

DAFTAR RIWAYAT HIDUP

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Tempat & Tanggal Lahir : Jakarta, 15 Januari 1984

Alamat : Jl. Bely Rt. 007/ 006 No. 56 Pekayon, Jaktim

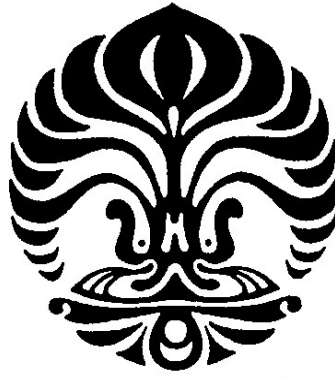
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Nama Orang tua : St.Ch. Siahaan MBA
S. Sianipar

Riwayat pendidikan Formal :

- SD : SDN 06 Cijantung Jakarta Timur
- SMP : SMP Negeri 251 Jakarta Timur (1996 – 1999)
- SMU : SMU Negeri 31 Jakarta Timur (1999-2002)
- Perguruan Tinggi : - Program Studi Administrasi Keuangan dan Perbankan, FISIP UI Depok (2003-2006)
- Program Studi Ilmu Administrasi Niaga Ekstensi FISIP UI Depok (2006-2008)



No. Kuesioner :

Dengan Hormat,

Saya adalah mahasiswa Ilmu administrasi Niaga Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Indonesia, saat ini saya sedang mengadakan penelitian mengenai Efek Jenis Iklan dan Gender Terhadap Respon Konsumen Dalam Praktek Ambush Marketing Dalam Lingkungan FISIP UI (Studi Pada Produk Pepsi).

Untuk itu saya meminta kesediaan bapak/ ibu/ saudara/ i untuk meluangkan waktu mengisi kuesioner ini dengan baik dan benar, semua informasi yang diterima sebagai hasil kuesioner ini bersifat rahasia dan hanya akan digunakan untuk kepentingan akademis semata.

Jawaban yang bapak/ ibu/ saudara/ i berikan dalam kuesioner ini sangat berarti bagi kami dalam menyelesaikan penelitian yang kami lakukan

Terimakasih atas partisipasinya

Hormat saya,

Fermin Parsaoran

Identitas Responden

Petunjuk Pengisian : Berilah tanda (X) pada pilihan jawaban yang anda anggap paling sesuai.

1. Jenis Kelamin

- a. Pria b. Wanita

2. Usia

- a. 15-19 tahun b. 20-24 tahun
c. 25-29 d. 30-34 tahun

3. Tingkat pendidikan Terakhir

- a. SMP b. SMA c. D3
d. S1 e. S2 atau S3

4. Pengeluaran perbulan

- a. < Rp. 500.000
b. Rp. 500.000- Rp. 1500.000
c. Rp. 1500.001- 2500.000
d. >Rp. 2.500.000

5. Hobi

- a. Menyanyi
b. Sepak bola
c. Membaca
d. Basket
e. Lainnya (Sebutkan).....

Screening.

5. Apakah anda penggemar minuman ringan (*softdrink*)

- a. ya
- b. tidak

6. Kapan terakhir kali anda minum softdrink

- a. hari ini
- b. kemarin
- c. lewat dari 2 hari yg lalu

7. Apa softdrink favorit anda

- a. Pepsi
- b. Coca-cola
- c. Gatorade
- d. Fanta
- e. 7UP
- f. Lainnya (sebutkan).....

8. Kapan waktu yang tepat bagi anda untuk menikmati softdrink

- a. Saat menonton TV
- b. Saat berkumpul bersama teman
- c. Saat bepergian
- d. Saat menonton bioskop
- e. Lainnya (Sebutkan)....

9. Apa yang mempengaruhi anda dalam membeli softdrink

- a. Merek
- b. Rasa
- c. Harga
- d. lainnya (sebutkan).....



**SKRIPSI “EFEK GENDER DALAM RESPON KOSUMEN
TERHADAP *AMBUSH* MARKETING DALAM
LINGKUNGAN FISIP UI (STUDI PADA PRODUK PEPSI).”**

Penting! Petunjuk pengisian :

Lingkarilah pilihan jawaban yang tersedia di bawah ini sesuai dengan persetujuan anda terhadap pernyataan berikut pada skala yang dianggap paling mewakili jawaban anda.

STS : Sangat tidak setuju
TS : Tidak Setuju
R : Ragu-ragu
S : Setuju
SS : Sangat setuju

1. KOGNITIF.

Respon konsumen (pertimbangan) terhadap produk Pepsi setelah melihat iklan

No.	Pernyataan	STS	TS	R	S	SS
10.	Pepsi adalah minuman berkualitas internasional					
11.	Pepsi mempunyai karakteristik yang khas dalam segi rasa					
12.	Pepsi sangat mencitrakan olahraga khususnya sepakbola					
13.	Bintang iklan Pepsi sangat tepat untuk mewakili even piala dunia					
14.	Iklan Pepsi sangat tepat pada even piala dunia					
15.	Pepsi memang sponsor resmi piala dunia					

2. AFEKTIF.

Respon Konsumen (perasaan) terhadap produk Pepsi setelah melihat iklan

No.	Pernyataan	STS	TS	R	S	SS
16.	Iklan Pepsi mewakili semangat kaum muda yang energik					
17.	Iklan Pepsi menarik perhatian anda untuk menyaksikannya					
18.	Saya akan melihat iklan Pepsi					
19.	Bintang iklan Pepsi menarik					
20.	Anda selalu menyukai produk yang menjadi sponsor suatu event					
21.	Anda menyukai produk Pepsi					
22.	Anda puas dengan kualitas produk Pepsi					
23.	Produk Pepsi sangat menawan hati/ menarik					

3. KONATIF.

Respon konsumen (niat beli) terhadap produk pepsi setelah melihat iklan

No.	Pernyataan	STS	TS	R	S	SS
24.	Ada kemungkinan anda akan membeli produk Pepsi					
25.	Anda akan menginformasikan Pepsi kepada rekan/ teman anda					
26.	Anda akan membeli produk Pepsi lebih sering dari biasanya					
27.	Anda akan membeli Pepsi meskipun harganya mungkin akan lebih mahal dari produk sejenis					
28.	Anda membeli Pepsi karena Pepsi bagian dari piala dunia					



**SKRIPSI “EFEK JENIS IKLAN DAN GENDER TERHADAP
RESPON KOSUMEN DALAM PRAKTEK *AMBUSH
MARKETING* DALAM LINGKUNGAN FISIP UI
(STUDI PADA PRODUK PEPSI).”**

Penting! Petunjuk pengisian :

Lingkarilah pilihan jawaban yang tersedia di bawah ini sesuai dengan persetujuan anda terhadap pernyataan berikut pada skala yang dianggap paling mewakili jawaban anda.

STS : Sangat tidak setuju
TS : Tidak Setuju
R : Ragu-ragu
S : Setuju
SS : Sangat setuju

1. KOGNITIF.

Respon konsumen (pertimbangan) terhadap produk Coca-cola setelah melihat iklan

No.	Pernyataan	STS	TS	R	S	SS
10.	Coca-cola adalah minuman berkualitas internasional					
11.	Coca-cola mempunyai karakteristik yang khas dalam segi rasa					
12.	Coca-cola sangat mencitrakan olahraga khususnya sepakbola					
13.	Bintang iklan Coca-cola sangat tepat untuk mewakili even piala dunia					
14.	Iklan Coca-cola sangat tepat pada even piala dunia					
15.	Coca-cola memang sponsor resmi piala dunia					

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2. AFEKTIF.

Respon Konsumen (perasaan) terhadap produk Pepsi setelah melihat iklan

No.	Pernyataan	STS	TS	R	S	SS
16.	Iklan Coca-cola mewakili semangat kaum muda yang energik					
17.	Iklan Coca-cola menarik perhatian anda untuk menyaksikannya					
18.	Saya akan melihat iklan melihat iklan Coca-cola tersebut					
19.	Bintang iklan Coca-cola menarik					
20.	Anda selalu menyukai produk yang menjadi sponsor suatu even					
21.	Anda menyukai produk Coca-cola					
22.	Anda puas dengan kualitas produk Coca-cola					
23.	Produk Coca-cola i sangat menawan hati/ menarik					

3. KONATIF.

Respon konsumen (niat beli) terhadap produk pepsi setelah melihat iklan

No.	Pernyataan	STS	TS	R	S	SS
24.	Ada kemungkinan anda akan membeli produk Coca-cola					
25.	Anda akan menginformasikan Coca-cola kepada rekan/ teman anda					
26.	Anda akan membeli produk Coca-cola lebih sering dari biasanya					
27.	Anda akan membeli Coca-cola meskipun harganya mungkin akan lebih mahal dari produk sejenis					
28.	Anda membeli Coca-cola karena Coca-cola bagian dari piala dunia					

Akhir Dari Kuesioner
-Terima Kasih-

Factor Analysis

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KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.624
Bartlett's Test of Sphericity	Approx. Chi-Square	43.500
	df	3
	Sig.	.000

Anti-image Matrices

		Kognitif1- Minuman Internasional	Kognitif2- Karakteristik rasa	Kognitif3- Pencitraan terhadap sepakbola
Anti-image Covariance	Kognitif1-Minuman Internasional	.697	-.226	-.307
	Kognitif2-Karakteristik rasa	-.226	.836	-.098
	Kognitif3- Pencitraan terhadap sepakbola	-.307	-.098	.752
Anti-image Correlation	Kognitif1-Minuman Internasional	.591 ^a	-.296	-.424
	Kognitif2-Karakteristik rasa	-.296	.694 ^a	-.123
	Kognitif3- Pencitraan terhadap sepakbola	-.424	-.123	.621 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Kognitif1-Minuman Internasional	1.000	.690
Kognitif2-Karakteristik rasa	1.000	.489
Kognitif3- Pencitraan terhadap sepakbola	1.000	.601

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.780	59.337	59.337	1.780	59.337	59.337
2	.724	24.132	83.469			
3	.496	16.531	100.000			

Extraction Method: Principal Component Analysis.

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Component Matrix^a

	Component
	1
Kognitif1-Minuman Internasional	.831
Kognitif2-Karakteristik rasa	.699
Kognitif3- Pencitraan terhadap sepakbola	.775

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted. The solution cannot be rotated.

RELIABILITY

```
/VARIABLES=Kognitif1 Kognitif2 Kognitif3  
/SCALE('ALL VARIABLES') ALL/MODEL=ALPHA.
```

Reliability

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Scale: ALL VARIABLES

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
.654	3

FACTOR

```
/VARIABLES Kognitif4 Kognitif5 Kognitif6 /MISSING LISTWISE /ANALYSIS  
Kognitif4 Kognitif5 Kognitif6  
/PRINT INITIAL KMO AIC EXTRACTION ROTATION  
/CRITERIA MINEIGEN(1) ITERATE(25)  
/EXTRACTION PC  
/CRITERIA ITERATE(25)  
/ROTATION VARIMAX  
/METHOD=CORRELATION .
```

Factor Analysis

[DataSet1] C:\Documents and Settings\Fermin Siahaan\My Documents\TURLAP\GABUNGAN.sav

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KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.525
Bartlett's Test of Sphericity	Approx. Chi-Square	49.767
	df	3
	Sig.	.000

Anti-image Matrices

		Kognitif4-Endorsrser mewakili even piala dunia	Kognitif5-Iklan tepat untk piala dunia	Kognitif6-Sponsor resmi piala dunia
Anti-image Covariance	Kognitif4-Endorsrser mewakili even piala dunia	.808	-.292	.063
	Kognitif5-Iklan tepat untk piala dunia	-.292	.614	-.333
	Kognitif6-Sponsor resmi piala dunia	.063	-.333	.736
Anti-image Correlation	Kognitif4-Endorsrser mewakili even piala dunia	.541 ^a	-.414	.082
	Kognitif5-Iklan tepat untk piala dunia	-.414	.516 ^a	-.495
	Kognitif6-Sponsor resmi piala dunia	.082	-.495	.529 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Kognitif4-Endorsrser mewakili even piala dunia	1.000	.436
Kognitif5-Iklan tepat untk piala dunia	1.000	.773
Kognitif6-Sponsor resmi piala dunia	1.000	.540

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.749	58.289	58.289	1.749	58.289	58.289
2	.847	28.219	86.508			
3	.405	13.492	100.000			

Extraction Method: Principal Component Analysis.

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Component Matrix^a

	Component
	1
Kognitif4-Endorsers mewakili even piala dunia	.660
Kognitif5-Iklan tepat untuk piala dunia	.879
Kognitif6-Sponsor resmi piala dunia	.735

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted. The solution cannot be rotated.

RELIABILITY

```
/VARIABLES=Kognitif4 Kognitif5 Kognitif6  
/SCALE('ALL VARIABLES') ALL/MODEL=ALPHA.
```

Reliability

[DataSet1] C:\Documents and Settings\Fermin Siahaan\My Documents\TURLAP\GABUNGAN.sav

Scale: ALL VARIABLES

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
.558	3

FACTOR

```
/VARIABLES Afektif3 Afektif4 Afektif5 Afektif6 Afektif7 Afektif1 Afektif2  
/MISSING LISTWISE /ANALYSIS Afektif3 Afektif4 Afektif5 Afektif6 Afektif7  
Afektif1 Afektif2  
/PRINT INITIAL KMO AIC EXTRACTION ROTATION  
/CRITERIA FACTORS(1) ITERATE(25)  
/EXTRACTION PC  
/CRITERIA ITERATE(25)  
/ROTATION VARIMAX  
/METHOD=CORRELATION .
```

FACTOR

```
/VARIABLES Afektif3 Afektif4 Afektif5 Afektif1 Afektif2 /MISSING  
LISTWISE /ANALYSIS Afektif3 Afektif4 Afektif5 Afektif1 Afektif2
```

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```

/PRINT INITIAL KMO AIC EXTRACTION ROTATION
/CRITERIA FACTORS(1) ITERATE(25)
/EXTRACTION PC
/CRITERIA ITERATE(25)
/ROTATION VARIMAX
/METHOD=CORRELATION .

```

FACTOR

```

/VARIABLES Afektif1 Afektif2 Afektif3 Afektif4 Afektif5 Afektif6 Afektif7
Afektif8 /MISSING LISTWISE /ANALYSIS Afektif1 Afektif2 Afektif3 Afektif4
Afektif5 Afektif6 Afektif7 Afektif8
/PRINT INITIAL KMO AIC EXTRACTION ROTATION
/CRITERIA FACTORS(1) ITERATE(25)
/EXTRACTION PC
/CRITERIA ITERATE(25)
/ROTATION VARIMAX
/METHOD=CORRELATION .

```

Factor Analysis

[DataSet1] C:\Documents and Settings\Fermin Siahaan\My Documents\TURLAP\GABUNGAN.sav

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.539
Bartlett's Test of Sphericity	Approx. Chi-Square	79.941
	df	28
	Sig.	.000

Anti-image Matrices

		Afektif1-Iklan sngt mewakili kaum muda energik	Afektif2-Iklan menarik	Afektif3-Akan melihat iklan tersebut
Anti-image Covariance	Afektif1-Iklan sngt mewakili kaum muda energik	.722	-.102	.130
	Afektif2-Iklan menarik	-.102	.717	-.216
	Afektif3-Akan melihat iklan tersebut	.130	-.216	.829
	Afektif4-Endorser menarik	-.253	-.189	-.036
	Afektif5-Kesukaan thd prdk sponsor	-.075	-.207	-.096
	Afektif6-Kesukaan thd produk	.129	-.056	-.039
	Afektif7-Kepuasan thd produk	-.030	-.103	.125
	Afektif8-Produk sngt menawan hati	-.226	-.010	-.147
Anti-image Correlation	Afektif1-Iklan sngt mewakili kaum muda energik	.540 ^a	-.141	.168
	Afektif2-Iklan menarik	-.141	.595 ^a	-.280
	Afektif3-Akan melihat iklan tersebut	.168	-.280	.511 ^a
	Afektif4-Endorser menarik	-.342	-.255	-.045
	Afektif5-Kesukaan thd prdk sponsor	-.095	-.265	-.114
	Afektif6-Kesukaan thd produk	.159	-.069	-.045
	Afektif7-Kepuasan thd produk	-.037	-.128	.145
	Afektif8-Produk sngt menawan hati	-.288	-.013	-.175

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Anti-image Matrices

		Afektif4- Endorser menarik	Afektif5- Kesukaan thd prdk sponsor	Afektif6- Kesukaan thd produk
Anti-image Covariance	Afektif1-Iklan sngt mewakili kaum muda energik	-.253	-.075	.129
	Afektif2-Iklan menarik	-.189	-.207	-.056
	Afektif3-Akan melihat iklan tersebut	-.036	-.096	-.039
	Afektif4-Endorser menarik	.762	.099	-.023
	Afektif5-Kesukaan thd prdk sponsor	.099	.856	-.054
	Afektif6-Kesukaan thd produk	-.023	-.054	.913
	Afektif7-Kepuasan thd produk	.089	.093	-.205
	Afektif8-Produk sngt menawan hati	-.004	.145	-.023
Anti-image Correlation	Afektif1-Iklan sngt mewakili kaum muda energik	-.342	-.095	.159
	Afektif2-Iklan menarik	-.255	-.265	-.069
	Afektif3-Akan melihat iklan tersebut	-.045	-.114	-.045
	Afektif4-Endorser menarik	.591 ^a	.122	-.028
	Afektif5-Kesukaan thd prdk sponsor	.122	.494 ^a	-.062
	Afektif6-Kesukaan thd produk	-.028	-.062	.486 ^a
	Afektif7-Kepuasan thd produk	.108	.106	-.226
	Afektif8-Produk sngt menawan hati	-.005	.169	-.026

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Anti-image Matrices

		Afektif7- Kepuasan thd produk	Afektif8- Produk sngt menawan hati
Anti-image Covariance	Afektif1-Iklan sngt mewakili kaum muda energik	-.030	-.226
	Afektif2-Iklan menarik	-.103	-.010
	Afektif3-Akan melihat iklan tersebut	.125	-.147
	Afektif4-Endorser menarik	.089	-.004
	Afektif5-Kesukaan thd prdk sponsor	.093	.145
	Afektif6-Kesukaan thd produk	-.205	-.023
	Afektif7-Kepuasan thd produk	.900	-.067
	Afektif8-Produk sngt menawan hati	-.067	.853
Anti-image Correlation	Afektif1-Iklan sngt mewakili kaum muda energik	-.037	-.288
	Afektif2-Iklan menarik	-.128	-.013
	Afektif3-Akan melihat iklan tersebut	.145	-.175
	Afektif4-Endorser menarik	.108	-.005
	Afektif5-Kesukaan thd prdk sponsor	.106	.169
	Afektif6-Kesukaan thd produk	-.226	-.026
	Afektif7-Kepuasan thd produk	.413 ^a	-.076
	Afektif8-Produk sngt menawan hati	-.076	.523 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Afektif1-Iklan sngt mewakili kaum muda energik	1.000	.416
Afektif2-Iklan menarik	1.000	.534
Afektif3-Akan melihat iklan tersebut	1.000	.197
Afektif4-Endorser menarik	1.000	.461
Afektif5-Kesukaan thd prdk sponsor	1.000	.096
Afektif6-Kesukaan thd produk	1.000	.000
Afektif7-Kepuasan thd produk	1.000	.000
Afektif8-Produk sngt menawan hati	1.000	.193

Extraction Method: Principal Component Analysis.

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Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.898	23.725	23.725	1.898	23.725	23.725
2	1.390	17.376	41.102			
3	1.257	15.707	56.808			
4	.967	12.082	68.891			
5	.806	10.075	78.965			
6	.711	8.890	87.855			
7	.503	6.282	94.137			
8	.469	5.863	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Afektif1-Iklan sngt mewakili kaum muda energik	.645
Afektif2-Iklan menarik	.731
Afektif3-Akan melihat iklan tersebut	.444
Afektif4-Endorser menarik	.679
Afektif5-Kesukaan thd prdk sponsor	.310
Afektif6-Kesukaan thd produk	.022
Afektif7-Kepuasan thd produk	-.017
Afektif8-Produk sngt menawan hati	.440

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted. The solution cannot be rotated.

FACTOR

```

/VARIABLES Afektif1 Afektif2 Afektif3 Afektif4 Afektif8 /MISSING
LISTWISE /ANALYSIS Afektif1 Afektif2 Afektif3 Afektif4 Afektif8
/PRINT INITIAL KMO AIC EXTRACTION ROTATION
/CRITERIA FACTORS(1) ITERATE(25)
/EXTRACTION PC
/CRITERIA ITERATE(25)
/ROTATION VARIMAX
/METHOD=CORRELATION .
    
```

Factor Analysis

[DataSet1] C:\Documents and Settings\Fermin Siahaan\My Documents\TURLAP\GABUNGAN.sav

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KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.579
Bartlett's Test of Sphericity	Approx. Chi-Square	53.065
	df	10
	Sig.	.000

Anti-image Matrices

		Afektif1-Iklan sngt mewakili kaum muda energik	Afektif2-Iklan menarik	Afektif3-Akan melihat iklan tersebut
Anti-image Covariance	Afektif1-Iklan sngt mewakili kaum muda energik	.746	-.125	.137
	Afektif2-Iklan menarik	-.125	.790	-.262
	Afektif3-Akan melihat iklan tersebut	.137	-.262	.862
	Afektif4-Endorser menarik	-.257	-.178	-.039
	Afektif8-Produk sngt menawan hati	-.227	.017	-.129
Anti-image Correlation	Afektif1-Iklan sngt mewakili kaum muda energik	.559 ^a	-.163	.170
	Afektif2-Iklan menarik	-.163	.608 ^a	-.318
	Afektif3-Akan melihat iklan tersebut	.170	-.318	.462 ^a
	Afektif4-Endorser menarik	-.337	-.226	-.048
	Afektif8-Produk sngt menawan hati	-.279	.020	-.147

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Anti-image Matrices

		Afektif4- Endorser menarik	Afektif8- Produk sngt menawan hati
Anti-image Covariance	Afektif1-Iklan sngt mewakili kaum muda energik	-.257	-.227
	Afektif2-Iklan menarik	-.178	.017
	Afektif3-Akan melihat iklan tersebut	-.039	-.129
	Afektif4-Endorser menarik	.781	-.015
	Afektif8-Produk sngt menawan hati	-.015	.888
Anti-image Correlation	Afektif1-Iklan sngt mewakili kaum muda energik	-.337	-.279
	Afektif2-Iklan menarik	-.226	.020
	Afektif3-Akan melihat iklan tersebut	-.048	-.147
	Afektif4-Endorser menarik	.643 ^a	-.018
	Afektif8-Produk sngt menawan hati	-.018	.587 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Afektif1-Iklan sngt mewakili kaum muda energik	1.000	.475
Afektif2-Iklan menarik	1.000	.455
Afektif3-Akan melihat iklan tersebut	1.000	.150
Afektif4-Endorser menarik	1.000	.514
Afektif8-Produk sngt menawan hati	1.000	.262

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.857	37.142	37.142	1.857	37.142	37.142
2	1.130	22.593	59.735			
3	.911	18.214	77.949			
4	.595	11.895	89.844			
5	.508	10.156	100.000			

Extraction Method: Principal Component Analysis.

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Component Matrix^a

	Component
	1
Afektif1-Iklan sngt mewakili kaum muda energik	.689
Afektif2-Iklan menarik	.674
Afektif3-Akan melihat iklan tersebut	.388
Afektif4-Endorser menarik	.717
Afektif8-Produk sngt menawan hati	.512

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted. The solution cannot be rotated.

FACTOR

```
/VARIABLES Afektif1 Afektif2 Afektif4 Afektif8 /MISSING LISTWISE  
/ANALYSIS Afektif1 Afektif2 Afektif4 Afektif8  
/PRINT INITIAL KMO AIC EXTRACTION ROTATION  
/CRITERIA FACTORS(1) ITERATE(25)  
/EXTRACTION PC  
/CRITERIA ITERATE(25)  
/ROTATION VARIMAX  
/METHOD=CORRELATION .
```

Factor Analysis

[DataSet1] C:\Documents and Settings\Fermin Siahaan\My Documents\TURLAP\GABUNGAN.sav

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.634
Bartlett's Test of Sphericity	Approx. Chi-Square	38.909
	df	6
	Sig.	.000

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Anti-image Matrices

		Afektif1-Iklan sngt mewakili kaum muda energik	Afektif2-Iklan menarik
Anti-image Covariance	Afektif1-Iklan sngt mewakili kaum muda energik	.768	-.096
	Afektif2-Iklan menarik	-.096	.879
	Afektif4-Endorser menarik	-.259	-.212
	Afektif8-Produk sngt menawan hati	-.218	-.026
Anti-image Correlation	Afektif1-Iklan sngt mewakili kaum muda energik	.617 ^a	-.116
	Afektif2-Iklan menarik	-.116	.688 ^a
	Afektif4-Endorser menarik	-.334	-.255
	Afektif8-Produk sngt menawan hati	-.261	-.029

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Anti-image Matrices

		Afektif4- Endorser menarik	Afektif8- Produk sngt menawan hati
Anti-image Covariance	Afektif1-Iklan sngt mewakili kaum muda energik	-.259	-.218
	Afektif2-Iklan menarik	-.212	-.026
	Afektif4-Endorser menarik	.783	-.021
	Afektif8-Produk sngt menawan hati	-.021	.908
Anti-image Correlation	Afektif1-Iklan sngt mewakili kaum muda energik	-.334	-.261
	Afektif2-Iklan menarik	-.255	-.029
	Afektif4-Endorser menarik	.621 ^a	-.025
	Afektif8-Produk sngt menawan hati	-.025	.643 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Afektif1-Iklan sngt mewakili kaum muda energik	1.000	.589
Afektif2-Iklan menarik	1.000	.376
Afektif4-Endorser menarik	1.000	.554
Afektif8-Produk sngt menawan hati	1.000	.269

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.787	44.681	44.681	1.787	44.681	44.681
2	.940	23.510	68.192			
3	.717	17.937	86.129			
4	.555	13.871	100.000			

Extraction Method: Principal Component Analysis.

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Component Matrix^a

	Component
	1
Afektif1-Iklan sngt mewakili kaum muda energik	.767
Afektif2-Iklan menarik	.613
Afektif4-Endorser menarik	.744
Afektif8-Produk sngt menawan hati	.519

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted. The solution cannot be rotated.

FACTOR

```
/VARIABLES Afektif1 Afektif2 Afektif4 /MISSING LISTWISE /ANALYSIS  
Afektif1 Afektif2 Afektif4  
/PRINT INITIAL KMO AIC EXTRACTION ROTATION  
/CRITERIA FACTORS(1) ITERATE(25)  
/EXTRACTION PC  
/CRITERIA ITERATE(25)  
/ROTATION VARIMAX  
/METHOD=CORRELATION .
```

Factor Analysis

[DataSet1] C:\Documents and Settings\Fermin Siahaan\My Documents\TURLAP\GABUNGAN.sav

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.612
Bartlett's Test of Sphericity	Approx. Chi-Square	29.612
	df	3
	Sig.	.000

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Anti-image Matrices

		Afektif1-Iklan sngt mewakili kaum muda energik	Afektif2-Iklan menarik	Afektif4-Endorser menarik
Anti-image Covariance	Afektif1-Iklan sngt mewakili kaum muda energik	.824	-.109	-.284
	Afektif2-Iklan menarik	-.109	.880	-.213
	Afektif4-Endorser menarik	-.284	-.213	.783
Anti-image Correlation	Afektif1-Iklan sngt mewakili kaum muda energik	.610 ^a	-.128	-.353
	Afektif2-Iklan menarik	-.128	.667 ^a	-.256
	Afektif4-Endorser menarik	-.353	-.256	.585 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Afektif1-Iklan sngt mewakili kaum muda energik	1.000	.556
Afektif2-Iklan menarik	1.000	.457
Afektif4-Endorser menarik	1.000	.638

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.650	55.016	55.016	1.650	55.016	55.016
2	.767	25.579	80.596			
3	.582	19.404	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Afektif1-Iklan sngt mewakili kaum muda energik	.745
Afektif2-Iklan menarik	.676
Afektif4-Endorser menarik	.799

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted. The solution cannot be rotated.

RELIABILITY

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```

/VARIABLES=Afektif1 Afektif2 Afektif4
/SCALE('ALL VARIABLES') ALL/MODEL=ALPHA.

```

Reliability

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Scale: ALL VARIABLES

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
.568	3

FACTOR

```

/VARIABLES Konatif1 Konatif2 Konatif3 Konatif4 Konatif5 /MISSING
LISTWISE /ANALYSIS Konatif1 Konatif2 Konatif3 Konatif4 Konatif5
/PRINT INITIAL KMO AIC EXTRACTION ROTATION
/CRITERIA FACTORS(1) ITERATE(25)
/EXTRACTION PC
/CRITERIA ITERATE(25)
/ROTATION VARIMAX
/METHOD=CORRELATION .

```

Factor Analysis

[DataSet1] C:\Documents and Settings\Fermin Siahaan\My Documents\TURLAP\GABUNGAN.sav

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.564
Bartlett's Test of Sphericity	Approx. Chi-Square	113.648
	df	10
	Sig.	.000

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Anti-image Matrices

		Konatif1- Kemungkinan membeli produk	Konatif2-word of mouth	Konatif3- Pembelian prod lebih sering lagi
Anti-image Covariance	Konatif1-Kemungkinan membeli produk	.778	-.269	.111
	Konatif2-word of mouth	-.269	.453	-.272
	Konatif3-Pembelian prod lebih sering lagi	.111	-.272	.442
	Konatif4-Pembelian thd prod	.057	.006	-.227
	Konatif5-Pembelian prod even	.117	-.071	-.074
Anti-image Correlation	Konatif1-Kemungkinan membeli produk	.370 ^a	-.453	.189
	Konatif2-word of mouth	-.453	.546 ^a	-.607
	Konatif3-Pembelian prod lebih sering lagi	.189	-.607	.567 ^a
	Konatif4-Pembelian thd prod	.075	.010	-.397
	Konatif5-Pembelian prod even	.139	-.111	-.116

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Anti-image Matrices

		Konatif4- Pembelian thd prod	Konatif5- Pembelian prod even
Anti-image Covariance	Konatif1-Kemungkinan membeli produk	.057	.117
	Konatif2-word of mouth	.006	-.071
	Konatif3-Pembelian prod lebih sering lagi	-.227	-.074
	Konatif4-Pembelian thd prod	.741	-.005
	Konatif5-Pembelian prod even	-.005	.910
Anti-image Correlation	Konatif1-Kemungkinan membeli produk	.075	.139
	Konatif2-word of mouth	.010	-.111
	Konatif3-Pembelian prod lebih sering lagi	-.397	-.116
	Konatif4-Pembelian thd prod	.690 ^a	-.006
	Konatif5-Pembelian prod even	-.006	.758 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Konatif1-Kemungkinan membeli produk	1.000	.074
Konatif2-word of mouth	1.000	.703
Konatif3-Pembelian prod lebih sering lagi	1.000	.770
Konatif4-Pembelian thd prod	1.000	.418
Konatif5-Pembelian prod even	1.000	.177

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.141	42.830	42.830	2.141	42.830	42.830
2	1.189	23.788	66.617			
3	.870	17.408	84.025			
4	.543	10.856	94.881			
5	.256	5.119	100.000			

Extraction Method: Principal Component Analysis.

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Component Matrix^a

	Component
	1
Konatif1-Kemungkinan membeli produk	.272
Konatif2-word of mouth	.839
Konatif3-Pembelian prod lebih sering lagi	.877
Konatif4-Pembelian thd prod	.647
Konatif5-Pembelian prod even	.421

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted. The solution cannot be rotated.

FACTOR

```

/VARIABLES Konatif2 Konatif3 Konatif4 /MISSING LISTWISE /ANALYSIS
Konatif2 Konatif3 Konatif4
/PRINT INITIAL KMO AIC EXTRACTION ROTATION
/CRITERIA FACTORS(1) ITERATE(25)
/EXTRACTION PC
/CRITERIA ITERATE(25)
/ROTATION VARIMAX
/METHOD=CORRELATION .
    
```

Factor Analysis

[DataSet1] C:\Documents and Settings\Fermin Siahaan\My Documents\TURLAP\GABUNGAN.sav

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.579
Bartlett's Test of Sphericity	Approx. Chi-Square	82.691
	df	3
	Sig.	.000

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Anti-image Matrices

		Konatif2-word of mouth	Konatif3-Pembelian prod lebih sering lagi	Konatif4-Pembelian thd prod
Anti-image Covariance	Konatif2-word of mouth	.571	-.316	.032
	Konatif3-Pembelian prod lebih sering lagi	-.316	.468	-.252
	Konatif4-Pembelian thd prod	.032	-.252	.746
Anti-image Correlation	Konatif2-word of mouth	.578 ^a	-.611	.048
	Konatif3-Pembelian prod lebih sering lagi	-.611	.550 ^a	-.427
	Konatif4-Pembelian thd prod	.048	-.427	.649 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Konatif2-word of mouth	1.000	.664
Konatif3-Pembelian prod lebih sering lagi	1.000	.817
Konatif4-Pembelian thd prod	1.000	.501

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.983	66.102	66.102	1.983	66.102	66.102
2	.716	23.879	89.981			
3	.301	10.019	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Konatif2-word of mouth	.815
Konatif3-Pembelian prod lebih sering lagi	.904
Konatif4-Pembelian thd prod	.708

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted. The solution cannot be rotated.

RELIABILITY

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```

/VARIABLES=Afektif1 Afektif2 Afektif4
/SCALE('ALL VARIABLES') ALL/MODEL=ALPHA.

```

RELIABILITY

```

/VARIABLES=Konatif2 Konatif3 Konatif4
/SCALE('ALL VARIABLES') ALL/MODEL=ALPHA.

```

Reliability

[DataSet1] C:\Documents and Settings\Fermin Siahaan\My Documents\TURLAP\GABUNGAN.sav

Scale: ALL VARIABLES

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
.743	3

FACTOR

```

/VARIABLES Konatif2 Konatif3 Konatif4 /MISSING LISTWISE /ANALYSIS
Konatif2 Konatif3 Konatif4
/PRINT INITIAL KMO AIC EXTRACTION ROTATION
/CRITERIA FACTORS(1) ITERATE(25)
/EXTRACTION PC
/CRITERIA ITERATE(25)
/ROTATION VARIMAX
/SAVE REG(ALL)
/METHOD=CORRELATION .

```

Factor Analysis

[DataSet1] C:\Documents and Settings\Fermin Siahaan\My Documents\TURLAP\GABUNGAN.sav

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.579
Bartlett's Test of Sphericity	Approx. Chi-Square	82.691
	df	3
	Sig.	.000

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Anti-image Matrices

		Konatif2-word of mouth	Konatif3-Pembelian prod lebih sering lagi	Konatif4-Pembelian thd prod
Anti-image Covariance	Konatif2-word of mouth	.571	-.316	.032
	Konatif3-Pembelian prod lebih sering lagi	-.316	.468	-.252
	Konatif4-Pembelian thd prod	.032	-.252	.746
Anti-image Correlation	Konatif2-word of mouth	.578 ^a	-.611	.048
	Konatif3-Pembelian prod lebih sering lagi	-.611	.550 ^a	-.427
	Konatif4-Pembelian thd prod	.048	-.427	.649 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Konatif2-word of mouth	1.000	.664
Konatif3-Pembelian prod lebih sering lagi	1.000	.817
Konatif4-Pembelian thd prod	1.000	.501

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.983	66.102	66.102	1.983	66.102	66.102
2	.716	23.879	89.981			
3	.301	10.019	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Konatif2-word of mouth	.815
Konatif3-Pembelian prod lebih sering lagi	.904
Konatif4-Pembelian thd prod	.708

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted. The solution cannot be rotated.

FACTOR

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```

/VARIABLES Afektif1 Afektif2 Afektif4 /MISSING LISTWISE /ANALYSIS
Afektif1 Afektif2 Afektif4
/PRINT INITIAL KMO AIC EXTRACTION ROTATION
/CRITERIA FACTORS(1) ITERATE(25)
/EXTRACTION PC
/CRITERIA ITERATE(25)
/ROTATION VARIMAX
/SAVE REG(ALL)
/METHOD=CORRELATION .

```

Factor Analysis

[DataSet1] C:\Documents and Settings\Fermin Siahaan\My Documents\TURLAP\GABUNGAN.sav

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.612
Bartlett's Test of Sphericity	Approx. Chi-Square	29.612
	df	3
	Sig.	.000

Anti-image Matrices

		Afektif1-Iklan sngt mewakili kaum muda energik	Afektif2-Iklan menarik	Afektif4-Endorser menarik
Anti-image Covariance	Afektif1-Iklan sngt mewakili kaum muda energik	.824	-.109	-.284
	Afektif2-Iklan menarik	-.109	.880	-.213
	Afektif4-Endorser menarik	-.284	-.213	.783
Anti-image Correlation	Afektif1-Iklan sngt mewakili kaum muda energik	.610 ^a	-.128	-.353
	Afektif2-Iklan menarik	-.128	.667 ^a	-.256
	Afektif4-Endorser menarik	-.353	-.256	.585 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Afektif1-Iklan sngt mewakili kaum muda energik	1.000	.556
Afektif2-Iklan menarik	1.000	.457
Afektif4-Endorser menarik	1.000	.638

Extraction Method: Principal Component Analysis.

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Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.650	55.016	55.016	1.650	55.016	55.016
2	.767	25.579	80.596			
3	.582	19.404	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Afektif1-Iklan sngt mewakili kaum muda energik	.745
Afektif2-Iklan menarik	.676
Afektif4-Endorser menarik	.799

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted. The solution cannot be rotated.

ONEWAY

Kognitif1 Kognitif2 Kognitif3 Kognitif4 Kognitif5 Kognitif6 BY Jenis_Iklan
/MISSING ANALYSIS .

ONEWAY

Kognitif1 Kognitif2 Kognitif3 Kognitif4 Kognitif5 Kognitif6 BY Jenis_Iklan
/STATISTICS DESCRIPTIVES HOMOGENEITY
/MISSING ANALYSIS .

Oneway

[DataSet1] C:\Documents and Settings\Fermin Siahaan\My Documents\TURLAP\GABUNGAN.sav

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Descriptives

		N	Mean	Std. Deviation	Std. Error
Kognitif1-Minuman Internasional	Ambush Ad	50	4.12	.689	.097
	Ofiicial Ad	50	4.38	.530	.075
	Total	100	4.25	.626	.063
Kognitif2-Karakteristik rasa	Ambush Ad	50	4.16	.510	.072
	Ofiicial Ad	50	4.12	.689	.097
	Total	100	4.14	.603	.060
Kognitif3- Pencitraan terhadap sepakbola	Ambush Ad	50	3.82	.560	.079
	Ofiicial Ad	50	4.22	.737	.104
	Total	100	4.02	.681	.068
Kognitif4-Endosrser mewakili even piala dunia	Ambush Ad	50	1.64	.485	.069
	Ofiicial Ad	50	4.30	.505	.071
	Total	100	2.97	1.425	.142
Kognitif5-Iklan tepat untk piala dunia	Ambush Ad	50	3.78	.887	.125
	Ofiicial Ad	50	4.30	.580	.082
	Total	100	4.04	.790	.079
Kognitif6-Sponsor resmi piala dunia	Ambush Ad	50	3.74	.944	.133
	Ofiicial Ad	50	3.88	.480	.068
	Total	100	3.81	.748	.075

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Descriptives

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
Kognitif1-Minuman Internasional	Ambush Ad	3.92	4.32	3	5
	Ofiicial Ad	4.23	4.53	3	5
	Total	4.13	4.37	3	5
Kognitif2-Karakteristik rasa	Ambush Ad	4.02	4.30	3	5
	Ofiicial Ad	3.92	4.32	3	5
	Total	4.02	4.26	3	5
Kognitif3- Pencitraan terhadap sepakbola	Ambush Ad	3.66	3.98	3	5
	Ofiicial Ad	4.01	4.43	3	5
	Total	3.88	4.16	3	5
Kognitif4-Endorsrser mewakili even piala dunia	Ambush Ad	1.50	1.78	1	2
	Ofiicial Ad	4.16	4.44	3	5
	Total	2.69	3.25	1	5
Kognitif5-Iklan tepat untk piala dunia	Ambush Ad	3.53	4.03	1	5
	Ofiicial Ad	4.14	4.46	3	5
	Total	3.88	4.20	1	5
Kognitif6-Sponsor resmi piala dunia	Ambush Ad	3.47	4.01	2	5
	Ofiicial Ad	3.74	4.02	3	5
	Total	3.66	3.96	2	5

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kognitif1-Minuman Internasional	.232	1	98	.631
Kognitif2-Karakteristik rasa	4.036	1	98	.047
Kognitif3- Pencitraan terhadap sepakbola	7.139	1	98	.009
Kognitif4-Endorsrser mewakili even piala dunia	.119	1	98	.731
Kognitif5-Iklan tepat untk piala dunia	2.858	1	98	.094
Kognitif6-Sponsor resmi piala dunia	21.756	1	98	.000

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ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kognitif1-Minuman Internasional	Between Groups	1.690	1	1.690	4.469	.037
	Within Groups	37.060	98	.378		
	Total	38.750	99			
Kognitif2-Karakteristik rasa	Between Groups	.040	1	.040	.109	.742
	Within Groups	36.000	98	.367		
	Total	36.040	99			
Kognitif3- Pencitraan terhadap sepakbola	Between Groups	4.000	1	4.000	9.342	.003
	Within Groups	41.960	98	.428		
	Total	45.960	99			
Kognitif4-Endorsrer mewakili even piala dunia	Between Groups	176.890	1	176.890	721.699	.000
	Within Groups	24.020	98	.245		
	Total	200.910	99			
Kognitif5-Iklan tepat untk piala dunia	Between Groups	6.760	1	6.760	12.028	.001
	Within Groups	55.080	98	.562		
	Total	61.840	99			
Kognitif6-Sponsor resmi piala dunia	Between Groups	.490	1	.490	.875	.352
	Within Groups	54.900	98	.560		
	Total	55.390	99			

GLM

```
Kognitif1 Kognitif2 Kognitif3 Kognitif4 Kognitif5 Kognitif6  BY Jenis_Iklan
/METHOD = SSTYPE(3)
/INTERCEPT = INCLUDE
/PRINT = DESCRIPTIVE HOMOGENEITY
/CRITERIA = ALPHA(.05)
/DESIGN = Jenis_Iklan .
```

CROSSTABS

```
/TABLES=Kognitif1 BY Jenis_Iklan
/FORMAT= AVALUE TABLES
/CELLS= COUNT
/COUNT ROUND CELL .
```

CROSSTABS

```
/TABLES=Kognitif1 BY Jenis_Iklan
/FORMAT= AVALUE TABLES
/STATISTIC=D BTAU
/CELLS= COUNT
/COUNT ROUND CELL .
```

CROSSTABS

```
/TABLES=Kognitif1 BY Jenis_Iklan
/FORMAT= AVALUE TABLES
/STATISTIC=CHISQ KAPPA RISK MCNEMAR
/CELLS= COUNT
/COUNT ROUND CELL .
```

CROSSTABS

```
/TABLES=var01 var02 var03 var04 var05 var06 var07 var08 var09 var10 var11  
var12 var13 var14 var15 var16 var17 var18 var19 BY Jenis_Iklan  
/FORMAT= AVALUE TABLES  
/CELLS= COUNT  
/COUNT ROUND CELL .
```

Crosstabs

[DataSet1] C:\Documents and Settings\Fermin Siahaan\My Documents\Pretes SPSS
\pre_gabungan.sav

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Kognitif-Minuman Internasional * Jenis_Iklan	20	100.0%	0	.0%	20	100.0%
Kognitif-Karakteristik rasa * Jenis_Iklan	20	100.0%	0	.0%	20	100.0%
Kognitif- Pencitraan terhadap sepakbola * Jenis_Iklan	20	100.0%	0	.0%	20	100.0%
Kognitif-Endorsrer mewakili even piala dunia * Jenis_Iklan	20	100.0%	0	.0%	20	100.0%
Kognitif-Iklan tepat untk piala dunia * Jenis_Iklan	20	100.0%	0	.0%	20	100.0%
Kognitif-Sponsor resmi piala dunia * Jenis_Iklan	20	100.0%	0	.0%	20	100.0%
Afektif-Iklan sngt mewakili kaum muda energik * Jenis_Iklan	20	100.0%	0	.0%	20	100.0%
Afektif-Iklan menarik * Jenis_Iklan	20	100.0%	0	.0%	20	100.0%
Afektif-Akan melihat iklan tersebut * Jenis_Iklan	20	100.0%	0	.0%	20	100.0%
Afektif-Endorsrer menarik * Jenis_Iklan	20	100.0%	0	.0%	20	100.0%
Afektif-Kesukaan thd prdk sponsor * Jenis_Iklan	20	100.0%	0	.0%	20	100.0%
Afektif-Kesukaan thd produk * Jenis_Iklan	20	100.0%	0	.0%	20	100.0%
Afektif-Kepuasan thd produk * Jenis_Iklan	20	100.0%	0	.0%	20	100.0%
Afektif-Produk sngt menawan hati * Jenis_Iklan	20	100.0%	0	.0%	20	100.0%
Konatif-Kemungkinan membeli produk * Jenis_Iklan	20	100.0%	0	.0%	20	100.0%
Konatif-word of mouth * Jenis_Iklan	20	100.0%	0	.0%	20	100.0%
Konatif-Pembelian prod lebih sering lagi * Jenis_Iklan	20	100.0%	0	.0%	20	100.0%
Konatif-Pembelian thd prod * Jenis_Iklan	20	100.0%	0	.0%	20	100.0%
Konatif-Pembelian prod even * Jenis_Iklan	20	100.0%	0	.0%	20	100.0%

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Kognitif-Minuman Internasional * Jenis_Iklan Crosstabulation

Count

		Jenis_Iklan		Total
		Ambush Ad	Ofiicial Ad	
Kognitif-Minuman Internasional	R	0	1	1
	S	1	6	7
	ss	9	3	12
Total		10	10	20

Kognitif-Karakteristik rasa * Jenis_Iklan Crosstabulation

Count

		Jenis_Iklan		Total
		Ambush Ad	Ofiicial Ad	
Kognitif-Karakteristik rasa	R	1	4	5
	S	6	6	12
	ss	3	0	3
Total		10	10	20

Kognitif- Pencitraan terhadap sepakbola * Jenis_Iklan Crosstabulation

Count

		Jenis_Iklan		Total
		Ambush Ad	Ofiicial Ad	
Kognitif- Pencitraan terhadap sepakbola	STS	1	0	1
	R	5	3	8
	S	4	5	9
	ss	0	2	2
Total		10	10	20

Kognitif-Endorsrer mewakili even piala dunia * Jenis_Iklan Crosstabulation

Count

		Jenis_Iklan		Total
		Ambush Ad	Ofiicial Ad	
Kognitif-Endorsrer mewakili even piala dunia	STS	4	0	4
	TS	6	0	6
	R	0	1	1
	S	0	7	7
	ss	0	2	2
Total		10	10	20

Kognitif-Iklan tepat untk piala dunia * Jenis_Iklan Crosstabulation

Count

		Jenis_Iklan		Total
		Ambush Ad	Ofiicial Ad	
Kognitif-Iklan tepat untk piala dunia	STS	2	0	2
	R	6	0	6
	S	2	7	9
	ss	0	3	3
Total		10	10	20

Kognitif-Sponsor resmi piala dunia * Jenis_Iklan Crosstabulation

Count

		Jenis_Iklan		Total
		Ambush Ad	Ofiicial Ad	
Kognitif-Sponsor resmi piala dunia	STS	1	0	1
	TS	6	0	6
	R	3	2	5
	S	0	7	7
	ss	0	1	1
Total		10	10	20

Afektif-Iklan sngt mewakili kaum muda energik * Jenis_Iklan Crosstabulation

Count

		Jenis_Iklan		Total
		Ambush Ad	Ofiicial Ad	
Afektif-Iklan sngt mewakili kaum muda energik	TS	4	0	4
	R	4	1	5
	S	2	8	10
	ss	0	1	1
Total		10	10	20

Afektif-Iklan menarik * Jenis_Iklan Crosstabulation

Count

		Jenis_Iklan		Total
		Ambush Ad	Ofiicial Ad	
Afektif-Iklan menarik	R	1	0	1
	S	6	7	13
	ss	3	3	6
Total		10	10	20

Afektif-Akan melihat iklan tersebut * Jenis_Iklan Crosstabulation

Count

		Jenis_Iklan		Total
		Ambush Ad	Ofiicial Ad	
Afektif-Akan melihat iklan tersebut	R	1	0	1
	S	6	8	14
	ss	3	2	5
Total		10	10	20

Afektif-Endorser menarik * Jenis_Iklan Crosstabulation

Count

		Jenis_Iklan		Total
		Ambush Ad	Ofiicial Ad	
Afektif-Endorser menarik	STS	1	0	1
	TS	6	0	6
	R	1	2	3
	S	2	6	8
	ss	0	2	2
Total		10	10	20

Afektif-Kesukaan thd prdk sponsor * Jenis_Iklan Crosstabulation

Count

		Jenis_Iklan		Total
		Ambush Ad	Ofiicial Ad	
Afektif-Kesukaan thd prdk sponsor	R	7	2	9
	S	3	7	10
	ss	0	1	1
Total		10	10	20

Afektif-Kesukaan thd produk * Jenis_Iklan Crosstabulation

Count

		Jenis_Iklan		Total
		Ambush Ad	Ofiicial Ad	
Afektif-Kesukaan thd produk	R	1	1	2
	S	6	8	14
	ss	3	1	4
Total		10	10	20

Afektif-Kepuasan thd produk * Jenis_Iklan Crosstabulation

Count

		Jenis_Iklan		Total
		Ambush Ad	Ofiicial Ad	
Afektif-Kepuasan thd produk	TS	2	2	4
	R	1	1	2
	S	6	7	13
	ss	1	0	1
Total		10	10	20

Afektif-Produk sngt menawan hati * Jenis_Iklan Crosstabulation

Count

		Jenis_Iklan		Total
		Ambush Ad	Ofiicial Ad	
Afektif-Produk sngt menawan hati	R	2	0	2
	S	8	9	17
	ss	0	1	1
Total		10	10	20

Konatif-Kemungkinan membeli produk * Jenis_Iklan Crosstabulation

Count

		Jenis_Iklan		Total
		Ambush Ad	Ofiicial Ad	
Konatif-Kemungkinan membeli produk	TS	0	1	1
	R	3	2	5
	S	7	7	14
Total		10	10	20

Konatif-word of mouth * Jenis_Iklan Crosstabulation

Count

		Jenis_Iklan		Total
		Ambush Ad	Ofiicial Ad	
Konatif-word of mouth	TS	3	1	4
	R	3	2	5
	S	4	6	10
	ss	0	1	1
Total		10	10	20

Konatif-Pembelian prod lebih sering lagi * Jenis_Iklan Crosstabulation

Count

		Jenis_Iklan		Total
		Ambush Ad	Ofiicial Ad	
Konatif-Pembelian prod lebih sering lagi	STS	1	0	1
	TS	5	0	5
	R	0	6	6
	S	4	4	8
Total		10	10	20

Konatif-Pembelian thd prod * Jenis_Iklan Crosstabulation

Count

		Jenis_Iklan		Total
		Ambush Ad	Ofiicial Ad	
Konatif-Pembelian thd prod	TS	4	0	4
	R	0	5	5
	S	6	4	10
	ss	0	1	1
Total		10	10	20

Konatif-Pembelian prod even * Jenis_Iklan Crosstabulation

Count

		Jenis_Iklan		Total
		Ambush Ad	Ofiicial Ad	
Konatif-Pembelian prod even	TS	8	0	8
	R	2	2	4
	S	0	8	8
Total		10	10	20

NPAR TESTS

```
/M-W= var01 var02 var03 var04 var05 var06 BY Jenis_Iklan(1 2)
/MISSING ANALYSIS.
```

NPar Tests

[DataSet1] C:\Documents and Settings\Fermin Siahaan\My Documents\Pretes SPSS
\pre_gabungan.sav

Mann-Whitney Test

Ranks

	Jenis_Iklan	N	Mean Rank	Sum of Ranks
Kognitif-Minuman Internasional	Ambush Ad	10	13.55	135.50
	Official Ad	10	7.45	74.50
	Total	20		
Kognitif-Karakteristik rasa	Ambush Ad	10	12.90	129.00
	Official Ad	10	8.10	81.00
	Total	20		
Kognitif- Pencitraan terhadap sepakbola	Ambush Ad	10	8.45	84.50
	Official Ad	10	12.55	125.50
	Total	20		
Kognitif-Endorsrser mewakili even piala dunia	Ambush Ad	10	5.50	55.00
	Official Ad	10	15.50	155.00
	Total	20		
Kognitif-Iklan tepat untk piala dunia	Ambush Ad	10	6.20	62.00
	Official Ad	10	14.80	148.00
	Total	20		
Kognitif-Sponsor resmi piala dunia	Ambush Ad	10	5.80	58.00
	Official Ad	10	15.20	152.00
	Total	20		

Test Statistics^b

	Kognitif-Minuman Internasional	Kognitif-Karakteristik rasa	Kognitif-Pencitraan terhadap sepakbola	Kognitif-Endorsrser mewakili even piala dunia
Mann-Whitney U	19.500	26.000	29.500	.000
Wilcoxon W	74.500	81.000	84.500	55.000
Z	-2.675	-2.072	-1.685	-3.933
Asymp. Sig. (2-tailed)	.007	.038	.092	.000
Exact Sig. [2*(1-tailed Sig.)]	.019 ^a	.075 ^a	.123 ^a	.000 ^a

Test Statistics^b

	Kognitif-Iklan tepat untk piala dunia	Kognitif-Sponsor resmi piala dunia
Mann-Whitney U	7.000	3.000
Wilcoxon W	62.000	58.000
Z	-3.466	-3.711
Asymp. Sig. (2-tailed)	.001	.000
Exact Sig. [2*(1-tailed Sig.)]	.000 ^a	.000 ^a

a. Not corrected for ties.

b. Grouping Variable: Jenis_Iklan

NPAR TESTS

```
/M-W= var07 var08 var09 var10 var11 var12 var13 var14 BY Jenis_Iklan(1 2)
/MISSING ANALYSIS.
```

NPar Tests

[DataSet1] C:\Documents and Settings\Fermin Siahaan\My Documents\Pretes SPSS \pre_gabungan.sav

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Mann-Whitney Test

Ranks

	Jenis_Iklan	N	Mean Rank	Sum of Ranks
Afektif-Iklan sngt mewakili kaum muda energik	Ambush Ad	10	6.70	67.00
	Ofiicial Ad	10	14.30	143.00
	Total	20		
Afektif-Iklan menarik	Ambush Ad	10	10.15	101.50
	Ofiicial Ad	10	10.85	108.50
	Total	20		
Afektif-Akan melihat iklan tersebut	Ambush Ad	10	10.60	106.00
	Ofiicial Ad	10	10.40	104.00
	Total	20		
Afektif-Endorser menarik	Ambush Ad	10	6.60	66.00
	Ofiicial Ad	10	14.40	144.00
	Total	20		
Afektif-Kesukaan thd prdk sponsor	Ambush Ad	10	7.85	78.50
	Ofiicial Ad	10	13.15	131.50
	Total	20		
Afektif-Kesukaan thd produk	Ambush Ad	10	11.40	114.00
	Ofiicial Ad	10	9.60	96.00
	Total	20		
Afektif-Kepuasan thd produk	Ambush Ad	10	10.85	108.50
	Ofiicial Ad	10	10.15	101.50
	Total	20		
Afektif-Produk sngt menawan hati	Ambush Ad	10	9.10	91.00
	Ofiicial Ad	10	11.90	119.00
	Total	20		

Test Statistics^b

	Afektif-Iklan sngt mewakili kaum muda energik	Afektif-Iklan menarik	Afektif-Akan melihat iklan tersebut	Afektif-Endorser menarik	Afektif-Kesukaan thd prdk sponsor
Mann-Whitney U	12.000	46.500	49.000	11.000	23.500
Wilcoxon W	67.000	101.500	104.000	66.000	78.500
Z	-3.110	-.316	-.094	-3.096	-2.260
Asymp. Sig. (2-tailed)	.002	.752	.925	.002	.024
Exact Sig. [2*(1-tailed Sig.)]	.003 ^a	.796 ^a	.971 ^a	.002 ^a	.043 ^a

Test Statistics^b

	Afektif-Kesukaan thd produk	Afektif-Kepuasan thd produk	Afektif-Produk sngt menawan hati
Mann-Whitney U	41.000	46.500	36.000
Wilcoxon W	96.000	101.500	91.000
Z	-.844	-.312	-1.704
Asymp. Sig. (2-tailed)	.399	.755	.088
Exact Sig. [2*(1-tailed Sig.)]	.529 ^a	.796 ^a	.315 ^a

a. Not corrected for ties.

b. Grouping Variable: Jenis_Iklan

NPAR TESTS

/M-W= var15 var16 var17 var18 var19 BY Jenis_Iklan(1 2)
/MISSING ANALYSIS.

NPar Tests

[DataSet1] C:\Documents and Settings\Fermin Siahaan\My Documents\Pretes SPSS
\pre_gabungan.sav

Mann-Whitney Test

Ranks

	Jenis_Iklan	N	Mean Rank	Sum of Ranks
Konatif-Kemungkinan membeli produk	Ambush Ad	10	10.65	106.50
	Official Ad	10	10.35	103.50
	Total	20		
Konatif-word of mouth	Ambush Ad	10	8.65	86.50
	Official Ad	10	12.35	123.50
	Total	20		
Konatif-Pembelian prod lebih sering lagi	Ambush Ad	10	8.70	87.00
	Official Ad	10	12.30	123.00
	Total	20		
Konatif-Pembelian thd prod	Ambush Ad	10	9.70	97.00
	Official Ad	10	11.30	113.00
	Total	20		
Konatif-Pembelian prod even	Ambush Ad	10	5.70	57.00
	Official Ad	10	15.30	153.00
	Total	20		

Test Statistics^b

	Konatif-Kemungkinan membeli produk	Konatif-word of mouth	Konatif-Pembelian prod lebih sering lagi	Konatif-Pembelian thd prod	Konatif-Pembelian prod even
Mann-Whitney U	48.500	31.500	32.000	42.000	2.000
Wilcoxon W	103.500	86.500	87.000	97.000	57.000
Z	-.141	-1.514	-1.438	-.655	-3.899
Asymp. Sig. (2-tailed)	.888	.130	.150	.513	.000
Exact Sig. [2*(1-tailed Sig.)]	.912 ^a	.165 ^a	.190 ^a	.579 ^a	.000 ^a

a. Not corrected for ties.

b. Grouping Variable: Jenis_Iklan

CROSSTABS

/TABLES=var01 var02 var03 var04 var05 var06 var07 var08 var09 var10 var11
var12 var13 var14 var15 var16 var17 var18 var19 BY Gender
/FORMAT= AVALUE TABLES
/CELLS= COUNT
/COUNT ROUND CELL .

Crosstabs

[DataSet1] C:\Documents and Settings\Fermin Siahaan\My Documents\Pretes SPSS
\pre_gabungan.sav

Kognitif-Minuman Internasional * Gender Crosstabulation

Count

		Gender		Total
		Pria	wanita	
Kognitif-Minuman Internasional	R	1	0	1
	S	4	3	7
	ss	5	7	12
Total		10	10	20

Kognitif-Karakteristik rasa * Gender Crosstabulation

Count

		Gender		Total
		Pria	wanita	
Kognitif-Karakteristik rasa	R	2	3	5
	S	5	7	12
	ss	3	0	3
Total		10	10	20

Kognitif- Pencitraan terhadap sepakbola * Gender Crosstabulation

Count

		Gender		Total
		Pria	wanita	
Kognitif- Pencitraan terhadap sepakbola	STS	1	0	1
	R	4	4	8
	S	3	6	9
	ss	2	0	2
Total		10	10	20

Kognitif-Endorsrer mewakili even piala dunia * Gender Crosstabulation

Count

		Gender		Total
		Pria	wanita	
Kognitif-Endorsrer mewakili even piala dunia	STS	1	3	4
	TS	4	2	6
	R	1	0	1
	S	3	4	7
	ss	1	1	2
Total		10	10	20

Kognitif-Iklan tepat untk piala dunia * Gender Crosstabulation

Count

		Gender		Total
		Pria	wanita	
Kognitif-Iklan tepat untk piala dunia	STS	2	0	2
	R	3	3	6
	S	3	6	9
	ss	2	1	3
Total		10	10	20

Kognitif-Sponsor resmi piala dunia * Gender Crosstabulation

Count

		Gender		Total
		Pria	wanita	
Kognitif-Sponsor resmi piala dunia	STS	1	0	1
	TS	4	2	6
	R	2	3	5
	S	3	4	7
	ss	0	1	1
Total		10	10	20

Afektif-Iklan sngt mewakili kaum muda energik * Gender Crosstabulation

Count

		Gender		Total
		Pria	wanita	
Afektif-Iklan sngt mewakili kaum muda energik	TS	2	2	4
	R	3	2	5
	S	4	6	10
	ss	1	0	1
Total		10	10	20

Afektif-Iklan menarik * Gender Crosstabulation

Count

		Gender		Total
		Pria	wanita	
Afektif-Iklan menarik	R	1	0	1
	S	7	6	13
	ss	2	4	6
Total		10	10	20

Afektif-Akan melihat iklan tersebut * Gender Crosstabulation

Count

		Gender		Total
		Pria	wanita	
Afektif-Akan melihat iklan tersebut	R	1	0	1
	S	6	8	14
	ss	3	2	5
Total		10	10	20

Afektif-Endorser menarik * Gender Crosstabulation

Count

		Gender		Total
		Pria	wanita	
Afektif-Endorser menarik	STS	0	1	1
	TS	4	2	6
	R	1	2	3
	S	4	4	8
	ss	1	1	2
Total		10	10	20

Afektif-Kesukaan thd prdk sponsor * Gender Crosstabulation

Count

		Gender		Total
		Pria	wanita	
Afektif-Kesukaan thd prdk sponsor	R	6	3	9
	S	4	6	10
	ss	0	1	1
Total		10	10	20

Afektif-Kesukaan thd produk * Gender Crosstabulation

Count

		Gender		Total
		Pria	wanita	
Afektif-Kesukaan thd produk	R	2	0	2
	S	5	9	14
	ss	3	1	4
Total		10	10	20

Afektif-Kepuasan thd produk * Gender Crosstabulation

Count

		Gender		Total
		Pria	wanita	
Afektif-Kepuasan thd produk	TS	3	1	4
	R	1	1	2
	S	6	7	13
	ss	0	1	1
Total		10	10	20

Afektif-Produk sngt menawan hati * Gender Crosstabulation

Count

		Gender		Total
		Pria	wanita	
Afektif-Produk sngt menawan hati	R	0	2	2
	S	9	8	17
	ss	1	0	1
Total		10	10	20

Konatif-Kemungkinan membeli produk * Gender Crosstabulation

Count

		Gender		Total
		Pria	wanita	
Konatif-Kemungkinan membeli produk	TS	1	0	1
	R	1	4	5
	S	8	6	14
Total		10	10	20

Konatif-word of mouth * Gender Crosstabulation

Count

		Gender		Total
		Pria	wanita	
Konatif-word of mouth	TS	3	1	4
	R	2	3	5
	S	4	6	10
	ss	1	0	1
Total		10	10	20

Konatif-Pembelian prod lebih sering lagi * Gender Crosstabulation

Count

		Gender		Total
		Pria	wanita	
Konatif-Pembelian prod lebih sering lagi	STS	1	0	1
	TS	2	3	5
	R	4	2	6
	S	3	5	8
Total		10	10	20

Konatif-Pembelian thd prod * Gender Crosstabulation

Count

		Gender		Total
		Pria	wanita	
Konatif-Pembelian thd prod	TS	1	3	4
	R	2	3	5
	S	6	4	10
	ss	1	0	1
Total		10	10	20

Konatif-Pembelian prod even * Gender Crosstabulation

Count

		Gender		Total
		Pria	wanita	
Konatif-Pembelian prod even	TS	5	3	8
	R	2	2	4
	S	3	5	8
Total		10	10	20

NPAR TESTS

```
/M-W= var01 var02 var03 var04 var05 var06 BY Gender(1 2)
/MISSING ANALYSIS.
```

NPar Tests

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Mann-Whitney Test

Ranks

	Gender	N	Mean Rank	Sum of Ranks
Kognitif-Minuman Internasional	Pria	10	9.35	93.50
	wanita	10	11.65	116.50
	Total	20		
Kognitif-Karakteristik rasa	Pria	10	12.05	120.50
	wanita	10	8.95	89.50
	Total	20		
Kognitif- Pencitraan terhadap sepakbola	Pria	10	10.40	104.00
	wanita	10	10.60	106.00
	Total	20		
Kognitif-Endorsrser mewakili even piala dunia	Pria	10	10.80	108.00
	wanita	10	10.20	102.00
	Total	20		
Kognitif-Iklan tepat untk piala dunia	Pria	10	9.65	96.50
	wanita	10	11.35	113.50
	Total	20		
Kognitif-Sponsor resmi piala dunia	Pria	10	8.70	87.00
	wanita	10	12.30	123.00
	Total	20		

Test Statistics^b

	Kognitif-Minuman Internasional	Kognitif-Karakteristik rasa	Kognitif-Pencitraan terhadap sepakbola	Kognitif-Endorsrser mewakili even piala dunia
Mann-Whitney U	38.500	34.500	49.000	47.000
Wilcoxon W	93.500	89.500	104.000	102.000
Z	-1.009	-1.338	-.082	-.236
Asymp. Sig. (2-tailed)	.313	.181	.934	.813
Exact Sig. [2*(1-tailed Sig.)]	.393 ^a	.247 ^a	.971 ^a	.853 ^a

Test Statistics^b

	Kognitif-Iklan tepat untk piala dunia	Kognitif-Sponsor resmi piala dunia
Mann-Whitney U	41.500	32.000
Wilcoxon W	96.500	87.000
Z	-.685	-1.421
Asymp. Sig. (2-tailed)	.493	.155
Exact Sig. [2*(1-tailed Sig.)]	.529 ^a	.190 ^a

a. Not corrected for ties.

b. Grouping Variable: Gender

NPAR TESTS

```
/M-W= var07 var08 var09 var10 var11 var12 var13 var14 BY Gender(1 2)
/MISSING ANALYSIS.
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NPar Tests

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Mann-Whitney Test

Ranks

	Gender	N	Mean Rank	Sum of Ranks
Afektif-Iklan sngt mewakili kaum muda energik	Pria	10	10.40	104.00
	wanita	10	10.60	106.00
	Total	20		
Afektif-Iklan menarik	Pria	10	9.20	92.00
	wanita	10	11.80	118.00
	Total	20		
Afektif-Akan melihat iklan tersebut	Pria	10	10.60	106.00
	wanita	10	10.40	104.00
	Total	20		
Afektif-Endorser menarik	Pria	10	10.45	104.50
	wanita	10	10.55	105.50
	Total	20		
Afektif-Kesukaan thd prdk sponsor	Pria	10	8.80	88.00
	wanita	10	12.20	122.00
	Total	20		
Afektif-Kesukaan thd produk	Pria	10	10.60	106.00
	wanita	10	10.40	104.00
	Total	20		
Afektif-Kepuasan thd produk	Pria	10	9.10	91.00
	wanita	10	11.90	119.00
	Total	20		
Afektif-Produk sngt menawan hati	Pria	10	11.90	119.00
	wanita	10	9.10	91.00
	Total	20		

Test Statistics^b

	Afektif-Iklan sngt mewakili kaum muda energik	Afektif-Iklan menarik	Afektif-Akan melihat iklan tersebut	Afektif-Endorser menarik	Afektif-Kesukaan thd prdk sponsor
Mann-Whitney U	49.000	37.000	49.000	49.500	33.000
Wilcoxon W	104.000	92.000	104.000	104.500	88.000
Z	-.082	-1.175	-.094	-.040	-1.450
Asymp. Sig. (2-tailed)	.935	.240	.925	.968	.147
Exact Sig. [2*(1-tailed Sig.)]	.971 ^a	.353 ^a	.971 ^a	.971 ^a	.218 ^a

Test Statistics^b

	Afektif-Kesukaan thd produk	Afektif-Kepuasan thd produk	Afektif-Produk sngt menawan hati
Mann-Whitney U	49.000	36.000	36.000
Wilcoxon W	104.000	91.000	91.000
Z	-.094	-1.249	-1.704
Asymp. Sig. (2-tailed)	.925	.212	.088
Exact Sig. [2*(1-tailed Sig.)]	.971 ^a	.315 ^a	.315 ^a

a. Not corrected for ties.

b. Grouping Variable: Gender

NPART TESTS

/M-W= var15 var16 var17 var18 var19 BY Gender(1 2)
/MISSING ANALYSIS.

NPar Tests

[DataSet1] C:\Documents and Settings\Fermin Siahaan\My Documents\Pretes SPSS
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Mann-Whitney Test

Ranks

	Gender	N	Mean Rank	Sum of Ranks
Konatif-Kemungkinan membeli produk	Pria	10	11.30	113.00
	wanita	10	9.70	97.00
	Total	20		
Konatif-word of mouth	Pria	10	9.95	99.50
	wanita	10	11.05	110.50
	Total	20		
Konatif-Pembelian prod lebih sering lagi	Pria	10	9.65	96.50
	wanita	10	11.35	113.50
	Total	20		
Konatif-Pembelian thd prod	Pria	10	12.35	123.50
	wanita	10	8.65	86.50
	Total	20		
Konatif-Pembelian prod even	Pria	10	9.30	93.00
	wanita	10	11.70	117.00
	Total	20		

Test Statistics^b

	Konatif-Kemungkinan membeli produk	Konatif-word of mouth	Konatif-Pembelian prod lebih sering lagi	Konatif-Pembelian thd prod	Konatif-Pembelian prod even
Mann-Whitney U	42.000	44.500	41.500	31.500	38.000
Wilcoxon W	97.000	99.500	96.500	86.500	93.000
Z	-.754	-.450	-.679	-1.514	-.975
Asymp. Sig. (2-tailed)	.451	.653	.497	.130	.330
Exact Sig. [2*(1-tailed Sig.)]	.579 ^a	.684 ^a	.529 ^a	.165 ^a	.393 ^a

a. Not corrected for ties.

b. Grouping Variable: Gender