

## LAMPIRAN KUISIONER

### PENGARUH TIPE ENDORSER DAN KREDIBILITAS ENDORSER PADA SIPKAP KONSUMEN (TERHADAP IKLAN DAN MEREK) DAN INTENSI MEMBELI

Sehubungan dengan penyusunan skripsi dengan judul yang telah disebutkan di atas, maka dengan hormat, saya:

Nama : Sucia Fajriati Sab'ah

NIM : 2014 0410 115

Memohon kesediaan Saudara/i untuk mengisi kuesioner (daftar pertanyaan) yang saya ajukan ini secara jujur dan terbuka. Daftar pertanyaan ini saya ajukan semata-mata untuk keperluan penelitian sebagai salah satu syarat dalam menyelesaikan jenjang Strata Satu (S1) Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Yogyakarta.

Atas partisipasi Saudara/i dalam mengisi daftar pertanyaan/kuesioner ini, saya ucapkan terima kasih.

#### Petunjuk Pengisian

Lingkarilah salah satu angka pada skala 1-7 yang terdapat pada masing-masing pernyataan sesuai dengan pendapat Anda.

#### Contoh:

Menurut saya, bintang iklan pada iklan ini

Tidak baik 1  2 3 4 5 6 7 Baik

Artinya, menurut saya bintang iklan pada iklan ini **tidak terlalu baik** (skala 2 dari 7).

Menurut saya, iklan ini

Tidak lucu 1 2 3 4 5 6  7 Lucu

Artinya, menurut saya iklan ini **sangat lucu** (skala 7 dari 7).

## KUESIONER

### Tipe endorser

Silakan lingkari pendapat Anda pada skala 1-7.

Menurut saya, endorseri produk pada iklan ini

Tidak terkenal 1 2 3 4 5 6 7 Terkenal

Tidak mudah dikenali 1 2 3 4 5 6 7 mudah dikenali

Tidak diketahui 1 2 3 4 5 6 7 Diketahui

Bukan Selebriti	1	2	3	4	5	6	7	Selebriti
<b>Kredibilitas Endorser</b>								
Silakan lingkari pendapat Anda pada skala 1-7. <b>Menurut saya, bintang iklan pada iklan ini</b>								
Tidak menarik	1	2	3	4	5	6	7	Menarik
Tidak Berkelas	1	2	3	4	5	6	7	Berkelas
Tidak cantik	1	2	3	4	5	6	7	Cantik
Tidak Elegan	1	2	3	4	5	6	7	Elegan
Tidak Sexy	1	2	3	4	5	6	7	Sexy
Tidak dapat diandalkan	1	2	3	4	5	6	7	Dapat diandalkan
Tidak jujur	1	2	3	4	5	6	7	Jujur
Tidak Dapat Menyampaikan Pesan	1	2	3	4	5	6	7	Dapat Menyampaikan Pesan
Tidak Tulus	1	2	3	4	5	6	7	Tulus
Tidak dapat dipercaya	1	2	3	4	5	6	7	Dapat dipercaya
Tidak ahli	1	2	3	4	5	6	7	Ahli
Tidak berpengalaman	1	2	3	4	5	6	7	Berpengalaman
Tidak Mempunyai Pengetahuan	1	2	3	4	5	6	7	Memiliki Pengetahuan
Tidak memenuhi kualifikasi / tidak sesuai	1	2	3	4	5	6	7	Memenuhi Kualifikasi / Sesuai
<b>Sikap terhadap Iklan</b>								
Silakan lingkari pendapat Anda pada skala 1-7. <b>Menurut saya, iklan ini</b>								
Tidak informatif	1	2	3	4	5	6	7	Informatif
Tidak bisa dimengerti	1	2	3	4	5	6	7	Bisa dimengerti
Tidak menghibur	1	2	3	4	5	6	7	Menghibur
Tidak menarik	1	2	3	4	5	6	7	Menarik
Isi/materi tidak sesuai	1	2	3	4	5	6	7	Isi/materi sesuai
Tidak dapat dipercaya	1	2	3	4	5	6	7	Dapat dipercaya
<b>Sikap terhadap Merek</b>								
Silakan lingkari pendapat Anda pada skala 1-7. <b>Menurut saya, merek produk pada iklan ini</b>								
Tidak saya ingat	1	2	3	4	5	6	7	Saya ingat
Tidak saya sukai	1	2	3	4	5	6	7	Saya sukai

Tidak saya pilih	1	2	3	4	5	6	7	Saya pilih
<b>Intensi Membeli</b>								
Silakan lingkari pendapat Anda pada skala 1-7.								
<b>Apabila harga tidak jadi masalah, maka saya</b>								
Tidak berharap dapat membeli produk ini	1	2	3	4	5	6	7	Berharap dapat membeli produk ini
Tidak berencana membeli produk ini	1	2	3	4	5	6	7	Berencana membeli produk ini
Tidak ingin membeli produk ini	1	2	3	4	5	6	7	Ingin membeli produk ini

## LAMPIRAN I : ANALISIS DESKRIPTIF

### Statistics

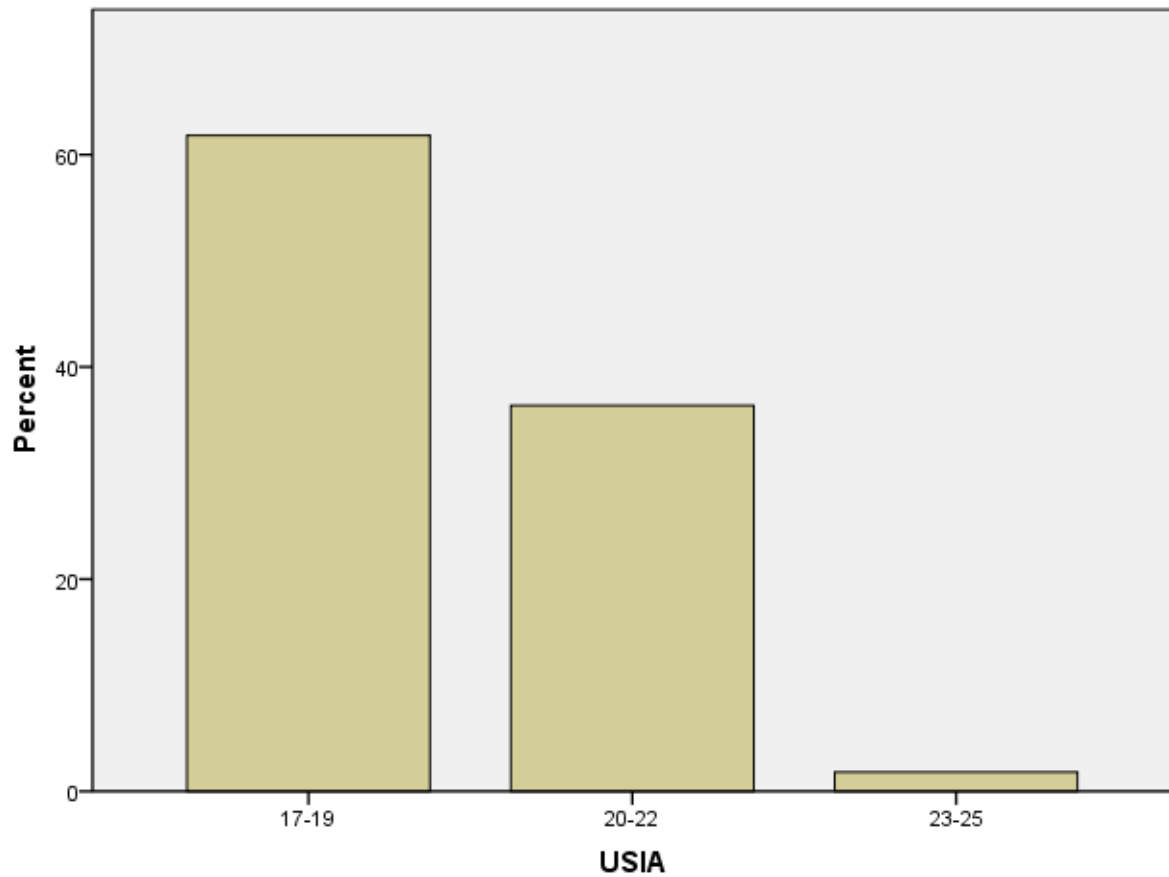
USIA

N	Valid	110
	Missing	0

USIA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-19	68	61.8	61.8	61.8
20-22	40	36.4	36.4	98.2
23-25	2	1.8	1.8	100.0
Total	110	100.0	100.0	

USIA



**Statistics**

		USIA	JENIS_KELAMIN	PENDAPATAN
N	Valid	110	110	110
	Missing	0	0	0

**Frequency Table**

**USIA**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-19	68	61.8	61.8	61.8
	20-22	40	36.4	36.4	98.2
	23-25	2	1.8	1.8	100.0
	Total	110	100.0	100.0	

**JENIS\_KELAMIN**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAKI-LAKI	57	51.8	51.8	51.8
	PEREMPUAN	53	48.2	48.2	100.0
	Total	110	100.0	100.0	

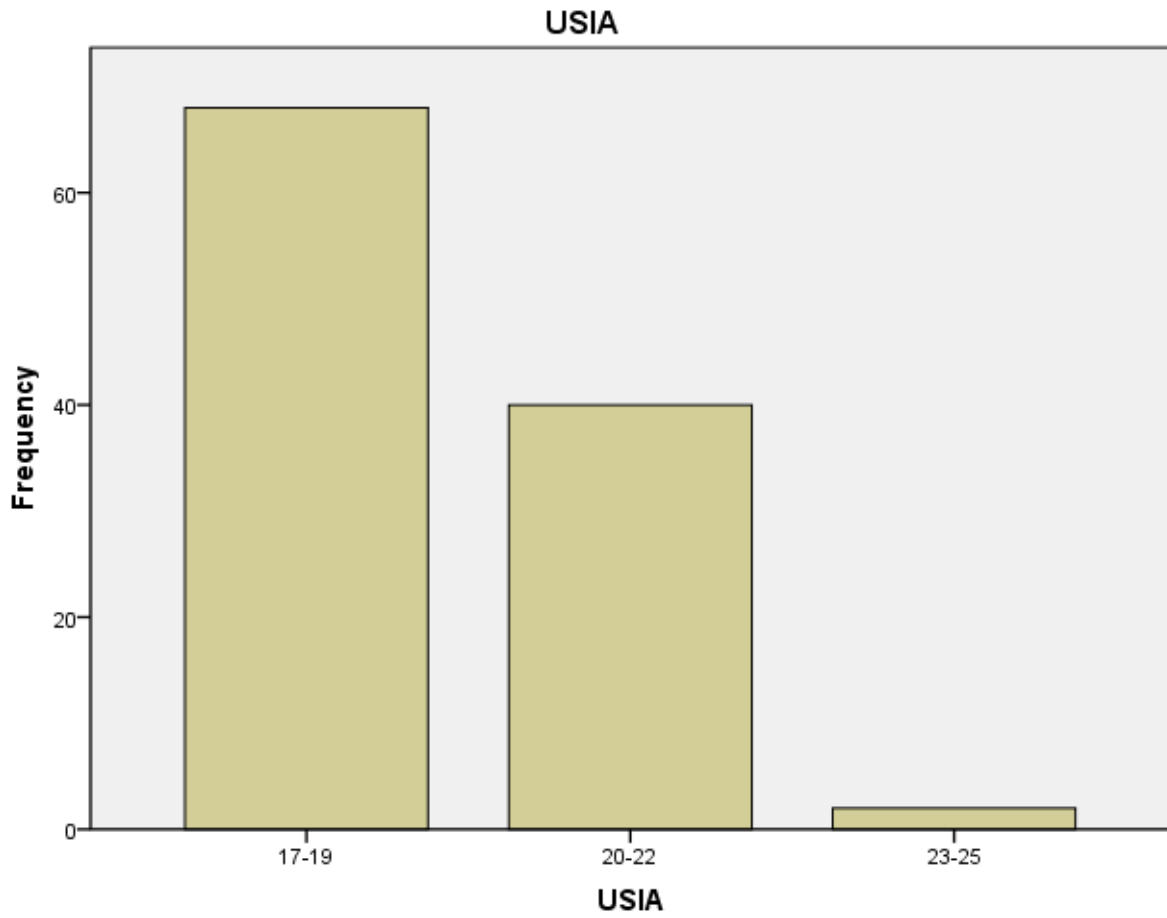
**PENDAPATAN**

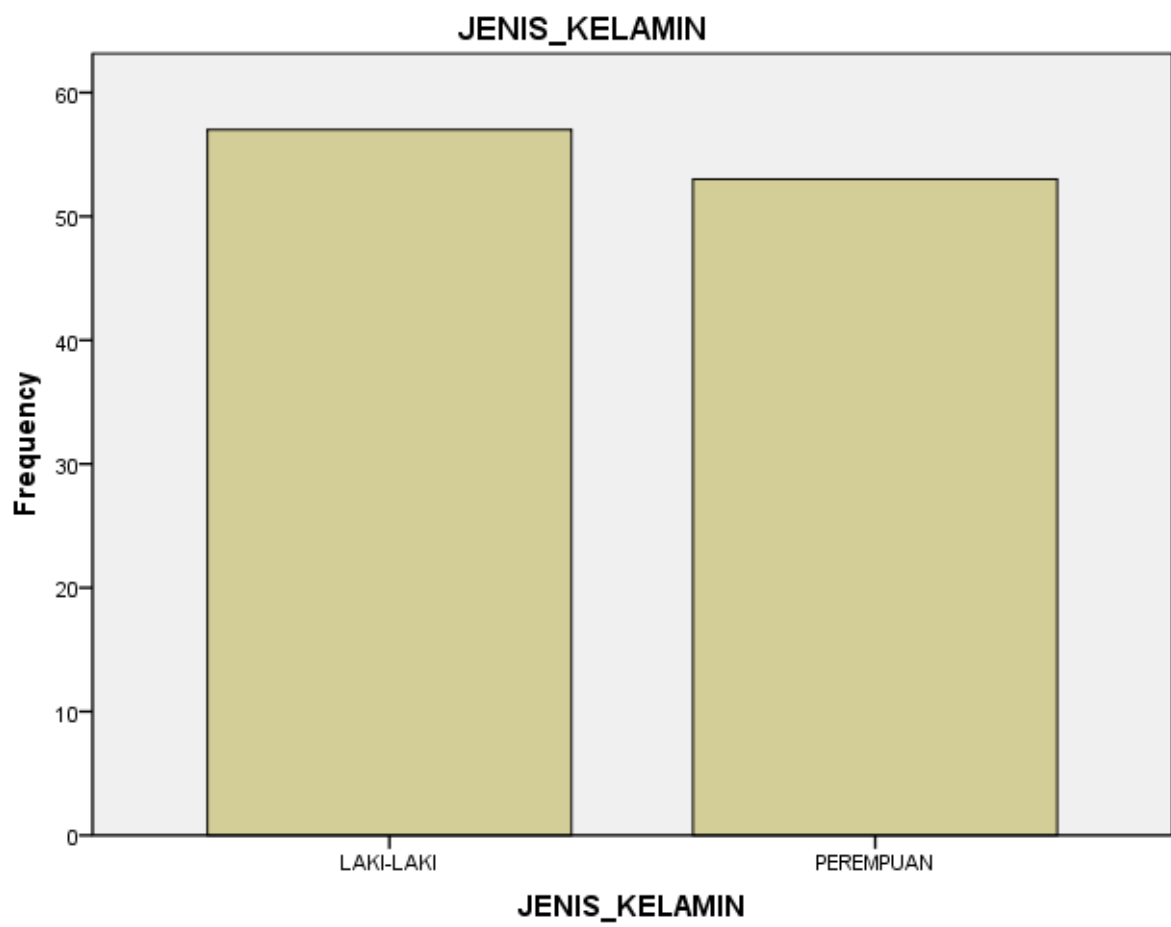
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp 0 - Rp 1.000.000	40	36.4	36.4	36.4
	Rp 1.000.001 - Rp. 2.000.000	47	42.7	42.7	79.1
	Rp 2.000.001 - Rp. 3.000.000	22	20.0	20.0	99.1
	> Rp 3.000.000	1	.9	.9	100.0

### PENDAPATAN

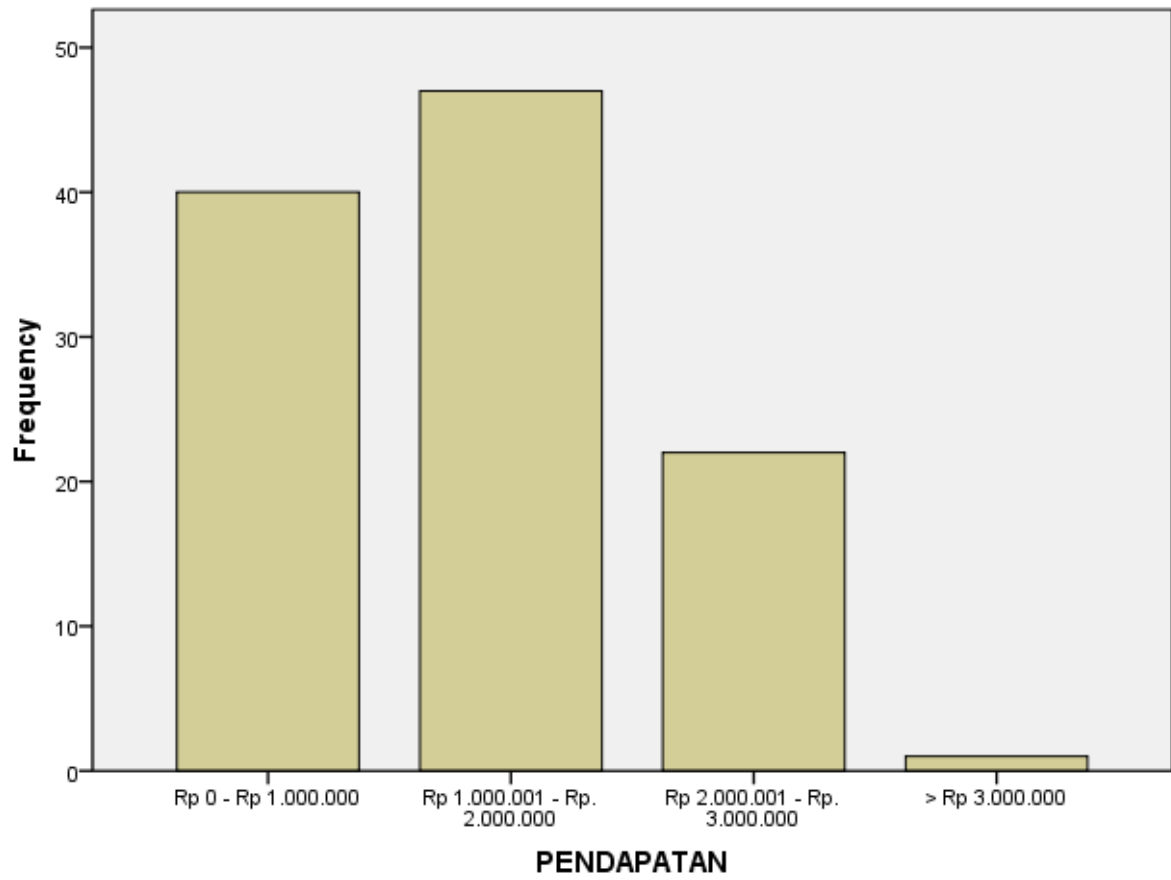
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Rp 0 - Rp 1.000.000	40	36.4	36.4	36.4
Rp 1.000.001 - Rp. 2.000.000	47	42.7	42.7	79.1
Rp 2.000.001 - Rp. 3.000.000	22	20.0	20.0	99.1
> Rp 3.000.000	1	.9	.9	100.0
Total	110	100.0	100.0	

### Bar Chart





### PENDAPATAN





LAMPIRAN II : CEK MANIPULASI

**Cek Manipulasi Tipe Selebriti Endorser**

Signifikan 0,001 dengan taraf signifikansi 5%

**Group Statistics**

TIPE	N	Mean	Std. Deviation	Std. Error Mean
NILAI SELEBRITIS	48	6.08	.942	.136
NON SELEBITIS	48	2.71	1.443	.208

**Independent Samples Test**

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
NI Equal variances assumed	11.691	.001	13.568	94	.000	3.375	.249	2.881	3.869
LA Equal variances not assumed			13.568	80.867	.000	3.375	.249	2.880	3.870

## Hasil Cek Manipulasi Kredibilitas Endorser

Signifikan 0,004 dengan taraf signifikansi 5%

### Group Statistics

KREDIBILITAS	N	Mean	Std. Deviation	Std. Error Mean
NILAI tinggi	168	5.94	.900	.069
Rendah	168	2.95	1.157	.089

### Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
NILAI	8.631	.004	26.415	334	.000	2.988	.113	2.766	3.211
			26.415	314.984	.000	2.988	.113	2.766	3.211

## LAMPIRAN III : UJI NORMALITAS SIKAP IKLAN

### 1. SIKAP IKLAN DIMENSI INFORMATIF (I1)

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.554 <sup>a</sup>	.307	.161	1.391

a. Predictors: (Constant), K14, T4, K7, K8, K5, K13, K9, K3, K1, K10, K11, T2, K4, K12, K6, K2, T1, T3

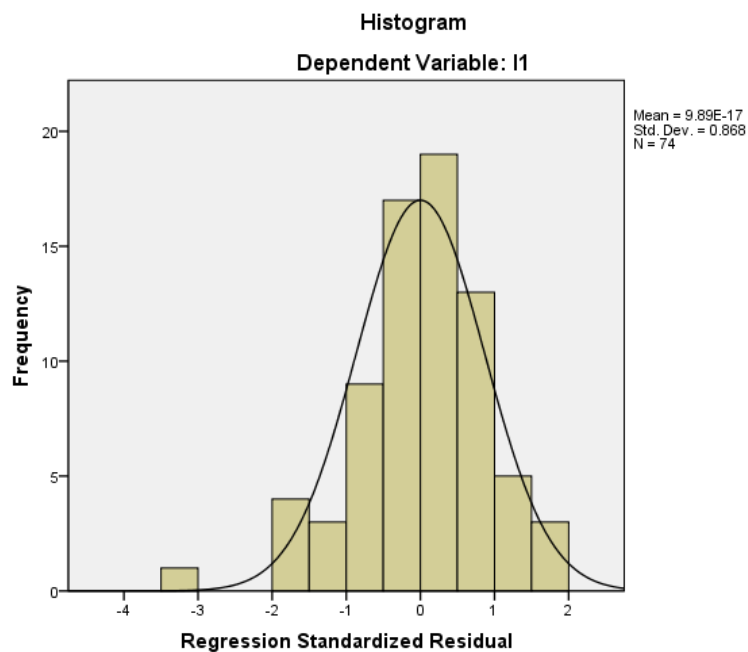
b. Dependent Variable: i1

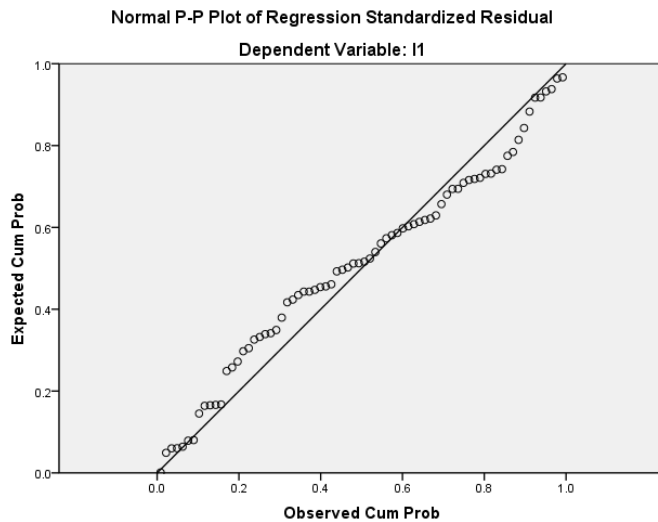
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		105
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.26519326
Most Extreme Differences	Absolute	.075
	Positive	.047
	Negative	-.075
Kolmogorov-Smirnov Z		.771
Asymp. Sig. (2-tailed)		.593

a. Test distribution is Normal.

b. Calculated from data.





## 2. SIKAP IKLAN DIMENSI DIMENEGERTI (I2)

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		105
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.34320786
Most Extreme Differences	Absolute	.053
	Positive	.048
	Negative	-.053
Kolmogorov-Smirnov Z		.541
Asymp. Sig. (2-tailed)		.932

a. Test distribution is Normal.

b. Calculated from data.

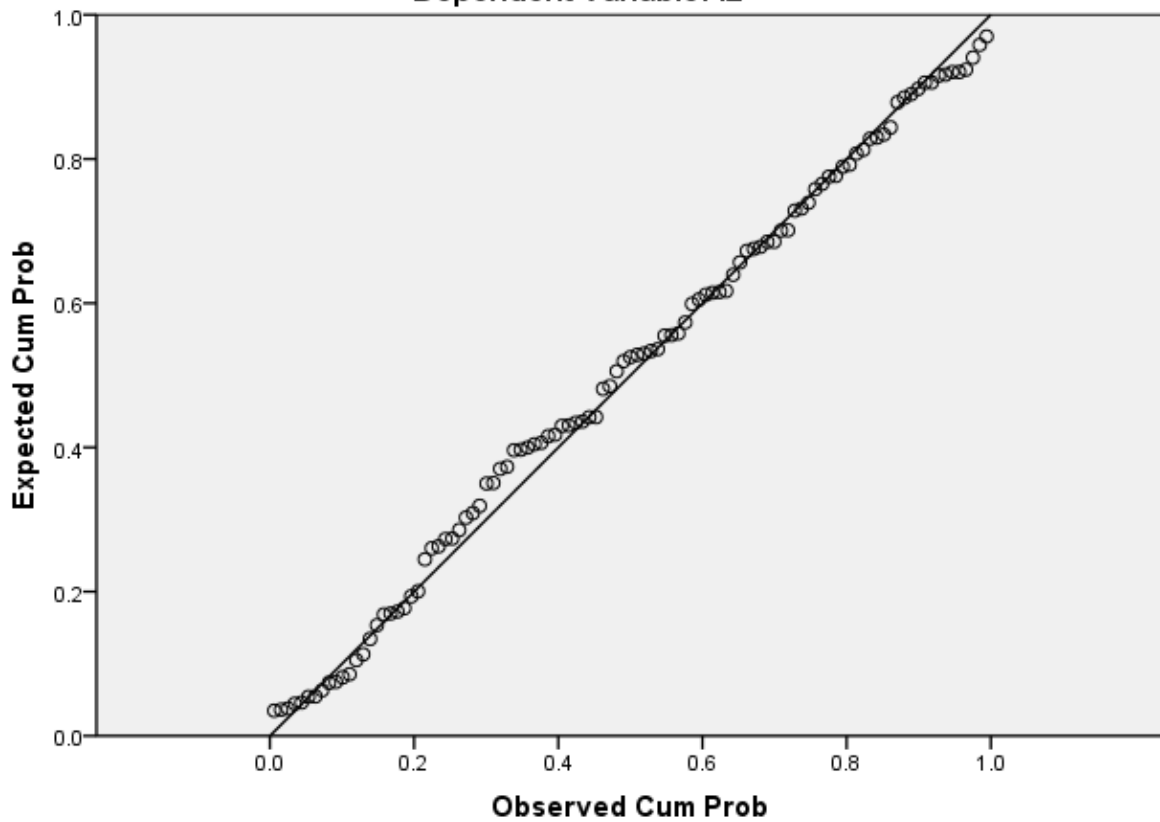
### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.485 <sup>a</sup>	.235	.075	1.477

a. Predictors: (Constant), K14, T4, K7, K8, K5, K13, K9, K3, K1, K10, K11, T2, K4, K12, K6, K2, T1, T3

b. Dependent Variable: i2

**Normal P-P Plot of Regression Standardized Residual**  
**Dependent Variable: i2**



**3. SIKAP IKLAN DIMENSI MENGHIBUR (I3)**

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		105
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.57334852
Most Extreme Differences	Absolute	.134
	Positive	.134
	Negative	-.084
Kolmogorov-Smirnov Z		1.372
Asymp. Sig. (2-tailed)		.046

a. Test distribution is Normal.

b. Calculated from data.

**Model Summary<sup>b</sup>**

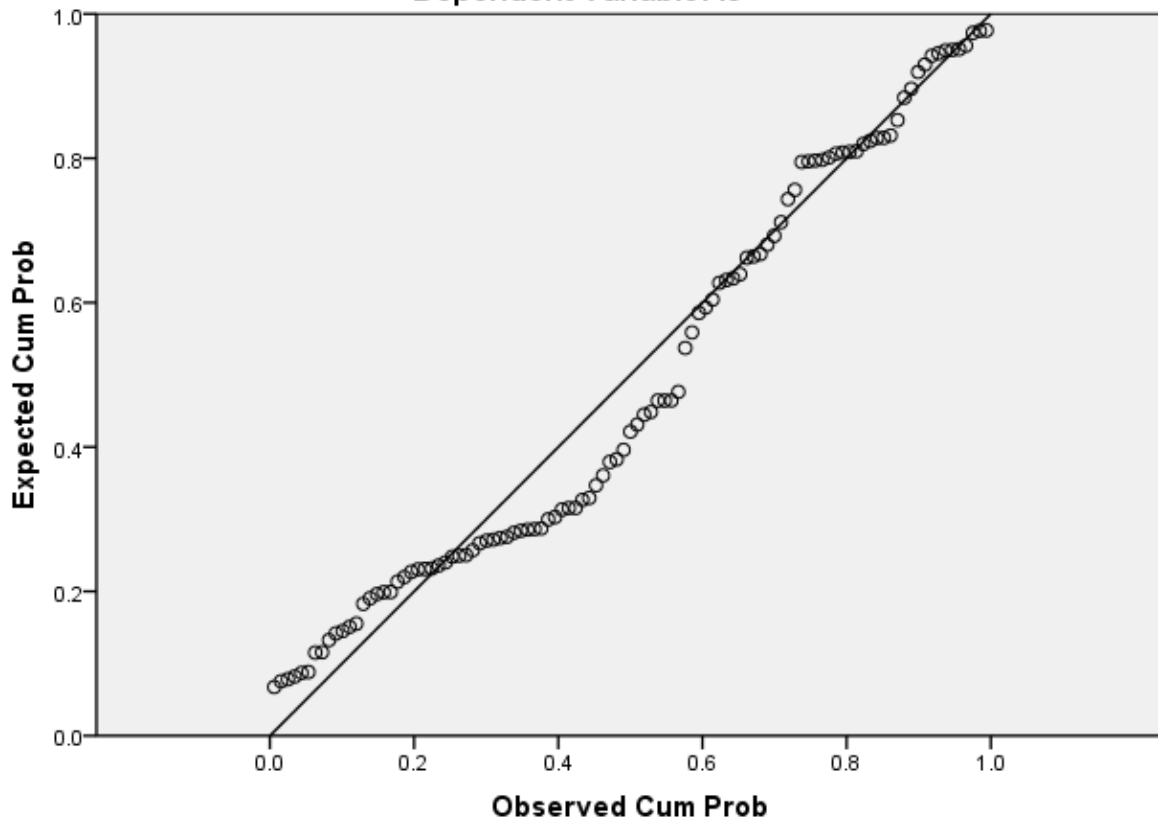
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.408 <sup>a</sup>	.166	-.008	1.730

a. Predictors: (Constant), K14, T4, K7, K8, K5, K13, K9, K3, K1, K10, K11, T2, K4, K12, K6, K2, T1, T3

b. Dependent Variable: i3

**Normal P-P Plot of Regression Standardized Residual**

**Dependent Variable: i3**



#### **4. SIKAP IKLAN DIMENSI MENARIK (I4)**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.562 <sup>a</sup>	.316	.173	1.388

a. Predictors: (Constant), K14, T4, K7, K8, K5, K13, K9, K3, K1, K10, K11, T2, K4, K12, K6, K2, T1, T3

b. Dependent Variable: i4

### One-Sample Kolmogorov-Smirnov Test

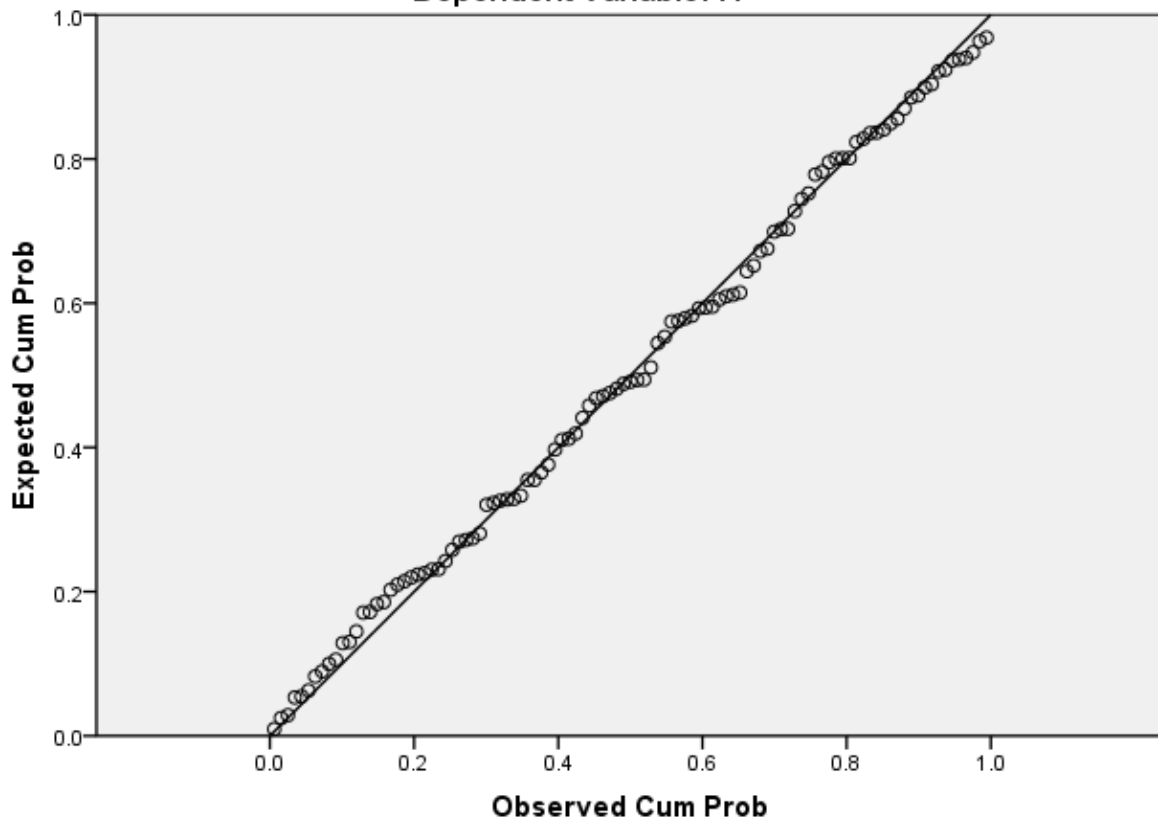
		Unstandardized Residual
N		105
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.26240605
Most Extreme Differences	Absolute	.048
	Positive	.035
	Negative	-.048
Kolmogorov-Smirnov Z		.493
Asymp. Sig. (2-tailed)		.968

a. Test distribution is Normal.

b. Calculated from data.

### Normal P-P Plot of Regression Standardized Residual

Dependent Variable: i4



## 5. SIKAP IKLAN DIMENSI KESESUAIAN MATERI (I5)

**Model Summary<sup>b</sup>**

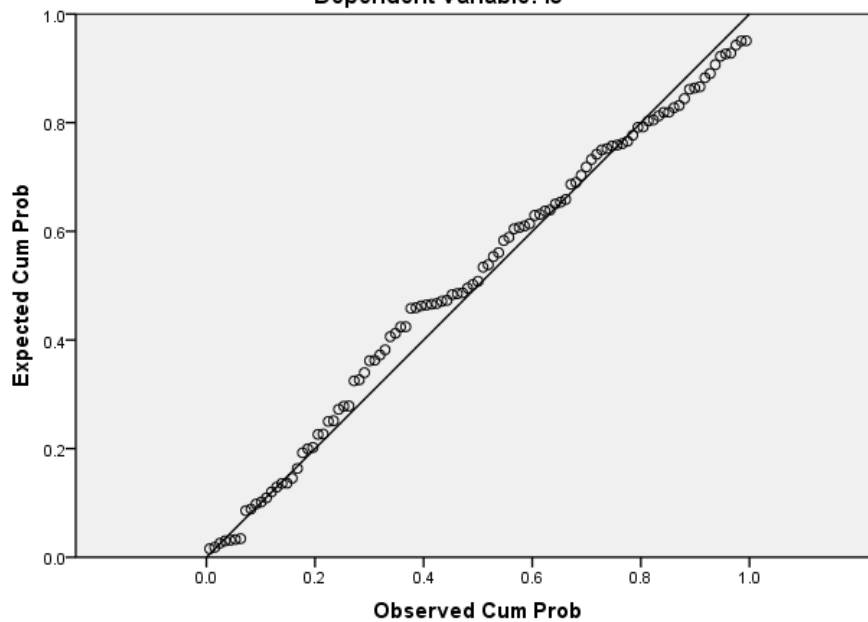
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.519 <sup>a</sup>	.270	.117	1.255

a. Predictors: (Constant), K14, T4, K7, K8, K5, K13, K9, K3, K1, K10, K11, T2, K4, K12, K6, K2, T1, T3

b. Dependent Variable: i5

**Normal P-P Plot of Regression Standardized Residual**

Dependent Variable: i5



## 6. SIKAP IKLAN DIMENSI DAPAY DIPERCAYA (I6)

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.475 <sup>a</sup>	.226	.063	1.323

a. Predictors: (Constant), K14, T4, K7, K8, K5, K13, K9, K3, K1, K10, K11, T2, K4, K12, K6, K2, T1, T3

b. Dependent Variable: i6



### One-Sample Kolmogorov-Smirnov Test

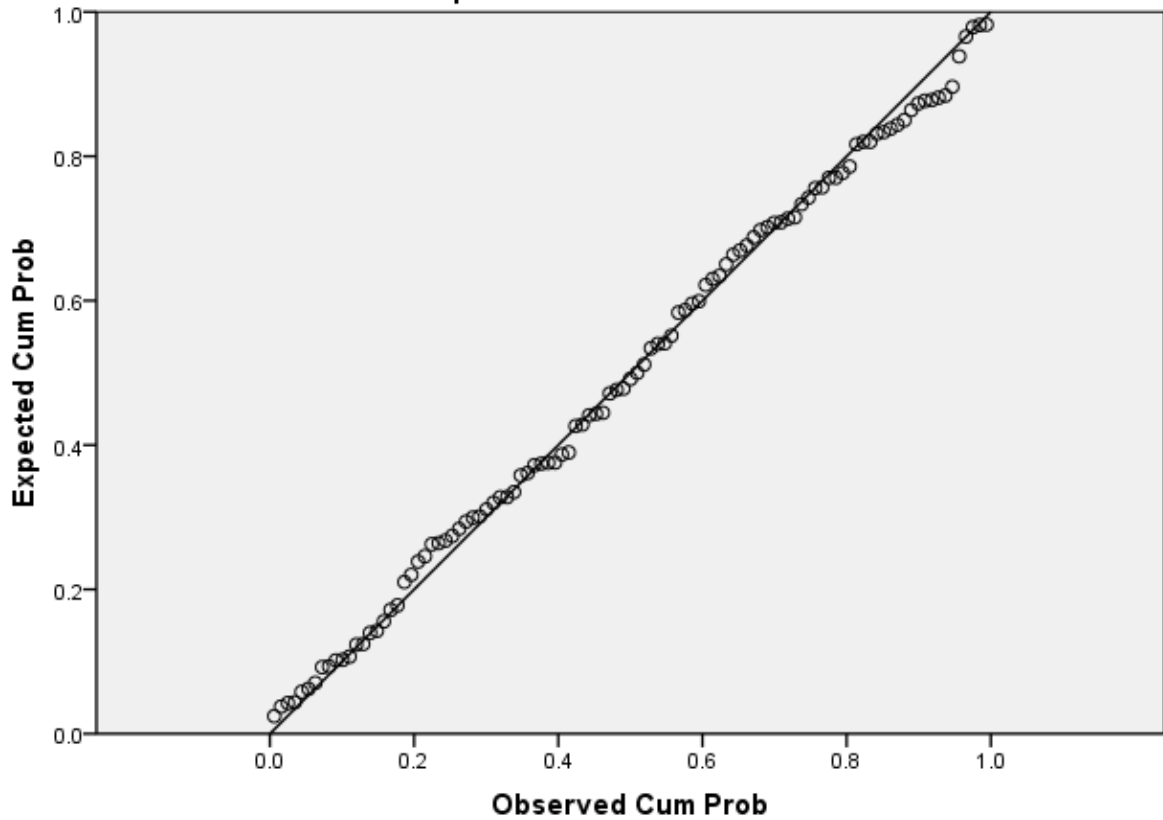
		Unstandardized Residual
N		105
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.20262960
Most Extreme Differences	Absolute	.041
	Positive	.040
	Negative	-.041
Kolmogorov-Smirnov Z		.418
Asymp. Sig. (2-tailed)		.995

a. Test distribution is Normal.

b. Calculated from data.

### Normal P-P Plot of Regression Standardized Residual

Dependent Variable: i6



## LAMPIRAN IV : UJI NORMALITAS SIKAP MEREK

### 1. SIKAP MEREK DIMENSI INGAT (M1)

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		105
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.81192049
Most Extreme Differences	Absolute	.085
	Positive	.054
	Negative	-.085
Kolmogorov-Smirnov Z		.875
Asymp. Sig. (2-tailed)		.428

a. Test distribution is Normal.

b. Calculated from data.

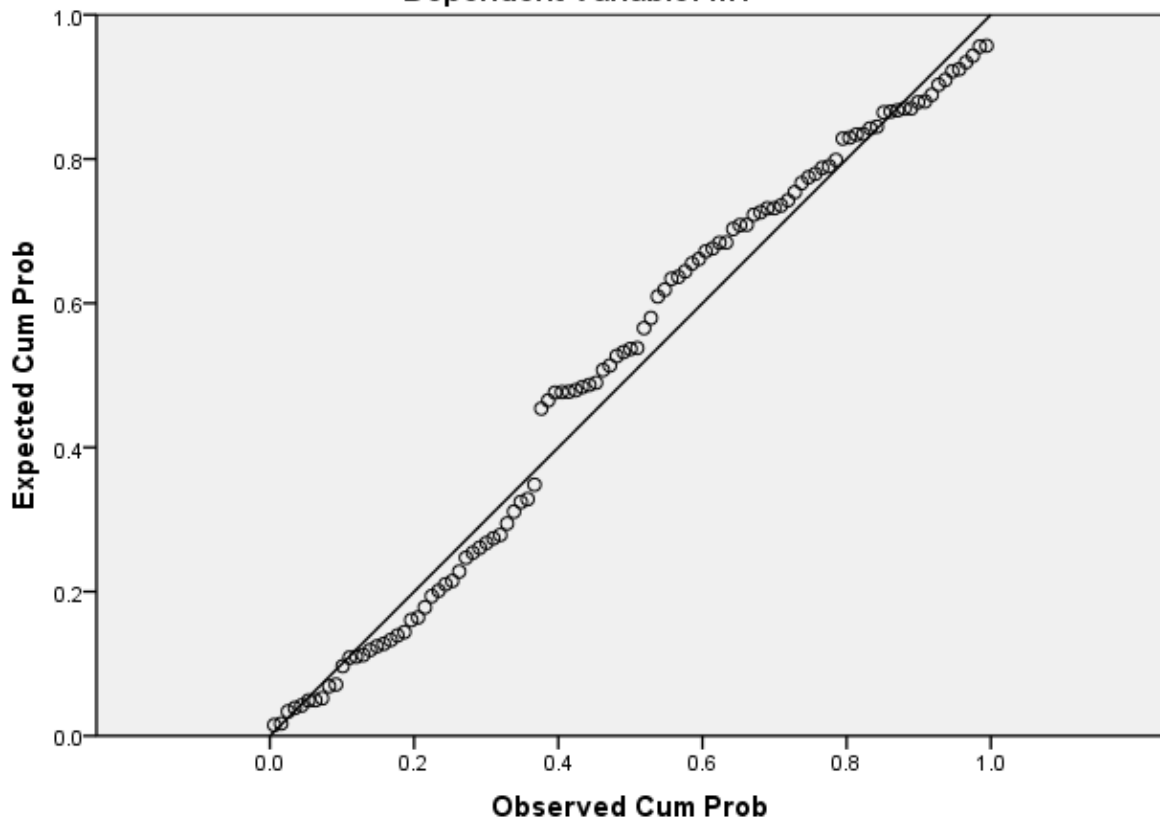
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.370 <sup>a</sup>	.137	.084	1.867

a. Predictors: (Constant), i6, i3, i4, i1, i2, i5

b. Dependent Variable: m1

**Normal P-P Plot of Regression Standardized Residual**  
**Dependent Variable: m1**



2. SIKAP MEREK DIMENSI SUKA (M2)

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		105
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.56601524
Most Extreme Differences	Absolute	.085
	Positive	.085
	Negative	-.075
Kolmogorov-Smirnov Z		.870
Asymp. Sig. (2-tailed)		.436

a. Test distribution is Normal.

b. Calculated from data.

**Model Summary<sup>b</sup>**

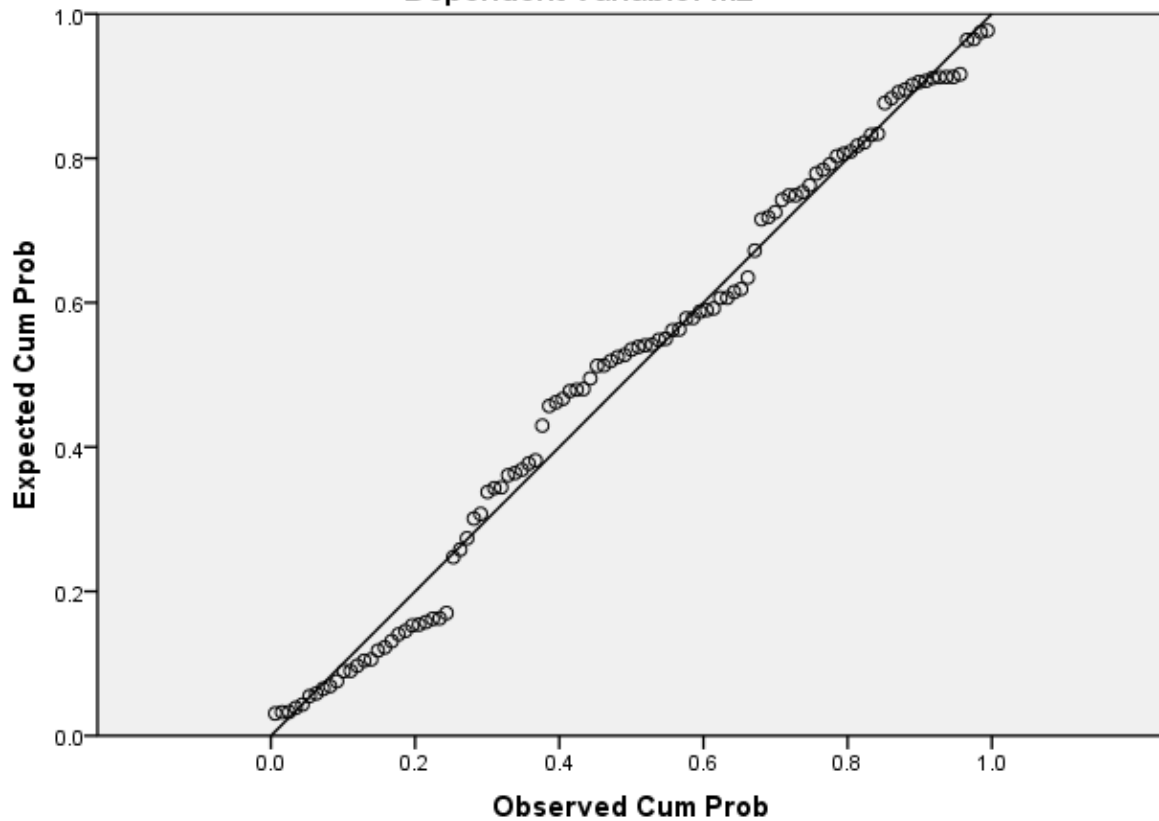
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.141 <sup>a</sup>	.020	-.040	1.613

a. Predictors: (Constant), i6, i3, i4, i1, i2, i5

b. Dependent Variable: m2

**Normal P-P Plot of Regression Standardized Residual**

**Dependent Variable: m2**



### 3. SIKAP MEREK DIMENSI PILIH

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.224 <sup>a</sup>	.050	-.008	1.551

a. Predictors: (Constant), i6, i3, i4, i1, i2, i5

b. Dependent Variable: m3

### One-Sample Kolmogorov-Smirnov Test

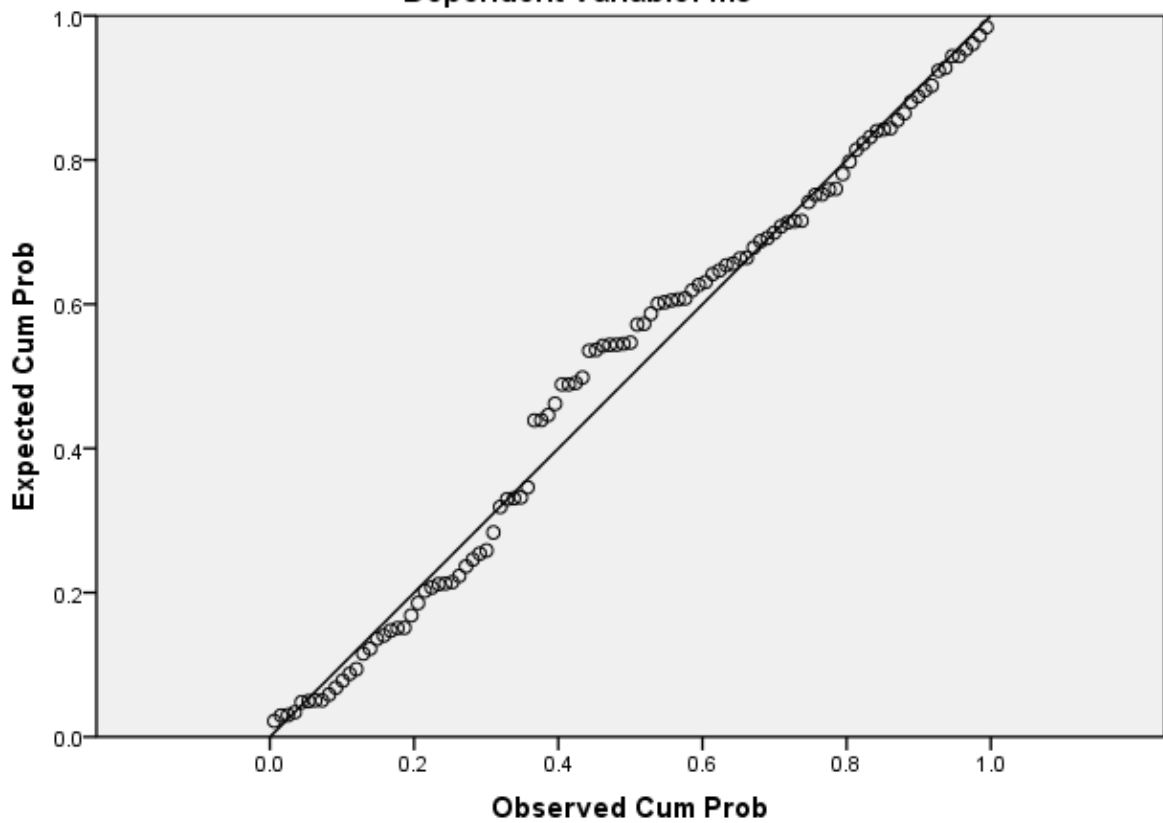
		Unstandardized Residual
N		105
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.50551943
Most Extreme Differences	Absolute	.099
	Positive	.053
	Negative	-.099
Kolmogorov-Smirnov Z		1.010
Asymp. Sig. (2-tailed)		.260

a. Test distribution is Normal.

b. Calculated from data.

### Normal P-P Plot of Regression Standardized Residual

Dependent Variable: m3



## LAMPIRAN V : UJI NORMALITAS NIAT BELI

### 1. NIAT BELI DIMENSI BERENCANA (B1)

**Model Summary<sup>b</sup>**

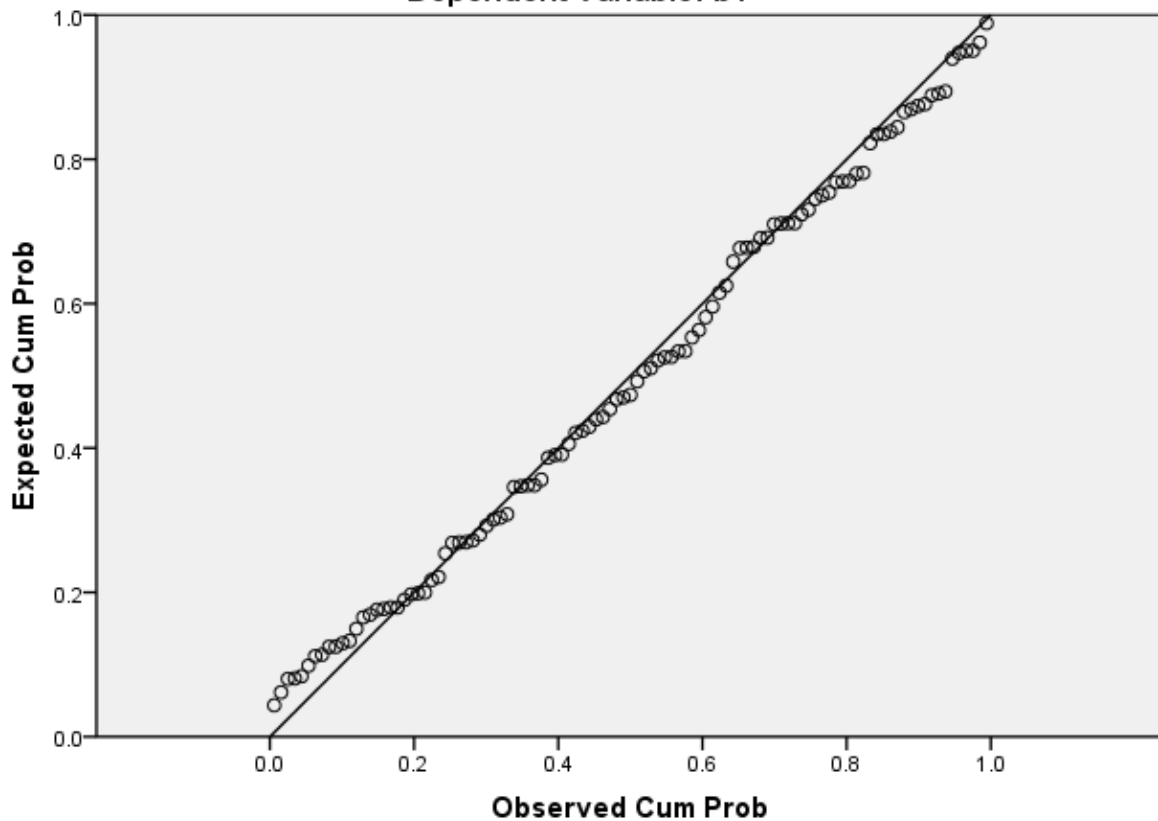
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637 <sup>a</sup>	.406	.197	1.332

a. Predictors: (Constant), m3, i3, i6, i4, K3, i1, i5, i2, K7, T2, m1, K14, K8, K13, K5, K10, K1, K11, K9, m2, T4, K12, K6, K4, K2, T1, T3

b. Dependent Variable: b1

**Normal P-P Plot of Regression Standardized Residual**

Dependent Variable: b1



**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		105
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.14623232
Most Extreme Differences	Absolute	.055
	Positive	.055

	Negative	-0.055
Kolmogorov-Smirnov Z		.568
Asymp. Sig. (2-tailed)		.903

- a. Test distribution is Normal.
- b. Calculated from data.

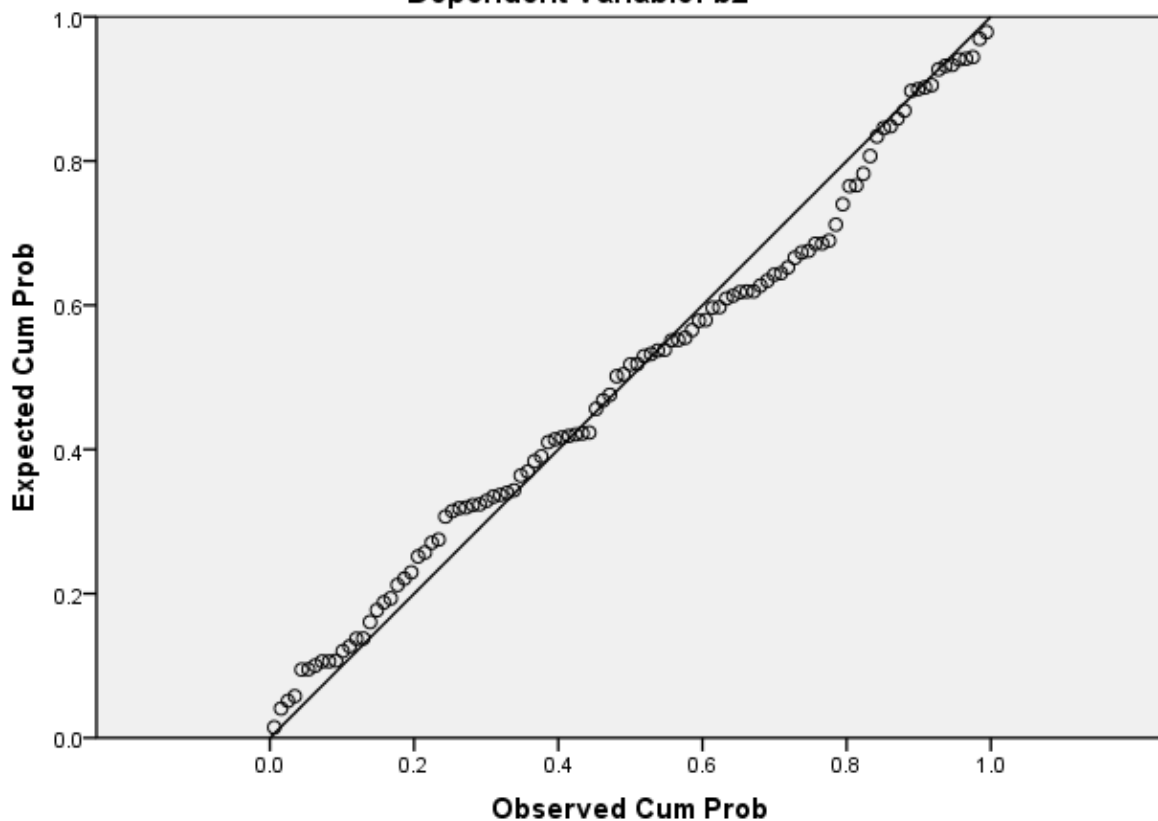
## 2. NIAT BELI DIMENSI BERHARAP (B2)

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.549 <sup>a</sup>	.302	.057	1.479

- a. Predictors: (Constant), m3, i3, i6, i4, K3, i1, i5, i2, K7, T2, m1, K14, K8, K13, K5, K10, K1, K11, K9, m2, T4, K12, K6, K4, K2, T1, T3
- b. Dependent Variable: b2

**Normal P-P Plot of Regression Standardized Residual**  
Dependent Variable: b2



### 3. NIAT BELI DIMENSI INGIN (B3)

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.625 <sup>a</sup>	.390	.176	1.370

a. Predictors: (Constant), m3, i3, i6, i4, K3, i1, i5, i2, K7, T2, m1, K14, K8, K13, K5, K10, K1, K11, K9, m2, T4, K12, K6, K4, K2, T1, T3

b. Dependent Variable: b3

**One-Sample Kolmogorov-Smirnov Test**

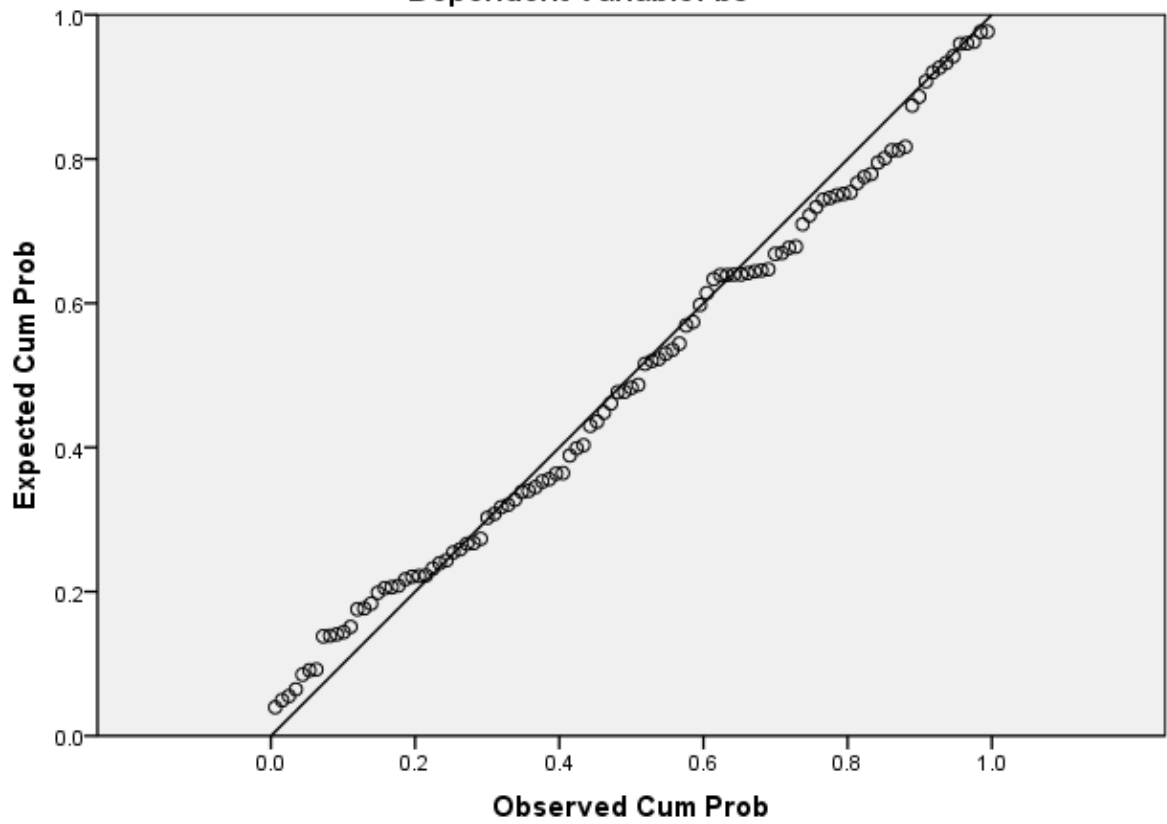
		Unstandardized Residual
N		105
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.17854576
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.045
Kolmogorov-Smirnov Z		.676
Asymp. Sig. (2-tailed)		.751

a. Test distribution is Normal.

b. Calculated from data.



Normal P-P Plot of Regression Standardized Residual  
Dependent Variable: b3



## LAMPIRAN VI: UJI VALIDITAS

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.852
Bartlett's Test of Sphericity	Approx. Chi-Square
	786.407
	Df
	66
	Sig.
	.000

### Anti-image Matrices

		B1	B2	B3	I1	I2	I3
Anti-image Covariance	B1	.172	-.065	-.087	.026	.017	-.001
	B2	-.065	.126	-.036	-.017	-.055	.018
	B3	-.087	-.036	.188	-.035	.009	-.024
	I1	.026	-.017	-.035	.327	-.078	-.052
	I2	.017	-.055	.009	-.078	.438	.022
	I3	-.001	.018	-.024	-.052	.022	.324
	I4	.023	-.054	-.003	.006	-.008	-.197
	I5	-.010	.024	-.028	-.143	-.091	-.009
	I6	-.030	.052	.041	.025	-.079	-.043
	M1	-.046	.026	.006	-.043	-.115	-.117
	M2	-.001	-.020	.008	-.034	.065	.061
	M3	.019	-.066	-.022	.040	.036	.012
	Anti-image Correlation	B1	.878 <sup>a</sup>	-.441	-.482	.110	.063
B2		-.441	.855 <sup>a</sup>	-.231	-.084	-.235	.091
B3		-.482	-.231	.912 <sup>a</sup>	-.140	.032	-.095
I1		.110	-.084	-.140	.884 <sup>a</sup>	-.208	-.158
I2		.063	-.235	.032	-.208	.864 <sup>a</sup>	.059
I3		-.003	.091	-.095	-.158	.059	.776 <sup>a</sup>
I4		.100	-.272	-.014	.017	-.022	-.627
I5		-.047	.126	-.121	-.476	-.262	-.030
I6		-.122	.247	.159	.072	-.200	-.126
M1		-.202	.132	.026	-.137	-.316	-.374

M2	-0.006	-.128	.039	-.132	.220	.238
M3	.105	-.432	-.119	.164	.126	.050

a. Measures of Sampling Adequacy(MSA)

**Anti-image Matrices**

	I4	I5	I6	M1	M2	M3
Anti-image Covariance						
B1	.023	-.010	-.030	-.046	-.001	.019
B2	-.054	.024	.052	.026	-.020	-.066
B3	-.003	-.028	.041	.006	.008	-.022
I1	.006	-.143	.025	-.043	-.034	.040
I2	-.008	-.091	-.079	-.115	.065	.036
I3	-.197	-.009	-.043	-.117	.061	.012
I4	.306	-.004	-.071	.065	-.021	.012
I5	-.004	.277	-.117	.104	-.017	-.021
I6	-.071	-.117	.354	.022	-.056	-.058
M1	.065	.104	.022	.301	-.118	-.028
M2	-.021	-.017	-.056	-.118	.201	-.077
M3	.012	-.021	-.058	-.028	-.077	.185
Anti-image Correlation						
B1	.100	-.047	-.122	-.202	-.006	.105
B2	-.272	.126	.247	.132	-.128	-.432
B3	-.014	-.121	.159	.026	.039	-.119
I1	.017	-.476	.072	-.137	-.132	.164
I2	-.022	-.262	-.200	-.316	.220	.126
I3	-.627	-.030	-.126	-.374	.238	.050
I4	.826 <sup>a</sup>	-.013	-.215	.216	-.084	.049
I5	-.013	.812 <sup>a</sup>	-.375	.359	-.070	-.094
I6	-.215	-.375	.847 <sup>a</sup>	.067	-.211	-.226
M1	.216	.359	.067	.783 <sup>a</sup>	-.479	-.120
M2	-.084	-.070	-.211	-.479	.859 <sup>a</sup>	-.401
M3	.049	-.094	-.226	-.120	-.401	.883 <sup>a</sup>

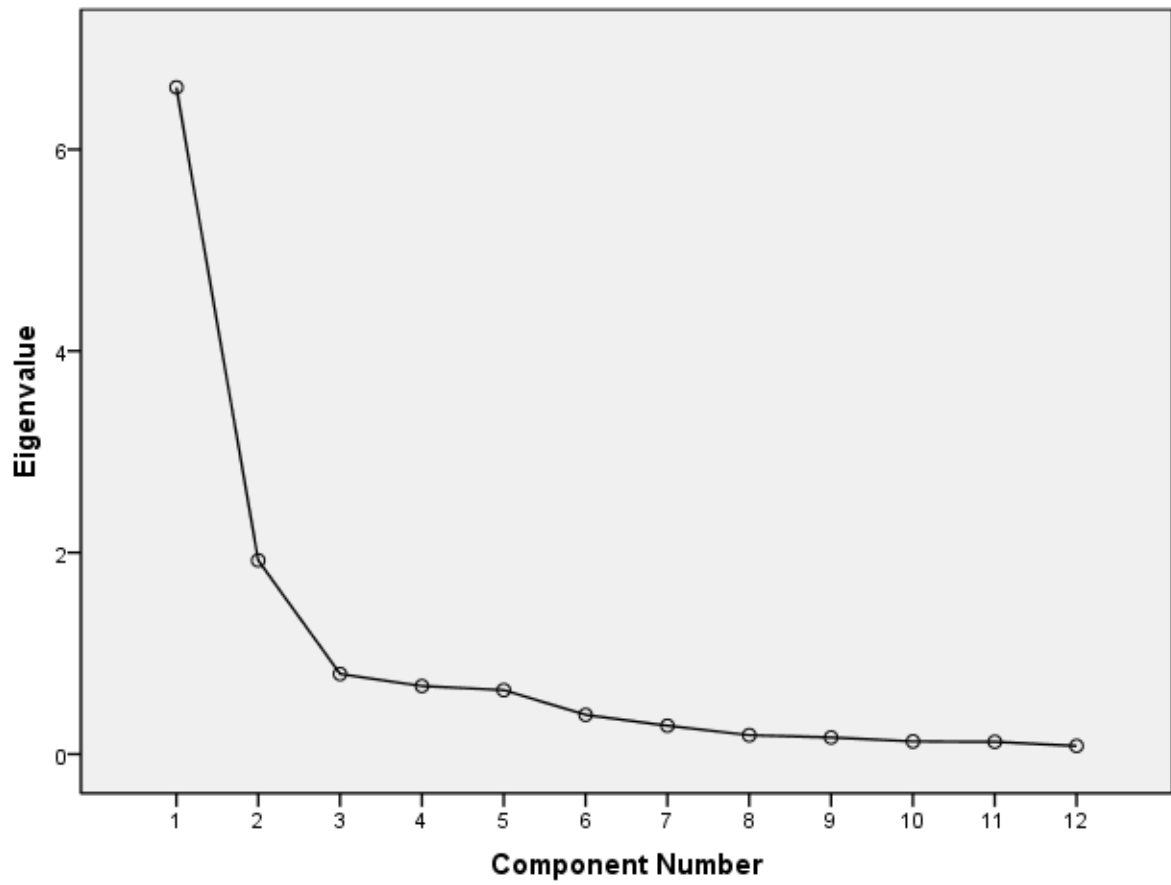
a. Measures of Sampling Adequacy(MSA)

### Communalities

	Initial	Extraction
B1	1.000	.822
B2	1.000	.864
B3	1.000	.783
I1	1.000	.690
I2	1.000	.585
I3	1.000	.601
I4	1.000	.639
I5	1.000	.730
I6	1.000	.639
M1	1.000	.603
M2	1.000	.769
M3	1.000	.814

Extraction Method: Principal Component Analysis.

**Scree Plot**



**Component Matrix<sup>a</sup>**

	Component	
	1	2
B2	.848	-.381
B3	.835	-.292
B1	.816	-.395
M3	.811	-.396
M2	.798	-.364
I1	.742	.374
I4	.701	.383
M1	.698	-.341
I5	.666	.535

12	.662	.383
16	.661	.450
13	.627	.455

Extraction Method: Principal  
Component Analysis.

- a. 2 components extracted.

## LAMPIRAN VII : UJI RELIABILITAS

### RELIABILITAS SIKAP IKLAN

#### Case Processing Summary

		N	%
Cases	Valid	78	100.0
	Excluded <sup>a</sup>	0	.0
	Total	78	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.888	6

### RELIABILITAS SIKAP MEREK

#### Case Processing Summary

		N	%
Cases	Valid	78	100.0
	Excluded <sup>a</sup>	0	.0
	Total	78	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.881	3

## RELIABILITAS NIAT BELI

### Case Processing Summary

		N	%
Cases	Valid	78	100.0
	Excluded <sup>a</sup>	0	.0
	Total	78	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.948	3



## LAMPIAN VIII: PAIRED SAMPLE T TEST

### Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	IKLAN 1 SEBELUM	10.85	27	3.655	.703
	IKLAN 1 SESUDAH	13.59	27	2.024	.390
Pair 2	IKLAN 2 SEBELUM	8.70	27	2.267	.436
	IKLAN 2 SESUDAH	12.48	27	2.190	.422
Pair 3	IKLAN 3 SEBELUM	10.04	26	3.268	.641
	IKLAN 3 SESUDAH	12.19	26	2.059	.404
Pair 4	IKLAN 4 SEBELUM	10.64	25	2.767	.553
	IKLAN 4 SESUDAH	8.24	25	2.047	.409

## LAMPIRAN IX : ANOVA SIKAP IKLAN

### Between-Subjects Factors

		Value Label	N
TIPE ENDORSER	1	NON SELEBITI	52
	2	SELEBRITI	53
KREDIBILITAS	1	RENDAH	51
	2	TINGGI	54

### 1. TABEL DESKRIPTIF STATISTIK SIKAP PADA IKLAN

#### Descriptive Statistics

Dependent Variable:SIKAP IKLAN

TIPE ENDORSER	KREDIBILITAS	Mean	Std. Deviation	N
NON SELEBITI	RENDAH	19.96	3.668	25
	dimension2 TINGGI	24.22	3.457	27
	Total	22.17	4.129	52
SELEBRITI	RENDAH	27.69	3.707	26
	dimension2 TINGGI	27.04	4.784	27
	Total	27.36	4.261	53
Total	RENDAH	23.90	5.345	51
	dimension2 TINGGI	25.63	4.371	54
	Total	24.79	4.922	105

### 2. Pengaruh antar Variabel Dependent Sikap

#### Levene's Test of Equality of Error Variances<sup>a</sup>

Dependent Variable:SIKAP IKLAN

F	df1	df2	Sig.
1.971	3	101	.123

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

### Levene's Test of Equality of Error Variances<sup>a</sup>

Dependent Variable:SIKAP IKLAN

F	df1	df2	Sig.
1.971	3	101	.123

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + TIPE + KREDIBILITAS + TIPE \* KREDIBILITAS

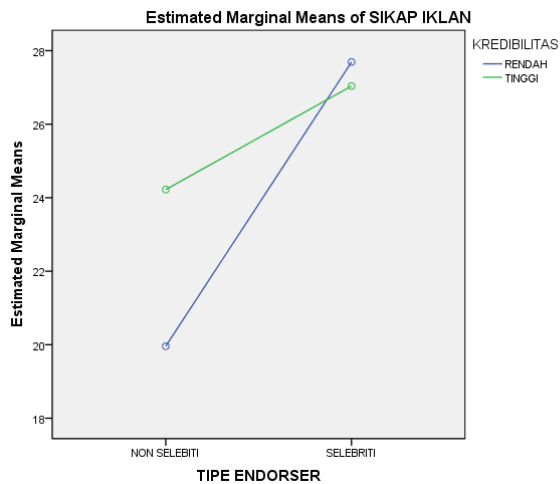
### Tests of Between-Subjects Effects

Dependent Variable:SIKAP IKLAN

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	947.262 <sup>a</sup>	3	315.754	20.285	.000
Intercept	64139.108	1	64139.108	4120.561	.000
TIPE	729.284	1	729.284	46.852	.000
KREDIBILITAS	85.292	1	85.292	5.480	.021
TIPE * KREDIBILITAS	158.532	1	158.532	10.185	.002
Error	1572.128	101	15.566		
Total	67049.000	105			
Corrected Total	2519.390	104			

a. R Squared = .376 (Adjusted R Squared = .357)

### Profile Plots



## LAMPIRAN X: ANOVA NIAT BELI

### Between-Subjects Factors

		Value Label	N
TIPE ENDORSER	1	NON SELEB	52
	2	SELEB	53
KREDIBILITAS ENDORSER	1	RENDAH	51
	2	TINGGI	54

### 1. TABEL DESKRIPTIF STATISTIK NIAT BELI

#### Descriptive Statistics

Dependent Variable:NIAT BELI

TIPE ENDORSER	KREDIBILITAS ENDORSER	Mean	Std. Deviation	N
NON SELEB	RENDAH	8.24	2.047	25
	dimension2 TINGGI	12.48	2.190	27
	Total	10.44	2.999	52
SELEB	RENDAH	12.19	2.059	26
	dimension2 TINGGI	13.59	2.024	27
	Total	12.91	2.142	53
Total	RENDAH	10.25	2.848	51
	dimension2 TINGGI	13.04	2.163	54
	Total	11.69	2.870	105

### 2. PENGARUH ANTAR VARIABEL DEPENDENT NIAT BELI

#### Levene's Test of Equality of Error Variances<sup>a</sup>

Dependent Variable:NIAT BELI

F	df1	df2	Sig.
.162	3	101	.922

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

### Levene's Test of Equality of Error Variances<sup>a</sup>

Dependent Variable:NIAT BELI

F	df1	df2	Sig.
.162	3	101	.922

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + TIPE + KREDIBI + TIPE \* KREDIBI

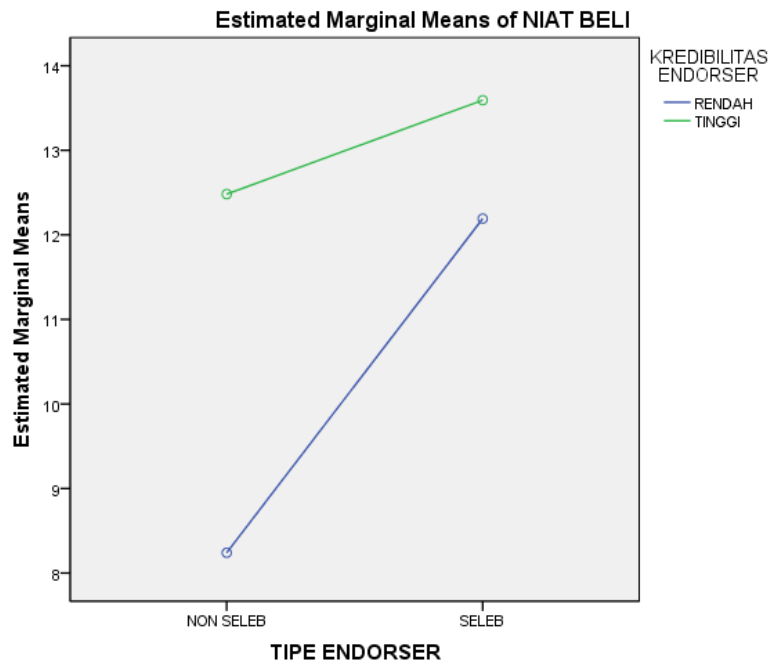
### Tests of Between-Subjects Effects

Dependent Variable:NIAT BELI

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	418.771 <sup>a</sup>	3	139.590	32.199	.000
Intercept	14179.269	1	14179.269	3270.711	.000
TIPE	168.080	1	168.080	38.771	.000
KREDIBI	208.669	1	208.669	48.133	.000
TIPE * KREDIBI	52.921	1	52.921	12.207	.001
Error	437.858	101	4.335		
Total	15195.000	105			
Corrected Total	856.629	104			

a. R Squared = .489 (Adjusted R Squared = .474)

### Profile Plots



## LAMPIRAN XI : ANALISIS JALUR

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.450 <sup>a</sup>	.203	.195	4.416

a. Predictors: (Constant), TIPE ENDORSER

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	510.436	1	510.436	26.170	.000 <sup>a</sup>
	Residual	2008.955	103	19.504		
	Total	2519.390	104			

a. Predictors: (Constant), TIPE ENDORSER

b. Dependent Variable: SIKAP IKLAN

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.224	.991		20.405	.000
	TIPE ENDORSER	.269	.053	.450	5.116	.000

a. Dependent Variable: SIKAP IKLAN

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.479 <sup>a</sup>	.229	.222	2.531

a. Predictors: (Constant), TIPE ENDORSER

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	196.586	1	196.586	30.677	.000 <sup>a</sup>
	Residual	660.042	103	6.408		
	Total	856.629	104			

a. Predictors: (Constant), TIPE ENDORSER

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.450 <sup>a</sup>	.203	.195	4.416

b. Dependent Variable: NIAT BELI

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.852	.568		15.581	.000
	TIPE ENDORSER	.167	.030	.479	5.539	.000

a. Dependent Variable: NIAT BELI

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.341 <sup>a</sup>	.116	.108	2.711

a. Predictors: (Constant), KREDIBILITAS ENDORSER

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	99.597	1	99.597	13.551	.000 <sup>a</sup>
	Residual	757.031	103	7.350		
	Total	856.629	104			

a. Predictors: (Constant), KREDIBILITAS ENDORSER

b. Dependent Variable: NIAT BELI

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	7.888	1.065	
	KREDIBILITAS ENDORSER	.058	.016	.341

a. Dependent Variable: NIAT BELI



**Coefficients<sup>a</sup>**

Model		T	Sig.
1	(Constant)	7.406	.000
	KREDIBILITAS ENDORSER	3.681	.000

a. Dependent Variable: NIAT BELI

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.210 <sup>a</sup>	.044	.035	4.835

a. Predictors: (Constant), KREDIBILITAS ENDORSER

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	111.235	1	111.235	4.758	.031 <sup>a</sup>
	Residual	2408.156	103	23.380		
	Total	2519.390	104			

a. Predictors: (Constant), KREDIBILITAS ENDORSER

b. Dependent Variable: SIKAP IKLAN

**coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	20.777	1.900	
	KREDIBILITAS ENDORSER	.062	.028	.210

a. Dependent Variable: SIKAP IKLAN

**Coefficients<sup>a</sup>**

Model		T	Sig.
1	(Constant)	10.937	.000
	KREDIBILITAS ENDORSER	2.181	.031

**Coefficients<sup>a</sup>**

Model		T	Sig.
1	(Constant)	10.937	.000
	KREDIBILITAS ENDORSER	2.181	.031

a. Dependent Variable: SIKAP IKLAN

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.145 <sup>a</sup>	.021	.012	4.469

a. Predictors: (Constant), SIKAP IKLAN

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	44.276	1	44.276	2.217	.140 <sup>a</sup>
	Residual	2057.114	103	19.972		
	Total	2101.390	104			

a. Predictors: (Constant), SIKAP IKLAN

b. Dependent Variable: SIKAP MEREK

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.304	2.250		3.691	.000
	SIKAP IKLAN	.133	.089	.145	1.489	.140

a. Dependent Variable: SIKAP MEREK

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.468 <sup>a</sup>	.219	.212	2.548

a. Predictors: (Constant), SIKAP IKLAN

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	187.927	1	187.927	28.946	.000 <sup>a</sup>
	Residual	668.701	103	6.492		
	Total	856.629	104			

a. Predictors: (Constant), SIKAP IKLAN

b. Dependent Variable: NIAT BELI

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.915	1.283		3.832	.000
	SIKAP IKLAN	.273	.051	.468	5.380	.000

a. Dependent Variable: NIAT BELI

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.172 <sup>a</sup>	.030	.020	2.841

a. Predictors: (Constant), SIKAP MEREK

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	25.280	1	25.280	3.132	.080 <sup>a</sup>
	Residual	831.348	103	8.071		
	Total	856.629	104			

a. Predictors: (Constant), SIKAP MEREK

b. Dependent Variable: NIAT BELI

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.414	.770		13.526	.000
	SIKAP MEREK	.110	.062	.172	1.770	.080

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	187.927	1	187.927	28.946	.000 <sup>a</sup>
	Residual	668.701	103	6.492		
	Total	856.629	104			

a. Predictors: (Constant), SIKAP IKLAN

a. Dependent Variable: NIAT BELI

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.480 <sup>a</sup>	.230	.215	2.542

a. Predictors: (Constant), SIKAP IKLAN, SIKAP MEREK

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	197.356	2	98.678	15.267	.000 <sup>a</sup>
	Residual	659.273	102	6.463		
	Total	856.629	104			

a. Predictors: (Constant), SIKAP IKLAN, SIKAP MEREK

b. Dependent Variable: NIAT BELI

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.353	1.362		3.196	.002
	SIKAP MEREK	.068	.056	.106	1.208	.230
	SIKAP IKLAN	.264	.051	.453	5.160	.000

a. Dependent Variable: NIAT BELI