# LAMPIRAN-LAMPIRAN

# LAMPIRAN 1: Kuisioner Penelitian dan Surat Izin Penelitian

**KUISIONER PENELITIAN**

**PENGARUH STIMULUS MEDIA IKLAN, USIA, DAN GENDER TERHADAP KECENDERUNGAN PERILAKU PEMBELIAN IMPULSIF PRODUK *FASHION***

Berikut ini adalah kuisioner yang berkaitan dengan penelitian tentang pengaruh media iklan, usia, dan gender terhadap kecenderungan perilaku pembelian impulsif produk *fashion.* Oleh karena itu di sela-sela kesibukan Anda kami memohon dengan hormat kesediaan Anda untuk dapat mengisi kuisioner berikut ini. Atas kesediaan dan partisipasi Anda sekalian untuk mengisi kuisioner yang ada, saya ucapkan banyak terimakasih.

**Identitas Responden**

No Responden :
Jenis Kelamin : ☐ Laki-laki ☐ Perempuan
Usia : ☐ 12 – 20
☐ 20 – 30
☐ 41 – 65
Pekerjaan : ☐ IRT ☐ Petani ☐ Buruh

**Petunjuk Pengisian**

1. Bacalah dengan teliti setiap soal dan pilihan jawabannya.
2. Pilih salah satu jawaban yang menurut Anda anggap paling tepat dengan cara memberi tanda *check list* ( √) pada huruf yang benar dari setiap pertanyaan.
3. Dalam pengisian kuisioner mohon diisi secara jujur. Karena penulis menjamin bahwa jawaban diterima hanya digunakan untuk kepentingan penelitian.
4. Isilah dengan lengkap dan usahakan jangan sampai ada nomor yang terlewatkan.

Keterangan :
SS = Sangat Setuju.
S = Setuju.
N = Netral.
TS = Tidak Setuju.
STS = Sangat Tidak Setuju.

## DAFTAR PERTANYAAN

**1. Media Iklan (X1)**

| No | Pertanyaan | Jawaban | | | | |
|---|---|---|---|---|---|---|
| | | SS | S | N | TS | STS |
| | | 5 | 4 | 3 | 2 | 1 |
| 1 | Saya tertarik terhadap media iklan toko serba 35. | | | | | |
| 2 | Media iklan yang dipakai menarik untuk di lihat, membuat saya tiba- tiba membeli produk di toko serba 35. | | | | | |
| 3 | Saya melakukan pembelian di toko serba 35 setelah mendengar informasi media iklan toko serba 35. | | | | | |
| 4 | Pesan yang disampaikan dalam media iklan toko serba 35 mampu membangkitkan keinginan saya untuk membeli. | | | | | |
| 5 | Menurut saya media iklan di toko serba 35 mudah di ingat. | | | | | |
| 6 | Pesan yang disampaikan media iklan toko serba 35, mampu mempengaruhi keputusan saya dalam menentukan pilihan untuk membeli. | | | | | |

**2. Usia (X2)**

| No | Pertanyaan | Jawaban | | | | |
|---|---|---|---|---|---|---|
| | | SS | S | N | TS | STS |
| | | 5 | 4 | 3 | 2 | 1 |
| 1 | Menurut saya, di usia remaja bisa melakukan pembelian secara tiba-tiba di toko serba 35. | | | | | |
| 2 | Menurut saya, di usia dewasa bisa melakukan pembelian secara tiba- tiba di toko serba 35. | | | | | |
| 3 | Menurut saya, di usia tua bisa melakukan pembelian secara tiba- tiba di toko serba 35. | | | | | |
| 4 | Tingkat usia sangat berpengaruh terhadap keputusan pembelian di toko serba 35 | | | | | |
| 5 | Semakin bertambahnya usia semakin rendah dalam menentukan keputusan pembelian. | | | | | |
| 6 | Semakin bertambahnya usia semakin matang dalam melakukan keputusan pembelian. | | | | | |

**3. Gender (X3)**

| No | Pertanyaan | Jawaban | | | | |
|---|---|---|---|---|---|---|
| | | SS | S | N | TS | STS |
| | | 5 | 4 | 3 | 2 | 1 |
| 1 | Menurut saya, laki-laki dan perempuan melakukan pembelian di toko serba 35 ini karena adanya suatu desakan atau dorongan yang spontan. | | | | | |
| 2 | Menurut saya, laki-laki lebih dominan melakukan pembelian secara tiba-tiba di toko serba 35. | | | | | |
| 3 | Menurut saya, perempuan lebih dominan melakukan pembelian secara tiba- tiba di toko serba 35. | | | | | |
| 4 | Menurut saya melakukan pembelian di toko serba 35 tidak memandang laki-laki atau perempuan. | | | | | |
| 5 | perempuan lebih mementingkan kegunannya dalam membeli produk fashion. | | | | | |
| 6 | Laki-laki lebih mementingkan fashion dari pada perempuan. | | | | | |

**4. Pembelian Impulsif Y**

| No | Pertanyaan | Jawaban | | | | |
|---|---|---|---|---|---|---|
| | | SS | S | N | TS | STS |
| | | 5 | 4 | 3 | 2 | 1 |
| 1 | Saya berbelanja tanpa berpikir pajang dulu sebelumnya di toko serba 35. | | | | | |
| 2 | Saya terobsesi untuk membelanjakan uang saya di toko serba 35. | | | | | |
| 3 | Saya secara tiba- tiba melakukan pembelian di toko serba 35. | | | | | |
| 4 | Saya tidak memikirkan konsekuensi ketika membeli suatu produk di toko serba 35. | | | | | |
| 5 | Saya akan membeli suatu produk yang ada di toko serba 35, jika produk tersebut penting untuk saya | | | | | |
| 6 | Saya dalam membeli produk yang ada di toko serba 35, selalu sesuai dengan perencanaan. | | | | | |

**TOKO SERBA 35**
**Jl. Banyuanyar, Kecamatan Banyuanyar, Kabupaten Probolinggo**

Perihal : **Balasan**

KepadaYth :
Universitas Muhammadiyah Jember
Di Tempat

***Assalammu'alaikum Wr. Wb.***

*Dengan hormat,*

Yang bertandatangan di bawah ini :

Nama : Deny Kurnia
Jabatan : Pemilik Toko

Menerangkan bahwa,

Nama : Muhammad Wildan M F
Nim : 1610411063
Jurusan : Manajemen
Universitas : Universitas Muhammadiyah Jember

Telah kami setujui untuk mengadakan penelitian di toko Serba 35 dengan permasalahan dan judul :

**Pengaruh Stimulus Media Iklan Usia Dan Gender Terhadap Kecenderungan Perilaku Pembelian Impulsif Produk *Fashion***

Demikian surat ini kami sampaikan, dan atas kerjasamanya kami sampaikan terimakasih.

***Wassalammu'alaikum Wr. Wb.***

Banyuanyar, 10 Juli 2020
*Hormat kami*
**Pemilik Toko Serba 35**

Deny Kurnia

**Surat Izin PenelitianPerusahaan**

# LAMPIRAN 2:

## Hasil Karakteristik Responden dan Rekapulasi Kuisioner

| NO | 1 | 2 | 3 | 4 | 5 | 6 | TOTAL X1 | 1 | 2 | 3 | 4 | 5 | 6 | TOTAL X2 | 1 | 2 | 3 | 4 | 5 | 6 | TOTAL X3 | 1 | 2 | 3 | 4 | 5 | 6 | TOTAL Y |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 5 | 5 | 4 | 4 | 4 | 5 | 27 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 2 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 3 | 5 | 5 | 5 | 3 | 26 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 3 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 5 | 4 | 5 | 5 | 5 | 4 | 28 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 4 | 4 | 4 | 5 | 5 | 4 | 26 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 5 | 4 | 2 | 4 | 5 | 4 | 4 | 23 | 4 | 4 | 5 | 5 | 5 | 4 | 27 | 5 | 4 | 5 | 5 | 5 | 5 | 29 | 5 | 5 | 3 | 5 | 4 | 5 | 27 |
| 6 | 3 | 5 | 3 | 5 | 3 | 4 | 23 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 5 | 3 | 5 | 4 | 4 | 5 | 26 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 7 | 5 | 3 | 5 | 5 | 4 | 4 | 26 | 5 | 4 | 3 | 4 | 5 | 4 | 25 | 3 | 5 | 3 | 4 | 4 | 3 | 22 | 5 | 5 | 5 | 3 | 4 | 5 | 27 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 4 | 5 | 5 | 4 | 4 | 27 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 9 | 5 | 5 | 5 | 4 | 4 | 4 | 27 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 10 | 3 | 2 | 4 | 5 | 4 | 5 | 23 | 5 | 5 | 3 | 5 | 4 | 5 | 27 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 5 | 5 | 3 | 4 | 5 | 5 | 27 |
| 11 | 5 | 5 | 4 | 5 | 4 | 5 | 28 | 5 | 5 | 5 | 3 | 3 | 5 | 26 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 12 | 4 | 5 | 4 | 5 | 5 | 5 | 28 | 4 | 4 | 4 | 5 | 5 | 4 | 26 | 4 | 4 | 4 | 5 | 5 | 4 | 26 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 13 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 3 | 5 | 5 | 28 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 14 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 3 | 4 | 3 | 4 | 5 | 4 | 23 | 5 | 4 | 5 | 4 | 5 | 5 | 28 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 15 | 5 | 5 | 5 | 5 | 5 | 4 | 29 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 3 | 5 | 28 |
| 16 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 3 | 5 | 28 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 17 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 18 | 5 | 5 | 5 | 5 | 4 | 4 | 28 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 5 | 5 | 5 | 5 | 3 | 5 | 28 |
| 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 4 | 4 | 4 | 5 | 3 | 4 | 24 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 21 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 22 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 3 | 5 | 28 | 4 | 4 | 4 | 5 | 5 | 4 | 26 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 23 | 5 | 5 | 5 | 5 | 4 | 4 | 28 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 24 | 5 | 5 | 5 | 3 | 4 | 5 | 27 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 4 | 5 | 4 | 5 | 5 | 28 | 3 | 3 | 5 | 4 | 4 | 3 | 22 |
| 25 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 4 | 4 | 4 | 5 | 27 | 5 | 4 | 5 | 4 | 5 | 5 | 28 | 5 | 3 | 5 | 5 | 4 | 5 | 27 |
| 26 | 5 | 5 | 4 | 5 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 3 | 3 | 5 | 5 | 4 | 3 | 23 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 4 | 3 | 5 | 4 | 4 | 25 | 5 | 4 | 5 | 4 | 4 | 5 | 27 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 29 | 4 | 4 | 4 | 5 | 4 | 5 | 26 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 30 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 4 | 5 | 4 | 4 | 5 | 27 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 31 | 4 | 4 | 4 | 5 | 4 | 5 | 26 | 5 | 4 | 4 | 5 | 4 | 4 | 26 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 32 | 3 | 5 | 5 | 5 | 4 | 4 | 26 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 4 | 5 | 5 | 4 | 4 | 5 | 27 | 5 | 5 | 2 | 5 | 4 | 5 | 26 |
| 33 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
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| 36 | 4 | 3 | 4 | 3 | 4 | 5 | 23 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 3 | 5 | 5 | 4 | 4 | 3 | 24 |
| 37 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 38 | 5 | 5 | 5 | 5 | 3 | 5 | 28 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 39 | 5 | 3 | 4 | 4 | 4 | 5 | 25 | 5 | 4 | 5 | 4 | 4 | 4 | 26 | 4 | 4 | 4 | 5 | 5 | 4 | 26 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 40 | 5 | 5 | 5 | 5 | 3 | 5 | 28 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 41 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 42 | 5 | 5 | 5 | 5 | 3 | 5 | 28 | 5 | 5 | 3 | 5 | 5 | 5 | 28 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 43 | 4 | 3 | 3 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 44 | 4 | 4 | 4 | 5 | 5 | 5 | 27 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 45 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 46 | 5 | 4 | 5 | 5 | 4 | 4 | 27 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
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| 48 | 4 | 4 | 4 | 5 | 4 | 5 | 26 | 4 | 4 | 4 | 4 | 5 | 4 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 49 | 5 | 5 | 5 | 5 | 3 | 5 | 28 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 50 | 4 | 4 | 4 | 4 | 3 | 5 | 24 | 4 | 4 | 4 | 3 | 5 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 51 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 3 | 5 | 5 | 28 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 52 | 4 | 3 | 3 | 3 | 3 | 4 | 20 | 3 | 5 | 5 | 4 | 4 | 5 | 26 | 4 | 3 | 4 | 4 | 4 | 4 | 23 | 3 | 3 | 5 | 5 | 4 | 3 | 23 |
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| 55 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 56 | 5 | 5 | 5 | 5 | 3 | 5 | 28 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 57 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 58 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 3 | 4 | 5 | 27 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 59 | 5 | 5 | 5 | 5 | 5 | 4 | 29 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 60 | 5 | 5 | 5 | 5 | 3 | 5 | 28 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 61 | 5 | 5 | 5 | 5 | 5 | 4 | 29 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 62 | 5 | 5 | 5 | 5 | 5 | 4 | 29 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 63 | 5 | 5 | 5 | 5 | 5 | 4 | 29 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 64 | 5 | 3 | 3 | 5 | 5 | 4 | 25 | 5 | 5 | 5 | 3 | 5 | 5 | 28 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 65 | 5 | 5 | 5 | 5 | 5 | 4 | 29 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 66 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |

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| 67 | 5 | 5 | 5 | 5 | 4 | 4 | 28 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 68 | 4 | 5 | 5 | 5 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 3 | 5 | 28 |
| 69 | 4 | 4 | 4 | 4 | 3 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 70 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 4 | 4 | 4 | 4 | 5 | 4 | 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 71 | 5 | 4 | 5 | 5 | 3 | 4 | 26 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 72 | 5 | 5 | 5 | 5 | 4 | 3 | 27 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
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| 74 | 5 | 5 | 5 | 5 | 4 | 4 | 28 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 75 | 4 | 4 | 4 | 5 | 4 | 5 | 26 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 4 | 5 | 5 | 4 | 26 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 76 | 5 | 5 | 5 | 5 | 4 | 4 | 28 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 77 | 4 | 3 | 3 | 3 | 3 | 4 | 20 | 3 | 3 | 3 | 4 | 5 | 3 | 21 | 4 | 5 | 5 | 5 | 4 | 5 | 28 | 5 | 3 | 5 | 4 | 5 | 5 | 27 |
| 78 | 3 | 5 | 5 | 5 | 4 | 4 | 26 | 5 | 5 | 5 | 4 | 4 | 5 | 28 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 79 | 5 | 5 | 5 | 5 | 3 | 5 | 28 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 80 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 81 | 5 | 5 | 5 | 5 | 5 | 4 | 29 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 82 | 5 | 5 | 5 | 5 | 4 | 3 | 27 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
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| 84 | 5 | 5 | 5 | 5 | 3 | 4 | 27 | 5 | 5 | 5 | 3 | 5 | 5 | 28 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 85 | 5 | 5 | 5 | 4 | 5 | 4 | 28 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 2 | 3 | 5 | 4 | 5 | 2 | 21 |
| 86 | 5 | 5 | 5 | 5 | 5 | 4 | 29 | 5 | 5 | 5 | 3 | 5 | 5 | 28 | 4 | 4 | 4 | 5 | 5 | 4 | 26 | 5 | 3 | 4 | 5 | 5 | 5 | 27 |
| 87 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 4 | 4 | 4 | 5 | 5 | 4 | 26 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 88 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 89 | 5 | 3 | 3 | 5 | 3 | 4 | 23 | | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 90 | 5 | 5 | 5 | 5 | 3 | 4 | 27 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 5 | 4 | 5 | 5 | 5 | 5 | 29 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 91 | 5 | 5 | 5 | 3 | 4 | 4 | 26 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 5 | 4 | 5 | 4 | 4 | 5 | 27 | 3 | 5 | 5 | 4 | 4 | 3 | 24 |
| 92 | 5 | 5 | 5 | 5 | 4 | 4 | 28 | 5 | 5 | 5 | 5 | 4 | 5 | 29 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 93 | 4 | 4 | 4 | 4 | 5 | 4 | 25 | 5 | 5 | 4 | 5 | 5 | 5 | 29 | 4 | 4 | 4 | 4 | 5 | 4 | 25 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 94 | 4 | 4 | 4 | 4 | 5 | 4 | 25 | 5 | 5 | 4 | 4 | 5 | 5 | 28 | 4 | 4 | 4 | 5 | 5 | 4 | 26 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 95 | 4 | 5 | 4 | 4 | 5 | 4 | 26 | 4 | 4 | 4 | 5 | 5 | 4 | 26 | 4 | 4 | 4 | 5 | 5 | 4 | 26 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 96 | 3 | 4 | 4 | 4 | 4 | 4 | 23 | 5 | 4 | 4 | 4 | 5 | 4 | 26 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 97 | 5 | 5 | 5 | 4 | 5 | 4 | 28 | 4 | 4 | 5 | 5 | 5 | 4 | 27 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 98 | 4 | 5 | 4 | 5 | 4 | 3 | 25 | 5 | 4 | 4 | 4 | 5 | 4 | 26 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 99 | 5 | 5 | 4 | 5 | 4 | 4 | 27 | 5 | 5 | 4 | 4 | 5 | 5 | 28 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 100 | 5 | 5 | 4 | 5 | 4 | 5 | 28 | 5 | 4 | 5 | 4 | 5 | 4 | 27 | 4 | 5 | 4 | 4 | 4 | 4 | 25 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |

**Jenis kelamin**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | L | 50 | 50.0 | 50.0 | 50.0 |
| | P | 50 | 50.0 | 50.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Usia**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | R | 30 | 30.0 | 30.0 | 30.0 |
| | D | 33 | 33.0 | 33.0 | 63.0 |
| | UL | 37 | 37.0 | 37.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Pekerjaan**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | IRT | 30 | 30.0 | 30.0 | 30.0 |
| | Petani | 33 | 33.0 | 33.0 | 63.0 |
| | Buruh | 37 | 37.0 | 37.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Output Pertanyaan**

**x1.1**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | N | 6 | 6.0 | 6.0 | 6.0 |
| | S | 24 | 24.0 | 24.0 | 30.0 |
| | SS | 70 | 70.0 | 70.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**x1.2**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | TS | 2 | 2.0 | 2.0 | 2.0 |
| | N | 8 | 8.0 | 8.0 | 10.0 |
| | S | 18 | 18.0 | 18.0 | 28.0 |
| | SS | 72 | 72.0 | 72.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**x1.3**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | N | 6 | 6.0 | 6.0 | 6.0 |
| | S | 28 | 28.0 | 28.0 | 34.0 |
| | SS | 66 | 66.0 | 66.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**x1.4**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | N | 5 | 5.0 | 5.0 | 5.0 |
| | S | 15 | 15.0 | 15.0 | 20.0 |
| | SS | 80 | 80.0 | 80.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**x1.5**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | N | 16 | 16.0 | 16.0 | 16.0 |
| | S | 55 | 55.0 | 55.0 | 71.0 |
| | SS | 29 | 29.0 | 29.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**x1.6**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | N | 3 | 3.0 | 3.0 | 3.0 |
| | S | 42 | 42.0 | 42.0 | 45.0 |
| | SS | 55 | 55.0 | 55.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**x2.1**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | N | 3 | 3.0 | 3.0 | 3.0 |
| | S | 13 | 13.0 | 13.0 | 16.0 |
| | SS | 84 | 84.0 | 84.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**x2.2**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | N | 2 | 2.0 | 2.0 | 2.0 |
| | S | 24 | 24.0 | 24.0 | 26.0 |
| | SS | 74 | 74.0 | 74.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**x2.3**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | N | 6 | 6.0 | 6.0 | 6.0 |
| | S | 19 | 19.0 | 19.0 | 25.0 |
| | SS | 75 | 75.0 | 75.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**x2.4**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | N | 6 | 6.0 | 6.0 | 6.0 |
| | S | 57 | 57.0 | 57.0 | 63.0 |
| | SS | 37 | 37.0 | 37.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**x2.5**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | N | 2 | 2.0 | 2.0 | 2.0 |
| | S | 44 | 44.0 | 44.0 | 46.0 |
| | SS | 54 | 54.0 | 54.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**x2.6**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | N | 2 | 2.0 | 2.0 | 2.0 |
| | S | 24 | 24.0 | 24.0 | 26.0 |
| | SS | 74 | 74.0 | 74.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**x3.1**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | N | 1 | 1.0 | 1.0 | 1.0 |
| | S | 29 | 29.0 | 29.0 | 30.0 |
| | SS | 70 | 70.0 | 70.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**x3.2**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | N | 2 | 2.0 | 2.0 | 2.0 |
| | S | 33 | 33.0 | 33.0 | 35.0 |
| | SS | 65 | 65.0 | 65.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**x3.3**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | N | 1 | 1.0 | 1.0 | 1.0 |
| | S | 27 | 27.0 | 27.0 | 28.0 |
| | SS | 72 | 72.0 | 72.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**x3.4**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | N | 3 | 3.0 | 3.0 | 3.0 |
| | S | 48 | 48.0 | 48.0 | 51.0 |
| | SS | 49 | 49.0 | 49.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**x3.5**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | N | 2 | 2.0 | 2.0 | 2.0 |
| | S | 54 | 54.0 | 54.0 | 56.0 |
| | SS | 44 | 44.0 | 44.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**x3.6**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | N | 1 | 1.0 | 1.0 | 1.0 |
| | S | 27 | 27.0 | 27.0 | 28.0 |
| | SS | 72 | 72.0 | 72.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**y1**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | TS | 1 | 1.0 | 1.0 | 1.0 |
| | N | 5 | 5.0 | 5.0 | 6.0 |
| | S | 13 | 13.0 | 13.0 | 19.0 |
| | SS | 81 | 81.0 | 81.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**y2**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | N | 7 | 7.0 | 7.0 | 7.0 |
| | S | 11 | 11.0 | 11.0 | 18.0 |
| | SS | 82 | 82.0 | 82.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**y3**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | TS | 1 | 1.0 | 1.0 | 1.0 |
| | N | 2 | 2.0 | 2.0 | 3.0 |
| | S | 9 | 9.0 | 9.0 | 12.0 |
| | SS | 88 | 88.0 | 88.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**y4**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | TS | 1 | 1.0 | 1.0 | 1.0 |
| | N | 1 | 1.0 | 1.0 | 2.0 |
| | S | 40 | 40.0 | 40.0 | 42.0 |
| | SS | 58 | 58.0 | 58.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**y5**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | N | 3 | 3.0 | 3.0 | 3.0 |
| | S | 47 | 47.0 | 47.0 | 50.0 |
| | SS | 50 | 50.0 | 50.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**y6**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | TS | 1 | 1.0 | 1.0 | 1.0 |
| | N | 5 | 5.0 | 5.0 | 6.0 |
| | S | 13 | 13.0 | 13.0 | 19.0 |
| | SS | 81 | 81.0 | 81.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

# LAMPIRAN 3
# Uji Validitas & Uji Reliabilitas

**Uji Validitas**

**Correlations**

| | | x1.1 | x1.2 | x1.3 | x1.4 | x1.5 | x1.6 | TotalMediaIklan |
|---|---|---|---|---|---|---|---|---|
| x1.1 | Pearson Correlation | 1 | .459** | .552** | .158 | .069 | .113 | .666** |
| | Sig. (2-tailed) | | .000 | .000 | .118 | .496 | .263 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x1.2 | Pearson Correlation | .459** | 1 | .693** | .259** | .131 | .095 | .776** |
| | Sig. (2-tailed) | .000 | | .000 | .009 | .195 | .349 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x1.3 | Pearson Correlation | .552** | .693** | 1 | .280** | .106 | .114 | .787** |
| | Sig. (2-tailed) | .000 | .000 | | .005 | .292 | .259 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x1.4 | Pearson Correlation | .158 | .259** | .280** | 1 | .092 | .067 | .498** |
| | Sig. (2-tailed) | .118 | .009 | .005 | | .362 | .508 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x1.5 | Pearson Correlation | .069 | .131 | .106 | .092 | 1 | .007 | .419** |
| | Sig. (2-tailed) | .496 | .195 | .292 | .362 | | .948 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x1.6 | Pearson Correlation | .113 | .095 | .114 | .067 | .007 | 1 | .368** |
| | Sig. (2-tailed) | .263 | .349 | .259 | .508 | .948 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| TotalMediaIklan | Pearson Correlation | .666** | .776** | .787** | .498** | .419** | .368** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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

**Correlations**

| | | x2.1 | x2.2 | x2.3 | x2.4 | x2.5 | x2.6 | TotalUsia |
|---|---|---|---|---|---|---|---|---|
| x2.1 | Pearson Correlation | 1 | .602** | .491** | .033 | -.085 | .602** | .724** |
| | Sig. (2-tailed) | | .000 | .000 | .742 | .399 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x2.2 | Pearson Correlation | .602** | 1 | .575** | -.082 | -.130 | 1.000** | .815** |
| | Sig. (2-tailed) | .000 | | .000 | .419 | .197 | 0.000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x2.3 | Pearson Correlation | .491** | .575** | 1 | -.042 | -.093 | .575** | .716** |
| | Sig. (2-tailed) | .000 | .000 | | .681 | .359 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x2.4 | Pearson Correlation | .033 | -.082 | -.042 | 1 | .028 | -.082 | .278** |
| | Sig. (2-tailed) | .742 | .419 | .681 | | .780 | .419 | .005 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x2.5 | Pearson Correlation | -.085 | -.130 | -.093 | .028 | 1 | -.130 | .384 |
| | Sig. (2-tailed) | .399 | .197 | .359 | .780 | | .197 | .066 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x2.6 | Pearson Correlation | .602** | 1.000** | .575** | -.082 | -.130 | 1 | .815** |
| | Sig. (2-tailed) | .000 | 0.000 | .000 | .419 | .197 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| TotalUsia | Pearson Correlation | .724** | .815** | .716** | .278** | .184 | .815** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .005 | .066 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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

**Correlations**

| | | x3.1 | x3.2 | x3.3 | x3.4 | x3.5 | x3.6 | Gender |
|---|---|---|---|---|---|---|---|---|
| x3.1 | Pearson Correlation | 1 | .614** | .958** | -.102 | .195 | .958** | .871** |
| | Sig. (2-tailed) | | .000 | .000 | .312 | .052 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x3.2 | Pearson Correlation | .614** | 1 | .655** | -.034 | .091 | .655** | .727** |
| | Sig. (2-tailed) | .000 | | .000 | .739 | .366 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x3.3 | Pearson Correlation | .958** | .655** | 1 | -.101 | .165 | 1.000** | .883** |
| | Sig. (2-tailed) | .000 | .000 | | .318 | .101 | 0.000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x3.4 | Pearson Correlation | -.102 | -.034 | -.101 | 1 | .192 | -.101 | .245* |
| | Sig. (2-tailed) | .312 | .739 | .318 | | .056 | .318 | .014 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x3.5 | Pearson Correlation | .195 | .091 | .165 | .192 | 1 | .165 | .464** |
| | Sig. (2-tailed) | .052 | .366 | .101 | .056 | | .101 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x3.6 | Pearson Correlation | .958** | .655** | 1.000** | -.101 | .165 | 1 | .883** |
| | Sig. (2-tailed) | .000 | .000 | 0.000 | .318 | .101 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Gender | Pearson Correlation | .871** | .727** | .883** | .245* | .464** | .883** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .014 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

**. 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 | y6 | PembelianImpulsif |
|---|---|---|---|---|---|---|---|---|
| y1 | Pearson Correlation | 1 | .603** | -.040 | .009 | .037 | 1.000** | .820** |
| | Sig. (2-tailed) | | .000 | .690 | .931 | .715 | 0.000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| y2 | Pearson Correlation | .603** | 1 | .036 | -.069 | -.008 | .603** | .673** |
| | Sig. (2-tailed) | .000 | | .721 | .497 | .938 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| y3 | Pearson Correlation | -.040 | .036 | 1 | -.007 | .019 | -.040 | .247* |
| | Sig. (2-tailed) | .690 | .721 | | .943 | .849 | .690 | .013 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| y4 | Pearson Correlation | .009 | -.069 | -.007 | 1 | .162 | .009 | .336** |
| | Sig. (2-tailed) | .931 | .497 | .943 | | .108 | .931 | .001 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| y5 | Pearson Correlation | .037 | -.008 | .019 | .162 | 1 | .037 | .372** |
| | Sig. (2-tailed) | .715 | .938 | .849 | .108 | | .715 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| y6 | Pearson Correlation | 1.000** | .603** | -.040 | .009 | .037 | 1 | .820** |
| | Sig. (2-tailed) | 0.000 | .000 | .690 | .931 | .715 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| PembelianImpulsif | Pearson Correlation | .820** | .673** | .247* | .336** | .372** | .820** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .013 | .001 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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

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

**Uji Reliabilitas**

**Media Iklan**

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .735 | .767 | 7 |

**Usia**

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .728 | .770 | 7 |

**Gender**

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .765 | .850 | 7 |

**Pembelian Impulsif**

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .717 | .719 | 7 |

# LAMPIRAN 4
# Asumsi Klasik, Uji Regresi Linear Berganda

**Variables Entered/Removed[a]**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | Gender, Media Iklan, Usia[b] | . | Enter |

a. Dependent Variable: Pembelian Impulsif

b. All requested variables entered.

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .731[a] | .534 | .520 | .945 |

a. Predictors: (Constant), Gender, Usia, Media Iklan

b. Dependent Variable: Pembelian Impulsif

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 69.074 | 3 | 23.025 | 7.807 | .000[b] |
| | Residual | 283.116 | 96 | 2.949 | | |
| | Total | 352.190 | 99 | | | |

a. Dependent Variable: Pembelian Impulsif

b. Predictors: (Constant), Gender, Media Iklan, Usia

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 4.648 | .650 | | 7.149 | .000 | | |
| | Media Iklan | .072 | .020 | -.417 | 3.615 | 0.000 | 1.520 | 1.924 |
| | Usia | .009 | .025 | .033 | 1.938 | .036 | 1.718 | 1.392 |
| | Gender | .083 | .048 | -.221 | 1.711 | .000 | 1.416 | 2.402 |

a. Dependent Variable: RES2

**Collinearity Diagnostics[a]**

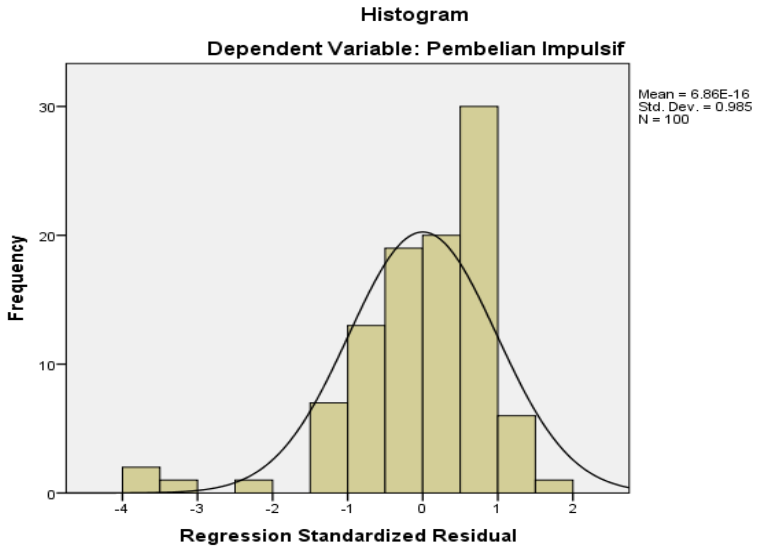
| Model | | Eigenvalue | Condition Index | Variance Proportions | | | |
|---|---|---|---|---|---|---|---|
| | | | | (Constant) | Media Iklan | Usia | Gender |
| 1 | 1 | 3.991 | 1.000 | .00 | .00 | .00 | .00 |
| | 2 | .004 | 31.495 | .02 | .73 | .00 | .43 |
| | 3 | .003 | 36.716 | .13 | .27 | .41 | .51 |
| | 4 | .002 | 43.966 | .85 | .00 | .59 | .07 |

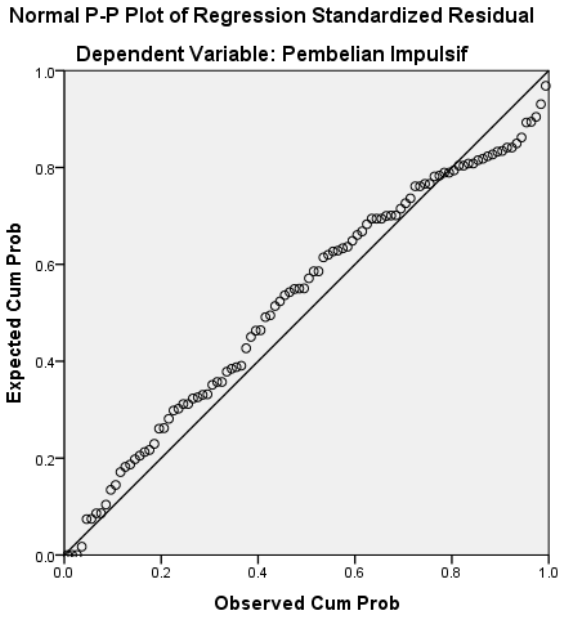
a. Dependent Variable: Pembelian Impulsif

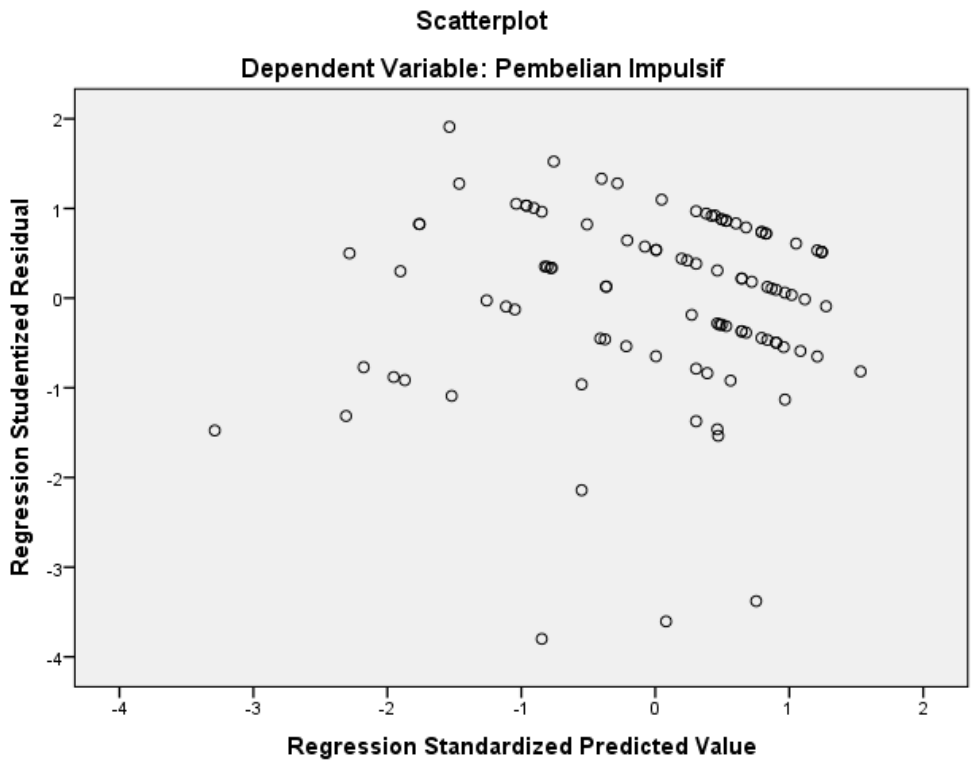
**Residuals Statistics[a]**

| | Minimum | Maximum | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| Predicted Value | 25.34 | 29.37 | 28.09 | .835 | 100 |
| Std. Predicted Value | -3.288 | 1.532 | .000 | 1.000 | 100 |
| Standard Error of Predicted Value | .179 | .823 | .326 | .109 | 100 |
| Adjusted Predicted Value | 25.74 | 29.44 | 28.09 | .832 | 100 |
| Residual | -6.382 | 3.194 | .000 | 1.691 | 100 |
| Std. Residual | -3.716 | 1.860 | .000 | .985 | 100 |
| Stud. Residual | -3.800 | 1.910 | -.001 | 1.005 | 100 |
| Deleted Residual | -6.672 | 3.370 | -.003 | 1.761 | 100 |
| Stud. Deleted Residual | -4.101 | 1.938 | -.009 | 1.034 | 100 |
| Mahal. Distance | .085 | 21.752 | 2.970 | 3.076 | 100 |
| Cook's Distance | .000 | .164 | .010 | .022 | 100 |
| Centered Leverage Value | .001 | .220 | .030 | .031 | 100 |

a. Dependent Variable: Pembelian Impulsif


Histogram
Dependent Variable: Pembelian Impulsif
Mean = 6.86E-16
Std. Dev. = 0.985
N = 100
Frequency
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Pembelian Impulsif
Expected Cum Prob
Observed Cum Prob




**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 100 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 1.69108253 |
| Most Extreme Differences | Absolute | .087 |
| | Positive | .087 |
| | Negative | -.087 |
| Test Statistic | | .087 |
| Asymp. Sig. (2-tailed) | | .060[c] |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.