

# LAMPIRAN

Lampiran 1 Daftar Tayang Iklan Tolak Angin Cair 10 detik

Tanggal	Waktu
Kamis, 8 Desember 2016	18.56 WIB
Kamis, 8 Desember 2016	19.15 WIB
Jumat, 9 Desember 2016	18.37 WIB
Jumat, 9 Desember 2016	19.15 WIB
Sabtu, 10 Desember 2016	18.37 WIB
Minggu, 11 Desember 2016	18.15 WIB
Minggu, 11 Desember 2016	18.48 WIB
Senin, 12 Desember 2016	18.20 WIB
Selasa, 13 Desember 2016	18.25 WIB
Selasa, 13 Desember 2016	18.58 WIB
Rabu, 14 Desember 2016	18.49 WIB
Rabu, 14 Desember 2016	18.49 WIB
Kamis, 15 Desember 2016	18.42 WIB
Jumat, 16 Desember 2016	18.19 WIB
Jumat, 16 Desember 2016	18.50 WIB

Sumber Metrotv

Lampiran 2.Kuesioner

Bandar Lampung, 11 Februari 2017

Hal :Mohon Bantuan Pengisian Kuesioner

Kepada Yth :

Bapak/ Ibu :.....

Di Tempat

Dengan hormat,

Sehubungan dengan penyusunan skripsi yang berjudul “**Analisis Pengaruh Media Iklan dan Citra Merek Terhadap Keputusan Pembelian Tolak Angin Di Bandar Lampung**”, dengan ini saya mohon kepada Bapak /Ibu/ Saudara untuk berkenan mengisi kuesioner terlampir.

Kerahasiaan identitas dan data Bapak/ Ibu/ Saudara dari hasil penelitian ini dijamin dan hanya dipergunakan untuk kepentingan akademis serta merupakan sumbangan bagimahasiswa IBI DARMAJAYA.

Demikian disampaikan, atas perhatian dan kesediaan Bapak/ Ibu/ Saudara untuk mengisi kuesioner ini saya ucapkan terimakasih.

Hormat Saya,

Christin Melinda

No. Responden

## KUESIONER

Pernyataan ini berguna dalam rangka penelitian skripsi yang berjudul:

### **ANALISIS PENGARUH IKLAN DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN TOLAK ANGIN DI BANDAR LAMPUNG**

Petunjuk pengisian:

1. Jawablah pertanyaan yang diajukan dibawah ini dengan benar dan jujur.
2. Pertanyaan/penyataan harus dijawab semua.
3. Berilah tanda (√) pada jawaban yang telah disediakan.

SS= Sangat Setuju      STS= Sangat Tidak Setuju      N=Netral  
S= Setuju              TS= Tidak Setuju

Nama : .....

Jeniskelamin :  Pria               Wanita

Usia : .....tahun

Alamat : .....

Pekerjaan :  Pelajar/mahasiswa

Wiraswasta

PNS

Karyawan Swasta

Lain-lain.....

I. Iklan ( $X_1$ )

No	Pernyataan	STS	TS	N	S	SS
1	Iklan Tolak Angin menggunakan media televisi					
2	Tolak Angin menayangkan iklan yang berkualitas					
3	Penayangan iklan Tolak Angin selalu menggunakan media televisi yang populer					
4	Penyangan iklan Tolak Angin menggunakan media televisi lebih dari satu					
5	Iklan Tolak Angin dapat saya temukan banyak diberbagai stasiun televisi					
6	Dalam sehari saya dapat menemukan iklan Tolak Angin					
7	Banyak masyarakat yang mengenal Tolak Angin dari iklan media Televisi					
8	Iklan Tolak Angin mampu menarik perhatian untuk membeli					
9	Penayangan iklan Tolak Angin sering saya temukan					
10	Penayangan iklan Tolak angin relatif singkat					

## II. Citra Merek (X<sub>2</sub>)

No	Pernyataan	STS	TS	N	S	SS
1	Jika saya mendengar obat masuk angin, saya pasti ingat Tolak Angin					
2	Merek obat masuk angin yang saya ingat adalah Tolak Angin					
3	Tolak Angin memiliki desain yang menarik					
4	Tolak Angin mudah diingat dengan slogan "Orang Pintar Minum Tolak Angin"					
5	Mendapatkan manfaat Tolak Angin secara langsung					
6	Keinginan membeli lagi setelah merasakan manfaat Tolak Angin					
7	Tolak Angin memiliki harum yang khas					
8	Tolak Angin memiliki varian yang banyak					

## III. Keputusan Pembelian (Y)

NO	Pernyataan	SS	S	N	TS	STS
1	Saya membeli produk Tolak Angin cair karena segala usia dapat mengkonsumsi.					
2	Saya membeli produk Tolak Angin cair karena tampilannya menarik					
3	Saya membeli produk Tolak Angin cair karena mereknya sudah terkenal dimana-mana					
4	Saya membeli produk Tolak Angin cair karena mudah didapat.					
5	Saya membeli produk Tolak Angin Cair lebih dari satu <i>sachet</i> .					

6	Saya membeli produk Tolak Angin cair lebih dari satu kali dalam sebulan					
7	Saya membeli produk Tolak Angin cair karena produknya mudah dibeli dan tidak sulit prosesnya.					

### Lampiran 3: Hasil Jawab Responden

#### Media Iklan (X1)

No	P1X1	P2X1	P3X1	P4X1	P5X1	P6X1	P7X1	P8X1	P9X1	P10X1	Total
1	4	4	4	5	5	5	5	5	3	3	43
2	4	4	4	4	4	4	4	3	4	4	39
3	5	5	5	5	5	5	5	5	5	5	50
4	4	3	3	4	4	3	5	3	4	4	37
5	4	5	4	4	3	4	5	5	5	4	43
6	3	4	3	3	4	3	4	2	2	3	31
7	4	3	4	3	3	2	3	2	2	3	29
8	5	4	1	5	5	4	5	5	5	1	40
9	3	3	3	4	4	4	3	3	4	3	34
10	5	4	3	3	3	4	5	5	4	3	39
11	4	5	4	3	3	3	4	4	3	5	38
12	4	4	3	3	3	2	4	4	2	5	34
13	5	3	5	2	3	4	4	4	2	4	36
14	5	5	4	4	3	3	4	4	5	5	42
15	4	5	5	4	3	5	4	5	4	5	44
16	5	4	4	3	4	5	5	4	3	3	40
17	5	3	4	2	3	4	4	3	4	4	36
18	4	4	5	3	3	5	3	3	3	4	37
19	4	5	5	4	4	4	4	5	2	3	40
20	5	5	4	2	3	5	5	4	3	5	41
21	4	4	4	4	4	4	4	4	3	4	39
22	5	4	5	4	3	5	4	5	4	4	43
23	5	5	5	5	5	5	5	5	4	5	49
24	5	5	5	5	5	5	5	5	3	5	48
25	5	5	5	5	5	5	5	5	3	4	47
26	3	3	3	3	3	3	3	3	4	5	33
27	3	4	3	3	3	3	3	3	4	2	31
28	3	3	3	3	3	3	3	3	3	4	31
29	5	4	5	4	4	3	3	3	4	4	39
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32	5	3	2	4	3	3	3	5	3	3	34

33	5	4	3	4	2	4	4	5	2	3	36
34	4	4	3	3	3	4	5	3	3	5	37
35	5	3	4	4	5	4	3	4	4	4	40
36	3	4	5	4	3	5	3	4	4	4	39
37	3	4	5	4	4	4	5	4	3	3	39
38	4	4	2	4	3	5	5	3	2	5	37
39	3	3	3	4	2	4	4	2	3	3	31
40	5	5	3	5	2	4	5	3	3	4	39
41	3	4	4	4	3	4	4	4	3	4	37
42	5	3	3	4	3	3	4	4	4	5	38
43	3	5	5	3	3	4	4	5	3	3	38
44	5	5	3	3	4	4	5	3	4	3	39
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46	4	3	5	3	3	5	3	4	4	4	38
47	3	3	3	3	4	5	5	3	4	5	38
48	5	4	5	3	4	4	4	3	3	4	39
49	5	3	3	4	3	5	4	4	3	5	39
50	4	4	4	4	4	4	5	4	4	4	41
51	3	4	3	3	4	4	3	5	2	3	34
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53	4	5	5	4	4	4	5	5	3	5	44
54	4	5	5	4	3	3	5	4	2	5	40
55	4	4	5	4	5	4	4	4	2	3	39
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57	3	4	5	4	3	3	3	3	4	4	36
58	5	5	3	4	3	5	3	3	2	5	38
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60	4	3	4	4	4	3	4	4	3	5	38
61	5	5	4	4	3	3	4	4	3	5	40
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63	4	5	4	4	5	4	4	4	3	5	42
64	4	5	3	5	4	4	4	4	2	3	38
65	3	3	4	4	3	5	5	5	3	5	40
66	3	3	3	3	4	5	5	4	4	4	38
67	4	4	4	4	4	4	5	4	4	3	40
68	5	3	3	4	4	5	5	3	4	5	41
69	4	4	3	3	5	4	4	3	3	4	37
70	4	3	3	4	3	3	4	4	5	4	37
71	5	4	3	3	3	3	5	5	3	3	37
72	3	4	4	3	3	3	4	4	4	5	37
73	3	4	3	3	4	2	4	3	5	4	35
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80	3	2	4	3	2	4	4	4	3	5	34
81	4	4	5	5	3	5	5	4	3	5	43
82	4	3	5	3	5	2	4	4	4	4	38
83	5	3	5	3	3	5	4	3	3	3	37
84	4	4	4	5	3	3	5	4	3	3	38
85	5	5	4	3	4	4	5	4	2	4	40
86	4	5	4	3	3	4	5	4	3	5	40
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92	3	3	4	3	4	5	4	4	4	4	38
93	3	4	3	5	4	2	4	5	5	4	39
94	4	5	2	3	3	3	4	4	5	3	36
95	5	4	5	5	4	4	5	4	5	5	46
96	4	5	3	5	4	5	5	5	4	4	44
97	3	4	4	3	3	5	4	4	4	3	37
98	4	5	3	4	3	3	3	5	3	5	38
99	5	5	3	4	3	4	5	4	4	5	42
100	5	4	4	4	3	3	5	4	3	5	40

Citra merek (X2)

No	P1X2	P2X2	P3X2	P4X2	P5X2	P6X2	P7X2	P8X2	Total
1	4	4	5	4	4	5	5	5	36
2	3	3	4	4	3	3	4	4	28
3	5	5	5	5	5	5	5	5	40
4	5	4	4	3	4	5	5	3	33
5	5	4	5	5	4	4	4	4	35
6	5	3	4	3	3	4	4	3	29
7	5	4	3	4	5	4	4	3	32
8	5	5	5	5	4	4	3	4	35
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10	3	3	3	3	3	3	4	3	25
11	4	4	5	4	3	3	4	4	31
12	4	4	4	5	3	4	4	5	33
13	3	3	4	3	3	3	4	4	27
14	4	3	4	4	4	5	4	5	33
15	4	3	5	4	3	4	4	5	32
16	5	4	4	5	4	4	4	4	34
17	3	5	4	5	3	4	5	5	34
18	3	4	3	4	4	3	5	5	31
19	4	4	5	5	5	5	4	5	37
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21	4	4	3	4	4	4	5	5	33
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23	5	5	5	5	5	5	5	5	40
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28	3	3	3	3	3	3	4	4	26
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30	5	5	5	4	4	4	5	5	37
31	4	4	4	5	4	4	5	5	35
32	4	4	5	5	4	4	4	5	35
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38	4	4	4	4	4	4	4	3	31
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99	5	3	5	5	3	4	5	3	33
100	3	4	5	5	4	3	5	4	33

Keputusan Pembelian (Y)

No	P1Y	P2Y	P3Y	P4Y	P5Y	P6Y	P7Y	Total
1	5	5	3	5	4	4	5	31
2	4	4	4	3	4	3	3	25
3	5	4	5	4	5	4	4	31
4	5	5	5	4	5	5	3	32
5	5	4	3	5	3	4	3	27
6	4	3	4	4	3	5	3	26
7	4	5	3	4	5	3	4	28
8	4	5	4	5	3	5	4	30

9	5	4	5	5	2	4	5	30
10	3	4	3	4	3	3	4	24
11	3	4	5	3	3	4	3	25
12	5	3	4	4	4	3	4	27
13	4	3	2	3	4	3	3	22
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17	4	5	5	5	5	4	5	33
18	4	3	2	4	5	3	4	25
19	4	4	3	3	4	5	4	27
20	3	3	5	4	5	3	5	28
21	2	3	4	5	3	3	3	23
22	3	4	4	4	4	3	4	26
23	3	2	5	3	2	5	5	25
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52	5	3	3	3	2	4	4	24
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64	5	5	5	5	3	4	4	31
65	4	4	3	5	3	5	5	29
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70	4	3	3	4	5	4	5	28
71	4	5	3	5	3	3	3	26
72	4	3	5	3	3	5	4	27
73	5	4	5	4	4	5	5	32
74	3	4	5	5	3	3	3	26
75	4	5	3	3	4	4	3	26
76	4	5	5	4	4	5	4	31
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78	3	5	4	5	3	5	5	30
79	5	4	4	4	3	3	3	26
80	3	5	5	5	5	2	5	30
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83	4	4	4	4	4	4	5	29
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87	3	3	4	4	3	4	5	26
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89	3	4	4	5	4	4	4	28
90	3	5	4	4	4	5	3	28
91	3	5	5	5	3	3	4	28
92	5	5	3	3	5	5	5	31
93	4	5	5	5	5	4	3	31
94	4	3	4	4	4	4	5	28
95	4	3	5	3	3	4	4	26
96	3	4	5	4	5	5	3	29
97	5	5	5	5	3	4	3	30
98	5	4	5	4	5	5	3	31
99	5	4	3	4	5	4	4	29
100	3	5	3	4	4	4	3	26

Lampiran 4 Deskripsi Karakteristik Responden

**Jenis\_kelamin**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pria	39	39.0	39.0	39.0
Valid Wanita	61	61.0	61.0	100.0
Total	100	100.0	100.0	

**Umur**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-19	15	15.0	15.0	15.0
Valid 20-29	44	44.0	44.0	59.0
Valid 30-39	24	24.0	24.0	83.0
Valid 40-49	12	12.0	12.0	95.0
Valid 50-60	5	5.0	5.0	100.0
Total	100	100.0	100.0	

**Pekerjaan**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pelajar/ Mahasiswa	25	25.0	25.0	25.0
Valid Wiraswasta	37	37.0	37.0	62.0
Valid PNS	14	14.0	14.0	76.0
Valid Karyawan Swasta	24	24.0	24.0	100.0
Total	100	100.0	100.0	

Lampiran 5 Deskripsi Variabel Penelitian

**P1X1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	26	26,0	26,0	26,0
4	37	37,0	37,0	63,0
5	37	37,0	37,0	100,0
Total	100	100,0	100,0	

**P2X1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2,0	2,0	2,0
3	31	31,0	31,0	33,0
4	38	38,0	38,0	71,0
5	29	29,0	29,0	100,0
Total	100	100,0	100,0	

**P3X1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0
2	4	4,0	4,0	5,0
3	38	38,0	38,0	43,0
4	31	31,0	31,0	74,0
5	26	26,0	26,0	100,0
Total	100	100,0	100,0	

**P4X1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	40	40,0	40,0	43,0
Valid 4	41	41,0	41,0	84,0
5	16	16,0	16,0	100,0
Total	100	100,0	100,0	

**P5X1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	47	47,0	47,0	54,0
Valid 4	29	29,0	29,0	83,0
5	17	17,0	17,0	100,0
Total	100	100,0	100,0	

**P6X1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	25	25,0	25,0	32,0
Valid 4	38	38,0	38,0	70,0
5	30	30,0	30,0	100,0
Total	100	100,0	100,0	

**P7X1**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	19	19,0	19,0	19,0
Valid 4	40	40,0	40,0	59,0
5	41	41,0	41,0	100,0
Total	100	100,0	100,0	

**P8X1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	24	24,0	24,0	27,0
Valid 4	44	44,0	44,0	71,0
5	29	29,0	29,0	100,0
Total	100	100,0	100,0	

**P9X1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	14	14,0	14,0	14,0
3	41	41,0	41,0	55,0
Valid 4	35	35,0	35,0	90,0
5	10	10,0	10,0	100,0
Total	100	100,0	100,0	

**P10X1**

	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	37	37,0	37,0	66,0
5	34	34,0	34,0	100,0
Total	100	100,0	100,0	

**P1X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	30	30,0	30,0	30,0
Valid 4	37	37,0	37,0	67,0
Valid 5	33	33,0	33,0	100,0
Total	100	100,0	100,0	

**P2X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	24	24,0	24,0	24,0
Valid 4	42	42,0	42,0	66,0
Valid 5	34	34,0	34,0	100,0
Total	100	100,0	100,0	

**P3X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	24	24,0	24,0	24,0
Valid 4	39	39,0	39,0	63,0
Valid 5	37	37,0	37,0	100,0
Total	100	100,0	100,0	

**P4X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	16	16,0	16,0	16,0
Valid 4	37	37,0	37,0	53,0
Valid 5	47	47,0	47,0	100,0
Total	100	100,0	100,0	

**P5X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	43	43,0	43,0	43,0
4	34	34,0	34,0	77,0
5	23	23,0	23,0	100,0
Total	100	100,0	100,0	

**P6X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	24	24,0	24,0	24,0
4	51	51,0	51,0	75,0
5	25	25,0	25,0	100,0
Total	100	100,0	100,0	

**P7X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	6	6,0	6,0	6,0
4	49	49,0	49,0	55,0
5	45	45,0	45,0	100,0
Total	100	100,0	100,0	

**P8X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	14	14,0	14,0	14,0
4	44	44,0	44,0	58,0
5	42	42,0	42,0	100,0
Total	100	100,0	100,0	

**P1Y**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	26	26.0	26.0	30.0
Valid 4	40	40.0	40.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

**P2Y**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	27	27.0	27.0	29.0
Valid 4	36	36.0	36.0	65.0
5	35	35.0	35.0	100.0
Total	100	100.0	100.0	

**P3Y**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	33	33.0	33.0	35.0
Valid 4	28	28.0	28.0	63.0
5	37	37.0	37.0	100.0
Total	100	100.0	100.0	

**P4Y**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	22	22.0	22.0	23.0
Valid 4	43	43.0	43.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

**P5Y**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	40	40.0	40.0	46.0
Valid 4	26	26.0	26.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

**P6Y**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	33	33.0	33.0	35.0
Valid 4	32	32.0	32.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

**P7Y**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	37	37.0	37.0	38.0
Valid 4	34	34.0	34.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

Lampiran 6 Validitas

Correlations

	P1X1	P2X1	P3X1	P4X1	P5X1	P6X1	P7X1	P8X1	P9X1	P10X1	TOTAL
Pearson Correlation	1	.316*	.421*	.164	.179	.491**	.610**	.544**	.187	.028	.632**
P1X1 Sig. (1-tailed)		.044	.010	.194	.173	.003	.000	.001	.162	.441	.000
N	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.316*	1	.358*	.461**	.348*	.368*	.426**	.633**	.191	.454**	.748**
P2X1 Sig. (1-tailed)	.044		.026	.005	.030	.023	.010	.000	.156	.006	.000
N	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.421*	.358*	1	.113	.000	.509**	.089	.286	-.187	.537**	.534**
P3X1 Sig. (1-tailed)	.010	.026		.275	.500	.002	.321	.062	.161	.001	.001
N	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.164	.461**	.113	1	.785**	.333*	.368*	.541**	.402*	-.028	.683**
P4X1 Sig. (1-tailed)	.194	.005	.275		.000	.036	.023	.001	.014	.442	.000
N	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.179	.348*	.000	.785**	1	.321*	.401*	.342*	.136	-.196	.535**
P5X1 Sig. (1-tailed)	.173	.030	.500	.000		.042	.014	.032	.237	.150	.001
N	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.491**	.368*	.509**	.333*	.321*	1	.550**	.618**	.170	.071	.737**
P6X1 Sig. (1-tailed)	.003	.023	.002	.036	.042		.001	.000	.184	.356	.000
N	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.610**	.426**	.089	.368*	.401*	.550**	1	.681**	.170	-.119	.667**
P7X1 Sig. (1-tailed)	.000	.010	.321	.023	.014	.001		.000	.184	.266	.000
N	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.544**	.633**	.286	.541**	.342*	.618**	.681**	1	.260	.139	.830**
P8X1 Sig. (1-tailed)	.001	.000	.062	.001	.032	.000	.000		.082	.232	.000
N	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.187	.191	-.187	.402*	.136	.170	.170	.260	1	-.078	.373*
P9X1 Sig. (1-tailed)	.162	.156	.161	.014	.237	.184	.184	.082		.342	.021
N	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.028	.454**	.537**	-.028	-.196	.071	-.119	.139	-.078	1	.392*
P10X1 Sig. (1-tailed)	.441	.006	.001	.442	.150	.356	.266	.232	.342		.042
N	30	30	30	30	30	30	30	30	30	30	30
Pearson Correlation	.632**	.748**	.534**	.683**	.535**	.737**	.667**	.830**	.373*	.321*	1
TOTAL Sig. (1-tailed)	.000	.000	.001	.000	.001	.000	.000	.000	.021	.042	
N	30	30	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).

**Correlations**

	P1X2	P2X2	P3X2	P4X2	P5X2	P6X2	P7X2	P8X2	TOTAL
Pearson Correlation	1	.582**	.501**	.332*	.618**	.635**	.062	-.005	.676**
P1X2 Sig. (1-tailed)		.000	.002	.036	.000	.000	.373	.489	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.582**	1	.488**	.651**	.576**	.521**	.310*	.329*	.790**
P2X2 Sig. (1-tailed)	.000		.003	.000	.000	.002	.048	.038	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.501**	.488**	1	.505**	.487**	.575**	.246	.415*	.755**
P3X2 Sig. (1-tailed)	.002	.003		.002	.003	.000	.095	.011	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.332*	.651**	.505**	1	.486**	.394*	-.022	.433**	.675**
P4X2 Sig. (1-tailed)	.036	.000	.002		.003	.016	.453	.008	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.618**	.576**	.487**	.486**	1	.723**	.403*	.356*	.824**
P5X2 Sig. (1-tailed)	.000	.000	.003	.003		.000	.014	.027	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.635**	.521**	.575**	.394*	.723**	1	.455**	.450**	.839**
P6X2 Sig. (1-tailed)	.000	.002	.000	.016	.000		.006	.006	.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.062	.310*	.246	-.022	.403*	.455**	1	.500**	.496**
P7X2 Sig. (1-tailed)	.373	.048	.095	.453	.014	.006		.002	.003
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	-.005	.329*	.415*	.433**	.356*	.450**	.500**	1	.600**
P8X2 Sig. (1-tailed)	.489	.038	.011	.008	.027	.006	.002		.000
N	30	30	30	30	30	30	30	30	30
Pearson Correlation	.676**	.790**	.755**	.675**	.824**	.839**	.496**	.600**	1
TOTAL Sig. (1-tailed)	.000	.000	.000	.000	.000	.000	.003	.000	
N	30	30	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).

**Correlations**

		P1Y	P2Y	P3Y	P4Y	P5Y	P6Y	P7Y	TOTAL
P1Y	Pearson Correlation	1	.174	.097	.184	.339*	.087	.225	.618**
	Sig. (1-tailed)		.179	.305	.165	.033	.324	.115	.000
	N	30	30	30	30	30	30	30	30
P2Y	Pearson Correlation	.174	1	.038	.112	.104	.091	-.005	.432**
	Sig. (1-tailed)	.179		.421	.277	.293	.317	.489	.009
	N	30	30	30	30	30	30	30	30
P3Y	Pearson Correlation	.097	.038	1	.062	-.099	.152	.270	.447**
	Sig. (1-tailed)	.305	.421		.373	.302	.212	.075	.007
	N	30	30	30	30	30	30	30	30
P4Y	Pearson Correlation	.184	.112	.062	1	.039	.034	.317*	.459**
	Sig. (1-tailed)	.165	.277	.373		.419	.430	.044	.005
	N	30	30	30	30	30	30	30	30
P5Y	Pearson Correlation	.339*	.104	-.099	.039	1	-.073	.306	.514**
	Sig. (1-tailed)	.033	.293	.302	.419		.351	.050	.002
	N	30	30	30	30	30	30	30	30
P6Y	Pearson Correlation	.087	.091	.152	.034	-.073	1	.135	.383*
	Sig. (1-tailed)	.324	.317	.212	.430	.351		.238	.018
	N	30	30	30	30	30	30	30	30
P7Y	Pearson Correlation	.225	-.005	.270	.317*	.306	.135	1	.625**
	Sig. (1-tailed)	.115	.489	.075	.044	.050	.238		.000
	N	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.618**	.432**	.447**	.459**	.514**	.383*	.625**	1
	Sig. (1-tailed)	.000	.009	.007	.005	.002	.018	.000	
	N	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).

Lampiran 7 Reliabilitas

**Scale: Media Iklan**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.802	10

**Scale: CITRA MEREK**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.859	8

**Scale: KEPUTUSAN PEMBELIAN**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.482	7

Lampiran 8 Hasil Uji Normalitas

**One-Sample Kolmogorov-Smirnov Test**

		Media Iklan	Citra Merek	Keputusan Pembelian
N		100	100	100
Normal Parameters <sup>a,b</sup>	Mean	38.63	33.05	27.71
	Std. Deviation	3.789	3.043	2.384
	Absolute	.139	.090	.097
Most Extreme Differences	Positive	.139	.081	.097
	Negative	-.104	-.090	-.092
Kolmogorov-Smirnov Z		1.388	.903	.971
Asymp. Sig. (2-tailed)		.042	.389	.303

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 9 Hasil Uji Heterokedastisitas

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.558	1.750		-.319	.750
1 Media Iklan	.028	.042	.075	.664	.509
Citra Merek	.041	.052	.090	.799	.426

a. Dependent Variable: abresid

Lampiran 10 Hasil Uji Multikolinieritas

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	26.386	2.966		8.897	.000		
1 Media Iklan	-.082	.071	-.130	-1.162	.248	.797	1.254
Citra Merek	.136	.088	.173	1.547	.125	.797	1.254

a. Dependent Variable: Keputusan Pembelian

Lampiran 11 Hasil Uji Regresi Linier Berganda

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.163 <sup>a</sup>	.027	.007	2.376

a. Predictors: (Constant), Citra Merek, Media Iklan

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.038	2	7.519	1.332	.269 <sup>b</sup>
	Residual	547.552	97	5.645		
	Total	562.590	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Citra Merek, Media Iklan

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	26.386	2.966		8.897	.000
	Media Iklan	-.082	.071	-.130	-1.162	.248
	Citra Merek	.136	.088	.173	1.547	.125

a. Dependent Variable: Keputusan Pembelian

Lampiran 12 Hasil Uji F

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	15.038	2	7.519	1.332	.269 <sup>b</sup>
Residual	547.552	97	5.645		
Total	562.590	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Citra Merek, Media Iklan

Lampiran 13 R tabel

**TABEL R STATISTIKA**  
 rumushitung.com  
<http://rumushitung.com>

DF = n-2	0,1	0,05	0,02	0,01	0,001
	r 0,005	r 0,05	r 0,025	r 0,01	r 0,001
1	0,9877	0,9969	0,9995	0,9999	1,0000
2	0,9000	0,9500	0,9800	0,9900	0,9990
3	0,8054	0,8783	0,9343	0,9587	0,9911
4	0,7293	0,8114	0,8822	0,9172	0,9741
5	0,6694	0,7545	0,8329	0,8745	0,9509
6	0,6215	0,7067	0,7887	0,8343	0,9249
7	0,5822	0,6664	0,7498	0,7977	0,8983
8	0,5494	0,6319	0,7155	0,7646	0,8721
9	0,5214	0,6021	0,6851	0,7348	0,8470
10	0,4973	0,5760	0,6581	0,7079	0,8233
11	0,4762	0,5529	0,6339	0,6835	0,8010
12	0,4575	0,5324	0,6120	0,6614	0,7800
13	0,4409	0,5140	0,5923	0,6411	0,7604
14	0,4259	0,4973	0,5742	0,6226	0,7419
15	0,4124	0,4821	0,5577	0,6055	0,7247
16	0,4000	0,4683	0,5425	0,5897	0,7084
17	0,3887	0,4555	0,5285	0,5751	0,6932
18	0,3783	0,4438	0,5155	0,5614	0,6788
19	0,3687	0,4329	0,5034	0,5487	0,6652
20	0,3598	0,4227	0,4921	0,5368	0,6524
21	0,3515	0,4132	0,4815	0,5256	0,6402
22	0,3438	0,4044	0,4716	0,5151	0,6287
23	0,3365	0,3961	0,4622	0,5052	0,6178
24	0,3297	0,3882	0,4534	0,4958	0,6074
25	0,3233	0,3809	0,4451	0,4869	0,5974
26	0,3172	0,3739	0,4372	0,4785	0,5880
27	0,3115	0,3673	0,4297	0,4705	0,5790
28	0,3061	0,3610	0,4226	0,4629	0,5703
29	0,3009	0,3550	0,4158	0,4556	0,5620
30	0,2960	0,3494	0,4093	0,4487	0,5541
31	0,2913	0,3440	0,4032	0,4421	0,5465
32	0,2869	0,3388	0,3972	0,4357	0,5392
33	0,2826	0,3338	0,3916	0,4296	0,5322
34	0,2785	0,3291	0,3862	0,4238	0,5254
35	0,2746	0,3246	0,3810	0,4182	0,5189
36	0,2709	0,3202	0,3760	0,4128	0,5126
37	0,2673	0,3160	0,3712	0,4076	0,5066
38	0,2638	0,3120	0,3665	0,4026	0,5007
39	0,2605	0,3081	0,3621	0,3978	0,4950
40	0,2573	0,3044	0,3578	0,3932	0,4896
41	0,2542	0,3008	0,3536	0,3887	0,4843
42	0,2512	0,2973	0,3496	0,3843	0,4791