

LAMPIRAN 1

KUESIONER

NOMOR URUT KUESIONER:

Responden Yth.,

Nama saya Syilvia Sazumi, mahasiswi semester VIII Fakultas Ekonomi Universitas Indonesia. Saat ini saya sedang melakukan penelitian untuk skripsi saya mengenai "Analisis Faktor-Faktor yang Mempengaruhi Dampak dari Iklan Banner Produk Telepon Selular di Internet". Agar penelitian ini dapat berlangsung dengan baik, saya mohon kesediaan dan bantuan Saudara/i untuk mengisi kuesioner ini dengan sebaik-baiknya. Atas perhatian dan waktu Saudara/i, saya ucapkan terima kasih.

PETUNJUK: BERIKAN TANDA (√) PADA PERNYATAAN BERIKUT YANG TEPAT BAGI ANDA

- Saya memiliki dan menggunakan koneksi Internet di rumah saya (co: Fastnet, Telkom Speedy, Indosat IM2, CBN, Indonet, Centrin, dll.)
- Saya memiliki dan menggunakan koneksi Internet di kantor saya
- Saya memiliki dan menggunakan fasilitas hotspot di kampus saya

Jika Anda memilih salah satu (atau lebih) dari pernyataan di atas, mohon lanjutkan ke pertanyaan berikutnya, jika tidak, STOP sampai di sini.

Terima kasih atas partisipasi Anda.

PETUNJUK: BERIKAN TANDA (√) PADA PERNYATAAN BERIKUT YANG TEPAT BAGI ANDA

1. Sebutkan merek dan jenis produk telepon selular (Ponsel) yang Anda gunakan saat ini!
(contoh: Nokia E90, Blackberry Bold, dll.)

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2. Apakah Anda pernah melihat iklan banner di Internet dari merek Ponsel yang Anda gunakan saat ini? (contoh: Nokia, Sony Ericsson, dll.)

- Ya, sebutkan.....
- Tidak

Jika Ya, lanjutkan ke pertanyaan berikutnya,

jika tidak, STOP sampai di sini, terima kasih atas partisipasi Anda

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PETUNJUK: LINGKARI JAWABAN YANG ANDA PILIH

A. Perilaku dalam Menggunakan Internet

1. Berapa lama Anda telah menggunakan Internet?
a. < 1 tahun b. 1-2 tahun c. 2-3 tahun d. 3-4 tahun e. > 4 tahun

2. Berapa rata-rata penggunaan Internet Anda dalam sehari?
a. < 1 jam b. 1-2 jam c. 2-3 jam d. 3-4 jam e. > 4 jam

3. Kategori *website* yang paling sering Anda kunjungi? (harap pilih salah satu)
 - a. *Search Engine* (contoh: google.com, google.co.id, googlesyndication.com, live.com, dll.)
 - b. *Web portal* (contoh : yahoo.com, detik.com, msn.com, okezone.com, kapanlagi.com, dll.)
 - c. *Download site* (contoh: rapidshare.com, indowebster.com, download.com, dll.)
 - d. *Website komunitas* (contoh: facebook.com, friendster.com, kaskus.com, multiply.com, dll.)
 - e. *Website hiburan* (contoh: Youtube, Flixster, dll)
 - f. *Website berita* (contoh: kompas.com, detiknews.com, detikinet.com, dll.)
 - g. *Blog* (contoh: livejournal.com, blogger.com, wordpress.com, dll.)
 - h. *Lainnya* (sebutkan).....

B. Faktor-Faktor Yang Mempengaruhi Dampak dari Iklan Banner Di Internet

- I. Kontak dan Perhatian Terhadap Iklan Banner di Internet dari Merek Ponsel yang Anda Gunakan (Iklan banner yang dimaksud sesuai dengan merek Ponsel yang anda gunakan, contoh: jika Ponsel Anda adalah Nokia N70, maka iklan banner yang dimaksud adalah iklan banner dari produk Nokia jenis apapun)

	Sangat Tidak Setuju	Tidak Setuju	Agak Tidak Setuju	Agak Setuju	Setuju	Sangat Setuju
1. Saya menggunakan Internet rata-rata lebih dari 2 jam dalam sehari	1	2	3	4	5	6
2. Setiap kali saya mengakses Internet, saya sering melihat iklan banner merek produk Ponsel yang saya gunakan.	1	2	3	4	5	6
3. Setiap kali saya mengakses Internet, saya melihat iklan banner produk ponsel hanya sekilas saja.	1	2	3	4	5	6
4. Setiap kali saya mengakses Internet, saya mengamati iklan banner produk Ponsel dengan baik	1	2	3	4	5	6

- II. Tingkat Pentingnya Desain Konten Iklan Banner Di Internet bagi Anda

	Sangat Tidak Setuju	Tidak Setuju	Agak Tidak Setuju	Agak Setuju	Setuju	Sangat Setuju
1. Menurut saya, unsur penempatan desain <i>flash</i> dalam tampilan iklan banner di Internet adalah penting	1	2	3	4	5	6
2. Menurut saya, unsur penempatan gambar dan teks dalam tampilan iklan banner di Internet adalah penting	1	2	3	4	5	6
3. Menurut saya, unsur penggunaan gambar dan warna dalam tampilan iklan banner di <i>Internet</i> adalah penting	1	2	3	4	5	6
4. Menurut saya, secara umum unsur materi isi (<i>content</i>) dalam iklan banner di Internet adalah penting	1	2	3	4	5	6

III. Peran Ponsel bagi Anda

Tidak penting (<i>unimportant</i>)	1	2	3	4	5	6	7	Penting (<i>important</i>)
Tidak relevan (<i>irrelevant</i>)	1	2	3	4	5	6	7	Relevan (<i>relevant</i>)
Tidak Berarti (<i>means nothing to me</i>)	1	2	3	4	5	6	7	Sangat Berarti (<i>means a lot to me</i>)
Tidak bermanfaat (<i>worthless</i>)	1	2	3	4	5	6	7	Bermanfaat (<i>valuable</i>)
Tidak dibutuhkan (<i>not needed</i>)	1	2	3	4	5	6	7	Dibutuhkan (<i>needed</i>)
Tidak menarik (<i>uninteresting</i>)	1	2	3	4	5	6	7	Menarik (<i>interesting</i>)
Tidak Menyenangkan (<i>unexciting</i>)	1	2	3	4	5	6	7	Menyenangkan (<i>exciting</i>)
Tidak memikat (<i>unappealing</i>)	1	2	3	4	5	6	7	Memikat (<i>appealing</i>)
Biasa saja (<i>mundane</i>)	1	2	3	4	5	6	7	Mempesona (<i>fascinating</i>)
<i>Not involving</i>	1	2	3	4	5	6	7	<i>Involving</i>

Ket: **Involving** berarti Anda rela mengeluarkan usaha yang besar untuk mendapatkan produk tersebut,
Not Involving berarti Anda tidak rela mengeluarkan usaha yang besar untuk mendapatkan produk tersebut

IV. Sikap Terhadap Iklan Banner Merek Ponsel Anda Di Internet (Iklan Banner yang dimaksud sesuai dengan merek Ponsel yang Anda gunakan, contoh: Jika Ponsel Anda adalah Nokia N70, maka iklan banner yang dimaksud adalah iklan banner dari produk Nokia jenis apapun)

	Sangat Tidak Setuju	Tidak Setuju	Agak Tidak Setuju	Agak Setuju	Setuju	Sangat Setuju
1. Produk Ponsel yang diiklankan di Internet sama dengan produk aslinya	1	2	3	4	5	6
2. Saya percaya akan kebenaran iklan banner produk Ponsel di Internet	1	2	3	4	5	6
3. Produk Ponsel yang diiklankan melalui Internet bermanfaat bagi saya	1	2	3	4	5	6
4. Kebanyakan dari iklan-iklan produk Ponsel yang ada di Internet menyenangkan bagi saya	1	2	3	4	5	6
5. Secara umum, saya menyukai iklan produk Ponsel yang ada di Internet	1	2	3	4	5	6
6. Iklan banner produk Ponsel di Internet dapat dijadikan sumber informasi yang baik bagi saya	1	2	3	4	5	6

- V. Dampak dari Iklan Banner di Internet dari Merek Ponsel yang Anda Gunakan (Iklan Banner yang dimaksud sesuai dengan merek Ponsel yang Anda gunakan, contoh: Jika Ponsel Anda adalah Nokia N70, maka iklan banner yang dimaksud adalah iklan banner dari produk Nokia jenis apapun)

	Sangat Tidak Setuju	Tidak Setuju	Agak Tidak Setuju	Agak Setuju	Setuju	Sangat Setuju
Keinginan Untuk Meng-Klik Iklan Banner Di Internet Dari Merek Produk Ponsel Yang Anda Gunakan						
1. Saya tertarik untuk meng- <i>klik</i> iklan-iklan banner produk Ponsel yang ada di Internet lagi	1	2	3	4	5	6
2. Saya ingin meng- <i>klik</i> iklan-iklan banner produk Ponsel yang ada di Internet lagi	1	2	3	4	5	6
3. Saya sering meng- <i>klik</i> iklan-iklan banner produk Ponsel yang ada di Internet	1	2	3	4	5	6
Kemampuan Mengingat Iklan Banner Di Internet Dari Merek Produk Ponsel Yang Anda Gunakan						
4. Saya bisa mengingat sebagian besar isi dari iklan-iklan banner produk Ponsel yang ada di Internet	1	2	3	4	5	6
5. Iklan banner di Internet membuat saya memiliki kesan yang lebih baik terhadap produk Ponsel yang diiklankan	1	2	3	4	5	6
6. Saya bisa menjelaskan isi dari iklan banner produk Ponsel yang ada di Internet	1	2	3	4	5	6
Sikap Terhadap Merek Produk Ponsel yang Diiklankan						
7. Setelah melihat iklan yang ada di Internet, saya jadi lebih suka pada merek produk Ponsel yang diiklankan.	1	2	3	4	5	6
8. Setelah melihat iklan yang ada di Internet, saya akan lebih memilih merek produk Ponsel yang diiklankan	1	2	3	4	5	6
9. Setelah melihat iklan Internet, kesan saya terhadap merek produk Ponsel yang diiklankan menjadi lebih kuat	1	2	3	4	5	6
Keinginan Membeli Merek Produk Ponsel yang Anda Gunakan						
10. Setelah melihat iklan banner di Internet, saya mau mencoba menggunakan produk yang diiklankan tersebut	1	2	3	4	5	6
11. Setelah melihat iklan banner di Internet, saya tertarik untuk membeli produk yang diiklankan tersebut	1	2	3	4	5	6
12. Setelah melihat iklan banner di Internet, saya akan membeli produk yang diiklankan tersebut	1	2	3	4	5	6

PETUNJUK: BERIKAN TANDA (√) PADA PERNYATAAN BERIKUT YANG TEPAT BAGI ANDA

C. Profil Responden

Jenis Kelamin

- Laki-laki
- Perempuan

Usia

- ≤ 20 tahun 21-25 tahun 26-30 tahun > 30 tahun

Status

- Mahasiswa (sebutkan)

Universitas:

Fakultas:

- Pegawai Negeri
- Karyawan Swasta
- Lain-lain (sebutkan)....

Pendidikan Terakhir

- SMA Diploma S1 S2 S3

Pengeluaran Per bulan

- ≤Rp. 1.000.000 Rp. 2.500.001 – Rp. 5.000.000
- Rp. 1000.001 - Rp. 2.500.000 > Rp. 5.000.000

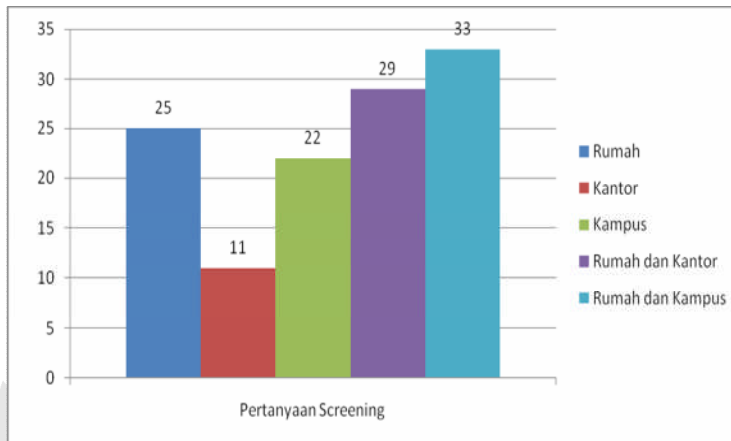
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LAMPIRAN 2

Pertanyaan *Screening*

- Fasilitas Internet**

	Rumah	Kantor	Kampus	Rumah & Kantor	Rumah & Kampus	Total
Jumlah	25	11	22	29	33	120



- Pernah melihat iklan banner ponsel di Internet**

Statistics

screening

N	Valid	120
	Missing	0

screening

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ya	120	100,0	100,0	100,0

LAMPIRAN 3

Frekuensi Perilaku Konsumen

- Pengalaman Menggunakan Internet

Statistics

Lama Tahun

N	Valid	120
	Missing	0

Lama Tahun

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 1 tahun	3	2,5	2,5	2,5
1-2 tahun	4	3,3	3,3	5,8
2-3 tahun	6	5,0	5,0	10,8
3-4 tahun	18	15,0	15,0	25,8
> 4 tahun	89	74,2	74,2	100,0
Total	120	100,0	100,0	

- Frekuensi menggunakan Internet per hari

Statistics

Lama Jam

N	Valid	120
	Missing	0

Lama Jam

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 1 jam	5	4,2	4,2	4,2
1-2 jam	23	19,2	19,2	23,3
2-3 jam	33	27,5	27,5	50,8
3-4 jam	26	21,7	21,7	72,5
> 4 jam	33	27,5	27,5	100,0
Total	120	100,0	100,0	

- Website yang paling sering dikunjungi

Statistics

Website

N	Valid	120
	Missing	0

Website

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid search engine	29	24,2	24,2	24,2
web portal	8	6,7	6,7	30,8
download site	5	4,2	4,2	35,0
komunitas	58	48,3	48,3	83,3
hiburan	4	3,3	3,3	86,7
berita	14	11,7	11,7	98,3
blog	2	1,7	1,7	100,0
Total	120	100,0	100,0	



LAMPIRAN 4

Uji Reliabilitas

1. Uji Reliabilitas Pre-test

• R E L I A B I L I T Y A N A L Y S I S

Item-total Statistics				
	Scale	Scale	Corrected	
	Mean	Variance	Item-	Alpha
	if Item	if Item	Total	if Item
	Deleted	Deleted	Correlation	Deleted
CONTACT1	8,9667	5,3437	,1109	,7763
CONTACT2	10,3667	4,5851	,3986	,5798
CONTACT3	10,3667	3,4816	,6483	,3774
CONTACT4	10,7000	3,9414	,5979	,4383
Reliability Coefficients				
N of Cases =		30,0	N of Items = 4	
Alpha =		,6364		

• R E L I A B I L I T Y A N A L Y S I S

Item-total Statistics				
	Scale	Scale	Corrected	
	Mean	Variance	Item-	Alpha
	if Item	if Item	Total	if Item
	Deleted	Deleted	Correlation	Deleted
CONTENT1	14,5333	5,5678	,4880	,8156
CONTENT2	14,0333	6,3782	,7668	,6715
CONTENT3	13,9333	5,9264	,6775	,6895
CONTENT4	14,3000	6,5621	,5346	,7599
Reliability Coefficients				
N of Cases =		30,0	N of Items = 4	
Alpha =		,7849		

• R E L I A B I L I T Y A N A L Y S I S

Item-total Statistics				
	Scale	Scale	Corrected	
	Mean	Variance	Item-	Alpha
	if Item	if Item	Total	if Item
	Deleted	Deleted	Correlation	Deleted
PERAN1	49,1667	124,4195	,0883	,8999
PERAN2	50,0667	99,6506	,7736	,8653
PERAN3	50,0000	94,2759	,8333	,8592
PERAN4	50,0000	93,4483	,8390	,8585
PERAN5	50,0000	91,8621	,8207	,8598
PERAN6	50,3333	98,9195	,8197	,8623
PERAN7	50,2000	98,8552	,8365	,8613
PERAN8	50,5667	97,4264	,8366	,8604
PERAN9	51,0000	120,2069	,0870	,9146
PERAN10	50,5667	118,6678	,2186	,8993
Reliability Coefficients				
N of Cases =		30,0	N of Items = 10	
Alpha = ,8872				

• R E L I A B I L I T Y A N A L Y S I S

Item-total Statistics				
	Scale	Scale	Corrected	
	Mean	Variance	Item-	Alpha
	if Item	if Item	Total	if Item
	Deleted	Deleted	Correlation	Deleted
ATTWAD1	20,6000	11,5586	,3640	,7794
ATTWAD2	21,1000	9,4034	,7461	,6876
ATTWAD3	20,9333	10,4782	,4994	,7501
ATTWAD4	21,3333	10,2989	,5787	,7313
ATTWAD5	21,2333	8,8057	,7861	,6703
ATTWAD6	20,8000	11,4069	,2500	,8185
Reliability Coefficients				
N of Cases =		30,0	N of Items = 6	
Alpha = ,7773				

• R E L I A B I L I T Y A N A L Y S I S

Item-total Statistics				
	Scale	Scale	Corrected	
	Mean	Variance	Item-	Alpha
	if Item	if Item	Total	if Item
	Deleted	Deleted	Correlation	Deleted
CLICK1	6,5333	6,1885	,8473	,9138
CLICK2	6,6667	6,4368	,8985	,8829
CLICK3	6,8000	5,3379	,8616	,9130
Reliability Coefficients				
N of Cases =	30,0		N of Items =	3
Alpha =	,9328			

• R E L I A B I L I T Y A N A L Y S I S

Item-total Statistics				
	Scale	Scale	Corrected	
	Mean	Variance	Item-	Alpha
	if Item	if Item	Total	if Item
	Deleted	Deleted	Correlation	Deleted
RECALL1	6,9667	3,5506	,6409	,7770
RECALL2	6,6000	4,7310	,6761	,7668
RECALL3	6,9667	3,2747	,7305	,6739
Reliability Coefficients				
N of Cases =	30,0		N of Items =	3
Alpha =	,8131			

• R E L I A B I L I T Y A N A L Y S I S

Item-total Statistics				
	Scale	Scale	Corrected	
	Mean	Variance	Item-	Alpha
	if Item	if Item	Total	if Item
	Deleted	Deleted	Correlation	Deleted
ATTITD1	7,4000	4,5241	,6052	,8415
ATTITD2	7,5000	3,8448	,7981	,6529
ATTITD3	7,3000	3,9414	,6707	,7839
Reliability Coefficients				

N of Cases =	30,0	N of Items =	3
Alpha =	,8293		

• R E L I A B I L I T Y A N A L Y S I S

Item-total Statistics			
	Scale	Scale	Corrected
	Mean	Variance	Item-
	if Item	if Item	Total
	Deleted	Deleted	Correlation
			Alpha
			if Item
			Deleted
PCH1	7,1333	5,0851	,7637
PCH2	7,2667	5,4437	,8257
PCH3	7,6000	5,0069	,7052
			,8192
			,7753
			,8797
Reliability Coefficients			
N of Cases =	30,0	N of Items =	3
Alpha =	,8748		

2. Uji Reliabilitas 120 responden

• R E L I A B I L I T Y A N A L Y S I S

Item-total Statistics			
	Scale	Scale	Corrected
	Mean	Variance	Item-
	if Item	if Item	Total
	Deleted	Deleted	Correlation
			Alpha
			if Item
			Deleted
CONTACT1	9,3583	5,1226	,2500
CONTACT2	10,6000	5,0655	,3899
CONTACT3	10,4250	3,9607	,5140
CONTACT4	10,9667	4,6375	,4817
			,6645
			,5622
			,4585
			,4974
Reliability Coefficients			
N of Cases =	120,0	N of Items =	4
Alpha =	,6218		

• R E L I A B I L I T Y A N A L Y S I S

Item-total Statistics			
	Scale	Scale	Corrected
	Mean	Variance	Item-
			Alpha

	if Item Deleted	if Item Deleted	Total Correlation	if Item Deleted
CONTENT1	14,5500	6,2160	,5604	,8173
CONTENT2	14,1583	6,6890	,7560	,7150
CONTENT3	13,8667	7,2930	,7106	,7450
CONTENT4	14,1750	6,7338	,5792	,7932
Reliability Coefficients				
N of Cases = 120,0 N of Items = 4				
Alpha = ,8138				

• R E L I A B I L I T Y A N A L Y S I S

Item-total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
PERAN1	53,8083	19,0638	,4814	,7499
PERAN2	54,1000	18,0739	,4948	,7461
PERAN3	54,0250	18,0582	,5196	,7428
PERAN4	53,8333	18,5266	,6978	,7312
PERAN5	54,0000	18,6555	,4671	,7503
PERAN6	54,4833	16,9241	,6087	,7283
PERAN7	54,6750	18,1876	,4627	,7506
PERAN8	54,9333	18,8190	,3810	,7619
PERAN9	55,2667	20,5333	,1880	,7839
PERAN10	54,7000	19,9933	,2074	,7860
Reliability Coefficients				
N of Cases = 120,0 N of Items = 10				
Alpha = ,7730				

• R E L I A B I L I T Y A N A L Y S I S

Item-total Statistics				
	Scale	Scale	Corrected	
	Mean	Variance	Item-	Alpha
	if Item	if Item	Total	if Item
	Deleted	Deleted	Correlation	Deleted
ATTWAD1	19,6833	20,1510	,4576	,8498
ATTWAD2	19,9583	18,5109	,5904	,8285
ATTWAD3	20,0750	16,6078	,6784	,8112
ATTWAD4	20,4583	16,7209	,7036	,8060
ATTWAD5	20,3667	16,1333	,8041	,7855
ATTWAD6	20,0833	17,4384	,5509	,8388
Reliability Coefficients				
N of Cases =	120,0		N of Items =	6
Alpha =	,8466			

• R E L I A B I L I T Y A N A L Y S I S

Item-total Statistics				
	Scale	Scale	Corrected	
	Mean	Variance	Item-	Alpha
	if Item	if Item	Total	if Item
	Deleted	Deleted	Correlation	Deleted
CLICK1	5,7333	6,4997	,8821	,9089
CLICK2	5,8250	6,5489	,9145	,8858
CLICK3	6,0750	6,2884	,8378	,9466
Reliability Coefficients				
N of Cases =	120,0		N of Items =	3
Alpha =	,9405			

• R E L I A B I L I T Y A N A L Y S I S

Item-total Statistics				
	Scale	Scale	Corrected	
	Mean	Variance	Item-	Alpha
	if Item	if Item	Total	if Item
	Deleted	Deleted	Correlation	Deleted
RECALL1	6,6583	3,7730	,6549	,5828
RECALL2	5,9667	4,8392	,4585	,8023

RECALL3	6,7917	4,0319	,6466	,5965
Reliability Coefficients				
N of Cases = 120,0		N of Items = 3		
Alpha = ,7538				

• R E L I A B I L I T Y A N A L Y S I S

Item-total Statistics				
	Scale	Scale	Corrected	
	Mean	Variance	Item-	Alpha
	if Item	if Item	Total	if Item
	Deleted	Deleted	Correlation	Deleted
ATTITD1	7,2167	4,7930	,6970	,8922
ATTITD2	7,1833	4,4871	,8101	,7950
ATTITD3	6,9500	4,1655	,8040	,7985
Reliability Coefficients				
N of Cases = 120,0		N of Items = 3		
Alpha = ,8804				

• R E L I A B I L I T Y A N A L Y S I S

Item-total Statistics				
	Scale	Scale	Corrected	
	Mean	Variance	Item-	Alpha
	if Item	if Item	Total	if Item
	Deleted	Deleted	Correlation	Deleted
PCH1	5,8917	4,8705	,7155	,8175
PCH2	6,0917	5,3613	,7645	,7790
PCH3	6,6333	4,7888	,7256	,8084
Reliability Coefficients				
N of Cases = 120,0		N of Items = 3		
Alpha = ,8578				

LAMPIRAN 5

Analisis Faktor

1. Kontak dan Perhatian

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,521
Bartlett's Test of Sphericity	Approx. Chi-Square	29,754
	df	6
	Sig.	,000

Anti-image Matrices

		contact & attention1	contact & attention2	contact & attention4	CTC3A
Anti-image Covariance	contact & attention1	,922	-,022	-,207	-,032
	contact & attention2	-,022	,865	-,287	,106
	contact & attention4	-,207	-,287	,791	-,166
	CTC3A	-,032	,106	-,166	,955
Anti-image Correlation	contact & attention1	,613(a)	-,024	-,242	-,034
	contact & attention2	-,024	,506(a)	-,347	,116
	contact & attention4	-,242	-,347	,516(a)	-,191
	CTC3A	-,034	,116	-,191	,435(a)

a Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
contact & attention1	1,000	,363
contact & attention2	1,000	,406
contact & attention4	1,000	,677
CTC3A	1,000	,093

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	1,539	38,478	38,478	1,539	38,478	38,478
2	1,041	26,023	64,501			
3	,856	21,396	85,898			
4	,564	14,102	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
contact & attention1	,602
contact & attention2	,637
contact & attention4	,823
CTC3A	,305

Extraction Method: Principal Component Analysis.
a 1 components extracted.

2. Desain Konten

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,787
Bartlett's Test of Sphericity	Approx. Chi-Square	186,062
	df	6
	Sig.	,000

Anti-image Matrices

		content design1	content design2	content design3	content design4
Anti-image Covariance	content design1	,637	-,180	-,102	,003
	content design2	-,180	,415	-,186	-,153
	content design3	-,102	-,186	,468	-,150
	content design4	,003	-,153	-,150	,604
Anti-image Correlation	content design1	,824(a)	-,351	-,186	,004
	content design2	-,351	,745(a)	-,422	-,305
	content design3	-,186	-,422	,784(a)	-,281
	content design4	,004	-,305	-,281	,824(a)

a Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
content design1	1,000	,556
content design2	1,000	,781
content design3	1,000	,735
content design4	1,000	,594

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	2,667	66,667	66,667	2,667	66,667	66,667
2	,630	15,759	82,426			
3	,402	10,044	92,471			
4	,301	7,529	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
content design1	,746
content design2	,884
content design3	,858
content design4	,771

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

3. Tingkat Keterlibatan Produk

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,678
Bartlett's Test of Sphericity	Approx. Chi-Square	407,677
	df	45
	Sig.	,000

Anti-image Matrices

		Penting	Relevan	Berarti	Bermanfaat	dibutuhkan	menarik	menyenangkan	memikat	mempesona	involving
Anti-image Covariance	Penting	,506	-,156	,024	-,179	,045	-,027	-,030	,123	,035	,012
	Relevan	-,156	,526	-,083	-,001	,122	-,222	,025	-,008	,067	-,193
	Berarti	,024	-,083	,528	-,166	-,031	-,020	-,028	,005	,071	,053
	Bermanfaat	-,179	-,001	-,166	,287	-,174	,023	,013	-,095	-,102	-,009
	dibutuhkan	,045	,122	,031	-,174	,452	-,178	,004	,027	,158	-,058
	menarik	-,027	-,222	,020	,023	-,178	,443	-,147	,016	-,185	,151
	menyenangkan	-,030	,025	,028	,013	,004	-,147	,620	-,271	,138	-,165
	memikat	,123	-,008	,005	-,095	,027	,016	-,271	,622	-,190	-,035
	mempesona	,035	,067	,071	-,102	,158	-,185	,138	-,190	,740	-,074
	involving	,012	-,193	,053	-,009	-,058	,151	-,165	-,035	-,074	,821
Anti-image Correlation	Penting	,744(a)	-,301	,047	-,469	,095	-,058	-,054	,219	,058	,018
	Relevan	-,301	,659(a)	-,158	-,002	,251	-,460	,044	-,014	,107	-,294

Berarti	,047	-,158	,838 (a)	-,427	-,063	-,041	-,049	,008	,113	,081
Bermanfaat	-,469	-,002	-,427	,705(a)	-,482	,066	,030	-,224	-,222	-,019
dibutuhkan	,095	,251	-,063	-,482	,668(a)	-,399	,008	,051	,273	-,095
menarik	-,058	-,460	-,041	,066	-,399	,677(a)	-,281	,030	-,323	,250
menyenangkan	-,054	,044	-,049	,030	,008	-,281	,667(a)	-,435	,204	-,231
memikat	,219	-,014	,008	-,224	,051	,030	-,435	,613(a)	-,279	-,049
mempesona	,058	,107	,113	-,222	,273	-,323	,204	-,279	,367(a)	-,094
involving	,018	-,294	,081	-,019	-,095	,250	-,231	-,049	-,094	,473(a)

a Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Penting	1,000	,453
Relevan	1,000	,388
Berarti	1,000	,518
Bermanfaat	1,000	,706
dibutuhkan	1,000	,454
menarik	1,000	,552
menyenangkan	1,000	,286
memikat	1,000	,182
mempesona	1,000	,054
involving	1,000	,060

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	3,652	36,523	36,523	3,652	36,523	36,523
2	1,459	14,594	51,117			
3	1,088	10,884	62,001			
4	1,018	10,180	72,181			
5	,797	7,974	80,156			
6	,615	6,152	86,307			
7	,522	5,218	91,526			
8	,415	4,152	95,677			
9	,247	2,471	98,148			
10	,185	1,852	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
Penting	,673
Relevan	,623
Berarti	,720
Bermanfaat	,840
dibutuhkan	,674
menarik	,743
menyenangkan	,535
memikat	,426
mempesona	,332
involving	,345

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

4. Sikap terhadap Iklan**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,752
Bartlett's Test of Sphericity	Approx. Chi-Square	374,519
	df	15
	Sig.	,000

Anti-image Matrices

		attitude toward add1	attitude toward add2	attitude toward add3	attitude toward add4	attitude toward add5	attitude toward add6
Anti-image Covariance	attitude toward add1	,493	-,239	,019	-,029	-,022	,066
	attitude toward add2	-,239	,353	-,107	,097	-,143	,009
	attitude toward add3	,019	-,107	,485	-,160	,012	-,108
	attitude toward add4	-,029	,097	-,160	,333	-,170	-,100
	attitude toward add5	-,022	-,143	,012	-,170	,293	-,082
	attitude toward add6	,066	,009	-,108	-,100	-,082	,570
Anti-image Correlation	attitude toward add1	,718(a)	-,572	,039	-,071	-,058	,124
	attitude toward add2	-,572	,652(a)	-,260	,283	-,443	,019
	attitude toward	,039	-,260	,832(a)	-,397	,033	-,206

add3							
attitude toward add4	-,071	,283	-,397	,715(a)	-,543	-,230	
attitude toward add5	-,058	-,443	,033	-,543	,768(a)	-,201	
attitude toward add6	,124	,019	-,206	-,230	-,201	,872(a)	

a Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
attitude toward add1	1,000	,369
attitude toward add2	1,000	,533
attitude toward add3	1,000	,624
attitude toward add4	1,000	,653
attitude toward add5	1,000	,789
attitude toward add6	1,000	,466

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	3,432	57,208	57,208	3,432	57,208	57,208
2	1,233	20,549	77,757			
3	,450	7,492	85,249			
4	,406	6,766	92,015			
5	,316	5,268	97,283			
6	,163	2,717	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
attitude toward add1	,608
attitude toward add2	,730
attitude toward add3	,790
attitude toward add4	,808
attitude toward add5	,888
attitude toward add6	,682

Extraction Method: Principal Component Analysis.

a 1 components extracted.

5. Click-through

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,745
Bartlett's Test of Sphericity	Approx. Chi-Square	338,637
	df	3
	Sig.	,000

Anti-image Matrices

		click thru1	click thru2	click thru3
Anti-image Covariance	click thru1	,185	-,118	-,043
	click thru2	-,118	,152	-,096
	click thru3	-,043	-,096	,290
Anti-image Correlation	click thru1	,732(a)	-,702	-,185
	click thru2	-,702	,683(a)	-,455
	click thru3	-,185	-,455	,847(a)

a Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
click thru1	1,000	,902
click thru2	1,000	,930
click thru3	1,000	,857

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	2,689	89,631	89,631	2,689	89,631	89,631
2	,215	7,164	96,795			
3	,096	3,205	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
click thru1	,950
click thru2	,964
click thru3	,926

Extraction Method: Principal Component Analysis.

a 1 components extracted.

6. Recall Effect

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,643
Bartlett's Test of Sphericity	Approx. Chi-Square	97,710
	df	3
	Sig.	,000

Anti-image Matrices

		recall effect1	recall effect2	recall effect3
Anti-image Covariance	recall effect1	,523	-,143	-,317
	recall effect2	-,143	,790	-,121
	recall effect3	-,317	-,121	,531
Anti-image Correlation	recall effect1	,606(a)	-,223	-,601
	recall effect2	-,223	,806(a)	-,187
	recall effect3	-,601	-,187	,610(a)

a Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
recall effect1	1,000	,758
recall effect2	1,000	,511
recall effect3	1,000	,747

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	2,016	67,204	67,204	2,016	67,204	67,204
2	,655	21,831	89,036			
3	,329	10,964	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
recall effect1	,871
recall effect2	,715
recall effect3	,864

Extraction Method: Principal Component Analysis.

a 1 components extracted.

7. Sikap terhadap Merek

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,719
Bartlett's Test of Sphericity	Approx. Chi-Square	201,818
	df	3
	Sig.	,000

Anti-image Matrices

		attitude of brand1	attitude of brand2	attitude of brand3
Anti-image Covariance	attitude of brand1	,514	-,120	-,114
	attitude of brand2	-,120	,317	-,209
	attitude of brand3	-,114	-,209	,320
Anti-image Correlation	attitude of brand1	,841(a)	-,296	-,281
	attitude of brand2	-,296	,678(a)	-,657
	attitude of brand3	-,281	-,657	,681(a)

a Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
attitude of brand1	1,000	,733
attitude of brand2	1,000	,847
attitude of brand3	1,000	,845

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	2,424	80,817	80,817	2,424	80,817	80,817
2	,383	12,776	93,593			
3	,192	6,407	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
attitude of brand1	,856
attitude of brand2	,921
attitude of brand3	,919

Extraction Method: Principal Component Analysis.

a 1 components extracted.

8. Purchase Intention

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,732
Bartlett's Test of Sphericity	Approx. Chi-Square	164,197
	df	3
	Sig.	,000

Anti-image Matrices

		purchase intention1	purchase intention2	purchase intention3
Anti-image Covariance	purchase intention1	,481	-,194	-,145
	purchase intention2	-,194	,415	-,205
	purchase intention3	-,145	-,205	,464
Anti-image Correlation	purchase intention1	,757(a)	-,434	-,306
	purchase intention2	-,434	,702(a)	-,467
	purchase intention3	-,306	-,467	,742(a)

a Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
purchase intention1	1,000	,764
purchase intention2	1,000	,810
purchase intention3	1,000	,775

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	2,348	78,271	78,271	2,348	78,271	78,271
2	,363	12,094	90,365			
3	,289	9,635	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
purchase intention1	,874
purchase intention2	,900
purchase intention3	,880

Extraction Method: Principal Component Analysis.

a 1 components extracted.

9. Dampak dari iklan banner di Internet

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,770
Bartlett's Test of Sphericity	Approx. Chi-Square	174,418
	df	6
	Sig.	,000

Anti-image Matrices

		click through	recall effect	attitude of brand	purchase intention
Anti-image Covariance	click through	,551	-,214	,001	-,140
	recall effect	-,214	,417	-,215	-,124
	attitude of brand	,001	-,215	,604	-,106
	purchase intention	-,140	-,124	-,106	,616
Anti-image Correlation	click through	,769(a)	-,448	,001	-,241
	recall effect	-,448	,715(a)	-,429	-,245
	attitude of brand	,001	-,429	,782(a)	-,175
	purchase intention	-,241	-,245	-,175	,846(a)

a Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
click through	1,000	,640
recall effect	1,000	,779
attitude of brand	1,000	,587
purchase intention	1,000	,617

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	2,623	65,580	65,580	2,623	65,580	65,580
2	,589	14,721	80,302			
3	,493	12,315	92,617			
4	,295	7,383	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix(a)

	Component
	1
click through	,800
recall effect	,882
attitude of brand	,766
purchase intention	,786

Extraction Method: Principal Component Analysis.

LAMPIRAN 6

Uji Regresi

1. Uji Regresi Sederhana

H1

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	contact & attention(a)	.	Enter

a All requested variables entered.

b Dependent Variable: attitude toward ad

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,277(a)	,077	,069	,96838165

a Predictors: (Constant), contact & attention

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,108	1	9,108	9,712	,002(a)
	Residual	109,718	117	,938		
	Total	118,826	118			

a Predictors: (Constant), contact & attention

b Dependent Variable: attitude toward ad

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,003	,089		,039	,969
	contact & attention	,278	,089	,277	3,116	,002

a Dependent Variable: attitude toward ad

H2

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	contact & attention(a)	.	Enter

a All requested variables entered.

b Dependent Variable: internet advertising effect

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,260(a)	,068	,060	,97310465

a Predictors: (Constant), contact & attention

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,040	1	8,040	8,491	,004(a)
	Residual	110,791	117	,947		
	Total	118,831	118			

a Predictors: (Constant), contact & attention

b Dependent Variable: internet advertising effect

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,003	,089		-,039	,969
	contact & attention	,261	,090	,260	2,914	,004

a Dependent Variable: internet advertising effect

H3**Variables Entered/Removed(b)**

Model	Variables Entered	Variables Removed	Method
1	content design(a)	.	Enter

a All requested variables entered.

b Dependent Variable: internet advertising effect

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,106(a)	,011	,003	,99857819

a Predictors: (Constant), content design

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,335	1	1,335	1,339	,250(a)
	Residual	117,665	118	,997		
	Total	119,000	119			

a Predictors: (Constant), content design

b Dependent Variable: internet advertising effect

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4,945E-17	,091		,000	1,000
	content design	,106	,092	,106	1,157	,250

a Dependent Variable: internet advertising effect

H4

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	attitude toward ad(a)	.	Enter

a All requested variables entered.

b Dependent Variable: internet advertising effect

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,665(a)	,442	,437	,75010580

a Predictors: (Constant), attitude toward ad

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52,606	1	52,606	93,496	,000(a)
	Residual	66,394	118	,563		
	Total	119,000	119			

a Predictors: (Constant), attitude toward ad

b Dependent Variable: internet advertising effect

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6,250E-18	,068		,000	1,000
	attitude toward ad	,665	,069	,665	9,669	,000

a Dependent Variable: internet advertising effect

H5

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	content design(a)	.	Enter

a All requested variables entered.

b Dependent Variable: product involvement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,127(a)	,016	,008	,99613122

a Predictors: (Constant), content design

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,911	1	1,911	1,926	,168(a)
	Residual	117,089	118	,992		
	Total	119,000	119			

a Predictors: (Constant), content design

b Dependent Variable: product involvement

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,966E-17	,091		,000	1,000
	content design	,127	,091	,127	1,388	,168

a Dependent Variable: product involvement

H6**Variables Entered/Removed(b)**

Model	Variables Entered	Variables Removed	Method
1	product involvement(a)	.	Enter

a All requested variables entered.

b Dependent Variable: attitude toward ad

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,284(a)	,081	,073	,96293948

a Predictors: (Constant), product involvement

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,584	1	9,584	10,336	,002(a)
	Residual	109,416	118	,927		
	Total	119,000	119			

a Predictors: (Constant), product involvement

b Dependent Variable: attitude toward ad

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-7,593E-17	,088		,000	1,000
	product involvement	,284	,088	,284	3,215	,002

a Dependent Variable: attitude toward ad

H7**Variables Entered/Removed(b)**

Model	Variables Entered	Variables Removed	Method
1	product involvement(a)	.	Enter

a All requested variables entered.

b Dependent Variable: internet advertising effect

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,123(a)	,015	,007	,99661306

a Predictors: (Constant), product involvement

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,798	1	1,798	1,810	,181(a)
	Residual	117,202	118	,993		
	Total	119,000	119			

a Predictors: (Constant), product involvement

b Dependent Variable: internet advertising effect

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4,986E-17	,091		,000	1,000
	product involvement	,123	,091	,123	1,345	,181

a Dependent Variable: internet advertising effect

2. Uji Regresi Berganda

- Sikap terhadap Iklan Banner di Internet

Descriptive Statistics

	Mean	Std. Deviation	N
attitude toward ad	,0000000	1,00000000	120
contactr	,0000000	1,00000000	120
product involvement	,0000000	1,00000000	120

Correlations

		attitude toward ad	contactr	product involvement
Pearson Correlation	attitude toward ad	1,000	,312	,284
	contactr	,312	1,000	,097
	product involvement	,284	,097	1,000
Sig. (1-tailed)	attitude toward ad	.	,000	,001
	contactr	,000	.	,147
	product involvement	,001	,147	.
N	attitude toward ad	120	120	120
	contactr	120	120	120
	product involvement	120	120	120

Variables Entered/Removed(a)

Model	Variables Entered	Variables Removed	Method
1	contactr		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	product involvement		Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

a Dependent Variable: attitude toward ad

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,312(a)	,098	,090	,95395689
2	,403(b)	,163	,148	,92291607

a Predictors: (Constant), contactr

b Predictors: (Constant), contactr, product involvement

ANOVA(c)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11,616	1	11,616	12,764	,001(a)
	Residual	107,384	118	,910		
	Total	119,000	119			
2	Regression	19,342	2	9,671	11,354	,000(b)
	Residual	99,658	117	,852		
	Total	119,000	119			

a Predictors: (Constant), contactr

b Predictors: (Constant), contactr, product involvement

c Dependent Variable: attitude toward ad

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6,369E-18	,087		,000	1,000
	contactr	,312	,087	,312	3,573	,001
2	(Constant)	-3,629E-17	,084		,000	1,000
	contactr	,288	,085	,288	3,385	,001
	product involvement	,256	,085	,256	3,012	,003

a Dependent Variable: attitude toward ad

Excluded Variables(b)

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	product involvement	,256(a)	3,012	,003	,268	,991

a Predictors in the Model: (Constant), contactr

b Dependent Variable: attitude toward ad

- Dampak dari Iklan Banner di Internet

Descriptive Statistics

	Mean	Std. Deviation	N
internet advertising effect	,0000000	1,00000000	120
contactr	,0000000	1,00000000	120
attitude toward ad	,0000000	1,00000000	120
product involvement	,0000000	1,00000000	120
content design	,0000000	1,00000000	120

Correlations

		internet advertising effect	contactr	attitude toward ad	product involvement	content design
Pearson Correlation	internet advertising effect	1,000	,271	,665	,123	,106
	contactr	,271	1,000	,312	,097	,293
	attitude toward ad	,665	,312	1,000	,284	,315
	product involvement	,123	,097	,284	1,000	,127
	content design	,106	,293	,315	,127	1,000
Sig. (1-tailed)	internet advertising effect	.	,001	,000	,091	,125
	contactr	,001	.	,000	,147	,001
	attitude toward ad	,000	,000	.	,001	,000
	product involvement	,091	,147	,001	.	,084
	content design	,125	,001	,000	,084	.
N	internet advertising effect	120	120	120	120	120
	contactr	120	120	120	120	120
	attitude toward ad	120	120	120	120	120
	product involvement	120	120	120	120	120
	content design	120	120	120	120	120

Variables Entered/Removed(a)

Model	Variables Entered	Variables Removed	Method
1	attitude toward ad		Stepwise (Criteria: Probability -of-F-to-enter <= ,050, Probability -of-F-to-remove >= ,100).

a Dependent Variable: internet advertising effect

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,665(a)	,442	,437	,75010580

a Predictors: (Constant), attitude toward ad

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52,606	1	52,606	93,496	,000(a)
	Residual	66,394	118	,563		
	Total	119,000	119			

a Predictors: (Constant), attitude toward ad

b Dependent Variable: internet advertising effect

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Zero order	Partial	Part	Tolerance	VIF	
1	(Constant)	-6,250E-18	,068		,000	1,000						
	attitude toward ad	,665	,069	,665	9,669	,000	,665	,665	,665	1,000	1,000	

a Dependent Variable: internet advertising effect

Excluded Variables(b)

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	contactr	,070(a)	,973	,333	,090	,902	1,108	,902
	product involvement	,072(a)	-,998	,321	-,092	,919	1,088	,919
	content design	,115(a)	1,599	,112	-,146	,901	1,110	,901

a Predictors in the Model: (Constant), attitude toward ad

b Dependent Variable: internet advertising effect

LAMPIRAN 7

Profil Responden

1. Jenis Kelamin

Statistics

Jenis Kelamin

N Valid	120
Missing	0

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-laki	67	55,8	55,8	55,8
Perempuan	53	44,2	44,2	100,0
Total	120	100,0	100,0	

2. Usia

Statistics

Usia

N Valid	120
Missing	0

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 21 tahun	33	27,5	27,5	27,5
21-25 tahun	66	55,0	55,0	82,5
26-30 tahun	11	9,2	9,2	91,7
> 30 tahun	10	8,3	8,3	100,0
Total	120	100,0	100,0	

3. Status

Statistics

Status

N Valid	120
Missing	0

Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Mahasiswa	76	63,3	63,3	63,3
Karyawan swasta	44	36,7	36,7	100,0
Total	120	100,0	100,0	

4. Pendidikan Terakhir

Statistics

Pendidikan Terakhir

N	Valid	120
	Missing	0

Pendidikan Terakhir

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMA	75	62,5	62,5	62,5
Diploma	6	5,0	5,0	67,5
S1	26	21,7	21,7	89,2
S2	13	10,8	10,8	100,0
Total	120	100,0	100,0	

5. Pengeluaran Per bulan

Statistics

Pengeluaran Per bulan

N	Valid	120
	Missing	0

Pengeluaran Per bulan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 1.000.001	39	32,5	32,5	32,5
1.000.001-2.500.000	47	39,2	39,2	71,7
2.500.001-5.000.000	20	16,7	16,7	88,3
> 5.000.00	14	11,7	11,7	100,0
Total	120	100,0	100,0	