

## Lampiran Olah Data Penelitian

### HASIL UJI REGRESI

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1285.397	3	428.466	22.650	.000 <sup>b</sup>
	Residual	2194.303	116	18.916		
	Total	3479.700	119			

a. Dependent Variable: ppi

b. Predictors: (Constant), pml, pmt, pki

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.686	2.313		8.945	.000
	pmt	.371	.121	.295	3.062	.003
	pki	.502	.277	.227	1.810	.073
	pml	.171	.137	.176	1.249	.214

a. Dependent Variable: ppi



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

2. Hasil Uji Validitas Variabel Persepsi Kekacauan Iklan

**Correlations**

		pki1	pki2	pki3	pki
pki1	Pearson Correlation	1	.697**	.599**	.860**
	Sig. (2-tailed)		.000	.000	.000
	N	120	120	120	120
pki2	Pearson Correlation	.697**	1	.630**	.905**
	Sig. (2-tailed)	.000		.000	.000
	N	120	120	120	120
pki3	Pearson Correlation	.599**	.630**	1	.850**
	Sig. (2-tailed)	.000	.000		.000
	N	120	120	120	120
pki	Pearson Correlation	.860**	.905**	.850**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	120	120	120	120

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



	Pearson Correlation	.838**	.739**	.858**	.792**	.757**	.742**	.611**	.890**	1
pml	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	120	120	120	120	120	120	120	120	120

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

#### 4. Hasil Uji Validitas Variabel Perilaku Penghindaran Iklan

##### Correlations

		ppi1	ppi2	ppi3	ppi4	ppi5	ppi6	ppi7	ppi8	ppi9	ppi10	ppi
ppi1	Pearson Correlation	1	.624**	.794**	.395**	.443**	.625**	.110	.052	.498**	.272**	.718**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.231	.576	.000	.003	.000
	N	120	120	120	120	120	120	120	120	120	120	120
ppi2	Pearson Correlation	.624**	1	.768**	.388**	.345**	.456**	.135	.004	.408**	.330**	.679**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.141	.962	.000	.000	.000
	N	120	120	120	120	120	120	120	120	120	120	120
ppi3	Pearson Correlation	.794**	.768**	1	.389**	.317**	.500**	.007	.016	.494**	.139	.650**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.936	.865	.000	.131	.000
	N	120	120	120	120	120	120	120	120	120	120	120
ppi4	Pearson Correlation	.395**	.388**	.389**	1	.339**	.175	.365**	.012	.220*	.619**	.654**
	Sig. (2-tailed)	.000	.000	.000		.000	.056	.000	.893	.016	.000	.000
	N	120	120	120	120	120	120	120	120	120	120	120
ppi5	Pearson Correlation	.443**	.345**	.317**	.339**	1	.440**	.378**	.395**	.291**	.315**	.703**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.001	.000	.000

ppi6	N	120	120	120	120	120	120	120	120	120	120	120
	Pearson Correlation	.625**	.456**	.500**	.175	.440**	1	.152	.202*	.523**	.220*	.650**
	Sig. (2-tailed)	.000	.000	.000	.056	.000		.098	.027	.000	.016	.000
ppi7	N	120	120	120	120	120	120	120	120	120	120	120
	Pearson Correlation	.110	.135	.007	.365**	.378**	.152	1	.417**	.027	.559**	.574**
	Sig. (2-tailed)	.231	.141	.936	.000	.000	.098		.000	.773	.000	.000
ppi8	N	120	120	120	120	120	120	120	120	120	120	120
	Pearson Correlation	.052	.004	.016	.012	.395**	.202*	.417**	1	.096	.072	.398**
	Sig. (2-tailed)	.576	.962	.865	.893	.000	.027	.000		.297	.435	.000
ppi9	N	120	120	120	120	120	120	120	120	120	120	120
	Pearson Correlation	.498**	.408**	.494**	.220*	.291**	.523**	.027	.096	1	.159	.538**
	Sig. (2-tailed)	.000	.000	.000	.016	.001	.000	.773	.297		.083	.000
ppi10	N	120	120	120	120	120	120	120	120	120	120	120
	Pearson Correlation	.272**	.330**	.139	.619**	.315**	.220*	.559**	.072	.159	1	.640**
	Sig. (2-tailed)	.003	.000	.131	.000	.000	.016	.000	.435	.083		.000
ppi	N	120	120	120	120	120	120	120	120	120	120	120
	Pearson Correlation	.718**	.679**	.650**	.654**	.703**	.650**	.574**	.398**	.538**	.640**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	120	120	120	120	120	120	120	120	120	120	120

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

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

## HASIL UJI RELIABILITAS

1. Hasil Uji Reliabilitas Variabel Persepsi Mengganggu Tujuan

### Reliability Statistics

Cronbach's Alpha	N of Items
.787	7

2. Hasil Uji Reliabilitas Variabel Persepsi Kekacauan Iklan

### Reliability Statistics

Cronbach's Alpha	N of Items
.852	4

3. Hasil Uji Reliabilitas Variabel Pengalaman Masa Lalu yang Negatif

### Reliability Statistics

Cronbach's Alpha	N of Items
.786	9

4. Hasil uji reliabilitas Variabel Perilaku Penghindaran Iklan

**Reliability Statistics**

Cronbach's Alpha	N of Items
.751	11

UJI DESKRIPTIF

1. Hasil Uji Deskriptif Variabel Persepsi Mengganggu Tujuan

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
pmt1	120	1	5	3.60	.938
pmt2	120	1	5	3.59	1.104
pmt3	120	3	5	4.34	.704
pmt4	120	1	5	3.77	1.019
pmt5	120	1	5	3.63	1.038
pmt6	120	1	5	3.89	.933
pmt	120	12	30	22.82	4.296
Valid N (listwise)	120				

2. Hasil Uji Deskriptif Variabel Persepsi Kekacauan Iklan



### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
pki1	120	2	5	3.33	.803
pki2	120	2	5	3.48	1.077
pki3	120	1	5	3.41	.921
pki	120	6	15	10.23	2.448
Valid N (listwise)	120				

### 3. Hasil Uji Deskriptif Variabel Pengalaman Masa Lalu yang Negatif

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
pml1	120	1	5	3.32	.926
pml2	120	2	5	3.82	.778
pml3	120	1	5	3.29	.991
pml4	120	1	5	3.04	.911
pml5	120	1	5	3.63	.962
pml6	120	2	5	3.38	.927
pml7	120	2	5	3.92	.762
pml8	120	2	5	3.42	.826
pml	120	18	40	27.81	5.540
Valid N (listwise)	120				

4. Hasil Uji Deskriptif Variabel Perilaku Penghindaran Iklan

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
ppi1	120	3	5	4.45	.620
ppi2	120	2	5	4.18	.816
ppi3	120	2	5	4.38	.791
ppi4	120	1	5	3.93	.997
ppi5	120	2	5	3.39	1.007
ppi6	120	2	5	4.35	.827
ppi7	120	1	5	2.77	1.059
ppi8	120	1	5	3.60	.947
ppi9	120	3	5	4.54	.647
ppi10	120	1	5	3.47	1.037
ppi	120	29	50	39.05	5.408
Valid N (listwise)	120				