

Lampiran 1 : Kuesioner

No. Kuesioner :

Selamat Pagi/Siang/Sore/Malam,

Nama saya Baskoro A. Pratomo, mahasiswa S1 Reguler Departemen Ilmu Komunikasi FISIP UI. Saat ini saya sedang melakukan survey dalam rangka menyelesaikan skripsi yang berjudul “Analisis Pengaruh Terpaan Iklan Terhadap Keputusan Pembelian studi eksplanatory tentang efek iklan esia di kalangan mahasiswa FISIP UI”. Saya membutuhkan bantuan anda untuk mengisi kuesioner ini. Dan saya berharap anda bersedia mengisi kuesioner ini dengan sebenarnya. Tidak ada jawaban yang salah dalam kuesioner ini, pilihlah jawaban yang paling mencerminkan keadaan anda. Segala informasi yang anda berikan dalam kuesioner akan dirahasiakan dan hanya digunakan untuk kepentingan penelitian. Terima kasih atas bantuan dan kerja samanya.

I. Profil Responden

Nama : _____

angkatan : _____

No. Telepon : _____

(Hanya akan dihubungi bila ada data yang kurang lengkap)

1. Apakah anda mengetahui handphone bermerek esia?
 - a. Ya
 - b. Tidak
2. Apakah anda mengetahui sim card bermerek esia?
 - a. Ya
 - b. Tidak
3. Apakah anda menggunakan handphone bermerek esia?
 - a. Ya
 - b. Tidak
4. Apakah anda menggunakan sim card bermerek esia?
 - a. Ya
 - b. Tidak
5. Apakah anda pernah melihat iklan handphone bermerek esia? (dalam berbagai macam versi)
 - a. Ya
 - b. Tidak
6. Apakah anda pernah melihat iklan sim card bermerek esia?
 - a. Ya
 - b. Tidak

Sikap terhadap produk tahapan awareness

Isilah dengan :

- Sangat tidak sadar (STS)
- Tidak sadar (TS)
- Netral (N)
- Sadar (S)
- Sangat sadar (SS)
- Tidak Relevan (TR)

Pada pertanyaan berikut yang anda anggap sesuai dengan diri anda. Apakah anda:

		STS	TS	N	S	SS	TR
25.	Sadar melihat iklan esia di televise						
26.	Sadar melihat iklan esia di majalah						
27.	Sadar melihat iklan esia di Koran						
28.	Sadar melihat iklan esia di billboard						
29.	Sadar melihat iklan esia di pamflet						
30.	Sadar melihat iklan esia di banner						

Sikap terhadap produk tahapan knowledge

Isilah dengan:

- Sangat tidak paham (STP)
- Tidak paham (TP)
- Netral (N)
- Paham (P)
- Sangat paham (SP)
- Tidak Relevan (TR)

Pada pertanyaan berikut yang anda anggap sesuai dengan diri anda. Apakah anda:

		STP	TP	N	P	SP	TR
31.	Paham akan iklan esia di televisi						
32.	Paham akan iklan esia di majalah						
33.	Paham akan iklan esia di Koran						
34.	Paham akan iklan esia di billboard						
35.	Paham akan iklan esia di pamflet						
36.	Paham akan iklan esia di banner						

Menyukai elemen-elemen iklan:

Berikut ini adalah elemen-elemen iklan beserta dengan media promosi esia, Isilah dengan:

- Sangat Suka (SS)
- suka (S)
- Netral (N)
- Tidak suka (TS)
- Sangat Tidak Suka (STS)

Pada pertanyaan berikut yang anda anggap sesuai dengan diri anda. **Apakah anda menyukai elemen-elemen iklan dalam setiap media promosi esia?**

	setting	produk	harga	Kata kunci	tagline	model	percakapan	Voice over
Televisi	37.	38.	39.	40.	41.	42.	43.	44.
Majalah	45.	46.	47.	48.	49.			
Koran	50.	51.	52.	53.	54.			
Billboard	55.	56.	57.	58.	59.			
Pamflet	60.	61.	62.	63.				
banner	64.	65.	66.	67.				

Tertarik dengan elemen-elemen iklan:

Berikut ini adalah elemen-elemen iklan beserta dengan media promosi esia, isilah dengan:

- Sangat tertarik (ST)
- Tertarik (T)
- Netral (N)
- Tidak Tertarik (TT)
- Sangat Tidak Tertarik (STT)

Pada pertanyaan berikut yang anda anggap sesuai dengan diri anda. **Apakah anda tertarik dengan elemen-elemen iklan dalam media promosi esia?**

	setting	produk	harga	Kata kunci	tagline	model	percakapan	Voice over
Televisi	68.	69.	70.	71.	72.	73.	74.	75.
Majalah	76.	77.	78.	79.	80.			
Koran	81.	82.	83.	84.	85.			
Billboard	86.	87.	88.	89.	90.			
Pamflet	91.	92.	93.	94.				
banner	95.	96.	97.	98.				

Yakin dengan elemen-elemen iklan:

Berikut ini adalah elemen-elemen iklan beserta dengan media promosi esia, Isilah dengan:

- Sangat Yakin (SY)
- Yakin (Y)
- Netral (N)
- Tidak Yakin (TY)
- Sangat Tidak Yakin (STY)

Pada pertanyaan berikut yang anda anggap sesuai dengan diri anda. **Apakah anda yakin dengan elemen-elemen iklan dalam setiap promosi esia?**

	setting	produk	harga	Kata kunci	tagline	model	percakapan	Voice over
Televisi	99.	100.	101.	102.	103.	104.	105.	106.
Majalah	107.	108.	109.	110.	111.			
Koran	112.	113.	114.	115.	116.			
Billboard	117.	118.	119.	120.	121.			
Pamflet	122.	123.	124.	125.				
banner	126.	127.	128.	129.				

Berikut ini adalah factor-faktor penting dalam sebuah handphone, **berilah tanda (x) pada elemen yang sesuai dengan keinginan anda :**

- 1 (Paling Penting)
- 2 (penting)
- 3 (Netral)
- 4 (Tidak Penting)
- 5 (Paling Tidak Penting)

		1	2	3	4	5
130.	Harga murah					
131.	Sinyal kuat					
132.	Fitur lengkap					
133.	Distribusi pulsa baik					
134.	Tampilan handphone menarik					

135. Berikut ini adalah sumber-sumber informasi mengenai sebuah handphone yang bisa anda dapatkan, urutkan dari yang paling sering anda dapatkan (1) hingga yang paling jarang (8) anda dapatkan:

Iklan TV	
Iklan Radio	
Iklan cetak	
Iklan luar ruang	
Dari pameran	
Dari teman	
Dari keluarga	
Dll (sebutkan)	

136. Menurut anda, apakah handphone esia telah memenuhi keinginan anda akan sebuah handphone? Berilah tanda (x) dari yang menurut anda sangat memenuhi (1) sampai sangat tidak memenuhi (5):

1. (sangat memenuhi)
2. (memenuhi)
3. (netral)
4. (tidak memenuhi)
5. (sangat tidak memenuhi)

	1	2	3	4	5
Harga murah					
Sinyal kuat					
Fitur lengkap					
Distribusi pulsa bagus					
Tampilan handphone					

137. Urutkan dari yang terpenting (1) sampai yang tidak penting (5). **Anda ingin membeli handphone karena?**

Harga murah	
Sinyal kuat	
Fitur lengkap	
Distribusi pulsa bagus	
Tampilan handphone	

Terima Kasih Atas Partisipasinya.

Lampiran 2 :Realibilitas

1. Realibilitas Dimensi Frekuensi

Case Processing Summary

		N	%
Cases	Valid	100	99.0
	Excluded ^a	1	1.0
	Total	101	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.651	.665	6

Inter-Item Correlation Matrix

	televisi	koran	billboard	pamflet	banner	majalah
televisi	1.000	.399	.036	.067	.076	.006
koran	.399	1.000	.379	.297	.269	.104
billboard	.036	.379	1.000	.508	.424	.231
pamflet	.067	.297	.508	1.000	.531	.349
banner	.076	.269	.424	.531	1.000	.054
majalah	.006	.104	.231	.349	.054	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
televisi	9.22	30.638	.149	.175	.709
koran	10.62	30.258	.491	.306	.587

billboard	9.92	25.408	.502	.355	.558
pamflet	11.08	25.004	.579	.449	.528
banner	10.50	25.909	.448	.342	.581
majalah	10.46	33.665	.222	.155	.654

2. Realibilitas Dimensi Durasi

Case Processing Summary

		N	%
Cases	Valid	100	99.0
	Excluded ^a	1	1.0
	Total	101	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.864	.871	6

Inter-Item Correlation Matrix

	koran	billboard	pamflet	banner	majalah	televisi
koran	1.000	.705	.623	.593	.763	.322
billboard	.705	1.000	.704	.768	.674	.156
pamflet	.623	.704	1.000	.866	.610	.153
banner	.593	.768	.866	1.000	.608	.182
majalah	.763	.674	.610	.608	1.000	.227
televisi	.322	.156	.153	.182	.227	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted

koran	30.46	620.109	.790	.685	.818
billboard	31.44	490.653	.777	.697	.829
pamflet	33.42	652.327	.761	.770	.827
banner	33.22	667.022	.791	.804	.826
majalah	30.26	608.619	.748	.630	.824
televisi	25.30	789.687	.236	.125	.902

3. Realibilitas Dimensi Intensitas

Case Processing Summary

		N	%
Cases	Valid	57	56.4
	Excluded ^a	44	43.6
	Total	101	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.901	.935	38

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
latar iklan	16.23	92.393	.069		.936
produk	16.28	95.241	.422		.899
harga	16.25	96.260	.319		.900
pesan kunci	16.49	95.576	.315		.900
tagline	16.51	94.683	.406		.899
model	16.42	93.391	.561		.897
percakapan	16.54	93.217	.558		.897
voice over	16.58	95.820	.287		.901

latar iklan	16.61	93.170	.568	.897
produk	16.40	93.816	.521	.898
harga	16.35	95.410	.364	.900
pesan kunci	16.70	93.070	.603	.897
tagline	16.72	93.527	.560	.897
model	16.65	94.196	.465	.898
latar iklan	16.63	93.415	.545	.897
produk	16.44	93.358	.559	.897
harga	16.33	94.655	.459	.898
pesan kunci	16.72	93.134	.604	.897
tagline	16.70	93.034	.607	.897
model	16.65	93.839	.503	.898
latar iklan	16.65	95.625	.314	.900
produk	16.44	94.286	.459	.898
harga	16.47	94.218	.459	.898
pesan kunci	16.72	93.313	.584	.897
tagline	16.67	93.369	.558	.897
model	16.67	92.905	.609	.896
latar iklan	16.84	94.100	.581	.897
produk	16.70	93.142	.596	.897
harga	16.65	93.910	.495	.898
pesan kunci	16.89	93.774	.701	.897
tagline	16.82	94.933	.460	.899
model	16.81	93.480	.624	.897
latar iklan	16.84	95.457	.408	.899
produk	16.58	93.570	.522	.898
harga	16.56	94.501	.424	.899
pesan kunci	16.84	93.992	.595	.897
tagline	16.79	93.776	.573	.897
model	16.79	93.241	.638	.896

4. Realibilitas dimensi problem recognition

Case Processing Summary

		N	%
Cases	Valid	100	99.0
	Excluded ^a	1	1.0
	Total	101	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.611	.623	2

Inter-Item Correlation Matrix

	sinyal lengkap	distribusi pulsa
sinyal lengkap	1.000	.452
distribusi pulsa	.452	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
sinyal lengkap	3.97	.979	.452	.205	.a
distribusi pulsa	4.56	.613	.452	.205	.a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

5. Realibilitas dimensi alternative evaluation

Case Processing Summary

		N	%
Cases	Valid	100	99.0
	Excluded ^a	1	1.0
	Total	101	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.722	.743	2

Inter-Item Correlation Matrix

	sinyal kuat	fitur lengkap
sinyal kuat	1.000	.591
fitur lengkap	.591	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
sinyal kuat	2.42	.771	.591	.349	. ^a
fitur lengkap	2.74	1.406	.591	.349	. ^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

6. Realibilitas dimensi liking

Case Processing Summary

		N	%
Cases	Valid	100	99.0
	Excluded ^a	1	1.0
	Total	101	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.952	.957	31

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
setting	93.51	770.414	.600		.951
produk	93.31	776.216	.572		.951
harga	93.13	775.993	.557		.951
kata kunci	93.47	779.019	.506		.952
tagline	93.41	778.527	.497		.952
model	93.31	777.913	.512		.952
percakapan	93.55	777.280	.528		.952
voice over	93.49	776.313	.524		.952
setting	93.47	773.888	.631		.951
produk	93.29	775.723	.686		.951
harga	93.13	774.983	.702		.951
kata kunci	93.43	772.995	.634		.951
tagline	93.49	776.313	.613		.951
setting	93.83	756.971	.679		.950
produk	93.57	762.308	.621		.951

harga	93.45	757.220	.681	.950
kata kunci	93.75	760.412	.645	.951
tagline	93.75	760.492	.644	.951
setting	93.85	758.391	.608	.951
produk	93.77	757.916	.618	.951
harga	93.61	756.362	.615	.951
kata kunci	93.87	753.609	.658	.950
tagline	93.83	756.587	.628	.951
setting	95.09	737.719	.694	.950
produk	94.93	738.793	.636	.951
harga	94.87	738.639	.622	.951
kata kunci	95.07	737.621	.687	.950
setting	94.59	734.992	.721	.950
produk	94.45	739.987	.659	.951
harga	94.27	736.502	.657	.951
kata kunci	94.56	733.623	.723	.950

7. Realibilitas dimensi preference

Case Processing Summary

		N	%
Cases	Valid	100	99.0
	Excluded ^a	1	1.0
	Total	101	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.941	.944	31

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
setting	94.43	647.864	.453		.940
produk	94.21	649.521	.403		.940
harga	94.13	649.508	.413		.940
kata kunci	94.37	645.003	.524		.940
tagline	94.25	648.088	.437		.940
model	94.27	646.300	.451		.940
percakapan	94.42	647.943	.432		.940
voice over	94.47	647.221	.456		.940
setting	94.41	646.850	.522		.940
produk	94.23	646.785	.497		.940
harga	94.11	648.846	.513		.940
kata kunci	94.31	644.479	.613		.939
tagline	94.31	645.933	.547		.939
setting	94.75	628.311	.640		.938
produk	94.51	628.131	.609		.938
harga	94.45	626.230	.644		.938
kata kunci	94.66	626.025	.679		.938
tagline	94.65	629.422	.612		.938
setting	94.88	629.824	.557		.939
produk	94.67	629.355	.532		.939
harga	94.57	628.692	.541		.939
kata kunci	94.75	630.573	.532		.939
tagline	94.73	630.159	.536		.939
setting	96.01	603.768	.704		.937
produk	95.91	601.962	.687		.938
harga	95.85	602.008	.673		.938
kata kunci	95.97	602.393	.706		.937
setting	95.55	608.795	.687		.938
produk	95.37	606.478	.676		.938
harga	95.27	605.755	.665		.938
kata kunci	95.43	606.126	.684		.938

8. Realibilitas dimensi conviction

Case Processing Summary

		N	%
Cases	Valid	100	99.0
	Excluded ^a	1	1.0
	Total	101	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.948	.950	31

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
setting	95.28	754.709	.455		.948
produk	95.06	760.178	.377		.948
harga	95.04	753.574	.504		.948
kata kunci	95.20	756.404	.467		.948
tagline	95.18	753.886	.492		.948
model	95.06	761.350	.386		.948
percakapan	95.22	753.426	.509		.947
voice over	95.26	753.083	.497		.948
setting	95.16	750.762	.658		.947
produk	94.90	762.394	.468		.948
harga	94.98	756.545	.547		.947
kata kunci	95.16	754.964	.560		.947
tagline	95.20	755.798	.530		.947
setting	95.46	735.726	.650		.946

produk	95.32	740.139	.586	.947
harga	95.30	733.020	.670	.946
kata kunci	95.38	739.470	.598	.947
tagline	95.36	737.041	.632	.946
setting	95.64	735.223	.561	.947
produk	95.48	738.030	.519	.948
harga	95.56	731.562	.582	.947
kata kunci	95.72	731.598	.616	.947
tagline	95.66	729.237	.632	.946
setting	96.60	703.434	.767	.945
produk	96.46	701.584	.746	.945
harga	96.44	698.714	.761	.945
kata kunci	96.52	701.101	.767	.945
setting	96.12	713.480	.726	.945
produk	95.90	713.141	.688	.946
harga	95.96	709.372	.724	.945
kata kunci	96.02	709.757	.740	.945

Lampiran 3 : Faktor Analysis

1. Variabel Terpaan

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.655	
Bartlett's Test of Sphericity	Approx. Chi-Square	613.330
	df	153
	Sig.	.000

Communalities

	Initial	Extraction
televisi	1.000	.368
koran	1.000	.273
billboard	1.000	.584
pamflet	1.000	.733
banner	1.000	.505

majalah	1.000	.252
koran	1.000	.757
billboard	1.000	.798
pamflet	1.000	.787
banner	1.000	.801
majalah	1.000	.715
televisi	1.000	.246
IntensitasTV	1.000	.441
IntensitasMajalah	1.000	.766
IntensitasKoran	1.000	.771
IntensitasBillboard	1.000	.590
IntensitasPamflet	1.000	.616
IntensitasBanner	1.000	.674

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.220	29.002	29.002	5.220	29.002	29.002	3.860	21.446	21.446
2	3.295	18.305	47.307	3.295	18.305	47.307	3.827	21.260	42.706
3	2.163	12.015	59.322	2.163	12.015	59.322	2.991	16.615	59.322
4	1.396	7.753	67.075						
5	1.108	6.158	73.233						
6	.837	4.647	77.880						
7	.752	4.177	82.058						
8	.673	3.738	85.795						
9	.498	2.765	88.561						
10	.464	2.577	91.137						
11	.389	2.160	93.297						

12	.299	1.660	94.957					
13	.247	1.374	96.330					
14	.206	1.143	97.473					
15	.164	.910	98.384					
16	.146	.814	99.198					
17	.093	.515	99.713					
18	.052	.287	100.000					

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component		
	1	2	3
televisi	.464		
koran	.457		
billboard	.561		.474
pamflet	.542		.639
banner			.577
majalah			.414
koran	.550	.651	
billboard	.439	.778	
pamflet	.638	.593	
banner	.550	.691	
majalah	.472	.702	
televisi			-.420
IntensitasTV			-.526
IntensitasMajalah	.692		
IntensitasKoran	.670	-.404	
IntensitasBillboard	.678		
IntensitasPamflet	.702		
IntensitasBanner	.735		

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix^a

	Component		
	1	2	3
televisi	.603		
koran			
billboard			.724
pamflet			.838
banner			.710
majalah			.498
koran		.836	
billboard		.892	
pamflet		.845	
banner		.881	
majalah		.844	
televisi			
IntensitasTV	.631		
IntensitasMajalah	.864		
IntensitasKoran	.868		
IntensitasBillboard	.716		
IntensitasPamflet	.559		.543
IntensitasBanner	.625		.527

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

Component Transformation Matrix

Component	1	2	3
1	.702	.526	.480
2	-.411	.850	-.330
3	-.582	.034	.813

Component Transformation Matrix

Component	1	2	3
1	.702	.526	.480
2	-.411	.850	-.330
3	-.582	.034	.813

Extraction Method: Principal Component

Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

2. Variabel keputusan pembelian

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.612
Bartlett's Test of Sphericity	Approx. Chi-Square	75.357
	df	6
	Sig.	.000

Communalities

	Initial	Extraction
sinyal lengkap	1.000	.990
distribusi pulsa	1.000	.993
sinyal kuat	1.000	.810
fitur lengkap	1.000	.804

Extraction Method: Principal Component

Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	2.028	50.694	50.694	2.028	50.694	50.694	1.583	39.568

2	1.016	25.397	76.091	1.016	25.397	76.091	1.010	25.244	64.813
3	.554	13.848	89.938	.554	13.848	89.938	1.005	25.126	89.938
4	.402	10.062	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component		
	1	2	3
sinyal lengkap	.659	.544	.510
distribusi pulsa	.664	.530	-.520
sinyal kuat	.752	-.484	
fitur lengkap	.766	-.452	

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix^a

	Component		
	1	2	3
sinyal lengkap		.958	
distribusi pulsa			.959
sinyal kuat	.883		
fitur lengkap	.874		

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Component Transformation Matrix

Component	1	2	3
1	.748	.468	.470
2	-.663	.537	.522

3	.008	.702	-.712
---	------	------	-------

Extraction Method: Principal Component

Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

3. Variabel Sikap

- Dimensi Liking

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.656
Bartlett's Test of Sphericity	Approx. Chi-Square	227.761
	df	15
	Sig.	.000

Communalities

	Initial	Extraction
LikingTV	1.000	.402
LikingMajalah	1.000	.794
LikingKoran	1.000	.702
LikingBillboard	1.000	.522
LikingPamflet	1.000	.871
LikingBanner	1.000	.860

Extraction Method: Principal Component

Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.975	49.581	49.581	2.975	49.581	49.581	2.381	39.686	39.686
2	1.175	19.586	69.167	1.175	19.586	69.167	1.769	29.481	69.167
3	.819	13.654	82.820						

4	.487	8.124	90.944					
5	.354	5.896	96.840					
6	.190	3.160	100.000					

Extraction Method: Principal Component

Analysis.

Component Matrix^a

	Component	
	1	2
LikingTV	.573	
LikingMajalah	.812	
LikingKoran	.758	
LikingBillboard	.696	
LikingPamflet	.647	.673
LikingBanner	.714	.592

Extraction Method: Principal Component

Analysis.

a. 2 components extracted.

Rotated Component Matrix^a

	Component	
	1	2
LikingTV	.625	
LikingMajalah	.875	
LikingKoran	.825	
LikingBillboard	.681	
LikingPamflet		.922
LikingBanner		.895

Extraction Method: Principal Component

Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

a. Rotation converged in 3 iterations.

Component Transformation

Matrix

Component	1	2
1	.819	.574
2	-.574	.819

Extraction Method: Principal

Component Analysis.

Rotation Method: Varimax with

Kaiser Normalization.

- Dimensi preference**

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.632
Bartlett's Test of Sphericity	Approx. Chi-Square	179.858
	df	15
	Sig.	.000

Communalities

	Initial	Extraction
PreferenceTV	1.000	.243
PreferenceMajalah	1.000	.722
PreferenceKoran	1.000	.709
PreferenceBillboard	1.000	.432
PreferencePamflet	1.000	.883
PreferenceBanner	1.000	.847

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	2.646	44.096	44.096	2.646	44.096	44.096	2.095	34.923

2	1.191	19.845	63.941	1.191	19.845	63.941	1.741	29.018	63.941
3	.978	16.308	80.249						
4	.562	9.365	89.614						
5	.402	6.695	96.309						
6	.221	3.691	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
PreferenceTV	.470	
PreferenceMajalah	.719	.453
PreferenceKoran	.747	
PreferenceBillboard	.595	
PreferencePamflet	.694	-.634
PreferenceBanner	.718	-.576

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Rotated Component Matrix^a

	Component	
	1	2
PreferenceTV	.463	
PreferenceMajalah	.845	
PreferenceKoran	.828	
PreferenceBillboard	.641	
PreferencePamflet		.926
PreferenceBanner		.896

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

a. Rotation converged in 3 iterations.

Component Transformation

Matrix

Component	1	2
1	.789	.615
2	.615	-.789

Extraction Method: Principal

Component Analysis.

Rotation Method: Varimax with

Kaiser Normalization.

- **Dimensi conviction**

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.660
Bartlett's Test of Sphericity	Approx. Chi-Square	212.807
	df	15
	Sig.	.000

Communalities

	Initial	Extraction
ConvictionTV	1.000	.586
ConvictionMajalah	1.000	.660
ConvictionKoran	1.000	.710
ConvictionBillboard	1.000	.543
ConvictionPamflet	1.000	.733
ConvictionBanner	1.000	.807

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.863	47.717	47.717	2.863	47.717	47.717	2.137	35.616	35.616
2	1.177	19.618	67.335	1.177	19.618	67.335	1.903	31.719	67.335
3	.917	15.289	82.624						
4	.456	7.598	90.223						
5	.385	6.419	96.641						
6	.202	3.359	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
ConvictionTV	.511	.570
ConvictionMajalah	.709	
ConvictionKoran	.721	.436
ConvictionBillboard	.631	
ConvictionPamflet	.773	
ConvictionBanner	.763	-.474

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Rotated Component Matrix^a

	Component	
	1	2
ConvictionTV		.765
ConvictionMajalah		.765
ConvictionKoran		.802

ConvictionBillboard	.726
ConvictionPamflet	.825
ConvictionBanner	.887

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

a. Rotation converged in 3 iterations.

**Component Transformation
Matrix**

Compon ent	1	2
1	.755	.656
2	-.656	.755

Extraction Method: Principal
Component Analysis.

Rotation Method: Varimax with
Kaiser Normalization.

Lampiran 4 : Tabel Frekuensi

1. Frekuensi televisi

dimensi frekuensi (televisi)

	Frequency	Percent	Valid Percent	Cumulative Percent
tidak pernah	4	4.0	4.0	4.0
1 hari	28	27.7	28.0	32.0
2 hari	10	9.9	10.0	42.0
3 hari	20	19.8	20.0	62.0
4 hari	8	7.9	8.0	70.0
5 hari	16	15.8	16.0	86.0
6 hari	4	4.0	4.0	90.0
7 hari	10	9.9	10.0	100.0
Total	100	99.0	100.0	
Total		100.0		

2. Frekuensi Koran

dimensi frekuensi (Koran)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid tidak pernah	10	9.9	10.0	10.0
1 hari	40	39.6	40.0	50.0
2 hari	32	31.7	32.0	82.0
3 hari	6	5.9	6.0	88.0
4 hari	8	7.9	8.0	96.0
5 hari	4	4.0	4.0	100.0
Total	100	99.0	100.0	
Missing System	1	1.0		
Total	101	100.0		

3. Frekuensi billboard

dimensi frekuensi (billboard)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak pernah	16	15.8	16.0	16.0
	1 hari	16	15.8	16.0	32.0
	2 hari	28	27.7	28.0	60.0
	3 hari	16	15.8	16.0	76.0
	4 hari	8	7.9	8.0	84.0
	5 hari	8	7.9	8.0	92.0
	6 hari	4	4.0	4.0	96.0
	7 hari	4	4.0	4.0	100.0
	Total	100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

4. Frekuensi pamflet

frekuensi indikator pamflet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak pernah	48	47.5	48.0	48.0
	1 hari	24	23.8	24.0	72.0
	2 hari	6	5.9	6.0	78.0
	3 hari	10	9.9	10.0	88.0
	4 hari	4	4.0	4.0	92.0
	5 hari	4	4.0	4.0	96.0
	6 hari	2	2.0	2.0	98.0
	7 hari	2	2.0	2.0	100.0
	Total	100	99.0	100.0	

Missing System	1	1.0		
Total	101	100.0		

5. Frekuensi banner

dimensi frekuensi (banner)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak pernah	32	31.7	32.0	32.0
	1 hari	18	17.8	18.0	50.0
	2 hari	20	19.8	20.0	70.0
	3 hari	12	11.9	12.0	82.0
	4 hari	10	9.9	10.0	92.0
	5 hari	2	2.0	2.0	94.0
	7 hari	6	5.9	6.0	100.0
	Total	100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

6. Dimensi frekuensi majalah

Dimensi frekuensi (majalah)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak pernah	2	2.0	2.0	2.0
	1x perbulan	50	49.5	50.0	52.0
	2x perbulan	26	25.7	26.0	78.0
	3x perbulan	2	2.0	2.0	80.0
	4x perbulan	18	17.8	18.0	98.0
	Total	100	99.0	100.0	
Missing	System	1	1.0		

Dimensi frekuensi (majalah)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak pernah	2	2.0	2.0	2.0
	1x perbulan	50	49.5	50.0	52.0
	2x perbulan	26	25.7	26.0	78.0
	3x perbulan	2	2.0	2.0	80.0
	4x perbulan	18	17.8	18.0	98.0
	Total	100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

7. Dimensi durasi Koran

dimensi durasi (Koran)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak relevan	10	9.9	10.0	10.0
	1 detik	14	13.9	14.0	24.0
	2 detik	6	5.9	6.0	30.0
	3 detik	4	4.0	4.0	34.0
	4 detik	4	4.0	4.0	38.0
	5 detik	28	27.7	28.0	66.0
	6 detik	2	2.0	2.0	68.0
	10 detik	20	19.8	20.0	88.0
	15 detik	6	5.9	6.0	94.0
	20	4	4.0	4.0	98.0
	30	2	2.0	2.0	100.0
	Total	100	99.0	100.0	
	Missing	System	1	1.0	
Total		101	100.0		

8. Dimensi durasi billboard

Dimensi durasi (billboard)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak relevan	16	15.8	16.0	16.0
	1 detik	12	11.9	12.0	28.0
	2 detik	10	9.9	10.0	38.0
	3 detik	16	15.8	16.0	54.0
	5 detik	30	29.7	30.0	84.0
	9 detik	2	2.0	2.0	86.0
	10 detik	8	7.9	8.0	94.0
	15 detik	2	2.0	2.0	96.0
	30	2	2.0	2.0	98.0
	60	2	2.0	2.0	100.0
	Total	100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

9. Dimensi durasi pamflet

dimensi durasi (pamflet)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak relevan	38	37.6	38.0	38.0
	1 detik	12	11.9	12.0	50.0
	2 detik	10	9.9	10.0	60.0
	3 detik	6	5.9	6.0	66.0
	4 detik	2	2.0	2.0	68.0
	5 detik	20	19.8	20.0	88.0

6 detik	2	2.0	2.0	90.0
10 detik	3	3.0	3.0	93.0
15 detik	4	4.0	4.0	97.0
20	1	1.0	1.0	98.0
30	2	2.0	2.0	100.0
Total	100	99.0	100.0	
Missing System	1	1.0		
Total	101	100.0		

10. Dimensi durasi banner

Dimensi durasi (banner)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid tidak relevan	26	25.7	26.0	26.0
1 detik	12	11.9	12.0	38.0
2 detik	16	15.8	16.0	54.0
3 detik	10	9.9	10.0	64.0
5 detik	22	21.8	22.0	86.0
6 detik	2	2.0	2.0	88.0
7 detik	2	2.0	2.0	90.0
10 detik	6	5.9	6.0	96.0
15 detik	2	2.0	2.0	98.0
30	2	2.0	2.0	100.0
Total	100	99.0	100.0	
Missing System	1	1.0		
Total	101	100.0		

11. Dimensi durasi majalah

dimensi durasi (majalah)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak relevan	12	11.9	12.0	12.0
	1 detik	10	9.9	10.0	22.0
	2 detik	10	9.9	10.0	32.0
	3 detik	10	9.9	10.0	42.0
	4 detik	4	4.0	4.0	46.0
	5 detik	20	19.8	20.0	66.0
	7 detik	2	2.0	2.0	68.0
	8 detik	2	2.0	2.0	70.0
	10 detik	12	11.9	12.0	82.0
	15 detik	10	9.9	10.0	92.0
	20	6	5.9	6.0	98.0
	30	2	2.0	2.0	100.0
	Total	100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

12. Dimensi durasi televisi

Tabel 4.29
Dimensi durasi (televisi)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak relevan	4	4.0	4.0	4.0
	1 detik	2	2.0	2.0	6.0
	2 detik	4	4.0	4.0	10.0
	5 detik	10	9.9	10.0	20.0
	6 detik	2	2.0	2.0	22.0
	10 detik	26	25.7	26.0	48.0
	15 detik	48	47.5	48.0	96.0
	20	2	2.0	2.0	98.0

	30	2	2.0	2.0	100.0
	Total	100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

13. Dimensi intensitas televisi

Indikator	memperhatikan		Tidak memperhatikan		Total	
		%		%		%
<i>Latar iklan</i>	52	51.1%	48	48	100	100
<i>Produk</i>	74	73.3%	26	25.7	100	100
Harga	78	78%	22	22%	100	100
Pesan kunci	56	56%	44	44%	100	100
tagline	52	52%	48	48%	100	100
model	60	60%	40	40%	100	100
percakapan	48	48%	52	52%	100	100
Voice over	50	50%	50	50%	100	100
Tidak pernah	0	0%	0	0%	0	0

14. Dimensi intensitas majalah

Indikator	memperhatikan		Tidak memperhatikan		Total	
		%		%		%
<i>Latar iklan</i>	40	40%	59	59%	100	100
<i>Produk</i>	60	60%	40	40%	100	100
Harga	66	66%	34	34%	100	100

Pesan kunci	33	33%	67	67%	100	100
tagline	32	32%	68	68%	100	100
model	36	36%	64	64%	100	100

15. Dimensi intensitas Koran

Indikator	memperhatikan		Tidak memperhatikan		Total	
		%		%		%
<i>Latar iklan</i>	38	38%	62	62%	100	100
<i>Produk</i>	56	56%	44	44%	100	100
Harga	68	68%	32	32%	100	100
Pesan kunci	32	32%	68	68%	100	100
tagline	34	34%	66	66%	100	100
model	36	36%	64	64%	100	100

16. Dimensi intensitas billboard

Indikator	memperhatikan		Tidak memperhatikan		Total	
		%		%		%
<i>Latar iklan</i>	23	23%	34	34%	57	57
<i>Produk</i>	35	35%	22	22%	57	57
Harga	33	33%	24	34%	57	57
Pesan kunci	32	32%	68	68%	100	100
tagline	38	38%	62	62%	100	100
model	36	36%	64	64%	100	100

17. Dimensi intensitas pamflet

Indikator	memperhatikan		Tidak memperhatikan		Total	
		%		%		%
<i>Latar iklan</i>	23	23%	34	34%	57	57
<i>Produk</i>	35	35%	22	22%	57	57
Harga	33	33%	24	24%	57	57
Pesan kunci	32	32%	68	68%	100	100
tagline	38	38%	63	63%	100	100
model	36	36%	64	64%	100	100

18. Dimensi intensitas banner

Indikator	memperhatikan		Tidak memperhatikan		Total	
		%		%		%
<i>Latar iklan</i>	18	18%	82	82%	100	100
<i>Produk</i>	32	32%	68	68%	100	100
Harga	38	38%	62	62%	100	100
Pesan kunci	14	14%	86	86%	100	100
tagline	22	22%	78	78%	100	100
model	22	22%	78	78%	100	100

19. Dimensi problem recognition sinyal kuat

Dimensi problem recognition (sinyal kuat)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	paling tidak penting	2	2.0	2.0	2.0
	netral	6	5.9	6.0	8.0
	penting	24	23.8	24.0	32.0
	paling penting	68	67.3	68.0	100.0
	Total	100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

20. Dimensi problem recognition fitur lengkap

Dimensi Problem Recognition (fitur lengkap)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	paling tidak penting	3	3.0	3.0	3.0
	tidak penting	9	8.9	9.0	12.0
	netral	20	19.8	20.0	32.0
	penting	34	33.7	34.0	66.0
	paling penting	34	33.7	34.0	100.0
	Total	100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

21. Dimensi problem recognition tampilan handphone

Dimensi Problem Recognition (tampilan hp)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	paling tidak penting	2	2.0	2.0	2.0

	tidak penting	4	4.0	4.0	6.0
	netral	32	31.7	32.0	38.0
	penting	48	47.5	48.0	86.0
	paling penting	14	13.9	14.0	100.0
	Total	100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

22. Dimensi problem recognition distribusi pulsa

distribusi pulsa

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	paling tidak penting	2	2.0	2.0	2.0
	tidak penting	10	9.9	10.0	12.0
	netral	8	7.9	8.0	20.0
	penting	49	48.5	49.0	69.0
	paling penting	31	30.7	31.0	100.0
	Total	100	99.0	100.0	
Missing	System	1	1.0		
Total		101	100.0		

23. Dimensi information search

Sumber informasi	Jumlah	persentase
Iklan TV	76	76%
Iklan Radio	0	29%
Iklan Cetak	11	11%
Iklan luar Ruang	6	6%
Pameran	0	0%
Teman	10	10%
Keluarga	0	0%

Lainnya	3	3%
---------	---	----

24. Dimensi alternative purchase

Indikator	Sangat Tidak memenuhi		Tidak memenuhi		Netral		Memenuhi		Sangat memenuhi		Total	
		%		%		%		%		%		%
Sinyal kuat	18	18%	24	24%	32	32%	18	18%	8	8%	100	100%
Harga murah	0	0%	2	2%	10	10%	42	42%	46	46%	100	100%
Fitur lengkap	14	14%	30	30%	38	38%	6	6%	2	2%	100	100%

25. Dimensi purchase decision

Alasan pembelian	Jumlah	presentase
Harga murah	46	46%
Sinyal kuat	18	18%
Fitur lengkap	28	28%
Distribusi pulsa bagus	4	4%
Tampilan handphone	4	4%

Lampiran 5 : Analisis Antar hubungan

1. Antara terpaan iklan dengan keputusan pembelian




		Terpaan	DecisionMaking
Terpaan	Pearson Correlation	1	.314*
	Sig. (2-tailed)		.017
	N	57	57
DecisionMaking	Pearson Correlation	.314*	1
	Sig. (2-tailed)	.017	
	N	57	100

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

2. Antara terpaan iklan dan keputusan pembelian dengan variabel sikap terhadap iklan

Control Variables			Terpaan	DecisionMaking
SikapRevisi	Terpaan	Correlation	1.000	.239
		Significance (2-tailed)	.	.076
		df	0	54
DecisionMaking	DecisionMaking	Correlation	.239	1.000
		Significance (2-tailed)	.076	.
		df	54	0

Lampiran Iklan TVC

	<p>Backsound : Suara Burung</p>
	<p>MVO 1 : "pegang dong"</p>
	<p>MVO 2 : "wuih warna, sejuta ya?"</p>



MVO 1 : "m... mmm..."
MVO 2 : "2 juta?"



MVO 1 : "299 ribu"



MVO 2 : "wuaaa..."



Narator : "HP esia kini juga ada yang layar warna
Cuma 299 ribu."



Narator : "beli dong"