

LAMPIRAN 1
KUESIONER PENELITIAN

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PENGARUH KREATIVITAS, KUALITAS PESAN, DAN DAYA TARIK IKLAN TERHADAP SIKAP PADA MEREK MELALUI EFEKTIVITAS IKLAN SEBAGAI INTERVENING PADA IKLAN MEREK A MILD “GO AHEAD” DI SURABAYA

Kepada Yth:

Konsumen Produk A Mild di Surabaya

Dengan hormat,

Dalam rangka penelitian tesis dengan judul “Pengaruh Kreativitas, Kualitas Pesan, Dan Daya Tarik Iklan Terhadap Sikap Pada Merek Melalui Efektivitas Iklan Sebagai Intervening Pada Iklan Merek A Mild “Go Ahead” Di Surabaya” dan sebagai syarat kelulusan dalam meraih gelar Magister Manajemen (MM) di Universitas Widya Mandala Surabaya, saya mohon kesediaan Anda untuk menjawab pertanyaan-pertanyaan yang berhubungan dengan topik yang diteliti. Semua identitas dan data yang Anda berikan akan menjadi kerahasiaan sesuai kode etik penelitian ilmiah.

Atas bantuan dan kerjasama yang Anda berikan, saya ucapkan terima kasih.

Hormat saya,

Theresia Intan Widowati

I. DATA RESPONDEN

1. Nama :..... (boleh tidak diisi)
2. ☐ Laki-laki
☐ Perempuan
3. Usia:
☐ ≤ 20 tahun ☐ 31-40 tahun
☐ 21-30 tahun ☐ ≥ 41 tahun
4. Profesi :
☐ Mahasiswa ☐ Pegawai Negeri Sipil ☐ Lainnya
☐ Pegawai Swasta ☐ Wiraswasta
5. Dari media iklan mana Anda mengetahui iklan produk A Mild seri “Go Ahead”:
☐ Televisi ☐ Spanduk/Baliho/Billboard
☐ Internet/Sosial media ☐ Koran/Majalah

II. KUESIONER

Petunjuk pengisian kuesioner:

Pilihlah jawaban pada kolom yang telah tersedia dengan memilih salah satu jawaban dengan memberi tanda silang (X) pada kolom yang sesuai dengan penilaian Anda.

Keterangan	SkorPenilaian
Sangat Tidak Setuju	1
Tidak Setuju	2
Netral	3
Setuju	4
Sangat Setuju	5

LAMPIRAN 2

**DATA RESPONDEN KUESIONER DAN
TABEL FREKUENSI MASING-MASING DATA**

No.	Jenis Kelamin	Usia	Profesi	Media Iklan
30	1	1	1	3
31	1	1	1	4
32	1	2	2	1
33	1	1	1	2
34	1	1	1	3
35	1	3	4	1
36	1	1	1	1
37	2	2	4	1
38	1	1	1	1
39	1	2	2	4
40	1	1	1	3
41	1	3	4	1
42	1	2	1	1
43	1	1	1	1
44	1	2	1	1
45	1	3	5	1
46	1	1	1	1
47	1	4	4	1
48	1	1	1	3
49	2	2	2	1
50	1	3	2	4
51	1	2	1	2
52	1	2	1	1
53	1	3	4	1
54	1	1	1	3
55	1	3	5	1
56	1	2	2	1
57	2	2	2	2
58	1	3	4	1
59	1	4	4	3
60	1	3	4	1
61	1	2	2	1
62	1	1	1	1
63	1	3	4	1
64	2	1	1	1
65	1	2	1	4
66	2	2	2	2
67	1	1	1	3
68	1	3	4	1
69	1	1	1	1
70	1	2	1	1
71	1	1	1	1
72	2	3	4	2

No.	Jenis Kelamin	Usia	Profesi	Media Iklan
73	1	1	5	2
74	1	2	2	3
75	1	1	2	1
76	1	3	4	1
77	1	4	4	1
78	2	2	1	1
79	1	2	5	1
80	1	1	1	1
81	1	1	1	1
82	1	3	4	2
83	1	3	4	4
84	1	1	1	3
85	1	2	2	1
86	1	1	1	1
87	1	1	1	1
88	1	3	4	3
89	1	2	2	1
90	1	3	2	3
91	1	3	4	3
92	1	1	1	1
93	1	3	2	1
94	2	2	5	3
95	1	1	1	4
96	2	2	4	4
97	1	1	1	1
98	1	4	4	3
99	1	1	1	1
100	1	2	1	1
101	1	3	4	1
102	1	1	1	3
103	1	2	1	1
104	1	1	5	3
105	1	2	2	1
106	1	1	1	1
107	1	3	4	1
108	1	1	1	3
109	1	3	4	1
110	1	2	2	1
111	1	3	2	4
112	1	1	1	1
113	1	2	2	1
114	2	2	1	1
115	2	1	1	1

No.	Jenis Kelamin	Usia	Profesi	Media Iklan
116	1	3	2	1
117	1	2	5	3
118	1	2	1	3
119	1	3	2	1
120	2	2	2	3

LAMPIRAN 3

**DATA KUESIONER TIAP VARIABEL DAN
TABEL FREKUENSI TIAP DATA**

No.	X11	X12	X13	X21	X22	X23	X31	X32	X33	Y11	Y12	Y13	Y21	Y22	Y23
1	4	4	5	5	4	4	5	4	4	3	3	2	4	4	3
2	4	5	5	4	4	4	4	5	5	4	4	4	4	4	4
3	4	5	5	4	4	4	5	5	5	4	4	4	5	5	5
4	4	4	4	3	3	4	3	4	4	3	3	4	4	3	3
5	5	5	5	3	2	3	4	5	5	5	3	3	3	3	4
6	5	5	5	4	4	4	4	5	5	5	5	5	4	4	4
7	5	5	4	4	4	4	4	4	4	4	3	3	2	2	2
8	4	4	3	2	1	3	3	3	3	4	3	2	2	2	2
9	4	4	4	4	2	4	4	4	2	5	2	2	2	2	2
10	5	5	5	4	3	4	4	5	5	4	4	3	3	4	4
11	4	4	4	4	3	4	4	4	4	4	3	4	3	3	3
12	5	5	5	5	5	5	4	4	5	5	5	5	3	4	4
13	4	3	3	3	3	3	5	2	4	2	3	2	2	2	2
14	5	5	4	3	3	3	5	5	4	5	4	4	2	2	3
15	5	5	5	3	3	3	4	4	5	5	5	4	3	3	3
16	5	5	5	5	2	5	5	5	5	5	5	5	5	5	5
17	5	5	5	4	2	4	4	5	5	5	5	5	5	5	5
18	4	4	5	4	1	3	4	4	4	4	4	4	4	4	4
19	5	5	5	4	5	5	5	4	4	5	4	4	3	4	2
20	4	4	4	2	4	5	4	4	4	4	2	2	2	3	3
21	5	5	5	4	3	4	5	4	4	5	4	3	3	3	3
22	5	5	5	5	5	5	5	5	5	5	5	5	3	3	4
23	5	5	4	4	4	4	5	5	4	5	5	5	4	4	4
24	5	5	5	5	4	5	5	5	5	5	5	5	4	4	4
25	5	5	5	4	4	4	4	5	5	4	5	4	4	4	4
26	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
27	4	4	2	2	2	4	5	3	3	5	5	4	4	3	3
28	5	5	5	4	4	4	4	4	4	4	3	3	3	3	3
29	5	4	4	4	4	4	5	4	4	4	4	4	4	4	4
30	5	5	5	4	3	5	4	5	5	5	5	4	5	5	5
31	5	4	5	4	5	4	5	5	4	4	4	3	3	3	3
32	5	4	4	4	3	3	4	4	4	4	4	3	4	3	4
33	5	4	4	4	3	3	4	4	4	4	4	3	4	3	4
34	5	5	5	4	3	4	5	4	4	5	4	4	2	4	2
35	5	5	5	5	4	5	4	4	4	5	5	3	4	4	2
36	5	4	4	4	3	5	5	4	4	4	4	3	3	3	4
37	5	5	4	4	4	5	4	4	4	5	4	4	4	4	4
38	5	5	5	4	4	4	5	4	4	5	5	4	5	5	5
39	5	4	4	4	4	4	5	5	5	5	5	5	5	5	5
40	5	4	4	3	3	4	4	4	4	4	3	3	3	3	3
41	5	5	5	5	4	5	4	5	5	5	5	5	4	4	5

No.	X11	X12	X13	X21	X22	X23	X31	X32	X33	Y11	Y12	Y13	Y21	Y22	Y23
42	5	5	4	5	3	5	5	5	5	5	5	5	4	4	3
43	5	5	5	5	4	4	1	2	5	5	5	5	4	4	4
44	5	5	5	4	4	5	3	4	5	5	5	3	4	4	4
45	5	3	4	4	4	4	5	4	4	5	4	4	3	3	3
46	5	5	4	4	4	4	5	4	5	4	4	3	3	3	3
47	3	4	3	4	5	3	5	5	3	5	4	4	3	5	3
48	5	5	5	4	3	3	5	3	3	4	3	3	3	3	3
49	5	5	5	4	3	5	5	4	5	4	3	4	3	5	4
50	5	4	4	4	3	4	4	4	4	5	5	4	4	4	4
51	5	4	4	4	3	3	4	4	4	4	4	4	3	4	4
52	5	5	5	5	2	5	5	5	5	5	5	4	4	4	4
53	5	4	4	4	3	3	4	5	4	5	4	4	3	3	3
54	4	4	4	4	4	4	4	3	4	4	3	3	3	3	3
55	5	5	5	3	3	5	5	4	4	5	5	5	5	5	5
56	4	4	4	4	4	4	5	4	4	5	4	4	3	3	3
57	4	4	4	4	4	4	5	4	4	5	4	4	3	3	3
58	5	5	5	3	3	3	4	4	2	4	3	3	2	2	2
59	5	5	5	3	3	3	4	4	2	4	3	3	2	2	2
60	5	5	5	4	5	5	4	2	4	5	5	4	4	4	4
61	5	5	5	4	2	4	5	2	5	5	3	3	2	2	2
62	5	4	4	4	4	4	4	4	4	4	4	3	3	4	3
63	5	5	5	4	3	4	5	4	4	4	3	3	3	3	3
64	5	4	4	4	3	3	5	5	5	5	4	5	5	5	5
65	5	4	4	4	4	4	4	4	4	5	5	3	3	3	4
66	5	4	4	5	4	5	4	4	5	4	4	3	4	4	4
67	4	4	4	4	3	4	4	4	3	3	3	3	3	3	3
68	5	5	5	4	4	4	5	5	4	5	5	3	3	3	3
69	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5
70	5	5	5	3	5	3	5	3	3	3	3	3	1	1	1
71	5	4	5	4	5	5	5	5	4	5	5	4	4	5	4
72	5	5	5	3	4	2	5	5	5	5	3	4	3	3	3
73	4	4	5	3	3	4	5	4	4	4	3	3	3	3	2
74	4	4	4	3	3	3	3	4	3	4	3	3	3	3	3
75	5	4	4	3	3	3	4	3	3	5	4	4	3	3	3
76	4	4	4	3	3	2	3	2	2	2	3	3	4	4	4
77	5	5	4	5	3	4	4	5	5	5	5	3	5	4	4
78	5	3	4	2	2	3	3	4	3	5	5	3	5	4	4
79	5	5	5	4	5	4	3	4	5	5	3	4	4	3	3
80	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4
81	5	5	5	4	3	3	4	4	5	5	4	3	4	4	4
82	5	5	5	5	5	5	4	4	4	5	5	5	4	4	4
83	5	3	3	5	5	5	4	4	4	4	3	2	2	2	2
84	5	4	4	3	3	3	4	3	4	3	3	3	2	3	3

No.	X11	X12	X13	X21	X22	X23	X31	X32	X33	Y11	Y12	Y13	Y21	Y22	Y23
85	5	4	4	2	2	4	4	5	4	5	4	3	3	3	4
86	5	5	5	5	5	5	4	4	5	5	5	5	4	4	4
87	5	5	4	4	4	4	3	4	4	3	3	3	3	3	3
88	5	5	5	2	3	4	5	5	5	5	4	4	3	3	3
89	5	4	3	3	3	4	4	4	4	5	5	4	4	3	4
90	5	5	4	4	3	5	4	4	3	4	3	4	4	3	3
91	5	4	4	3	3	4	4	4	4	4	4	4	3	3	3
92	5	5	5	4	3	3	3	5	4	4	4	4	4	4	4
93	5	5	5	3	4	4	4	4	4	3	3	3	3	3	3
94	5	5	4	3	3	3	5	4	5	5	5	3	3	3	3
95	5	5	4	3	3	3	5	4	5	4	3	4	3	3	3
96	5	5	5	3	3	4	3	3	3	5	5	3	4	4	4
97	5	5	4	4	4	4	4	2	4	4	4	2	2	4	2
98	5	5	4	5	4	4	4	4	4	4	4	4	3	3	4
99	4	4	4	3	2	3	4	4	4	4	3	3	2	2	3
100	5	5	5	5	3	3	4	5	5	4	3	3	3	3	3
101	5	4	4	5	3	4	5	4	4	4	4	4	4	4	4
102	4	5	4	4	4	4	4	4	5	5	4	4	4	4	5
103	5	4	4	3	2	5	4	4	5	3	3	4	3	3	3
104	4	5	5	4	5	3	5	5	3	3	3	3	4	4	3
105	5	5	5	4	4	3	3	5	4	5	5	3	3	5	5
106	5	3	4	3	3	2	4	3	4	5	3	4	4	3	4
107	4	4	5	5	2	4	4	5	3	4	4	5	3	4	3
108	5	5	5	3	4	5	5	4	4	5	4	4	5	4	3
109	5	5	4	4	4	5	5	5	5	5	5	3	4	3	4
110	5	4	4	4	3	4	4	3	5	3	3	4	3	3	3
111	5	4	5	4	3	5	4	4	4	5	4	4	3	4	4
112	5	4	5	3	2	3	5	4	5	4	5	4	4	3	3
113	5	5	4	3	5	4	5	3	5	4	5	3	3	3	3
114	4	5	4	4	4	5	4	5	3	5	3	4	3	4	3
115	5	5	4	5	4	4	3	3	4	5	3	4	3	3	4
116	5	4	5	4	5	4	4	5	5	4	4	3	3	4	3
117	5	5	5	3	3	3	4	4	4	5	4	3	4	4	3
118	5	5	5	4	4	4	5	4	4	5	5	4	3	3	3
119	5	5	4	4	3	5	4	4	5	5	5	3	3	3	3
120	5	5	4	4	3	4	5	5	3	5	4	3	3	3	3

Frequencies**Statistics**

	X11	X12	X13	X21	X22	X23	X31	X32	X33	Y11	Y12	Y13	Y21	Y22	Y23
N	120	120	120	120	120	120	120	120	120	120	120	120	120	120	120
Valid	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
.Asing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean	4,79	4,54	4,43	3,85	4,38	3,98	4,28	4,12	4,16	4,43	3,98	3,66	3,40	3,50	3,47

LAMPIRAN 4
HASIL ANALISIS SEM

Number of variables in your model: 40
 Number of observed variables: 15
 Number of unobserved variables: 25
 Number of exogenous variables: 20
 Number of endogenous variables: 20

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	25	0	0	0	0	25
Labeled	0	0	0	0	0	0
Unlabeled	14	0	20	0	0	34
Total	39	0	20	0	0	59

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y21	1.000	5.000	.000	.000	-.361	-.737
Y22	1.000	5.000	-.046	-.189	-.240	-.490
Y23	1.000	5.000	-.439	-.567	-.260	-.530
Y11	2.000	5.000	-1.173	-4.789	1.154	2.355
Y12	2.000	5.000	-.159	-.647	-1.164	-2.377
Y13	2.000	5.000	.066	.270	-.688	-1.405
X31	1.000	5.000	-1.115	-4.553	2.657	5.423
X32	2.000	5.000	-.944	-3.853	.909	1.855
X33	2.000	5.000	-1.545	-6.306	2.066	4.217
X21	2.000	5.000	-.419	-1.544	-.317	-.646
X22	1.000	5.000	-.156	-.636	-.242	-.494
X23	2.000	5.000	-.0193	-.973	-.588	-1.201
X11	2.000	5.000	-.794	-3.242	-.373	-.762
X12	3.000	5.000	-1.792	-7.315	2.157	4.403
X13	2.000	5.000	-.900	-3.675	.812	1.658
Multivariate					25.895	7.022

Observation number	Mahalanobis d-squared	p1	p2
131	39.204	.001	.086
143	38.640	.001	.005
128	34.067	.003	.014
146	32.421	.006	.011
10	31.620	.007	.005
133	31.029	.009	.002
132	30.141	.011	.002
125	29.528	.014	.001
138	29.528	.014	.000
123	28.022	.021	.002

Observation number	Mahalanobis d-squared	p1	p2
122	27.472	.025	.002
136	26.968	.029	.002
150	26.968	.029	.000
15	26.641	.032	.000
141	26.357	.034	.000
124	25.171	.048	.002
148	25.171	.048	.001
129	25.047	.049	.000
144	25.047	.049	.000
117	23.782	.069	.004
104	23.520	.074	.003
72	23.258	.079	.004
7	22.428	.097	.019
142	22.176	.103	.020
120	22.053	.106	.016
130	22.053	.106	.009
11	21.233	.130	.048
21	21.072	.135	.044
99	20.805	.143	.055
75	20.602	.150	.059
121	20.008	.172	.152
135	20.008	.172	.108
137	20.008	.172	.075
149	20.008	.172	.050
85	19.466	.193	.129
4	19.185	.205	.172
119	19.103	.209	.151
139	19.103	.209	.111
145	19.103	.209	.079
30	18.905	.218	.092
12	18.468	.239	.185
32	18.357	.244	.178
127	18.172	.254	.201
134	18.172	.254	.154
59	18.081	.258	.143
25	17.992	.263	.132
16	17.939	.266	.112
62	17.751	.276	.133
90	17.455	.292	.201
126	17.413	.295	.172
140	17.413	.295	.131
147	17.413	.295	.097
89	16.769	.333	.326
1	16.555	.346	.390

Observation number	Mahalanobis d-squared	p1	p2
31	16.408	.355	.417
29	16.201	.369	.485
9	15.916	.388	.606
19	15.202	.437	.908
54	14.890	.459	.956
80	14.814	.465	.954
70	14.752	.469	.948
94	14.678	.475	.945
58	14.657	.476	.929
79	14.377	.497	.965
81	13.873	.535	.995
78	13.805	.540	.995
64	13.661	.551	.996
77	13.584	.557	.996
14	13.487	.565	.996
83	13.270	.581	.998
114	13.151	.591	.999
39	13.083	.596	.998
69	13.053	.598	.998
93	13.010	.601	.997
61	12.942	.607	.997
71	12.909	.609	.996
20	12.659	.629	.998
82	12.658	.629	.997
33	12.601	.633	.997
105	12.600	.633	.995
55	12.578	.635	.993
46	12.244	.660	.999
86	12.145	.668	.999
43	11.958	.682	.999
42	11.780	.696	1.000
18	11.743	.698	1.000
44	11.520	.715	1.000
40	11.410	.723	1.000
112	11.279	.733	1.000
111	11.210	.738	1.000
110	11.165	.741	1.000
38	11.089	.746	1.000
88	10.946	.756	1.000
87	10.812	.766	1.000
113	10.765	.769	1.000
27	10.725	.772	1.000
118	10.672	.775	1.000
67	10.628	.778	1.000

Observation number	Mahalanobis d-squared	p1	p2
109	10.381	.795	1.000
96	10.379	.795	1.000

Number of distinct sample moments: 120
 Number of distinct parameters to be estimated: 34
 Degrees of freedom (120 - 34): 86

	Estimate	S.E.	C.R.	P	Label
EI <--- KPI	.464	.177	2.627	.009	par_13
EI <--- KI	.110	.160	.688	.491	par_12
EI <--- DTI	.245	.110	2.225	.026	par_18
STM <--- EI	1.030	.147	7.007	***	par_14
X13 <--- KI	1.000				
X12 <--- KI	.855	.111	7.705	***	par_1
X11 <--- KI	.429	.090	4.790	***	par_2
X23 <--- KPI	1.000				
X22 <--- KPI	1.030	.232	4.442	***	par_3
X21 <--- KPI	1.243	.257	4.830	***	par_4
X33 <--- DTI	1.000				
X32 <--- DTI	.481	.115	4.196	***	par_5
X31 <--- DTI	.179	.105	1.701	.089	par_6
Y13 <--- EI	1.000				
Y12 <--- EI	1.192	.159	7.475	***	par_7
Y11 <--- EI	.746	.128	5.824	***	par_8
Y23 <--- STM	1.000				
Y22 <--- STM	.905	.071	12.705	***	par_9
Y21 <--- STM	.955	.067	14.295	***	par_10

	Estimate
EI <--- KPI	.384
EI <--- KI	.093
EI <--- DTI	.288
STM <--- EI	.773
X13 <--- KI	.819
X12 <--- KI	.777
X11 <--- KI	.519
X23 <--- KPI	.669
X22 <--- KPI	.562
X21 <--- KPI	.774
X33 <--- DTI	.978
X32 <--- DTI	.440
X31 <--- DTI	.179

	Estimate
Y13 <--- EI	.433
Y12 <--- EI	.313
Y11 <--- EI	.205
Y23 <--- STM	.561
Y22 <--- STM	.429
Y21 <--- STM	.596

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	34	123.296	112	.219	1.101
Saturated model	120	.000	0		
Independence model	15	574.564	105	.000	5.472

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.040	.881	.837	.645
Saturated model	.000	1.000		
Independence model	.120	.480	.405	.420

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.860	.830	.985	.982	.985
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.824	.709	.811
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	11.296	.000	42.507
Saturated model	.000	.000	.000

Model	NCP	LO 90	HI 90
Independence model	469.564	398.114	548.524

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1.245	.114	.000	.429
Saturated model	.000	.000	.000	.000
Independence model	3.856	3.151	2.672	3.681

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.032	.000	.062	.814
Independence model	.173	.160	.187	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	205.296	223.518	312.108	353.108
Saturated model	240.000	268.872	601.276	721.276
Independence model	604.564	608.173	649.723	664.723

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	2.074	1.960	2.389	2.258
Saturated model	1.611	1.611	1.611	1.805
Independence model	4.057	3.578	4.587	4.082

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	111	121
Independence model	34	37