

LAMPIRAN 1



No Kuesioner :

KUESIONER PENELITIAN

Responden yth,

Saya, Siti Rizkiani Nuria Putri (Kiki), mahasiswi jurusan **Manajemen** di **Fakultas Ekonomi Universitas Indonesia** yang sedang melakukan survei dalam rangka menyelesaikan skripsi saya. Saya membutuhkan bantuan untuk mengisi kuesioner ini sebagai alat pengumpulan data skripsi saya. Demi keberhasilan penelitian ini, saya mohon Anda **mengisi dengan sebaik-baiknya, tanpa melewati satupun pertanyaan. Tidak ada jawaban benar atau salah.** Untuk itu, saya mengharapkan jawaban yang sejujurnya dan yang paling sesuai dengan pendapat pribadi Anda. **Jawaban yang Anda berikan akan dirahasiakan** dan hanya digunakan untuk kepentingan penelitian ini saja. Atas segala partisipasi dan kesediaan saudara meluangkan waktu untuk mengisi kuesioner ini, saya ucapkan terima kasih.

1. Apakah Anda pernah menyaksikan **iklan “Yogurt Activia versi 30’ with price tag (disertai harga yang dicantumkan)”** di media **televisi**?
 - Ya (Lanjut ke pertanyaan no 2)
 - Tidak (selesai, terima kasih atas partisipasi Anda))
2. Apakah Anda pernah **mencoba** Yoghurt Activia?
 - Ya
 - Tidak

Petunjuk : Berikut adalah beberapa pernyataan umum tentang Activia. Tunjukkan sejauh mana Anda menyetujui pernyataan-pernyataan tersebut dengan memberi tanda silang (X) pada jawaban yang paling mencerminkan pendapat Anda.

Setujukah Anda bahwa.....

No	Pernyataan	Sangat tidak setuju	Tidak setuju	Ragu-Ragu	Setuju	Sangat Setuju
1.	Activia merupakan yoghurt yang berfungsi untuk kesehatan pencernaan	1	2	3	4	5
2.	Activia dapat membantu melancarkan proses buang air besar (BAB)	1	2	3	4	5
3.	Activia merupakan yoghurt dengan harga terjangkau (Rp.2,000-Rp.3,500)	1	2	3	4	5

Petunjuk : Berikut adalah beberapa pernyataan tentang iklan Activia. Tunjukkan tingkat persetujuan Anda terhadap pernyataan-pernyataan tersebut dengan memberi tanda silang (X) pada jawaban yang paling sesuai dengan pendapat Anda.

No	Pernyataan	Sangat tidak setuju	Tidak setuju	Ragu-Ragu	Setuju	Sangat Setuju
4.	Iklan “ Activia 30’ with price tag ” bagus	1	2	3	4	5
5.	Saya menyukai iklan “ Activia 30’ with price tag ”	1	2	3	4	5
6.	Saya tidak terganggu dengan iklan “ Activia 30’ with price tag ”	1	2	3	4	5
7.	Iklan “ Activia 30’ with price tag ” tidak menarik	1	2	3	4	5

Petunjuk : Berikut adalah beberapa pernyataan yang menggambarkan sikap terhadap Activia. Tunjukkan sejauh mana Anda setuju dengan pernyataan-pernyataan tersebut dengan memberi tanda silang (X) pada jawaban yang paling sesuai dengan pendapat Anda.

No	Pernyataan	Sangat tidak setuju	Tidak setuju	Ragu-Ragu	Setuju	Sangat Setuju
8.	Menurut saya, Activia adalah merek yang bagus	1	2	3	4	5
9.	Saya tidak suka merek yoghurt Activia	1	2	3	4	5
10.	Activia adalah merek yang menyenangkan	1	2	3	4	5
11.	Setelah melihat iklan Activia , saya akan membeli produk tersebut	1	2	3	4	5
12.	Saya pasti membeli Activia	1	2	3	4	5
13.	Saya mungkin membeli Activia	1	2	3	4	5

PROFIL RESPONDEN

17. Usia : _____ tahun

18. Berapa rata-rata pengeluaran pembelanjaan Anda perbulan? (tidak termasuk biaya listrik, telepon, air, dan sewa rumah)

- > Rp. 2,500,000
- Rp. 1,750,000 – Rp. 2,500,000
- < Rp. 1,750,000

19. Apa Pekerjaan Anda :

- Karyawan Swasta
- Pegawai Negeri
- Wiraswasta
- Ibu Rumah Tangga
- Lain-Lain (sebutkan





Mohon diperiksa kembali, jangan sampai ada nomor yang terlewat.

SELESAI


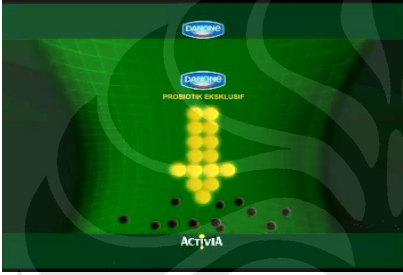

----- TERIMA KASIH ATAS PARTISIPASI ANDA -----

LAMPIRAN 2

STORY BOARD IKLAN ACTIVIA VERSI 30' WITH PRICE TAG

	<p>Audio : Suara bel rumah</p> <p>Video : Brand shoot</p>
	<p>Audio : Background music FVO : Maaf ya, aku telat</p> <p>Video : Cut to : Model wanita telat datang ke arisan</p>
	<p>Audio : Background Music FVO : Eh kamu hamil ya?</p> <p>Video : Cut to : teman-teman wanita memegang perut model wanita</p>
	<p>Audio : Background Music FVO : Engga, udah seminggu ga lancar. Stress deh.</p> <p>Video : Cut to : model wanita memegang perut nya</p>

	<p>Audio : Background Music</p> <p>FVO : Susah BAB? Saya juga pernah. ..</p> <p>Video : Cut to : seorang wanita membuka kulkas</p>
	<p>Audio : Background Music</p> <p>FVO : Sampai akhirnya saya coba Activia..</p> <p>Video Cut to : seorang wanita mengambil Activia dari kulkas</p>
	<p>Audio : Background Music</p> <p>FVO : Enaaak....</p> <p>Video Cut to : Susu dan strawberry</p>
	<p>Audio : Background Music</p> <p>FVO :Looh...</p> <p>Video : Cut to : yogurt Activia dan sendok</p>

	<p>Audio : Background Music FVO : Hmmm...</p> <p>Video : cut to : seorang wanita yang sedang menikmati Activia</p>
	<p>Audio : Background music Announcer : Baru, yogurt Activia dari Danone dengan probiotik eksklusif. Aktif membantu BAB secara teratur</p> <p>Video : Cut to : suppers</p>
	<p>Audio : Background music FVO : Tumben.. beda lagi..</p> <p>Video : Text : Arisan berikutnya Cut to : teman-teman wanita mendatangi rumah model wanita</p>
	<p>Audio : FVO : Iya, aktif lagi karna Activia</p> <p>Video Cut to : model wanita memegang produk Activia</p>



Audio :

Background music :

FVO : Activia

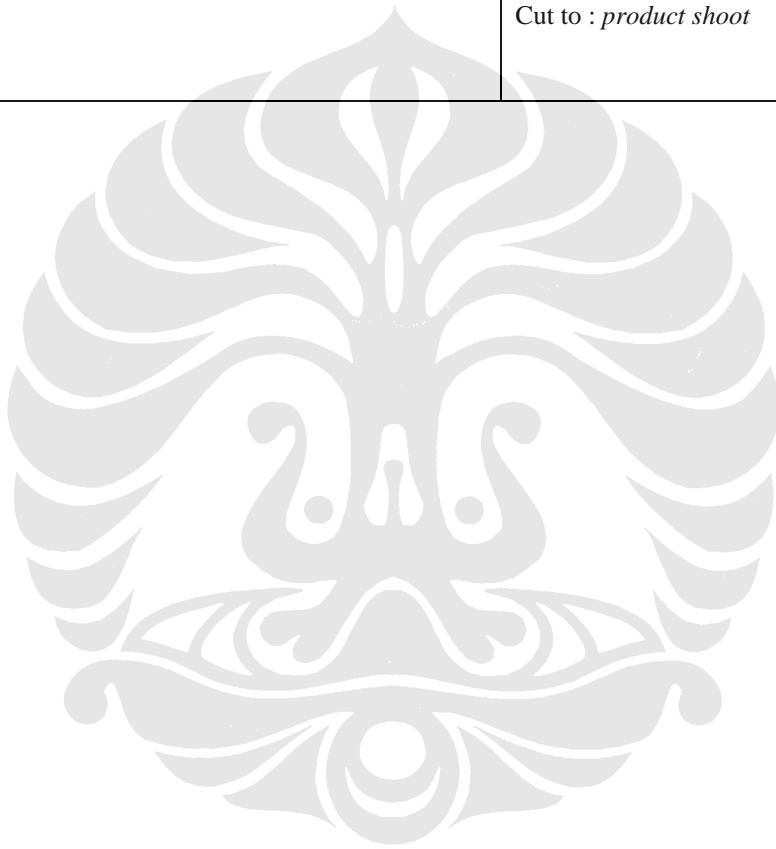
Announcer : Cuma dua ribu...

Video

Text 1 : [www.activia.co id](http://www.activia.co.id)

Text 2 : Baru harga perkenalan Rp.2,000

Cut to : *product shoot*



LAMPIRAN 3

OUTPUT SPSS RELIABILITY (PRE-TEST)

Reliability

[DataSet2]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,835	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Activia untuk kesehatan pencernaan	20,33	4,782	,669	,796
Activia membantu melancarkan BAB	20,37	4,792	,785	,771
Harga Activia terjangkau	20,37	6,171	,167	,906
Activia produk yang berkualitas	20,30	5,321	,781	,784
Kemasan Activia praktis	20,20	5,614	,780	,793
Activia dapat dipercaya	20,43	4,668	,750	,776

Reliability

[DataSet2]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,749	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Iklan Activia 30' with price tag bagus	12,10	1,334	,596	,661
Menyukai iklan Activia 30' with price tag	11,97	1,482	,781	,596
Tidak terganggu dengan iklan Activia 30' with price tag	11,93	1,720	,629	,684
Iklan Activia 30' with price tag tidak menarik	12,20	1,338	,385	,838

Reliability

[DataSet2]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,853	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Activia merek yang bagus	8,10	,921	,797	,739
Tidak suka merek Activia	7,87	1,292	,638	,872
Activia merek yang menyenangkan	7,90	1,334	,798	,758

Reliability

[DataSet2]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,853	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Activia merek yang bagus	8,10	,921	,797	,739
Tidak suka merek Activia	7,87	1,292	,638	,872
Activia merek yang menyenangkan	7,90	1,334	,798	,758

Reliability

[DataSet2]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,840	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Setelah melihat iklan Activia, akan membeli produk tersebut	7,53	1,430	,876	,614
Pasti akan membeli Activia	7,60	1,490	,668	,818
Mungkin akan membeli Activia	7,60	1,697	,593	,881

LAMPIRAN 4

OUTPUT SPSS DEMOGRAFI

Frequencies

Statistics

		Usia	Rata-rata pengeluaran per-bulan	Pekerjaan
N	Valid	100	100	100
	Missing	0	0	0
Mean		2,55	2,40	2,95
Std. Error of Mean		,111	,070	,133
Median		3,00	3,00	4,00
Mode		3 ^a	3	4
Std. Deviation		1,114	,696	1,329
Variance		1,240	,485	1,765
Range		3	2	4
Minimum		1	1	1
Maximum		4	3	5
Sum		255	240	295

a. Multiple modes exist. The smallest value is shown

Frequency Table

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25 - 30 tahun	23	23,0	23,0	23,0
	31 - 35 tahun	25	25,0	25,0	48,0
	36 - 40 tahun	26	26,0	26,0	74,0
	41 - 45 tahun	26	26,0	26,0	100,0
Total		100	100,0	100,0	

Rata-rata pengeluaran per-bulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	> Rp. 2,500,000	12	12,0	12,0	12,0
	Rp.1,750,000 - Rp. 2,500,000	36	36,0	36,0	48,0
	< Rp. 1,750,000	52	52,0	52,0	100,0
Total		100	100,0	100,0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Karyawan Swasta	26	26,0	26,0	26,0
	Pegawai Negeri	8	8,0	8,0	34,0
	Wiraswasta	15	15,0	15,0	49,0
	Ibu Rumah Tangga	47	47,0	47,0	96,0
	Lain-Lain	4	4,0	4,0	100,0
	Total	100	100,0	100,0	

Reliability

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
,752	6

Item Statistics

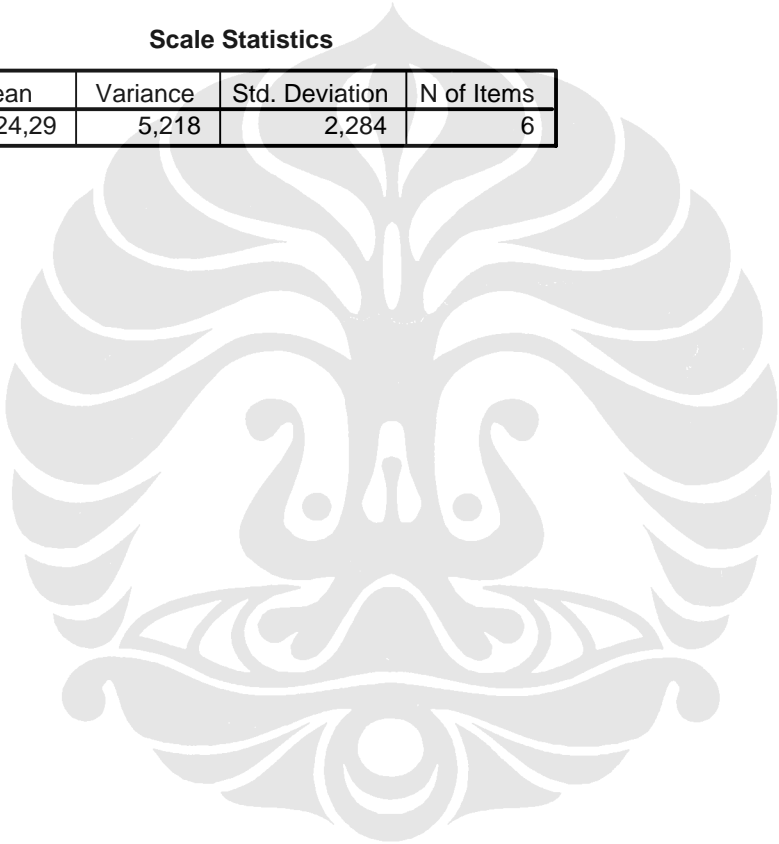
	Mean	Std. Deviation	N
Activia untuk kesehatan pencernaan	4,04	,602	100
Activia membantu melancarkan BAB	4,06	,600	100
Harga Activia terjangkau	4,06	,664	100
Activia produk yang berkualitas	4,06	,468	100
Kemasan Activia praktis	4,19	,394	100
Activia dapat dipercaya	3,88	,640	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Activia untuk kesehatan pencernaan	20,25	3,563	,569	,694
Activia membantu melancarkan BAB	20,23	3,431	,642	,672
Harga Activia terjangkau	20,23	4,199	,212	,802
Activia produk yang berkualitas	20,23	3,916	,585	,698
Kemasan Activia praktis	20,10	4,394	,405	,740
Activia dapat dipercaya	20,41	3,315	,641	,670

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
24,29	5,218	2,284	6



LAMPIRAN 5

OUTPUT SPSS RELIABILITY

Reliability

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
,797	4

Item Statistics

	Mean	Std. Deviation	N
Iklan Activia 30' with price tag bagus	3,96	,585	100
Menyukai iklan Activia 30' with price tag	3,99	,541	100
Tidak terganggu dengan iklan Activia 30' with price tag	4,12	,409	100
Iklan Activia 30' with price tag tidak menarik	3,79	,640	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Iklan Activia 30' with price tag bagus	11,90	1,687	,646	,726
Menyukai iklan Activia 30' with price tag	11,87	1,670	,749	,674
Tidak terganggu dengan iklan Activia 30' with price tag	11,74	2,174	,555	,779
Iklan Activia 30' with price tag tidak menarik	12,07	1,702	,538	,793

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15,86	3,011	1,735	4

Reliability

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
,771	3

Item Statistics

	Mean	Std. Deviation	N
Activia merek yang bagus	3,86	,569	100
Tidak suka merek Activia	3,88	,573	100
Activia merek yang menyenangkan	3,88	,498	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Activia merek yang bagus	7,76	,871	,621	,675
Tidak suka merek Activia	7,74	,901	,573	,732
Activia merek yang menyenangkan	7,74	,982	,632	,671

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11,62	1,854	1,362	3

Reliability

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
,697	3

Item Statistics

	Mean	Std. Deviation	N
Setelah melihat iklan Activia, akan membeli produk tersebut	3,80	,651	100
Pasti akan membeli Activia	3,73	,694	100
Mungkin akan membeli Activia	3,74	,691	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Setelah melihat iklan Activia, akan membeli produk tersebut	7,47	1,201	,671	,403
Pasti akan membeli Activia	7,54	1,160	,629	,446
Mungkin akan membeli Activia	7,53	1,605	,286	,871

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11,27	2,583	1,607	3

LAMPIRAN 6

OUTPUT SPSS FREKUENSI

Frequencies

		Statistics					
		Activia untuk kesehatan pencernaan	Activia membantu melancarkan BAB	Harga Activia terjangkau	Activia produk yang berkualitas	Kemasan Activia praktis	Activia dapat dipercaya
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
	Mean	4,04	4,06	4,06	4,06	4,19	3,88
	Std. Error of Mean	,060	,060	,066	,047	,039	,064
	Median	4,00	4,00	4,00	4,00	4,00	4,00
	Mode	4	4	4	4	4	4
	Std. Deviation	,602	,600	,664	,468	,394	,640
	Variance	,362	,360	,441	,219	,155	,410
	Skewness	-,298	-,021	-1,123	,210	1,605	,109
	Std. Error of Skewness	,241	,241	,241	,241	,241	,241
	Kurtosis	,892	-,167	3,021	1,631	,586	-,548
	Std. Error of Kurtosis	,478	,478	,478	,478	,478	,478
	Range	3	2	3	2	1	2
	Minimum	2	3	2	3	4	3
	Maximum	5	5	5	5	5	5
	Sum	404	406	406	406	419	388

Frequency Table

Activia untuk kesehatan pencernaan

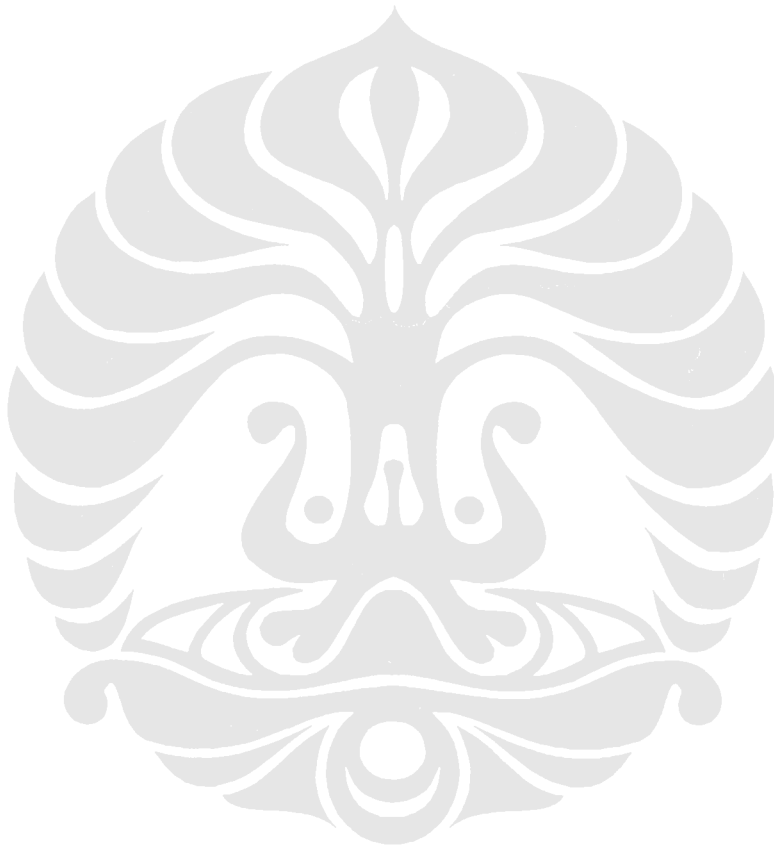
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	1,0	1,0	1,0
	Ragu-ragu	13	13,0	13,0	14,0
	Setuju	67	67,0	67,0	81,0
	Sangat Setuju	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

Activia membantu melancarkan BAB

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	15	15,0	15,0	15,0
	Ragu-ragu	64	64,0	64,0	79,0
	Sangat Setuju	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

Harga Activia terjangkau

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	5	5,0	5,0	5,0
	Ragu-ragu	4	4,0	4,0	9,0
	Setuju	71	71,0	71,0	80,0
	Sangat Setuju	20	20,0	20,0	100,0
	Total	100	100,0	100,0	



Activia produk yang berkualitas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-ragu	8	8,0	8,0	8,0
	Setuju	78	78,0	78,0	86,0
	Sangat Setuju	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

Kemasan Activia praktis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	81	81,0	81,0	81,0
	Sangat Setuju	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

Activia dapat dipercaya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-ragu	27	27,0	27,0	27,0
	Setuju	58	58,0	58,0	85,0
	Sangat Setuju	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

Frequencies

Statistics

		Menyukai dan Activilan tag bagus	Menyukai Activilan price tag	Tidak terganggu dengan iklan Activia 30' with price tag	Tidak mengganggu iklan Activia 30' tag tidak menarik	Activia merekomendasikan baguereker Activa	Activia merekomendasikan	Setelah melihat iklan Activia, akan membeli produk tersebut	Setelah melihat iklan Activia, akan membeli Activia	Setelah melihat iklan Activia, akan membeli Activia
N	Valid	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0
Mean		3,96	3,99	4,12	3,79	3,86	3,88	3,88	3,80	3,74
Median		4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00
Mode		4	4	4	4	4	4	4	4	4
Skewness		-,615	-,399	,884	-,726	-,351	-,334	-,750	,000	-,135
Std. Error of Skewness		,241	,241	,241	,241	,241	,241	,241	,241	,241
Kurtosis		2,029	2,006	2,174	1,154	,871	,899	2,408	-,245	-,096
Std. Error of Kurtosis		,478	,478	,478	,478	,478	,478	,478	,478	,478
Sum		396	399	412	379	386	388	380	373	374

Frequency Table

Iklan Activia 30' with price tag bagus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	2,0	2,0	2,0
	Ragu-ragu	13	13,0	13,0	15,0
	Setuju	72	72,0	72,0	87,0
	Sangat Setuju	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

Menyukai iklan Activia 30' with price tag

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	1,0	1,0	1,0
	Ragu-ragu	12	12,0	12,0	13,0
	Setuju	74	74,0	74,0	87,0
	Sangat Setuju	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

Tidak terganggu dengan iklan Activia 30' with price tag

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-ragu	3	3,0	3,0	3,0
	Setuju	82	82,0	82,0	85,0
	Sangat Setuju	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

Iklan Activia 30' with price tag tidak menarik

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	4	4,0	4,0	4,0
	Ragu-ragu	21	21,0	21,0	25,0
	Setuju	67	67,0	67,0	92,0
	Sangat Setuju	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

Activia merek yang bagus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	1,0	1,0	1,0
	Ragu-ragu	21	21,0	21,0	22,0
	Setuju	69	69,0	69,0	91,0
	Sangat Setuju	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

Tidak suka merek Activia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	1,0	1,0	1,0
	Ragu-ragu	20	20,0	20,0	21,0
	Setuju	69	69,0	69,0	90,0
	Sangat Setuju	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

Activia merek yang menyenangkan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	1,0	1,0	1,0
	Ragu-ragu	16	16,0	16,0	17,0
	Setuju	77	77,0	77,0	94,0
	Sangat Setuju	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

Setelah melihat iklan Activia, akan membeli produk tersebut

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	1,0	1,0	1,0
	Ragu-ragu	30	30,0	30,0	31,0
	Setuju	57	57,0	57,0	88,0
	Sangat Setuju	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

Pasti akan membeli Activia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	3,0	3,0	3,0
	Ragu-ragu	32	32,0	32,0	35,0
	Setuju	54	54,0	54,0	89,0
	Sangat Setuju	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

Mungkin akan membeli Activia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	6	6,0	6,0	6,0
	Ragu-ragu	22	22,0	22,0	28,0
	Setuju	64	64,0	64,0	92,0
	Sangat Setuju	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

LAMPIRAN 7

OUTPUT SPSS FAKTOR ANALISIS

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,748
Bartlett's Test of Sphericity	Approx. Chi-Square	180,880
	df	15
	Sig.	,000

Anti-image Matrices

		Activia untuk kesehatan pencernaan	Activia membantu melancarkan BAB	Harga Activia terjangkau	Activia produk yang berkualitas	Kemasan Activia praktis	Activia dapat dipercaya
Anti-image Covariance	Activia untuk kesehatan pencernaan	,451	-,277	,017	-,010	,072	-,106
	Activia membantu melancarkan BAB	-,277	,429	-,044	-,075	-,069	-,037
	Harga Activia terjangkau	,017	-,044	,947	-,002	-,048	-,077
	Activia produk yang berkualitas	-,010	-,075	-,002	,575	-,155	-,221
	Kemasan Activia praktis	,072	-,069	-,048	-,155	,760	-,126
	Activia dapat dipercaya	-,106	-,037	-,077	-,221	-,126	,529
Anti-image Correlation	Activia untuk kesehatan pencernaan	,674 ^a	-,630	,026	-,019	,124	-,216
	Activia membantu melancarkan BAB	-,630	,709 ^a	-,070	-,150	-,120	-,078
	Harga Activia terjangkau	,026	-,070	,863 ^a	-,003	-,057	-,109
	Activia produk yang berkualitas	-,019	-,150	-,003	,795 ^a	-,234	-,401
	Kemasan Activia praktis	,124	-,120	-,057	-,234	,795 ^a	-,199
	Activia dapat dipercaya	-,216	-,078	-,109	-,401	-,199	,798 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Activia untuk kesehatan pencernaan	1,000	,563
Activia membantu melancarkan BAB	1,000	,646
Harga Activia terjangkau	1,000	,100
Activia produk yang berkualitas	1,000	,584
Kemasan Activia praktis	1,000	,331
Activia dapat dipercaya	1,000	,654

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	2,877	47,958	47,958	2,877	47,958	47,958
2	,993	16,552	64,510			
3	,904	15,074	79,583			
4	,564	9,405	88,989			
5	,398	6,635	95,624			
6	,263	4,376	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Activia untuk kesehatan pencernaan	,750
Activia membantu melancarkan BAB	,803
Harga Activia terjangkau	,317
Activia produk yang berkualitas	,764
Kemasan Activia praktis	,575
Activia dapat dipercaya	,809

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,755
Bartlett's Test of Sphericity	Approx. Chi-Square	135,852
	df	6
	Sig.	,000

Anti-image Matrices

		Iklan Activia 30' with price tag bagus	Menyukai iklan Activia 30' with price tag	Tidak terganggu dengan iklan Activia 30' with price tag	Iklan Activia 30' with price tag tidak menarik
Anti-image Covariance	Iklan Activia 30' with price tag bagus	,499	-,252	-,043	-,062
	Menyukai iklan Activia 30' with price tag	-,252	,406	-,168	-,139
	Tidak terganggu dengan iklan Activia 30' with price tag	-,043	-,168	,671	-,108
	Iklan Activia 30' with price tag tidak menarik	-,062	-,139	-,108	,703
Anti-image Correlation	Iklan Activia 30' with price tag bagus	,727 ^a	-,559	-,074	-,105
	Menyukai iklan Activia 30' with price tag	-,559	,688 ^a	-,321	-,260
	Tidak terganggu dengan iklan Activia 30' with price tag	-,074	-,321	,833 ^a	-,158
	Iklan Activia 30' with price tag tidak menarik	-,105	-,260	-,158	,858 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Iklan Activia 30' with price tag bagus	1,000	,676
Menyukai iklan Activia 30' with price tag	1,000	,784
Tidak terganggu dengan iklan Activia 30' with price tag	1,000	,555
Iklan Activia 30' with price tag tidak menarik	1,000	,528

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	2,542	63,543	63,543	2,542	63,543	63,543
2	,601	15,027	78,569			
3	,580	14,488	93,057			
4	,278	6,943	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Iklan Activia 30' with price tag bagus	,822
Menyukai iklan Activia 30' with price tag	,885
Tidak terganggu dengan iklan Activia 30' with price tag	,745
Iklan Activia 30' with price tag tidak menarik	,726

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,696
Bartlett's Test of Sphericity	Approx. Chi-Square	78,929
	df	3
	Sig.	,000

Anti-image Matrices

		Activia merek yang bagus	Tidak suka merek Activia	Activia merek yang menyenangkan
Anti-image Covariance	Activia merek yang bagus	,604	-,188	-,261
	Tidak suka merek Activia	-,188	,671	-,199
	Activia merek yang menyenangkan	-,261	-,199	,596
Anti-image Correlation	Activia merek yang bagus	,683 ^a	-,295	-,435
	Tidak suka merek Activia	-,295	,737 ^a	-,315
	Activia merek yang menyenangkan	-,435	-,315	,677 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Activia merek yang bagus	1,000	,707
Tidak suka merek Activia	1,000	,648
Activia merek yang menyenangkan	1,000	,715

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	2,069	68,957	68,957	2,069	68,957	68,957
2	,513	17,114	86,071			
3	,418	13,929	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Activia merek yang bagus	,841
Tidak suka merek Activia	,805
Activia merek yang menyenangkan	,845

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,555
Bartlett's Test of Sphericity	Approx. Chi-Square	97,028
	df	3
	Sig.	,000

Anti-image Matrices

		Setelah melihat iklan Activia, akan membeli produk tersebut	Pasti akan membeli Activia	Mungkin akan membeli Activia
Anti-image Covariance	Setelah melihat iklan Activia, akan membeli produk tersebut	,393	-,300	-,090
	Pasti akan membeli Activia	-,300	,402	-,030
	Mungkin akan membeli Activia	-,090	-,030	,915
Anti-image Correlation	Setelah melihat iklan Activia, akan membeli produk tersebut	,534 ^a	-,756	-,150
	Pasti akan membeli Activia	-,756	,535 ^a	-,050
	Mungkin akan membeli Activia	-,150	-,050	,854 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Setelah melihat iklan Activia, akan membeli produk tersebut	1,000	,835
Pasti akan membeli Activia	1,000	,816
Mungkin akan membeli Activia	1,000	,278

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	1,930	64,322	64,322	1,930	64,322	64,322
2	,844	28,139	92,461			
3	,226	7,539	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Setelah melihat iklan Activia, akan membeli produk tersebut	,914
Pasti akan membeli Activia	,903
Mungkin akan membeli Activia	,528

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,555
Bartlett's Test of Sphericity	Approx. Chi-Square	97,028
	df	3
	Sig.	,000

Anti-image Matrices

		Setelah melihat iklan Activia, akan membeli produk tersebut	Pasti akan membeli Activia	Mungkin akan membeli Activia
Anti-image Covariance	Setelah melihat iklan Activia, akan membeli produk tersebut	,393	-,300	-,090
	Pasti akan membeli Activia	-,300	,402	-,030
	Mungkin akan membeli Activia	-,090	-,030	,915
Anti-image Correlation	Setelah melihat iklan Activia, akan membeli produk tersebut	,534 ^a	-,756	-,150
	Pasti akan membeli Activia	-,756	,535 ^a	-,050
	Mungkin akan membeli Activia	-,150	-,050	,854 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Setelah melihat iklan Activia, akan membeli produk tersebut	1,000	,835
Pasti akan membeli Activia	1,000	,816
Mungkin akan membeli Activia	1,000	,278

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	1,930	64,322	64,322	1,930	64,322	64,322
2	,844	28,139	92,461			
3	,226	7,539	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Setelah melihat iklan Activia, akan membeli produk tersebut	,914
Pasti akan membeli Activia	,903
Mungkin akan membeli Activia	,528

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

LAMPIRAN 8

OUTPUT SPSS INDEPENDENT SAMPLE T-TEST

T-Test

Group Statistics

	Pernah mencoba yoghurt Activia	N	Mean	Std. Deviation	Std. Error Mean
Activia untuk kesehatan pencernaan	Ever Try	50	4,02	,515	,073
	Never Try	50	4,06	,682	,097
Activia membantu melancarkan BAB	Ever Try	50	4,06	,512	,072
	Never Try	50	4,06	,682	,097
Harga Activia terjangkau	Ever Try	50	4,20	,452	,064
	Never Try	50	3,92	,804	,114
Activia produk yang berkualitas	Ever Try	50	4,08	,488	,069
	Never Try	50	4,04	,450	,064
Kemasan Activia praktis	Ever Try	50	4,30	,463	,065
	Never Try	50	4,08	,274	,039
Activia dapat dipercaya	Ever Try	50	4,00	,606	,086
	Never Try	50	3,76	,657	,093
Total Belief	Ever Try	50	24,66	2,125	,300
	Never Try	50	23,92	2,398	,339
Rata-Rata Belief	Ever Try	50	4,1100	,35413	,05008
	Never Try	50	3,9867	,39960	,05651
Iklan Activia 30' with price tag bagus	Ever Try	50	4,02	,553	,078
	Never Try	50	3,90	,614	,087
Menyukai iklan Activia 30' with price tag	Ever Try	50	4,08	,488	,069
	Never Try	50	3,90	,580	,082
Tidak terganggu dengan iklan Activia 30' with price	Ever Try	50	4,12	,480	,068
	Never Try	50	4,12	,328	,046
Iklan Activia 30' with price tag tidak menarik	Ever Try	50	3,94	,512	,072
	Never Try	50	3,64	,722	,102
Total Aad	Ever Try	50	16,16	1,670	,236
	Never Try	50	15,56	1,763	,249
Rata-Rata AAd	Ever Try	50	4,0400	,41760	,05906
	Never Try	50	3,8900	,44078	,06234
Activia merek yang bagus	Ever Try	50	3,94	,586	,083
	Never Try	50	3,78	,545	,077
Tidak suka merek Activia	Ever Try	50	3,94	,550	,078
	Never Try	50	3,82	,596	,084
Activia merek yang menyenangkan	Ever Try	50	3,96	,450	,064
	Never Try	50	3,80	,535	,076
Total Brand	Ever Try	50	11,84	1,330	,188
	Never Try	50	11,40	1,370	,194
Rata-Rata Brand	Ever Try	50	3,9467	,44345	,06271
	Never Try	50	3,8000	,45675	,06459
Setelah melihat iklan Activia, akan membeli	Ever Try	50	4,00	,571	,081
	Never Try	50	3,60	,670	,095
Pasti akan membeli Activia	Ever Try	50	3,90	,647	,091
	Never Try	50	3,56	,705	,100
Mungkin akan membeli Activia	Ever Try	50	3,80	,808	,114
	Never Try	50	3,68	,551	,078
Total Purchase	Ever Try	50	11,70	1,644	,233
	Never Try	50	10,84	1,462	,207
Average_Purchase	Ever Try	50	3,9000	,54814	,07752
	Never Try	50	3,6133	,48730	,06891

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Activia untuk kesehatan pencernaan	Equal variances assumed	7,472	,007	-,331	98	,741	-,040	,121	-,280	,200
	Equal variances not assumed			-,331	91,116	,741	-,040	,121	-,280	,200
Activia membantu melancarkan BAB	Equal variances assumed	4,517	,036	,000	98	1,000	-,000	,121	-,239	,239
	Equal variances not assumed			,000	90,848	1,000	,000	,121	-,240	,240
Harga Activia terjangkau	Equal variances assumed	2,136	,147	2,147	98	,034	,280	,130	,021	,539
	Equal variances not assumed			2,147	77,131	,035	,280	,130	,020	,540
Activia produk yang berkualitas	Equal variances assumed	,687	,409	,426	98	,671	,040	,094	-,146	,226
	Equal variances not assumed			,426	97,354	,671	,040	,094	-,146	,226
Kemasan Activia praktis	Equal variances assumed	42,634	,000	2,892	98	,005	,220	,076	,069	,371
	Equal variances not assumed			2,892	79,589	,005	,220	,076	,069	,371
Activia dapat dipercaya	Equal variances assumed	4,859	,030	1,899	98	,060	,240	,126	-,011	,491
	Equal variances not assumed			1,899	97,381	,060	,240	,126	-,011	,491
Total Belief	Equal variances assumed	,717	,399	1,633	98	,106	,740	,453	-,159	1,639
	Equal variances not assumed			1,633	96,604	,106	,740	,453	-,159	1,639
Rata-Rata Belief	Equal variances assumed	,717	,399	1,633	98	,106	,12333	,07551	-,02651	,27318
	Equal variances not assumed			1,633	96,604	,106	,12333	,07551	-,02654	,27321
Iklan Activia 30' with price tag bagus	Equal variances assumed	1,780	,185	1,027	98	,307	,120	,117	-,112	,352
	Equal variances not assumed			1,027	96,929	,307	,120	,117	-,112	,352
Menyukai iklan Activia 30' with price tag	Equal variances assumed	,689	,408	1,678	98	,096	,180	,107	-,033	,393
	Equal variances not assumed			1,678	95,214	,097	,180	,107	-,033	,393
Tidak terganggu dengan iklan Activia 30' with price tag	Equal variances assumed	2,934	,090	,000	98	1,000	,000	,082	-,163	,163
	Equal variances not assumed			,000	86,628	1,000	,000	,082	-,163	,163
Iklan Activia 30' with price tag tidak menarik	Equal variances assumed	13,187	,000	2,398	98	,018	,300	,125	,052	,548
	Equal variances not assumed			2,398	88,310	,019	,300	,125	,051	,549
Total Aad	Equal variances assumed	1,063	,305	1,747	98	,084	,600	,343	-,082	1,282
	Equal variances not assumed			1,747	97,715	,084	,600	,343	-,082	1,282
Rata-Rata Aad	Equal variances assumed	1,063	,305	1,747	98	,084	,15000	,08587	-,02040	,32040
	Equal variances not assumed			1,747	97,715	,084	,15000	,08587	-,02041	,32041
Activia merek yang bagus	Equal variances assumed	1,407	,238	1,413	98	,161	,160	,113	-,065	,385
	Equal variances not assumed			1,413	97,504	,161	,160	,113	-,065	,385
Tidak suka merek Activia	Equal variances assumed	1,300	,257	1,047	98	,298	,120	,115	-,108	,348
	Equal variances not assumed			1,047	97,384	,298	,120	,115	-,108	,348
Activia merek yang menyenangkan	Equal variances assumed	4,710	,032	1,619	98	,109	,160	,099	-,036	,356
	Equal variances not assumed			1,619	95,229	,109	,160	,099	-,036	,356
Total Brand	Equal variances assumed	1,376	,244	1,629	98	,107	,440	,270	-,096	,976
	Equal variances not assumed			1,629	97,915	,107	,440	,270	-,096	,976
Rata-Rata Brand	Equal variances assumed	1,376	,244	1,629	98	,107	,14667	,09003	-,03199	,32533
	Equal variances not assumed			1,629	97,915	,107	,14667	,09003	-,03199	,32533
Setelah melihat iklan Activia, akan membeli produk tersebut	Equal variances assumed	11,803	,001	3,212	98	,002	,400	,125	,153	,647
	Equal variances not assumed			3,212	95,616	,002	,400	,125	,153	,647
Pasti akan membeli Activia	Equal variances assumed	4,974	,028	2,514	98	,014	,340	,135	,072	,608
	Equal variances not assumed			2,514	97,293	,014	,340	,135	,072	,608
Mungkin akan membeli Activia	Equal variances assumed	2,986	,087	,868	98	,388	,120	,138	-,155	,395
	Equal variances not assumed			,868	86,468	,388	,120	,138	-,155	,395
Total Purchase	Equal variances assumed	,091	,764	2,764	98	,007	,860	,311	,243	1,477
	Equal variances not assumed			2,764	96,674	,007	,860	,311	,242	1,478
Average_Purchase	Equal variances assumed	,091	,764	2,764	98	,007	,28667	,10372	,08083	,49250
	Equal variances not assumed			2,764	96,674	,007	,28667	,10372	,08080	,49254

LAMPIRAN 9

OUTPUT SPSS KORELASI

Correlations

Correlations

		Rata-Rata Belief	Rata-Rata Brand
Rata-Rata Belief	Pearson Correlation	1	,624**
	Sig. (2-tailed)		,000
	N	100	100
Rata-Rata Brand	Pearson Correlation	,624**	1
	Sig. (2-tailed)	,000	
	N	100	100

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

Correlations

Correlations

		Rata-Rata AAd	Rata-Rata Brand
Rata-Rata AAd	Pearson Correlation	1	,636**
	Sig. (2-tailed)		,000
	N	100	100
Rata-Rata Brand	Pearson Correlation	,636**	1
	Sig. (2-tailed)	,000	
	N	100	100

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

Correlations

Correlations

		Rata-Rata Brand	Rata-Rata_Purchase
Rata-Rata Brand	Pearson Correlation	1	,638**
	Sig. (2-tailed)		,000
	N	100	100
Rata-Rata_Purchase	Pearson Correlation	,638**	1
	Sig. (2-tailed)	,000	
	N	100	100

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

LAMPIRAN 10

OUTPUT SPSS REGRESI SEDERHANA

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Rata-Rata Brand	3,8733	,45389	100
Rata-Rata Belief	4,0483	,38072	100

Correlations

		Rata-Rata Brand	Rata-Rata Belief
Pearson Correlation	Rata-Rata Brand	1,000	,624
	Rata-Rata Belief	,624	1,000
Sig. (1-tailed)	Rata-Rata Brand	.	,000
	Rata-Rata Belief	,000	.
N	Rata-Rata Brand	100	100
	Rata-Rata Belief	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Rata-Rata Belief ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Rata-Rata Brand

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,624 ^a	,389	,383	,35664

a. Predictors: (Constant), Rata-Rata Belief

b. Dependent Variable: Rata-Rata Brand

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,931	1	7,931	62,350	,000 ^a
	Residual	12,465	98	,127		
	Total	20,396	99			

a. Predictors: (Constant), Rata-Rata Belief

b. Dependent Variable: Rata-Rata Brand

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	,864	,383	2,256	,026
	Rata-Rata Belief	,743	,094	,624	,000

a. Dependent Variable: Rata-Rata Brand

Coefficient Correlations^a

Model		Rata-Rata Belief	
1	Correlations	Rata-Rata Belief	1,000
	Covariances	Rata-Rata Belief	,009

a. Dependent Variable: Rata-Rata Brand



Casewise Diagnostics^a

Case Number	Std. Residual	Rata-Rata Brand	Predicted Value	Residual
1	,456	4,00	3,8374	,16260
2	1,175	5,00	4,5808	,41918
3	,456	4,00	3,8374	,16260
4	-,239	4,00	4,0852	-,08521
5	2,433	4,33	3,4657	,86764
6	,456	4,00	3,8374	,16260
7	-1,629	4,00	4,5808	-,58082
8	,241	4,67	4,5808	,08585
9	,109	4,00	3,9613	,03870
10	1,175	5,00	4,5808	,41918
11	,216	3,67	3,5896	,07707
12	-,479	3,67	3,8374	-,17074
13	-2,588	2,67	3,5896	-,92293
14	,456	4,00	3,8374	,16260
15	,456	4,00	3,8374	,16260
16	,348	4,33	4,2091	,12422
17	2,912	5,00	3,9613	1,03870
18	,109	4,00	3,9613	,03870
19	,216	3,67	3,5896	,07707
20	,109	4,00	3,9613	,03870
21	1,391	4,33	3,8374	,49593
22	-,239	4,00	4,0852	-,08521
23	-,239	4,00	4,0852	-,08521
24	,456	4,00	3,8374	,16260
25	,456	4,00	3,8374	,16260
26	-,239	4,00	4,0852	-,08521
27	,456	4,00	3,8374	,16260
28	,456	4,00	3,8374	,16260
29	-,239	4,00	4,0852	-,08521
30	-1,413	3,33	3,8374	-,50407
31	-,586	4,00	4,2091	-,20911
32	-,934	4,00	4,3330	-,33301
33	,456	4,00	3,8374	,16260
34	,696	4,33	4,0852	,24813
35	-,479	3,67	3,8374	-,17074
36	,456	4,00	3,8374	,16260
37	,456	4,00	3,8374	,16260
38	-,479	3,67	3,8374	-,17074
39	-,479	3,67	3,8374	-,17074
40	-,479	3,67	3,8374	-,17074
41	1,738	4,33	3,7135	,61983
42	,216	3,67	3,5896	,07707
43	,109	4,00	3,9613	,03870
44	-,719	3,33	3,5896	-,25626
45	-,479	3,67	3,8374	-,17074
46	-2,001	3,00	3,7135	-,71350
47	,456	4,00	3,8374	,16260
48	-2,001	3,00	3,7135	-,71350
49	,216	3,67	3,5896	,07707
50	,456	4,00	3,8374	,16260
51	,456	4,00	3,8374	,16260
52	,216	3,67	3,5896	,07707
53	-,239	4,00	4,0852	-,08521

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,2179	4,5808	3,8733	,28303	100
Residual	-,92293	1,03870	,00000	,35484	100
Std. Predicted Value	-2,316	2,500	,000	1,000	100
Std. Residual	-2,588	2,912	,000	,995	100

a. Dependent Variable: Rata-Rata Brand

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Rata-Rata Brand	3,8733	,45389	100
Rata-Rata AAd	3,9650	,43377	100

Correlations

		Rata-Rata Brand	Rata-Rata AAd
Pearson Correlation	Rata-Rata Brand	1,000	,636
	Rata-Rata AAd	,636	1,000
Sig. (1-tailed)	Rata-Rata Brand	.	,000
	Rata-Rata AAd	,000	.
N	Rata-Rata Brand	100	100
	Rata-Rata AAd	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Rata-Rata AAd	.	Enter

a. All requested variables entered.

b. Dependent Variable: Rata-Rata Brand

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,636 ^a	,404	,398	,35217

a. Predictors: (Constant), Rata-Rata AAd

b. Dependent Variable: Rata-Rata Brand

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,241	1	8,241	66,448	,000 ^a
	Residual	12,154	98	,124		
	Total	20,396	99			

a. Predictors: (Constant), Rata-Rata AAd

b. Dependent Variable: Rata-Rata Brand

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,236	,325		3,798	,000
	Rata-Rata AAd	,665	,082	,636	8,152	,000

a. Dependent Variable: Rata-Rata Brand

Coefficient Correlations^a

Model		Rata-Rata AAd
1	Correlations	Rata-Rata AAd
		1,000
	Covariances	Rata-Rata AAd
		,007

a. Dependent Variable: Rata-Rata Brand

Casewise Diagnostics^a

Case Number	Std. Residual	Rata-Rata Brand	Predicted Value	Residual
1	,294	4,00	3,8966	,10339
2	1,244	5,00	4,5618	,43824
3	,766	4,00	3,7303	,26967
4	-,179	4,00	4,0629	-,06290
5	,768	4,33	4,0629	,27043
6	,294	4,00	3,8966	,10339
7	,294	4,00	3,8966	,10339
8	1,242	4,67	4,2292	,43748
9	,766	4,00	3,7303	,26967
10	1,244	5,00	4,5618	,43824
11	-,653	3,67	3,8966	-,22995
12	-,181	3,67	3,7303	-,06366
13	-3,020	2,67	3,7303	-1,06366
14	,294	4,00	3,8966	,10339
15	,294	4,00	3,8966	,10339
16	,768	4,33	4,0629	,27043
17	1,244	5,00	4,5618	,43824
18	,294	4,00	3,8966	,10339
19	1,708	3,67	3,0652	,60149
20	-,651	4,00	4,2292	-,22919
21	,768	4,33	4,0629	,27043
22	-,651	4,00	4,2292	-,22919
23	-,179	4,00	4,0629	-,06290
24	,294	4,00	3,8966	,10339
25	,294	4,00	3,8966	,10339
26	,294	4,00	3,8966	,10339
27	,294	4,00	3,8966	,10339
28	,294	4,00	3,8966	,10339
29	-,651	4,00	4,2292	-,22919
30	-,183	3,33	3,3978	-,06442
31	2,182	4,00	3,2315	,76853
32	,294	4,00	3,8966	,10339
33	-,179	4,00	4,0629	-,06290
34	,768	4,33	4,0629	,27043
35	-,653	3,67	3,8966	-,22995
36	,294	4,00	3,8966	,10339
37	,294	4,00	3,8966	,10339
38	-,181	3,67	3,7303	-,06366
39	-,653	3,67	3,8966	-,22995
40	-,653	3,67	3,8966	-,22995
41	2,657	4,33	3,3978	,93558
42	-1,125	3,67	4,0629	-,39623
43	,294	4,00	3,8966	,10339
44	-2,072	3,33	4,0629	-,72957
45	-,181	3,67	3,7303	-,06366
46	-2,546	3,00	3,8966	-,89661
47	,294	4,00	3,8966	,10339
48	-2,546	3,00	3,8966	-,89661
49	-,653	3,67	3,8966	-,22995
50	,294	4,00	3,8966	,10339
51	-,179	4,00	4,0629	-,06290
52	-,181	3,67	3,7303	-,06366
53	,294	4,00	3,8966	,10339

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,0652	4,5618	3,8733	,28852	100
Residual	-1,06366	,93558	,00000	,35039	100
Std. Predicted Value	-2,801	2,386	,000	1,000	100
Std. Residual	-3,020	2,657	,000	,995	100

a. Dependent Variable: Rata-Rata Brand

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Rata-Rata_Purchase	3,7567	,53572	100
Rata-Rata Brand	3,8733	,45389	100

Correlations

		Rata-Rata_Purchase	Rata-Rata Brand
Pearson Correlation	Rata-Rata_Purchase	1,000	,638
	Rata-Rata Brand	,638	1,000
Sig. (1-tailed)	Rata-Rata_Purchase	.	,000
	Rata-Rata Brand	,000	.
N	Rata-Rata_Purchase	100	100
	Rata-Rata Brand	100	100

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Rata-Rata Brand ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Rata-Rata_Purchase

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,638 ^a	,407	,401	,41455

a. Predictors: (Constant), Rata-Rata Brand

b. Dependent Variable: Rata-Rata_Purchase

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11,571	1	11,571	67,333	,000 ^a
	Residual	16,841	98	,172		
	Total	28,412	99			

a. Predictors: (Constant), Rata-Rata Brand

b. Dependent Variable: Rata-Rata_Purchase

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,839	,358		2,345	,021
	Rata-Rata Brand	,753	,092	,638	8,206	,000

a. Dependent Variable: Rata-Rata_Purchase

Coefficient Correlations^a

Model		Rata-Rata Brand
1	Correlations	Rata-Rata Brand
		1,000
	Covariances	Rata-Rata Brand
		,008

a. Dependent Variable: Rata-Rata_Purchase

Casewise Diagnostics ^a

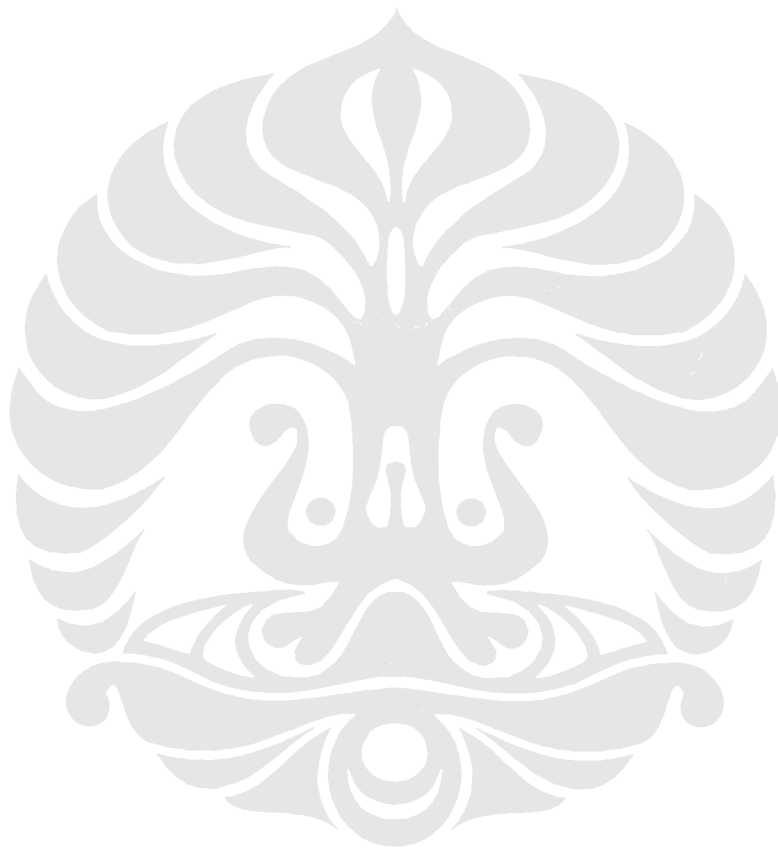
Case Number	Std. Residual	Rata-Rata_Purchase	Predicted Value	Residual
1	-.447	3,67	3,8521	-,18541
2	,952	5,00	4,6053	,39471
3	-.447	3,67	3,8521	-,18541
4	,357	4,00	3,8521	-,14793
5	-.249	4,00	4,1031	-,10315
6	-.447	3,67	3,8521	-,18541
7	-1,251	3,33	3,8521	-,51874
8	1,558	5,00	4,3542	,64578
9	,357	4,00	3,8521	-,14793
10	,952	5,00	4,6053	,39471
11	-1,450	3,00	3,6010	-,60100
12	,962	4,00	3,6010	,39900
13	1,171	3,33	2,8478	,48555
14	,357	4,00	3,8521	-,14793
15	,357	4,00	3,8521	-,14793
16	1,359	4,67	4,1031	,56352
17	,952	5,00	4,6053	,39471
18	-2,055	3,00	3,8521	-,85207
19	-,158	3,67	3,6010	,06566
20	,357	4,00	3,8521	-,14793
21	-.249	4,00	4,1031	-,10315
22	,357	4,00	3,8521	-,14793
23	,357	4,00	3,8521	-,14793
24	,357	4,00	3,8521	-,14793
25	,357	4,00	3,8521	-,14793
26	,357	4,00	3,8521	-,14793
27	1,161	4,33	3,8521	,48126
28	1,965	4,67	3,8521	,81459
29	1,965	4,67	3,8521	,81459
30	1,568	4,00	3,3499	,65007
31	-1,251	3,33	3,8521	-,51874
32	,357	4,00	3,8521	-,14793
33	-1,251	3,33	3,8521	-,51874
34	-1,053	3,67	4,1031	-,43648
35	,962	4,00	3,6010	,39900
36	,357	4,00	3,8521	-,14793
37	,357	4,00	3,8521	-,14793
38	,962	4,00	3,6010	,39900
39	,962	4,00	3,6010	,39900
40	,962	4,00	3,6010	,39900
41	-.249	4,00	4,1031	-,10315
42	-,646	3,33	3,6010	-,26767
43	1,161	4,33	3,8521	,48126
44	-1,648	2,67	3,3499	-,68326
45	,962	4,00	3,6010	,39900
46	-,238	3,00	3,0989	-,09886
47	-.447	3,67	3,8521	-,18541
48	-,238	3,00	3,0989	-,09886
49	-1,450	3,00	3,6010	-,60100
50	,357	4,00	3,8521	-,14793
51	,357	4,00	3,8521	-,14793
52	-,158	3,67	3,6010	,06566
53	,357	4,00	3,8521	-,14793
54	,357	4,00	3,8521	-,14793
55	-,646	3,33	3,6010	-,26767
56	2,174	4,00	3,0989	,90114
57	-,238	3,00	3,0989	-,09886
58	-2,661	3,00	4,1031	-,110315
59	-.249	4,00	4,1031	-,10315
60	,357	4,00	3,8521	-,14793
61	-2,055	3,00	3,8521	-,85207
62	-,844	3,00	3,3499	-,34993
63	,754	4,67	4,3542	,31245
64	-1,857	3,33	4,1031	-,76981
65	-2,055	3,00	3,8521	-,85207
66	,357	4,00	3,8521	-,14793
67	-,646	3,33	3,6010	-,26767
68	1,161	4,33	3,8521	,48126
69	,962	4,00	3,6010	,39900
70	,357	4,00	3,8521	-,14793
71	-,844	3,00	3,3499	-,34993
72	-1,251	3,33	3,8521	-,51874
73	,357	4,00	3,8521	-,14793
74	,566	3,33	3,0989	,23447
75	,357	4,00	3,8521	-,14793
76	,357	4,00	3,8521	-,14793
77	-,844	3,00	3,3499	-,34993
78	-.447	3,67	3,8521	-,18541
79	-.447	3,67	3,8521	-,18541
80	-,040	3,33	3,3499	-,01660
81	-,646	3,33	3,6010	-,26767
82	2,174	4,00	3,0989	,90114
83	-,238	3,00	3,0989	-,09886
84	-,646	3,33	3,6010	-,26767
85	-1,241	2,33	2,8478	-,51445
86	-1,251	3,33	3,8521	-,51874
87	,357	4,00	3,8521	-,14793
88	,357	4,00	3,8521	-,14793
89	,357	4,00	3,8521	-,14793
90	-,158	3,67	3,6010	,06566
91	,357	4,00	3,8521	-,14793
92	-,854	4,00	4,3542	-,35422
93	-,158	3,67	3,6010	,06566
94	-1,251	3,33	3,8521	-,51874
95	,962	4,00	3,6010	,39900
96	-1,251	3,33	3,8521	-,51874
97	,754	4,67	4,3542	,31245
98
99	-1,251	3,33	3,8521	-,51874
100	-1,251	3,33	3,8521	-,51874

a. Dependent Variable: Rata-Rata_Purchase

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,8478	4,6053	3,7567	,34188	100
Residual	-1,10315	,90114	,00000	,41245	100
Std. Predicted Value	-2,659	2,482	,000	1,000	100
Std. Residual	-2,661	2,174	,000	,995	100

a. Dependent Variable: Rata-Rata_Purchase



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Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Rata-Rata Brand	3,8733	,45389	100
Rata-Rata Belief	4,0483	,38072	100
Rata-Rata AAd	3,9650	,43377	100

Correlations

		Rata-Rata Brand	Rata-Rata Belief	Rata-Rata AAd
Pearson Correlation	Rata-Rata Brand	1,000	,624	,636
	Rata-Rata Belief	,624	1,000	,566
	Rata-Rata AAd	,636	,566	1,000
Sig. (1-tailed)	Rata-Rata Brand	.	,000	,000
	Rata-Rata Belief	,000	.	,000
	Rata-Rata AAd	,000	,000	.
N	Rata-Rata Brand	100	100	100
	Rata-Rata Belief	100	100	100
	Rata-Rata AAd	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Rata-Rata AAd, Rata-Rata Belief ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Rata-Rata Brand

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,712 ^a	,506	,496	,32214

a. Predictors: (Constant), Rata-Rata AAd, Rata-Rata Belief

b. Dependent Variable: Rata-Rata Brand

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,330	2	5,165	49,772	,000 ^a
	Residual	10,066	97	,104		
	Total	20,396	99			

a. Predictors: (Constant), Rata-Rata AAd, Rata-Rata Belief

b. Dependent Variable: Rata-Rata Brand



