

LAMPIRAN 3

HASIL UJI VALIDITAS RESPONDEN

KOEFISIEN KORELASI PEARSON AWAL

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.904	.901	21

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PES 1	79.57	57.495	.316	.	.904
PES 1	79.60	55.283	.497	.	.900
PES 1	79.57	57.082	.446	.	.901
NAS 1	79.67	54.644	.615	.	.897
NAS 1	79.77	55.495	.424	.	.902
NAS 1	79.53	56.878	.335	.	.904
DES 1	79.80	56.786	.343	.	.903
DES 1	80.03	57.826	.233	.	.906
DES 1	80.10	54.714	.578	.	.898
MOD 1	80.20	54.234	.606	.	.897
MOD 1	79.77	53.357	.651	.	.896
MOD 1	79.93	53.720	.599	.	.897
KEB	79.80	54.441	.472	.	.901
KEB	79.83	52.626	.627	.	.897
KEB	80.00	52.414	.651	.	.896
PER	79.73	54.547	.613	.	.897
PER	79.73	52.409	.727	.	.894
PER	79.87	55.292	.469	.	.901
KEP	79.87	51.154	.748	.	.893
KEP	79.80	53.959	.680	.	.896
KEP	79.83	57.178	.371	.	.903

KOEFSIEN KORELASI PEARSON AKHIR

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.907	.906	17

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PES 1	63.33	44.161	.519	.	.903
PES 1	63.30	46.217	.400	.	.906
NAS 1	63.40	43.559	.644	.	.900
NAS 1	63.50	44.259	.453	.	.906
DES 1	63.83	43.937	.563	.	.902
MOD 1	63.93	43.306	.617	.	.901
MOD 1	63.50	42.328	.686	.	.898
MOD 1	63.67	42.713	.625	.	.900
KEB	63.53	43.430	.486	.	.905
KEB	63.57	41.840	.638	.	.900
KEB	63.73	41.720	.655	.	.899
PER	63.47	44.051	.562	.	.902
PER	63.47	41.775	.726	.	.897
PER	63.60	44.317	.471	.	.905
KEP	63.60	41.007	.708	.	.897
KEP	63.53	43.361	.651	.	.900
KEP	63.57	46.254	.337	.	.908

LAMPIRAN 4
HASIL UJI RELIABILITAS RESPONDEN
(n = 30 sampel)

4.3.1. Pesan Iklan (X₁)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.673	.691	3

Item Statistics

	Mean	Std. Deviation	N
PES 1	4.23	.504	30
PES 1	4.20	.610	30
PES 1	4.23	.430	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PES 1	8.43	.737	.555	.342	.487
PES 1	8.47	.671	.428	.185	.692
PES 1	8.43	.875	.511	.305	.568

4.3.2. Naskah Iklan (X₂)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.684	.691	3

Item Statistics

	Mean	Std. Deviation	N
NAS 1	4.13	.571	30
NAS 1	4.03	.669	30
NAS 1	4.27	.583	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
NAS 1	8.30	.976	.660	.436	.386
NAS 1	8.40	1.007	.442	.281	.676
NAS 1	8.17	1.178	.418	.262	.687

4.3.3. Desain Iklan (X₃)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.726	.726	3

Item Statistics

	Mean	Std. Deviation	N
DES 1	4.00	.587	30
DES 1	3.77	.568	30
DES 1	3.70	.596	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
DES 1	7.47	1.085	.451	.267	.750
DES 1	7.70	.907	.694	.487	.456
DES 1	7.77	1.013	.512	.361	.681

4.3.4. Model Iklan (X₂)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.752	.753	3

Item Statistics

	Mean	Std. Deviation	N
MOD 1	3.60	.621	30
MOD 1	4.03	.669	30
MOD 1	3.87	.681	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
MOD 1	7.90	1.334	.615	.471	.634
MOD 1	7.47	1.430	.454	.220	.810
MOD 1	7.63	1.137	.690	.521	.534

4.3.4. Motivasi Konsumen (Y)

4.3.4.1. Kebutuhan

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.733	.733	3

Item Statistics

	Mean	Std. Deviation	N
KEB	4.00	.743	30
KEB	3.97	.765	30
KEB	3.80	.761	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KEB	7.77	1.840	.479	.302	.735
KEB	7.80	1.752	.504	.337	.709
KEB	7.97	1.482	.700	.490	.465

4.3.4.2. Perhatian

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.713	.710	3

Item Statistics

	Mean	Std. Deviation	N
PER	4.07	.583	30
PER	4.07	.691	30
PER	3.93	.640	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PER	8.00	1.310	.516	.472	.646
PER	8.00	.897	.737	.577	.328
PER	8.13	1.361	.382	.257	.797

4.3.4.3. Kepercayaan

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.761	.762	3

Item Statistics

	Mean	Std. Deviation	N
KEP	3.93	.785	30
KEP	4.00	.587	30
KEP	3.97	.490	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KEP	7.97	.792	.737	.594	.522
KEP	7.90	1.197	.698	.561	.569
KEP	7.93	1.651	.434	.197	.836

LAMPIRAN 5

HASIL ANALISIS KORELASI REGRESI LINIER BERGANDA

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
MotivasiKonsumen	100	26	43	35.91	3.423
Pesaniklan	100	7	15	12.34	1.327
Naskahiklan	100	9	15	12.35	1.282
Desainiklan	100	7	14	10.97	1.417
Modeliklan	100	8	15	11.52	1.560
Valid N (listwise)	100				

Correlations

		Motivasi Konsumen	Pesaniklan	Naskahiklan	Desainiklan	Modeliklan
Pearson Correlat	MotivasiKonsun	1.000	.271	.362	.393	.351
	Pesaniklan	.271	1.000	.327	.167	.206
	Naskahiklan	.362	.327	1.000	-.011	.176
	Desainiklan	.393	.167	-.011	1.000	.231
	Modeliklan	.351	.206	.176	.231	1.000
Sig. (1-tailed)	MotivasiKonsun	.	.003	.000	.000	.000
	Pesaniklan	.003	.	.000	.049	.020
	Naskahiklan	.000	.000	.	.457	.040
	Desainiklan	.000	.049	.457	.	.010
	Modeliklan	.000	.020	.040	.010	.
N	MotivasiKonsun	100	100	100	100	100
	Pesaniklan	100	100	100	100	100
	Naskahiklan	100	100	100	100	100
	Desainiklan	100	100	100	100	100
	Modeliklan	100	100	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Model Iklan, Naskah Iklan, Desain Iklan, Pesan Iklan		Enter

a. All requested variables entered.

b. Dependent Variable: MotivasiKonsumen

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	151.743	1	151.743	14.746	.000 ^a
	Residual	1008.447	98	10.290		
	Total	1160.190	99			

a. Predictors: (Constant), NaskahIklan

b. Dependent Variable: MotivasiKonsumen

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.578 ^a	.334	.306	2.851	2.016

a. Predictors: (Constant), ModelIklan, NaskahIklan, DesainIklan, PesanIklan

b. Dependent Variable: MotivasiKonsumen