



LAMPIRAN

Lampiran 2 Coding Book

CODING BOOK

No	Pertanyaan/Pernyataan	Kode	Arti Kode
Pertanyaan			
Data Responden			
1	Jenis Kelamin	A	Pria
		B	Wanita
2	Usia	A	<20 tahun
		B	20-30 tahun
		C	30-40 tahun
		D	>40 tahun
3	Penghasilan	A	<1.000.000
		B	1.000.000 – 2.000.000
		C	2.000.000 – 3.000.000
		D	> 3.000.000
4	Frekuensi mengunjungi outlet Lunpia Delight dalam sebulan	A	Sangat sering (lebih dari 7 kali)
		B	Sering (5-7 kali)
		C	Cukup Sering (3-5 kali)
		D	Kurang (1-3 kali)
		E	Sangat Kurang (1 kali)
Data Penelitian			
Variabel X : Terpaan Media Brosur Lunpia Delight			
X1 : Isi Pesan			
1	Saya mengerti informasi mengenai merek Lunpia Delight	1	Sama Sekali Tidak Mengerti
		2	Tidak Mengerti
		3	Kurang Mengerti
		4	Mengerti
		5	Sangat Mengerti
2	Brosur memuat informasi Lunpia Delight dengan lengkap	1	Sangat Tidak Setuju
		2	Tidak Setuju
		3	Netral
		4	Setuju
		5	Sangat Setuju
3	Informasi yang dimuat dalam brosur Lunpia Delight menarik	1	Sangat Tidak Setuju
		2	Tidak Setuju
		3	Netral
		4	Setuju
		5	Sangat Setuju
4	Saya mengetahui promo-promo yang sedang berlangsung	1	Sama Sekali Tidak Tahu
		2	Tidak Tahu
		3	Kurang Tahu
		4	Tahu
		5	Sangat Tahu
5	Saya mengerti bahwa Lunpia Delight merupakan oleh-oleh khas Semarang	1	Sama Sekali Tidak Mengerti
		2	Tidak Mengerti
		3	Kurang Mengerti
		4	Mengerti

6	Saya tahu varian menu Lunpia Delight	5	Sangat Mengerti
		1	Sama Sekali Tidak Tahu
		2	Tidak Tahu
		3	Kurang Tahu
		4	Tahu
7	Saya mengetahui kisaran harga lunpia yang dijual Lunpia Delight	5	Sangat Tahu
		1	Sama Sekali Tidak Tahu
		2	Tidak Tahu
		3	Kurang Tahu
		4	Tahu
8	Saya mengetahui <i>owner</i> Lunpia Delight	5	Sangat Tahu
		1	Sama Sekali Tidak Tahu
		2	Tidak Tahu
		3	Kurang Tahu
		4	Tahu
9	Saya tahu sejarah Lunpia Delight	5	Sangat Tahu
		1	Sama Sekali Tidak Tahu
		2	Tidak Tahu
		3	Kurang Tahu
		4	Tahu
X2 : Desain Brosur Lunpia Delight			
10	Desain brosur Lunpia Delight mencerminkan produk yang dijualnya	1	Sangat Tidak Setuju
		2	Tidak Setuju
		3	Netral
		4	Setuju
		5	Sangat Setuju
11	Biasanya, hal yang pertama kali saya lihat dari brosur Lunpia Delight adalah gambar <i>owner</i>	1	Tidak Pernah
		2	Kadang-kadang
		3	Cukup Sering
		4	Sering
		5	Selalu
12	Saya mengetahui gambar tugu muda pada brosur Lunpia Delight	1	Sama Sekali Tidak Tahu
		2	Tidak Tahu
		3	Kurang Tahu
		4	Tahu
		5	Sangat Tahu
13	Desain <i>tagline</i> Lunpia Delight menarik	1	Sangat Tidak Setuju
		2	Tidak Setuju
		3	Netral
		4	Setuju
		5	Sangat Setuju
14	Desain <i>tagline</i> Lunpia Delight mudah diingat	1	Sangat Tidak Setuju
		2	Tidak Setuju
		3	Netral
		4	Setuju
		5	Sangat Setuju
15	Saya memperhatikan logo Lunpia Delight	1	Tidak Pernah
		2	Kadang-kadang

		3	Cukup Sering
		4	Sering
		5	Selalu
16	Logo Lunpia Delight menarik	1	Sangat Tidak Setuju
		2	Tidak Setuju
		3	Netral
		4	Setuju
		5	Sangat Setuju
17	Logo Lunpia Delight mudah diingat dan dikenali	1	Sangat Tidak Setuju
		2	Tidak Setuju
		3	Netral
		4	Setuju
		5	Sangat Setuju

X3 : Frekuensi Penerimaan Brosur

18	Saya pernah mendapat brosur Lunpia Delight (frekuensi dalam seminggu)	1	Tidak Pernah
		2	Jarang
		3	Kadang-kadang (1x)
		4	Sering (1-3x)
		5	Sangat Sering (3-5x)
19	Saya biasanya mendapat brosur Lunpia Delight di lampu lalu lintas	1	Tidak Pernah
		2	Kadang-kadang
		3	Cukup Sering
		4	Sering
		5	Selalu
20	Saya mengetahui Lunpia Delight dari pembagian brosur di lampu lalu lintas	1	Sama Sekali Tidak Tahu
		2	Tidak Tahu
		3	Kurang Tahu
		4	Tahu
		5	Sangat Tahu
21	Saya tahu titik lokasi lampu merah tempat penyebaran brosur Lunpia Delight	1	Sama Sekali Tidak Tahu
		2	Tidak Tahu
		3	Kurang Tahu
		4	Tahu
		5	Sangat Tahu
22	Sepengetahuan saya, brosur produk lunpia yang sering disebar adalah Lunpia Delight	1	Sangat Tidak Setuju
		2	Tidak Setuju
		3	Netral
		4	Setuju
		5	Sangat Setuju

Variabel Y : Brand Awareness

Y1 : Unaware of Brand

23	Saya tahu tentang merek Lunpia Delight	1	Sama Sekali Tidak Tahu
		2	Tidak Tahu
		3	Kurang Tahu
		4	Tahu
		5	Sangat Tahu
24	Saya mengetahui brosur Lunpia Delight	1	Sama Sekali Tidak Tahu
		2	Tidak Tahu
		3	Kurang Tahu
		4	Tahu

Y2 : Brand Recognition 5 Sangat Tahu

25 Diantara gambar berikut, manakah yang merupakan owner Lunpia Delight saat ini?

1



2



3



4



5



Y3 : Brand Recall

26 Saya tahu Lunpia Delight bukanlah satu-satunya Lunpia di Semarang, sebutkan!

1

..... (bukan lunpia delight)

2

..... (bukan lunpia delight)

3

..... (bukan lunpia delight)

4

Lunpia express

5

Lunpia delight

27 Di antara merek-merek lunpia Semarang lainnya saya menyukai merek Lunpia Delight

1

Sangat Tidak Setuju

2

Tidak Setuju

3

Netral

4

Setuju

5

Sangat Setuju

Y4 : Top of Mind

28 Merek Lunpia Delight adalah pilihan utama saya ketika

1

Sangat Tidak Setuju

2

Tidak Setuju

	hendak membeli produk lunpia	3 4 5	Netral Setuju Sangat Setuju
29	Lunpia Delight memiliki kualitas lunpia terbaik di Semarang	1 2 3 4 5	Sangat Tidak Setuju Tidak Setuju Netral Setuju Sangat Setuju
30	Lunpia Delight memiliki cita rasa terbaik di Semarang	1 2 3 4 5	Sangat Tidak Setuju Tidak Setuju Netral Setuju Sangat Setuju

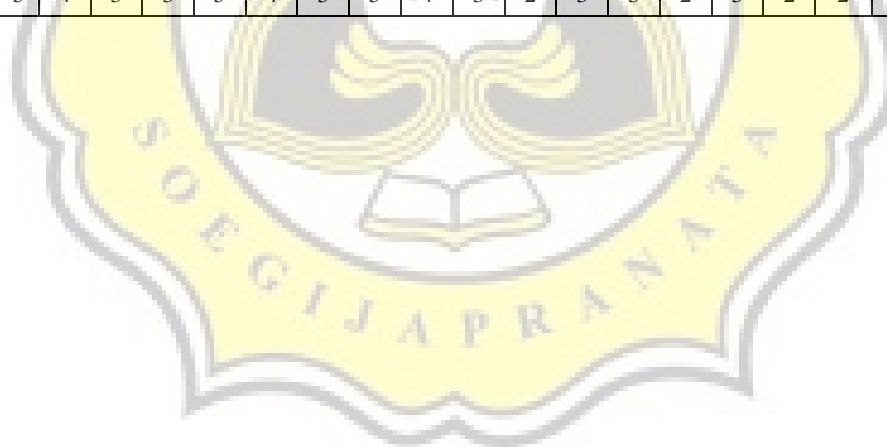


NO	Data Responden				X1									X2							X3						Y1		Y2	Y3				Y4				
	1	2	3	4	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26				27	28	29	30	
1	B	B	B	D	2	3	4	4	4	3	3	3	3	3	5	3	3	4	2	3	4	4	3	4	4	5	5	5	5	EXPRES, GG LOMBOK, MATARAM,				4	4	5	5	
2	B	B	A	E	3	2	3	3	4	2	2	1	1	3	2	3	4	4	2	3	4	4	4	5	4	5	5	5	5	MATARAM				5	5	5	4	
3	A	D	D	D	4	4	4	4	4	4	2	2	2	3	3	2	3	4	3	3	4	5	4	5	4	4	4	4	5	GG LOMBOK				5	5	5	5	
4	B	C	D	C	4	5	4	5	5	5	4	3	3	4	3	3	4	4	4	4	4	4	5	5	5	5	4	4	4	5	EXPRES				4	5	5	5
5	A	C	C	D	3	3	4	3	3	3	3	3	3	4	4	3	5	5	4	4	5	4	4	4	5	5	4	4	5	EXPRES				4	5	4	4	
6	A	D	C	D	2	2	2	3	3	2	4	2	2	4	4	3	5	5	5	5	4	3	2	3	3	3	4	4	5	GG LOMBOK				4	5	4	5	
7	B	B	D	D	2	2	1	2	2	1	3	2	3	4	3	4	5	5	4	4	4	3	2	2	3	3	3	3	4	MATARAM				4	4	5	5	
8	B	A	B	E	1	1	2	1	3	1	1	1	1	2	2	2	3	2	2	2	2	3	2	3	3	4	4	4	4	MATARAM				4	4	4	4	
9	B	D	B	C	4	4	4	4	5	3	4	3	4	3	3	2	3	2	3	3	3	2	2	2	2	3	3	3	3	TDK TAHU				5	4	4	4	
10	A	C	C	D	3	2	3	3	4	3	3	3	3	4	5	5	4	5	4	4	3	1	1	1	2	2	3	3	4	EXPRES				5	5	5	5	
11	B	D	D	D	3	1	2	2	2	2	3	2	3	4	4	4	5	5	5	5	5	4	3	4	4	4	4	4	5	MATARAM, EXPRES				4	5	5	5	
12	B	B	C	E	1	2	2	1	2	2	1	1	2	2	3	4	5	4	4	4	4	3	3	4	4	3	3	3	5	GG LOMBOK, MATARAM				4	5	4	6	
13	A	C	D	E	1	1	2	1	1	1	1	1	1	1	2	2	2	3	3	3	3	3	3	4	4	3	3	3	4	EXPRES				4	4	3	4	
14	B	D	D	C	4	3	4	4	3	4	4	4	4	3	4	3	3	3	4	4	4	4	4	5	4	4	4	5	5	GG LOMBOK, MATARAM, EXPRES				5	4	3	3	
15	A	B	D	B	4	4	4	5	5	4	5	4	4	4	4	3	3	4	4	4	5	4	3	4	4	3	3	4	5	GG LOMBOK				5	5	4	3	
16	A	D	C	A	5	5	4	5	5	4	5	5	5	5	5	4	4	5	4	4	5	5	5	5	4	3	2	3	4	EXPRES				4	5	5	4	
17	A	C	B	A	4	5	4	5	4	5	5	5	5	5	4	4	4	5	4	3	3	3	4	5	5	5	4	3	3	TDK TAHU				3	3	4	3	
18	B	B	C	C	4	3	3	3	4	3	4	2	2	3	5	4	4	5	5	4	4	4	4	5	4	4	5	4	2	TDK TAHU				3	3	4	3	
19	B	B	C	D	4	5	4	4	4	5	4	2	2	4	4	3	4	4	4	4	4	3	3	4	4	4	5	5	5	EXPRES				4	4	3	4	
20	B	D	B	C	4	4	5	4	4	5	4	3	3	4	4	3	3	4	3	3	3	3	3	4	4	3	3	4	5	GG LOMBOK				4	3	3	4	
21	A	B	D	D	3	2	3	3	2	3	4	2	2	4	3	3	3	3	4	4	4	5	5	5	5	4	4	4	5	MATARAM				4	3	3	4	
22	A	D	D	C	4	4	3	5	3	3	5	3	2	3	3	3	4	4	3	4	5	5	5	4	5	4	5	5	5	MATARAM				5	5	4	5	
23	B	D	C	B	5	5	4	5	5	5	5	4	4	5	5	4	5	4	3	3	3	4	4	5	5	4	4	4	5	MATARAM				5	5	5	5	
24	B	A	C	E	1	1	2	2	2	2	2	1	2	2	3	4	4	5	4	4	5	5	5	4	4	4	5	4	5	EXPRES				5	5	5	5	
25	B	B	C	C	4	4	4	3	3	4	4	4	4	3	2	3	4	4	5	5	5	4	3	4	4	3	3	3	4	GG LOMBOK				4	3	3	4	
26	B	A	C	E	1	1	2	2	2	2	1	1	2	2	2	3	3	3	4	5	4	4	4	5	4	3	3	3	3	TDK TAHU				3	3	3	3	

27	B	D	D	C	4	4	3	4	5	5	4	4	4	4	3	3	3	3	3	3	3	2	2	3	3	2	2	2	4	GG LOMBOK	3	3	3	3	
28	A	C	D	B	4	3	4	3	4	3	5	4	5	5	5	4	4	3	5	5	4	3	2	3	3	2	2	2	3	TDK TAHU	3	4	4	4	
29	A	C	D	C	5	5	4	4	4	5	5	3	3	5	5	4	5	4	4	4	5	5	5	5	4	3	3	2	3	TDK TAHU	2	2	2	2	
30	B	D	C	B	5	4	5	5	4	5	5	4	4	5	5	5	4	4	4	4	5	4	5	5	4	4	4	4	5	EXPRES	4	3	3	3	
31	B	C	C	C	4	3	3	3	4	3	4	4	3	4	3	3	3	4	2	4	4	4	4	4	4	4	4	5	5	gg lombok	4	4	4	4	
32	B	D	C	D	3	2	3	4	4	2	3	3	3	3	3	3	2	3	1	4	3	3	2	3	3	4	4	4	5	mataram	4	5	4	4	
33	B	D	B	E	2	2	2	3	3	1	2	2	2	2	2	2	2	2	1	2	2	3	3	4	5	4	4	5	5	express	4	5	4	4	
34	A	C	B	D	3	3	3	2	3	3	3	3	3	2	2	1	3	2	2	3	4	3	2	3	3	2	2	3	4	gg lombok	2	2	3	2	
35	B	B	C	D	2	2	1	2	2	3	3	3	2	3	2	2	2	2	2	3	4	5	4	4	4	3	2	2	3	gg lombok	1	2	3	2	
36	A	D	C	E	1	2	2	2	3	2	2	2	1	2	2	2	1	1	2	2	2	2	2	2	3	3	3	3	4	express	2	2	2	3	
37	B	B	C	C	4	3	2	1	2	4	4	4	4	3	4	3	4	3	3	4	4	3	2	2	2	2	2	3	5	gg lombok	2	2	2	2	
38	B	A	B	C	4	4	3	3	3	3	4	4	3	3	3	4	4	4	4	3	3	3	2	3	3	2	3	2	1	tdk tahu	3	3	3	2	
39	A	C	D	C	5	4	4	4	4	3	5	5	3	4	4	3	3	4	4	4	3	2	2	3	3	3	3	2	3	tdk tahu	3	4	3	4	
40	A	C	D	D	3	2	2	3	4	3	3	3	2	2	3	2	2	3	3	2	3	3	3	3	3	2	2	3	3	express	3	4	3	4	
41	B	B	D	E	1	2	1	2	3	2	1	2	1	2	2	1	2	2	1	2	2	1	1	1	2	1	2	3	2	tdk tahu	2	3	4	4	
42	A	D	D	C	4	5	4	4	5	4	3	3	2	3	3	3	4	4	2	3	4	2	2	2	2	2	2	3	2	tdk tahu	1	2	2	3	
43	B	D	C	B	4	5	5	4	5	4	4	4	4	4	3	3	5	4	4	5	4	5	4	5	4	5	4	5	5	express	3	2	1	3	
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45	B	D	C	D	3	2	3	3	3	3	4	2	2	2	2	2	3	2	2	5	3	4	4	3	3	2	2	1	3	mataram	2	3	3	4	
46	B	C	D	C	4	3	2	1	2	4	3	3	2	3	5	2	4	3	1	3	3	3	2	2	2	2	2	2	3	express	2	3	3	4	
47	B	C	D	E	1	1	2	2	1	2	1	2	1	3	3	4	1	1	1	2	1	2	2	3	2	1	2	2	3	gg lombok	1	1	2	2	
48	A	B	C	B	5	3	3	3	3	4	4	5	3	4	3	4	5	4	3	4	5	4	3	3	3	3	3	3	2	tdk tahu	3	4	3	3	
49	B	D	C	C	3	2	2	2	2	3	3	4	3	4	4	4	4	3	3	3	3	3	2	2	3	3	2	2	3	1	tdk tahu	3	4	3	4
50	B	A	A	E	1	2	1	1	1	2	2	2	1	2	2	2	2	2	2	2	2	3	3	4	5	4	5	5	5	express	4	3	3	4	
51	B	A	A	E	2	1	1	2	2	1	1	2	2	2	2	1	1	2	1	1	2	3	3	4	5	5	5	4	5	express	4	3	2	2	
52	B	C	C	D	3	2	2	2	4	2	3	3	2	2	1	1	3	2	1	4	3	2	2	3	3	2	2	2	3	gg lombok	2	3	2	2	
53	A	C	D	B	5	5	4	5	4	4	5	5	4	4	3	4	5	4	3	5	5	4	3	3	3	3	2	2	3	gg lombok	2	2	2	1	
54	B	D	D	A	5	4	4	5	5	4	5	5	5	4	3	3	5	5	4	5	5	4	3	4	4	5	4	5	5	mataram	3	3	3	4	
55	A	C	D	C	3	3	4	4	5	2	3	4	2	3	2	3	4	4	2	3	3	3	2	2	3	2	2	3	3	tdk tahu	2	3	3	4	

56	B	B	C	D	3	2	2	3	4	3	4	3	3	3	3	2	3	3	2	4	2	2	2	1	2	2	2	3	4	express	2	2	2	3
57	B	D	C	C	4	4	3	2	3	2	3	4	2	3	2	2	4	3	3	4	4	3	3	3	3	3	3	2	3	express	4	5	4	5
58	A	D	C	E	1	2	1	2	3	2	2	2	1	2	2	3	2	2	1	2	2	1	1	2	2	2	3	2	3	gg lombok	4	5	5	5
59	A	D	D	B	4	4	3	3	3	4	4	5	4	4	4	3	4	4	4	4	5	4	3	3	3	2	2	3	3	mataram	3	4	4	4
60	B	C	B	E	2	2	2	2	2	2	2	2	1	2	3	2	2	2	1	2	1	2	2	2	3	3	2	3	4	mataram	3	3	4	5
61	B	B	C	C	4	3	3	3	3	4	4	3	3	4	3	2	4	4	3	3	4	3	3	4	4	5	4	5	5	express	5	4	4	3
62	B	B	D	D	3	2	2	3	3	3	3	2	2	3	2	1	3	3	2	3	4	3	3	4	5	5	4	5	5	mataram	5	4	3	3
63	A	C	B	C	4	5	4	4	4	5	4	3	3	5	5	4	3	4	2	4	3	2	2	3	2	1	2	2	2	tdk tahu	1	2	3	2
64	B	C	C	E	2	2	2	2	3	2	2	2	2	1	2	2	1	2	1	2	2	2	2	3	3	2	2	2	3	tdk tahu	1	1	2	2
65	A	D	D	E	2	1	2	1	2	2	1	2	2	2	2	2	2	2	1	3	2	2	2	3	3	2	2	2	3	tdk tahu	2	1	2	1
66	B	A	A	E	1	1	1	2	2	1	1	2	1	1	1	2	2	1	2	3	1	2	2	2	2	2	1	2	4	tdk tahu	2	1	1	2
67	B	A	B	C	4	4	4	5	4	4	4	4	3	4	3	3	4	3	3	4	4	5	4	4	5	4	5	5	5	express	4	4	4	5
68	B	B	C	D	3	2	2	2	3	3	3	3	2	3	3	2	3	2	3	3	4	5	5	5	5	4	5	5	5	tdk tahu	4	4	4	5
69	B	B	C	D	2	2	1	2	2	3	3	3	3	4	2	3	4	3	2	2	3	4	4	5	4	4	4	4	5	gg lombok	4	4	4	5
70	B	C	D	E	2	1	1	1	2	2	1	2	2	2	2	3	2	1	1	2	2	4	3	4	5	5	4	5	5	gg lombok	5	4	5	5
71	A	D	D	B	4	5	5	5	5	4	5	4	4	5	4	4	5	4	5	4	3	3	2	3	3	3	3	2	3	krng tahu	2	3	3	4
72	B	C	C	D	3	3	3	2	2	3	3	3	2	2	3	2	3	3	4	4	3	3	2	4	4	4	4	5	5	express	3	3	2	4
73	B	B	C	C	4	4	3	3	3	4	4	4	3	4	4	3	4	4	3	3	4	5	4	5	5	4	4	4	5	express	3	2	2	2
74	A	B	C	C	4	5	4	4	3	4	4	4	2	4	3	4	5	4	3	2	5	4	4	4	4	5	5	4	5	gg lombok	4	4	3	3
75	A	D	D	B	4	3	3	4	4	5	5	5	4	5	4	4	5	5	4	5	5	4	3	4	4	5	4	5	5	gg lombok	5	4	3	5
76	B	D	C	D	3	2	2	2	2	3	3	3	2	2	2	3	2	3	3	3	3	4	3	4	4	4	4	4	5	express	5	5	5	5
77	B	B	C	E	2	2	1	3	3	2	1	2	1	2	2	2	2	2	1	1	2	2	2	3	2	2	2	2	3	mataram	2	2	2	1
78	B	D	D	A	5	4	3	2	2	4	5	5	4	5	4	3	5	4	5	4	4	3	2	3	2	2	2	2	2	tdk tahu	3	2	2	1
79	B	D	C	A	5	5	4	5	5	5	5	5	5	4	3	4	5	5	5	5	4	3	3	4	4	3	2	1	2	krng tahu	3	3	3	4
80	B	B	D	A	4	4	5	5	5	5	5	5	5	4	3	3	4	5	4	5	4	3	2	3	3	2	2	3	3	krng tahu	2	3	3	4
81	B	A	B	E	2	2	2	3	3	2	2	1	1	2	2	3	1	2	2	3	1	2	2	3	3	2	2	3	3	tdk tahu	2	2	2	3
82	A	B	B	E	2	1	2	1	2	1	2	1	2	1	2	2	2	2	1	2	1	2	2	2	2	2	2	2	3	express	2	2	1	2
83	B	C	D	E	3	3	2	2	2	1	2	2	2	3	2	2	2	1	1	2	2	2	2	3	3	2	2	2	2	tdktahu	2	2	1	1
84	A	B	D	D	3	2	2	3	2	3	3	3	3	4	5	4	3	3	3	3	2	3	3	3	3	2	1	2	2	tdk tahu	2	1	1	1

85	B	B	D	C	4	4	3	3	3	4	4	4	3	4	4	5	4	3	3	2	3	3	2	3	3	3	4	5	5	express	4	4	3	4	
86	B	D	C	D	2	2	1	2	2	2	3	3	3	2	3	3	4	4	2	3	4	4	3	4	4	4	5	4	5	gg lombok	5	4	4	5	
87	A	D	C	E	1	2	1	2	2	1	2	2	2	2	3	2	2	2	2	1	2	4	3	4	5	4	5	4	5	gg lombok	5	5	5	5	
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90	A	C	D	C	4	4	5	5	4	3	4	4	3	4	3	4	2	5	4	4	4	5	4	5	5	5	4	4	5	express	4	4	4	5	
91	B	B	C	D	3	3	3	3	4	3	4	3	4	2	3	3	3	3	3	4	3	2	2	3	3	3	4	5	5	gg lombok	5	4	5	4	
92	B	A	A	E	2	2	3	2	2	1	2	1	2	2	3	3	2	2	2	1	2	2	2	3	3	4	3	3	2	krng tahu	3	4	4	4	
93	A	B	C	D	2	1	2	3	3	4	3	2	3	4	4	3	4	4	2	3	3	3	3	3	4	4	3	3	3	2	krng tahu	3	3	2	2
94	A	C	D	D	2	1	2	3	4	4	3	2	3	4	4	4	5	2	3	2	3	2	2	3	3	3	4	5	5	gg lombok	4	4	3	3	
95	B	C	D	A	5	4	5	4	5	5	5	5	4	5	4	4	5	5	3	5	5	4	3	4	4	4	4	5	5	gg lombok	4	5	5	3	
96	A	D	D	D	3	2	2	3	3	4	2	2	2	4	3	4	4	2	2	4	4	4	4	5	5	4	5	4	5	express	4	5	5	4	
97	B	D	C	C	4	4	3	2	3	3	4	3	3	4	3	3	3	4	2	4	4	4	4	5	5	4	5	5	5	mataram	5	5	4	5	
98	B	B	C	C	4	3	4	5	5	3	4	4	3	5	5	4	3	3	2	3	4	3	3	4	4	5	5	5	5	mataram	5	5	4	5	
99	A	C	D	E	1	1	2	2	2	1	2	2	2	2	2	2	2	2	1	2	1	2	2	3	3	2	2	1	3	mataram	3	4	4	5	
100	B	B	D	A	5	4	5	5	5	5	5	5	5	4	3	3	5	4	3	5	4	3	2	3	3	2	3	2	2	tdk tahu	3	3	3	4	



Frequencies

Statistics

		Jenis Kelamin	Usia	Penghasilan	Frekuensi Kunjungan Outlet	Isi Pesan
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

Statistics

		Desain Brosur Lunpia Delight	Frekuensi Penerimaan Brosur	Brand Awareness
N	Valid	100	100	100
	Missing	0	0	0

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	36	36,0	36,0	36,0
	Wanita	64	64,0	64,0	100,0
	Total	100	100,0	100,0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20 tahun	10	10,0	10,0	10,0
	20 - 30 tahun	30	30,0	30,0	40,0
	30 - 40 tahun	28	28,0	28,0	68,0
	> 40 tahun	32	32,0	32,0	100,0
	Total	100	100,0	100,0	

Penghasilan

	Frequency	Percent	Valid Percent	Cumulative Percent
< 1000000	5	5,0	5,0	5,0
1000000 - 2000000	14	14,0	14,0	19,0
Valid 2000000 - 3000000	42	42,0	42,0	61,0
> 4000000	39	39,0	39,0	100,0
Total	100	100,0	100,0	

Frekuensi Kunjungan Outlet

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat sering	9	9,0	9,0	9,0
Sering	11	11,0	11,0	20,0
Valid Cukup sering	27	27,0	27,0	47,0
Kurang	27	27,0	27,0	74,0
Sangat kurang	26	26,0	26,0	100,0
Total	100	100,0	100,0	

Isi Pesan

	Frequency	Percent	Valid Percent	Cumulative Percent
Rendah	29	29,0	29,0	29,0
Valid Sedang	35	35,0	35,0	65,0
Tinggi	36	36,0	36,0	100,0
Total	100	100,0	100,0	

Desain Brosur Lempia Delight

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Rendah	22	22,0	22,0	22,0
	Sedang	35	35,0	35,0	65,0
	Tinggi	43	43,0	43,0	100,0
	Total	100	100,0	100,0	

Frekuesinsi Penerimaan Brosur

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Rendah	26	26,0	26,0	26,0
	Sedang	33	33,0	33,0	59,0
	Tinggi	41	41,0	41,0	100,0
	Total	100	100,0	100,0	

Brand Awareness

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unware of brand	46	46,0	46,0
	Top of mind	54	54,0	100,0
	Total	100	100,0	100,0

Correlations

Correlations

		Isi pesan	Desain brosur Lunpia Delight	Frekuesinsi penerimaan brosur
Isi pesan	Pearson Correlation	1	,761**	,237*
	Sig. (2-tailed)		,000	,018
	N	100	100	100
Desain brosur Lunpia Delight	Pearson Correlation	,761**	1	,359**
	Sig. (2-tailed)	,000		,000
	N	100	100	100

Frekuesinsi penerimaan brosur	Pearson Correlation	,237*	,359**	1
	Sig. (2-tailed)	,018	,000	
	N	100	100	100
Brand awareness	Pearson Correlation	,065	,249*	,603**
	Sig. (2-tailed)	,519	,013	,000
	N	100	100	100

			Correlations	
			Brand awareness	
Isi pesan	Pearson Correlation			,065
	Sig. (2-tailed)			,519
	N			100
Desain brosur Lunpia Delight	Pearson Correlation			,249**
	Sig. (2-tailed)			,013
	N			100
Frekuesinsi penerimaan brosur	Pearson Correlation			,603*
	Sig. (2-tailed)			,000
	N			100
Brand awareness	Pearson Correlation			1
	Sig. (2-tailed)			
	N			100

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

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

Correlations

Correlations					
	Isi pesan			Brand awareness	
	Pearson Correlation	Sig. (2-tailed)	N	Pearson Correlation	Sig. (2-tailed)
Isi pesan	1		100	,065	,519
Brand awareness	,065	,519	100	1	

Correlations

	Brand awareness
	N
Isi pesan	100
Brand awareness	100



Correlations

Correlations

	Desain brosur Lunpia Delight			Brand awareness
	Pearson Correlation	Sig. (2-tailed)	N	Pearson Correlation
Desain brosur Lunpia Delight	1		100	,249*
Brand awareness	,249*	,013	100	1

Correlations

	Brand awareness	
	Sig. (2-tailed)	N
Desain brosur Lunpia Delight	,013	100
Brand awareness		100

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

Correlations

Correlations

	Frekuensi penerimaan brosur			Brand awareness
	Pearson Correlation	Sig. (2-tailed)	N	Pearson Correlation
Frekuensi penerimaan brosur	1		100	,603**
Brand awareness	,603**	,000	100	1

Correlations

	Brand awareness	
	Sig. (2-tailed)	N
Frekuensi penerimaan brosur	,000	100
Brand awareness		100

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

Correlations

Correlations

X1

	Pearson Correlation	Sig. (2-tailed)	N
X1_1	.918**	.000	100
X1_2	.892**	.000	100
X1_3	.876**	.000	100
X1_4	.861**	.000	100
X1_5	.801**	.000	100
X1_6	.858**	.000	100
X1_7	.918**	.000	100
X1_8	.851**	.000	100
X1_9	.823**	.000	100
X1	1		100

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

Reliability

Scale: ALL VARIABLES

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
.959	9

Correlations

Correlations

X2

	Pearson Correlation	Sig. (2-tailed)	N
X2_1	.829**	.000	100
X2_2	.721**	.000	100
X2_3	.732**	.000	100
X2_4	.866**	.000	100
X2_5	.877**	.000	100
X2_6	.833**	.000	100
X2_7	.763**	.000	100
X2_8	.823**	.000	100
X2	1		100

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

Reliability

Scale: ALL VARIABLES

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
.923	8

Correlations

Correlations

X3

	Pearson Correlation	Sig. (2-tailed)	N
X3_1	.876**	.000	100
X3_2	.908**	.000	100
X3_3	.926**	.000	100
X3_4	.915**	.000	100
X3_5	.831**	.000	100
X3	1		100

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

Reliability

Scale: ALL VARIABLES

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
.934	5

Correlations

Correlations

Y

	Pearson Correlation	Sig. (2-tailed)	N
Y1_1	,829**	,000	100
Y1_2	,798**	,000	100
Y2_1	,796**	,000	100
Y3_1	,585**	,000	100
Y3_2	,904**	,000	100
Y4_1	,853**	,000	100
Y4_2	,784**	,000	100
Y4_3	,761**	,000	100
Y	1		100

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

Reliability

Scale: ALL VARIABLES

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
,914	8

Filename:

Karunia_Susanto_13.23.0010_Iklan_Lunpia_Delight_dan_Brand_Awareness.docx

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