

LAMPIRAN

LAMPIRAN 1

Kuesioner

Kuesionel Penelitian :

PENGARUH DAYA TARIK IKLAN PADA TELEVISI DAN SIKAP PENGGUNA APLIKASI TERHADAP MINAT BELI DI BUKALAPAK

Dengan hormat,

Dalam rangka menyusun Skripsi sebagai salah satu syarat kelulusan program Strata 1 Manajemen IIB Darmajaya, saya :

Nama : Nurma Melati

Npm : 1612110283

Disini saya sedang melakukan penelitian dengan judul "PENGARUH DAYA TARIK IKLAN DAN SIKAP PENGGUNA APLIKASI TERHADAP MINAT BELI DI BUKALAPAK.Oleh karena itu saya mohon kesediaan bapak/ibu, saudara/i untuk mengisi kuisisioner dibawah ini dengan jujur dan benar. Data atau informasi yang terkumpulkan saya jaga kerahasiaanya dan hanya di gunakan untuk kepentingan penyusunan skripsi ini semata. atas perhatian bapak/ibu, saudara/i saya ucapkan terimakasih.

Karakteristik Kuesioner

Bacalah dengan teliti tiap pernyataan, skor yang diberikan tidak mengandung benar/salah melainkan menunjukkan kesesuaian penilaian anda terhadap isi setiap pernyataan, beri tanda (\surd) sesuai dengan pilihan yang sesuai dengan pilihan anda. Pilihan jawaban yang tersedia dengan ketentuan skor jawaban adalah :

SS	= Sangat Setuju	Skor 5
S	= Setuju	Skor 4
N	= Netral	Skor 3
TS	= Tidak Setuju	Skor 2
ST	= Sangat Tidak Setuju	Skor 1

Nama :

Umur :

Jenis Kelamin :

17-20

Pria

21-25

Wanita

26-30

Pendapatan :

> 1.000.000

2.000.000 – 3.000.000

4.000.000 – 5.000.000

6.000.000 – 7.000.000

No.	Pernyataan	Jawaban				
		SS(5)	S(4)	CS(3)	TS(2)	STS(1)
	Dayatarik Iklan					
1.	Saya menyukai iklan bukalapak karena memberikan informasi promosi yang menarik					
2.	Iklan bukalapak di televisi versi nego cincai membuat saya tertarik untuk melihatnya					
3.	Saya berminat belanja di bukalapak setelah melihat iklan nego cincai di televisi					
4.	Menurut saya iklan yang di tampilkan sangat baik dan dapat memberikan informasi					
5.	Iklan bukalapak versi khas tionghoa membuat saya tertarik untuk berbelanja					
6.	Iklan nego cincai yang menawarkan harga murah dan bisa di nego membuat saya tertarik berbelanja di bukalapak					
7.	iklan bukalapak versi nego cincai dengan tampilan khas tionghoa berbeda dari yang lain					
8.	Saya suka iklan bukalapak yang memberikan diskon saat suasana imlek					

No.	Pernyataan	Jawaban				
		SS(5)	S(4)	CS(3)	TS(2)	STS(1)
	Sikap konsumen					
1.	Aplikasi belanja online bukalapak dapat di percaya di bandingkan aplikasi lain					
2.	Saya mengetahui aplikasi bukalapak memudahkan saya saat berbelanja					
3.	Saya memiliki pengetahuan mengenai aplikasi bukalapak					
4.	Saya sangat suka saat belanja di aplikasi bukalapak					
5.	Produk di aplikasi bukalapak sesuai keinginan saya					
6.	Saya suka memilih produk yang ada di aplikasi bukalapak					
7.	Saya ada keinginan berbelanja di aplikasi bukalapak					

No.	Pernyataan	Jawaban				
		SS(5)	S(4)	CS(3)	TS(2)	STS(1)
	Minat Beli					
1.	Saya berminat belanja di bukalapak setelah melihat iklan nego cincai di televisi					
2.	Melihat produk yang ada di bukalapak membuat saya tertarik untuk belanja					
3.	Saya memilih aplikasi bukalapak dalam kebutuhan belanja online saya					
4.	Saya suka memberikan informasi kepada keluarga dan teman saya untuk belanja di bukalapak					
5.	Saya suka menawarkan kepada orang lain untuk belanja ke aplikasi bukalapak					
6.	Saya lebih memilih aplikasi bukalapak di bandingkan yang lain					
7.	Bukalapak menjadi pilihan saya saat ingin belanja online					
8.	Saya sering mencari informasi mengenai produk dan kualitas barang sebelum berbelanja di bukalapak					
9.	Sebelum belanja saya menanyakan informasi mengenai bukalapak kepada orang yang sudah menggunakannya					

LAMPIRAN 2

1. Karakteristik Responden

JENIS KELAMIN

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	LAKI-LAKI	38	38.0	38.0	38.0
	PEREMPUA	62	62.0	62.0	100.0
	N				
	Total	100	100.0	100.0	

USIA RESPONDEN

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	17-20	13	13.0	13.0	13.0
	21-25	70	70.0	70.0	83.0
	26-30	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

PENDAPATAN RESPONDEN

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	> 1 JUTA	32	32.0	32.0	32.0
	2 - 3 JUTA	49	49.0	49.0	81.0
	4 - 5 JUTA	16	16.0	16.0	97.0
	6-7 JUTA	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

2. Jawaban Responden

1. Jawaban Responden Variabel Dayatarik Iklan (X1)

No	p1	p2	p3	p4	p5	p6	p7	p8	total
1	5	5	5	5	5	5	5	5	40
2	5	5	5	5	5	5	5	5	40
3	3	4	3	5	4	4	4	4	31
4	5	5	5	5	5	5	5	5	40
5	4	4	2	2	4	4	5	3	28
6	4	4	4	5	4	5	5	5	36
7	4	4	3	4	4	4	5	4	32
8	5	5	5	3	3	3	5	4	33
9	4	4	4	4	4	5	4	4	33
10	4	4	4	2	1	1	4	1	21
11	3	4	3	4	3	4	3	4	28
12	5	5	3	4	3	4	5	4	33
13	4	5	5	4	4	4	4	5	35
14	4	3	4	5	2	4	4	5	31
15	3	4	3	5	4	4	3	4	30
16	3	4	3	5	3	4	3	4	29
17	4	5	4	4	3	5	5	5	35
18	5	5	5	5	4	4	5	5	38
19	5	5	4	5	5	5	5	4	38
20	5	4	5	5	5	5	4	5	38
21	3	4	3	3	3	4	3	4	27
22	4	4	3	4	3	4	3	4	29
23	5	5	5	4	5	5	5	5	39
24	3	4	4	3	4	4	4	5	31
25	3	4	3	4	4	4	4	5	31
26	4	4	3	5	3	4	4	4	31
27	4	4	4	5	4	4	4	4	33
28	4	3	5	4	5	4	2	3	30
29	2	4	2	4	1	5	4	4	26
30	2	4	3	3	3	3	5	3	26
31	4	4	3	4	4	4	3	4	30
32	4	4	3	3	3	3	4	3	27

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

74	3	5	2	3	2	5	3	5	28
75	3	4	3	5	4	5	3	5	32
76	3	4	3	4	4	5	3	4	30
77	4	5	2	3	3	5	2	4	28
78	5	3	4	2	5	4	2	4	29
79	3	5	3	4	2	5	3	4	29
80	3	5	4	2	5	4	5	3	31
81	3	5	3	4	4	5	3	5	32
82	4	5	3	3	4	5	3	5	32
83	4	3	4	5	3	4	5	3	31
84	4	2	4	5	3	4	3	4	29
85	4	3	5	5	5	2	4	5	33
86	4	3	5	3	4	5	2	5	31
87	4	5	3	3	5	3	4	5	32
88	4	2	4	5	3	5	3	5	31
89	4	3	5	4	4	5	3	5	33
90	3	5	3	5	5	3	5	5	34
91	2	5	3	3	5	2	4	4	28
92	3	5	3	5	2	4	5	3	30
93	5	3	5	5	3	5	3	5	34
94	3	5	3	2	5	3	4	5	30
95	4	5	3	5	5	3	5	3	33
96	3	5	3	5	3	4	5	3	31
97	3	5	3	4	3	5	5	3	31
98	4	3	5	4	4	4	3	5	32
99	4	3	5	5	3	5	3	5	33
100	4	2	5	3	4	4	5	5	32

PERNYATAAN 1

	Frekuensi	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	26	26.0	26.0	29.0
Valid 4	38	38.0	38.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 2

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	15	15.0	15.0	19.0
Valid 4	38	38.0	38.0	57.0
5	43	43.0	43.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 3

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	32	32.0	32.0	38.0
Valid 4	25	25.0	25.0	63.0
5	37	37.0	37.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 4

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	22	22.0	22.0	28.0
Valid 4	30	30.0	30.0	58.0
5	42	42.0	42.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 5

	Frequenc y	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
Valid 2	5	5.0	5.0	7.0
3	29	29.0	29.0	36.0

4	35	35.0	35.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 6

	Frequenc y	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	2	2.0	2.0	3.0
3	18	18.0	18.0	21.0
Valid 4	44	44.0	44.0	65.0
5	35	35.0	35.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 7

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	26	26.0	26.0	30.0
Valid 4	32	32.0	32.0	62.0
5	38	38.0	38.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 8

	Frequenc y	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0
3	17	17.0	17.0	19.0
Valid 4	37	37.0	37.0	56.0
5	44	44.0	44.0	100.0
Total	100	100.0	100.0	

38	5	5	3	5	5	5	4	32
39	3	5	5	4	5	3	5	30
40	4	3	5	4	4	5	3	28
41	4	5	4	4	5	4	4	30
42	4	5	4	5	5	4	5	32
43	5	5	4	5	4	5	4	32
44	4	4	3	3	4	4	3	25
45	3	3	4	3	3	3	3	22
46	4	3	3	4	3	3	4	24
47	4	5	4	3	4	4	4	28
48	3	4	3	3	3	3	3	22
49	4	4	4	3	4	3	4	26
50	4	5	4	3	4	4	4	28
51	5	4	4	5	4	5	3	30
52	5	4	4	5	5	5	3	31
53	3	5	3	4	5	3	4	27
54	5	4	4	5	4	5	4	31
55	3	5	4	3	4	3	3	25
56	5	5	5	4	5	5	5	34
57	4	5	4	3	5	4	4	29
58	4	5	4	5	5	4	5	32
59	4	5	4	5	4	4	4	30
60	4	5	5	5	5	4	4	32
61	5	5	4	4	5	5	5	33
62	5	5	4	5	4	5	4	32
63	4	5	5	5	4	4	5	32
64	3	5	5	5	5	3	3	29
65	5	4	5	5	5	5	5	34
66	5	5	5	4	5	5	4	33
67	5	5	5	4	5	5	4	33
68	5	5	5	5	5	5	4	34
69	5	5	5	5	5	5	5	35
70	4	4	4	4	4	4	4	28
71	2	4	5	3	5	2	4	25
72	5	3	5	3	3	5	3	27
73	5	3	4	3	2	5	3	25
74	3	3	4	2	4	3	4	23
75	5	3	5	4	5	5	3	30
76	4	3	4	3	5	4	3	26
77	3	5	3	4	4	3	5	27
78	2	4	3	5	3	2	4	23

79	4	5	3	5	4	4	5	30
80	2	5	3	5	3	2	4	24
81	4	5	3	4	5	4	5	30
82	3	3	5	3	5	3	5	27
83	5	5	3	4	5	5	4	31
84	5	5	3	5	5	5	3	31
85	5	3	4	5	3	5	3	28
86	3	4	3	5	3	3	5	26
87	3	4	4	5	3	3	4	26
88	5	5	2	4	5	5	4	30
89	4	4	3	5	2	4	2	24
90	5	3	4	5	4	5	3	29
91	3	5	3	5	4	3	4	27
92	5	5	3	4	5	5	5	32
93	5	3	5	3	4	5	2	27
94	2	4	3	5	4	2	4	24
95	5	5	4	5	4	5	3	31
96	5	5	3	4	5	5	2	29
97	4	5	3	5	5	4	5	31
98	4	5	2	4	2	4	5	26
99	5	3	5	4	5	5	2	29
100	3	4	5	5	3	3	2	25

PERNYATAAN 1

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	19	19.0	19.0	25.0
Valid 4	33	33.0	33.0	58.0
5	42	42.0	42.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 2

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	2	2.0	2.0	3.0
3	25	25.0	25.0	28.0
4	26	26.0	26.0	54.0
5	46	46.0	46.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 3

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	3	3.0	3.0	5.0
3	29	29.0	29.0	34.0
4	41	41.0	41.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 4

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	1	1.0	1.0	3.0
3	24	24.0	24.0	27.0
4	31	31.0	31.0	58.0
5	42	42.0	42.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 5

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	18	18.0	18.0	21.0
Valid 4	39	39.0	39.0	60.0
5	40	40.0	40.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 6

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	22	22.0	22.0	28.0
Valid 4	29	29.0	29.0	57.0
5	43	43.0	43.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 7

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2	7	7.0	7.0	7.0
3	23	23.0	23.0	30.0
Valid 4	41	41.0	41.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

3. Jawaban responden Variabel Minat Beli (Y)

No	p1	p2	p3	p4	p5	p6	p7	p8	p9	TOTAL
1	5	5	5	5	5	5	5	5	5	45
2	5	5	5	5	5	5	5	5	5	45
3	3	4	2	2	3	3	4	3	3	27
4	5	5	5	5	5	4	5	5	5	44
5	4	3	1	5	1	5	1	4	1	25
6	4	5	5	5	5	4	5	5	5	43
7	4	4	3	3	3	3	4	3	3	30
8	3	4	4	4	3	2	5	5	3	33
9	4	3	4	2	4	4	5	4	2	32
10	3	4	2	2	3	3	2	3	3	25
11	3	3	3	3	4	3	3	3	3	28
12	3	4	3	3	2	3	4	5	2	29
13	4	4	4	5	4	4	4	5	4	38
14	4	3	4	5	3	2	4	5	3	33
15	4	5	3	5	5	4	3	4	5	38
16	3	4	4	3	3	4	4	4	3	32
17	5	4	3	4	4	5	4	5	4	38
18	5	4	4	4	5	4	5	5	5	41
19	5	4	4	5	5	5	4	5	5	42
20	4	4	4	5	5	4	5	5	5	41
21	3	4	4	3	4	3	4	4	4	33
22	3	3	4	4	3	3	4	4	3	31
23	5	5	5	4	4	5	5	5	4	42
24	4	4	4	3	5	4	5	3	5	37
25	4	4	4	3	3	4	4	4	3	33
26	5	4	4	4	4	5	4	4	4	38
27	5	4	5	5	5	5	5	5	5	44
28	4	5	4	4	4	4	4	4	4	37
29	5	5	5	4	5	3	3	5	5	40
30	3	5	3	5	4	5	3	4	4	36
31	4	4	4	4	3	4	3	4	3	33
32	3	3	2	2	3	2	2	3	3	23
33	3	3	3	4	4	3	5	5	3	33
34	3	3	3	3	4	4	3	4	4	31
35	5	5	5	5	5	5	3	5	5	43
36	3	5	5	5	5	5	5	5	5	43
37	5	5	5	4	5	5	5	3	5	42

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

79	3	4	3	5	4	3	5	3	4	34
80	3	3	2	5	3	5	4	5	3	33
81	3	5	5	4	5	2	5	4	5	38
82	3	5	4	3	5	5	3	4	5	37
83	5	5	3	5	5	3	4	5	5	40
84	5	5	4	5	3	4	3	5	3	37
85	5	3	5	3	4	5	2	5	4	36
86	3	3	5	3	5	3	4	4	5	35
87	2	3	5	2	3	5	3	5	3	31
88	3	5	4	3	4	5	3	4	4	35
89	4	2	3	5	3	5	3	4	3	32
90	3	4	3	5	4	5	3	5	4	36
91	3	4	5	2	4	5	3	4	4	34
92	4	5	2	4	3	5	3	5	3	34
93	3	4	5	2	4	5	3	4	4	34
94	4	4	3	4	5	5	4	3	5	37
95	3	4	5	3	4	5	3	3	4	34
96	3	5	2	5	4	5	3	5	4	36
97	3	5	3	5	2	5	3	5	2	33
98	5	2	4	2	5	3	4	5	5	35
99	3	5	5	3	5	3	5	3	5	37
100	3	3	2	5	3	3	5	5	3	32

PERNYATAAN 1

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	38	38.0	38.0	39.0
Valid 4	27	27.0	27.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 2

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	18	18.0	18.0	21.0
Valid 4	38	38.0	38.0	59.0
5	41	41.0	41.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 3

	Frequenc y	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	8	8.0	8.0	10.0
Valid 3	22	22.0	22.0	32.0
4	32	32.0	32.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 4

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2	9	9.0	9.0	9.0
3	19	19.0	19.0	28.0
Valid 4	33	33.0	33.0	61.0
5	39	39.0	39.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 5

	Frequenc y	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	2	2.0	2.0	3.0
Valid 3	30	30.0	30.0	33.0
4	28	28.0	28.0	61.0
5	39	39.0	39.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 6

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	23	23.0	23.0	27.0
Valid 4	29	29.0	29.0	56.0
5	44	44.0	44.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 7

	Frequenc y	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	3	3.0	3.0	4.0
Valid 3	27	27.0	27.0	31.0
4	33	33.0	33.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 8

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	18	18.0	18.0	21.0
Valid 4	33	33.0	33.0	54.0
5	46	46.0	46.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 9

	Frequenc y	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	3	3.0	3.0	4.0
Valid 3	32	32.0	32.0	36.0
4	25	25.0	25.0	61.0
5	39	39.0	39.0	100.0
Total	100	100.0	100.0	

LAMPIRAN 3

1. Uji Validitas Variabel Dayatarik Iklan (X1)

		Correlations								TOTAL
		p1	p2	p3	p4	p5	p6	p7	p8	_X1
p1	Pearson Correlation	1	.556**	.696**	.264	.498**	.243	.467**	.274	.738**
	Sig. (2-tailed)		.001	.000	.159	.005	.196	.009	.142	.000
	N	30	30	30	30	30	30	30	30	30
p2	Pearson Correlation	.556**	1	.406*	.108	.306	.260	.656**	.360	.628**
	Sig. (2-tailed)	.001		.026	.570	.100	.165	.000	.051	.000
	N	30	30	30	30	30	30	30	30	30
p3	Pearson Correlation	.696**	.406*	1	.275	.525**	.172	.220	.372*	.693**
	Sig. (2-tailed)	.000	.026		.141	.003	.363	.242	.043	.000
	N	30	30	30	30	30	30	30	30	30
p4	Pearson Correlation	.264	.108	.275	1	.403*	.596**	.000	.596**	.616**
	Sig. (2-tailed)	.159	.570	.141		.027	.001	1.000	.001	.000
	N	30	30	30	30	30	30	30	30	30
p5	Pearson Correlation	.498**	.306	.525**	.403*	1	.555**	.186	.462*	.758**
	Sig. (2-tailed)	.005	.100	.003	.027		.001	.325	.010	.000
	N	30	30	30	30	30	30	30	30	30
p6	Pearson Correlation	.243	.260	.172	.596**	.555**	1	.195	.746**	.700**
	Sig. (2-tailed)	.196	.165	.363	.001	.001		.301	.000	.000
	N	30	30	30	30	30	30	30	30	30
p7	Pearson Correlation	.467**	.656**	.220	.000	.186	.195	1	.266	.516**
	Sig. (2-tailed)	.009	.000	.242	1.000	.325	.301		.155	.004
	N	30	30	30	30	30	30	30	30	30
p8	Pearson Correlation	.274	.360	.372*	.596**	.462*	.746**	.266	1	.753**

	Sig. (2-tailed)	.003	.013		.050	.000	.384	.000	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.497**	.349	.362*	1	.380*	.430*	.104	.675**	.503**	.662**
L4	Sig. (2-tailed)	.005	.058	.050		.038	.018	.583	.000	.005	.000
	N	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.572**	.544**	.680**	.380*	1	.349	.541**	.333	.933**	.843**
L5	Sig. (2-tailed)	.001	.002	.000	.038		.058	.002	.072	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.605**	.351	.165	.430*	.349	1	.084	.246	.351	.544**
L6	Sig. (2-tailed)	.000	.057	.384	.018	.058		.660	.189	.057	.002
	N	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.345	.244	.755**	.104	.541**	.084	1	.433*	.483**	.628**
L7	Sig. (2-tailed)	.062	.193	.000	.583	.002	.660		.017	.007	.000
	N	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.544**	.311	.593**	.675**	.333	.246	.433*	1	.394*	.685**
L8	Sig. (2-tailed)	.002	.094	.001	.000	.072	.189	.017		.031	.000
	N	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.579**	.665**	.651**	.503**	.933**	.351	.483**	.394*	1	.873**
L9	Sig. (2-tailed)	.001	.000	.000	.005	.000	.057	.007	.031		.000
	N	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.769**	.644**	.807**	.662**	.843**	.544**	.628**	.685**	.873**	1
Total_Y	Sig. (2-tailed)	.000	.000	.000	.000	.000	.002	.000	.000	.000	
	N	30	30	30	30	30	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).

2. Uji Reliabilitas

a. Reliabilitas Dayatarik Iklan (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.827	8

b. Reliabilitas Sikap Konsumen (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.853	7

c. Reliabilitas Minat Beli (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.881	9

LAMPIRAN 4

1. Uji Asumsi Klasik

1) Uji Normalitas Sampel

One-Sample Kolmogorov-Smirnov Test

		TOTAL X1	TOTAL X2	TOTAL Y
N		100	100	100
Normal Parameters ^{a,b}	Mean	32.42	28.36	36.40
	Std. Deviation	3.914	3.956	4.934
	Absolute	.112	.098	.087
Most Extreme Differences	Positive	.112	.057	.077
	Negative	-.079	-.098	-.087
Kolmogorov-Smirnov Z		1.116	.977	.872
Asymp. Sig. (2-tailed)		.165	.295	.433

a. Test distribution is Normal.

b. Calculated from data.

2) Uji Linieritas Variabel Dayatarik Iklan (X1)

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
TOTAL Y *	(Combined)	1492.284	15	99.486	9.106	.000
	Between Groups	1261.734	1	1261.734	115.488	.000
	Deviation from Linearity	230.550	14	16.468	1.507	.126
TOTAL X1	Within Groups	917.716	84	10.925		
	Total	2410.000	99			

Variabel Sikap Konsumen (X2)

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
TOTAL Y *	(Combined)	1647.440	16	102.965	11.207	.000
	Between Groups					
	Linearity	1492.682	1	1492.682	162.469	.000
TOTAL X2	Deviation from Linearity	154.758	15	10.317	1.123	.350
	Within Groups	762.560	83	9.187		
	Total	2410.000	99			

3) Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.689	2.456		1.502	.136	
	TOTAL X1	.405	.107	.321	3.773	.000	.472
	TOTAL X2	.690	.106	.553	6.499	.000	.472

a. Dependent Variable: TOTAL Y

LAMPIRAN 5

1. Metode Analisis Data

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.689	2.456		1.502	.136
1 TOTAL X1	.405	.107	.321	3.773	.000
TOTAL X2	.690	.106	.553	6.499	.000

a. Dependent Variable: TOTAL Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.817 ^a	.668	.661	2.872

a. Predictors: (Constant), TOTAL X2, TOTAL X1

2. Uji t (Parsial)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.689	2.456		1.502	.136
1 TOTAL X1	.405	.107	.321	3.773	.000
TOTAL X2	.690	.106	.553	6.499	.000

a. Dependent Variable: TOTAL Y

3. Uji F (Simultan)

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1610.054	2	805.027	97.616	.000 ^b
Residual	799.946	97	8.247		
Total	2410.000	99			

a. Dependent Variable: TOTAL Y

