

Lampiran 1

KUISIONER

Pertanyaan dibawah ini dalam rangka penelitian skripsi dengan judul :

Analisis Pengaruh Event Sponsorship Terhadap Brand Image Rokok Sampoerna A Mild Pada PT HM Sampoerna. TBK Cabang Bandar Lampung.

Petunjuk Pengisian :

1. Jawablah pertanyaan yang diajukan dibawah ini dengan benar .
2. Berilah tanda (X) pada salah satu jawaban yang paling benar.
3. Pertanyaan / Pernyataan harus dijawab semua.

SS = Sangat Setuju

S = Setuju

R = Ragu

TS = Tidak Setuju

STS = Sangat tidak setuju

Identitas responden :

Nama :

Umur :

Pekerjaan :

Sponsorship (X)

No	Pernyataan	Jawaban				
		SS	S	R	TS	STS
		5	4	3	2	1
1	Acara yang disponsori oleh pihak PT. HM Sampoerna.tbk mencerminkan jiwa anak muda yang kreatif.					
2	Acara yang disponsori PT HM Sampoerna.tbk sangat menarik bagi saya					
3	Acara yang disponsori PT HM Sampoerna.tbk sesuai dengan citra Sampoerna sebagai salah satu kontributor rokok di Bandar Lampung					
4	Acara yang disponsori PT HM Sampoerna.tbk sesuai dengan pasar sasaran Sampoerna A mild yaitu anak muda					
5	Acara yang disponsori PT HM Sampoerna.tbk bertujuan untuk menarik minat anak muda untuk terus berkarya dalam bidang seni					
6	Pesan dan informasi yang disampaikan dari acara Sampoerna sangat menarik					

Brand Image (Y)

No	Pernyataan	Jawaban				
		SS	S	R	TS	STS
		5	4	3	2	1
1	Desain produk Sampoerna A Mild sederhana sehingga mudah untuk diingat					
2	Merek Sampoerna A mild mudah diucapkan					
3	Produk Sampoerna A Mild adalah produk yang berkualitas					
4	Rokok Sampoerna A Mild lebih aman dikonsumsi karena rendah Tar dan Nikotin dibandingkan rokok yang lain					
5	Harga produk Sampoerna A Mild sebanding dengan kualitasnya					
6	Merek Sampoerna A Mild merupakan merek yang terkenal.					

No	Pernyataan	SS	S	R	TS	STS
7	Rokok Sampoerna A Mild identik dengan anak gaul					
8	Rokok Sampoerna A Mild identik dengan gengsi					
9	Rokok Sampoerna A Mild adalah rokok yang cocok dengan anak muda					
10	Perokok pemula lebih baik mengkonsumsi Sampoerna A Mild dibandingkan rokok lainnya karena kadar tar dan nikotinnya yang rendah					
11	Banyak para remaja yang mengkonsumsi merek Sampoerna A Mild					
12	Saya merekomendasikan kepada teman yang perokok , untuk mengkonsumsi Sampoerna A Mild jika ingin rokok yang ringan tar dan nikotinnya					

Kuisisioner penelitian Event Sponsorship PT HM Sampoerna.tbk Bandar Lampung

Keterangan :

SS = sangat setuju

S = setuju

R = ragu

TS = tidak setuju

STS = sangat tidak setuju

Nama responden :

No	Pernyataan	Jawaban				
		SS	S	R	TS	STS
		5	4	3	2	1
1	Acara yang disponsori oleh pihak PT. HM Sampoerna.tbk selalu ramai dengan pengunjung					
2	Program Sponsorship PT HM Sampoerna.tbk menarik untuk dikunjungi					
3	Acara yang disponsori PT HM Sampoerna.tbk lebih inovatif dibanding dengan perusahaan lain					
4	Pihak PT HM Sampoerna.tbk mengajak komunitas lain untuk bekerjasama dalam mengisi program event sponsorshipnya					
5	Pengaturan dekorasi dalam program event Sponsorship indah untuk dilihat					
6	Informasi tentang Program Sponsorship yang akan dilaksanakan selalu tersebar dengan luas					

Lampiran 2

Skor jawaban responden tentang *Sponsorship*

Responden	Variabel sponsorship												Jumlah
	1	2	3	4	5	6	7	8	9	10	11	12	
1	5	5	4	5	4	4	4	4	5	4	3	4	51
2	4	4	3	4	3	5	4	4	4	4	4	5	48
3	4	4	4	4	3	4	3	4	4	5	4	4	45
4	2	4	4	4	3	4	2	4	4	4	3	4	42
5	3	3	4	4	3	3	3	3	4	4	3	3	42
6	4	4	2	5	4	3	4	4	2	5	4	3	44
7	3	4	4	3	4	5	3	4	4	3	4	5	50
8	5	4	4	4	4	4	5	4	4	4	4	4	50
9	5	5	5	5	5	5	5	5	5	5	5	5	58
10	4	2	3	4	4	3	4	3	3	4	4	3	40
11	5	4	3	4	4	4	5	4	3	4	4	4	54
12	4	3	3	3	4	3	4	3	3	3	4	3	40
13	4	4	2	4	2	2	4	4	2	4	2	2	42
14	4	4	4	4	4	4	4	4	4	4	4	4	48
15	4	4	4	5	5	4	4	4	4	5	5	4	52
16	4	4	4	4	5	5	4	4	4	4	5	5	52
17	4	4	4	4	4	4	4	4	4	4	4	4	48
18	4	5	4	4	4	4	4	5	4	4	4	4	50
19	5	5	4	5	5	5	5	5	4	5	5	5	58
20	4	5	3	4	4	4	4	5	3	4	4	4	48
21	4	4	3	4	5	3	4	4	3	4	5	3	46
22	4	5	4	4	3	4	4	5	4	4	3	4	48
23	4	5	3	4	4	3	4	5	3	4	4	3	46
24	4	5	4	3	5	4	4	5	4	3	5	4	50
25	3	2	4	4	3	2	3	2	4	4	3	2	42
26	4	4	3	3	4	2	4	4	3	3	4	2	40
27	4	5	3	3	4	4	4	5	3	3	4	4	46
28	4	4	4	4	4	4	4	4	4	4	4	4	48
29	3	4	4	5	4	2	3	4	4	5	4	2	44
30	4	4	3	4	4	3	4	4	3	4	4	3	44
31	4	4	2	4	4	3	4	4	3	4	4	3	42
32	4	4	4	4	4	4	4	4	4	4	4	4	48
33	5	5	5	4	4	4	5	5	5	4	4	4	54
34	4	5	3	3	4	4	4	5	3	3	4	4	46
35	4	4	3	4	4	4	4	4	3	4	4	4	46
36	4	5	4	5	5	3	4	5	4	5	5	3	52
37	3	5	4	4	3	5	3	5	4	4	3	5	48
38	4	4	4	4	3	3	4	4	4	4	3	3	44
39	4	4	3	5	4	3	4	4	3	5	4	3	46

40	4	4	3	5	4	4	4	4	3	5	4	4	48
41	4	5	4	5	5	4	4	5	4	5	5	4	54
42	5	4	4	4	5	5	5	4	4	4	5	5	54
43	4	3	5	4	3	3	4	3	5	4	3	3	44
44	4	4	3	4	4	4	4	4	3	4	4	4	46
45	4	4	3	3	3	2	4	4	3	3	3	2	38
46	4	4	4	4	4	4	4	4	4	4	4	4	48
47	4	4	4	4	5	4	4	4	4	4	5	4	50
48	4	4	2	4	4	2	4	4	2	4	4	2	40
49	4	4	3	4	3	3	4	4	3	4	3	3	42
50	5	4	3	3	4	5	5	4	3	3	4	5	48
51	4	4	4	4	4	3	4	4	4	4	4	3	46
52	4	3	3	4	5	4	4	3	3	4	5	4	46
53	4	4	4	5	4	3	4	4	4	5	4	3	48
54	4	4	4	4	4	2	4	4	4	4	4	2	44
55	4	4	5	4	5	3	4	4	5	4	5	3	50
56	4	4	4	4	4	4	4	4	4	4	4	4	48
57	3	3	4	4	3	3	3	3	4	4	3	3	40
58	4	3	4	3	4	4	4	3	4	3	4	4	44
59	4	4	4	4	4	2	4	4	4	4	4	2	44
60	4	4	4	4	4	3	4	4	4	4	4	3	46
61	4	3	4	3	4	3	4	3	4	3	4	3	42
62	5	5	3	4	3	3	5	5	3	4	3	3	46
63	4	5	3	4	4	3	4	5	3	4	4	3	46
64	4	5	3	5	3	2	4	5	3	5	3	2	44
65	4	5	4	3	4	3	4	5	4	3	4	3	46
66	4	3	4	3	5	3	4	3	4	3	5	3	44
67	4	5	4	4	3	5	4	5	4	4	3	5	50
68	4	3	3	3	3	3	4	3	3	3	3	3	38
69	4	4	5	4	4	4	4	4	5	4	4	4	50
70	4	5	4	3	2	4	4	5	4	3	2	4	44
71	4	4	3	4	2	2	4	2	3	4	4	4	40
72	4	4	4	4	4	4	4	4	4	4	4	4	48
73	4	4	4	3	4	3	4	4	4	3	4	3	44
74	4	4	5	4	4	4	4	4	5	4	4	4	50
75	4	4	4	4	4	4	4	4	4	4	4	4	48
76	5	4	3	4	3	2	5	4	3	4	3	2	42
77	3	3	3	2	3	3	3	3	3	2	3	3	34
78	4	4	3	4	4	3	4	4	3	4	4	3	44
79	4	4	4	4	4	4	4	4	4	4	4	4	48
80	4	4	4	4	4	3	4	4	4	4	4	3	46
81	5	4	4	4	4	4	5	4	4	4	4	4	50
82	4	4	4	3	3	3	4	4	4	3	3	3	42
83	4	3	4	4	3	3	4	3	4	4	3	3	42
84	4	3	3	3	3	3	4	3	3	3	3	3	38

85	4	4	4	5	4	4	4	4	4	5	4	4	50
86	4	4	4	4	4	4	4	4	4	4	4	4	48
87	4	5	4	4	4	4	4	5	4	4	4	4	50
88	4	3	4	4	3	3	4	3	4	4	3	3	42
89	4	4	4	4	3	3	4	4	4	4	3	3	44
90	4	4	4	2	3	3	4	4	4	2	3	3	40
91	4	4	4	4	3	3	4	4	4	4	3	3	44
92	4	4	4	4	3	3	4	4	4	4	3	3	44
93	4	4	4	5	4	4	4	4	4	5	4	4	50
94	4	4	4	4	4	4	4	4	4	4	4	4	48
95	3	3	4	4	3	3	3	3	4	4	3	3	40
96	3	3	4	4	3	3	3	3	4	4	3	3	40
97	5	4	4	4	5	5	5	4	4	4	5	5	54
98	4	4	3	4	4	3	4	4	3	4	4	3	44
99	4	4	4	4	4	4	4	4	4	4	4	4	52
100	4	5	4	4	4	4	4	5	4	4	4	4	52

Skor Jawaban responden Tentang Brand Image (Y)

Responden	Variabel brand image												Jumlah
	1	2	3	4	5	6	7	8	9	10	11	12	
1	5	5	4	4	4	4	4	4	5	4	5	4	52
2	4	3	4	4	4	5	4	3	3	5	4	2	45
3	4	4	4	3	3	4	4	4	3	1	5	3	42
4	4	5	4	4	4	4	2	2	3	3	2	3	40
5	4	2	3	3	4	4	3	4	3	3	3	3	39
6	4	5	4	5	3	5	4	5	5	5	5	5	55
7	4	4	3	3	4	5	3	2	3	3	2	3	39
8	4	4	4	4	4	4	4	2	4	4	4	4	46
9	4	5	5	5	2	5	5	5	5	5	5	5	56
10	3	2	3	4	3	3	4	3	4	3	4	3	39
11	4	4	3	4	3	4	3	2	3	4	4	4	42
12	4	5	2	4	1	4	4	4	3	4	4	4	43
13	4	4	4	2	4	4	4	4	2	2	4	2	40
14	4	4	4	5	4	5	4	4	5	4	4	4	51
15	4	4	4	4	5	5	4	2	4	5	4	4	49
16	4	5	4	4	4	5	3	3	4	4	4	4	48
17	4	4	4	4	3	4	4	3	4	4	4	4	46
18	4	5	3	3	4	5	3	3	3	3	3	3	42
19	5	5	5	5	4	5	4	4	5	4	4	4	54
20	3	4	4	3	4	5	3	3	3	3	2	3	40
21	3	4	3	3	3	4	2	2	3	4	3	3	37
22	4	4	3	4	2	4	2	4	4	4	2	4	41
23	4	4	3	4	4	4	3	2	3	3	3	3	40
24	4	4	4	3	4	4	4	3	3	4	3	4	44
25	4	4	4	3	4	4	4	4	4	4	4	4	47
26	3	3	3	4	4	3	3	4	4	4	2	2	39
27	4	5	4	3	3	4	4	3	3	3	4	4	44
28	5	4	4	4	4	4	4	2	4	5	4	4	48
29	5	5	2	2	2	4	2	2	4	3	3	3	37
30	4	4	4	4	4	4	3	4	4	3	3	3	44
31	4	4	3	3	4	4	2	3	3	4	2	3	39
32	4	4	4	3	3	2	2	2	2	2	2	2	32
33	4	4	5	5	4	5	2	2	4	4	4	4	47
34	4	4	4	4	4	5	4	3	3	4	3	4	46
35	4	3	4	5	4	5	4	5	3	4	3	3	47
36	5	5	5	3	3	5	4	3	3	4	3	3	46
37	5	3	5	3	3	5	5	3	4	4	4	5	49
38	4	5	3	3	4	4	3	2	4	4	3	4	43
39	4	4	4	4	4	4	4	4	4	2	3	4	45
40	4	4	3	3	3	4	3	3	3	3	3	3	39
41	3	4	4	3	3	5	2	3	3	3	3	3	39

42	3	5	5	5	3	4	5	3	2	3	3	3	44
43	5	4	3	3	4	4	3	4	4	4	4	4	46
44	2	2	3	3	4	4	3	3	3	3	2	3	35
45	4	4	3	3	2	3	2	3	3	2	3	4	36
46	4	4	4	4	4	4	4	2	3	3	4	4	44
47	4	4	3	5	4	5	4	3	4	4	3	4	47
48	5	4	2	3	2	4	2	2	3	3	3	3	36
49	5	3	3	3	3	5	3	3	4	4	3	4	43
50	4	4	4	5	4	5	5	5	4	4	5	4	53
51	5	4	4	3	2	4	3	3	3	3	3	3	40
52	4	4	3	3	3	4	3	3	3	3	3	3	39
53	5	3	3	3	4	4	4	4	3	3	3	4	43
54	4	4	4	4	4	4	4	4	4	4	4	4	48
55	5	5	4	4	3	4	3	3	4	4	4	4	47
56	2	4	4	4	4	4	4	2	4	4	4	4	44
57	4	4	4	4	3	4	3	3	4	3	3	3	42
58	4	3	3	3	3	4	2	3	4	3	2	5	39
59	3	3	3	3	3	4	2	3	3	3	3	3	36
60	4	5	4	4	4	5	3	3	4	3	4	3	46
61	4	4	2	2	2	4	3	4	4	4	4	4	41
62	4	4	1	4	1	4	3	4	2	4	4	4	39
63	4	4	1	4	1	5	2	4	4	4	4	4	41
64	4	4	1	1	1	5	5	5	5	4	4	5	44
65	4	5	4	4	4	3	4	5	4	5	4	5	51
66	4	5	5	5	5	4	4	5	4	4	4	5	54
67	4	5	4	3	2	1	4	5	4	4	4	5	45
68	4	4	3	3	3	4	4	5	4	4	4	5	47
69	4	5	2	2	2	4	4	5	4	4	4	5	45
70	4	2	3	4	2	3	4	2	4	4	3	3	38
71	4	3	4	4	3	4	4	3	4	4	3	4	44
72	4	4	3	4	4	4	4	4	4	4	4	4	47
73	4	2	3	4	2	2	4	5	4	5	5	4	44
74	4	4	3	3	3	4	4	5	4	4	4	4	46
75	4	4	2	2	2	4	4	4	4	4	3	4	41
76	4	4	3	3	3	4	4	4	3	3	4	3	42
77	3	3	3	3	2	3	3	2	3	3	2	3	33
78	4	4	3	3	3	4	4	4	5	5	3	4	46
79	4	4	4	4	3	4	4	3	5	4	4	4	47
80	4	4	4	4	3	4	4	3	4	4	3	4	45
81	4	3	4	4	3	4	3	4	5	5	4	4	47
82	4	4	3	4	2	4	3	5	4	4	3	4	44
83	4	4	3	1	1	4	4	4	4	4	3	4	40
84	5	4	4	4	4	4	4	4	4	4	4	4	49
85	4	4	3	3	2	4	3	4	4	4	4	4	43
86	4	4	3	3	3	4	4	5	4	4	3	4	45

87	4	4	1	1	1	4	4	4	4	4	3	4	38
88	4	5	2	2	2	4	4	4	4	4	3	4	42
89	4	4	2	2	2	4	3	4	4	5	4	4	42
90	4	4	5	5	5	4	4	4	4	4	4	5	52
91	4	4	4	4	4	4	3	4	4	4	3	4	46
92	4	3	3	3	1	4	4	4	4	4	3	4	41
93	4	4	2	2	3	4	3	4	4	4	4	4	42
94	4	4	3	3	3	4	3	4	4	4	4	4	44
95	3	4	3	1	1	4	3	4	4	4	4	4	39
96	4	4	1	1	1	4	3	4	4	4	4	4	38
97	3	5	5	5	3	4	5	3	2	3	3	3	42
98	4	4	4	4	4	4	3	4	4	3	3	3	44
99	4	4	3	3	3	4	3	4	4	4	4	4	44
100	4	5	4	4	4	5	3	3	3	3	4	3	45

Lampiran 3 Validitas Sample

Correlations

		x.1	x.2	x.3	x.4	x.5	x.6	x.7	x.8	x.9	x.10	x.11	x.12	skor.total.X
x.1	Pearson Correlation	1	.314**	-.021	.131	.317**	.232*	.961**	.289**	.009	.099	.290**	.232*	.475**
	Sig. (2-tailed)		.001	.832	.193	.001	.020	.000	.004	.930	.327	.003	.020	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x.2	Pearson Correlation	.314**	1	.074	.209*	.247*	.358**	.286**	.990**	.094	.186	.227*	.358**	.601**
	Sig. (2-tailed)	.001		.467	.037	.013	.000	.004	.000	.353	.064	.023	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x.3	Pearson Correlation	-.021	.074	1	.096	.171	.326**	-.041	.067	.977**	.096	.157	.326**	.446**
	Sig. (2-tailed)	.832	.467		.342	.088	.001	.687	.506	.000	.342	.118	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x.4	Pearson Correlation	.131	.209*	.096	1	.242*	.087	.094	.186	.123	.974**	.222*	.087	.470**
	Sig. (2-tailed)	.193	.037	.342		.015	.388	.350	.064	.224	.000	.027	.388	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x.5	Pearson Correlation	.317**	.247*	.171	.242*	1	.377**	.334**	.245*	.156	.219*	.970**	.377**	.646**
	Sig. (2-tailed)	.001	.013	.088	.015		.000	.001	.014	.121	.029	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x.6	Pearson Correlation	.232*	.358**	.326**	.087	.377**	1	.208*	.353**	.360**	.087	.405**	1.000**	.725**
	Sig. (2-tailed)	.020	.000	.001	.388	.000		.038	.000	.000	.388	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x.7	Pearson Correlation	.961**	.286**	-.041	.094	.334**	.208*	1	.289**	-.040	.062	.308**	.208*	.458**
	Sig. (2-tailed)	.000	.004	.687	.350	.001	.038		.004	.696	.539	.002	.038	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x.8	Pearson Correlation	.289**	.990**	.067	.186	.245*	.353**	.289**	1	.066	.186	.246*	.353**	.592**
	Sig. (2-tailed)	.004	.000	.506	.064	.014	.000	.004		.512	.064	.013	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x.9	Pearson Correlation	.009	.094	.977**	.123	.156	.360**	-.040	.066	1	.098	.142	.360**	.463**
	Sig. (2-tailed)	.930	.353	.000	.224	.121	.000	.696	.512		.332	.160	.000	.000

	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x.10	Pearson Correlation	.099	.186	.096	.974**	.219*	.087	.062	.186	.098	1	.245*	.087	.449**
	Sig. (2-tailed)	.327	.064	.342	.000	.029	.388	.539	.064	.332		.014	.388	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x.11	Pearson Correlation	.290**	.227*	.157	.222*	.970**	.405**	.308**	.246*	.142	.245*	1	.405**	.637**
	Sig. (2-tailed)	.003	.023	.118	.027	.000	.000	.002	.013	.160	.014		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x12	Pearson Correlation	.232*	.358**	.326**	.087	.377**	1.000**	.208*	.353**	.360**	.087	.405**	1	.725**
	Sig. (2-tailed)	.020	.000	.001	.388	.000	.000	.038	.000	.000	.388	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
skor.to tal.X	Pearson Correlation	.475**	.601**	.446**	.470**	.646**	.725**	.458**	.592**	.463**	.449**	.637**	.725**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100

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

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

Brand Image (Y)

Correlations

		y.1	y.2	y.3	y.4	y.5	y.6	y.7	y.8	y.9	y.10	y.11	y.12	skor.total.y
y.1	Pearson Correlation	1	.220*	.026	-.010	.002	.137	.056	.086	.222*	.139	.226*	.222*	.335**
	Sig. (2-tailed)		.028	.795	.919	.986	.175	.582	.392	.026	.168	.024	.026	.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
y.2	Pearson Correlation	.220*	1	.172	.070	.040	.203*	.069	.058	.039	.018	.216*	.212*	.363**
	Sig. (2-tailed)	.028		.086	.489	.691	.043	.497	.564	.702	.856	.031	.034	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
y.3	Pearson Correlation	.026	.172	1	.627**	.625**	.127	.294**	-.137	-.014	-.053	.116	-.037	.534**
	Sig. (2-tailed)	.795	.086		.000	.000	.206	.003	.174	.893	.603	.251	.715	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
y.4	Pearson Correlation	-.010	.070	.627**	1	.523**	.162	.191	-.061	.068	.136	.175	.027	.557**
	Sig. (2-tailed)	.919	.489	.000		.000	.106	.056	.545	.502	.178	.081	.787	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
y.5	Pearson Correlation	.002	.040	.625**	.523**	1	.235*	.080	-.210*	-.055	-.081	-.024	-.158	.415**
	Sig. (2-tailed)	.986	.691	.000	.000		.019	.431	.036	.589	.421	.816	.117	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
y.6	Pearson Correlation	.137	.203*	.127	.162	.235*	1	.083	-.062	.108	.119	.103	.036	.360**
	Sig. (2-tailed)	.175	.043	.206	.106	.019		.413	.538	.284	.238	.309	.723	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
y.7	Pearson Correlation	.056	.069	.294**	.191	.080	.083	1	.371**	.220*	.279**	.450**	.347**	.581**
	Sig. (2-tailed)	.582	.497	.003	.056	.431	.413		.000	.028	.005	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
y.8	Pearson Correlation	.086	.058	-.137	-.061	-.210*	-.062	.371**	1	.384**	.293**	.390**	.445**	.422**
	Sig. (2-tailed)	.392	.564	.174	.545	.036	.538	.000		.000	.003	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
y.9	Pearson Correlation	.222*	.039	-.014	.068	-.055	.108	.220*	.384**	1	.578**	.394**	.598**	.565**
	Sig. (2-tailed)	.026	.702	.893	.502	.589	.284	.028	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
y.10	Pearson Correlation	.139	.018	-.053	.136	-.081	.119	.279**	.293**	.578**	1	.357**	.522**	.526**

	Sig. (2-tailed)	.168	.856	.603	.178	.421	.238	.005	.003	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
y.11	Pearson Correlation	.226*	.216*	.116	.175	-.024	.103	.450**	.390**	.394**	.357**	1	.450**	.630**
	Sig. (2-tailed)	.024	.031	.251	.081	.816	.309	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
y.12	Pearson Correlation	.222*	.212*	-.037	.027	-.158	.036	.347**	.445**	.598**	.522**	.450**	1	.575**
	Sig. (2-tailed)	.026	.034	.715	.787	.117	.723	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
skor.total.y	Pearson Correlation	.335**	.363**	.534**	.557**	.415**	.360**	.581**	.422**	.565**	.526**	.630**	.575**	1
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100

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

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

Lampiran 4

Uji Reliabilitas

Reliabilitas Event Sponsorship (X)

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.824	12

Reliabilitas Brand Image (Y)

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.716	12

Lampiran 5

Tabel Uji Normalitas, Homogenitas, dan Linieritas

1. Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.42220177
Most Extreme Differences	Absolute	.059
	Positive	.059
	Negative	-.031
Test Statistic		.059
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

2. Homogenitas

Test of Homogeneity of Variances			
skor.total.y			
Levene Statistic	df1	df2	Sig.
1.330	10	87	.228

3. Linieritas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
skor.total.y * skor.total.X	Between Groups	(Combined)	559.771	12	46.648	2.473	.008
		Linearity	254.101	1	254.101	13.473	.000
		Deviation from Linearity	305.670	11	27.788	1.473	.156
	Within Groups		1640.869	87	18.861		
	Total		2200.640	99			

Lampiran 6

Distribusi Jawaban Responden Variabel *Sponsorship* (X)

Frequency Table

Pernyataan.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	1	1.0	1.0	1.0
	ragu	9	9.0	9.0	10.0
	setuju	78	78.0	78.0	88.0
	sangat setuju	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Pernyataan.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	3	3.0	3.0	3.0
	ragu	15	15.0	15.0	18.0
	setuju	60	60.0	60.0	78.0
	sangat setuju	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

Pernyataan.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	4	4.0	4.0	4.0
	ragu	29	29.0	29.0	33.0
	setuju	61	61.0	61.0	94.0
	sangat setuju	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

Pernyataan.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	2	2.0	2.0	2.0
	ragu	17	17.0	17.0	19.0
	setuju	67	67.0	67.0	86.0
	sangat setuju	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Pernyataan.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	3	3.0	3.0	3.0
	ragu	28	28.0	28.0	31.0
	setuju	55	55.0	55.0	86.0
	sangat setuju	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Pernyataan.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	11	11.0	11.0	11.0
	ragu	39	39.0	39.0	50.0
	setuju	40	40.0	40.0	90.0
	sangat setuju	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Pernyataan.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	1	1.0	1.0	1.0
	ragu	10	10.0	10.0	11.0
	setuju	78	78.0	78.0	89.0
	sangat setuju	11	11.0	11.0	100.0
	Total	100	100	100.0	

Pernyataan.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	3	3.0	3.0	3.0
	ragu	15	15.0	15.0	18.0
	setuju	61	61.0	61.0	79.0
	sangat setuju	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

Pernyataan.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	4	4.0	4.0	4.0
	ragu	28	28.0	28.0	32.0
	setuju	61	61.0	61.0	93.0
	sangat setuju	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Pernyataan.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	2	2.0	2.0	2.0
	ragu	17	17.0	17.0	19.0
	setuju	67	67.0	67.0	86.0
	sangat setuju	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Pernyataan.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	3	3.0	3.0	3.0
	ragu	27	27.0	27.0	30.0
	setuju	56	56.0	56.0	86.0
	sangat setuju	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Pernyataan.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	11	11.0	11.0	11.0
	ragu	40	40.0	39.0	50.0
	setuju	40	40.0	40.0	90.0
	sangat setuju	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Distribusi Jawaban Responden Responden Variabel *Brand Image* (Y)

Frequency Table

pernyataan.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	2	2.0	2.0	2.0
	ragu	10	10.0	10.0	12.0
	setuju	75	75.0	75.0	87.0
	sangat setuju	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

pernyataan.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	5	5.0	5.0	5.0
	ragu	12	12.0	12.0	17.0
	setuju	61	61.0	61.0	78.0
	sangat setuju	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

pernyataan.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	5	5.0	5.0	5.0
	tidak setuju	9	9.0	9.0	14.0
	ragu	37	37.0	37.0	51.0
	setuju	40	40.0	40.0	91.0
	sangat setuju	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

pernyataan.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	5	5.0	5.0	5.0
	tidak setuju	8	8.0	8.0	13.0
	ragu	37	37.0	37.0	50.0
	setuju	38	38.0	38.0	88.0
	sangat setuju	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

pernyataan.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	9	9.0	9.0	9.0
	tidak setuju	17	17.0	17.0	26.0
	ragu	32	32.0	32.0	58.0
	setuju	39	39.0	39.0	97.0
	sangat setuju	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

pernyataan.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	1.0	1.0	1.0
	tidak setuju	2	2.0	2.0	3.0
	ragu	6	6.0	6.0	9.0
	setuju	68	68.0	68.0	77.0
	sangat setuju	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

pernyataan.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	13	13.0	13.0	13.0
	ragu	34	34.0	34.0	47.0
	setuju	47	47.0	47.0	94.0
	sangat setuju	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

pernyataan.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	17	17.0	17.0	17.0
	ragu	31	31.0	31.0	48.0
	setuju	38	38.0	38.0	86.0
	sangat setuju	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

pernyataan.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	5	5.0	5.0	5.0
	ragu	30	30.0	30.0	35.0
	setuju	56	56.0	56.0	91.0
	sangat setuju	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

pernyataan.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	1.0	1.0	1.0
	tidak setuju	4	4.0	4.0	5.0
	ragu	28	28.0	28.0	33.0
	setuju	57	57.0	57.0	90.0
	sangat setuju	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

pernyataan.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	10	10.0	10.0	10.0
	ragu	38	38.0	38.0	48.0
	setuju	46	46.0	46.0	94.0
	sangat setuju	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

pernyataan.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	4	4.0	4.0	4.0
	ragu	30	30.0	30.0	34.0
	setuju	55	55.0	55.0	89.0
	sangat setuju	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Lampiran 7

Hasil Uji Regresi Sederhana

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	27.224	4.576		5.949	.000
	skor.total.X	.708	.197	.341	3.587	.001

a. Dependent Variable: skor.total.y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.341 ^a	.215	.107	4.455

a. Predictors: (Constant), skor.total.X

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	skor.total.X ^b	.	Enter

a. Dependent Variable: skor.total.y

b. All requested variables entered.

DAFTAR R TABEL

Tabel r untuk df = 1 - 50

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	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
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432

Tabel r untuk df = 51 - 100

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.2681	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.4280
55	0.2201	0.2609	0.3074	0.3385	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.4210
57	0.2162	0.2564	0.3022	0.3328	0.4176
58	0.2144	0.2542	0.2997	0.3301	0.4143
59	0.2126	0.2521	0.2972	0.3274	0.4110
60	0.2108	0.2500	0.2948	0.3248	0.4079
61	0.2091	0.2480	0.2925	0.3223	0.4048
62	0.2075	0.2461	0.2902	0.3198	0.4018

63	0.2058	0.2441	0.2880	0.3173	0.3988
64	0.2042	0.2423	0.2858	0.3150	0.3959
65	0.2027	0.2404	0.2837	0.3126	0.3931
66	0.2012	0.2387	0.2816	0.3104	0.3903
67	0.1997	0.2369	0.2796	0.3081	0.3876
68	0.1982	0.2352	0.2776	0.3060	0.3850
69	0.1968	0.2335	0.2756	0.3038	0.3823
70	0.1954	0.2319	0.2737	0.3017	0.3798
71	0.1940	0.2303	0.2718	0.2997	0.3773
72	0.1927	0.2287	0.2700	0.2977	0.3748
73	0.1914	0.2272	0.2682	0.2957	0.3724
74	0.1901	0.2257	0.2664	0.2938	0.3701
75	0.1888	0.2242	0.2647	0.2919	0.3678
76	0.1876	0.2227	0.2630	0.2900	0.3655
77	0.1864	0.2213	0.2613	0.2882	0.3633
78	0.1852	0.2199	0.2597	0.2864	0.3611
79	0.1841	0.2185	0.2581	0.2847	0.3589
80	0.1829	0.2172	0.2565	0.2830	0.3568
81	0.1818	0.2159	0.2550	0.2813	0.3547
82	0.1807	0.2146	0.2535	0.2796	0.3527
83	0.1796	0.2133	0.2520	0.2780	0.3507
84	0.1786	0.2120	0.2505	0.2764	0.3487
85	0.1775	0.2108	0.2491	0.2748	0.3468
86	0.1765	0.2096	0.2477	0.2732	0.3449
87	0.1755	0.2084	0.2463	0.2717	0.3430
88	0.1745	0.2072	0.2449	0.2702	0.3412
89	0.1735	0.2061	0.2435	0.2687	0.3393
90	0.1726	0.2050	0.2422	0.2673	0.3375
91	0.1716	0.2039	0.2409	0.2659	0.3358
92	0.1707	0.2028	0.2396	0.2645	0.3341
93	0.1698	0.2017	0.2384	0.2631	0.3323
94	0.1689	0.2006	0.2371	0.2617	0.3307
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274
97	0.1663	0.1975	0.2335	0.2578	0.3258
98	0.1654	0.1966	0.2324	0.2565	0.3242
99	0.1646	0.1956	0.2312	0.2552	0.3226
100	0.1638	0.1946	0.2301	0.2540	0.3211

DAFTAR T TABEL

Titik Persentase Distribusi t (df = 81 –120)

df	Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002	
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	
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289	
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206	
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125	
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045	
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967	
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890	
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815	
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741	
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669	
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598	
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528	
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460	
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392	
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326	
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262	
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198	
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135	
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074	
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013	
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954	

