	10	10,0	10,0	11,0
Valid 3	36	36,0	36,0	47,0
4	35	35,0	35,0	82,0
5	18	18,0	18,0	100,0
Total	100	100,0	100,0	

3. Jawaban Responden Sikap Pada Merek (Z)

SPM1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3,0	3,0	3,0
2	10	10,0	10,0	13,0
Valid 3	48	48,0	48,0	61,0
4	33	33,0	33,0	94,0
5	6	6,0	6,0	100,0
Total	100	100,0	100,0	

SPM2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	13	13,0	13,0	13,0
3	38	38,0	38,0	51,0
Valid 4	38	38,0	38,0	89,0
5	11	11,0	11,0	100,0
Total	100	100,0	100,0	

SPM3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	11,0	11,0	11,0
3	36	36,0	36,0	47,0
Valid 4	35	35,0	35,0	82,0
5	18	18,0	18,0	100,0
Total	100	100,0	100,0	

SPM4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	14	14,0	14,0	15,0
Valid 3	36	36,0	36,0	51,0
4	38	38,0	38,0	89,0
5	11	11,0	11,0	100,0
Total	100	100,0	100,0	

SPM5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	5,0	5,0	5,0
2	9	9,0	9,0	14,0
Valid 3	51	51,0	51,0	65,0
4	27	27,0	27,0	92,0
5	8	8,0	8,0	100,0
Total	100	100,0	100,0	

SPM6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	13	13,0	13,0	13,0
3	40	40,0	40,0	53,0
Valid 4	33	33,0	33,0	86,0
5	14	14,0	14,0	100,0
Total	100	100,0	100,0	

Lampiran 5

Hasil Uji Validitas

1. Hasil Uji Validitas Daya Tarik Iklan Humur (X)

Correlations

		DTIH1	DTIH2	DTIH3	DTIH4	DTIH5	DTIH6	DTIH7	DTIH8	Total_DTIH
DTIH1	Pearson Correlation	1	,231	,324	,191	,273	,231	,322	,191	,518
	Sig. (1-tailed)		,110	,040	,156	,072	,110	,041	,156	,002
	N	30	30	30	30	30	30	30	30	30
DTIH2	Pearson Correlation	,231	1	,573**	,152	,231	1,000**	,677**	,152	,751**
	Sig. (1-tailed)	,110		,000	,211	,110	0,000	,000	,211	,000
	N	30	30	30	30	30	30	30	30	30
DTIH3	Pearson Correlation	,324*	,573**	1	,331*	,139	,573**	,796**	,331*	,759**
	Sig. (1-tailed)	,040	,000		,037	,232	,000	,000	,037	,000
	N	30	30	30	30	30	30	30	30	30
DTIH4	Pearson Correlation	,191	,152	,331*	1	,383*	,152	,290	1,000**	,644**
	Sig. (1-tailed)	,156	,211	,037		,018	,211	,060	0,000	,000
	N	30	30	30	30	30	30	30	30	30
DTIH5	Pearson Correlation	,273	,231	,139	,383*	1	,231	,138	,383*	,518**
	Sig. (1-tailed)	,072	,110	,232	,018		,110	,234	,018	,002
	N	30	30	30	30	30	30	30	30	30
DTIH6	Pearson Correlation	,231	1,000**	,573**	,152	,231	1	,677**	,152	,751**
	Sig. (1-tailed)	,110	0,000	,000	,211	,110		,000	,211	,000
	N	30	30	30	30	30	30	30	30	30
DTIH7	Pearson Correlation	,322*	,677**	,796**	,290	,138	,677**	1	,290	,782**
	Sig. (1-tailed)	,041	,000	,000	,060	,234	,000		,060	,000
	N	30	30	30	30	30	30	30	30	30
DTIH8	Pearson Correlation	,191	,152	,331*	1,000**	,383*	,152	,290	1	,644**
	Sig. (1-tailed)	,156	,211	,037	0,000	,018	,211	,060		,000
	N	30	30	30	30	30	30	30	30	30
Total_DTIH	Pearson Correlation	,518**	,751**	,759**	,644**	,518**	,751**	,782**	,644**	1
	Sig. (1-tailed)	,002	,000	,000	,000	,002	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (1-tailed).

** Correlation is significant at the 0.01 level (1-tailed).

2. Hasil Uji Validitas Kesadaran Merek (Y)

Correlations

		KM1	KM2	KM3	KM4	KM5	KM6	Total_KM
KM1	Pearson Correlation	1	,083	1,000	,378	,472	,174	,787
	Sig. (1-tailed)		,331	0,000	,020	,004	,178	,000
	N	30	30	30	30	30	30	30
KM2	Pearson Correlation	,083	1	,083	,255	,244	,154	,425**
	Sig. (1-tailed)	,331		,331	,087	,097	,208	,010
	N	30	30	30	30	30	30	30
KM3	Pearson Correlation	1,000**	,083	1	,378*	,472**	,174	,787**
	Sig. (1-tailed)	0,000	,331		,020	,004	,178	,000
	N	30	30	30	30	30	30	30
KM4	Pearson Correlation	,378*	,255	,378*	1	,581**	,162	,711**
	Sig. (1-tailed)	,020	,087	,020		,000	,196	,000
	N	30	30	30	30	30	30	30
KM5	Pearson Correlation	,472**	,244	,472**	,581**	1	,266	,772**
	Sig. (1-tailed)	,004	,097	,004	,000		,078	,000
	N	30	30	30	30	30	30	30
KM6	Pearson Correlation	,174	,154	,174	,162	,266	1	,483**
	Sig. (1-tailed)	,178	,208	,178	,196	,078		,003
	N	30	30	30	30	30	30	30
Total_KM	Pearson Correlation	,787**	,425**	,787**	,711**	,772**	,483**	1
	Sig. (1-tailed)	,000	,010	,000	,000	,000	,003	
	N	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

3. Hasil Uji Validitas Sikap Pada Merek (Z)

Correlations

		SPM1	SPM2	SPM3	SPM4	SPM5	SPM6	Total_SPM
SPM1	Pearson Correlation	1	,083	,083	,219	,526	,317	,632
	Sig. (1-tailed)		,331	,332	,122	,001	,044	,000
	N	30	30	30	30	30	30	30
SPM2	Pearson Correlation	,083	1	,374*	,475**	-,056	,338*	,571**
	Sig. (1-tailed)	,331		,021	,004	,384	,034	,000
	N	30	30	30	30	30	30	30
SPM3	Pearson Correlation	,083	,374*	1	,254	,307*	,175	,587**
	Sig. (1-tailed)	,332	,021		,088	,049	,178	,000
	N	30	30	30	30	30	30	30
SPM4	Pearson Correlation	,219	,475**	,254	1	,202	,126	,607**
	Sig. (1-tailed)	,122	,004	,088		,143	,253	,000
	N	30	30	30	30	30	30	30
SPM5	Pearson Correlation	,526**	-,056	,307*	,202	1	,231	,635**
	Sig. (1-tailed)	,001	,384	,049	,143		,110	,000
	N	30	30	30	30	30	30	30
SPM6	Pearson Correlation	,317*	,338*	,175	,126	,231	1	,611**
	Sig. (1-tailed)	,044	,034	,178	,253	,110		,000
	N	30	30	30	30	30	30	30
Total_SPM	Pearson Correlation	,632**	,571**	,587**	,607**	,635**	,611**	1
	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Lampiran 6

Hasil Uji Reliabilitas

1. Hasil Uji Reliabilitas Daya Tarik Iklan Humur (X)

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

Cronbach's Alpha	N of Items
,825	8

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

2. Hasil Uji Reliabilitas Kesadaran Merek (Y)

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

Cronbach's Alpha	N of Items
,749	6

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

3. Hasil Uji Reliabilitas Sikap Pada Merek (Z)

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

Cronbach's Alpha	N of Items
,657	6

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

Lampiran 7

Hasil Uji Normalitas

		One-Sample Kolmogorov-Smirnov Test		
		Total_DTIH	Total_KM	Total_SPM
N		100	100	100
Normal Parameters ^{a,b}	Mean	28,61	23,44	20,52
	Std. Deviation	4,348	3,176	3,597
	Absolute	,065	,118	,096
Most Extreme Differences	Positive	,056	,059	,067
	Negative	-,065	-,118	-,096
Kolmogorov-Smirnov Z		,654	1,183	,963
Asymp. Sig. (2-tailed)		,786	,121	,312

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 8

Hasil Uji Homogenitas

1. Daya Tarik Iklan Humor Terhadap Kesadaran Merek

Test of Homogeneity of Variances

Total_KM

Levene Statistic	df1	df2	Sig.
,827	14	81	,638

2. Daya Tarik Iklan Humor Terhadap Sikap Pada Merek

Test of Homogeneity of Variances

Total_SPM

Levene Statistic	df1	df2	Sig.
1,147	14	81	,332

3. Kesadaran Merek Terhadap Sikap Pada Merek

Test of Homogeneity of Variances

Total_SPM

Levene Statistic	df1	df2	Sig.
1,547	13	86	,117

Lampiran 9

Hasil Uji Lineritas

1. Daya Tarik Iklan Humor Terhadap Kesadaran Merek

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total_KM * Total_DTIH	Between Groups	(Combined)	460,542	18	25,586	3,851	,000
		Linearity	376,212	1	376,212	56,631	,000
		Deviation from Linearity	84,331	17	4,961	,747	,746
	Within Groups		538,098	81	6,643		
	Total		998,640	99			

2. Daya Tarik Iklan Humor Terhadap Sikap Pada Merek

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total_SPM * Total_DTIH	Between Groups	(Combined)	480,198	18	26,678	2,699	,001
		Linearity	317,810	1	317,810	32,148	,000
		Deviation from Linearity	162,389	17	9,552	,966	,503
	Within Groups		800,762	81	9,886		
	Total		1280,960	99			

3. Kesadaran Merek Terhadap Sikap Pada Merek

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total_SPM * Total_KM	Between Groups	(Combined)	446,372	13	34,336	3,538	,000
		Linearity	240,545	1	240,545	24,787	,000
		Deviation from Linearity	205,827	12	17,152	1,767	,067
	Within Groups		834,588	86	9,705		
	Total		1280,960	99			

Lampiran 10

Hasil Analisis Jalur

1. Model Rantai Kausal Pertama

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.614 ^a	.377	.370	2,520

a. Predictors: (Constant), Total_DTIH

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,614	1,686		6,297	,000
	Total_DTIH	,448	,058	,614	7,696	,000

a. Dependent Variable: Total_KM

2. Model Rantai Kausal Kedua

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.524 ^a	.274	.259	3,096

a. Predictors: (Constant), Total_KM, Total_DTIH

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,270	2,454		2,555	,012
	Total_DTIH	,308	,091	,372	3,399	,001
	Total_KM	,232	,124	,205	1,869	,065

a. Dependent Variable: Total_SPM

Lampiran 11

Hasil Uji Secara Parsial (uji-t)

1. Pengaruh Daya Tarik Iklan Humor Terhadap Kesadaran Merek

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	10,614	1,686	6,297	,000
	Total_DTIH	,448	,058	,614	,000

a. Dependent Variable: Total_KM

2. Pengaruh Daya Tarik Iklan Humor Terhadap Sikap Pada Merek

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	8,731	2,097	4,164	,000
	Total_DTIH	,412	,072	,498	,000

a. Dependent Variable: Total_SPM

3. Pengaruh Kesadaran Merek Terhadap Sikap Pada Merek

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	9,016	2,439	3,697	,000
	Total_KM	,491	,103	,433	,000

a. Dependent Variable: Total_SPM

Lampiran 12

r Tabel

Interval Kepercayaan			Interval Kepercayaan			Interval Kepercayaan		
n	95%	99%	n	95%	99%	n	95%	99%
3	0,997	0,999	26	0,388	0,496	55	0,266	0,345
4	0,950	0,990	27	0,381	0,487	60	0,254	0,330
5	0,878	0,959	28	0,374	0,478	65	0,244	0,317
6	0,811	0,917	29	0,367	0,470	70	0,235	0,306
7	0,754	0,874	30	0,361	0,463	75	0,227	0,296
8	0,707	0,874	31	0,355	0,456	80	0,220	0,286
9	0,666	0,798	32	0,349	0,449	85	0,213	0,278
10	0,632	0,765	33	0,344	0,442	90	0,207	0,270
11	0,602	0,735	34	0,339	0,436	95	0,202	0,263
12	0,576	0,708	35	0,334	0,430	100	0,195	0,256
13	0,553	0,684	36	0,329	0,424	125	0,176	0,230
14	0,532	0,661	37	0,325	0,418	150	0,157	0,210
15	0,514	0,641	38	0,320	0,413	175	0,148	0,194
16	0,497	0,623	39	0,316	0,408	200	0,138	0,181
17	0,482	0,606	40	0,312	0,403	300	0,113	0,148
18	0,468	0,590	41	0,308	0,396	400	0,098	0,128
19	0,456	0,575	42	0,304	0,393	500	0,088	0,115
20	0,444	0,561	43	0,301	0,389	600	0,080	0,105
21	0,433	0,549	44	0,297	0,384	700	0,074	0,097
22	0,423	0,537	45	0,294	0,380	800	0,070	0,091
23	0,413	0,526	46	0,291	0,276	900	0,065	0,086
24	0,404	0,515	47	0,288	0,372	000	0,062	0,081
25	0,396	0,505	48	0,284	0,368			
			49	0,281	0,364			
			50	0,297	0,361			

Lampiran 13

Tabel t

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
1	1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884
2	0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712
3	0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453
4	0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318
5	0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343
6	0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763
7	0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529
8	0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079
9	0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681
10	0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370
11	0.69745	1.36343	1.79588	2.20099	2.71808	3.10581	4.02470
12	0.69548	1.35622	1.78229	2.17881	2.68100	3.05454	3.92963
13	0.69383	1.35017	1.77093	2.16037	2.65031	3.01228	3.85198
14	0.69242	1.34503	1.76131	2.14479	2.62449	2.97684	3.78739
15	0.69120	1.34061	1.75305	2.13145	2.60248	2.94671	3.73283
16	0.69013	1.33676	1.74588	2.11991	2.58349	2.92078	3.68615
17	0.68920	1.33338	1.73961	2.10982	2.56693	2.89823	3.64577
18	0.68836	1.33039	1.73406	2.10092	2.55238	2.87844	3.61048
19	0.68762	1.32773	1.72913	2.09302	2.53948	2.86093	3.57940
20	0.68695	1.32534	1.72472	2.08596	2.52798	2.84534	3.55181
21	0.68635	1.32319	1.72074	2.07961	2.51765	2.83136	3.52715
22	0.68581	1.32124	1.71714	2.07387	2.50832	2.81876	3.50499
23	0.68531	1.31946	1.71387	2.06866	2.49987	2.80734	3.48496
24	0.68485	1.31784	1.71088	2.06390	2.49216	2.79694	3.46678
25	0.68443	1.31635	1.70814	2.05954	2.48511	2.78744	3.45019
26	0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500
27	0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103
28	0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816
29	0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624
30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518
31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490
32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563
38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688
41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127
42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595
43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291

48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789
52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	→ 1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374

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