

LAMPIRAN

Lampiran 1

Kuesioner Penelitian Variabel daya Tarik iklan rasional

No	Pertanyaan	SKALA PILIHAN				
		SS	S	RG	TS	STS
		5	4	3	2	1
1	Iklan Ramayana department store mudah di ingat.					
2	Iklan Ramayana department store sangat menarik perhatian.					
3	Iklan Ramayana membuat anda tertarik untuk belanja di Ramayana departement store.					
4	Informasi yang diberikan iklan menimbulkan keinginan belanja di Ramayana department store.					
5	Varian produk yang diberikan iklan menimbulkan keinginan belanja di Ramayana department store.					
6	Belanja di Ramayana department store karena sudah dikenal diseluruh Indonesia.					
7	Informasi yang di berikan iklan Ramayana department store dapat dipercaya.					
8	Diskon yang ditawarkan membuat tertarik untuk belanja di Ramayana departement store.					
9	kelengkapan produk membuat tertarik untuk belanja di Ramayana department store.					
10	Suasana yang ada di dalam iklan Ramayana department store menimbulkan keinginan untuk belanja.					

Kuesioner Penelitian Variabel daya Tarik iklan humor

No	Pertanyaan	SS	S	KS	TS	STS
		5	4	3	2	1
1	Unsur humor dalam iklan Ramayana department store lebih disukai.					
2	Ekspresi wajah tokoh dalam iklan Ramayana department store sangat menarik.					
3	Suara tokoh pada iklan Ramayana department store terdengar jelas.					

4	Alunan musik pada iklan Ramayana department store mudah diingat.					
5	Pilihan kata pada iklan Ramayana department store mudah dipahami.					
6	Dialog antara tokoh pada iklan Ramayana department store sangat menarik.					
7	Ide iklan pada iklan Ramayana department store dapat memikat para penonton.					
8	penampilan iklan Ramayana department store secara keseluruhan sangat menarik.					
9	Bahasa iklan Ramayana department store menarik dan mudah dipahami.					
10	Suasana lingkungan dalam iklan Ramayana department store menyenangkan.					

Kuesioner Penelitian Variabel keputusan pembelian

No	PERTANYAAN	SKALA PILIHAN				
		SS	S	RG	TS	STS
		5	4	3	2	1
1	Ramayana department store menjadi tempat pilihan pertama untuk berbelanja.					
2	Diskon besar menjadi alasan utama untuk belanja di Ramayana department store.					

3	Belanja di Ramayana department store karena informasi yang di peroleh dapat di percaya.					
4	Belanja di Ramayana department store karena kualitas produk yang baik.					
5	Belanja di Ramayana department store karena sudah terkenal di seluruh Indonesia					
6	Belanja di Ramayana departement store karana pelayanan yang baik.					
7	Tempat yang bagus menjadi alasan berbelanja di Ramayana department store.					
8	Kualitas produk Ramayana department store sesuai dengan harganya.					
9	Produk Ramayana department store lebih murah dari yang lain.					
10	Akan melakukan pembelian ulang di Ramayana department store.					

Lampiran 2

Hasil Uji Karakteristik Responden

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 25-30 TAHUN	12	16.7	16.7	16.7
31-40 TAHUN	24	33.3	33.3	50.0
41-50 TAHUN	10	13.9	13.9	63.9
51-60 TAHUN	26	36.1	36.1	100.0

Total	72	100.0	100.0	
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PendidikanTerahir

	Frequency	Percent	Valid Percent	Cumulative Percent
tidak sekolah	39	54.2	54.2	54.2
SD	21	29.2	29.2	83.3
Valid SMP	8	11.1	11.1	94.4
SMA	4	5.6	5.6	100.0
Total	72	100.0	100.0	

LamaBekerja

	Frequency	Percent	Valid Percent	Cumulative Percent
11-20	3	4.2	4.2	4.2
Valid 1-10 tahun	69	95.8	95.8	100.0
Total	72	100.0	100.0	

Lampiran Uji validitas X1

Correlations

		Q1	Q2	Q3	Q4	Q5	Q6	Q7
Q1	Pearson Correlation	1	.712**	.545**	.111	.634**	.368*	.021
	Sig. (2-tailed)		.000	.001	.526	.000	.030	.904
	N	35	35	35	35	35	35	35
Q2	Pearson Correlation	.712**	1	.504**	.045	.535**	.369*	.308
	Sig. (2-tailed)	.000		.002	.797	.001	.029	.072

	N	35	35	35	35	35	35	35
Q3	Pearson Correlation	.545**	.504**	1	.209	.528**	.358*	.451**
	Sig. (2-tailed)	.001	.002		.229	.001	.034	.007
	N	35	35	35	35	35	35	35
Q4	Pearson Correlation	.111	.045	.209	1	.356*	.396*	.185
	Sig. (2-tailed)	.526	.797	.229		.036	.019	.288
	N	35	35	35	35	35	35	35
Q5	Pearson Correlation	.634**	.535**	.528**	.356*	1	.804**	.280
	Sig. (2-tailed)	.000	.001	.001	.036		.000	.103
	N	35	35	35	35	35	35	35
Q6	Pearson Correlation	.368*	.369*	.358*	.396*	.804**	1	.260
	Sig. (2-tailed)	.030	.029	.034	.019	.000		.131
	N	35	35	35	35	35	35	35
Q7	Pearson Correlation	.021	.308	.451**	.185	.280	.260	1
	Sig. (2-tailed)	.904	.072	.007	.288	.103	.131	
	N	35	35	35	35	35	35	35
Q8	Pearson Correlation	.150	.170	.092	.575**	.402*	.319	.413*
	Sig. (2-tailed)	.390	.328	.600	.000	.017	.062	.014
	N	35	35	35	35	35	35	35
Q9	Pearson Correlation	.229	.368*	.215	.460**	.604**	.558**	.414*
	Sig. (2-tailed)	.185	.030	.214	.005	.000	.000	.013
	N	35	35	35	35	35	35	35
Q10	Pearson Correlation	.247	.042	.190	.496**	.403*	.428*	-.053
	Sig. (2-tailed)	.153	.810	.275	.002	.017	.010	.761
	N	35	35	35	35	35	35	35
TOTAL	Pearson Correlation	.573**	.575**	.591**	.641**	.835**	.744**	.510**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.002
	N	35	35	35	35	35	35	35

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

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

Lampiran Uji validitas X2

		Correlations						
		Q1	Q2	Q3	Q4	Q5	Q6	Q7
Q1	Pearson Correlation	1	.612**	.543**	.328	.447**	.322	.510**
	Sig. (2-tailed)		.000	.001	.054	.007	.060	.002
	N	35	35	35	35	35	35	35

Q2	Pearson Correlation	.612**	1	.458**	.461**	.475**	.454**	.523**
	Sig. (2-tailed)	.000		.006	.005	.004	.006	.001
	N	35	35	35	35	35	35	35
Q3	Pearson Correlation	.543**	.458**	1	.514**	.486**	.232	.349*
	Sig. (2-tailed)	.001	.006		.002	.003	.180	.040
	N	35	35	35	35	35	35	35
Q4	Pearson Correlation	.328	.461**	.514**	1	.411*	.245	.509**
	Sig. (2-tailed)	.054	.005	.002		.014	.157	.002
	N	35	35	35	35	35	35	35
Q5	Pearson Correlation	.447**	.475**	.486**	.411*	1	.475**	.459**
	Sig. (2-tailed)	.007	.004	.003	.014		.004	.006
	N	35	35	35	35	35	35	35
Q6	Pearson Correlation	.322	.454**	.232	.245	.475**	1	.547**
	Sig. (2-tailed)	.060	.006	.180	.157	.004		.001
	N	35	35	35	35	35	35	35
Q7	Pearson Correlation	.510**	.523**	.349*	.509**	.459**	.547**	1
	Sig. (2-tailed)	.002	.001	.040	.002	.006	.001	
	N	35	35	35	35	35	35	35
Q8	Pearson Correlation	.231	.205	.379*	.363*	.432**	.477**	.391*
	Sig. (2-tailed)	.182	.237	.025	.032	.010	.004	.020
	N	35	35	35	35	35	35	35
Q9	Pearson Correlation	.302	.060	.281	.186	.271	.247	.196
	Sig. (2-tailed)	.077	.730	.102	.285	.115	.152	.259
	N	35	35	35	35	35	35	35
Q10	Pearson Correlation	.456**	.523**	.436**	.531**	.402*	.100	.212
	Sig. (2-tailed)	.006	.001	.009	.001	.017	.566	.222
	N	35	35	35	35	35	35	35
TOTAL	Pearson Correlation	.692**	.679**	.692**	.674**	.709**	.586**	.679**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000
	N	35	35	35	35	35	35	35

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

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

Lampiran Uji validitas Y

Correlations

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
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Q1	Pearson Correlation	1	.703**	.580**	.623**	.703**	.414*	.351*	.566**	.164	.573*
	Sig. (2-tailed)		.000	.000	.000	.000	.014	.039	.000	.348	.000
	N	35	35	35	35	35	35	35	35	35	35
Q2	Pearson Correlation	.703**	1	.549**	.679**	.609**	.378*	.241	.386*	.247	.510*
	Sig. (2-tailed)	.000		.001	.000	.000	.025	.163	.022	.152	.002
	N	35	35	35	35	35	35	35	35	35	35
Q3	Pearson Correlation	.580**	.549**	1	.681**	.458**	.610**	.051	.113	.306	.453*
	Sig. (2-tailed)	.000	.001		.000	.006	.000	.770	.520	.074	.006
	N	35	35	35	35	35	35	35	35	35	35
Q4	Pearson Correlation	.623**	.679**	.681**	1	.771**	.372*	.346*	.414*	.281	.336*
	Sig. (2-tailed)	.000	.000	.000		.000	.028	.042	.013	.102	.048
	N	35	35	35	35	35	35	35	35	35	35
Q5	Pearson Correlation	.703**	.609**	.458**	.771**	1	.328	.424*	.651**	.192	.510*
	Sig. (2-tailed)	.000	.000	.006	.000		.054	.011	.000	.270	.002
	N	35	35	35	35	35	35	35	35	35	35
Q6	Pearson Correlation	.414*	.378*	.610**	.372*	.328	1	.368*	.145	.214	.214
	Sig. (2-tailed)	.014	.025	.000	.028	.054		.030	.405	.217	.216
	N	35	35	35	35	35	35	35	35	35	35
Q7	Pearson Correlation	.351*	.241	.051	.346*	.424*	.368*	1	.573**	.317	.126
	Sig. (2-tailed)	.039	.163	.770	.042	.011	.030		.000	.064	.472
	N	35	35	35	35	35	35	35	35	35	35
Q8	Pearson Correlation	.566**	.386*	.113	.414*	.651**	.145	.573**	1	.176	.409*
	Sig. (2-tailed)	.000	.022	.520	.013	.000	.405	.000		.310	.015
	N	35	35	35	35	35	35	35	35	35	35
Q9	Pearson Correlation	.164	.247	.306	.281	.192	.214	.317	.176	1	.307
	Sig. (2-tailed)	.348	.152	.074	.102	.270	.217	.064	.310		.072
	N	35	35	35	35	35	35	35	35	35	35
Q10	Pearson Correlation	.573**	.510**	.453**	.336*	.510**	.214	.126	.409*	.307	1
	Sig. (2-tailed)	.000	.002	.006	.048	.002	.216	.472	.015	.072	
	N	35	35	35	35	35	35	35	35	35	35
TOTAL	Pearson Correlation	.822**	.778**	.735**	.819**	.817**	.611**	.529**	.612**	.468**	.641*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.001	.000	.005	.000
	N	35	35	35	35	35	35	35	35	35	35

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

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

Lampiran 6

Jawaban Responden Daya Tarik iklan rasional (X_1)

q4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	9	9.0	9.0	12.0
3	21	21.0	21.0	33.0
4	50	50.0	50.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

q1

	Frequency	Percent	Valid Percent	Cumulative Percent
3	9	9.0	9.0	9.0
4	48	48.0	48.0	57.0
5	43	43.0	43.0	100.0
Total	100	100.0	100.0	

q2

	Frequency	Percent	Valid Percent	Cumulative Percent
3	4	4.0	4.0	4.0
4	64	64.0	64.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

q3

	Frequency	Percent	Valid Percent	Cumulative Percent
3	7	7.0	7.0	7.0
4	68	68.0	68.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

q5

	Frequency	Percent	Valid Percent	Cumulative Percent
3	22	22.0	22.0	22.0
4	55	55.0	55.0	77.0
5	23	23.0	23.0	100.0
Total	100	100.0	100.0	

q6

	Frequency	Percent	Valid Percent	Cumulative Percent
3	28	28.0	28.0	28.0
4	46	46.0	46.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

q7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	16	16.0	16.0	19.0
4	52	52.0	52.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

q8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	20	20.0	20.0	26.0
Valid 4	48	48.0	48.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

q9

	Frequency	Percent	Valid Percent	Cumulative Percent
3	15	15.0	15.0	15.0
Valid 4	61	61.0	61.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

q10

	Frequency	Percent	Valid Percent	Cumulative Percent
3	23	23.0	23.0	23.0
Valid 4	60	60.0	60.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

Lampiran 7

Jawaban Responden Variabel daya Tarik iklan humor

Q1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	21	21.0	21.0	21.0
4	68	68.0	68.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Q2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	17	17.0	17.0	17.0
4	70	70.0	70.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

Q3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	13	13.0	13.0	13.0
4	69	69.0	69.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

Q4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	7	7.0	7.0	7.0
Valid 4	65	65.0	65.0	72.0
Valid 5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

Q5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	17	17.0	17.0	17.0
Valid 4	72	72.0	72.0	89.0
Valid 5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Q6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	12	12.0	12.0	12.0
Valid 4	79	79.0	79.0	91.0
Valid 5	9	9.0	9.0	100.0
Total	100	100.0	100.0	

Q7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	18	18.0	18.0	18.0
Valid 4	65	65.0	65.0	83.0
Valid 5	17	17.0	17.0	100.0

Total	100	100.0	100.0	
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Q8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	14	14.0	14.0	14.0
3	31	31.0	31.0	45.0
Valid 4	44	44.0	44.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Q9

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	18	18.0	18.0	23.0
Valid 4	59	59.0	59.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

Q10

	Frequency	Percent	Valid Percent	Cumulative Percent
3	20	20.0	20.0	20.0
Valid 4	51	51.0	51.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

Lampiran 8

Jawaban Responden Variabel Keputusan pembelian

Q1

	Frequency	Percent	Valid Percent	Cumulative Percent
3	11	11.0	11.0	11.0
4	48	48.0	48.0	59.0
5	41	41.0	41.0	100.0
Total	100	100.0	100.0	

Q2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	19	19.0	19.0	21.0
4	59	59.0	59.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Q3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	21	21.0	21.0	25.0
4	42	42.0	42.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

Q4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	29	29.0	29.0	33.0
Valid 4	42	42.0	42.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

Q5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	18	18.0	18.0	21.0
Valid 4	59	59.0	59.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Q6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
Valid 3	26	26.0	26.0	30.0
4	51	51.0	51.0	81.0
5	19	19.0	19.0	100.0

Total	100	100.0	100.0	
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Q7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	22	22.0	22.0	22.0
Valid 4	57	57.0	57.0	79.0
Valid 5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

Q8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	23	23.0	23.0	23.0
Valid 4	62	62.0	62.0	85.0
Valid 5	15	15.0	15.0	100.0
Total	100	100.0	100.0	

Q9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	16	16.0	16.0	16.0
Valid 4	42	42.0	42.0	58.0
Valid 5	42	42.0	42.0	100.0
Total	100	100.0	100.0	

Q10

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	11	11.0	11.0	14.0
Valid 4	59	59.0	59.0	73.0
5	27	27.0	27.0	100.0
Total	100	100.0	100.0	

Lampiran 12**Hasil Uji Reabilitas****Hasil Uji Reabilitas Variabel daya Tarik iklan rasional****Reliability Statistics**

Cronbach's Alpha	N of Items
.0,873	11

Hasil Uji Reabilitas Variabel daya Tarik iklan humor**Reliability Statistics**

Cronbach's Alpha	N of Items
.853	11

Hasil Uji Reabilitas Variabel keputusan pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
.732	11

Lampiran 13

Hasil Uji Linieritas

LINIERITAS DAYA TARIK IKLAN RASIONAL TERHADAP KEPUTUSAN EMBELIAN

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
y * x2	Between Groups	(Combined) Linearity Deviation from Linearity	712.797 621.824 90.973	11 1 10	64.800 621.824 9.097	8.416 80.761 1.182	.000 .000 .352
	Within Groups		177.089	23	7.700		
	Total		889.886	34			

LINIERITAS DAYA TARIK IKLAN HUMOR TERHADAP KEPUTUSAN EMBELIAN

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
y * x2	Between Groups	(Combined) Linearity	712.797 621.824	11 1	64.800 621.824	8.416 80.761	.000 .000

	Deviation from Linearity	90.973	10	9.097	1.182	.352
Within Groups		177.089	23	7.700		
Total		889.886	34			

Lampiran 14

Hasil Uji Multikolonier

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.000	.000	.	.		
	x1	1.000	.000	1.000	.	.289	3.465
	x2	.000	.000	.000	.	.289	3.465

a. Dependent Variable: y

Lampiran 15

Hasil Uji Persamaan Regresi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863 ^a	.745	.740	2.499

a. Predictors: (Constant), x2, x1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.924	2.516		-.765	.446
	x1	.325	.090	.298	3.604	.000
	x2	.734	.100	.609	7.365	.000

a. Dependent Variable: y

Lampiran 16

Hasil Uji T

Hasil Uji T Variabel daya tarik iklan rasional (X1)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.740	4.798		.988	.330
x1	.875	.118	.790	7.408	.000

a. Dependent Variable: y

Hasil Uji T Variabel daya tarik iklan humor(X2)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.592	4.671		-.127	.900
x2	1.029	.118	.836	8.749	.000

a. Dependent Variable: y

Lampiran 17

Hasil Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	663.338	2	331.669	46.849	.000 ^b
	Residual	226.547	32	7.080		
	Total	889.886	34			

a. Dependent Variable: y

b. Predictors: (Constant), x2, x1