**LAMPIRAN-LAMPIRAN**

Lampiran 1 : Kuesioner

**I Identitas Penulis**

a. Nama : Nurhasiah Angkat

b. NPM : 153114062

c. Fakultas : Ekonomi

d. Prodi : Manajemen

e. Asal PT : Universitas MuslimNusantara Al-Washliyah

f. Judul : Pengaruh *Event Sponsorship* Terhadap *Brand Image* Nutriboost (Studi Kasus pada Mahasiswa Fakultas Ekonomi Manajemen UMN AL-Washliyah)”.

Dengan ini saya memohon kesediaan Saudara/Saudari untuk mengisi daftar kuesioner. Informasi yang anda berikan hanya semata-mata untuk melengkapi data penelitian dalam rangka penyusunan skripsi.

Untuk itu isilah kuesioner ini dengan jawaban yang sebenar-benarnya. Atas Kesediaan Saudara-Saudari, Saya ucapkan terima kasih.

Medan, Mei 2019

(Nurhasiah Angkat)

NPM. 153114062

**II. Identitas Responden :**

1. No. Responden :
2. Jenis Kelamin : Laki-Laki Perempuan
3. Umur :
4. Jurusan :

**III. Petunjuk Pengisian :**

1. Pilihlah jawaban yang paling tepat menurut saudara/saudari
2. Bacalah setiap pertanyaan dengan seksama
3. Isilah semua nomor dengan memilih satu diantara 10 alternatif jawaban dengan memberikan tanda checklist ( ) Pada kolom yang telah disediakan.
4. Alternatif jawaban adalah sebagai berikut :

**Keterangan : Nilai**

**SS** = Sangat Setuju 5

**S =** Setuju 4

**KS =** kurang Setuju 3

**TS =** Tidak Setuju 2

**STS =** Sangat Tidak Setuju 1

1. Jawablah semua jawaban yang ada tanpa ada terlewat
2. ***Event Sponsorship* (X)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **Penemuan Informasi Tentang Produk** | | | | | | |
| 1 | Konsumen pernah menemukan informasi tentang produk Nutriboost |  |  |  |  |  |
| 2 | Produk minuman Nutriboost merupakan produk minuman kombinasi susu dan jus buah terbaik |  |  |  |  |  |
| 3 | Minuman Nutriboost merupakan minuman kombinasi susu dan jus buah yang bervitamin |  |  |  |  |  |
| **Design Media yang Digunakan Menarik** | | | | | | |
| 4 | Design *Event Sponsorship* yang dilakukan Nutriboost sangat menarik konsumen terutama untuk anak muda. |  |  |  |  |  |
| 5 | Promosi yang dilakukan sangat bagus dan menarik |  |  |  |  |  |
| 6 | *Event Sponsorship* yang dilakukan Nutriboost meninggalkan kesan yang menarik untuk diikuti |  |  |  |  |  |
| **Informasi Yang Disampaikan Dalam Berbagai Media jelas** | | | | | | |
| 7 | Informasi yang disampaikan sangat jelas |  |  |  |  |  |
| 8 | Informasi yang disampaikan hanya mengenai produk minuman Nutriboost |  |  |  |  |  |
| **Pesan yang Terkandung Dalam Berbagai Media Dapat Dipercaya** | | | | | | |
| 9 | Pesan yang disampaikan sangat dipercaya |  |  |  |  |  |
| 10 | *Event Sponsorship* yang dilakukan Nutriboost memotivasi untuk memilih minuman yang sehat dan menyegarkan |  |  |  |  |  |

1. ***Brand Image* (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| ***Recognition* (Pengakuan)** | | | | | | |
| 1 | Merek yang terdapat dalam *event sponsorship* membantu dalam mengenal merek Nutriboost |  |  |  |  |  |
| 2 | Nutriboost minuman kombinasi susu dan jus buah yang enak dan bervitamin |  |  |  |  |  |
| 3 | Merek Nutriboost telah memiliki *brand* yang kuat di masyarakat sebagai produk kombinasi susu dan jus buah yang menyegarkan |  |  |  |  |  |
| ***Reputation*  (Reputasi)** | | | | | | |
| 4 | Nutriboost sering menjadi sponsor dalam kegiatan kaula muda |  |  |  |  |  |
| 5 | Nutriboost sering melakukan Event Sponsorship di kampus-kampus |  |  |  |  |  |
| 6 | Nutriboost adalah minuman kombinasi susu dan jus buah yang sehat dan menyegarkan |  |  |  |  |  |
| ***Affinity* (Afinitas)** | | | | | | |
| 7 | Nutriboost minuman kombinasi susu dan jus buah dengan harga yang terjangkau |  |  |  |  |  |
| 8 | Produk Nutriboost mudah di dapat di berbagai tempat |  |  |  |  |  |
| ***Domain*** | | | | | | |
| 9 | Nutriboost menjadi minuman kombinasi susu dan jus buah bagi kalangan anak muda dalam segala kegiatan. |  |  |  |  |  |
| 10 | Nutriboost merupakan minuman kombinasi susu dan jus buah yang cocok untuk semua umur |  |  |  |  |  |

**Lampiran 1**

**HASIL OLAHAN DATA SPSS**

1. **Regresi Linear Sederhana**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 16.192 | 2.929 |  | 5.529 | .000 |
| Event\_Spons | .643 | .065 | .720 | 9.894 | .000 |
| a. Dependent Variable: Brand\_Imag | | | | | | |

1. **Uji Hipotesis**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 16.192 | 2.929 |  | 5.529 | .000 |
| Event\_Spons | .643 | .065 | .720 | 9.894 | .000 |
| a. Dependent Variable: Brand\_Imag | | | | | | |

1. **Koefisien Determinasi (R2)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summary** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|
| 1 | .720a | .518 | .513 | 1.82471 |

**Lampiran 2**

**UJI VALIDITAS DATA**

***Event Sponsorship*(X)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | a1 | a2 | a3 | a4 | a5 | a6 | a7 | a8 | a9 | a10 | ttl |
| a1 | Pearson Correlation | 1 | .233\* | .355\*\* | .130 | .131 | .048 | .213\* | .284\*\* | .181 | .212\* | .527\*\* |
| Sig. (2-tailed) |  | .025 | .000 | .213 | .209 | .645 | .041 | .006 | .083 | .041 | .000 |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| a2 | Pearson Correlation | .233\* | 1 | .110 | .388\*\* | .109 | .066 | .354\*\* | .231\* | .089 | .165 | .509\*\* |
| Sig. (2-tailed) | .025 |  | .295 | .000 | .299 | .527 | .001 | .026 | .395 | .114 | .000 |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| a3 | Pearson Correlation | .355\*\* | .110 | 1 | .150 | .363\*\* | .335\*\* | .195 | .066 | .179 | .217\* | .570\*\* |
| Sig. (2-tailed) | .000 | .295 |  | .152 | .000 | .001 | .060 | .530 | .087 | .037 | .000 |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| a4 | Pearson Correlation | .130 | .388\*\* | .150 | 1 | .188 | .184 | .176 | .199 | .167 | .172 | .508\*\* |
| Sig. (2-tailed) | .213 | .000 | .152 |  | .072 | .078 | .092 | .056 | .109 | .100 | .000 |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| a5 | Pearson Correlation | .131 | .109 | .363\*\* | .188 | 1 | .184 | .274\*\* | .199 | .252\* | .305\*\* | .569\*\* |
| Sig. (2-tailed) | .209 | .299 | .000 | .072 |  | .078 | .008 | .056 | .015 | .003 | .000 |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| a6 | Pearson Correlation | .048 | .066 | .335\*\* | .184 | .184 | 1 | .233\* | .327\*\* | .202 | .282\*\* | .536\*\* |
| Sig. (2-tailed) | .645 | .527 | .001 | .078 | .078 |  | .025 | .001 | .053 | .006 | .000 |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| a7 | Pearson Correlation | .213\* | .354\*\* | .195 | .176 | .274\*\* | .233\* | 1 | .212\* | .217\* | .080 | .551\*\* |
| Sig. (2-tailed) | .041 | .001 | .060 | .092 | .008 | .025 |  | .041 | .036 | .446 | .000 |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| a8 | Pearson Correlation | .284\*\* | .231\* | .066 | .199 | .199 | .327\*\* | .212\* | 1 | .257\* | .194 | .543\*\* |
| Sig. (2-tailed) | .006 | .026 | .530 | .056 | .056 | .001 | .041 |  | .013 | .062 | .000 |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| a9 | Pearson Correlation | .181 | .089 | .179 | .167 | .252\* | .202 | .217\* | .257\* | 1 | .088 | .495\*\* |
| Sig. (2-tailed) | .083 | .395 | .087 | .109 | .015 | .053 | .036 | .013 |  | .400 | .000 |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| a10 | Pearson Correlation | .212\* | .165 | .217\* | .172 | .305\*\* | .282\*\* | .080 | .194 | .088 | 1 | .519\*\* |
| Sig. (2-tailed) | .041 | .114 | .037 | .100 | .003 | .006 | .446 | .062 | .400 |  | .000 |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| ttl | Pearson Correlation | .527\*\* | .509\*\* | .570\*\* | .508\*\* | .569\*\* | .536\*\* | .551\*\* | .543\*\* | .495\*\* | .519\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |

***Brand Image* (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | b1 | b2 | b3 | b4 | b5 | b6 | b7 | b8 | b9 | b10 | ttl |
| b1 | Pearson Correlation | 1 | .300\*\* | .196 | .111 | .146 | .263\* | .098 | .118 | .249\* | .382\*\* | .563\*\* |
| Sig. (2-tailed) |  | .003 | .059 | .289 | .163 | .011 | .350 | .260 | .016 | .000 | .000 |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| b2 | Pearson Correlation | .300\*\* | 1 | .026 | .152 | .337\*\* | .200 | .037 | .110 | .030 | .126 | .469\*\* |
| Sig. (2-tailed) | .003 |  | .804 | .146 | .001 | .055 | .724 | .294 | .773 | .230 | .000 |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| b3 | Pearson Correlation | .196 | .026 | 1 | .250\* | .246\* | -.086 | .255\* | .209\* | .130 | .106 | .467\*\* |
| Sig. (2-tailed) | .059 | .804 |  | .015 | .017 | .412 | .014 | .044 | .216 | .313 | .000 |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| b4 | Pearson Correlation | .111 | .152 | .250\* | 1 | .195 | .280\*\* | .090 | .182 | .226\* | .153 | .520\*\* |
| Sig. (2-tailed) | .289 | .146 | .015 |  | .062 | .007 | .389 | .080 | .030 | .142 | .000 |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| b5 | Pearson Correlation | .146 | .337\*\* | .246\* | .195 | 1 | .123 | .285\*\* | .031 | .071 | .127 | .518\*\* |
| Sig. (2-tailed) | .163 | .001 | .017 | .062 |  | .238 | .006 | .769 | .500 | .224 | .000 |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| b6 | Pearson Correlation | .263\* | .200 | -.086 | .280\*\* | .123 | 1 | .033 | .155 | .155 | .446\*\* | .508\*\* |
| Sig. (2-tailed) | .011 | .055 | .412 | .007 | .238 |  | .756 | .138 | .138 | .000 | .000 |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| b7 | Pearson Correlation | .098 | .037 | .255\* | .090 | .285\*\* | .033 | 1 | .140 | .313\*\* | .152 | .470\*\* |
| Sig. (2-tailed) | .350 | .724 | .014 | .389 | .006 | .756 |  | .182 | .002 | .146 | .000 |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| b8 | Pearson Correlation | .118 | .110 | .209\* | .182 | .031 | .155 | .140 | 1 | .269\*\* | .196 | .471\*\* |
| Sig. (2-tailed) | .260 | .294 | .044 | .080 | .769 | .138 | .182 |  | .009 | .060 | .000 |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| b9 | Pearson Correlation | .249\* | .030 | .130 | .226\* | .071 | .155 | .313\*\* | .269\*\* | 1 | .155 | .504\*\* |
| Sig. (2-tailed) | .016 | .773 | .216 | .030 | .500 | .138 | .002 | .009 |  | .139 | .000 |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| b10 | Pearson Correlation | .382\*\* | .126 | .106 | .153 | .127 | .446\*\* | .152 | .196 | .155 | 1 | .562\*\* |
| Sig. (2-tailed) | .000 | .230 | .313 | .142 | .224 | .000 | .146 | .060 | .139 |  | .000 |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| ttl | Pearson Correlation | .563\*\* | .469\*\* | .467\*\* | .520\*\* | .518\*\* | .508\*\* | .470\*\* | .471\*\* | .504\*\* | .562\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 | 93 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |

**Lampiran 3**

**TAHAP UJI REABILITAS DATA**

***Event Sponsorship* (X)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .719 | 10 |

***Brand Image* (Y)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .675 | 10 |