

## 1. Reliabilitas

### Reliabilitas Dimensi *Product Attributes & Benefits*

#### Case Processing Summary

		N	%
Cases	Valid	62	100.0
	Excluded(a)	0	.0
	Total	62	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
.610	.619	4

#### Item Statistics

	Mean	Std. Deviation	N
PAB1	4.2419	.61898	62
PAB2	3.9355	.82722	62
PAB3	2.6290	.89138	62
PAB4	2.1613	.79328	62

#### Inter-Item Correlation Matrix

	PAB1	PAB2	PAB3	PAB4
PAB1	1.000	.703	.195	.053
PAB2	.703	1.000	.278	.141
PAB3	.195	.278	1.000	.364
PAB4	.053	.141	.364	1.000

The covariance matrix is calculated and used in the analysis.

(lanjutan)

**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
PAB1	8.7258	3.219	.445	.497	.518
PAB2	9.0323	2.589	.494	.518	.453
PAB3	10.3387	2.654	.393	.186	.541
PAB4	10.8065	3.208	.265	.139	.629

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
12.9677	4.589	2.14222	4

**Reliabilitas Dimensi *Price/Quality***

**Case Processing Summary**

		N	%
Cases	Valid	62	100.0
	Excluded(a)	0	.0
	Total	62	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
.523	.541	9

(lanjutan)

#### Item Statistics

	Mean	Std. Deviation	N
PQ1	2.9194	.63500	62
PQ2	2.5484	.64471	62
PQ3	3.2419	.59190	62
PQ4	3.3226	.64717	62
PQ5	2.7581	.84321	62
PQ6	3.3710	.79412	62
PQ7	3.0968	.76200	62
PQ8	3.2581	.84805	62
PQ9	3.4839	.78389	62

#### Inter-Item Correlation Matrix

	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9
PQ1	1.000	.510	.227	.024	-.068	-.102	-.051	-.082	-.052
PQ2	.510	1.000	.162	.158	.158	.012	-.210	.157	-.047
PQ3	.227	.162	1.000	.649	.021	.259	-.053	.233	.380
PQ4	.024	.158	.649	1.000	-.005	.274	.035	.324	.269
PQ5	-.068	.158	.021	-.005	1.000	.308	-.167	.226	.006
PQ6	-.102	.012	.259	.274	.308	1.000	.102	.464	.023
PQ7	-.051	-.210	-.053	.035	-.167	.102	1.000	.214	-.189
PQ8	-.082	.157	.233	.324	.226	.464	.214	1.000	.006
PQ9	-.052	-.047	.380	.269	.006	.023	-.189	.006	1.000

The covariance matrix is calculated and used in the analysis.

#### 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
PQ1	25.0806	8.403	.066	.379	.539
PQ2	25.4516	7.858	.214	.390	.499
PQ3	24.7581	7.104	.505	.537	.420
PQ4	24.6774	7.042	.463	.486	.425
PQ5	25.2419	7.695	.138	.190	.529
PQ6	24.6290	6.795	.392	.309	.434
PQ7	24.9032	8.777	-.068	.197	.588
PQ8	24.7419	6.424	.443	.344	.409
PQ9	24.5161	8.090	.077	.211	.545

(lanjutan)

## Scale Statistics

Mean	Variance	Std. Deviation	N of Items
28.0000	9.049	3.00819	9

## Reliabilitas Dimensi *Product Class*

### Case Processing Summary

		N	%
Cases	Valid	62	100.0
	Excluded(a)	0	.0
	Total	62	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
.688	.688	2

### Item Statistics

	Mean	Std. Deviation	N
PC1	4.1935	.59613	62
PC2	4.3387	.62577	62

### Inter-Item Correlation Matrix

	PC1	PC2
PC1	1.000	.525
PC2	.525	1.000

The covariance matrix is calculated and used in the analysis.

(lanjutan)

#### 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
PC1	4.3387	.392	.525	.275	.(a)
PC2	4.1935	.355	.525	.275	.(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.

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8.5323	1.138	1.06691	2

### Reliabilitas Dimensi *User*

#### Case Processing Summary

		N	%
Cases	Valid	62	100.0
	Excluded(a)	0	.0
	Total	62	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	.737	5

(lanjutan)

**Item Statistics**

	Mean	Std. Deviation	N
U1	3.3226	.88288	62
U2	2.5323	.64574	62
U3	2.8871	.68004	62
U4	3.2097	.65630	62
U7	3.0645	.93862	62

**Inter-Item Correlation Matrix**

	U1	U2	U3	U4	U7
U1	1.000	.413	.444	.447	.311
U2	.413	1.000	.512	.274	.429
U3	.444	.512	1.000	.384	.243
U4	.447	.274	.384	1.000	.137
U7	.311	.429	.243	.137	1.000

The covariance matrix is calculated and used in the analysis.

**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
U1	11.6935	4.216	.562	.340	.640
U2	12.4839	4.942	.583	.381	.644
U3	12.1290	4.934	.542	.356	.656
U4	11.8065	5.339	.416	.244	.699
U7	11.9516	4.637	.375	.207	.732

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
15.0161	7.033	2.65189	5

(lanjutan)

## Reliabilitas Dimensi *Competitor*

### Case Processing Summary

		N	%
Cases	Valid	62	100.0
	Excluded(a)	0	.0
	Total	62	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
.545	.541	7

### Item Statistics

	Mean	Std. Deviation	N
CO1	3.9355	.82722	62
CO2	4.0000	.65286	62
CO4	3.6774	.69599	62
CO5	3.5806	.75852	62
CO6	3.2903	.79727	62
CO7	3.1774	.61469	62
CO8	3.2419	.71713	62

### Inter-Item Correlation Matrix

	CO1	CO2	CO4	CO5	CO6	CO7	CO8
CO1	1.000	.395	.248	.139	-.046	.152	.110
CO2	.395	1.000	.072	.099	.094	.082	.350
CO4	.248	.072	1.000	.578	.231	-.132	.028
CO5	.139	.099	.578	1.000	.232	-.154	.159
CO6	-.046	.094	.231	.232	1.000	-.174	.219
CO7	.152	.082	-.132	-.154	-.174	1.000	.347
CO8	.110	.350	.028	.159	.219	.347	1.000

The covariance matrix is calculated and used in the analysis.

(lanjutan)

**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
CO1	20.9677	5.146	.296	.244	.497
CO2	20.9032	5.433	.355	.262	.477
CO4	21.2258	5.325	.352	.389	.476
CO5	21.3226	5.173	.346	.375	.476
CO6	21.6129	5.651	.173	.165	.550
CO7	21.7258	6.465	.032	.235	.584
CO8	21.6613	5.211	.371	.316	.467

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
24.9032	6.941	2.63463	7



## 2. Validitas

### Validitas Variabel *Brand Positioning*

Item-Total Statistics

	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
<b>PAB1</b>	<b>.516</b>	.735
<b>PAB2</b>	<b>.374</b>	.740
<b>PAB3</b>	<b>.340</b>	.742
<b>PAB4</b>	<b>.426</b>	.737
PQ1	-.075	.764
PQ2	.036	.759
<b>PQ3</b>	<b>.261</b>	.748
<b>PQ4</b>	<b>.436</b>	.738
PQ5	.094	.759
<b>PQ6</b>	<b>.480</b>	.733
PQ7	.184	.752
<b>PQ8</b>	<b>.431</b>	.736
PQ9	-.006	.764
PC1	.266	.747
<b>PC2</b>	<b>.356</b>	.743
U1	<b>.456</b>	.734
U2	<b>.466</b>	.737
U3	<b>.526</b>	.733
U4	<b>.321</b>	.744
U5	<b>.364</b>	.741
CO1	.055	.761
CO2	.101	.756
CO3	.190	.751
<b>CO4</b>	<b>.456</b>	.735
CO5	.281	.746
CO6	-.053	.763
CO7	.215	.750

### 3. Tabel Frekuensi Karakteristik Subjek KE

#### Frequency Table

##### Jurusan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kom	28	90.3	90.3	90.3
	Pol	1	3.2	3.2	93.5
	KesSo	2	6.5	6.5	100.0
	s				
	Total	31	100.0	100.0	

##### Angkatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2004	1	3.2	3.2	3.2
	2006	4	12.9	12.9	16.1
	2008	26	83.9	83.9	100.0
	Total	31	100.0	100.0	

##### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17th	5	16.1	16.1	16.1
	18th	18	58.1	58.1	74.2
	19th	5	16.1	16.1	90.3
	20th	1	3.2	3.2	93.5
	21th	1	3.2	3.2	96.8
	22th	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

(lanjutan)

**Jenis Kelamin**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	7	22.6	22.6	22.6
	Wanita	24	77.4	77.4	100.0
	Total	31	100.0	100.0	

**SSE**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	C2	12	38.7	38.7	38.7
	C1	13	41.9	41.9	80.6
	B	5	16.1	16.1	96.8
	A2	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

**Keterlibatan dalam Penelitian Serupa**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pernah	2	6.5	6.5	6.5
	Belum Pernah	29	93.5	93.5	100.0
	Total	31	100.0	100.0	

**Durasi Nonton TV per Hari**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-4jam	26	83.9	83.9	83.9
	> 4jam	5	16.1	16.1	100.0
	Total	31	100.0	100.0	

(lanjutan)

**Jenis Kartu Seluler**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Prabayar	31	100.0	100.0	100.0

**Merek Kartu Seluler**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid AS	3	9.7	9.7	9.7
Esia	2	6.5	6.5	16.1
IM3	12	38.7	38.7	54.8
XL	4	12.9	12.9	67.7
Simpat i	6	19.4	19.4	87.1
3 (Tri)	3	9.7	9.7	96.8
Mentari	1	3.2	3.2	100.0
Total	31	100.0	100.0	

**Durasi Telepon dgn HP per Hari**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-2jam	23	74.2	74.2	74.2
> 2jam	8	25.8	25.8	100.0
Total	31	100.0	100.0	

#### 4. Tabel Frekuensi Karakteristik Subjek KK

### Frequency Table

#### Jurusan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kom	26	83.9	83.9	83.9
	Adm	2	6.5	6.5	90.3
	HI	2	6.5	6.5	96.8
	Krim	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

#### Angkatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2004	2	6.5	6.5	6.5
	2007	3	9.7	9.7	16.1
	2008	26	83.9	83.9	100.0
	Total	31	100.0	100.0	

#### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17th	6	19.4	19.4	19.4
	18th	22	71.0	71.0	90.3
	19th	1	3.2	3.2	93.5
	22th	2	6.5	6.5	100.0
	Total	31	100.0	100.0	

(lanjutan)

**Jenis Kelamin**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	9	29.0	29.0	29.0
	Wanita	22	71.0	71.0	100.0
	Total	31	100.0	100.0	

**SSE**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	C2	13	41.9	41.9	41.9
	C1	13	41.9	41.9	83.9
	B	4	12.9	12.9	96.8
	A1	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

**Keterlibatan dalam Penelitian Serupa**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pernah	1	3.2	3.2	3.2
	Belum pernah	30	96.8	96.8	100.0
	Total	31	100.0	100.0	

**Durasi Nonton TV per Hari**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-4jam	20	64.5	64.5	64.5
	> 4jam	11	35.5	35.5	100.0
	Total	31	100.0	100.0	

(lanjutan)

**Jenis Kartu Seluler**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Prabayar	29	93.5	93.5	93.5
	Pasca bayar	2	6.5	6.5	100.0
	Total	31	100.0	100.0	

**Merek Kartu Seluler**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AS	5	16.1	16.1	16.1
	Esia	3	9.7	9.7	25.8
	IM3	11	35.5	35.5	61.3
	XL	2	6.5	6.5	67.7
	Simpatis	5	16.1	16.1	83.9
	3 (Tri)	2	6.5	6.5	90.3
	Mentari	1	3.2	3.2	93.5
	Matrix	1	3.2	3.2	96.8
	Halo	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

**Durasi Telepon dgn HP per Hari**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-2jam	23	74.2	74.2	74.2
	> 2jam	8	25.8	25.8	100.0
	Total	31	100.0	100.0	

## 5. Tabel Frekuensi Analisis Deskriptif KE

### Frequency Table

#### Bisa Telepon Semua Operator GSM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	2	3.2	6.5	6.5
	S	17	27.4	54.8	61.3
	SS	12	19.4	38.7	100.0
	Total	31	50.0	100.0	
Missing	System	31	50.0		
Total		62	100.0		

#### Bisa Telepon Semua Operator CDMA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	3.2	6.5	6.5
	N	7	11.3	22.6	29.0
	S	13	21.0	41.9	71.0
	SS	9	14.5	29.0	100.0
	Total	31	50.0	100.0	
Missing	System	31	50.0		
Total		62	100.0		

#### Cakupan Layanan Seluruh Indonesia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	4.8	9.7	9.7
	TS	8	12.9	25.8	35.5
	N	15	24.2	48.4	83.9
	S	4	6.5	12.9	96.8
	SS	1	1.6	3.2	100.0
	Total	31	50.0	100.0	
Missing	System	31	50.0		
Total		62	100.0		



(lanjutan)

**SimCard di antara Kartu GSM**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	7	11.3	22.6	22.6
	TS	11	17.7	35.5	58.1
	N	12	19.4	38.7	96.8
	S	1	1.6	3.2	100.0
	Total	31	50.0	100.0	
Missing	System	31	50.0		
Total		62	100.0		

**Tarif Telepon Murah 24 Jam Penuh**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	4.8	9.7	9.7
	N	15	24.2	48.4	58.1
	S	13	21.0	41.9	100.0
	Total	31	50.0	100.0	
Missing	System	31	50.0		
Total		62	100.0		

**Tarif Telepon Murah Dari Menit Ke-1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	4.8	9.7	9.7
	N	12	19.4	38.7	48.4
	S	16	25.8	51.6	100.0
	Total	31	50.0	100.0	
Missing	System	31	50.0		
Total		62	100.0		

(lanjutan)

**Syarat-syarat Rumit**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S	5	8.1	16.1	16.1
	N	8	12.9	25.8	41.9
	TS	15	24.2	48.4	90.3
	STS	3	4.8	9.7	100.0
	Total	31	50.0	100.0	
Missing	System	31	50.0		
Total		62	100.0		

**Tarif Telepon Murah Konsisten 24 Jam Penuh Tanpa Kategori Waktu**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	3.2	6.5	6.5
	TS	3	4.8	9.7	16.1
	N	14	22.6	45.2	61.3
	S	9	14.5	29.0	90.3
	SS	3	4.8	9.7	100.0
	Total		31	50.0	100.0
Missing	System	31	50.0		
Total		62	100.0		

**Tarif Telepon Murah Rp 399/menit**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.6	3.2	3.2
	TS	2	3.2	6.5	9.7
	N	8	12.9	25.8	35.5
	S	17	27.4	54.8	90.3
	SS	3	4.8	9.7	100.0
	Total		31	50.0	100.0
Missing	System	31	50.0		
Total		62	100.0		

(lanjutan)

**3 (Tri) adalah Kartu Seluler Prabayar**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	4	6.5	12.9	12.9
	S	18	29.0	58.1	71.0
	SS	9	14.5	29.0	100.0
	Total	31	50.0	100.0	
Missing	System	31	50.0		
Total		62	100.0		

**3 (Tri) adalah sim card Berbasis Layanan GSM**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.6	3.2	3.2
	N	1	1.6	3.2	6.5
	S	16	25.8	51.6	58.1
	SS	13	21.0	41.9	100.0
	Total	31	50.0	100.0	
Missing	System	31	50.0		
Total		62	100.0		

**Pengguna 3 (Tri) adalah Mahasiswa**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	6.5	12.9	12.9
	N	12	19.4	38.7	51.6
	S	13	21.0	41.9	93.5
	SS	2	3.2	6.5	100.0
	Total	31	50.0	100.0	
Missing	System	31	50.0		
Total		62	100.0		

(lanjutan)

**Pengguna 3 (Tri) adalah Ibu Rumah Tangga**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	17	27.4	54.8	54.8
	N	13	21.0	41.9	96.8
	S	1	1.6	3.2	100.0
	Total	31	50.0	100.0	
Missing	System	31	50.0		
Total		62	100.0		

**Pengguna 3 (Tri) adalah Karyawan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	10	16.1	32.3	32.3
	N	15	24.2	48.4	80.6
	S	6	9.7	19.4	100.0
	Total	31	50.0	100.0	
Missing	System	31	50.0		
Total		62	100.0		

**3 (Tri) Banyak Digunakan Masyarakat Menengah Ke Bawah**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	6.5	12.9	12.9
	N	15	24.2	48.4	61.3
	S	12	19.4	38.7	100.0
	Total	31	50.0	100.0	
Missing	System	31	50.0		
Total		62	100.0		

(lanjutan)

**3 (Tri) Banyak Direkomendasikan Orang Untuk Digunakan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	12	19.4	38.7	38.7
	N	8	12.9	25.8	64.5
	S	10	16.1	32.3	96.8
	SS	1	1.6	3.2	100.0
	Total	31	50.0	100.0	
Missing	System	31	50.0		
Total		62	100.0		

**Iklan 3 (Tri) Bermaksud Menyindir Pesaingnya**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	2	3.2	6.5	6.5
	S	17	27.4	54.8	61.3
	SS	12	19.4	38.7	100.0
	Total	31	50.0	100.0	
Missing	System	31	50.0		
Total		62	100.0		

**Merek Pesaing 3 (Tri) adalah Kartu-kartu GSM**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.6	3.2	3.2
	3.00	4	6.5	12.9	16.1
	4.00	19	30.6	61.3	77.4
	5.00	7	11.3	22.6	100.0
	Total	31	50.0	100.0	
Missing	System	31	50.0		
Total		62	100.0		

(lanjutan)

**Tidak Banyak Tulisan Yang Sulit Dipahami Dalam Iklan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	4.8	9.7	9.7
	N	8	12.9	25.8	35.5
	S	17	27.4	54.8	90.3
	SS	3	4.8	9.7	100.0
	Total	31	50.0	100.0	
Missing	System	31	50.0		
Total		62	100.0		

**Iklan TV 3 (Tri) Mendorong Penonton Untuk Menggunakan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	8.1	16.1	16.1
	N	11	17.7	35.5	51.6
	S	14	22.6	45.2	96.8
	SS	1	1.6	3.2	100.0
	Total	31	50.0	100.0	
Missing	System	31	50.0		
Total		62	100.0		

## 6. Tabel Frekuensi Analisis Deskriptif KK

### Frequency Table

**Bisa Telepon Semua Operator GSM**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	4	12.9	12.9	12.9
	S	18	58.1	58.1	71.0
	SS	9	29.0	29.0	100.0
	Total	31	100.0	100.0	

**Bisa Telepon Semua Operator CDMA**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	10	32.3	32.3	32.3
	S	13	41.9	41.9	74.2
	SS	8	25.8	25.8	100.0
	Total	31	100.0	100.0	

**Cakupan Layanan Seluruh Indonesia**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	9.7	9.7	9.7
	TS	13	41.9	41.9	51.6
	N	11	35.5	35.5	87.1
	S	4	12.9	12.9	100.0
	Total	31	100.0	100.0	

(lanjutan)

**SimCard di antara Kartu GSM**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	6	19.4	19.4	19.4
	TS	17	54.8	54.8	74.2
	N	7	22.6	22.6	96.8
	S	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

**Tarif Telepon Murah 24 Jam Penuh**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	6.5	6.5	6.5
	N	22	71.0	71.0	77.4
	S	7	22.6	22.6	100.0
	Total	31	100.0	100.0	

**Tarif Telepon Murah Dari Menit Ke-1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	3.2	3.2	3.2
	N	24	77.4	77.4	80.6
	S	4	12.9	12.9	93.5
	SS	2	6.5	6.5	100.0
	Total	31	100.0	100.0	



(lanjutan)

**Syarat-syarat Rumit**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S	4	12.9	12.9	12.9
	N	16	51.6	51.6	64.5
	TS	11	35.5	35.5	100.0
	Total	31	100.0	100.0	

**Tarif Telepon Murah Konsisten 24 Jam Penuh Tanpa Kategori Waktu**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	12.9	12.9	12.9
	N	15	48.4	48.4	61.3
	S	12	38.7	38.7	100.0
	Total	31	100.0	100.0	

**Tarif Telepon Murah Rp 399/menit**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	6.5	6.5	6.5
	N	17	54.8	54.8	61.3
	S	11	35.5	35.5	96.8
	SS	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

**3 (Tri) adalah Kartu Seluler Prabayar**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	2	6.5	6.5	6.5
	S	20	64.5	64.5	71.0
	SS	9	29.0	29.0	100.0
	Total	31	100.0	100.0	

(lanjutan)

**3 (Tri) adalah *sim card* Berbasis Layanan GSM**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	1	3.2	3.2	3.2
	S	18	58.1	58.1	61.3
	SS	12	38.7	38.7	100.0
	Total	31	100.0	100.0	

**Pengguna 3 (Tri) adalah Mahasiswa**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	6.5	6.5	6.5
	TS	3	9.7	9.7	16.1
	N	14	45.2	45.2	61.3
	S	10	32.3	32.3	93.5
	SS	2	6.5	6.5	100.0
	Total	31	100.0	100.0	

**Pengguna 3 (Tri) adalah Ibu Rumah Tangga**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	9.7	9.7	9.7
	TS	8	25.8	25.8	35.5
	N	19	61.3	61.3	96.8
	S	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

(lanjutan)

**Pengguna 3 (Tri) adalah Karyawan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	3.2	3.2	3.2
	TS	5	16.1	16.1	19.4
	N	21	67.7	67.7	87.1
	S	4	12.9	12.9	100.0
	Total	31	100.0	100.0	

**3 (Tri) Banyak Digunakan Masyarakat Menengah Ke Bawah**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	3.2	3.2	3.2
	TS	1	3.2	3.2	6.5
	N	21	67.7	67.7	74.2
	S	8	25.8	25.8	100.0
	Total	31	100.0	100.0	

**3 (Tri) Banyak Direkomendasikan Orang Untuk Digunakan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	9.7	9.7	9.7
	TS	3	9.7	9.7	19.4
	N	12	38.7	38.7	58.1
	S	13	41.9	41.9	100.0
	Total	31	100.0	100.0	

(lanjutan)

**Iklan 3 (Tri) Bermaksud Menyindir Pesaingnya**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	9.7	9.7	9.7
	N	12	38.7	38.7	48.4
	S	12	38.7	38.7	87.1
	SS	4	12.9	12.9	100.0
	Total	31	100.0	100.0	

**Merek Pesaing 3 (Tri) adalah Kartu-kartu GSM**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	6	19.4	19.4	19.4
	S	20	64.5	64.5	83.9
	SS	5	16.1	16.1	100.0
	Total	31	100.0	100.0	

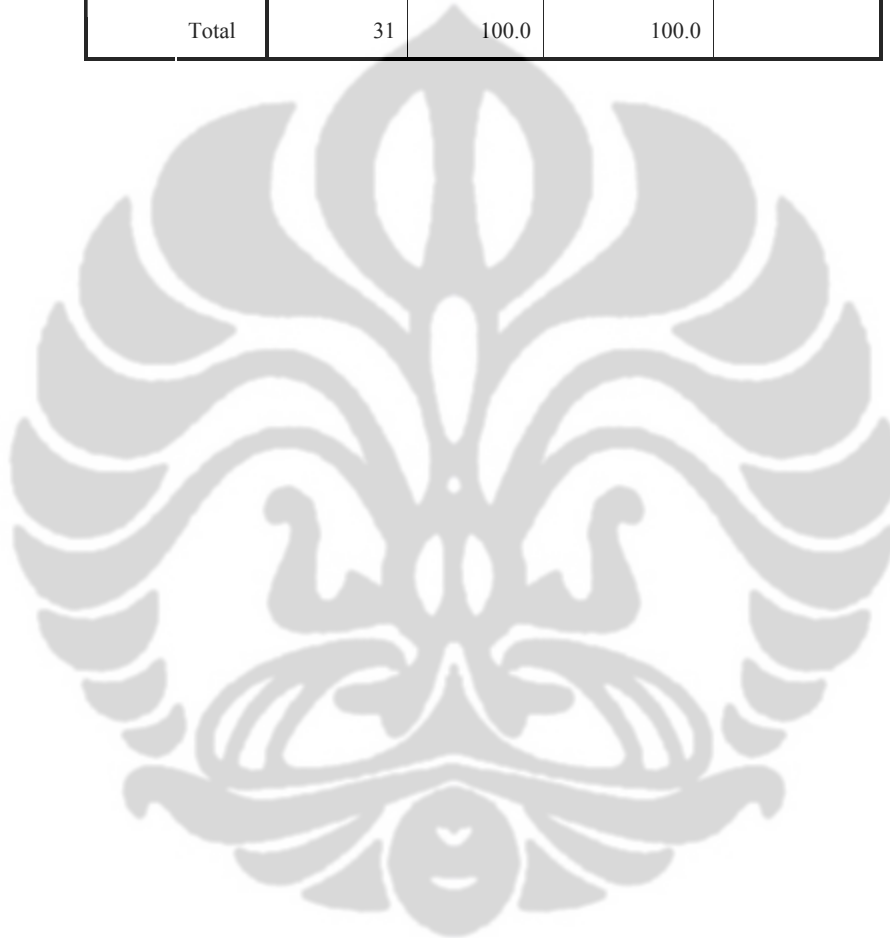
**Tidak Banyak Tulisan Yang Sulit Dipahami Dalam Iklan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	6.5	6.5	6.5
	N	13	41.9	41.9	48.4
	S	14	45.2	45.2	93.5
	SS	2	6.5	6.5	100.0
	Total	31	100.0	100.0	

(lanjutan)

**Iklan TV 3 (Tri) Mendorong Penonton Untuk Menggunakan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	22.6	22.6	22.6
	N	10	32.3	32.3	54.8
	S	14	45.2	45.2	100.0
	Total	31	100.0	100.0	



No.Kuesioner: \_\_\_\_\_

Nama :.....

Jurusan/angk:.....

No. HP :.....

No. urut : ( 1 Kuning/ 2 Hijau )

**LEMBAR KUESIONER PENELITIAN**  
**IKLAN TELEVISI KARTU TELEPON PRABAYAR 3 (TRI) VERSI**  
**“MURAH TANPA TAPI”**

**Lingkari jawaban yang Anda pilih !**

Apakah Anda pernah melihat iklan kartu telepon prabayar merek 3 (Tri) versi “Murah Tanpa Tapi” di televisi ? ( pernah / tidak pernah )

Berapa kali Anda melihat iklan kartu telepon prabayar merek 3 (Tri) versi “Murah Tanpa Tapi” di televisi ? ( 1x / 2x / lebih dari 2x )

**Berikan tanda silang ( X ) pada kotak yang Anda pilih !**

Keterangan:

**SS** = **Sangat Setuju**, jika pernyataan sangat sesuai dengan pendapat Anda

**S** = **Setuju**, jika pernyataan sesuai dengan pendapat Anda

**N** = **Netral**, jika anda bersikap netral terhadap pernyataan

**TS** = **Tidak Setuju**, jika pernyataan tidak sesuai dengan pendapat Anda

**STS** = **Sangat Tidak Setuju**, jika pernyataan sangat tidak sesuai dengan pendapat Anda



# I

No.	Pernyataan	SS	S	N	TS	STS
1.	Kartu telepon prabayar merek 3 (Tri) dapat digunakan untuk menelepon semua operator GSM					
2.	Kartu telepon prabayar merek 3 (Tri) dapat digunakan untuk menelepon semua operator CDMA					
3.	Kartu telepon prabayar merek 3 (Tri) memiliki cakupan wilayah layanan ke seluruh Indonesia					
4.	Kartu telepon prabayar merek 3 (Tri) merupakan <i>sim card</i> terbaik di antara kartu layanan GSM lainnya					

5. Mengapa kartu telepon prabayar merek 3 (Tri) merupakan *sim card* terbaik di antara kartu layanan GSM lainnya ? ( Jika menjawab SS dan S untuk pertanyaan nomor 4 )

6. Mengapa kartu telepon prabayar merek 3 (Tri) bukan merupakan *sim card* terbaik di antara kartu layanan GSM lainnya ? ( Jika menjawab N, TS dan STS untuk pertanyaan nomor 4 )



## II

No	Pernyataan	SS	S	N	TS	STS
1.	Kartu telepon prabayar merek 3 (Tri) menawarkan tarif telepon paling murah di antara semua kartu dengan basis layanan GSM					
2.	Kartu telepon prabayar merek 3 (Tri) menawarkan tarif telepon paling murah di antara semua kartu dengan basis layanan GSM dan CDMA					
3.	Kartu telepon prabayar merek 3 (Tri) menawarkan tarif telepon murah selama 24 jam penuh					
4.	Kartu telepon prabayar merek 3 (Tri) menawarkan tarif telepon murah dari menit ke-1					
5.	Kartu telepon prabayar merek 3 (Tri) memberikan syarat-syarat tertentu untuk mendapatkan tarif telepon murah					
6.	Kartu telepon prabayar merek 3 (Tri) memberikan syarat-syarat yang rumit untuk mendapatkan tarif telepon murah					
7.	Kartu telepon prabayar merek 3 (Tri) bebas biaya <i>roaming</i>					
8.	Kartu telepon prabayar merek 3 (Tri) menawarkan tarif murah yang stabil/konsisten selama 24 jam penuh tanpa mengenal pembagian kategori waktu					
9.	Tarif telepon murah yang ditawarkan oleh kartu telepon prabayar merek 3 (Tri) adalah Rp 399/ menit					

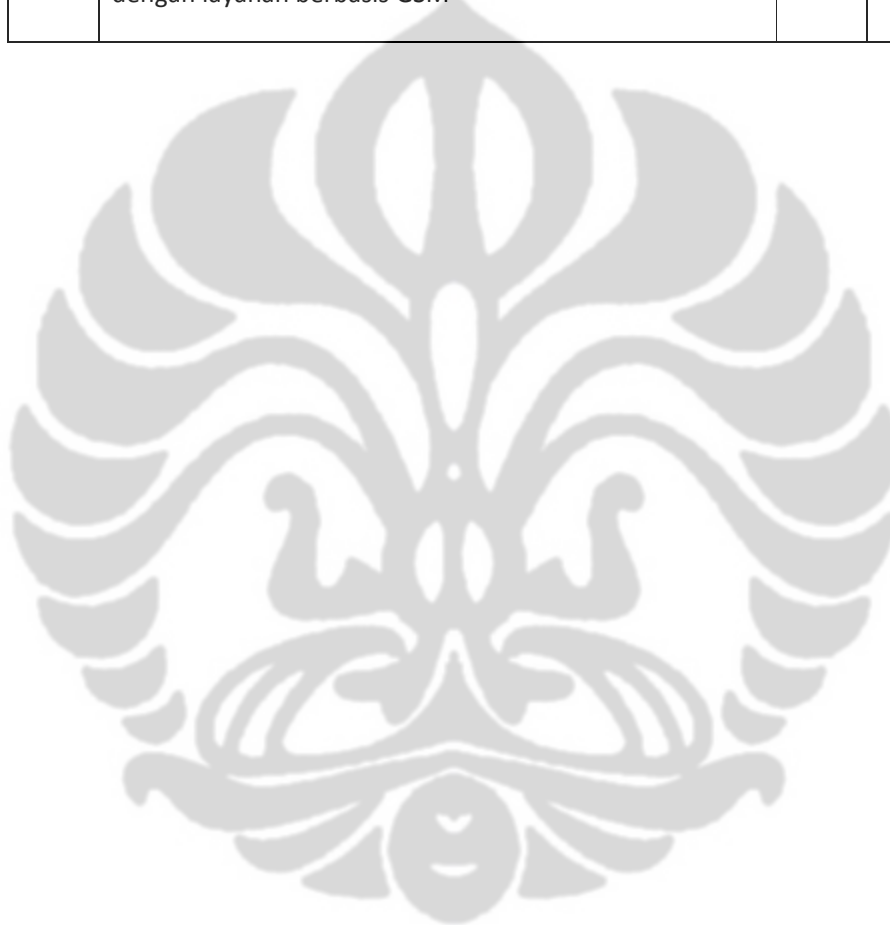
1. Kartu apa yang menawarkan tarif telepon paling murah di antara semua kartu GSM ?

2. Kartu apa yang menawarkan tarif telepon paling murah di antara semua kartu GSM dan CDMA ?

3. Apa syarat yang ditetapkan oleh kartu telepon prabayar merek 3 (Tri) untuk dapat menikmati tarif telepon murah ?

### III

No	Pernyataan	SS	S	N	TS	STS
1.	Kartu telepon prabayar merek 3 (Tri) adalah jenis kartu seluler prabayar					
2.	Kartu telepon p dengan layanan berbasis GSM					



#### IV

No	Pernyataan	SS	S	N	TS	STS
1.	Pengguna kartu telepon prabayar merek 3 (Tri) adalah mahasiswa					
2.	Pengguna kartu telepon prabayar merek 3 (Tri) adalah ibu rumah tangga					
3.	Pengguna kartu telepon prabayar merek 3 (Tri) adalah karyawan/pegawai					
4.	Kartu telepon prabayar merek 3 (Tri) banyak digunakan oleh masyarakat kalangan menengah ke bawah					
5.	Kartu telepon prabayar merek 3 (Tri) banyak direkomendasikan orang untuk digunakan					

8. Menurut Anda, kartu telepon prabayar merek 3 (Tri) ditujukan untuk siapa ?

V

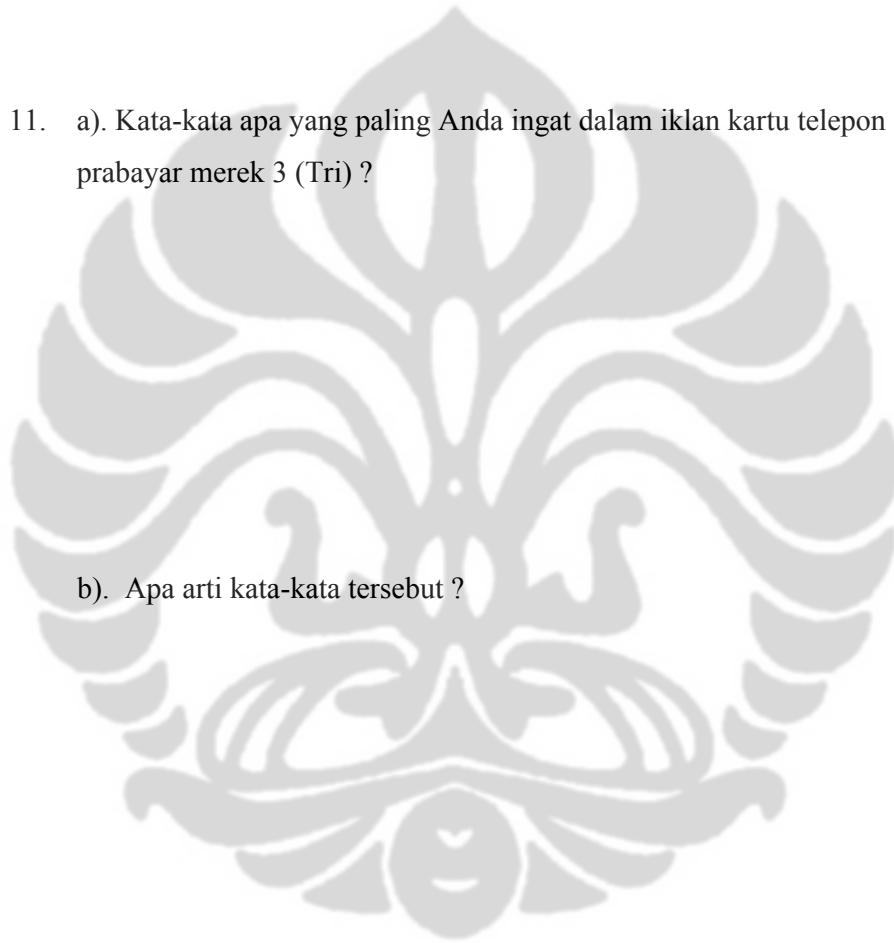
No	Pernyataan	SS	S	N	TS	STS
1.	Iklan kartu telepon prabayar merek 3 (Tri) bermaksud menyindir merek pesaingnya					
2.	Merek pesaing dari kartu telepon prabayar merek 3 (Tri) berasal dari kartu dengan layanan berbasis GSM					
3.	Tidak banyak gambar yang sulit dipahami maknanya dalam tayangan iklan televisi kartu telepon prabayar merek 3 (Tri)					
4.	Tidak banyak tayangan iklan televisi kartu telepon prabayar merek 3 (Tri)					
5.	Iklan televisi dari kartu telepon prabayar merek 3 (Tri) mendorong penonton untuk menggunakannya.					
6.	Produk kartu 3 dikeluarkan oleh perusahaan terkenal di Indonesia					
7.	Produk kartu 3 dikeluarkan oleh perusahaan terkenal di mancanegara					

9. Mengapa iklan kartu telepon prabayar merek 3 (Tri) menyindir merek pesaingnya? (Jika menjawab SS dan S untuk pertanyaan nomor 1)

10. Merek apa saja yang disindir dalam iklan kartu telepon prabayar merek 3 (Tri)? (Jika menjawab SS dan S untuk pertanyaan nomor 1)

11. a). Kata-kata apa yang paling Anda ingat dalam iklan kartu telepon prabayar merek 3 (Tri) ?

b). Apa arti kata-kata tersebut ?



Bagaimana persepsi Anda terhadap kartu telepon Prabayar merek 3 (Tri) secara keseluruhan ?



**TERIMA KASIH ATAS PERHATIAN DAN KESERIOUSAN ANDA  
MENYELESAIKAN SETIAP PERTANYAAN DALAM PENELITIAN INI.**

No. Kuesioner: \_\_\_\_

Nama :.....

Jurusan/angk:.....

No.HP :.....

No.urut : ( 1 Kuning/ 2 Hijau )

### LEMBAR KONTROL DATA

9. Usia :
10. Jenis kelamin :
11. Pengeluaran per bulan
  - a). Rp 500.001 – Rp 700.000
  - b). Rp 700.001 – Rp 1.000.000
  - c). Rp 1.000.001 – Rp 1.500.000
  - d). Rp 1.500.001 – Rp 2.000.000
  - e). > Rp 2.000.000
12. Keterlibatan dalam penelitian bertema sama : ( pernah/belum)
13. Frekuensi menonton TV : ( .....jam/hari)
14. Jenis kartu seluler yg dipakai :  
(prabayar/pascabayar)
15. Merek kartu seluler yang dipakai :
16. Durasi menelepon menggunakan HP : (...jam/hari)

**TERIMA KASIH**