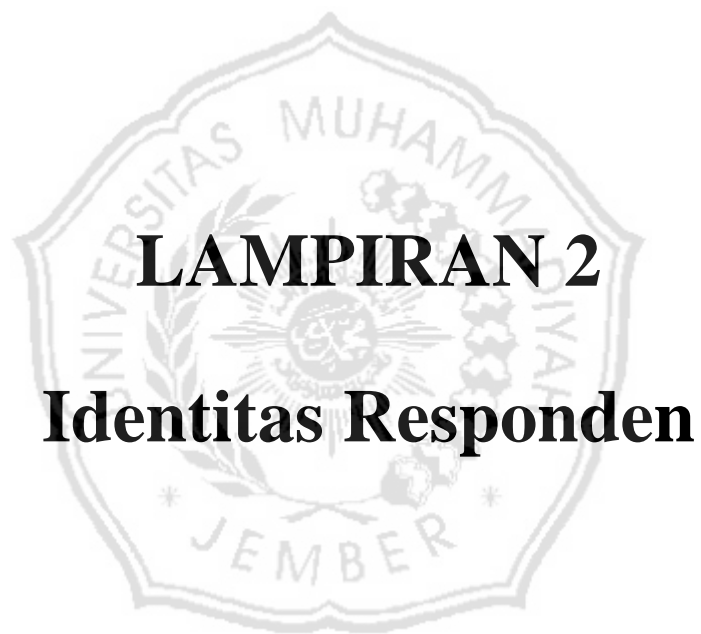




LAMPIRAN 1
Pengantar Kuesioner



LAMPIRAN 2
Identitas Responden

KUISIONER PENELITIAN

Bersama ini saya mengharapkan kesediaan Bapak/Ibu/Saudara/I untuk mengisi kuisisioner ini. Adapun kuisisioner ini merupakan survey tentang “Pengaruh Atribut Produk Terhadap Keputusan Pembelian Smartphone Samsung Galaxy Series ” yang digunakan sebagai bahan pembuatan skripsi. Atas waktu dan bantuannya saya ucapkan terimakasih.

A. Profil responden

1. **Nama Responden** :
2. **Usia** :
 21-22
 22-24
3. **Apakah anda pernah melihat iklan televisi Wardah Lipstik?**
 Ya Tidak
4. **Apakah anda pernah membeli produk Wardah Lipstik sebanyak 2 kali?**
 Ya Tidak

B. Petunjuk pengisian kuesioner

Berikut ini terdapat beberapa pernyataan, secara seksama dan kemudian anda diminta mengemukakan pendapat anda dengan cara memberikan tanda cek list (√) pada kolom yang sesuai dengan pilihan anda.

No	Keterangan	Skor
1	Bila anda sangat setuju (SS)	5
2	Bila anda setuju (S)	4
3	Bila anda netral (N)	3
4	Bila anda tidak setuju (TS)	2
5	Bila anda sangat tidak setuju (STS)	1

<i>Empati/Emphaty</i>						
No.	Pernyataan	SS	S	CS	TS	STS
1.	Wardah Lipstik menarik untuk ditayangkan terhadap masyarakat					
2.	Wardah Lipstik memberi pengaruh pada iklan televisi terhadap masyarakat.					
3.	Wardah Lipstik mempengaruhi masyarakat untuk melihat kembali.					

<i>Persuasi/Persuasion</i>						
No.	Pernyataan	SS	S	CS	TS	STS
1.	Wardah Lipstik memiliki kemampuan dalam karakteristik produk.					
2.	Wardah Lipstik memberikkan kerteterarikan produknya.					
3.	Wardah Lipstik mampu mempengaruhi untuk membeli produknya setelah melihat tayangan iklan terhadap masyarakat					

<i>Dampak/Impact</i>						
No.	Pernyataan	SS	S	CS	TS	STS
1.	Wardah Lipstik memberi pengetahuan tentang merek setelah melihat tayangan iklan terhadap masyarakat.					
2.	Wardah Lipstik memberi pengetahuan jenis produk setelah melihat tayangan iklan.					
3.	Wardah Lipstik member pengetahuan tentang keunggulan produk setelah melihat tayang iklan terhadap masyarakat					

Komunikasi/ <i>Communication</i>						
No.	Pernyataan	SS	S	CS	TS	STS
1.	Wardah Lipstik memiliki kekuatan pesan setelah melihat iklan televisi.					
2.	Wardah Lipstik mampu untuk menyampaikan slogan.					
3.	Wardah Lipstik memberi informasi yang akurat dalam iklan dibandingkan produk sejenis lainnya terhadap masyarakat.					

Efektivitas Iklan						
No.	Pernyataan	SS	S	CS	TS	STS
1.	Wardah Lipstik memiliki keunggulan pada mereknya terhadap masyarakat.					
2.	Wardah Lipstik memberikan kepercayaan terhadap masyarakat.					
3.	Wardah Lipstik meyakinkan produknya lebih baik pada tayangan iklan terhadap masyarakat.					

LAMPIRAN 3

Rekapitulasi Kuesioner





LAMPIRAN 6
Hasil Uji Reliabilitas

UJI RELIABILITAS

1. Empati

RELIABILITY

```
/VARIABLES=X2.1 X2.2 X2.3 X2  
/SCALE ('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.818	4

2. Persuasion

```
RELIABILITY  
/VARIABLES=X2.1 X2.2 X2.3 X2  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.737	4

3. Impact/Dampak

```
RELIABILITY  
/VARIABLES=X3.1 X3.2 X3.3 X3  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.820	4

4. Communication/Komunikasi

```
RELIABILITY  
/VARIABLES=X4.1 X4.2 X4.3 X4  
/SCALE ('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.811	4

5. Efektifitas Iklan

```
RELIABILITY  
/VARIABLES=Y1.1 Y1.2 Y1.3 Y  
/SCALE ('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

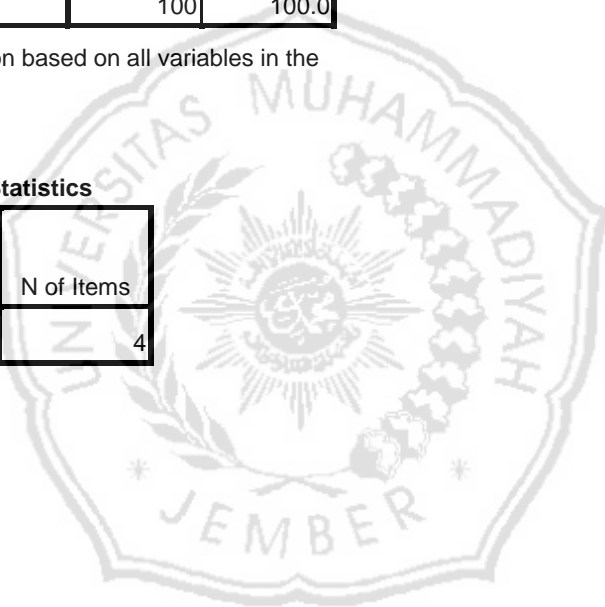
Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

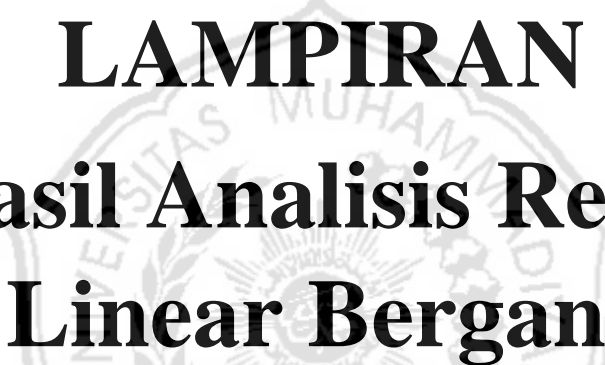
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.810	4



LAMPIRAN 7
Hasil Analisis Regresi
Linear Berganda

The logo of Universitas Muhammadiyah Jember is a circular emblem. It features a central sunburst or starburst design. The text "UNIVERSITAS MUHAMMADIYAH" is written in a circular path around the top, and "JEMBER" is written at the bottom. There are decorative elements like a banner and floral motifs within the emblem.

```

REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA COLLIN TOL ZPP
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Y
/METHOD=ENTER X1 X2 X3 X4
/SCATTERPLOT=(*ZPRED ,*ZRESID)
/RESIDUALS HIST(ZRESID) NORM(ZRESID)

/CASEWISE PLOT(ZRESID) OUTLIERS(3) .

```

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	X4, X2, X3, X1 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Y

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863 ^a	.744	.733	.629

a. Predictors: (Constant), X4, X2, X3, X1

b. Dependent Variable: Y

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109.376	4	27.344	69.044	.000 ^a
	Residual	37.624	95	.396		
	Total	147.000	99			

a. Predictors: (Constant), X4, X2, X3, X1

b. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations	
		B	Std. Error	Beta			Zero-order	
1	(Constant)	.561	.756		.742	.460		
	X1	.384	.067	.425	5.749	.000		.78
	X2	.191	.071	.189	2.704	.008		.67
	X3	.160	.063	.181	2.534	.013		.67
	X4	.223	.068	.233	3.267	.002		.69

a. Dependent Variable: Y

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	X1	X2	X3	X4
1	1	4.981	1.000	.00	.00	.00	.00	.00
	2	.006	28.628	.71	.08	.01	.26	.01
	3	.005	31.503	.08	.36	.24	.33	.09
	4	.004	34.975	.13	.07	.03	.29	.83
	5	.004	36.983	.07	.49	.71	.12	.07

a. Dependent Variable: Y

Casewise Diagnostics^a

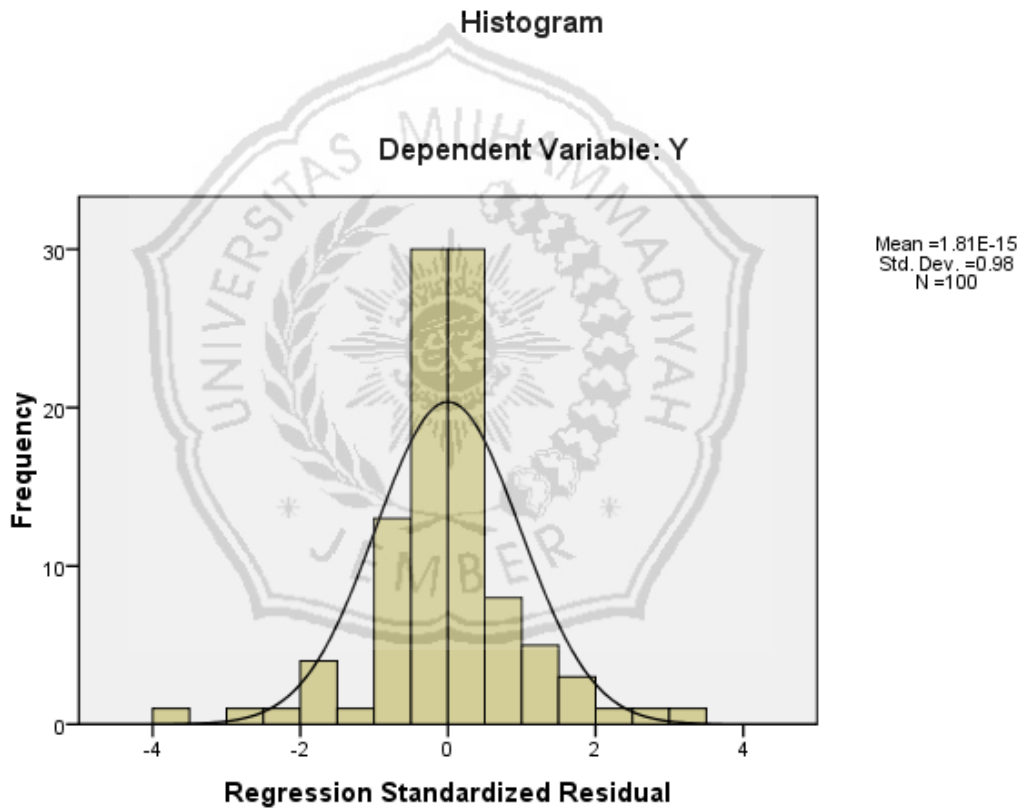
Case Number	Std. Residual	Y	Predicted Value	Residual
89	3.460	15	12.82	2.177
90	-3.606	11	13.27	-2.269

a. Dependent Variable: Y

Residuals Statistics^a

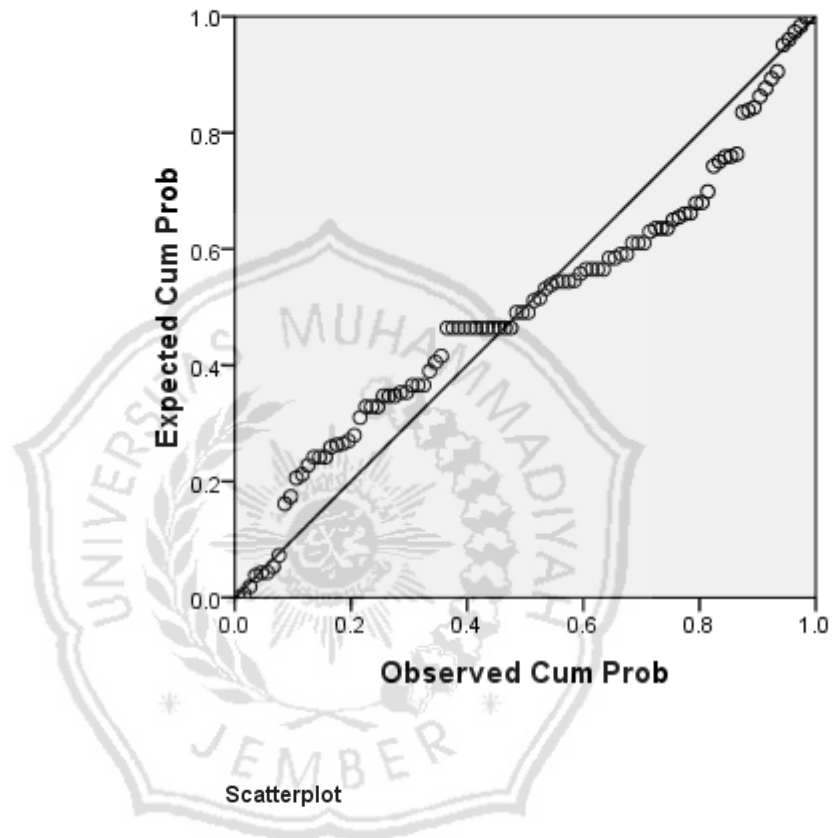
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8.96	14.93	12.70	1.051	100
Residual	-2.269	2.177	.000	.616	100
Std. Predicted Value	-3.560	2.122	.000	1.000	100
Std. Residual	-3.606	3.460	.000	.980	100

a. Dependent Variable: Y

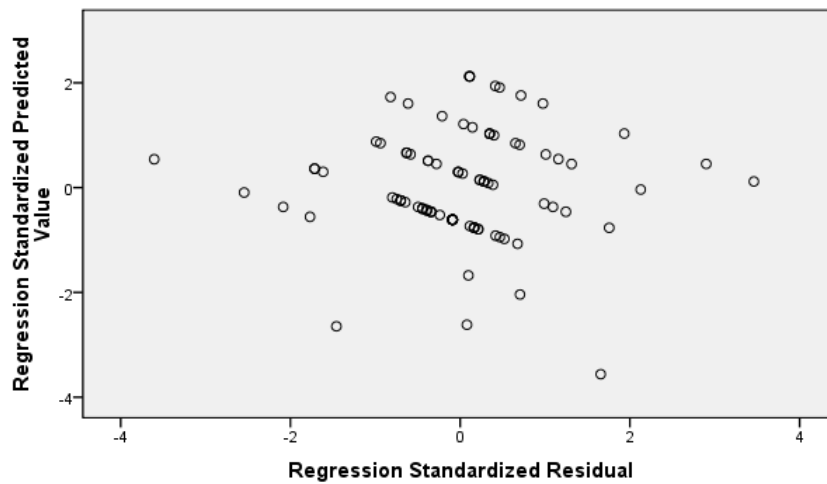


Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Y

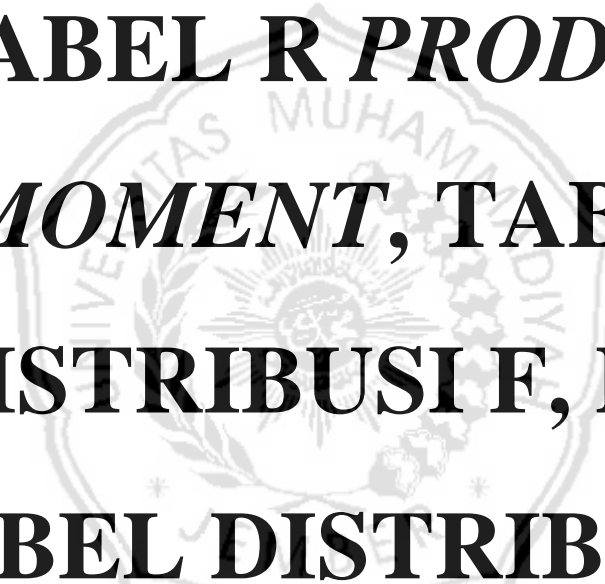


Dependent Variable: Y



LAMPIRAN 8

TABEL R *PRODUCT*
***MOMENT*, TABEL**
DISTRIBUSI F, DAN
TABEL DISTRIBUSI T





LAMPIRAN 9
Jurnal Terdahulu



LAMPIRAN 4
Frekuensi Pernyataan
Responden

Frekuensi Pernyataan Responden

1. Empati

```

FREQUENCIES VARIABLES=X1.1 X1.2 X1.3 X1
/STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM MEAN MEDIAN MODE SUM
/ORDER=ANALYSIS.
    
```

Statistics

		X1.1	X1.2	X1.3	X1
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.21	4.28	4.19	12.68
Median		4.00	4.00	4.00	12.50
Mode		4	4	4	12
Std. Deviation		.556	.587	.581	1.348
Variance		.309	.345	.337	1.816
Range		3	2	2	7
Minimum		2	3	3	8
Maximum		5	5	5	15
Sum		421	428	419	1268

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	4	4.0	4.0	5.0
	4	68	68.0	68.0	73.0
	5	27	27.0	27.0	100.0
Total		100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7.0	7.0	7.0
	4	58	58.0	58.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	9.0	9.0	9.0
	4	63	63.0	63.0	72.0
	5	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

X1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	1	1.0	1.0	1.0
	9	1	1.0	1.0	2.0
	10	4	4.0	4.0	6.0
	11	4	4.0	4.0	10.0
	12	40	40.0	40.0	50.0
	13	23	23.0	23.0	73.0
	14	17	17.0	17.0	90.0
	15	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

2. Persuasion

```
FREQUENCIES VARIABLES=X2.1 X2.2 X2.3 X2
/STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM MEAN MEDIAN MODE SUM
/ORDER=ANALYSIS.
```

Statistics

		X2.1	X2.2	X2.3	X2
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.22	4.30	4.00	12.52
Median		4.00	4.00	4.00	12.00
Mode		4	4	4	12
Std. Deviation		.579	.541	.725	1.210
Variance		.335	.293	.525	1.464
Range		2	2	3	6
Minimum		3	3	2	9
Maximum		5	5	5	15
Sum		422	430	400	1252

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	8.0	8.0	8.0
	4	62	62.0	62.0	70.0
	5	30	30.0	30.0	100.0
Total		100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	4.0	4.0	4.0
	4	62	62.0	62.0	66.0
	5	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	17	17.0	17.0	20.0
	4	57	57.0	57.0	77.0
	5	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

X2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	2	2.0	2.0	2.0
	10	3	3.0	3.0	5.0
	11	8	8.0	8.0	13.0
	12	40	40.0	40.0	53.0
	13	28	28.0	28.0	81.0
	14	13	13.0	13.0	94.0
	15	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

3. Impact/Dampak

FREQUENCIES VARIABLES=X3.1 X3.2 X3.3 X3

/ORDER=ANALYSIS.

Statistics

		X3.1	X3.2	X3.3	X3
N	Valid	100	100	100	100
	Missing	0	0	0	0

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	4.0	4.0	4.0
	4	71	71.0	71.0	75.0
	5	25	25.0	25.0	100.0
Total		100	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	6.0	6.0	6.0
	4	62	62.0	62.0	68.0
	5	32	32.0	32.0	100.0
Total		100	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	13.0	13.0	13.0
	4	46	46.0	46.0	59.0
	5	41	41.0	41.0	100.0
Total		100	100.0	100.0	

X3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	1	1.0	1.0	1.0
	10	6	6.0	6.0	7.0
	11	5	5.0	5.0	12.0
	12	36	36.0	36.0	48.0
	13	22	22.0	22.0	70.0
	14	17	17.0	17.0	87.0
	15	13	13.0	13.0	100.0
Total		100	100.0	100.0	

4. Communication/Komunikasi

FREQUENCIES VARIABLES=X4.1 X4.2 X4.3 X4
/ORDER=ANALYSIS.

Statistics

		X4.1	X4.2	X4.3	X4
N	Valid	100	100	100	100
	Missing	0	0	0	0

X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	4.0	4.0	4.0
	4	63	63.0	63.0	67.0
	5	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

X4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	4.0	4.0	4.0
	4	66	66.0	66.0	70.0
	5	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

X4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	10.0	10.0	10.0
	4	62	62.0	62.0	72.0
	5	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

X4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 9	2	2.0	2.0	2.0
10	2	2.0	2.0	4.0
11	5	5.0	5.0	9.0
12	40	40.0	40.0	49.0
13	24	24.0	24.0	73.0
14	17	17.0	17.0	90.0
15	10	10.0	10.0	100.0
Total	100	100.0	100.0	

5. Efektifitas Iklan

FREQUENCIES VARIABLES=Y1 Y2 Y3 Y
 /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM MEAN MEDIAN MODE SUM
 /ORDER=ANALYSIS.

*** Statistics**

	Y1	Y2	Y3	Y
N Valid	100	100	100	100
Missing	0	0	0	0
Mean	4.24	4.25	4.21	12.70
Median	4.00	4.00	4.00	12.00
Mode	4	4	4	12
Std. Deviation	.571	.479	.537	1.219
Variance	.326	.230	.289	1.485
Range	2	2	2	6
Minimum	3	3	3	9
Maximum	5	5	5	15
Sum	424	425	421	1270

Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7.0	7.0	7.0
	4	62	62.0	62.0	69.0
	5	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

Y2

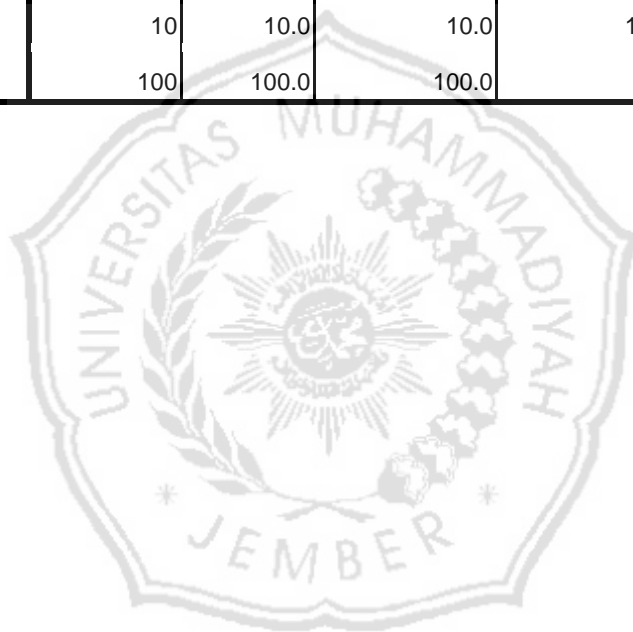
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.0	2.0	2.0
	4	71	71.0	71.0	73.0
	5	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	6.0	6.0	6.0
	4	67	67.0	67.0	73.0
	5	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Y

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	1	1.0	1.0	1.0
	10	2	2.0	2.0	3.0
	11	6	6.0	6.0	9.0
	12	43	43.0	43.0	52.0
	13	23	23.0	23.0	75.0
	14	15	15.0	15.0	90.0
	15	10	10.0	10.0	100.0
Total		100	100.0	100.0	





LAMPIRAN 5
Hasil Uji Validitas

UJI VALIDITAS

1. Empati

```

CORRELATIONS
/VARIABLES=X1.1 X1.2 X1.3 X1
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.
    
```

Correlations

		X1.1	X1.2	X1.3	X1
X1.1	Pearson Correlation	1	.499**	.345**	.778**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.499**	1	.405**	.816**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X1.3	Pearson Correlation	.345**	.405**	1	.750**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
X1	Pearson Correlation	.778**	.816**	.750**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

2. Persuasion

```

CORRELATIONS
/VARIABLES=X2.1 X2.2 X2.3 X2
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
  
```

Correlations

		X2.1	X2.2	X2.3	X2
X2.1	Pearson Correlation	1	.529**	-.096	.657**
	Sig. (2-tailed)		.000	.340	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.529**	1	.077	.746**
	Sig. (2-tailed)	.000		.445	.000
	N	100	100	100	100
X2.3	Pearson Correlation	-.096	.077	1	.587**
	Sig. (2-tailed)	.340	.445		.000
	N	100	100	100	100
X2	Pearson Correlation	.657**	.746**	.587**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

3. Impact/Dampak

CORRELATIONS
 /VARIABLES=X3.1 X3.2 X3.3 X3
 /PRINT=TWOTAIL NOSIG
 /MISSING=PAIRWISE.

Correlations

		X3.1	X3.2	X3.3	X3
X3.1	Pearson Correlation	1	.597**	.300**	.752**
	Sig. (2-tailed)		.000	.002	.000
	N	100	100	100	100
X3.2	Pearson Correlation	.597**	1	.440**	.840**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X3.3	Pearson Correlation	.300**	.440**	1	.782**
	Sig. (2-tailed)	.002	.000		.000
	N	100	100	100	100
X3	Pearson Correlation	.752**	.840**	.782**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

4. Communication/Komunikasi

CORRELATIONS
 /VARIABLES=X4.1 X4.2 X4.3 X4
 /PRINT=TWOTAIL NOSIG
 /MISSING=PAIRWISE.

Correlations

		X4.1	X4.2	X4.3	X4
X4.1	Pearson Correlation	1	.446**	.310**	.752**
	Sig. (2-tailed)		.000	.002	.000
	N	100	100	100	100
X4.2	Pearson Correlation	.446**	1	.400**	.789**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X4.3	Pearson Correlation	.310**	.400**	1	.763**
	Sig. (2-tailed)	.002	.000		.000
	N	100	100	100	100
X4	Pearson Correlation	.752**	.789**	.763**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

5. Efektifitas Iklan

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CORRELATIONS
/VARIABLES=Y1.1 Y1.2 Y1.3 Y
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
  
```

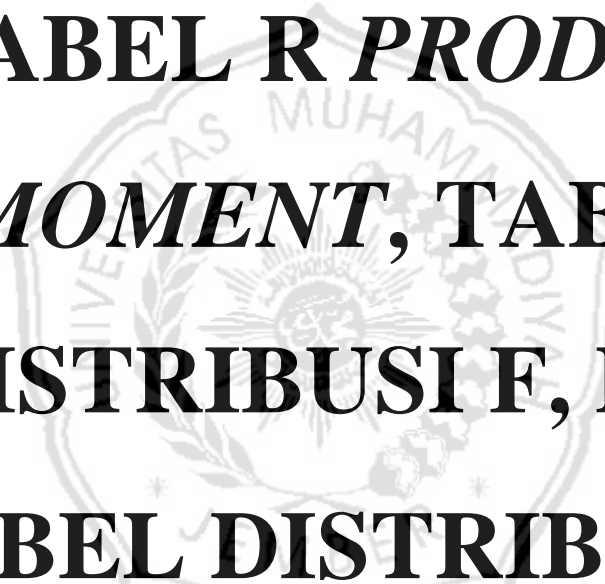
Correlations

		Y1	Y2	Y3	Y
Y1	Pearson Correlation	1	.480**	.196	.744**
	Sig. (2-tailed)		.000	.050	.000
	N	100	100	100	100
Y2	Pearson Correlation	.480**	1	.500**	.839**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y3	Pearson Correlation	.196	.500**	1	.730**
	Sig. (2-tailed)	.050	.000		.000
	N	100	100	100	100
Y	Pearson Correlation	.744**	.839**	.730**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

LAMPIRAN 8

TABEL R *PRODUCT*
***MOMENT*, TABEL**
DISTRIBUSI F, DAN
TABEL DISTRIBUSI T



Tabel r product Moment (Sig = 0,05)							
df	R	df	R	df	R	df	r
1	0.9969	26	0.3739	51	0.2706	76	0.2227
2	0.9500	27	0.3673	52	0.2681	77	0.2213
3	0.8783	28	0.3610	53	0.2656	78	0.2199
4	0.8114	29	0.3550	54	0.2632	79	0.2165
5	0.7545	30	0.3494	55	0.2609	80	0.2162
6	0.7067	31	0.3440	56	0.2586	81	0.2159
7	0.6664	32	0.3388	57	0.2564	82	0.2146
8	0.6319	33	0.3388	58	0.2542	83	0.2133
9	0.6021	34	0.3291	59	0.2521	84	0.2120
10	0.5760	35	0.3246	60	0.2500	85	0.2108
11	0.5529	36	0.3202	61	0.2480	86	0.2096
12	0.5324	37	0.3160	62	0.2461	87	0.2084
13	0.5140	38	0.3120	63	0.2441	88	0.2072
14	0.4973	39	0.3081	64	0.2423	89	0.2061
15	0.4821	40	0.3044	65	0.2404	90	0.2050
16	0.4683	41	0.3008	66	0.2387	91	0.2039
17	0.4555	42	0.2973	67	0.2369	92	0.2028
18	0.4438	43	0.2940	68	0.2352	93	0.2017
19	0.4329	44	0.2907	69	0.2335	94	0.2006
20	0.4227	45	0.2876	70	0.2319	95	0.1996
21	0.4132	46	0.2845	71	0.2303	96	0.1986
22	0.4044	47	0.2816	72	0.2287	97	0.1975
23	0.3961	48	0.2787	73	0.2272	98	0.1966
24	0.3882	49	0.2759	74	0.2257	99	0.1956
25	0.3809	50	0.2732	75	0.2242	100	0.1946

Sumber: Data primer yang diolah 2018

Tabel Distribusi F										
	DF 1									
DF 2	1	2	3	4	5	6	7	8	9	10
1	161.4476	199.5000	215.7073	224.5833	230.1619	233.986	236.7684	238.8827	240.5433	241.8818
2	18.5128	19.0000	19.1643	19.2468	19.2964	19.3295	19.3532	19.371	19.3848	19.3959
3	10.1280	9.5521	9.2766	9.1172	9.0135	8.9406	8.8867	8.8452	8.8123	8.7855
4	7.7086	6.9443	6.5914	6.3882	6.2561	6.1631	6.0942	6.041	5.9988	5.9644
5	6.6079	5.7861	5.4095	5.1922	5.0503	4.9503	4.8759	4.8183	4.7725	4.7351
6	5.9874	5.1433	4.7571	4.5337	4.3874	4.2839	4.2067	4.1468	4.099	4.06
7	5.5914	4.7374	4.3468	4.1203	3.9715	3.866	3.787	3.7257	3.6767	3.6365
8	5.3177	4.4590	4.0662	3.8379	3.6875	3.5806	3.5005	3.4381	3.3881	3.3472
9	5.1174	4.2565	3.8625	3.6331	3.4817	3.3738	3.2927	3.2296	3.1789	3.1373
10	4.9646	4.1028	3.7083	3.4780	3.3258	3.2172	3.1355	3.0717	3.0204	2.9782
11	4.8443	3.9823	3.5874	3.3567	3.2039	3.0946	3.0123	2.948	2.8962	2.8536
12	4.7472	3.8853	3.4903	3.2592	3.1059	2.9961	2.9134	2.8486	2.7964	2.7534
13	4.6672	3.8056	3.4105	3.1791	3.0254	2.9153	2.8321	2.7669	2.7144	2.671
14	4.6001	3.7389	3.3439	3.1122	2.9582	2.8477	2.7642	2.6987	2.6458	2.6022
15	4.5431	3.6823	3.2874	3.0556	2.9013	2.7905	2.7066	2.6408	2.5876	2.5437
16	4.4940	3.6337	3.2389	3.0069	2.8524	2.7413	2.6572	2.5911	2.5377	2.4935
17	4.4513	3.5915	3.1968	2.9647	2.8100	2.6987	2.6143	2.548	2.4943	2.4499
18	4.4139	3.5546	3.1599	2.9277	2.7729	2.6613	2.5767	2.5102	2.4563	2.4117
19	4.3807	3.5219	3.1274	2.8951	2.7401	2.6283	2.5435	2.4768	2.4227	2.3779
20	4.3512	3.4928	3.0984	2.8661	2.7109	2.599	2.514	2.4471	2.3928	2.3479
21	4.3248	3.4668	3.0725	2.8401	2.6848	2.5727	2.4876	2.4205	2.366	2.321
22	4.3009	3.4434	3.0491	2.8167	2.6613	2.5491	2.4638	2.3965	2.3419	2.2967
23	4.2793	3.4221	3.0280	2.7955	2.6400	2.5277	2.4422	2.3748	2.3201	2.2747
24	4.2597	3.4028	3.0088	2.7763	2.6207	2.5082	2.4226	2.3551	2.3002	2.2547
25	4.2417	3.3852	2.9912	2.7587	2.6030	2.4904	2.4047	2.3371	2.2821	2.2365
26	4.2252	3.3690	2.9752	2.7426	2.5868	2.4741	2.3883	2.3205	2.2655	2.2197
27	4.2100	3.3541	2.9604	2.7278	2.5719	2.4591	2.3732	2.3053	2.2501	2.2043
28	4.1960	3.3404	2.9467	2.7141	2.5581	2.4453	2.3593	2.2913	2.236	2.19
29	4.1830	3.3277	2.9340	2.7014	2.5454	2.4324	2.3463	2.2783	2.2229	2.1768
30	4.1709	3.3158	2.9223	2.6896	2.5336	2.4205	2.3343	2.2662	2.2107	2.1646
31	4.1596	3.3048	2.9113	2.6787	2.5225	2.4094	2.3232	2.2549	2.1994	2.1532
32	4.1491	3.2945	2.9011	2.6684	2.5123	2.3991	2.3127	2.2444	2.1888	2.1425
33	4.1393	3.2849	2.8916	2.6589	2.5026	2.3894	2.303	2.2346	2.1789	2.1325
34	4.1300	3.2759	2.8826	2.6499	2.4936	2.3803	2.2938	2.2253	2.1696	2.1231
35	4.1213	3.2674	2.8742	2.6415	2.4851	2.3718	2.2852	2.2167	2.1608	2.1143
36	4.1132	3.2594	2.8663	2.6335	2.4772	2.3638	2.2771	2.2085	2.1526	2.1061
37	4.1055	3.2519	2.8588	2.6261	2.4696	2.3562	2.2695	2.2008	2.1449	2.0982
38	4.0982	3.2448	2.8517	2.6190	2.4625	2.349	2.2623	2.1936	2.1375	2.0909
39	4.0913	3.2381	2.8451	2.6123	2.4558	2.3423	2.2555	2.1867	2.1306	2.0839
40	4.0847	3.2317	2.8387	2.6060	2.4495	2.3359	2.249	2.1802	2.124	2.0772
41	4.0785	3.2257	2.8327	2.6000	2.4434	2.3298	2.2429	2.174	2.1178	2.071
42	4.0727	3.2199	2.8270	2.5943	2.4377	2.324	2.2371	2.1681	2.1119	2.065
43	4.0670	3.2145	2.8216	2.5888	2.4322	2.3185	2.2315	2.1625	2.1062	2.0593
44	4.0617	3.2093	2.8165	2.5837	2.4270	2.3133	2.2263	2.1572	2.1009	2.0539
45	4.0566	3.2043	2.8115	2.5787	2.4221	2.3083	2.2212	2.1521	2.0958	2.0487
46	4.0517	3.1996	2.8068	2.5740	2.4174	2.3035	2.2164	2.1473	2.0909	2.0438
47	4.0471	3.1951	2.8024	2.5695	2.4128	2.299	2.2118	2.1427	2.0862	2.0391
48	4.0427	3.1907	2.7981	2.5652	2.4085	2.2946	2.2074	2.1382	2.0817	2.0346
49	4.0384	3.1866	2.7939	2.5611	2.4044	2.2904	2.2032	2.134	2.0775	2.0303
50	4.0343	3.1826	2.7900	2.5572	2.4004	2.2864	2.1992	2.1299	2.0734	2.0261
51	4.0304	3.1788	2.7862	2.5534	2.3966	2.2826	2.1953	2.126	2.0694	2.0222
52	4.0266	3.1751	2.7826	2.5498	2.3930	2.2789	2.1916	2.1223	2.0656	2.0184
53	4.0230	3.1716	2.7791	2.5463	2.3894	2.2754	2.1881	2.1187	2.062	2.0147
54	4.0195	3.1682	2.7758	2.5429	2.3861	2.272	2.1846	2.1152	2.0585	2.0112
55	4.0162	3.1650	2.7725	2.5397	2.3828	2.2687	2.1813	2.1119	2.0552	2.0078
56	4.0130	3.1619	2.7694	2.5366	2.3797	2.2656	2.1782	2.1087	2.0519	2.0045
57	4.0099	3.1588	2.7664	2.5336	2.3767	2.2625	2.1751	2.1056	2.0488	2.0014
58	4.0069	3.1559	2.7636	2.5307	2.3738	2.2596	2.1721	2.1026	2.0458	1.9983
59	4.0040	3.1531	2.7608	2.5279	2.3710	2.2568	2.1693	2.0997	2.0429	1.9954
60	4.0012	3.1504	2.7581	2.5252	2.3683	2.2541	2.1665	2.097	2.0401	1.9926
61	3.9985	3.1478	2.7555	2.5226	2.3657	2.2514	2.1639	2.0943	2.0374	1.9899

62	3.9959	3.1453	2.7530	2.5201	2.3631	2.2489	2.1613	2.0917	2.0348	1.9872
63	3.9934	3.1428	2.7505	2.5177	2.3607	2.2464	2.1588	2.0892	2.0322	1.9847
64	3.9909	3.1404	2.7482	2.5153	2.3583	2.244	2.1564	2.0868	2.0298	1.9822
65	3.9886	3.1381	2.7459	2.5130	2.3560	2.2417	2.1541	2.0844	2.0274	1.9798
66	3.9863	3.1359	2.7437	2.5108	2.3538	2.2395	2.1518	2.0821	2.0251	1.9775
67	3.9840	3.1338	2.7416	2.5087	2.3517	2.2373	2.1497	2.0799	2.0229	1.9752
68	3.9819	3.1317	2.7395	2.5066	2.3496	2.2352	2.1475	2.0778	2.0207	1.973
69	3.9798	3.1296	2.7375	2.5046	2.3475	2.2332	2.1455	2.0757	2.0186	1.9709
70	3.9778	3.1277	2.7355	2.5027	2.3456	2.2312	2.1435	2.0737	2.0166	1.9689
71	3.9758	3.1258	2.7336	2.5008	2.3437	2.2293	2.1415	2.0717	2.0146	1.9669
72	3.9739	3.1239	2.7318	2.4989	2.3418	2.2274	2.1397	2.0698	2.0127	1.9649
73	3.9720	3.1221	2.7300	2.4971	2.3400	2.2256	2.1378	2.068	2.0108	1.9631
74	3.9702	3.1203	2.7283	2.4954	2.3383	2.2238	2.136	2.0662	2.009	1.9612
75	3.9685	3.1186	2.7266	2.4937	2.3366	2.2221	2.1343	2.0644	2.0073	1.9594
76	3.9668	3.1170	2.7249	2.4920	2.3349	2.2204	2.1326	2.0627	2.0055	1.9577
77	3.9651	3.1154	2.7233	2.4904	2.3333	2.2188	2.131	2.0611	2.0039	1.956
78	3.9635	3.1138	2.7218	2.4889	2.3317	2.2172	2.1294	2.0595	2.0022	1.9544
79	3.9619	3.1123	2.7203	2.4874	2.3302	2.2157	2.1278	2.0579	2.0007	1.9528
80	3.9604	3.1108	2.7188	2.4859	2.3287	2.2142	2.1263	2.0564	1.9991	1.9512
81	3.9589	3.1093	2.7173	2.4844	2.3273	2.2127	2.1248	2.0549	1.9976	1.9497
82	3.9574	3.1079	2.7159	2.4830	2.3259	2.2113	2.1234	2.0534	1.9961	1.9482
83	3.9560	3.1065	2.7146	2.4817	2.3245	2.2099	2.122	2.052	1.9947	1.9468
84	3.9546	3.1052	2.7132	2.4803	2.3231	2.2086	2.1206	2.0506	1.9933	1.9454
85	3.9532	3.1038	2.7119	2.4790	2.3218	2.2072	2.1193	2.0493	1.9919	1.944
86	3.9519	3.1026	2.7106	2.4777	2.3205	2.2059	2.118	2.048	1.9906	1.9426
87	3.9506	3.1013	2.7094	2.4765	2.3193	2.2047	2.1167	2.0467	1.9893	1.9413
88	3.9493	3.1001	2.7082	2.4753	2.3181	2.2034	2.1155	2.0454	1.988	1.94
89	3.9481	3.0989	2.7070	2.4741	2.3169	2.2022	2.1143	2.0442	1.9868	1.9388
90	3.9469	3.0977	2.7058	2.4729	2.3157	2.2011	2.1131	2.043	1.9856	1.9376
91	3.9457	3.0966	2.7047	2.4718	2.3145	2.1999	2.1119	2.0418	1.9844	1.9364
92	3.9445	3.0954	2.7036	2.4707	2.3134	2.1988	2.1108	2.0407	1.9833	1.9352
93	3.9434	3.0943	2.7025	2.4696	2.3123	2.1977	2.1097	2.0395	1.9821	1.9341
94	3.9423	3.0933	2.7014	2.4685	2.3113	2.1966	2.1086	2.0384	1.981	1.9329
95	3.9412	3.0922	2.7004	2.4675	2.3102	2.1955	2.1075	2.0374	1.9799	1.9318
96	3.9402	3.0912	2.6994	2.4665	2.3092	2.1945	2.1065	2.0363	1.9789	1.9308
97	3.9391	3.0902	2.6984	2.4655	2.3082	2.1935	2.1054	2.0353	1.9778	1.9297
98	3.9381	3.0892	2.6974	2.4645	2.3072	2.1925	2.1044	2.0343	1.9768	1.9287
99	3.9371	3.0882	2.6965	2.4636	2.3063	2.1915	2.1035	2.0333	1.9758	1.9277
100	3.9361	3.0873	2.6955	2.4626	2.3053	2.1906	2.1025	2.0323	1.9748	1.9267

Sumber: Data primer yang diolah 2018

Tabel Distribusi t			
Df	0,1	0,05	0,025
1	3.0777	6.3138	12.7062
2	1.8856	2.9200	4.3027
3	1.6377	2.3534	3.1824
4	1.5332	2.1318	2.7764
5	1.4759	2.0150	2.5706
6	1.4398	1.9432	2.4469
7	1.4149	1.8946	2.3646
8	1.3968	1.8595	2.3060
9	1.3830	1.8331	2.2622
10	1.3722	1.8125	2.2281
11	1.3634	1.7959	2.2010
12	1.3562	1.7823	2.1788
13	1.3502	1.7709	2.1604
14	1.3450	1.7613	2.1448
15	1.3406	1.7531	2.1314
16	1.3368	1.7459	2.1199
17	1.3334	1.7396	2.1098
18	1.3304	1.7341	2.1009
19	1.3277	1.7291	2.0930
20	1.3253	1.7247	2.0860
21	1.3232	1.7207	2.0796
22	1.3212	1.7171	2.0739
23	1.3195	1.7139	2.0687
24	1.3178	1.7109	2.0639
25	1.3163	1.7081	2.0595
26	1.3150	1.7056	2.0555
27	1.3137	1.7033	2.0518
28	1.3125	1.7011	2.0484
29	1.3114	1.6991	2.0452
30	1.3104	1.6973	2.0423
31	1.3095	1.6955	2.0395
32	1.3086	1.6939	2.0369
33	1.3077	1.6924	2.0345
34	1.3070	1.6909	2.0322
35	1.3062	1.6896	2.0301
36	1.3055	1.6883	2.0281
37	1.3049	1.6871	2.0262
38	1.3042	1.6860	2.0244
39	1.3036	1.6849	2.0227
40	1.3031	1.6839	2.0211
41	1.3025	1.6829	2.0195
42	1.3020	1.6820	2.0181
43	1.3016	1.6811	2.0167
44	1.3011	1.6802	2.0154
45	1.3006	1.6794	2.0141
46	1.3002	1.6787	2.0129
47	1.2998	1.6779	2.0117
48	1.2994	1.6772	2.0106
49	1.2991	1.6766	2.0096
50	1.2987	1.6759	2.0086
51	1.2984	1.6753	2.0076

52	1.2980	1.6747	2.0066
53	1.2977	1.6741	2.0057
54	1.2974	1.6736	2.0049
55	1.2971	1.6730	2.0040
56	1.2969	1.6725	2.0032
57	1.2966	1.6720	2.0025
58	1.2963	1.6716	2.0017
59	1.2961	1.6711	2.0010
60	1.2958	1.6706	2.0003
61	1.2956	1.6702	1.9996
62	1.2954	1.6698	1.9990
63	1.2951	1.6694	1.9983
64	1.2949	1.6690	1.9977
65	1.2947	1.6686	1.9971
66	1.2945	1.6683	1.9966
67	1.2943	1.6679	1.9960
68	1.2941	1.6676	1.9955
69	1.2939	1.6672	1.9949
70	1.2938	1.6669	1.9944
71	1.2936	1.6666	1.9939
72	1.2934	1.6663	1.9935
73	1.2933	1.6660	1.9930
74	1.2931	1.6657	1.9925
75	1.2929	1.6654	1.9921
76	1.2928	1.6652	1.9917
77	1.2926	1.6649	1.9913
78	1.2925	1.6646	1.9908
79	1.2924	1.6644	1.9905
80	1.2922	1.6641	1.9901
81	1.2921	1.6639	1.9897
82	1.2920	1.6636	1.9893
83	1.2918	1.6634	1.9890
84	1.2917	1.6632	1.9886
85	1.2916	1.6630	1.9883
86	1.2915	1.6628	1.9879
87	1.2914	1.6626	1.9876
88	1.2912	1.6624	1.9873
89	1.2911	1.6622	1.987
90	1.291	1.6623	1.9867
91	1.2909	1.6618	1.9864
92	1.2908	1.6616	1.9861
93	1.2907	1.6614	1.9858
94	1.2906	1.6612	1.9855
95	1.2905	1.6611	1.9853
96	1.2904	1.6609	1.985
97	1.2903	1.6607	1.9847
98	1.2902	1.6606	1.9845
99	1.2902	1.6604	1.9842
100	1.2901	1.6602	1.984

Sumber: Data primer yang diolah 2018



KUISIONER PENELITIAN

JUDUL PENELITIAN : Analisis Efektifitas Iklan Televisi Wardah Lipstik Pada Mahasiswi Prodi Manajemen Fakultas Ekonomi 2014 Universitas Muhammadiyah Jember

Kepada :
Yth. Sdr/ Sdri
Di lokasi

Dengan hormat,

Kuesioner ini ditujukan untuk membantu pengumpulan data primer penelitian guna penyusunan skripsi yang berjudul “Analisis Efektifitas Iklan Televisi Wardah Lipstik Pada Mahasiswi Prodi Manajemen Fakultas Ekonomi 2014 Universitas Muhammadiyah Jember” yang merupakan salah satu syarat bagi peneliti untuk dapat menyelesaikan Studi Program S1 Jurusan Manajemen Fakultas Ekonomi - Universitas Muhammadiyah Jember.

Untuk itu saya mohon bantuan Saudara/ i untuk bersedia meluangkan waktu mengisi kuesioner ini dengan sebenar-benarnya. Peneliti berjanji akan menjaga kerahasiaan jawaban Saudara/i dan hanya digunakan untuk kepentingan akademis. Atas perhatian dan ketersediaanya, peneliti mengucapkan banyak terima kasih.

Hormat Saya,

Novita Wahyuningsih

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