

Lampiran 4

Karakteristik Responden Berdasarkan Jenis Kelamin

Jenis Kelamin				
	Frequency	Percent	Valid Percent	Cumulative Percent
	Laki - Laki	33	33,0	33,0
Valid	Perempuan	67	67,0	100,0
	Total	100	100,0	100,0

Karakteristik Berdasarkan Usia

Usia				
	Frequency	Percent	Valid Percent	Cumulative Percent
	17 - 25 Tahun	40	40,0	40,0
Valid	26 - 35 Tahun	39	39,0	79,0
	36 - 50 Tahun	21	21,0	100,0
	Total	100	100,0	100,0

Karakteristik Berdasarkan pendidikan terakhir

Pendidikan Terakhir				
	Frequency	Percent	Valid Percent	Cumulative Percent
	SMA	39	39,0	39,0
Valid	S1	61	61,0	100,0
	Total	100	100,0	100,0

Karakteristik Berdasarkan pekerjaan

Pekerjaan					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	PNS	12	12.0	12.0	12.0
	Wiraswasta	37	37.0	37.0	49.0
	Pelajar / Mahasiswa	29	29.0	29.0	78.0
	BUMN	5	5.0	5.0	83.0
	Petani / Pedagang	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

Karakteristik Berdasarkan pengeluaran

Rata-Rata Pngeluaran/Bulan					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	< RP. 2.000.000	30	30.0	30.0	30.0
	Rp. 2.000.000 - Rp. 4.000.000	37	37.0	37.0	67.0
	Rp. 4.000.000 - Rp. 6.000.000	15	15.0	15.0	82.0
	Rp. 6.000.000 - Rp. 8.000.000	11	11.0	11.0	93.0
	> Rp 10.000.000	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Karakteristik Berdasarkan pengeluaran

Apakah Mengetahui Iklan Shopee				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YA	100	100.0	100.0

Karakteristik Berdasarkan pernyataan 2

Apakah Pernah Belanja Menggunakan Aplikasi Shopee

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YA	100	100.0	100.0	100.0

Lampiran 5

Jawaban Responden Variabel Daya Tarik Iklan (X)

NO	Butir Pernyataan												Total Skor
	1	2	3	4	5	6	7	8	9	10	11	12	
1	8	7	8	7	7	9	8	8	6	7	8	7	90
2	9	8	7	6	8	7	6	9	7	7	8	9	91
3	8	8	6	9	8	8	9	7	7	7	7	9	93
4	8	9	9	6	9	7	8	8	6	7	8	8	93
5	7	7	6	6	6	7	8	7	7	6	6	7	80
6	10	9	9	10	10	9	10	9	9	8	9	10	112
7	8	7	9	7	9	8	6	8	7	9	8	8	94
8	9	8	8	7	7	7	10	6	8	8	8	8	94
9	8	7	9	9	8	10	9	7	9	7	9	7	99
10	7	8	9	6	9	7	8	6	7	7	8	7	89
11	8	7	8	7	8	9	7	6	9	8	7	7	91
12	8	9	10	8	10	8	6	9	10	9	8	8	103
13	10	10	10	10	10	10	10	10	9	9	10	10	118
14	7	8	9	8	9	8	8	7	7	7	9	9	96
15	6	6	8	7	7	7	6	8	6	7	8	6	82
16	9	8	8	8	9	8	10	8	8	7	8	9	100
17	9	8	7	7	6	7	8	8	7	7	8	8	90
18	6	6	6	6	6	9	6	7	8	6	6	6	78
19	8	7	8	7	8	8	9	6	8	8	7	6	90
20	7	9	9	7	8	7	9	10	9	9	7	7	98
21	7	8	7	8	10	7	6	7	7	7	8	7	89
22	8	7	9	7	7	8	7	6	6	7	8	9	89
23	7	7	7	8	6	7	9	8	8	7	7	7	88
24	8	8	8	8	6	8	9	9	9	9	7	7	96
25	9	9	10	9	10	9	10	10	8	9	9	9	111
26	6	6	7	8	6	7	8	8	6	7	8	7	84
27	8	7	6	6	6	8	6	6	7	7	6	6	79
28	8	8	9	9	7	10	8	9	9	9	9	10	105
29	9	8	9	9	9	8	9	10	10	9	9	9	108
30	8	8	8	8	7	8	8	7	7	8	8	6	91
31	8	6	7	8	8	6	7	8	8	7	7	6	86
32	7	7	7	7	9	7	8	6	7	7	7	8	87
33	8	9	7	7	10	8	8	6	9	7	8	6	93
34	9	9	9	9	9	10	7	9	8	8	9	9	105
35	7	8	7	8	7	7	6	7	9	8	7	8	89
36	9	9	9	9	8	9	8	10	7	8	9	9	104
37	9	9	10	8	9	10	8	8	8	8	9	9	105
38	9	8	8	8	7	8	10	8	9	8	9	10	102
39	8	7	6	8	8	6	7	7	7	8	6	8	86
40	8	8	7	7	10	8	8	6	6	7	7	7	89
41	8	8	9	8	9	7	10	9	8	9	7	8	100
42	8	8	7	7	8	9	7	6	7	7	8	9	91

43	7	8	7	8	7	6	8	9	6	7	8	9	90
44	7	7	7	7	8	8	6	10	6	6	6	7	85
45	9	8	8	8	9	10	7	8	9	9	8	8	101
46	9	9	8	8	10	9	8	8	9	8	8	9	103
47	8	9	8	9	6	10	9	9	8	8	9	9	102
48	10	8	9	8	9	9	6	10	10	10	9	9	107
49	7	8	8	8	7	7	8	9	8	7	8	8	93
50	9	8	8	9	10	8	6	7	9	9	9	9	101
51	10	8	8	8	8	10	8	9	7	8	8	9	101
52	7	8	8	7	9	7	7	7	7	7	8	9	91
53	7	8	6	8	7	8	6	8	6	6	8	7	85
54	8	8	9	7	6	9	7	9	8	8	9	7	95
55	7	8	8	7	8	9	7	7	7	8	6	7	89
56	9	8	7	6	9	8	7	6	8	8	8	7	91
57	7	6	7	7	7	6	6	7	7	7	7	8	82
58	9	8	9	8	8	8	8	9	8	8	9	8	100
59	9	9	9	8	10	9	7	9	9	9	8	8	104
60	8	9	9	9	9	7	9	8	8	10	9	8	103
61	9	8	10	8	10	9	8	10	8	8	8	10	106
62	7	9	8	9	8	8	7	9	9	9	9	8	100
63	8	9	8	8	9	9	10	7	8	8	8	9	101
64	9	8	9	7	8	9	9	7	9	9	8	7	99
65	8	9	8	10	9	8	8	10	8	8	9	9	104
66	9	9	9	8	10	7	7	10	10	7	9	8	103
67	8	7	7	7	8	8	7	6	6	7	8	8	87
68	9	8	9	9	9	10	8	9	8	8	8	9	104
69	8	8	9	7	7	7	8	9	9	8	8	7	95
70	9	8	9	8	8	9	9	9	8	8	9	7	101
71	9	9	8	9	10	9	7	8	9	9	10	8	105
72	8	8	9	7	9	8	6	9	9	8	7	7	95
73	9	9	9	9	9	9	8	7	9	8	10	9	105
74	8	8	9	8	8	9	8	9	8	8	8	9	100
75	9	9	9	8	10	8	9	8	8	9	9	9	105
76	7	8	8	8	9	8	7	7	6	7	8	9	92
77	9	7	9	9	7	9	9	8	8	9	8	10	102
78	10	10	10	9	9	9	9	10	9	10	9	8	112
79	8	8	9	10	8	8	9	8	10	8	9	9	104
80	9	9	9	8	10	9	7	9	9	9	7	8	103
81	8	9	10	9	8	10	9	9	8	8	9	9	106
82	9	9	8	8	9	9	8	7	8	9	9	10	103
83	7	9	10	9	9	8	8	10	8	8	9	9	104
84	8	8	9	8	8	9	10	9	7	8	9	10	103
85	10	9	8	8	7	9	9	8	8	7	8	9	100
86	9	8	10	9	9	10	7	9	9	8	10	8	106
87	7	8	9	8	8	8	9	6	7	7	8	9	94
88	6	7	8	9	8	8	6	7	9	8	7	7	90
89	7	9	8	8	7	9	8	8	8	8	9	9	98
90	10	8	9	7	7	9	9	10	7	8	9	9	102

91	7	9	8	10	9	8	7	9	8	8	9	10	102
92	8	10	8	9	10	9	8	7	9	9	8	10	105
93	9	8	8	9	8	9	7	10	9	9	9	8	103
94	7	9	9	7	7	7	8	9	9	8	8	7	95
95	9	8	8	10	9	9	10	7	8	9	9	9	105
96	10	9	9	8	10	8	9	8	8	10	8	9	106
97	8	10	9	9	9	9	10	9	8	8	9	9	107
98	9	9	8	7	8	7	7	9	8	8	7	9	96
99	8	8	7	6	8	6	6	10	8	8	7	8	90
100	7	6	9	7	9	7	7	8	8	8	7	6	89

Jawaban Responden Variabel *Brand Awareness* (Y)

NO	Butir Pernyataan								Total Skor
	1	2	3	4	5	6	7	8	
1	9	7	7	8	8	8	8	7	62
2	8	6	8	7	7	8	8	6	58
3	8	8	7	8	8	8	8	7	62
4	7	7	8	7	8	8	9	7	61
5	8	8	6	6	8	6	8	6	56
6	9	8	8	9	9	10	10	9	72
7	8	6	7	8	8	7	8	8	60
8	7	8	8	6	8	8	8	8	61
9	8	8	8	8	9	9	8	8	66
10	7	7	7	7	8	7	8	7	58
11	8	8	8	7	8	8	7	8	62
12	8	8	8	8	8	8	9	9	66
13	10	10	10	10	10	10	10	10	80
14	8	8	7	8	8	8	8	8	63
15	7	7	7	7	8	6	7	7	56
16	8	9	10	8	10	9	8	8	70
17	6	6	6	6	8	7	8	8	55
18	8	8	6	8	8	6	6	6	56
19	8	8	8	8	7	8	8	8	63
20	8	7	8	8	10	8	8	8	65
21	8	7	7	7	8	8	7	7	59
22	6	8	8	6	6	8	8	8	58
23	7	8	8	8	8	7	7	7	60
24	8	7	7	8	8	8	8	8	62
25	8	8	8	10	10	10	9	9	72
26	8	8	7	7	8	8	6	6	58
27	8	8	6	6	6	8	6	7	55
28	10	8	6	9	9	8	8	9	67
29	10	9	8	10	9	8	9	10	73

30	6	6	6	8	6	8	8	8	56
31	7	7	8	6	8	8	7	7	58
32	6	7	8	7	8	8	7	6	57
33	7	7	7	8	8	8	8	7	60
34	8	8	8	8	8	9	10	8	67
35	8	6	8	7	6	6	8	8	57
36	8	8	8	8	8	10	9	9	68
37	8	8	8	8	9	10	8	9	68
38	8	9	8	8	9	8	8	8	66
39	8	7	8	6	8	8	6	8	59
40	6	7	7	8	8	8	8	7	59
41	8	8	8	8	10	7	10	8	67
42	7	7	7	8	7	7	8	8	59
43	8	7	7	7	8	8	7	8	60
44	6	6	7	8	8	8	8	6	57
45	8	8	8	8	9	8	9	8	66
46	8	8	8	8	9	8	10	8	67
47	8	9	9	9	9	8	8	10	70
48	10	8	8	9	9	8	8	10	70
49	6	8	8	7	8	8	8	7	60
50	8	8	8	8	6	8	9	8	63
51	8	8	8	8	9	10	8	8	67
52	6	8	8	7	8	8	7	8	60
53	7	8	7	6	8	7	8	7	58
54	8	8	7	7	8	8	8	8	62
55	7	7	8	7	8	8	8	7	60
56	8	8	8	7	8	8	7	8	62
57	7	8	6	6	8	6	6	7	54
58	8	8	8	8	8	9	8	8	65
59	9	8	9	8	9	9	9	9	70
60	9	8	8	8	8	8	9	9	67
61	8	8	8	9	10	9	9	9	70
62	8	8	8	8	9	7	8	9	65
63	8	9	8	8	10	8	9	8	68
64	8	8	8	8	8	9	8	8	65
65	8	9	9	8	9	9	9	8	69
66	8	8	8	8	8	10	8	8	66
67	8	7	7	7	7	7	8	8	59
68	8	8	8	9	8	10	9	8	68
69	8	7	7	8	7	8	8	8	61
70	9	8	8	8	9	9	9	8	68
71	8	9	8	8	8	8	10	8	67
72	7	8	8	8	8	8	8	8	63
73	8	8	8	8	8	8	9	10	67
74	8	7	10	9	8	8	9	8	67
75	9	8	9	9	9	8	9	8	69
76	8	8	8	8	7	8	8	8	63
77	8	9	9	8	8	8	9	8	67

78	10	8	8	9	9	9	10	10	73
79	8	9	8	8	8	8	9	9	67
80	8	9	9	9	8	8	10	8	69
81	8	9	9	9	9	8	10	9	71
82	8	8	9	8	9	8	8	10	68
83	9	9	8	9	8	9	9	8	69
84	9	9	9	10	9	9	8	8	71
85	9	6	9	8	8	9	8	9	66
86	8	9	9	8	9	9	9	10	71
87	7	7	7	8	7	8	8	8	60
88	8	7	8	6	8	7	8	7	59
89	9	8	8	9	9	6	8	10	67
90	8	8	9	9	9	9	8	8	68
91	8	9	9	8	8	8	9	8	67
92	8	8	8	8	9	8	9	9	67
93	8	8	8	9	8	8	9	9	67
94	8	8	7	7	8	8	8	8	62
95	8	9	8	8	10	9	8	9	69
96	9	9	8	8	9	9	9	9	70
97	8	9	9	8	10	10	9	9	72
98	8	8	7	8	7	8	8	9	63
99	8	7	8	8	8	8	6	7	60
100	8	7	7	8	8	7	8	8	61

Lampiran 6

Hasil jawaban responden variabel daya tarik iklan (X)

DTI1

	Frequency	Percent	Valid Percent	Cumulative Percent
6	4	4,0	4,0	4,0
7	23	23,0	23,0	27,0
8	34	34,0	34,0	61,0
9	31	31,0	31,0	92,0
10	8	8,0	8,0	100,0
Total	100	100,0	100,0	

DTI2

	Frequency	Percent	Valid Percent	Cumulative Percent
6	6	6,0	6,0	6,0
7	15	15,0	15,0	21,0
8	45	45,0	45,0	66,0
9	30	30,0	30,0	96,0
10	4	4,0	4,0	100,0
Total	100	100,0	100,0	

DTI3

	Frequency	Percent	Valid Percent	Cumulative Percent
6	6	6,0	6,0	6,0
7	17	17,0	17,0	23,0
8	31	31,0	31,0	54,0
9	37	37,0	37,0	91,0
10	9	9,0	9,0	100,0
Total	100	100,0	100,0	

DTI4

	Frequency	Percent	Valid Percent	Cumulative Percent
6	8	8,0	8,0	8,0
7	26	26,0	26,0	34,0
8	37	37,0	37,0	71,0
9	23	23,0	23,0	94,0
10	6	6,0	6,0	100,0
Total	100	100,0	100,0	

DYI5

	Frequency	Percent	Valid Percent	Cumulative Percent
6	9	9,0	9,0	9,0
7	18	18,0	18,0	27,0
8	27	27,0	27,0	54,0
9	29	29,0	29,0	83,0
10	17	17,0	17,0	100,0
Total	100	100,0	100,0	

DTI6

	Frequency	Percent	Valid Percent	Cumulative Percent
6	5	5,0	5,0	5,0
7	22	22,0	22,0	27,0
8	31	31,0	31,0	58,0
9	31	31,0	31,0	89,0
10	11	11,0	11,0	100,0
Total	100	100,0	100,0	

DTI7

	Frequency	Percent	Valid Percent	Cumulative Percent
6	16	16,0	16,0	16,0
7	23	23,0	23,0	39,0
8	30	30,0	30,0	69,0
9	20	20,0	20,0	89,0
10	11	11,0	11,0	100,0
Total	100	100,0	100,0	

DTI8

	Frequency	Percent	Valid Percent	Cumulative Percent
6	13	13,0	13,0	13,0
7	21	21,0	21,0	34,0
8	23	23,0	23,0	57,0
9	28	28,0	28,0	85,0
10	15	15,0	15,0	100,0
Total	100	100,0	100,0	

DTI9

	Frequency	Percent	Valid Percent	Cumulative Percent
6	11	11,0	11,0	11,0
7	21	21,0	21,0	32,0
8	36	36,0	36,0	68,0
9	27	27,0	27,0	95,0
10	5	5,0	5,0	100,0
Total	100	100,0	100,0	

DTI10

	Frequency	Percent	Valid Percent	Cumulative Percent
6	4	4,0	4,0	4,0
7	29	29,0	29,0	33,0
8	41	41,0	41,0	74,0
9	22	22,0	22,0	96,0
10	4	4,0	4,0	100,0
Total	100	100,0	100,0	

DTI11

	Frequency	Percent	Valid Percent	Cumulative Percent
6	6	6,0	6,0	6,0
7	18	18,0	18,0	24,0
8	35	35,0	35,0	59,0
9	33	33,0	33,0	96,0
10	8	8,0	8,0	100,0
Total	100	100,0	100,0	

DTI12

	Frequency	Percent	Valid Percent	Cumulative Percent
6	8	8,0	8,0	8,0
7	22	22,0	22,0	30,0
8	24	24,0	24,0	54,0
9	36	36,0	36,0	90,0
10	10	10,0	10,0	100,0
Total	100	100,0	100,0	

Lampiran 7

Hasil Jawaban Responden Variabel *Brand Awareness* (Y)

BA1

	Frequency	Percent	Valid Percent	Cumulative Percent
6	8	8,0	8,0	8,0
7	13	13,0	13,0	21,0
8	63	63,0	63,0	84,0
9	11	11,0	11,0	95,0
10	5	5,0	5,0	100,0
Total	100	100,0	100,0	

BA2

	Frequency	Percent	Valid Percent	Cumulative Percent
6	7	7,0	7,0	7,0
7	22	22,0	22,0	29,0
8	52	52,0	52,0	81,0
9	18	18,0	18,0	99,0
10	1	1,0	1,0	100,0
Total	100	100,0	100,0	

BA3

	Frequency	Percent	Valid Percent	Cumulative Percent
6	7	7,0	7,0	7,0
7	22	22,0	22,0	29,0
8	54	54,0	54,0	83,0
9	14	14,0	14,0	97,0
10	3	3,0	3,0	100,0
Total	100	100,0	100,0	

BA4

	Frequency	Percent	Valid Percent	Cumulative Percent
6	10	10,0	10,0	10,0
7	17	17,0	17,0	27,0
8	54	54,0	54,0	81,0
9	15	15,0	15,0	96,0
10	4	4,0	4,0	100,0
Total	100	100,0	100,0	

BA5

	Frequency	Percent	Valid Percent	Cumulative Percent
6	5	5,0	5,0	5,0
7	8	8,0	8,0	13,0
8	53	53,0	53,0	66,0
9	25	25,0	25,0	91,0
10	9	9,0	9,0	100,0
Total	100	100,0	100,0	

BA6

	Frequency	Percent	Valid Percent	Cumulative Percent
6	6	6,0	6,0	6,0
7	11	11,0	11,0	17,0
8	57	57,0	57,0	74,0
9	17	17,0	17,0	91,0
10	9	9,0	9,0	100,0
Total	100	100,0	100,0	

BA7

	Frequency	Percent	Valid Percent	Cumulative Percent
6	6	6,0	6,0	6,0
7	9	9,0	9,0	15,0
8	50	50,0	50,0	65,0
9	26	26,0	26,0	91,0
10	9	9,0	9,0	100,0
Total	100	100,0	100,0	

BA8

	Frequency	Percent	Valid Percent	Cumulative Percent
6	6	6,0	6,0	6,0
7	17	17,0	17,0	23,0
8	49	49,0	49,0	72,0
9	19	19,0	19,0	91,0
10	9	9,0	9,0	100,0
Total	100	100,0	100,0	

LAMPIRAN 8

Hasil Uji Validitas Variabel Daya Tarik Iklan

		Correlations												
		DTI_1	DTI_2	DTI_3	DTI_4	DTI_5	DTI_6	DTI_7	DTI_8	DTI_9	DTI_10	DTI_11	DTI_12	TOTAL_X
DTI_1	Pearson Correlation	1	.653**	.385*	.447*	.430*	.368*	.494**	.338	.392*	.453*	.498**	.657**	.719**
	Sig. (2-tailed)		.000	.036	.013	.018	.045	.005	.068	.032	.012	.005	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
DTI_2	Pearson Correlation	.653**	1	.574**	.437*	.662**	.143	.458*	.542**	.425*	.550**	.504**	.609**	.780**
	Sig. (2-tailed)	.000		.001	.016	.000	.450	.011	.002	.019	.002	.005	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
DTI_3	Pearson Correlation	.385*	.574**	1	.434*	.663**	.376*	.302	.442*	.398*	.681**	.742**	.460*	.763**
	Sig. (2-tailed)	.036	.001		.017	.000	.041	.105	.014	.030	.000	.000	.010	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
DTI_4	Pearson Correlation	.447*	.437*	.434*	1	.432*	.559**	.566**	.494**	.513**	.498**	.666**	.570**	.787**
	Sig. (2-tailed)	.013	.016	.017		.017	.001	.001	.006	.004	.005	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
DTI_5	Pearson Correlation	.430*	.662**	.663**	.432*	1	.221	.174	.331	.315	.413*	.605**	.510**	.691**
	Sig. (2-tailed)	.018	.000	.000	.017		.242	.358	.074	.090	.023	.000	.004	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
DTI_6	Pearson Correlation	.368*	.143	.376*	.559**	.221	1	.225	.186	.465**	.328	.397*	.330	.530**
	Sig. (2-tailed)	.045	.450	.041	.001	.242		.231	.326	.010	.077	.030	.075	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
DTI_7	Pearson Correlation	.494**	.458*	.302	.566**	.174	.225	1	.283	.352	.290	.357	.390*	.593**
	Sig. (2-tailed)	.005	.011	.105	.001	.358	.231		.130	.056	.120	.053	.033	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
DTI_8	Pearson Correlation	.338	.542**	.442*	.494**	.331	.186	.283	1	.436*	.589**	.460*	.481**	.668**
	Sig. (2-tailed)	.068	.002	.014	.006	.074	.326	.130		.016	.001	.010	.007	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
DTI_9	Pearson Correlation	.392*	.425*	.398*	.513**	.315	.465**	.352	.436*	1	.643**	.199	.266	.639**
	Sig. (2-tailed)	.032	.019	.030	.004	.090	.010	.056	.016		.000	.291	.156	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
DTI_10	Pearson Correlation	.453*	.550**	.681**	.498**	.413*	.328	.290	.589**	.643**	1	.424*	.348	.728**
	Sig. (2-tailed)	.012	.002	.000	.005	.023	.077	.120	.001	.000		.020	.060	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
DTI_11	Pearson Correlation	.498**	.504**	.742**	.666**	.605**	.397*	.357	.460*	.199	.424*	1	.667**	.771**
	Sig. (2-tailed)	.005	.005	.000	.000	.000	.030	.053	.010	.291	.020		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
DTI_12	Pearson Correlation	.657**	.609**	.460*	.570**	.510**	.330	.390*	.481**	.266	.348	.667**	1	.750**
	Sig. (2-tailed)	.000	.000	.010	.001	.004	.075	.033	.007	.156	.060	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL_X	Pearson Correlation	.719**	.780**	.763**	.787**	.691**	.530**	.593**	.668**	.639**	.728**	.771**	.750**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.003	.001	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

Hasil Uji Validitas Variabel *Brand Awareness*

Correlations

		Y_1	Y_2	Y_3	Y_4	Y_5	Y_6	Y_7	Y_8	TOTAL_Y
Y_1	Pearson Correlation	1	.538**	.235	.674**	.543**	.390	.301	.409	.693**
	Sig. (2-tailed)		.002	.211	.000	.002	.033	.106	.025	.000
	N	30	30	30	30	30	30	30	30	30
Y_2	Pearson Correlation	.538**	1	.528**	.411*	.431*	.413*	.200	.415*	.655**
	Sig. (2-tailed)	.002		.003	.024	.017	.023	.290	.023	.000
	N	30	30	30	30	30	30	30	30	30
Y_3	Pearson Correlation	.235	.528**	1	.372*	.502**	.616**	.503**	.444*	.705**
	Sig. (2-tailed)	.211	.003		.043	.005	.000	.005	.014	.000
	N	30	30	30	30	30	30	30	30	30
Y_4	Pearson Correlation	.674**	.411*	.372*	1	.620**	.544**	.533**	.655**	.822**
	Sig. (2-tailed)	.000	.024	.043		.000	.002	.002	.000	.000
	N	30	30	30	30	30	30	30	30	30
Y_5	Pearson Correlation	.543**	.431*	.502**	.620**	1	.420*	.434*	.448*	.748**
	Sig. (2-tailed)	.002	.017	.005	.000		.021	.016	.013	.000
	N	30	30	30	30	30	30	30	30	30
Y_6	Pearson Correlation	.390	.413*	.616**	.544**	.420*	1	.585**	.612**	.772**
	Sig. (2-tailed)	.033	.023	.000	.002	.021		.001	.000	.000
	N	30	30	30	30	30	30	30	30	30
Y_7	Pearson Correlation	.301	.200	.503**	.533**	.434*	.585**	1	.699**	.719**
	Sig. (2-tailed)	.106	.290	.005	.002	.016	.001		.000	.000
	N	30	30	30	30	30	30	30	30	30
Y_8	Pearson Correlation	.409	.415*	.444*	.655**	.448*	.612**	.699**	1	.795**
	Sig. (2-tailed)	.025	.023	.014	.000	.013	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL_Y	Pearson Correlation	.693**	.655**	.705**	.822**	.748**	.772**	.719**	.795**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

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

Lampiran 9

Uji Reabilitas Daya Tarik Iklan (X)

```
RELIABILITY  
  /VARIABLES=DTI1 DTI2 DTI3 DTI4 DYI5 DTI6 DTI7 DTI8 DTI9 DTI10  
DTI11 DTI12  
  /SCALE('ALL VARIABLES') ALL  
  /MODEL=ALPHA.
```

Cronbach's Alpha	N of Items
.901	12

Uji Reabilitas *Brand Awareness* (Y)

```
RELIABILITY  
  /VARIABLES=Y_1 Y_2 Y_3 Y_4 Y_5 Y_6 Y_7 Y_8  
  /SCALE('ALL VARIABLES') ALL  
  /MODEL=ALPHA.
```

Cronbach's Alpha	N of Items
.882	8

Lampiran 10

Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Total_X	Total_Y
N		100	100
Normal Parameters ^{a,b}	Mean	97,08	64,14
	Std. Deviation	8,160	5,140
Most Extreme Differences	Absolute	,130	,131
	Positive	,092	,100
	Negative	-,130	-,131
Kolmogorov-Smirnov Z		1,298	1,310
Asymp. Sig. (2-tailed)		,069	,065

a. Test distribution is Normal.

b. Calculated from data.

Uji Linearitas

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Total_Y *	(Combined)	2446,783	30	81,559	33,249	,000
	Between Groups	2345,446	1	2345,446	956,153	,000
	Deviation from Linearity	101,337	29	3,494	1,425	,117
Total_X	Within Groups	169,257	69	2,453		
	Total	2616,040	99			

Hasil Uji Homogenitas

Test of Homogeneity of Variances

Total_Y

Levene Statistic	df1	df2	Sig.
1,101	21	69	,368

Lampiran 11

Hasil Uji Persamaan Regresi Sederhana dan uji t

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,947 ^a	,897	,896	1,662

a. Predictors: (Constant), Total_X

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,230	1,994		3,124	,002
	Total_X	,597	,020	,947	29,145	,000

a. Dependent Variable: Total_Y