

Lampiran 1 Kuisisioner

KUISIONER **Analisis Efektivitas Iklan Transportasi Online Grab Di Kabupaten** **Jember**

Hal : Pengisian Kuisisioner

Lampiran:

Yth/Bapak/Ibu/Saudara Responden Penelitian

Di Tempat

Dengan Hormat,

Saya yang bertanda tangan dibawah ini :

Nama : Nibras Bagus Sadita

NIM : 1510411145

Fakultas :Ekonomi

Jurusan : Manajemen

Mahasiswa : Universitas Muhammadiyah Jember

Mohon bantuan Bapak/Ibu/Saudara Responden untuk bersedia meluangkan waktu untuk mengisi angket yang terlampir. Pengisian kuisisioner ini akan digunakan untuk menyusun tugas akhir skripsi saya yang berjudul “Analisis Efektivitas Iklan Transportasi Online Grab Di Kabupaten Jember”.

Atas kesediaan Bapak/Ibu/Saudara Responden untuk mengisi angket dengan sejujur-jujurnya saya ucapkan terimakasih.

Hormat Saya,

Nibras Bagus Sadita

1510411145

Identitas RESPONDEN :

I. Identitas Responden

Nama :
Jenis Kelamin : a. Laki-laki b. Perempuan
Umur : tahun
Pekerjaan :

II. Petunjuk Pengisian

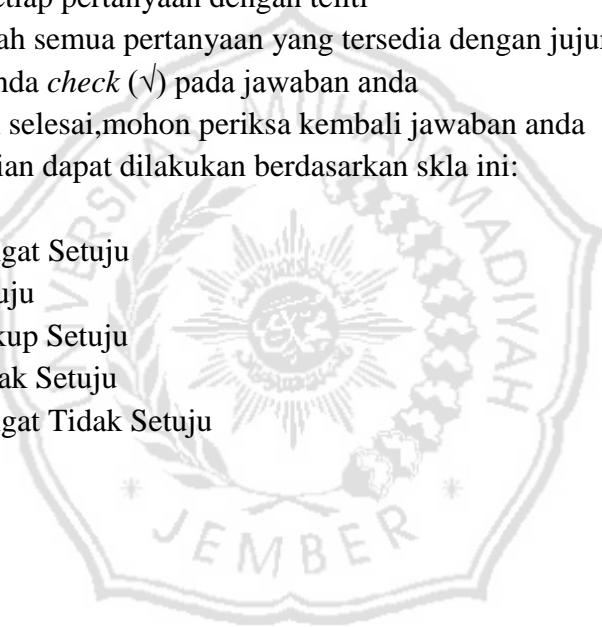
Berikut adalah petunjuk pengisian :

1. Baca setiap pertanyaan dengan teliti
2. Jawablah semua pertanyaan yang tersedia dengan jujur
3. Beri tanda *check* (✓) pada jawaban anda
4. Setelah selesai, mohon periksa kembali jawaban anda

Penelitian dapat dilakukan berdasarkan skla ini:

Keterangan:

SS = Sangat Setuju
S = Setuju
CS = Cukup Setuju
TS = Tidak Setuju
STS = Sangat Tidak Setuju



PERNYATAAN

1. *Emphaty* (X1)

No	Pernyataan	SS	S	CS	TS	STS
1	Saya menyukai iklan Grab.					
2	Menurut saya, Grab lebih unggul dibanding pesaingnya.					
3	Menurut saya, iklan Grab memiliki daya tarik tinggi.					
4	Layanan yang ditawarkan oleh Grab sangat sesuai dengan kebutuhan.					

2. *Persuasion* (X2)

No	Pernyataan	SS	S	CS	TS	STS
1	Saya tertarik dengan layanan yang ditawarkan oleh Grab.					
2	Saya ingin mencoba menggunakan Grab setelah melihat iklannya.					
3	Saya akan menggunakan jasa Grab.					
4	Saya akan merekomendasikan Grab kepada orang lain.					

3. *Impact (X3)*

No	Pernyataan	SS	S	CS	TS	STS
1	Iklan Grab lebih kreatif dibandingkan dengan iklan pesaingnya.					
2	Menurut saya, iklan Grab memiliki keunikan yang tidak dimiliki oleh iklan produk layanan sejenis.					
3	Saya lebih tertarik dengan iklan Grab dibandingkan dengan iklan produk layanan sejenis lainnya.					
4	Tema iklan Grab sesuai dengan kebutuhan yang saya butuhkan.					

4. *Communication*

No	Pernyataan	SS	S	CS	TS	STS
1	Saya mengerti isi pesan dari iklan Grab.					
2	Iklan Grab membuat saya tahu kegunaan aplikasi Grab.					
3	Saya mendapat info jelas tentang layanan Grab melalui iklan					
4	Pesan yang disampaikan di dalam iklan Grab memberikan saya kesan yang mendalam.					

Lampiran 2 Rekapitulasi Kuisiонер

NO	Emphaty (empati)				E M	Persuasion (persuasi)				PE R	Impact (Dampak)				I M	Communication (komunikasi)				C O
	1	2	3	4		1	2	3	4		1	2	3	4		1	2	3	4	
1	4	4	4	4	16	2	2	4	4	12	4	4	4	4	16	4	4	4	4	16
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11 2	4	4	4	5	17	3	4	4	3	14	3	3	4	4	14	3	4	4	4	15



Lampiran 3 Jawaban Responden

E1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	4.5	4.5	4.5
	2.00	11	9.8	9.8	14.3
	3.00	13	11.6	11.6	25.9
	4.00	71	63.4	63.4	89.3
	5.00	12	10.7	10.7	100.0
	Total		112	100.0	100.0

E2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.7	2.7	2.7
	2.00	3	2.7	2.7	5.4
	3.00	10	8.9	8.9	14.3
	4.00	75	67.0	67.0	81.3
	5.00	21	18.8	18.8	100.0
	Total		112	100.0	100.0

E3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.7	2.7	2.7
	2.00	4	3.6	3.6	6.3
	3.00	14	12.5	12.5	18.8
	4.00	70	62.5	62.5	81.3
	5.00	21	18.8	18.8	100.0
	Total		112	100.0	100.0

E4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	3.6	3.6	3.6
	2.00	5	4.5	4.5	8.0
	3.00	17	15.2	15.2	23.2
	4.00	66	58.9	58.9	82.1
	5.00	20	17.9	17.9	100.0
	Total	112	100.0	100.0	

P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	5.4	5.4	5.4
	2.00	3	2.7	2.7	8.0
	3.00	21	18.8	18.8	26.8
	4.00	71	63.4	63.4	90.2
	5.00	11	9.8	9.8	100.0
	Total	112	100.0	100.0	

P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	7	6.3	6.3	6.3
	2.00	6	5.4	5.4	11.6
	3.00	8	7.1	7.1	18.8
	4.00	79	70.5	70.5	89.3
	5.00	12	10.7	10.7	100.0
	Total	112	100.0	100.0	

P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	3.6	3.6	3.6
	2.00	7	6.3	6.3	9.8
	3.00	8	7.1	7.1	17.0
	4.00	81	72.3	72.3	89.3
	5.00	12	10.7	10.7	100.0
	Total	112	100.0	100.0	

P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	5.4	5.4	5.4
	2.00	9	8.0	8.0	13.4
	3.00	20	17.9	17.9	31.3
	4.00	70	62.5	62.5	93.8
	5.00	7	6.3	6.3	100.0
	Total	112	100.0	100.0	

I1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.7	2.7	2.7
	2.00	5	4.5	4.5	7.1
	3.00	17	15.2	15.2	22.3
	4.00	72	64.3	64.3	86.6
	5.00	15	13.4	13.4	100.0
	Total	112	100.0	100.0	

I2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.8	1.8	1.8
	2.00	10	8.9	8.9	10.7
	3.00	16	14.3	14.3	25.0
	4.00	73	65.2	65.2	90.2
	5.00	11	9.8	9.8	100.0
	Total	112	100.0	100.0	

I3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.8	1.8	1.8
	2.00	6	5.4	5.4	7.1
	3.00	9	8.0	8.0	15.2
	4.00	82	73.2	73.2	88.4
	5.00	13	11.6	11.6	100.0
	Total	112	100.0	100.0	

I4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	9	8.0	8.0	8.9
	3.00	15	13.4	13.4	22.3
	4.00	72	64.3	64.3	86.6
	5.00	15	13.4	13.4	100.0
	Total	112	100.0	100.0	

C1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.8	1.8	1.8
	2.00	8	7.1	7.1	8.9
	3.00	20	17.9	17.9	26.8
	4.00	69	61.6	61.6	88.4
	5.00	13	11.6	11.6	100.0
	Total	112	100.0	100.0	

C2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	4.5	4.5	4.5
	2.00	7	6.3	6.3	10.7
	3.00	11	9.8	9.8	20.5
	4.00	66	58.9	58.9	79.5
	5.00	23	20.5	20.5	100.0
	Total	112	100.0	100.0	

C3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.7	2.7	2.7
	2.00	8	7.1	7.1	9.8
	3.00	14	12.5	12.5	22.3
	4.00	75	67.0	67.0	89.3
	5.00	12	10.7	10.7	100.0
	Total	112	100.0	100.0	

C4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.7	2.7	2.7
	2.00	2	1.8	1.8	4.5
	3.00	9	8.0	8.0	12.5
	4.00	81	72.3	72.3	84.8
	5.00	17	15.2	15.2	100.0
	Total	112	100.0	100.0	



Lampiran 4 Uji Instrumen

a. Uji Validitas

Correlations

		E1	E2	E3	E4	EMPATHY
E1	Pearson Correlation	1	.579**	.471**	.289**	.830**
	Sig. (2-tailed)		.000	.000	.002	.000
	N	112	112	112	112	112
E2	Pearson Correlation	.579**	1	.349**	.143	.709**
	Sig. (2-tailed)	.000		.000	.133	.000
	N	112	112	112	112	112
E3	Pearson Correlation	.471**	.349**	1	.244**	.715**
	Sig. (2-tailed)	.000	.000		.010	.000
	N	112	112	112	112	112
E4	Pearson Correlation	.289**	.143	.244**	1	.599**
	Sig. (2-tailed)	.002	.133	.010		.000
	N	112	112	112	112	112
EMPATHY	Pearson Correlation	.830**	.709**	.715**	.599**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	112	112	112	112	112

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

Correlations

		P1	P2	P3	P4	PERSUASION
P1	Pearson Correlation	1	.163	.219*	.220*	.652**
	Sig. (2-tailed)		.087	.020	.020	.000
	N	112	112	112	112	112
P2	Pearson Correlation	.163	1	.251**	-.110	.547**
	Sig. (2-tailed)	.087		.008	.250	.000
	N	112	112	112	112	112
P3	Pearson Correlation	.219*	.251**	1	.245**	.686**
	Sig. (2-tailed)	.020	.008		.009	.000
	N	112	112	112	112	112
P4	Pearson Correlation	.220*	-.110	.245**	1	.559**

	Sig. (2-tailed)	.020	.250	.009		.000
	N	112	112	112	112	112
PERSUASION	Pearson Correlation	.652**	.547**	.686**	.559**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	112	112	112	112	112

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

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

Correlations

		I1	I2	I3	I4	IMPACT
I1	Pearson Correlation	1	.187*	.225*	.138	.630**
	Sig. (2-tailed)		.048	.017	.147	.000
	N	112	112	112	112	112
I2	Pearson Correlation	.187*	1	.045	.315**	.637**
	Sig. (2-tailed)	.048		.635	.001	.000
	N	112	112	112	112	112
I3	Pearson Correlation	.225*	.045	1	.186*	.562**
	Sig. (2-tailed)	.017	.635		.050	.000
	N	112	112	112	112	112
I4	Pearson Correlation	.138	.315**	.186*	1	.659**
	Sig. (2-tailed)	.147	.001	.050		.000
	N	112	112	112	112	112
IMPACT	Pearson Correlation	.630**	.637**	.562**	.659**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	112	112	112	112	112

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

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

Correlations

		C1	C2	C3	C4	COMMUNICATIO N
C1	Pearson Correlation	1	.176	.117	.010	.573**
	Sig. (2-tailed)		.064	.219	.913	.000
	N	112	112	112	112	112
C2	Pearson Correlation	.176	1	.297**	-.123	.663**
	Sig. (2-tailed)	.064		.001	.198	.000
	N	112	112	112	112	112
C3	Pearson Correlation	.117	.297**	1	.040	.654**
	Sig. (2-tailed)	.219	.001		.672	.000
	N	112	112	112	112	112
C4	Pearson Correlation	.010	-.123	.040	1	.346**
	Sig. (2-tailed)	.913	.198	.672		.000
	N	112	112	112	112	112
COMM UNICA TION	Pearson Correlation	.573**	.663**	.654**	.346**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	112	112	112	112	112

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



b. Uji Reliabilitas

EMPATY

Reliability Statistics

Cronbach's Alpha	N of Items
.784	5

PERSUASION

Reliability Statistics

Cronbach's Alpha	N of Items
.726	5

IMPACT

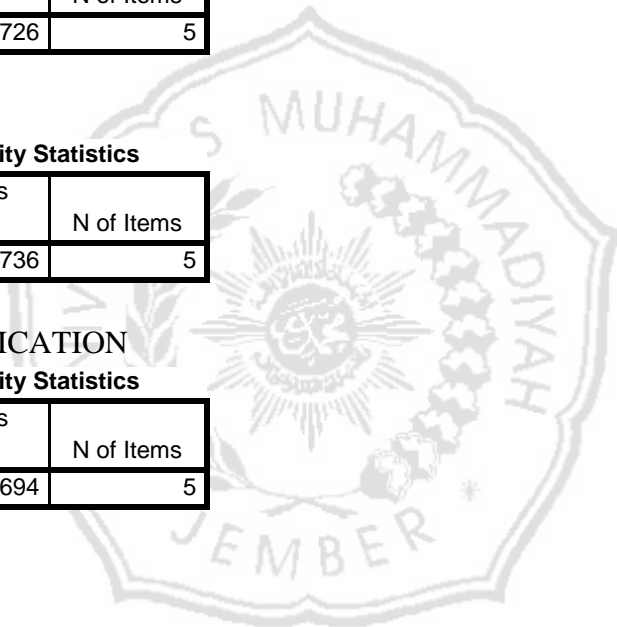
Reliability Statistics

Cronbach's Alpha	N of Items
.736	5

COMMUNICATION

Reliability Statistics

Cronbach's Alpha	N of Items
.694	5



LAMPIRAN 5 Rtabel

N	The Level of		N	The Level of	
	5%	1%		5%	1%
3	0.99	0.99	38	0.52	0.41
4	0.95	0.99	39	0.31	0.40
5	0.87	0.95	40	0.31	0.40
6	0.81	0.91	41	0.30	0.39
7	0.75	0.87	42	0.30	0.39
8	0.70	0.83	43	0.30	0.38
9	0.66	0.79	44	0.29	0.38
10	0.63	0.76	45	0.29	0.38
11	0.60	0.73	46	0.29	0.37
12	0.57	0.70	47	0.28	0.37
13	0.55	0.68	48	0.28	0.36
14	0.53	0.66	49	0.28	0.36
15	0.51	0.64	50	0.27	0.36
16	0.49	0.62	55	0.26	0.34
17	0.48	0.60	60	0.25	0.33
18	0.46	0.59	65	0.24	0.31
19	0.45	0.57	70	0.23	0.30
20	0.44	0.56	75	0.22	0.29
21	0.43	0.54	80	0.22	0.28
22	0.43	0.53	85	0.21	0.27
23	0.41	0.52	90	0.20	0.26
24	0.40	0.51	95	0.20	0.26
25	0.39	0.50	100	0.19	0.25
26	0.38	0.49	25	0.17	0.23
27	0.38	0.48	150	0.15	0.21
28	0.37	0.47	175	0.14	0.19
29	0.36	0.47	200	0.13	0.18
30	0.36	0.46	300	0.11	0.14
31	0.35	0.45	400	0.09	0.12
32	0.34	0.44	500	0.08	0.11
33	0.34	0.44	600	0.08	0.10
34	0.33	0.43	700	0.07	0.09
35	0.33	0.43	800	0.07	0.09
36	0.32	0.42	900	0.06	0.08
37	0.32	0.41	1000	0.06	0.08