**KUISIONER**

**Kepada Yth Bapak/Ibu Responden**

**Di Tempat,**

**Dengan Hormat,**

Saya yang bertanda tangan di bawah ini:

Nama : Sri Afriliana

NPM : 183114116

Jenis Kelamin : Wanita

Jurusan : Manajemen

Asal Perguruan Tinggi : Universitas Muslim NusantaraAl-Washliyah Medan

Judul Penelitian : “Pengaruh Keunikan Pesan Iklan dan *Brand image* Terhadap Pengambilan Keputusan Pembelian Konsumen Pasta Gigi Pepsodent Di Desa Patumbak Kampung”

Dengan ini saya mohon kesediaan Bapak/Ibu untuk mengisi daftar kuisioner. Informasi yang Bapak/Ibu berikan hanya semata-mata untuk melengkapi data penelitian dalam rangka penyusunan skripsi. Untuk itu, isilah kuisioner ini dengan jawaban yang sebenar-benarnya. Atas ketersediaan Bapak/Ibu, saya ucapkan terimakasih.

Pemohon

**SRI AFRILIANA**

**183114116**

# Identitas Responden

# No :

# Nama :

# Pendidikan Terakhir :

# Usia :

# Petunjuk Pengisian Kuisioner

# Berilah tanda chek list ( √ ) pada jawaban yang paling sesuai dengan pendapat Bapak / Ibu pada kolom yang tersedia. Setiap responden hanya diperbolehkan memlih satu jawaban. Penelitian ini dapat Bapak / Ibu lakukan berdasarkan skala berikut:

1. Sangat Setuju (SS) : Skor 5
2. Setuju (S) : Skor 4
3. Kurang Setuju (KS) : Skor 3
4. Tidak Setuju (TS) : Skor 2
5. Sangat Tidak Setuju (STS) : Skor 1
6. **Pernyataan**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Item Pertanyaan** | **SS** | **S** | **KS** | **TS** | **STS** |
|  | **Pesan Iklan(X1)** | | | | | |
| 1. | Saya mengetahui varian produk pasta gigi pepsodent dari iklan yang disampaikan pasta gigi pepsodent. |  |  |  |  |  |
| 2. | Pesan iklan yang disampaikan oleh pasta gigi pepsodent menarik perhatian saya. |  |  |  |  |  |
| 3. | Keunikan pesan iklan yang disampaikan oleh pasta gigi pepsodent menimbulkan keinginan saya untuk menggunakannya. |  |  |  |  |  |
| 4. | Pasta gigi pepsodent merupakan pasta gigi terbaik yang pernah saya gunakan. |  |  |  |  |  |
| 5. | Saya merasa puas menggunakan pasta gigi pepsodent |  |  |  |  |  |
|  | ***Brand Image* (X2)** | | | | | |
| 1 | Pasta gigi pepsodent memiliki keunggulan di dalam komposisi nya yang tidak dimiliki oleh pasta gigi merek lain. |  |  |  |  |  |
| 2 | Menurut saya, pasta gigi pepsodent memiliki popularitas yang baik. |  |  |  |  |  |
| 3 | Pasta gigi pepsodent memiliki berbagai macam varian. |  |  |  |  |  |
| 4 | Saya membeli berdasarkan keberagaman jenis varian yang ditawarkan pasta gigi pepsodent |  |  |  |  |  |
| 5 | Saya selalu mengingat pasta gigi pepsodent |  |  |  |  |  |
|  | **Keputusan Pembelian (Y)** | | | | | |
| 1 | Saya memutuskan untuk membeli pasta gigi pepsodent karena sesuai dengan kebutuhan saya. |  |  |  |  |  |
| 2 | Saya memutuskan untuk membeli pasta gigi pepsodent karena memiliki manfaat yang lebih bagus dari merek lain. |  |  |  |  |  |
| 3 | Saya memutuskan untuk membeli pasta gigi pepsodent di bandingkan merek lain |  |  |  |  |  |
| 4 | Pasta gigi pepsodent memiliki kualitas yang sangat bagus sehingga membuat saya selalu ingin membeli. |  |  |  |  |  |
| 5 | Saya merasa puas menggunakan pasta gigi pepsodent, sehingga saya membelinya kembali |  |  |  |  |  |

**Lampiran 02: Daftar Nama Responden**

| **No** | **Nama** | **Pendidikan Terakhir** | **Usia** |
| --- | --- | --- | --- |
| 1 | wirda yanti | SMA | 22 |
| 2 | wana safitri | S1 | 25 |
| 3 | lis mardiah | S1 | 26 |
| 4 | heri anto | SMP | 30 |
| 5 | wina sitepu | SMA | 19 |
| 6 | lili apriani | S1 | 28 |
| 7 | kusma wadi | SMA | 23 |
| 8 | ryan kusuma | S2 | 30 |
| 9 | Agung | S1 | 23 |
| 10 | wina salamah | SMP | 19 |
| 11 | fikhry ardiansyah | SMP | 27 |
| 12 | sonia ramadhani | S2 | 34 |
| 13 | hendri syahputra | SMA | 35 |
| 14 | wawan salamah | SMP | 40 |
| 15 | santi wulandari | SMP | 35 |
| 16 | nurul syahputri | SMP | 25 |
| 17 | nurin Amelia | S1 | 25 |
| 18 | Zulfikar | SMP | 39 |
| 19 | ariani wardana | SMA | 18 |
| 20 | neni fitriani | SMA | 27 |
| 21 | mela manda | SMA | 25 |
| 22 | yuda suganda | SMP | 25 |
| 23 | bayu prasetyo | SMP | 30 |
| 24 | Irfansyah | S2 | 41 |
| 25 | irma sari | SMA | 32 |
| 26 | surya teddy | S1 | 23 |
| 27 | anisa fitri | S1 | 24 |
| 28 | Sasa | S1 | 24 |
| 29 | widya marisa | SMP | 25 |
| 30 | asila marwah | SMP | 31 |
| 31 | Rahmadsyah | S2 | 42 |
| 32 | Nurdianta | S2 | 42 |
| 33 | wahyu hidayah | SMA | 34 |
| 34 | anisa khairani | SMA | 34 |
| 35 | toni syahputra | SMA | 26 |
| 36 | kiki marlina | SMA | 25 |
| 37 | nurul atika | SMP | 33 |
| 38 | Wulandari | SMP | 25 |
| 39 | nur jannah | S1 | 24 |
| 40 | lina | SMA | 31 |
| 41 | indah | SMA | 35 |
| 42 | sari | S2 | 41 |
| 43 | elin | S1 | 34 |
| 44 | yanti | SMA | 27 |
| 45 | hani silvia | SMP | 24 |
| 46 | m. dedi | SMP | 25 |
| 47 | fiky | S2 | 33 |
| 48 | ika sofina | S2 | 41 |
| 49 | yuni | SMP | 37 |
| 50 | erna wati | SMA | 33 |
| 51 | misinem | SMA | 32 |
| 52 | yusuf | SMP | 40 |
| 53 | suparman | SMP | 40 |
| 54 | robby | SMA | 24 |
| 55 | amri | SMA | 24 |
| 56 | ari | SMA | 22 |
| 57 | Heri | SMP | 30 |
| 58 | ayu citra | S1 | 28 |
| 59 | hendra | S1 | 27 |
| 60 | Dewi | S1 | 26 |
| 61 | sundari | S1 | 27 |
| 62 | Arisda | SMA | 23 |
| 63 | silvani | SMA | 23 |
| 64 | silvana | SMA | 23 |
| 65 | fazirah | S1 | 35 |
| 66 | Doni | SMP | 19 |
| 67 | m. yogi | SMP | 33 |
| 68 | aulia pasha | SMA | 25 |
| 69 | dinda afwani | SMA | 25 |
| 70 | azima aulia | SMP | 41 |
| 71 | rara | S1 | 24 |
| 72 | annisa | S2 | 30 |
| 73 | fauzan | SMA | 41 |
| 74 | abd halim | S1 | 34 |
| 75 | Rahim | SMA | 39 |

**Lampiran 03 : Daftar Nama Responden Uji Validitas**

|  |  |  |  |
| --- | --- | --- | --- |
| No | Nama | Pendidikan Terakhir | Usia |
| 1 | Susan | S1 | 25 |
| 2 | Iwan | SMP | 33 |
| 3 | Rani | S1 | 26 |
| 4 | Tita | S2 | 35 |
| 5 | Andri | S1 | 27 |
| 6 | Eka | SMA | 23 |
| 7 | Rama | SMA | 23 |
| 8 | Ova | S1 | 24 |
| 9 | Ovi | S1 | 24 |
| 10 | Siti | S1 | 25 |
| 11 | Astuti | SMA | 34 |
| 12 | Nazwan | S2 | 38 |
| 13 | Linda | SMP | 36 |
| 14 | Novi | S1 | 24 |
| 15 | Bagas | S2 | 39 |
| 16 | Baim | S1 | 22 |
| 17 | Santi | SMP | 37 |
| 18 | Salman | SMP | 41 |
| 19 | Bayu | SMA | 37 |
| 20 | Fidha | SMA | 37 |
| 21 | Arfan | SMP | 26 |
| 22 | Sahrul | S1 | 25 |
| 23 | Hanif | S1 | 25 |
| 24 | Dika | SMA | 25 |
| 25 | Nova | S2 | 37 |
| 26 | Vita | SMP | 20 |
| 27 | Dara | SMA | 24 |
| 28 | Ayumi | S1 | 24 |
| 29 | Tiwi | S1 | 24 |
| 30 | Rena | SMA | 38 |

**Lampiran 04 : Tabulasi Jawaban Responden**

| **No** | **1** | **2** | **3** | **4** | **5** | **Total**  **X1** | **No** | **1** | **2** | **3** | **4** | **5** | **Total**  **X2** | **No** | **1** | **2** | **3** | **4** | **5** | **Total**  **X3** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | 4 | 4 | 4 | 5 | 5 | 22 | 1 | 4 | 5 | 5 | 4 | 4 | 22 | 1 | 4 | 5 | 5 | 4 | 4 | 22 |
| 2 | 5 | 5 | 5 | 5 | 5 | 25 | 2 | 4 | 4 | 4 | 4 | 4 | 20 | 2 | 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 5 | 5 | 4 | 5 | 5 | 24 | 3 | 4 | 4 | 4 | 3 | 3 | 18 | 3 | 4 | 5 | 5 | 4 | 5 | 23 |
| 4 | 5 | 5 | 3 | 5 | 5 | 23 | 4 | 3 | 3 | 3 | 4 | 4 | 17 | 4 | 3 | 5 | 5 | 5 | 5 | 23 |
| 5 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 4 | 4 | 4 | 5 | 5 | 22 |
| 6 | 5 | 5 | 5 | 5 | 5 | 25 | 6 | 4 | 4 | 4 | 4 | 4 | 20 | 6 | 5 | 5 | 5 | 5 | 5 | 25 |
| 7 | 5 | 5 | 4 | 5 | 5 | 24 | 7 | 4 | 5 | 5 | 5 | 5 | 24 | 7 | 4 | 5 | 5 | 5 | 5 | 24 |
| 8 | 5 | 4 | 4 | 5 | 5 | 23 | 8 | 4 | 5 | 5 | 4 | 5 | 23 | 8 | 4 | 5 | 5 | 4 | 5 | 23 |
| 9 | 5 | 5 | 4 | 5 | 5 | 24 | 9 | 4 | 3 | 4 | 4 | 3 | 18 | 9 | 4 | 5 | 5 | 5 | 5 | 24 |
| 10 | 5 | 5 | 5 | 5 | 5 | 25 | 10 | 5 | 5 | 5 | 5 | 5 | 25 | 10 | 5 | 5 | 5 | 5 | 5 | 25 |
| 11 | 5 | 5 | 5 | 5 | 5 | 25 | 11 | 5 | 5 | 3 | 3 | 5 | 21 | 11 | 5 | 5 | 5 | 5 | 5 | 25 |
| 12 | 5 | 5 | 4 | 4 | 4 | 22 | 12 | 4 | 4 | 4 | 4 | 4 | 20 | 12 | 4 | 4 | 4 | 4 | 4 | 20 |
| 13 | 5 | 5 | 5 | 4 | 5 | 24 | 13 | 5 | 4 | 4 | 4 | 5 | 22 | 13 | 5 | 4 | 5 | 5 | 5 | 24 |
| 14 | 5 | 5 | 5 | 5 | 5 | 25 | 14 | 5 | 5 | 4 | 4 | 5 | 23 | 14 | 5 | 5 | 5 | 4 | 5 | 24 |
| 15 | 5 | 5 | 5 | 4 | 4 | 23 | 15 | 5 | 4 | 4 | 5 | 5 | 23 | 15 | 5 | 4 | 4 | 5 | 5 | 23 |
| 16 | 4 | 4 | 4 | 5 | 5 | 22 | 16 | 4 | 5 | 5 | 4 | 4 | 22 | 16 | 4 | 5 | 5 | 4 | 4 | 22 |
| 17 | 5 | 5 | 5 | 5 | 5 | 25 | 17 | 5 | 5 | 5 | 4 | 4 | 23 | 17 | 5 | 5 | 5 | 4 | 4 | 23 |
| 18 | 5 | 4 | 3 | 5 | 5 | 22 | 18 | 3 | 4 | 4 | 3 | 3 | 17 | 18 | 3 | 5 | 5 | 3 | 3 | 19 |
| 19 | 5 | 5 | 4 | 5 | 5 | 24 | 19 | 4 | 4 | 4 | 5 | 5 | 22 | 19 | 4 | 5 | 5 | 5 | 5 | 24 |
| 20 | 5 | 5 | 5 | 5 | 5 | 25 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 20 | 5 | 5 | 5 | 5 | 5 | 25 |
| 21 | 5 | 5 | 5 | 5 | 5 | 25 | 21 | 5 | 5 | 5 | 4 | 4 | 23 | 21 | 5 | 5 | 5 | 4 | 4 | 23 |
| 22 | 4 | 4 | 4 | 4 | 4 | 20 | 22 | 4 | 3 | 4 | 4 | 3 | 18 | 22 | 4 | 4 | 4 | 4 | 4 | 20 |
| 23 | 5 | 5 | 5 | 5 | 5 | 25 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 24 | 5 | 4 | 5 | 5 | 5 | 24 | 24 | 5 | 5 | 5 | 4 | 4 | 23 | 24 | 5 | 5 | 5 | 4 | 4 | 23 |
| 25 | 5 | 5 | 5 | 5 | 4 | 24 | 25 | 5 | 5 | 4 | 5 | 5 | 24 | 25 | 5 | 5 | 4 | 5 | 5 | 24 |
| 26 | 5 | 5 | 3 | 5 | 5 | 23 | 26 | 3 | 3 | 3 | 4 | 4 | 17 | 26 | 3 | 5 | 5 | 4 | 4 | 21 |
| 27 | 5 | 4 | 4 | 4 | 5 | 22 | 27 | 4 | 4 | 4 | 4 | 4 | 20 | 27 | 4 | 4 | 5 | 4 | 4 | 21 |
| 28 | 4 | 3 | 4 | 4 | 5 | 20 | 28 | 4 | 4 | 4 | 4 | 4 | 20 | 28 | 4 | 4 | 5 | 4 | 4 | 21 |
| 29 | 3 | 3 | 4 | 4 | 4 | 18 | 29 | 4 | 4 | 3 | 3 | 3 | 17 | 29 | 4 | 4 | 4 | 3 | 4 | 19 |
| 30 | 4 | 3 | 3 | 4 | 3 | 17 | 30 | 3 | 4 | 3 | 3 | 4 | 17 | 30 | 3 | 4 | 3 | 3 | 4 | 17 |
| 31 | 4 | 3 | 3 | 4 | 4 | 18 | 31 | 3 | 4 | 4 | 3 | 4 | 18 | 31 | 3 | 4 | 4 | 3 | 4 | 18 |
| 32 | 5 | 5 | 4 | 4 | 4 | 22 | 32 | 4 | 4 | 4 | 4 | 4 | 20 | 32 | 4 | 4 | 4 | 4 | 4 | 20 |
| 33 | 4 | 4 | 4 | 4 | 4 | 20 | 33 | 4 | 4 | 4 | 4 | 4 | 20 | 33 | 4 | 4 | 4 | 4 | 4 | 20 |
| 34 | 5 | 5 | 5 | 5 | 5 | 25 | 34 | 5 | 5 | 5 | 5 | 5 | 25 | 34 | 5 | 5 | 5 | 5 | 5 | 25 |
| 35 | 5 | 5 | 4 | 5 | 5 | 24 | 35 | 4 | 5 | 5 | 5 | 5 | 24 | 35 | 4 | 5 | 5 | 5 | 5 | 24 |
| 36 | 5 | 5 | 5 | 5 | 5 | 25 | 36 | 4 | 4 | 4 | 4 | 4 | 20 | 36 | 5 | 5 | 5 | 4 | 5 | 24 |
| 37 | 5 | 4 | 4 | 5 | 4 | 22 | 37 | 4 | 5 | 4 | 5 | 5 | 23 | 37 | 4 | 5 | 4 | 5 | 5 | 23 |
| 38 | 4 | 4 | 5 | 4 | 5 | 22 | 38 | 4 | 5 | 5 | 5 | 4 | 23 | 38 | 4 | 5 | 5 | 5 | 4 | 23 |
| 39 | 5 | 5 | 5 | 5 | 5 | 25 | 39 | 5 | 3 | 3 | 3 | 5 | 19 | 39 | 5 | 5 | 5 | 5 | 5 | 25 |
| 40 | 4 | 5 | 5 | 4 | 5 | 23 | 40 | 4 | 5 | 5 | 3 | 3 | 20 | 40 | 4 | 5 | 5 | 5 | 4 | 23 |
| 41 | 5 | 5 | 5 | 5 | 5 | 25 | 41 | 5 | 5 | 5 | 5 | 5 | 25 | 41 | 5 | 5 | 5 | 5 | 5 | 25 |
| 42 | 5 | 5 | 5 | 5 | 4 | 24 | 42 | 5 | 4 | 4 | 5 | 5 | 23 | 42 | 5 | 4 | 5 | 5 | 5 | 24 |
| 43 | 5 | 5 | 5 | 5 | 5 | 25 | 43 | 5 | 5 | 5 | 5 | 5 | 25 | 43 | 5 | 5 | 5 | 5 | 5 | 25 |
| 44 | 5 | 5 | 5 | 5 | 5 | 25 | 44 | 5 | 5 | 5 | 5 | 5 | 25 | 44 | 5 | 5 | 5 | 5 | 5 | 25 |
| 45 | 4 | 5 | 5 | 4 | 5 | 23 | 45 | 4 | 5 | 5 | 5 | 5 | 24 | 45 | 4 | 5 | 5 | 5 | 5 | 24 |
| 46 | 5 | 5 | 5 | 5 | 5 | 25 | 46 | 5 | 5 | 5 | 5 | 5 | 25 | 46 | 5 | 5 | 5 | 5 | 5 | 25 |
| 47 | 5 | 5 | 5 | 5 | 5 | 25 | 47 | 5 | 5 | 5 | 5 | 5 | 25 | 47 | 5 | 5 | 5 | 5 | 5 | 25 |
| 48 | 5 | 5 | 5 | 5 | 5 | 25 | 48 | 5 | 5 | 5 | 5 | 5 | 25 | 48 | 5 | 5 | 5 | 5 | 5 | 25 |
| 49 | 4 | 4 | 4 | 4 | 4 | 20 | 49 | 4 | 4 | 4 | 5 | 5 | 22 | 49 | 4 | 4 | 4 | 5 | 5 | 22 |
| 50 | 5 | 5 | 4 | 4 | 4 | 22 | 50 | 4 | 4 | 5 | 5 | 4 | 22 | 50 | 4 | 4 | 5 | 5 | 5 | 23 |
| 51 | 4 | 5 | 4 | 5 | 4 | 22 | 51 | 5 | 4 | 5 | 5 | 4 | 23 | 51 | 5 | 4 | 5 | 5 | 5 | 24 |
| 52 | 5 | 5 | 5 | 5 | 5 | 25 | 52 | 5 | 5 | 5 | 4 | 4 | 23 | 52 | 5 | 5 | 5 | 4 | 5 | 24 |
| 53 | 4 | 4 | 5 | 4 | 4 | 21 | 53 | 4 | 4 | 5 | 4 | 4 | 21 | 53 | 4 | 4 | 5 | 4 | 4 | 21 |
| 54 | 4 | 4 | 4 | 3 | 4 | 19 | 54 | 3 | 3 | 3 | 4 | 4 | 17 | 54 | 3 | 4 | 5 | 4 | 4 | 20 |
| 55 | 3 | 3 | 4 | 4 | 4 | 18 | 55 | 4 | 4 | 4 | 4 | 4 | 20 | 55 | 4 | 4 | 5 | 4 | 4 | 21 |
| 56 | 5 | 5 | 5 | 5 | 5 | 25 | 56 | 5 | 5 | 5 | 5 | 5 | 25 | 56 | 5 | 5 | 5 | 5 | 5 | 25 |
| 57 | 5 | 5 | 5 | 5 | 5 | 25 | 57 | 5 | 5 | 5 | 5 | 5 | 25 | 57 | 5 | 5 | 5 | 5 | 5 | 25 |
| 58 | 4 | 4 | 4 | 4 | 5 | 21 | 58 | 4 | 4 | 4 | 4 | 4 | 20 | 58 | 4 | 5 | 4 | 4 | 4 | 21 |
| 59 | 4 | 4 | 4 | 4 | 4 | 20 | 59 | 4 | 4 | 4 | 4 | 4 | 20 | 59 | 4 | 4 | 4 | 4 | 4 | 20 |
| 60 | 5 | 5 | 5 | 5 | 5 | 25 | 60 | 5 | 5 | 5 | 5 | 5 | 25 | 60 | 5 | 5 | 5 | 5 | 5 | 25 |
| 61 | 4 | 4 | 5 | 4 | 4 | 21 | 61 | 4 | 4 | 4 | 3 | 3 | 18 | 61 | 4 | 4 | 5 | 5 | 5 | 23 |
| 62 | 5 | 5 | 5 | 5 | 5 | 25 | 62 | 5 | 5 | 4 | 4 | 4 | 22 | 62 | 5 | 5 | 4 | 5 | 5 | 24 |
| 63 | 4 | 4 | 5 | 4 | 4 | 21 | 63 | 4 | 4 | 5 | 5 | 4 | 22 | 63 | 4 | 4 | 5 | 5 | 5 | 23 |
| 64 | 4 | 4 | 5 | 5 | 5 | 23 | 64 | 5 | 5 | 4 | 4 | 4 | 22 | 64 | 5 | 5 | 4 | 4 | 4 | 22 |
| 65 | 4 | 4 | 4 | 3 | 4 | 19 | 65 | 3 | 4 | 3 | 4 | 4 | 18 | 65 | 3 | 4 | 5 | 4 | 4 | 20 |
| 66 | 3 | 4 | 4 | 4 | 4 | 19 | 66 | 4 | 4 | 4 | 4 | 4 | 20 | 66 | 4 | 4 | 4 | 4 | 4 | 20 |
| 67 | 3 | 4 | 4 | 4 | 4 | 19 | 67 | 4 | 3 | 3 | 4 | 4 | 18 | 67 | 4 | 4 | 3 | 4 | 4 | 19 |
| 68 | 3 | 4 | 4 | 4 | 3 | 18 | 68 | 4 | 3 | 4 | 4 | 3 | 18 | 68 | 4 | 3 | 4 | 4 | 4 | 19 |
| 69 | 4 | 4 | 4 | 4 | 5 | 21 | 69 | 4 | 4 | 4 | 4 | 4 | 20 | 69 | 4 | 5 | 5 | 5 | 5 | 24 |
| 70 | 4 | 4 | 4 | 4 | 4 | 20 | 70 | 4 | 4 | 4 | 4 | 4 | 20 | 70 | 4 | 4 | 4 | 4 | 4 | 20 |
| 71 | 5 | 5 | 5 | 5 | 5 | 25 | 71 | 5 | 5 | 5 | 5 | 5 | 25 | 71 | 5 | 5 | 5 | 5 | 5 | 25 |
| 72 | 5 | 5 | 5 | 5 | 5 | 25 | 72 | 5 | 5 | 5 | 5 | 5 | 25 | 72 | 5 | 5 | 5 | 5 | 5 | 25 |
| 73 | 4 | 5 | 5 | 5 | 5 | 24 | 73 | 5 | 5 | 5 | 5 | 5 | 25 | 73 | 5 | 5 | 5 | 5 | 5 | 25 |
| 74 | 5 | 5 | 5 | 5 | 5 | 25 | 74 | 5 | 5 | 4 | 4 | 4 | 22 | 74 | 5 | 5 | 4 | 4 | 4 | 22 |
| 75 | 3 | 4 | 4 | 4 | 4 | 19 | 75 | 4 | 4 | 4 | 4 | 4 | 20 | 75 | 4 | 4 | 4 | 4 | 5 | 21 |

**Lampiran 05 : Tabulasi Uji Validitas Dan Reliabilitas**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **1** | **2** | **3** | **4** | **5** | **Total**  **X1** | **No** | **1** | **2** | **3** | **4** | **5** | **Total**  **X2** | **No** | **1** | **2** | **3** | **4** | **5** | **Total**  **Y** |
| 1 | 5 | 4 | 5 | 5 | 5 | 24 | 1 | 4 | 4 | 4 | 5 | 5 | 22 | 1 | 5 | 5 | 4 | 4 | 5 | 23 |
| 2 | 5 | 5 | 5 | 5 | 5 | 25 | 2 | 5 | 5 | 5 | 5 | 5 | 25 | 2 | 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 5 | 4 | 5 | 5 | 5 | 24 | 3 | 5 | 5 | 4 | 5 | 5 | 24 | 3 | 5 | 5 | 4 | 5 | 5 | 24 |
| 4 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 5 | 3 | 5 | 5 | 23 | 4 | 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 4 | 4 | 5 | 5 | 5 | 23 |
| 6 | 5 | 5 | 5 | 5 | 5 | 25 | 6 | 5 | 5 | 5 | 5 | 5 | 25 | 6 | 5 | 5 | 5 | 5 | 5 | 25 |
| 7 | 5 | 5 | 5 | 5 | 5 | 25 | 7 | 5 | 5 | 4 | 5 | 5 | 24 | 7 | 5 | 5 | 5 | 5 | 5 | 25 |
| 8 | 5 | 4 | 5 | 5 | 5 | 24 | 8 | 5 | 4 | 4 | 5 | 5 | 23 | 8 | 5 | 5 | 4 | 5 | 5 | 24 |
| 9 | 5 | 5 | 5 | 5 | 5 | 25 | 9 | 5 | 5 | 4 | 5 | 5 | 24 | 9 | 5 | 5 | 5 | 5 | 5 | 25 |
| 10 | 5 | 5 | 5 | 5 | 5 | 25 | 10 | 5 | 5 | 5 | 5 | 5 | 25 | 10 | 5 | 5 | 5 | 5 | 5 | 25 |
| 11 | 5 | 5 | 5 | 5 | 5 | 25 | 11 | 5 | 5 | 5 | 5 | 5 | 25 | 11 | 5 | 5 | 5 | 5 | 5 | 25 |
| 12 | 4 | 4 | 4 | 4 | 5 | 21 | 12 | 5 | 5 | 4 | 4 | 4 | 22 | 12 | 4 | 4 | 4 | 4 | 4 | 20 |
| 13 | 4 | 4 | 4 | 5 | 5 | 22 | 13 | 5 | 5 | 5 | 4 | 5 | 24 | 13 | 4 | 5 | 5 | 5 | 4 | 23 |
| 14 | 4 | 5 | 4 | 5 | 5 | 23 | 14 | 5 | 5 | 5 | 5 | 5 | 25 | 14 | 5 | 5 | 4 | 5 | 4 | 23 |
| 15 | 5 | 5 | 5 | 5 | 4 | 24 | 15 | 5 | 5 | 5 | 4 | 4 | 23 | 15 | 4 | 4 | 5 | 5 | 5 | 23 |
| 16 | 5 | 4 | 4 | 5 | 4 | 22 | 16 | 4 | 4 | 4 | 5 | 5 | 22 | 16 | 5 | 5 | 4 | 4 | 5 | 23 |
| 17 | 4 | 3 | 4 | 5 | 4 | 20 | 17 | 5 | 5 | 5 | 5 | 5 | 25 | 17 | 5 | 5 | 4 | 4 | 4 | 22 |
| 18 | 4 | 4 | 4 | 5 | 4 | 21 | 18 | 5 | 4 | 3 | 5 | 5 | 22 | 18 | 5 | 5 | 3 | 3 | 4 | 20 |
| 19 | 5 | 5 | 5 | 5 | 5 | 25 | 19 | 5 | 5 | 4 | 5 | 5 | 24 | 19 | 5 | 5 | 5 | 5 | 5 | 25 |
| 20 | 5 | 5 | 5 | 5 | 5 | 25 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 20 | 5 | 5 | 5 | 5 | 5 | 25 |
| 21 | 4 | 4 | 5 | 4 | 4 | 21 | 21 | 5 | 5 | 5 | 5 | 5 | 25 | 21 | 5 | 5 | 4 | 4 | 4 | 22 |
| 22 | 4 | 4 | 4 | 4 | 4 | 20 | 22 | 4 | 4 | 4 | 4 | 4 | 20 | 22 | 4 | 4 | 4 | 4 | 4 | 20 |
| 23 | 5 | 5 | 5 | 5 | 5 | 25 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 24 | 5 | 4 | 4 | 5 | 5 | 23 | 24 | 5 | 4 | 5 | 5 | 5 | 24 | 24 | 5 | 5 | 4 | 4 | 5 | 23 |
| 25 | 5 | 5 | 5 | 4 | 5 | 24 | 25 | 5 | 5 | 5 | 5 | 4 | 24 | 25 | 5 | 4 | 5 | 5 | 5 | 24 |
| 26 | 5 | 4 | 4 | 5 | 5 | 23 | 26 | 5 | 5 | 3 | 5 | 5 | 23 | 26 | 5 | 5 | 4 | 4 | 5 | 23 |
| 27 | 5 | 5 | 5 | 4 | 4 | 23 | 27 | 5 | 4 | 4 | 4 | 5 | 22 | 27 | 4 | 5 | 4 | 4 | 5 | 22 |
| 28 | 4 | 3 | 4 | 5 | 4 | 20 | 28 | 4 | 3 | 4 | 4 | 5 | 20 | 28 | 4 | 5 | 4 | 4 | 4 | 21 |
| 29 | 4 | 4 | 4 | 4 | 4 | 20 | 29 | 3 | 3 | 4 | 4 | 4 | 18 | 29 | 4 | 4 | 3 | 4 | 4 | 19 |
| 30 | 4 | 4 | 4 | 3 | 4 | 19 | 30 | 4 | 3 | 3 | 4 | 3 | 17 | 30 | 4 | 3 | 3 | 4 | 4 | 18 |

**Lampiran 06 : Hasil Uji Validitas**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | Toal\_X1 |
| X1.1 | Pearson Correlation | 1 | .613\*\* | .666\*\* | .460\* | .550\*\* | .867\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .010 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .613\*\* | 1 | .616\*\* | .155 | .498\*\* | .789\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .413 | .005 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .666\*\* | .616\*\* | 1 | .201 | .381\* | .762\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .286 | .038 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .460\* | .155 | .201 | 1 | .460\* | .591\*\* |
| Sig. (2-tailed) | .010 | .413 | .286 |  | .010 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .550\*\* | .498\*\* | .381\* | .460\* | 1 | .757\*\* |
| Sig. (2-tailed) | .002 | .005 | .038 | .010 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Toal\_X1 | Pearson Correlation | .867\*\* | .789\*\* | .762\*\* | .591\*\* | .757\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .001 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Toal\_X2 |
| X2.1 | Pearson Correlation | 1 | .735\*\* | .321 | .511\*\* | .492\*\* | .818\*\* |
| Sig. (2-tailed) |  | .000 | .084 | .004 | .006 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .735\*\* | 1 | .427\* | .447\* | .345 | .823\*\* |
| Sig. (2-tailed) | .000 |  | .019 | .013 | .062 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .321 | .427\* | 1 | .179 | .226 | .640\*\* |
| Sig. (2-tailed) | .084 | .019 |  | .344 | .229 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .511\*\* | .447\* | .179 | 1 | .653\*\* | .707\*\* |
| Sig. (2-tailed) | .004 | .013 | .344 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | .492\*\* | .345 | .226 | .653\*\* | 1 | .694\*\* |
| Sig. (2-tailed) | .006 | .062 | .229 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Toal\_X2 | Pearson Correlation | .818\*\* | .823\*\* | .640\*\* | .707\*\* | .694\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | Y1 | Y2 | Y3 | Y4 | Y5 | Toal\_Y |
| Y1 | Pearson Correlation | 1 | .653\*\* | .254 | .233 | .463\*\* | .660\*\* |
| Sig. (2-tailed) |  | .000 | .175 | .215 | .010 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y2 | Pearson Correlation | .653\*\* | 1 | .290 | .147 | .322 | .624\*\* |
| Sig. (2-tailed) | .000 |  | .119 | .439 | .082 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y3 | Pearson Correlation | .254 | .290 | 1 | .824\*\* | .609\*\* | .844\*\* |
| Sig. (2-tailed) | .175 | .119 |  | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y4 | Pearson Correlation | .233 | .147 | .824\*\* | 1 | .545\*\* | .778\*\* |
| Sig. (2-tailed) | .215 | .439 | .000 |  | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y5 | Pearson Correlation | .463\*\* | .322 | .609\*\* | .545\*\* | 1 | .784\*\* |
| Sig. (2-tailed) | .010 | .082 | .000 | .002 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Toal\_Y | Pearson Correlation | .660\*\* | .624\*\* | .844\*\* | .778\*\* | .784\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |

**Lampiran 07: Uji Reliabilitas**

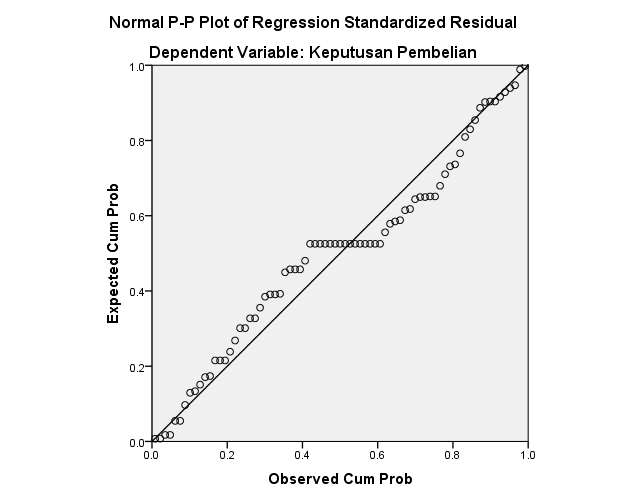
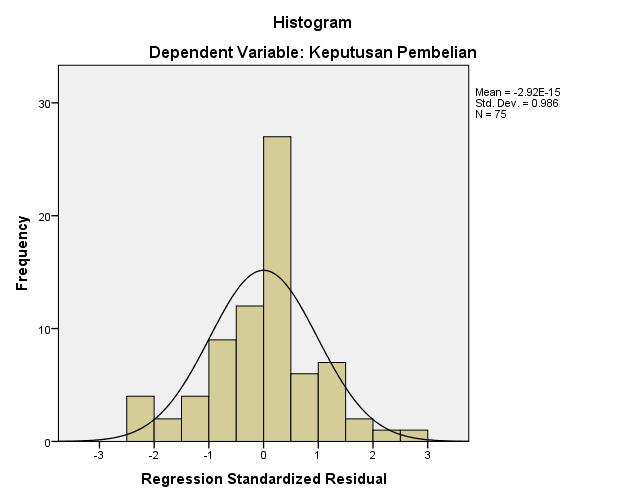
|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .804 | 5 |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .776 | 5 |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .792 | 5 |

**Lampiran 08: Hasil Olahan Data SPSS**

**Uji Normalitas**

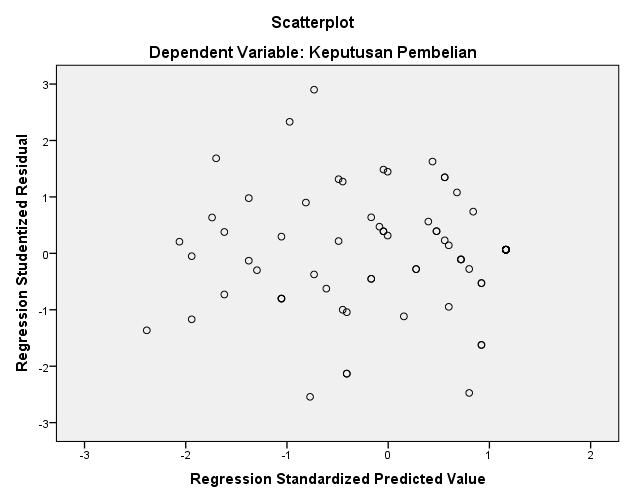


|  |  |  |  |
| --- | --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | | |
|  | | | Unstandardized Residual |
| N | | | 75 |
| Normal Parametersa,b | Mean | | .0000000 |
| Std. Deviation | | .91334875 |
| Most Extreme Differences | Absolute | | .112 |
| Positive | | .107 |
| Negative | | -.112 |
| Test Statistic | | | .112 |
| Asymp. Sig. (2-tailed) | | | .020c |
| Monte Carlo Sig. (2-tailed) | Sig. | | .267d |
| 90% Confidence Interval | Lower Bound | .183 |
| Upper Bound | .351 |
| a. Test distribution is Normal. | | | |
| b. Calculated from data. | | | |
| c. Lilliefors Significance Correction. | | | |
| d. Based on 75 sampled tables with starting seed 299883525. | | | |

**Uji Multikolinearitas**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 3.885 | 1.074 |  |  |  |
| Keunikan Pesan Iklan | .613 | .061 | .685 | .554 | 1.807 |
| Brand Image | .229 | .055 | .286 | .554 | 1.807 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | | |

**Uji Heterokedastisitas**



**Uji Regresi Linear Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 3.885 | 1.074 |  | 3.619 | .001 |
| Keunikan Pesan Iklan | .613 | .061 | .685 | 9.974 | .000 |
| Brand Image | .229 | .055 | .286 | 4.165 | .000 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |

**Uji Parsial (Uji t)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 3.885 | 1.074 |  | 3.619 | .001 |
| Keunikan Pesan Iklan | .613 | .061 | .685 | 9.974 | .000 |
| Brand Image | .229 | .055 | .286 | 4.165 | .000 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |

**Uji Simultan (Uji F)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 266.935 | 2 | 133.468 | 155.670 | .000b |
| Residual | 61.731 | 72 | .857 |  |  |
| Total | 328.667 | 74 |  |  |  |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |
| b. Predictors: (Constant), Brand Image, Keunikan Pesan Iklan | | | | | | |

**Uji Koefisien Determinasi**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .901a | .812 | .807 | .926 |
| a. Predictors: (Constant), Brand Image, Keunikan Pesan Iklan | | | | |