LAMPIRAN

Lampiran 1

KUISIONER PENELITIAN

Pengaruh Kreativitas Iklan Dan Personal Selling Terhadap Keputusan Pembelian Modem Smartfren Andromax 4G LTE Di Bandar Lampung

JURUSAN MANAJEMEN FAKULTAS BISNIS DAN EKONOMI

INFORMATICS AND BUSINESS INSTITUTE DARMAJAYA

BANDAR LAMPUNG

2018

Bandar Lampung, Februari 2018

Hal : **Permohonan Bantuan Pengisian Kuisioner**

Kepada Yth :

Bapak/ Ibu

Di

Tempat

Dengan Hormat,

Bersama ini saya sampaikan bahwa saya bermaksud mengadakan penelitian pada Pengguna Modem Smartfren Andromax 4G LTE di Bandar Lampung. Penelitian ini dilaksanakan dalam rangka penulisan skripsi sebagai salah satu syarat dalam penyelesaian studi pada program Sarjana IBI Darmajaya. Konsentrasi Manajemen Pemasaran. Tentang **"Pengaruh Kreativitas Iklan Dan Personal Selling Terhadap Keputusan Pembelian Modem Smartfren Andromax 4G LTE Di Bandar Lampung"**.

Sehubungan dengan maksud di atas, saya mengharapkan bantuan saudara untuk bersedia mengisi instrument penelitian ini sesuai dengan pendapat dan pengalaman yang dimiliki. Instrumen ini dirancang sedemikian rupa sehingga tidak seorang pun dapat menelusuri sumber informasinya. Oleh karena itu saudara diharapkan dapat memberikan jawaban sesuai dengan keadaan sesungguhnya, dan jawaban tersebut tidak berpengaruh terhadap kondisi saudara.

Bantuan dan partisipasi saudara merupakan sumbangan yang sangat berharga bagi terselenggaranya penelitian ilmiah ini. Untuk itu semuanya saya ucapkan terimakasih.

Hormat Saya

Jonanta Patra Yoga

NPM.1212110239

KUESIONER

Pertanyaan di bawah ini dalam rangka penelitian skripsi dengan judul :

Pengaruh Kreativitas Iklan Dan Personal Selling Terhadap Keputusan Pembelian Modem Smartfren Andromax 4G LTE Di Bandar Lampung

Petunjuk pengisian :

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

SS	**= Sangat Setuju**	**S**	**= Setuju**	**CS**	**= Cukup Setuju**
TS	**= Tidak Setuju**	**STS**	**= Sangat Tidak Setuju**		

No. Res : ☐

INDENTITAS RESPONDEN

1. Nama Responden : ……
2. Usia : ..... Tahun
3. Jenis Kelamin : ☐ Laki – Laki ☐ Perempuan

DAFTAR PERNYATAAN

Pernyataan	Jawaban				
	SS	S	CS	TS	STS
	5	4	3	2	1
Kreativitas Iklan					
1. Pernah memperhatikan iklan modem smartfren andromax melalui media cetak					
2. Pernah memperhatikan tentang warna ikon iklan modem smartfren andromax					
3. Paham dengan apa yang disampaikan oleh janji promosi modem smartfren andromax					
4. Mengerti dengan isi iklan yang disampaikan smartfren andromax					
5. Setuju dengan apa yang disampaikan melalui iklan modem smartfren andromax					
6. Kurang setuju dengan konten yang disampaikan melalui iklan modem smartfren andromax					
7. Bentuk modem smartfren andromax efisien					
8. Sumber informasi iklan modem smartfren andromax efektif					
9. Iklan modem smartfren andromax cukup positif					
10. Iklan modem smartfren andromax menjadi perhatian konsumen					
Personal Selling					
1. Pelayanan pada gerai smartfren andromax cukup baik					
2. Terjadi komunikasi antara pengunjung dengan karyawan gerai smartfren					
3. Kebutuhan kuota konsumen modem andromax dapat terpenuhi setiap bulannya					
4. Karyawan gerai smartfren dapat memberikan solusi kebutuhan konsumen					
5. Karyawan gerai mampu memberikan solusi terkait keluhan pergantian produk oleh konsumen					
6. Informasi yang diperoleh konsumen saat di					

gerai smartfren cukup membantu					
7. Keluhan dan komentar konsumen mampu ditangani oleh karyawan gerai smartfren					
8. Karyawan gerai smartfren mampu cepat tanggap terhadap gerakan fisik konsumen yang membutuhkan bantuan informasi					
Keputusan Pembelian					
1. Penggunan modem smartfren andromax merupakan bentuk inovasi baru					
2. Menggunakan modem smartfren andromax berdasarkan kelompok tertentu					
3. Saya akan menggunakan modem smartfren andromax berdasarkan saran dari kerabat					
4. Tertarik menggunakan modem smartfren andromax berdasarkan pengalaman dari orang lain					
5. Tertarik dengan produk modem smartfren andromax saat melihat iklan media cetak maupun elektronik					
6. Modem smartfren andromax merupakan salah satu solusi kebutuhan internet saat ini					
7. Membutuhkan modem protabel untuk penunjang stabilitas koneksi internet saat ini					

Lampiran 2

HASIL JAWABAN RESPONDEN

1. Kreativitas Iklan (X_1)

RESPONDEN	Kreativitas Iklan (X1)									
	X1Q1	X1Q2	X1Q3	X1Q4	X1Q5	X1Q6	X1Q7	X1Q8	X1Q9	X1Q10
1	4	4	4	3	3	3	4	4	3	3
2	3	3	3	4	3	4	3	3	4	4
3	4	4	4	4	5	5	4	4	5	4
4	4	4	4	5	5	5	4	4	5	5
5	4	3	4	4	4	3	3	3	3	4
6	4	4	4	4	4	4	4	5	4	4
7	4	4	4	4	5	3	3	3	3	4
8	3	3	3	3	4	3	4	4	3	3
9	3	3	3	3	3	4	4	4	4	3
10	4	5	4	4	4	4	4	5	4	4
11	4	5	4	3	3	4	4	4	4	3
12	4	4	4	4	4	3	3	4	3	4
13	4	4	4	4	5	5	4	4	5	4
14	4	4	4	3	4	3	4	3	3	3
15	3	4	3	4	3	3	4	4	3	4
16	4	5	4	3	4	3	4	4	3	3
17	4	4	4	3	4	4	4	4	4	3
18	4	4	4	4	5	4	4	4	4	4
19	4	4	4	4	3	3	4	2	3	4
20	5	5	5	3	3	4	4	4	4	3
21	4	4	4	5	3	4	4	4	4	5
22	4	4	4	5	4	4	5	5	4	5
23	4	4	4	4	3	4	4	4	4	4
24	3	3	3	3	4	5	3	3	5	3
25	4	4	4	4	4	4	3	3	4	4
26	4	4	4	3	4	4	4	4	4	3
27	4	5	4	3	4	3	4	4	3	3
28	4	4	4	3	4	4	4	4	4	3
29	4	4	4	4	5	4	4	4	4	4
30	4	4	4	4	3	3	4	2	3	4
31	3	2	2	2	3	3	3	2	5	5
32	4	3	3	4	3	3	3	3	5	3
33	4	5	4	4	3	4	4	4	3	3
34	3	4	4	5	5	4	4	4	4	3
35	4	5	4	4	4	4	5	4	5	4
36	3	4	4	4	3	3	3	4	4	3

37	3	4	3	4	4	4	5	3	5	2
38	3	3	4	5	4	5	3	4	5	4
39	4	3	5	3	3	3	4	2	2	4
40	4	4	3	4	3	3	4	5	4	3
41	4	4	4	5	4	4	4	5	5	5
42	3	3	4	3	2	2	5	5	5	5
43	4	3	4	4	4	5	3	3	3	5
44	4	4	5	2	5	2	5	4	5	5
45	3	5	4	4	5	3	5	4	3	5
46	4	3	4	4	5	3	5	4	3	4
47	5	4	5	4	3	4	4	5	4	4
48	4	3	4	3	4	4	3	5	5	3
49	4	3	5	3	5	4	5	5	4	5
50	5	3	4	2	4	4	4	4	5	3
51	4	3	5	5	4	5	3	4	3	4
52	4	3	4	4	3	3	5	4	3	4
53	4	4	4	4	4	4	4	3	5	4
54	3	4	5	3	5	5	5	5	5	4
55	4	4	4	3	5	4	4	5	4	3
56	4	4	2	2	3	2	3	3	3	3
57	4	3	4	5	5	4	5	4	4	4
58	3	5	4	3	4	4	4	4	4	4
59	5	2	3	4	5	3	5	5	4	4
60	4	3	5	4	5	3	5	3	3	4
61	4	4	5	4	5	5	5	4	3	3
62	3	3	4	2	3	2	4	4	4	5
63	4	4	5	4	3	5	3	3	5	3
64	5	4	3	3	3	4	3	3	3	3
65	2	3	4	3	3	4	4	4	4	4
66	4	3	5	3	3	3	5	5	5	5
67	4	5	4	3	3	3	4	4	4	4
68	4	3	2	4	3	2	3	3	2	3
69	3	3	4	4	4	5	5	5	4	5
70	4	3	4	4	4	3	4	4	4	4
71	4	5	3	4	4	4	5	5	3	5
72	4	3	5	5	4	4	5	5	5	5
73	4	4	5	3	4	4	4	5	5	4
74	4	3	5	4	5	2	5	3	4	5
75	4	4	3	3	4	3	3	5	3	3
76	4	3	4	4	5	4	3	4	4	3
77	5	5	4	4	4	5	3	5	4	3
78	3	4	4	5	5	5	4	5	4	4
79	4	4	4	5	3	4	4	5	4	4
80	3	4	4	3	4	4	3	5	4	3
81	4	3	4	3	4	4	4	2	4	4

82	4	3	5	4	4	4	4	3	5	4
83	3	4	4	5	3	3	3	4	4	3
84	4	2	3	4	5	5	3	4	3	3
85	4	4	4	4	4	4	4	4	4	4
86	3	3	3	5	3	4	3	4	3	3
87	4	3	3	3	2	3	3	3	3	3
88	5	3	3	3	3	3	5	4	3	5
89	4	4	4	4	3	4	3	5	4	3
90	3	3	2	5	5	2	3	3	2	3
91	4	2	4	5	3	3	3	5	4	3
92	5	5	4	3	3	4	3	5	4	3
93	3	4	5	4	3	4	5	5	5	5
94	4	2	4	5	4	4	4	5	4	4
95	4	3	4	4	3	4	3	3	4	3
96	4	4	4	5	5	3	4	3	4	4

2. Personal Selling (X_2)

RESPONDEN	Personal Selling (X2)							
	X2Q1	X2Q2	X2Q3	X4Q4	X2Q5	X2Q6	X2Q7	X2Q8
1	4	4	4	4	4	4	4	3
2	4	4	4	4	4	3	3	4
3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	3	3	4
5	3	4	3	3	4	3	4	4
6	3	4	3	3	4	4	3	5
7	3	3	3	3	3	5	3	3
8	5	5	5	5	5	4	5	4
9	3	4	3	4	4	5	5	4
10	4	5	4	3	5	3	3	5
11	3	3	3	3	3	4	4	3
12	3	3	3	3	3	4	5	4
13	4	5	4	4	5	4	5	4
14	4	3	4	4	3	5	4	5
15	3	3	3	3	3	3	3	3
16	3	4	3	3	4	4	3	4
17	3	4	3	3	4	4	3	4
18	4	3	4	4	3	3	4	4
19	3	4	3	3	4	4	3	3
20	3	4	3	3	4	3	3	3
21	5	4	5	5	4	3	3	4
22	4	3	4	4	3	4	3	4
23	3	4	3	3	4	4	4	4
24	3	4	3	3	4	3	3	4
25	4	4	4	4	4	4	3	4
26	4	4	4	4	4	4	4	4
27	3	3	3	3	3	4	5	4
28	4	5	4	4	5	4	5	4
29	4	3	4	4	3	5	4	5
30	3	3	3	3	3	3	3	3
31	4	4	4	4	5	4	4	3
32	4	4	3	3	3	4	3	3
33	3	4	4	4	5	4	4	3
34	4	5	4	5	3	5	5	2
35	5	3	3	3	4	3	3	4
36	3	4	3	3	4	4	3	3
37	4	5	4	5	5	5	5	4
38	4	3	4	4	5	5	2	4
39	4	4	4	5	3	4	5	3
40	5	2	5	2	5	3	2	3
41	4	4	5	3	5	2	3	4

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

87	4	5	4	4	4	5	4	4
88	4	3	3	4	3	3	4	3
89	5	4	3	4	5	4	4	3
90	4	5	4	4	4	5	4	5
91	4	4	3	4	3	4	4	3
92	4	5	5	3	4	5	3	3
93	5	5	4	4	4	5	4	3
94	3	5	5	5	3	5	5	3
95	4	4	4	5	5	4	5	3
96	4	5	4	5	4	5	3	3

3. Keputusan Pembelian (Y)

RESPONDEN	Keputusan Pembelian (Y)						
	YQ1	YQ2	YQ3	YQ4	YQ5	YQ6	YQ7
1	4	5	3	3	3	4	5
2	3	3	3	3	3	3	3
3	4	3	3	3	3	4	3
4	5	5	4	4	3	5	5
5	4	3	3	3	4	4	3
6	4	4	3	3	4	4	4
7	4	4	3	2	3	4	4
8	4	3	4	3	3	4	3
9	3	2	3	3	3	3	2
10	3	3	3	3	3	3	3
11	4	4	3	3	3	4	4
12	3	3	4	4	3	3	3
13	4	4	4	5	5	4	4
14	4	3	4	4	3	4	3
15	3	3	4	4	3	3	3
16	4	4	5	4	4	4	4
17	4	4	4	4	4	4	4
18	3	4	4	3	4	3	4
19	4	4	4	5	4	4	4
20	3	3	3	4	4	3	3
21	3	3	4	4	5	3	3
22	4	3	5	3	4	4	3
23	3	3	5	4	4	3	3
24	4	4	3	4	4	4	4
25	5	3	3	4	4	5	3
26	5	5	4	4	4	5	5
27	3	3	4	4	3	3	3
28	4	4	5	4	4	4	4
29	4	4	4	4	4	4	4
30	3	4	4	3	4	3	4
31	3	3	2	3	3	2	3
32	3	3	4	3	3	3	4
33	4	4	4	3	4	4	4
34	4	2	5	5	4	4	5
35	4	4	4	4	4	4	4
36	3	4	4	3	3	4	4
37	4	2	4	4	4	3	3
38	5	4	4	4	2	4	3
39	3	2	3	3	3	5	4
40	3	4	4	3	3	3	4
41	5	4	5	4	3	3	5

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

87	3	2	3	3	3	3	3
88	3	3	3	5	3	3	4
89	4	3	4	3	4	4	4
90	4	5	2	3	5	2	3
91	4	3	3	3	5	3	4
92	4	3	4	3	3	4	4
93	4	3	4	5	4	4	5
94	4	4	4	4	5	4	4
95	4	3	4	3	4	4	4
96	3	5	3	4	5	3	3

Lampiran 3

DESKIRPSI KARAKTERISTIK RESPONDEN

1. Karakteristik Responden Berdasarkan Jenis Kelamin

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	laki-laki	52	54,2	54,2	54,2
	perempuan	44	45,8	45,8	100,0
	Total	96	100,0	100,0	

2. Karakteristik Responden Berdasarkan Usia

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25	22	22,9	22,9	22,9
	26-30	32	33,3	33,3	56,3
	31-35	30	31,3	31,3	87,5
	36 >	12	12,5	12,5	100,0
	Total	96	100,0	100,0	

Lampiran 4

HASIL FREKUENSI JAWABAN RESPONDEN

1. Kreativitas Iklan (X1)

X1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	22	22,9	22,9	24,0
	4	65	67,7	67,7	91,7
	5	8	8,3	8,3	100,0
	Total	96	100,0	100,0	

X1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5,2	5,2	5,2
	3	34	35,4	35,4	40,6
	4	44	45,8	45,8	86,5
	5	13	13,5	13,5	100,0
	Total	96	100,0	100,0	

X1_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4,2	4,2	4,2
	3	16	16,7	16,7	20,8
	4	60	62,5	62,5	83,3
	5	16	16,7	16,7	100,0
	Total	96	100,0	100,0	

X1_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5,2	5,2	5,2
	3	30	31,3	31,3	36,5
	4	44	45,8	45,8	82,3
	5	17	17,7	17,7	100,0
	Total	96	100,0	100,0	

X1_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,1	2,1	2,1
	3	35	36,5	36,5	38,5
	4	36	37,5	37,5	76,0
	5	23	24,0	24,0	100,0
	Total	96	100,0	100,0	

X1_6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7,3	7,3	7,3
	3	30	31,3	31,3	38,5
	4	45	46,9	46,9	85,4
	5	14	14,6	14,6	100,0
	Total	96	100,0	100,0	

X1_7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	30	31,3	31,3	31,3
	4	45	46,9	46,9	78,1
	5	21	21,9	21,9	100,0
	Total	96	100,0	100,0	

X1_8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5,2	5,2	5,2
	3	21	21,9	21,9	27,1
	4	43	44,8	44,8	71,9
	5	27	28,1	28,1	100,0
	Total	96	100,0	100,0	

X1_9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,1	3,1	3,1
	3	27	28,1	28,1	31,3
	4	44	45,8	45,8	77,1
	5	22	22,9	22,9	100,0
	Total	96	100,0	100,0	

X1_10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	38	39,6	39,6	40,6
	4	39	40,6	40,6	81,3
	5	18	18,8	18,8	100,0
	Total	96	100,0	100,0	

2. Personal Selling (X2)

X2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,1	3,1	3,1
	3	27	28,1	28,1	31,3
	4	48	50,0	50,0	81,3
	5	18	18,8	18,8	100,0
	Total	96	100,0	100,0	

X2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,1	3,1	3,1
	3	28	29,2	29,2	32,3
	4	44	45,8	45,8	78,1
	5	21	21,9	21,9	100,0
	Total	96	100,0	100,0	

X2_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	37	38,5	38,5	38,5
	4	40	41,7	41,7	80,2
	5	19	19,8	19,8	100,0
	Total	96	100,0	100,0	

X2_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,1	3,1	3,1
	3	31	32,3	32,3	35,4
	4	42	43,8	43,8	79,2
	5	20	20,8	20,8	100,0
	Total	96	100,0	100,0	

X2_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	33	34,4	34,4	34,4
	4	37	38,5	38,5	72,9
	5	26	27,1	27,1	100,0
	Total	96	100,0	100,0	

X2_6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,1	2,1	2,1
	3	27	28,1	28,1	30,2
	4	41	42,7	42,7	72,9
	5	26	27,1	27,1	100,0
	Total	96	100,0	100,0	

X2_7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5,2	5,2	5,2
	3	32	33,3	33,3	38,5
	4	36	37,5	37,5	76,0
	5	23	24,0	24,0	100,0
	Total	96	100,0	100,0	

X2_8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	43	44,8	44,8	45,8
	4	40	41,7	41,7	87,5
	5	12	12,5	12,5	100,0
	Total	96	100,0	100,0	

3. Keputusan Pembelian (Y)

Y_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,1	3,1	3,1
	3	28	29,2	29,2	32,3
	4	47	49,0	49,0	81,3
	5	18	18,8	18,8	100,0
	Total	96	100,0	100,0	

Y_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	6,3	6,3	6,3
	3	35	36,5	36,5	42,7
	4	36	37,5	37,5	80,2
	5	19	19,8	19,8	100,0
	Total	96	100,0	100,0	

Y_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7,3	7,3	7,3
	3	27	28,1	28,1	35,4
	4	47	49,0	49,0	84,4
	5	15	15,6	15,6	100,0
	Total	96	100,0	100,0	

Y_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	3	40	41,7	41,7	42,7
	4	37	38,5	38,5	81,3
	5	18	18,8	18,8	100,0
	Total	96	100,0	100,0	

Y_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,1	3,1	3,1
	3	34	35,4	35,4	38,5
	4	41	42,7	42,7	81,3
	5	18	18,8	18,8	100,0
	Total	96	100,0	100,0	

Y_6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4,2	4,2	4,2
	3	32	33,3	33,3	37,5
	4	44	45,8	45,8	83,3
	5	16	16,7	16,7	100,0
	Total	96	100,0	100,0	

Y_7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,1	3,1	3,1
	3	31	32,3	32,3	35,4
	4	39	40,6	40,6	76,0
	5	23	24,0	24,0	100,0
	Total	96	100,0	100,0	

Lampiran 5

HASIL UJI VALIDITAS

1. Kreativitas Iklan (X1)

Correlations

		X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	X1_7	X1_8	X1_9	X1_10	TOTAL
X1_1	Pearson Correlation	1	,676**	1,000**	,098	,160	,008	,230	,116	,008	,098	,519**
	Sig. (2-tailed)		,000	,000	,608	,400	,967	,222	,540	,967	,608	,003
	N	30	30	30	30	30	30	30	30	30	30	30
X1_2	Pearson Correlation	,676**	1	,676**	-,090	,000	-,086	,382*	,323	-,086	-,090	,409*
	Sig. (2-tailed)	,000		,000	,636	1,000	,649	,037	,082	,649	,636	,025
	N	30	30	30	30	30	30	30	30	30	30	30
X1_3	Pearson Correlation	1,000**	,676**	1	,098	,160	,008	,230	,116	,008	,098	,519**
	Sig. (2-tailed)	,000	,000		,608	,400	,967	,222	,540	,967	,608	,003
	N	30	30	30	30	30	30	30	30	30	30	30
X1_4	Pearson Correlation	,098	-,090	,098	1	,203	,226	,057	,065	,226	1,000**	,565**
	Sig. (2-tailed)	,608	,636	,608		,282	,229	,763	,731	,229	,000	,001
	N	30	30	30	30	30	30	30	30	30	30	30
X1_5	Pearson Correlation	,160	,000	,160	,203	1	,352	-,068	,199	,352	,203	,523**
	Sig. (2-tailed)	,400	1,000	,400	,282		,056	,720	,292	,056	,282	,003
	N	30	30	30	30	30	30	30	30	30	30	30
X1_6	Pearson Correlation	,008	-,086	,008	,226	,352	1	,092	,305	1,000**	,226	,646**
	Sig. (2-tailed)	,967	,649	,967	,229	,056		,630	,102	,000	,229	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X1_7	Pearson Correlation	,230	,382*	,230	,057	-,068	,092	1	,497**	,092	,057	,423*

	Sig. (2-tailed)	,222	,037	,222	,763	,720	,630		,005	,630	,763	,020
	N	30	30	30	30	30	30	30	30	30	30	30
X1_8	Pearson Correlation	,116	,323	,116	,065	,199	,305	,497**	1	,305	,065	,574**
	Sig. (2-tailed)	,540	,082	,540	,731	,292	,102	,005		,102	,731	,001
	N	30	30	30	30	30	30	30	30	30	30	30
X1_9	Pearson Correlation	,008	-,086	,008	,226	,352	1,000**	,092	,305	1	,226	,646**
	Sig. (2-tailed)	,967	,649	,967	,229	,056	,000	,630	,102		,229	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X1_10	Pearson Correlation	,098	-,090	,098	1,000**	,203	,226	,057	,065	,226	1	,565**
	Sig. (2-tailed)	,608	,636	,608	,000	,282	,229	,763	,731	,229		,001
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,519**	,409*	,519**	,565**	,523**	,646**	,423*	,574**	,646**	,565**	1
	Sig. (2-tailed)	,003	,025	,003	,001	,003	,000	,020	,001	,000	,001	
	N	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).

2. Personal Selling (X2)

Correlations

		X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	X2_7	X2_8	TOTAL
X2_1	Pearson Correlation	1	,382*	1,000**	,913**	,382*	,140	,159	,360	,816**
	Sig. (2-tailed)		,037	,000	,000	,037	,461	,400	,050	,000
	N	30	30	30	30	30	30	30	30	30
X2_2	Pearson Correlation	,382*	1	,382*	,302	1,000**	,252	,169	,248	,726**
	Sig. (2-tailed)	,037		,037	,105	,000	,179	,373	,187	,000
	N	30	30	30	30	30	30	30	30	30
X2_3	Pearson Correlation	1,000**	,382*	1	,913**	,382*	,140	,159	,360	,816**
	Sig. (2-tailed)	,000	,037		,000	,037	,461	,400	,050	,000
	N	30	30	30	30	30	30	30	30	30

X2_4	Pearson Correlation	,913**	,302	,913**	1	,302	,140	,296	,273	,784**
	Sig. (2-tailed)	,000	,105	,000		,105	,461	,112	,144	,000
	N	30	30	30	30	30	30	30	30	30
X2_5	Pearson Correlation	,382*	1,000**	,382*	,302	1	,252	,169	,248	,726**
	Sig. (2-tailed)	,037	,000	,037	,105		,179	,373	,187	,000
	N	30	30	30	30	30	30	30	30	30
X2_6	Pearson Correlation	,140	,252	,140	,140	,252	1	-,148	,167	,371*
	Sig. (2-tailed)	,461	,179	,461	,461	,179		,436	,378	,044
	N	30	30	30	30	30	30	30	30	30
X2_7	Pearson Correlation	,159	,169	,159	,296	,169	-,148	1	,182	,418*
	Sig. (2-tailed)	,400	,373	,400	,112	,373	,436		,335	,022
	N	30	30	30	30	30	30	30	30	30
X2_8	Pearson Correlation	,360	,248	,360	,273	,248	,167	,182	1	,539**
	Sig. (2-tailed)	,050	,187	,050	,144	,187	,378	,335		,002
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,816**	,726**	,816**	,784**	,726**	,371*	,418*	,539**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,044	,022	,002	
	N	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).

3. Keputusan Pembelian (Y)

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	TOTAL
Y1	Pearson Correlation	1	,558**	-,010	,144	,094	1,000**	,558**	,732**
	Sig. (2-tailed)		,001	,957	,448	,623	,000	,001	,000
	N	30	30	30	30	30	30	30	30
Y2	Pearson Correlation	,558**	1	,105	,126	,172	,558**	1,000**	,795**
	Sig. (2-tailed)	,001		,581	,506	,363	,001	,000	,000
	N	30	30	30	30	30	30	30	30
Y3	Pearson Correlation	-,010	,105	1	,429*	,330	-,010	,105	,433*
	Sig. (2-tailed)	,957	,581		,018	,075	,957	,581	,017
	N	30	30	30	30	30	30	30	30

Y4	Pearson Correlation	,144	,126	,429*	1	,465**	,144	,126	,531**
	Sig. (2-tailed)	,448	,506	,018		,010	,448	,506	,003
	N	30	30	30	30	30	30	30	30
Y5	Pearson Correlation	,094	,172	,330	,465**	1	,094	,172	,499**
	Sig. (2-tailed)	,623	,363	,075	,010		,623	,363	,005
	N	30	30	30	30	30	30	30	30
Y6	Pearson Correlation	1,000**	,558**	-,010	,144	,094	1	,558**	,732**
	Sig. (2-tailed)	,000	,001	,957	,448	,623		,001	,000
	N	30	30	30	30	30	30	30	30
Y7	Pearson Correlation	,558**	1,000**	,105	,126	,172	,558**	1	,795**
	Sig. (2-tailed)	,001	,000	,581	,506	,363	,001		,000
	N	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,732**	,795**	,433*	,531**	,499**	,732**	,795**	1
	Sig. (2-tailed)	,000	,000	,017	,003	,005	,000	,000	
	N	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 6

HASIL UJI RELIABILITAS

1. **Kreativitas Iklan(X1)**

Reliability Statistics

Cronbach's Alpha	N of Items
,730	11

2. **Personal Selling (X2)**

Reliability Statistics

Cronbach's Alpha	N of Items
,758	9

3. **Keputusan Pembelian (Y)**

Reliability Statistics

Cronbach's Alpha	N of Items
,760	8

Lampiran 7

HASIL UJI NORMALITAS

1. Kreativitas Iklan (X1) dan Personal Selling (X2) terhadap Keputusan Pembelian (Y)

One-Sample Kolmogorov-Smirnov Test

		Total_X1	Total_X2	Total_Y
N		96	96	96
Normal Parameters[a,b]	Mean	38,23	30,68	26,40
	Std. Deviation	3,576	3,585	3,246
Most Extreme Differences	Absolute	,096	,081	,074
	Positive	,067	,076	,069
	Negative	-,096	-,081	-,074
Kolmogorov-Smirnov Z		,941	,798	,725
Asymp. Sig. (2-tailed)		,339	,547	,670

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 8

HASIL UJI HETEROSKEDESTISITAS

1. Kreativitas Iklan (X1) dan Personal Selling (X2) terhadap Keputusan Pembelian (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,513	2,258		,670	,504
	Total_X1	,018	,046	,042	,403	,688
	Total_X2	-,010	,045	-,023	-,223	,824

a. Dependent Variable: abresid

Lampiran 9

HASIL UJI MULTIKOLINIERITAS

1. Kreativitas Iklan (X1) dan Personal Selling (X2) terhadap Keputusan Pembelian (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,780	3,560		,500	,618		
	Total_X1	,582	,072	,641	8,090	,000	1,000	1,000
	Total_X2	,077	,072	,085	1,078	,284	1,000	1,000

a. Dependent Variable: Total_Y

Lampiran 10

HASIL UJI AUTOKORELASI

1. Kreativitas Iklan (X1) dan Personal Selling (X2) terhadap Keputusan Pembelian (Y)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,645[a]	,416	,404	2,506	1,916

a. Predictors: (Constant), Total_X2, Total_X1

b. Dependent Variable: Total_Y

Lampiran 11

HASIL UJI REGRESI LINIER BERGANDA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,780	3,560		,500	,618
	Total_X1	,582	,072	,641	8,090	,000
	Total_X2	,077	,072	,085	1,078	,284

a. Dependent Variable: Total_Y

Lampiran 12

HASIL UJI T

1. Kreativitas Iklan (X1) terhadap Keputusan pembelian (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,780	3,560		,500	,618
	Total_X1	,582	,072	,641	8,090	,000
	Total_X2	,077	,072	,085	1,078	,284

a. Dependent Variable: Total_Y

2. Personal Selling (X2) terhadap Keputusan Pembelian (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,780	3,560		,500	,618
	Total_X1	,582	,072	,641	8,090	,000
	Total_X2	,077	,072	,085	1,078	,284

a. Dependent Variable: Total_Y

Lampiran 13

HASIL UJI F

Kreativitas Iklan (X1) dan Personal Selling (X2) terhadap Keputusan Pembelian (Y)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	416,727	2	208,364	33,168	,000[b]
	Residual	584,231	93	6,282		
	Total	1000,958	95			

a. Dependent Variable: Total_Y

b. Predictors: (Constant), Total_X2, Total_X1

Lampiran 14

HASIL UJI R^2

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,645[a]	,416	,404	2,506

a. Predictors: (Constant), Total_X2, Total_X1

b. Dependent Variable: Total_Y