

Lampiran 1. Kuesioner

No. Responden:

Dengan hormat,

Untuk memenuhi penelitian tugas akhir, saya sebagai mahasiswa Universitas Katolik Widya Mandala Surabaya, sangat mengharapkan kesediaan Bapak/Ibu/Saudara/i meluangkan sedikit waktu untuk mengisi kuesioner mengenai pengaruh iklan di televisi, kualitas produk dan harga terhadap minat beli ulang oli Top 1 di Toko Bintang Timur Surabaya.

Hormat saya,

Petunjuk berilah tanda silang (X) pada salah satu jawaban yang anda pilih.

A. Jenis kelamin:

1. Pria
2. Wanita

B. Usia:

1. 17 sampai 23 tahun
2. 24 sampai 30 tahun
3. 31 sampai 37 tahun
4. > 38 tahun

C. Pendidikan terakhir:

1. SMU
2. DIPLOMA
3. S1

D. Penghasilan per bulan

1. < Rp.500.000
2. Rp. 500.000-Rp1.000.000
3. Rp.1.000.000-Rp.1.500.000

4. > Rp. 1.500.000

E. Sejak kapan sudah menjadi pembeli oli Top 1:

1. < 1 tahun
2. 1 sampai 5 tahun
3. > 5 tahun

Bagaimana tanggapan anda mengenai pernyataan di bawah ini:

Keterangan:

SS = Sangat Setuju

S = Setuju

N = Netral

TS = Tidak Setuju

STS = Sangat Tidak Setuju

Petunjuk berilah tanda silang (X) pada salah satu jawaban yang anda pilih.

NO	PERTANYAAN	STS	TS	N	S	SS
	Iklan di televisi (X₁)					
1	Bintang iklan menyampaikan iklan oli Top 1 membuat saya mengerti maksud iklan tersebut.					
2	Kata-kata dalam iklan oli Top 1 membuat saya mudah memahami.					
3	Musik dalam iklan oli Top 1 membuat saya tertarik.					
4	Hasil gambar iklan oli Top 1 sesuai dengan produk yang ditawarkan.					

5	Warna iklan oli Top 1 menarik					
6	Gambar dari model iklan oli Top 1 membuat iklan mudah diingat.					

NO	PERTANYAAN	STS	TS	N	S	SS
	Kualitas Produk (X₂)					
1	Secara fungsional, merek pelumas oli Top 1 yang saya gunakan pada kendaraan roda dua memiliki daya tahan yang kuat.					
2	Merek pelumas oli Top 1 yang saya gunakan membuat kendaraan roda dua saya lebih awet (jarang mogok).					
3	Merek pelumas oli Top 1 yang saya gunakan pada kendaraan roda dua tarikannya terasa nyaman					

NO	PERTANYAAN	STS	TS	N	S	SS
	Harga (X₃)					
1	Harga oli Top 1 sesuai dengan harapan saya.					
2	Harga oli Top 1 sesuai dengan manfaat yang diberikan.					

3	Harga oli Top 1 memiliki nilai yang lebih baik dibandingkan dengan merek pesaing..					
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NO	PERTANYAAN	STS	TS	N	S	SS
	Minat Beli Ulang (Y)					
1	Saya berkeinginan untuk selalu membeli ulang produk oli Top 1					
2	Saya cenderung mereferensikan produk oli Top 1 agar juga dibeli oleh orang lain.					
3	Saya selalu memiliki preferensi utama pada produk oli Top 1.					

Lampiran 2. Deskripsi Data Responden

No	Jenis Kelamin	Usia	Pendidikan	Penghasilan	Menjadi pembeli oli Top 1
1	1	1	1	4	3
2	1	1	1	4	3
3	2	1	1	4	3
4	2	1	1	4	3
5	2	1	1	3	2
6	2	1	1	3	2
7	2	2	1	3	2
8	2	2	1	3	2
9	2	2	1	3	2
10	2	2	1	3	2
11	2	2	1	3	2
12	1	2	1	3	2
13	1	2	1	3	2
14	1	2	1	3	2
15	1	2	1	3	2
16	1	2	1	3	2
17	1	2	1	3	2
18	1	2	1	3	2
19	1	2	1	4	3
20	1	2	1	4	3
21	1	2	1	4	3
22	1	2	1	4	3
23	1	2	1	4	3
24	1	2	1	4	3
25	1	2	1	4	3
26	1	2	1	4	3
27	1	2	1	4	3
28	1	2	1	4	3
29	1	2	1	4	3
30	1	2	1	4	3
31	1	2	1	4	3

Lampiran 2. Deskripsi Data Responden

No	Jenis Kelamin	Usia	Pendidikan	Penghasilan	Menjadi pembeli oli Top 1
32	1	2	1	4	3
33	1	2	1	4	3
34	1	2	1	4	3
35	1	2	1	4	3
36	1	2	1	4	3
37	1	2	1	4	3
38	1	2	1	4	3
39	1	2	1	4	3
40	1	2	1	4	3
41	1	2	1	4	3
42	1	2	1	4	3
43	1	2	1	4	3
44	1	2	1	4	3
45	1	2	1	4	3
46	1	2	1	4	3
47	1	2	1	4	3
48	1	2	1	4	3
49	1	2	1	4	3
50	1	2	1	4	3
51	1	2	1	1	3
52	1	2	1	1	3
53	1	2	1	1	3
54	1	2	1	1	3
55	1	2	1	1	3
56	1	2	1	1	3
57	1	2	3	2	3
58	1	2	3	2	3
59	1	2	3	2	3
60	1	2	3	2	3
62	1	2	3	2	2
63	1	2	3	2	2

Lampiran 2. Deskripsi Data Responden

No	Jenis Kelamin	Usia	Pendidikan	Penghasilan	Menjadi pembeli oli Top 1
64	2	2	3	2	2
65	2	2	3	2	2
66	2	1	3	2	2
67	2	1	3	2	2
68	2	1	3	2	2
69	2	1	3	3	2
70	2	1	3	3	2
71	2	1	2	3	2
72	1	3	2	3	2
73	1	3	2	3	2
74	1	3	2	3	2
75	1	3	2	3	2
76	1	3	2	3	2
77	1	3	2	3	2
78	1	3	2	4	3
79	1	3	2	4	3
80	1	3	2	4	3
81	2	3	3	4	3
82	2	4	3	4	3
83	2	4	3	4	3
84	2	4	3	4	3
85	2	4	3	4	3
86	2	4	3	4	3
87	2	4	3	4	3
88	2	4	3	4	3
89	2	3	3	4	3
90	2	3	3	4	3
91	2	3	2	4	3
92	2	3	2	3	2
93	2	3	2	3	2
94	2	3	2	3	2

Lampiran 3. Tabulasi Data Hasil Kuesioner Iklan di Televisi

No. Resp.	Iklan di Televisi						Total	Rata-rata
	X _{1,1}	X _{1,2}	X _{1,3}	X _{1,4}	X _{1,5}	X _{1,6}		
1	3	3	3	3	3	3	18	3.00
2	3	3	3	3	3	3	18	3.00
3	3	3	3	4	2	3	18	3.00
4	3	3	3	3	3	3	18	3.00
5	3	3	3	3	3	3	18	3.00
6	4	4	4	4	4	4	24	4.00
7	3	3	3	3	3	3	18	3.00
8	3	3	3	3	4	4	20	3.33
9	3	3	3	3	4	2	18	3.00
10	3	3	3	3	4	2	18	3.00
11	4	4	4	4	4	4	24	4.00
12	3	5	3	5	4	4	24	4.00
13	3	3	3	3	3	3	18	3.00
14	5	4	5	4	3	3	24	4.00
15	3	2	3	2	3	3	16	2.67
16	3	3	3	3	3	3	18	3.00
17	3	5	3	5	4	4	24	4.00
18	3	3	3	3	2	2	16	2.67
19	4	4	4	4	4	3	23	3.83
20	4	4	4	4	4	5	25	4.17
21	4	4	4	4	4	3	23	3.83
22	4	4	4	4	4	3	23	3.83
23	3	3	3	3	4	3	19	3.17
24	3	3	3	3	3	3	18	3.00
25	4	4	4	4	4	4	24	4.00
26	3	3	3	3	3	3	18	3.00
27	4	4	4	4	4	3	23	3.83
28	5	5	5	5	3	4	27	4.50
29	4	4	4	4	4	3	23	3.83
30	5	5	5	5	3	4	27	4.50
31	4	3	4	3	3	4	21	3.50

Lampiran 3 (lanjutan)

No. Resp.	Iklan di Televisi						Total	Rata-rata
	X _{1,1}	X _{1,2}	X _{1,3}	X _{1,4}	X _{1,5}	X _{1,6}		
32	3	4	3	4	4	3	21	3.50
33	3	3	3	3	4	3	19	3.17
34	4	4	4	4	4	4	24	4.00
35	4	4	4	4	5	3	24	4.00
36	4	5	4	5	5	5	28	4.67
37	5	4	5	4	4	5	27	4.50
38	4	4	4	4	4	4	24	4.00
39	4	3	4	3	3	3	20	3.33
40	4	5	4	5	4	5	27	4.50
41	4	4	4	4	5	4	25	4
42	3	4	3	4	4	4	22	3
43	4	3	4	3	4	3	21	4
44	5	5	5	5	5	3	28	5
45	5	5	5	5	5	3	28	5
46	4	5	4	5	5	5	28	4
47	3	4	3	4	4	4	22	3
48	4	4	4	4	4	4	24	4
49	3	3	3	3	3	3	18	3
50	3	3	3	3	3	3	18	3
51	5	4	5	4	4	3	25	5
52	3	3	3	3	3	3	18	3
53	3	3	3	3	3	3	18	3
54	4	5	4	5	5	5	28	4
55	4	4	4	4	4	4	24	4
56	3	3	3	3	3	3	18	3
57	2	3	2	3	3	3	16	2
58	3	3	3	3	3	3	18	3
59	4	4	4	4	5	5	26	4
60	3	4	3	4	4	4	22	3
62	4	4	4	4	4	4	24	4
63	5	3	5	3	4	5	25	5

Lampiran 3 (lanjutan)

[illegible]

Lampiran 4. Tabulasi Data Hasil Kuesioner Kualitas Produk

No. Resp.	Kualitas produk (X_2)			Total	Rata-rata
	$X_{2,1}$	$X_{2,2}$	$X_{2,3}$		
1	3	3	3	9	3.00
2	4	5	4	13	4.33
3	3	4	4	11	3.67
4	3	3	3	9	3.00
5	3	4	2	9	3.00
6	4	4	4	12	4.00
7	3	3	3	9	3.00
8	4	3	3	10	3.33
9	3	4	5	12	4.00
10	5	5	4	14	4.67
11	4	4	5	13	4.33
12	4	4	4	12	4.00
13	3	4	4	11	3.67
14	3	3	3	9	3.00
15	3	3	4	10	3.33
16	3	4	4	11	3.67
17	4	3	3	10	3.33
18	2	3	3	8	2.67
19	3	3	3	9	3.00
20	5	5	5	15	5.00
21	3	4	5	12	4.00
22	3	3	3	9	3.00
23	3	3	4	10	3.33
24	3	4	4	11	3.67
25	4	4	5	13	4.33
26	3	3	3	9	3.00
27	3	4	4	11	3.67
28	4	4	5	13	4.33
29	3	4	4	11	3.67
30	4	5	5	14	4.67
31	4	3	5	12	4.00

Lampiran 4 (Lanjutan)

No. Resp.	Kualitas produk (X_2)			Total	Rata-rata
	$X_{2,1}$	$X_{2,2}$	$X_{2,3}$		
32	3	4	3	10	3.33
33	3	3	4	10	3.33
34	4	4	5	13	4.33
35	3	4	5	12	4.00
36	5	5	4	14	4.67
37	5	5	5	15	5.00
38	4	3	4	11	3.67
39	3	4	5	12	4.00
40	5	5	4	14	4.67
41	4	4	5	13	4.33
42	4	3	4	11	3.67
43	3	4	4	11	3.67
44	3	4	3	10	3.33
45	3	4	4	11	3.67
46	5	5	4	14	4.67
47	4	5	5	14	4.67
48	4	4	4	12	4.00
49	3	3	3	9	3.00
50	3	3	2	8	2.67
51	3	4	5	12	4.00
52	3	3	3	9	3.00
53	3	3	3	9	3.00
54	5	5	4	14	4.67
55	4	4	5	13	4.33
56	3	3	3	9	3.00
57	3	3	2	8	2.67
58	3	3	3	9	3.00
59	5	5	4	14	4.67
60	4	5	5	14	4.67
62	4	5	5	14	4.67
63	5	5	3	13	4.33

Lampiran 4 (Lanjutan)

No. Resp.	Kualitas produk (X_2)			Total	Rata-rata
	$X_{2,1}$	$X_{2,2}$	$X_{2,3}$		
64	3	4	4	11	3.67
65	3	3	3	9	3.00
66	3	3	5	11	3.67
67	3	3	3	9	3.00
68	3	3	3	9	3.00
69	3	3	3	9	3.00
70	5	5	5	15	5.00
71	4	5	5	14	4.67
72	3	3	3	9	3.00
73	3	3	3	9	3.00
74	3	4	5	12	4.00
75	3	4	5	12	4.00
76	5	5	5	15	5.00
77	4	4	5	13	4.33
78	5	4	4	13	4.33
79	3	3	4	10	3.33
80	5	5	5	15	5.00
81	4	4	4	12	4.00
82	4	4	4	12	4.00
83	2	2	2	6	2.00
84	3	3	3	9	3.00
85	4	4	4	12	4.00
86	3	3	3	9	3.00
87	5	5	3	13	4.33
88	3	3	4	10	3.33
89	3	3	4	10	3.33
90	3	3	3	9	3.00
91	5	5	4	14	4.67
92	3	4	5	12	4.00
93	3	3	4	10	3.33
94	5	5	5	15	5.00

Lampiran 5. Tabulasi Data Hasil Kuesioner Harga

No. Resp.	Harga (X_3)			Total	Rata-rata
	$X_{3,1}$	$X_{3,2}$	$X_{3,3}$		
1	3	4	2	9	3.00
2	3	3	3	9	3.00
3	4	3	3	10	3.33
4	3	3	3	9	3.00
5	3	3	3	9	3.00
6	4	3	2	9	3.00
7	3	3	3	9	3.00
8	5	4	3	12	4.00
9	3	2	4	9	3.00
10	3	3	3	9	3.00
11	3	3	3	9	3.00
12	3	3	3	9	3.00
13	4	3	3	10	3.33
14	2	3	2	7	2.33
15	4	4	4	12	4.00
16	3	3	2	8	2.67
17	5	4	4	13	4.33
18	4	3	3	10	3.33
19	3	3	3	9	3.00
20	4	2	4	10	3.33
21	2	3	3	8	2.67
22	4	5	5	14	4.67
23	4	4	4	12	4.00
24	4	4	3	11	3.67
25	5	4	4	13	4.33
26	5	4	4	13	4.33
27	2	4	4	10	3.33
28	2	3	2	7	2.33
29	4	4	2	10	3.33
30	3	2	4	9	3.00
31	4	2	2	8	2.67

Lampiran 5 (Lanjutan)

No. Resp.	Price (X_3)			Total	Rata-rata
	$X_{3,1}$	$X_{3,2}$	$X_{3,3}$		
32	1	2	2	5	1.67
33	2	3	3	8	2.67
34	3	3	2	8	2.67
35	4	3	4	11	3.67
36	2	4	4	10	3.33
37	4	3	3	10	3.33
38	2	2	2	6	2.00
39	5	4	5	14	4.67
40	5	4	5	14	4.67
41	5	4	5	14	4.67
42	5	4	5	14	4.67
43	4	4	4	12	4.00
44	5	4	4	13	4.33
45	5	4	5	14	4.67
46	5	4	5	14	4.67
47	5	5	5	15	5.00
48	4	5	5	14	4.67
49	4	4	5	13	4.33
50	4	5	5	14	4.67
51	4	4	4	12	4.00
52	5	4	4	13	4.33
53	5	4	5	14	4.67
54	5	4	5	14	4.67
55	5	5	5	15	5.00
56	4	5	5	14	4.67
57	4	4	5	13	4.33
58	4	5	5	14	4.67
59	4	4	4	12	4.00
60	4	4	3	11	3.67
62	5	4	4	13	4.33
63	5	4	4	13	4.33

Lampiran 5 (Lanjutan)

No. Resp.	Harga (X ₃)			Total	Rata-rata
	X _{3.1}	X _{3.2}	X _{3.3}		
64	2	2	2	6	2.00
65	3	2	2	7	2.33
66	3	2	4	9	3.00
67	4	2	2	8	2.67
68	3	2	2	7	2.33
69	2	3	3	8	2.67
70	3	3	2	8	2.67
71	4	3	4	11	3.67
72	2	4	4	10	3.33
73	4	3	3	10	3.33
74	2	2	2	6	2.00
75	5	4	5	14	4.67
76	5	4	5	14	4.67
77	5	4	5	14	4.67
78	5	4	5	14	4.67
79	4	4	4	12	4.00
80	5	4	4	13	4.33
81	5	4	5	14	4.67
82	5	4	5	14	4.67
83	5	5	5	15	5.00
84	4	5	5	14	4.67
85	4	4	5	13	4.33
86	4	5	5	14	4.67
87	4	4	4	12	4.00
88	5	4	4	13	4.33
89	5	4	5	14	4.67
90	5	4	5	14	4.67
91	5	5	5	15	5.00
92	4	5	5	14	4.67
93	4	4	5	13	4.33
94	4	4	2	10	3.33

Lampiran 6. Tabulasi Data Hasil Kuesioner Minat Beli

No. Resp.	Minat Beli (Y)			Total	Rata-rata
	Y _{1,1}	Y _{1,2}	Y _{1,3}		
1	3	3	3	9	3.00
2	3	3	3	9	3.00
3	5	4	4	13	4.33
4	3	3	3	9	3.00
5	4	4	4	12	4.00
6	5	4	4	13	4.33
7	4	4	4	12	4.00
8	3	4	4	11	3.67
9	4	4	4	12	4.00
10	4	4	4	12	4.00
11	4	5	3	12	4.00
12	4	4	4	12	4.00
13	3	3	3	9	3.00
14	4	4	3	11	3.67
15	3	3	4	10	3.33
16	3	3	2	8	2.67
17	4	4	4	12	4.00
18	2	3	4	9	3.00
19	4	4	3	11	3.67
20	4	4	5	13	4.33
21	4	4	5	13	4.33
22	4	4	3	11	3.67
23	3	3	4	10	3.33
24	3	3	4	10	3.33
25	4	5	5	14	4.67
26	3	3	4	10	3.33
27	4	4	4	12	4.00
28	5	4	5	14	4.67
29	4	4	4	12	4.00
30	4	5	5	14	4.67
31	4	4	3	11	3.67

Lampiran 6 (lanjutan)

No. Resp.	Minat Beli (Y)			Total	Rata-rata
	Y _{1,1}	Y _{1,2}	Y _{1,3}		
32	4	4	3	11	3.67
33	3	3	4	10	3.33
34	4	4	4	12	4.00
35	4	4	5	13	4.33
36	4	4	5	13	4.33
37	4	4	5	13	4.33
38	4	4	3	11	3.67
39	4	4	4	12	4.00
40	5	5	5	15	5.00
41	4	4	5	13	4.33
42	4	4	3	11	3.67
43	4	4	3	11	3.67
44	4	4	5	13	4.33
45	4	4	5	13	4.33
46	4	4	5	13	4.33
47	4	5	5	14	4.67
48	4	4	4	12	4.00
49	3	3	4	10	3.33
50	3	3	3	9	3.00
51	5	5	5	15	5.00
52	3	3	4	10	3.33
53	3	3	4	10	3.33
54	4	4	4	12	4.00
55	5	4	5	14	4.67
56	3	3	3	9	3.00
57	3	3	3	9	3.00
58	3	3	4	10	3.33
59	5	5	5	15	5.00
60	4	4	5	13	4.33
62	4	4	4	12	4.00
63	4	5	5	14	4.67

Lampiran 6 (Lanjutan)

No. Resp.	Minat Beli (Y)			Total	Rata-rata
	Y _{1,1}	Y _{1,2}	Y _{1,3}		
64	4	4	3	11	3.67
65	3	3	4	10	3.33
66	3	4	4	11	3.67
67	3	3	4	10	3.33
68	3	3	3	9	3.00
69	3	3	4	10	3.33
70	5	5	5	15	5.00
71	5	5	5	15	5.00
72	3	3	4	10	3.33
73	3	3	3	9	3.00
74	4	4	5	13	4.33
75	3	4	4	11	3.67
76	4	4	3	11	3.67
77	4	4	5	13	4.33
78	5	5	5	15	5.00
79	3	4	4	11	3.67
80	5	5	5	15	5.00
81	4	4	4	12	4.00
82	4	4	4	12	4.00
83	3	3	3	9	3.00
84	3	3	4	10	3.33
85	4	4	4	12	4.00
86	4	4	3	11	3.67
87	4	5	5	14	4.67
88	3	3	4	10	3.33
89	3	3	4	10	3.33
90	3	3	4	10	3.33
91	5	5	5	15	5.00
92	4	4	3	11	3.67
93	3	3	4	10	3.33
94	5	5	5	15	5.00

Lampiran 7. Uji Validitas Iklan di Televisi

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TOTAL
X1.1	Pearson	1	.541(**	1.000(*	.529(**	.467(**	.507(**	.807(**
	Correlation		)	*)	)	)	)	
	Sig. (2-tailed)	.	.000	.	.000	.000	.000	.000
	N	94	94	94	94	94	94	94
X1.2	Pearson	.541(**	1	.541(**	.991(**	.692(**	.592(**	.885(**
	Correlation	)		)	)	)	)	
	Sig. (2-tailed)	.000	.	.000	.000	.000	.000	.000
	N	94	94	94	94	94	94	94
X1.3	Pearson	1.000(*	.541(**	1	.529(**	.467(**	.507(**	.807(**
	Correlation	*)	)		)	)	)	
	Sig. (2-tailed)	.	.000	.	.000	.000	.000	.000
	N	94	94	94	94	94	94	94
X1.4	Pearson	.529(**	.991(**	.529(**	1	.665(**	.585(**	.874(**
	Correlation	)	)	)		)	)	
	Sig. (2-tailed)	.000	.000	.000	.	.000	.000	.000
	N	94	94	94	94	94	94	94
X1.5	Pearson	.467(**	.692(**	.467(**	.665(**	1	.605(**	.795(**
	Correlation	)	)	)	)		)	
	Sig. (2-tailed)	.000	.000	.000	.000	.	.000	.000
	N	94	94	94	94	94	94	94
X1.6	Pearson	.507(**	.592(**	.507(**	.585(**	.605(**	1	.775(**
	Correlation	)	)	)	)	)		
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.	.000
	N	94	94	94	94	94	94	94
TOT	Pearson	.807(**	.885(**	.807(**	.874(**	.795(**	.775(**	1
AL	Correlation	)	)	)	)	)	)	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.
	N	94	94	94	94	94	94	94

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

Lampiran 8. Uji Validitas Kualitas Produk

Correlations

		X2.1	X2.2	X2.3	TOTAL
X2.1	Pearson	1	.760(**)	.417(**)	.842(**)
	Correlation				
	Sig. (2-tailed)				
		.	.000	.000	.000
	N	94	94	94	94
X2.2	Pearson	.760(**)	1	.584(**)	.913(**)
	Correlation				
	Sig. (2-tailed)				
		.000	.	.000	.000
	N	94	94	94	94
X2.3	Pearson	.417(**)	.584(**)	1	.799(**)
	Correlation				
	Sig. (2-tailed)				
		.000	.000	.	.000
	N	94	94	94	94
TOTAL	Pearson	.842(**)	.913(**)	.799(**)	1
	Correlation				
	Sig. (2-tailed)				
		.000	.000	.000	.
	N	94	94	94	94

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

Lampiran 9. Uji Validitas Harga

Correlations

		X3.1	X3.2	X3.3	TOTAL
X3.1	Pearson	1	.563(**)	.629(**)	.848(**)
	Correlation				
	Sig. (2-tailed)				
	N	94	94	94	94
X3.2	Pearson	.563(**)	1	.714(**)	.854(**)
	Correlation				
	Sig. (2-tailed)				
	N	94	94	94	94
X3.3	Pearson	.629(**)	.714(**)	1	.906(**)
	Correlation				
	Sig. (2-tailed)				
	N	94	94	94	94
TOTAL	Pearson	.848(**)	.854(**)	.906(**)	1
	Correlation				
	Sig. (2-tailed)				
	N	94	94	94	94

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

Lampiran 10. Uji Validitas Minat Beli

Correlations

		Y1.1	Y1.2	Y1.3	TOTAL
Y1.1	Pearson	1	.837(**)	.476(**)	.887(**)
	Correlation				
	Sig. (2-tailed)				
		.	.000	.000	.000
	N	94	94	94	94
Y1.2	Pearson	.837(**)	1	.523(**)	.905(**)
	Correlation				
	Sig. (2-tailed)				
		.000	.	.000	.000
	N	94	94	94	94
Y1.3	Pearson	.476(**)	.523(**)	1	.790(**)
	Correlation				
	Sig. (2-tailed)				
		.000	.000	.	.000
	N	94	94	94	94
TOTAL	Pearson	.887(**)	.905(**)	.790(**)	1
	Correlation				
	Sig. (2-tailed)				
		.000	.000	.000	.
	N	94	94	94	94

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

Lampiran 11. Uji Reliabilitas Iklan di Televisi

Case Processing Summary

		N	%
Cases	Valid	94	100.0
	Excluded(a)	0	.0
	Total	94	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.904	6

Item Statistics

	Mean	Std. Deviation	N
X1.1	3.6809	.72160	94
X1.2	3.7021	.77362	94
X1.3	3.6809	.72160	94
X1.4	3.7128	.77073	94
X1.5	3.6915	.79008	94
X1.6	3.5213	.81292	94

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	18.3085	10.409	.722	.890
X1.2	18.2872	9.712	.825	.874
X1.3	18.3085	10.409	.722	.890
X1.4	18.2766	9.794	.809	.877
X1.5	18.2979	10.168	.694	.894
X1.6	18.4681	10.187	.663	.899

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.9894	14.290	3.78024	6

Lampiran 12. Uji Reliabilitas Kualitas Produk

Case Processing Summary

		N	%
Cases	Valid	94	100.0
	Excluded(a)	0	.0
	Total	94	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.805	3

Item Statistics

	Mean	Std. Deviation	N
X2.1	3.5745	.79635	94
X2.2	3.7979	.79757	94
X2.3	3.9043	.88073	94

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	7.7021	2.233	.651	.735
X2.2	7.4787	1.994	.793	.586
X2.3	7.3723	2.236	.534	.864

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.2766	4.417	2.10174	3

Lampiran 13. Uji Reliabilitas Harga

Case Processing Summary

		N	%
Cases	Valid	94	100.0
	Excluded(a)	0	.0
	Total	94	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.834	3

Item Statistics

	Mean	Std. Deviation	N
X3.1	3.8511	1.04683	94
X3.2	3.6170	.86889	94
X3.3	3.7766	1.10866	94

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	7.3936	3.360	.647	.819
X3.2	7.6277	3.785	.710	.771
X3.3	7.4681	2.875	.754	.713

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.2447	6.939	2.63429	3

Lampiran 14. Uji Reliabilitas Minat Beli

Case Processing Summary

		N	%
Cases	Valid	94	100.0
	Excluded(a)	0	.0
	Total	94	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.819	3

Item Statistics

	Mean	Std. Deviation	N
Y1.1	3.7553	.69848	94
Y1.2	3.8298	.68216	94
Y1.3	4.0319	.76835	94

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	7.8617	1.604	.739	.684
Y1.2	7.7872	1.589	.783	.643
Y1.3	7.5851	1.751	.521	.911

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.6170	3.400	1.84395	3

Lampiran 15. Uji Regresi Linier Berganda

Descriptive Statistics

	Mean	Std. Deviation	N
Y	3.7834	.65559	94
X1	3.6615	.63309	94
X2	3.7590	.70083	94
X3	3.7450	.88102	94

Correlations

		Y	X1	X2	X3	X4
Pearson Correlation	Y	1.000	.800	.734	.203	.233
	X1	.800	1.000	.716	.121	.380
	X2	.734	.716	1.000	.044	.069
	X3	.203	.121	.044	1.000	.515
Sig. (1-tailed)	Y		.000	.000	.025	.008
	X1	.000		.000	.122	.000
	X2	.000	.000		.335	.241
	X3	.025	.122	.335		.000
N	Y	94	94	94	94	107
	X1	94	94	94	94	107
	X2	94	94	94	94	107
	X3	94	94	94	94	107

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	X2, X3, X1(a)		Enter

a All requested variables entered.

b Dependent Variable: Y

Lampiran 15 (Lanjutan)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.841(a)	.707	.697	.36058	.707	72.477	3	90	.000

a Predictors: (Constant), X2, X3, X1

ANOVA(b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	28.269	3	9.423	72.477	.000(a)
	Residual	11.701	90	.130		
	Total	39.971	93			

a Predictors: (Constant), X2, X3, X1

b Dependent Variable: Y

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	.194	.267		.725	.470			
	X1	.560	.085	.541	6.558	.000	.800	.569	.374
	X2	.319	.077	.341	4.164	.000	.734	.402	.237
	X3	.091	.043	.122	2.126	.036	.203	.219	.121

a Dependent Variable: Y