

KUESIONER PENELITIAN

No. Responden:.....

Petunjuk:

1. Isilah identitas anda pada tempat yang telah disediakan!

Nama :

Umur :

Jenis Pekerjaan :

Alamat :

A. Pertanyaan Pendahuluan

Pada bagian ini peneliti ingin mengetahui kesanggupan Anda mengenali atau mengingat kembali merek *shampoo* yang ada di pasaran.

Petunjuk: Isilah pertanyaan-pertanyaan dibawah ini!

1. Apakah anda pernah menonton iklan *shampoo* di televisi?

a. Ya

b. Tidak

(Jika anda menjawab “tidak”, berhenti. Jika anda menjawab “Ya”, maka dapat melanjutkan pertanyaan berikutnya.)

2. Sebutkan iklan *shampoo* yang pernah anda tonton di televisi!

a.

b.

C.

d.

e.

f.

3. Sebutkan merek *shampoo* yang anda ketahui!

a.

b.

c.

d.

e.

f.

4. Sebutkan merek *shampoo* yang pernah anda beli!

a.

b.

C.

d.

e.

f.

B. Pertanyaan Penelitian

Dari skala 1-4 berilah tanda (√) pada skala yang sesuai dengan penilaian anda!

Skala	Keterangan
1	Sangat Tidak Setuju
2	Tidak Setuju
3	Setuju
4	Sangat Setuju

1. Efektivitas iklan *shampoo* Pantene melalui media televisi

No.	Pertanyaan	1	2	3	4
Awareness (Kesadaran)					
1.	Ketika membeli <i>shampoo</i> saya lebih mengingat <i>shampoo</i> Pantene dibanding <i>shampoo</i> lainnya				
2.	karakteristik <i>shampoo</i> Pantene selalu terlintas dibenak saya				
3.	Saya tidak asing dengan merek <i>shampoo</i> Pantene				
4.	Saya lebih cepat mengenal <i>shampoo</i> Pantene dibanding yang lainnya				
Comperehend (Pemahaman)					
1.	Saya memahami dengan baik pesan iklan <i>shampoo</i> Pantene				
2.	Secara visual iklan <i>shampoo</i> Pantene menarik				
3.	Saya sering melihat iklan <i>shampoo</i> Pantene di televisi dibanding merek <i>shampoo</i> lain				
Interest (Ketertarikan)					
1.	Iklan <i>shampoo</i> Pantene di televisi mampu menarik perhatian saya dibanding merek lain				
2.	Saya memilih <i>shampoo</i> Pantene setelah melihat iklan di televisi				
3.	Pesan iklan yang disampaikan <i>shampoo</i> Pantene jelas				
Intention (Niat)					
1.	Saya berantusias membeli <i>shampoo</i> Pantene setelah melihat iklan di televisi				
2.	Saya berminat membeli <i>shampoo</i> Pantene setelah melihat iklan di televisi				
3.	Iklan di telivisi membuat saya percaya terhadap merek <i>shampoo</i> Pantene				
Action (Tindakan)					
1.	Saya membeli <i>shampoo</i> Pantene karena iklan di televisi				

2. Efektivitas iklan *shampoo* Sunsilk melalui media televisi

No.	Pertanyaan	1	2	3	4
Awareness (Kesadaran)					
1.	Ketika membeli <i>shampoo</i> saya lebih mengingat <i>shampoo</i> Sunsilk dibanding <i>shampoo</i> lainnya				
2.	karakteristik <i>shampoo</i> Sunsilk selalu terlintas dibenak saya				
3.	Saya tidak asing dengan merek <i>shampoo</i> Sunsilk				
4.	Saya lebih cepat mengenal <i>shampoo</i> Sunsilk dibanding yang lainnya				
Comperehend (Pemahaman)					
1.	Saya memahami dengan baik pesan iklan <i>shampoo</i> Sunsilk				
2.	Secara visual iklan <i>shampoo</i> Sunsilk menarik				
3.	Saya sering melihat iklan <i>shampoo</i> Sunsilk di televisi dibanding merek <i>shampoo</i> lain				
Interest (Ketertarikan)					
1.	Iklan <i>shampoo</i> Sunsilk di televisi mampu menarik perhatian saya dibanding merek lain				
2.	Saya memilih <i>shampoo</i> Sunsilk setelah melihat iklan di televisi				
3.	Pesan iklan yang disampaikan <i>shampoo</i> Sunsilk jelas				
Intention (Niat)					
1.	Saya berantusias membeli <i>shampoo</i> Sunsilk setelah melihat iklan di televisi				
2.	Saya berminat membeli <i>shampoo</i> Sunsilk setelah melihat iklan ditelevisi				
3.	Iklan ditelivisi membuat saya percaya terhadap merek <i>shampoo</i> Sunsilk				
Action (Tindakan)					
1.	Saya membeli <i>shampoo</i> Sunsilk karena iklan di televisi				

Rekapitulasi Jawaban Responden *Shampoo Pantene*

Awareness (Kesadaran)				X1	Comprehend (Pemahaman)			X2	Interest (Ketertarikan)			X3	Intention (Niat)			X4	Action (Tindakan)		X5
X1.1	X1.2	X1.3	X1.4		X2.1	X2.2	X2.3		X3.1	X3.2	X3.3		X4.1	X4.2	X4.3		X5.1		
1	1	3	1	1.50	3	3	3	3.00	1	1	3	1.67	1	1	1	1.00	3	3.00	
3	1	3	3	2.50	3	3	3	3.00	3	3	1	2.33	3	3	3	3.00	3	3.00	
1	2	1	2	1.50	2	2	3	2.33	2	2	2	2.00	3	2	2	2.33	3	3.00	
1	1	3	1	1.50	3	2	2	2.33	1	1	3	1.67	1	1	1	1.00	1	1.00	
1	1	2	1	1.25	1	3	3	2.33	1	1	3	1.67	1	1	1	1.00	3	3.00	
1	2	3	3	2.25	3	3	2	2.67	2	2	3	2.33	2	2	2	2.00	2	2.00	
3	2	4	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	2	2.67	3	3.00	
3	3	3	3	3.00	3	3	3	3.00	2	3	3	2.67	2	3	3	2.67	2	2.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	2	2.00	
3	3	3	3	3.00	2	3	3	2.67	3	1	3	2.33	1	1	1	1.00	1	1.00	
1	1	2	3	1.75	4	4	4	4.00	2	2	4	2.67	2	2	1	1.67	4	4.00	
2	2	3	2	2.25	3	3	3	3.00	2	2	3	2.33	2	2	2	2.00	2	2.00	
2	4	3	2	2.75	4	3	3	3.33	3	2	3	2.67	2	3	3	2.67	2	2.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3.00	
3	3	3	3	3.00	2	3	2	2.33	3	3	3	3.00	2	2	2	2.00	2	2.00	
1	1	1	1	1.00	1	2	2	1.67	1	1	1	1.00	1	1	1	1.00	2	2.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	4	4.00	
X1.4	X1.3	X1.2	X1.1	3.25	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	X5.1	4.00	
3	3	3	3	3.00	3	2	3	2.67	3	2	2	2.33	3	2	3	2.67	3	3.00	
2	3	3	3	2.75	3	3	2	2.67	3	3	3	3.00	3	3	3	3.00	3	3.00	
2	3	4	3	3.00	2	3	3	2.67	4	3	2	3.00	3	2	3	2.67	3	3.00	
3	3	3	3	3.00	2	3	3	2.67	4	3	3	3.33	2	3	3	2.67	3	3.00	
3	3	2	3	2.75	3	3	4	3.33	4	3	3	3.33	3	3	2	2.67	3	3.00	
4	3	3	3	3.25	3	4	3	3.33	4	4	3	3.67	3	3	3	3.00	4	4.00	
3	3	4	3	3.25	3	4	3	3.33	3	3	3	3.00	3	3	3	3.00	4	4.00	
3	2	3	3	2.75	3	4	3	3.33	3	3	3	3.00	3	3	3	3.00	3	3.00	
3	2	3	3	2.75	3	2	2	2.33	3	3	2	2.67	3	3	3	3.00	3	3.00	
3	4	3	3	3.25	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	4	4.00	
3	3	4	3	3.25	3	4	3	3.33	3	2	3	2.67	3	3	3	3.00	4	4.00	
3	4	3	4	3.50	4	3	3	3.33	3	3	3	3.00	3	4	3	3.33	4	4.00	
3	2	3	3	2.75	3	3	3	3.00	3	2	2	2.33	3	3	2	2.67	3	3.00	
3	3	3	3	3.00	3	3	2	2.67	3	3	3	3.00	3	2	3	2.67	3	3.00	
3	3	4	3	3.25	3	4	3	3.33	3	3	3	3.00	3	3	3	3.00	4	4.00	
3	3	4	3	3.25	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	4	4.00	
3	2	3	3	2.75	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3.00	
2	3	3	3	2.50	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3.00	
3	3	3	4	3.25	4	3	4	3.67	3	2	3	2.67	3	3	3	3.00	4	4.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3.00	
3	2	3	3	2.75	3	3	2	2.33	3	3	2	2.67	3	3	3	3.00	3	3.00	
2	3	3	2	2.50	3	2	2	2.33	3	3	3	3.00	3	2	3	2.67	3	3.00	
3	4	3	4	3.50	3	3	3	3.00	3	3	3	3.00	4	3	3	3.33	3	3.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3.00	
3	2	3	2	2.50	3	2	2	2.33	2	2	2	2.00	3	2	2	2.33	2	2.00	
3	4	3	3	3.25	3	4	3	3.33	3	3	4	3.33	3	3	3	3.00	4	4.00	
3	2	3	2	2.50	2	2	3	2.33	3	2	2	2.33	2	3	2	2.33	2	2.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3.00	
3	4	3	4	3.50	3	4	4	3.67	4	4	3	3.67	4	4	4	4.00	4	4.00	
3	4	3	3	3.25	3	3	3	3.00	3	3	4	3.33	3	3	3	3.00	3	3.00	
4	4	4	4	4.00	4	4	4	4.00	4	4	4	4.00	4	4	4	4.00	4	4.00	
3	3	4	3	3.25	3	4	4	3.67	4	4	3	3.67	3	3	3	3.00	4	4.00	
3	3	4	4	3.50	4	4	4	4.00	3	4	3	3.33	3	4	4	3.67	4	4.00	

Rekapitulasi Jawaban Responden *Shampoo Sunsilk*

Awareness (Kesadaran)				X1	Comprehend (Pemahaman)			X2	Interest (Ketertarikan)			X3	Intention (Niat)			X4	(Tindakan)		X5
X1.1	X1.2	X1.3	X1.4		X2.1	X2.2	X2.3		X3.1	X3.2	X3.3		X4.1	X4.2	X4.3		X5.1		
1	1	3	1	1.50	3	3	3	3.00	1	1	3	1.67	1	1	1	1.00	3	3.00	
2	1	3	1	1.75	3	3	3	3.00	3	1	3	2.33	1	1	1	1.00	1	1.00	
3	3	2	3	2.75	3	3	3	3.00	3	4	4	3.67	3	3	3	3.00	3	3.00	
3	3	3	3	3.00	3	3	3	3.00	3	2	3	2.67	2	2	3	2.33	3	3.00	
1	1	3	3	2.00	1	3	1	1.67	1	1	3	1.67	1	1	1	1.00	3	3.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3.00	
2	2	4	3	2.75	3	3	3	3.00	3	3	3	3.00	3	3	2	2.67	3	3.00	
2	3	3	3	2.75	3	3	3	3.00	3	3	3	3.00	2	3	3	2.67	2	2.00	
2	3	2	2	2.25	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3.00	
2	3	3	3	2.75	2	2	2	2.00	1	1	3	1.67	3	2	3	2.67	1	1.00	
2	2	4	4	3.00	4	4	4	4.00	4	4	4	4.00	4	3	4	3.67	2	2.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	2	3	2.67	3	3.00	
2	2	4	2	2.50	2	2	2	2.00	3	2	2	2.33	2	3	2	2.33	2	2.00	
3	4	3	3	3.25	4	4	4	4.00	4	4	4	4.00	4	4	4	4.00	4	4.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3.00	
1	1	3	3	2.00	1	3	1	1.67	1	1	3	1.67	1	1	1	1.00	1	1.00	
2	2	3	3	2.50	3	3	2	2.67	3	3	2	2.67	3	3	3	3.00	3	3.00	
3	2	3	3	2.75	3	2	2	2.33	3	3	2	2.67	3	3	3	3.00	3	3.00	
3	3	3	3	3.00	3	4	3	3.33	3	4	4	3.67	4	4	3	3.67	4	4.00	
3	4	3	3	3.25	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	4	4.00	
2	3	4	3	3.00	2	3	3	2.67	4	3	2	3.00	3	2	3	2.67	3	3.00	
3	2	2	3	2.50	3	2	3	2.67	3	4	4	3.67	3	3	3	3.00	3	3.00	
3	4	3	3	3.25	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	4	4.00	
3	3	2	3	2.75	3	3	4	3.33	4	3	3	3.33	3	3	2	2.67	3	3.00	
3	2	3	3	2.75	3	2	2	2.33	3	3	2	2.67	3	3	3	3.00	3	3.00	
3	3	4	3	3.25	3	4	3	3.33	3	3	3	3.00	3	3	3	3.00	4	4.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3.00	
3	2	3	3	2.75	3	3	3	3.00	3	3	3	2.67	3	3	3	2.67	2	2.00	
3	3	3	2	2.75	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3.00	
3	3	3	3	3.00	3	3	3	3.00	3	2	2	2.33	3	3	2	2.67	3	3.00	
3	3	3	4	3.25	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	4	4.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	4	4.00	
4	3	4	3	3.50	3	4	3	3.33	3	3	3	3.00	3	3	3	3.00	4	4.00	
3	3	3	3	3.00	3	3	3	3.00	3	4	3	3.33	3	4	4	3.67	4	4.00	
2	3	3	3	2.75	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3.00	
4	3	4	3	3.50	3	3	4	3.33	3	3	3	3.00	3	3	3	3.00	3	3.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	4	4.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3.00	
3	2	3	3	2.75	3	3	2	2.67	3	3	3	3.00	3	3	3	3.00	3	3.00	
3	4	3	3	3.25	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	4	4.00	
3	3	4	3	3.25	3	3	4	3.33	3	4	4	3.67	3	4	4	3.67	4	4.00	
2	3	3	1	2.25	3	3	2	2.67	2	3	3	2.67	2	3	2	2.33	2	2.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3.00	
3	3	4	4	3.50	4	3	4	3.67	3	4	3	3.33	3	4	3	3.33	4	4.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	4	4.00	
2	3	3	2	2.50	3	2	3	2.67	3	3	3	3.00	3	3	3	3.00	3	3.00	
3	4	3	3	3.25	4	3	3	3.33	3	4	3	3.33	3	3	3	3.00	4	4.00	
2	3	3	3	2.75	3	3	3	3.00	2	3	2	2.33	3	2	3	2.67	2	2.00	
3	4	3	3	3.25	3	4	3	3.33	4	3	4	3.67	3	3	3	3.00	4	4.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3.00	
3	2	3	2	2.50	2	3	3	2.67	3	2	3	2.67	3	3	3	3.00	3	3.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	4	4.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	4	4.00	
3	4	3	4	3.50	4	4	4	4.00	3	3	4	3.33	4	4	4	4.00	4	4.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3.00	
4	4	4	4	4.00	4	4	4	4.00	4	4	4	4.00	4	4	4	4.00	4	4.00	
3	3	3	4	3.25	4	3	3	3.33	3	3	4	3.33	3	4	3	3.33	3	3.00	
3	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	4	4.00	

Frekuensi Pernyataan Responden *Shampoo Pantene*

Awareness (X1)

X1.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	11.7	11.7	11.7
	2	8	13.3	13.3	25.0
	3	43	71.7	71.7	96.7
	4	2	3.3	3.3	100.0
	Total	60	100.0	100.0	

X1.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	10.0	10.0	10.0
	2	13	21.7	21.7	31.7
	3	31	51.7	51.7	83.3
	4	10	16.7	16.7	100.0
	Total	60	100.0	100.0	

X1.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	3.3	3.3	3.3
	2	4	6.7	6.7	10.0
	3	44	73.3	73.3	83.3
	4	10	16.7	16.7	100.0
	Total	60	100.0	100.0	

X1.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	6.7	6.7	6.7
	2	8	13.3	13.3	20.0
	3	41	68.3	68.3	88.3
	4	7	11.7	11.7	100.0
	Total	60	100.0	100.0	

Comprehend (X2)

X2.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	3.3	3.3	3.3
	2	6	10.0	10.0	13.3
	3	46	76.7	76.7	90.0
	4	6	10.0	10.0	100.0
	Total	60	100.0	100.0	

X2.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	18.3	18.3	18.3
	3	37	61.7	61.7	80.0
	4	12	20.0	20.0	100.0
	Total	60	100.0	100.0	

X2.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	18.3	18.3	18.3
	3	42	70.0	70.0	88.3
	4	7	11.7	11.7	100.0
	Total	60	100.0	100.0	

Interest (X3)

X3.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	6.7	6.7	6.7
	2	7	11.7	11.7	18.3
	3	42	70.0	70.0	88.3
	4	7	11.7	11.7	100.0
	Total	60	100.0	100.0	

X3.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	8.3	8.3	8.3
	2	10	16.7	16.7	25.0
	3	40	66.7	66.7	91.7
	4	5	8.3	8.3	100.0
	Total	60	100.0	100.0	

X3.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	3.3	3.3	3.3
	2	9	15.0	15.0	18.3
	3	45	75.0	75.0	93.3
	4	4	6.7	6.7	100.0
	Total	60	100.0	100.0	

Intention (X4)

X4.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	8.3	8.3	8.3
	2	9	15.0	15.0	23.3
	3	42	70.0	70.0	93.3
	4	4	6.7	6.7	100.0
	Total	60	100.0	100.0	

X4.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	8.3	8.3	8.3
	2	10	16.7	16.7	25.0
	3	40	66.7	66.7	91.7
	4	5	8.3	8.3	100.0
	Total	60	100.0	100.0	

X4.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	10.0	10.0	10.0
	2	10	16.7	16.7	26.7
	3	40	66.7	66.7	93.3
	4	4	6.7	6.7	100.0
	Total	60	100.0	100.0	

Action (X5)

X5.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	3.3	3.3	3.3
	2	11	18.3	18.3	21.7
	3	26	43.3	43.3	65.0
	4	21	35.0	35.0	100.0
	Total	60	100.0	100.0	



Frekuensi Jawaban Responden *Shampoo Pantene*

Awareness (X1)

X1.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	5.0	5.0	5.0
	2	13	21.7	21.7	26.7
	3	41	68.3	68.3	95.0
	4	3	5.0	5.0	100.0
	Total	60	100.0	100.0	

X1.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	6.7	6.7	6.7
	2	11	18.3	18.3	25.0
	3	37	61.7	61.7	86.7
	4	8	13.3	13.3	100.0
	Total	60	100.0	100.0	

X1.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	6.7	6.7	6.7
	3	46	76.7	76.7	83.3
	4	10	16.7	16.7	100.0
	Total	60	100.0	100.0	

X1.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	5.0	5.0	5.0
	2	5	8.3	8.3	13.3
	3	46	76.7	76.7	90.0
	4	6	10.0	10.0	100.0
	Total	60	100.0	100.0	

Comprehend (X2)

X2.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	3.3	3.3	3.3
	2	4	6.7	6.7	10.0
	3	47	78.3	78.3	88.3
	4	7	11.7	11.7	100.0
	Total	60	100.0	100.0	

X2.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	11.7	11.7	11.7
	3	45	75.0	75.0	86.7
	4	8	13.3	13.3	100.0
	Total	60	100.0	100.0	

X2.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	3.3	3.3	3.3
	2	8	13.3	13.3	16.7
	3	42	70.0	70.0	86.7
	4	8	13.3	13.3	100.0
	Total	60	100.0	100.0	

Interest (X3)

X3.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	6.7	6.7	6.7
	2	2	3.3	3.3	10.0
	3	48	80.0	80.0	90.0
	4	6	10.0	10.0	100.0
	Total	60	100.0	100.0	

X3.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	8.3	8.3	8.3
	2	4	6.7	6.7	15.0
	3	41	68.3	68.3	83.3
	4	10	16.7	16.7	100.0
	Total	60	100.0	100.0	

X3.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	15.0	15.0	15.0
	3	41	68.3	68.3	83.3
	4	10	16.7	16.7	100.0
	Total	60	100.0	100.0	

Intention (X4)

X4.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	6.7	6.7	6.7
	2	4	6.7	6.7	13.3
	3	47	78.3	78.3	91.7
	4	5	8.3	8.3	100.0
	Total	60	100.0	100.0	

X4.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	6.7	6.7	6.7
	2	5	8.3	8.3	15.0
	3	43	71.7	71.7	86.7
	4	8	13.3	13.3	100.0
	Total	60	100.0	100.0	

X4.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	6.7	6.7	6.7
	2	6	10.0	10.0	16.7
	3	44	73.3	73.3	90.0
	4	6	10.0	10.0	100.0
	Total	60	100.0	100.0	

Action (X5)

X5.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	5.0	5.0	5.0
	2	6	10.0	10.0	15.0
	3	30	50.0	50.0	65.0
	4	21	35.0	35.0	100.0
	Total	60	100.0	100.0	

Correlations

		X1.1	X1.2	X1.3	X1.4	Awareness
X1.1	Pearson Correlation	1	.558**	.325**	.554**	.818**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	120	120	120	120	120
X1.2	Pearson Correlation	.558**	1	.225*	.505**	.802**
	Sig. (2-tailed)	.000		.013	.000	.000
	N	120	120	120	120	120
X1.3	Pearson Correlation	.325**	.225*	1	.347**	.576**
	Sig. (2-tailed)	.000	.013		.000	.000
	N	120	120	120	120	120
X1.4	Pearson Correlation	.554**	.505**	.347**	1	.800**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	120	120	120	120	120
Awareness	Pearson Correlation	.818**	.802**	.576**	.800**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120

** . 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	Comprehend
X2.1	Pearson Correlation	1	.341**	.540**	.778**
	Sig. (2-tailed)		.000	.000	.000
	N	120	120	120	120
X2.2	Pearson Correlation	.341**	1	.533**	.773**
	Sig. (2-tailed)	.000		.000	.000
	N	120	120	120	120
X2.3	Pearson Correlation	.540**	.533**	1	.863**
	Sig. (2-tailed)	.000	.000		.000
	N	120	120	120	120
Comprehend	Pearson Correlation	.778**	.773**	.863**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	120	120	120	120

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

Correlations

		X3.1	X3.2	X3.3	Interest
X3.1	Pearson Correlation	1	.696**	.180'	.827**
	Sig. (2-tailed)		.000	.050	.000
	N	120	120	120	120
X3.2	Pearson Correlation	.696**	1	.308**	.890**
	Sig. (2-tailed)	.000		.001	.000
	N	120	120	120	120
X3.3	Pearson Correlation	.180'	.308**	1	.595**
	Sig. (2-tailed)	.050	.001		.000
	N	120	120	120	120
Interest	Pearson Correlation	.827**	.890**	.595**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	120	120	120	120

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

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

		X4.1	X4.2	X4.3	Intention
X4.1	Pearson Correlation	1	.757**	.810**	.924**
	Sig. (2-tailed)		.000	.000	.000
	N	120	120	120	120
X4.2	Pearson Correlation	.757**	1	.771**	.914**
	Sig. (2-tailed)	.000		.000	.000
	N	120	120	120	120
X4.3	Pearson Correlation	.810**	.771**	1	.933**
	Sig. (2-tailed)	.000	.000		.000
	N	120	120	120	120
Intention	Pearson Correlation	.924**	.914**	.933**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	120	120	120	120

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

Awareness (X1)

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.745	4

Comprehend (X2)

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.729	3

Interest (X3)

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.677	3

Intention (X4)

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.913	3

Group Statistics

	KELOMP OK	N	Mean	Std. Deviation	Std. Error Mean
AWARENESS	PANTENE	60	2.8250	.58277	.07524
	SUNSILK	60	2.8917	.43023	.05554

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
AWARENESS	Equal variances assumed	2.833	.095	-.713	118	.477	-.06667	.09352	-.25185	.11852
	Equal variances not assumed			-.713	108.584	.477	-.06667	.09352	-.25202	.11869

Group Statistics

	KELOMP OK	N	Mean	Std. Deviation	Std. Error Mean
COMPREHEND	PANTENE	45	3.0664	.37977	.05681
	SUNSILK	35	2.3409	.24921	.04213

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
COMPREHEND	Equal variances assumed	7.898	.006	9.777	78	.000	.72559	.07421	.57784	.87334
	Equal variances not assumed			10.282	76.043	.000	.72559	.07057	.58504	.86613

Group Statistics

	KELOMP OK	N	Mean	Std. Deviation	Std. Error Mean
INTEREST	PANTENE	42	3.0157	.35311	.05449
	SUNSILK	11	2.6364	.27869	.08403

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
INTEREST	Equal variances assumed	.008	.931	3.296	51	.002	.37935	.11509	.14830	.61041
	Equal variances not assumed			3.788	19.343	.001	.37935	.10015	.16999	.58871

Group Statistics

	KELOMP OK	N	Mean	Std. Deviation	Std. Error Mean
INTENTION	PANTENE	38	3.0532	.32380	.05253
	SUNSILK	7	2.7143	.30116	.11383

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
INTENTION	Equal variances assumed	.144	.706	2.569	43	.014	.33887	.13192	.07283	.60492
	Equal variances not assumed			2.703	8.763	.025	.33887	.12536	.05411	.62363

Group Statistics

	KELOMP OK	N	Mean	Std. Deviation	Std. Error Mean
ACTION	PANTENE	38	3.4474	.64504	.10464
	SUNSILK	4	4.0000	.00000	.00000

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
ACTION	Equal variances assumed	19.319	.000	-1.695	40	.098	-.55263	.32611	-1.21172	.10645
	Equal variances not assumed			-5.281	37.000	.000	-.55263	.10464	-.76465	-.34061



SURAT PERNYATAAN

Yang bertanda tangan dibawah ini Ketua RW 040 Lingkungan Kebun Indah Perum Taman Gading Jember, menyatakan bahwa:

Nama : Juriya Tuzzahroh

NIM : 1510411117

Fakultas/Prodi : Ekonomi/Manajemen Universitas Muhammadiyah Jember

Judul Penelitian : Komparasi Efektivitas Iklan Televisi Shampoo Pantene dan Shampoo Sunsilk Dengan Menggunakan Costumer Response Index (CRI)

Mahasiswa tersebut telah melaksanakan penelitian meliputi observasi dan menyebarkan kuesioner pada warga perumahan Taman Gading wilayah RW 040 lingkungan Kebun Indah Jember sebagai bahan penyusunan skripsi.

Demikian surat pernyataan ini dibuat dengan sebenarnya agar dapat dipergunakan sebagai mestinya.

Jember, 29 Desember 2018

Ketua RW



(DIDIK SUPRIYANTO)



