

Lampiran 1.1 Kuesioner Penelitian

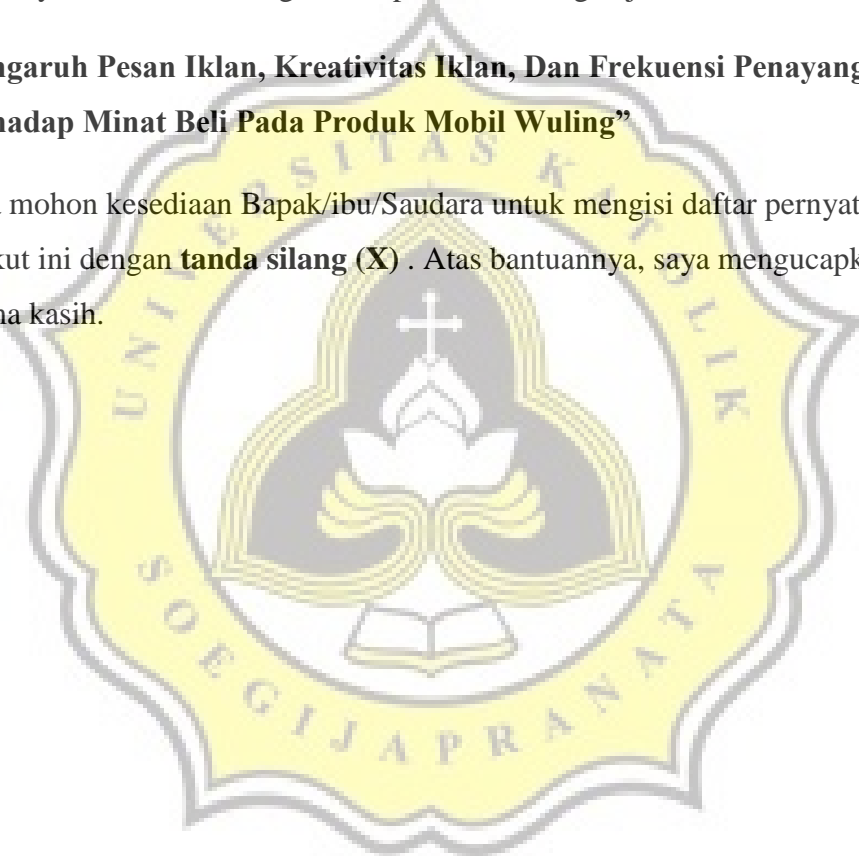
KUESIONER PENELITIAN

Yth. Bapak/Ibu/Saudara

Dalam rangka menyusun skripsi sebagai persyaratan pendidikan Program Sarjana (S1), saya bermaksud mengadakan penelitian dengan judul:

“Pengaruh Pesan Iklan, Kreativitas Iklan, Dan Frekuensi Penayangan Iklan Terhadap Minat Beli Pada Produk Mobil Wuling”

Saya mohon kesediaan Bapak/ibu/Saudara untuk mengisi daftar pernyataan berikut ini dengan **tanda silang (X)** . Atas bantuannya, saya mengucapkan banyak terima kasih.



Peneliti,

Abdullah Yafi

A. Identitas Responden :

1. Nama :
2. Jenis Kelamin : L P
3. Umur :th
4. Pekerjaan : PNS Wiraswasta
 Swasta Mahasiswa
 BUMN
5. Pendidikan : SD SMP SMA
 S1 S2 S3
6. Tingkat pengeluaran per bulan :
7. Status pernikahan : Menikah Belum Menikah
8. Jumlah Keluarga yang tinggal serumah :

B. Petunjuk

Berilah **tanda silang (X)** pada kolom-kolom jawaban di samping daftar pernyataan sesuai dengan pendapat pribadi Saudara :

STS : Sangat tidak setuju di beri skor 1

TS : Tidak setuju di beri skor 2

N : Netral di beri skor 3

S : Setuju di beri skor 4

SS : Sangat setuju di beri skor 5

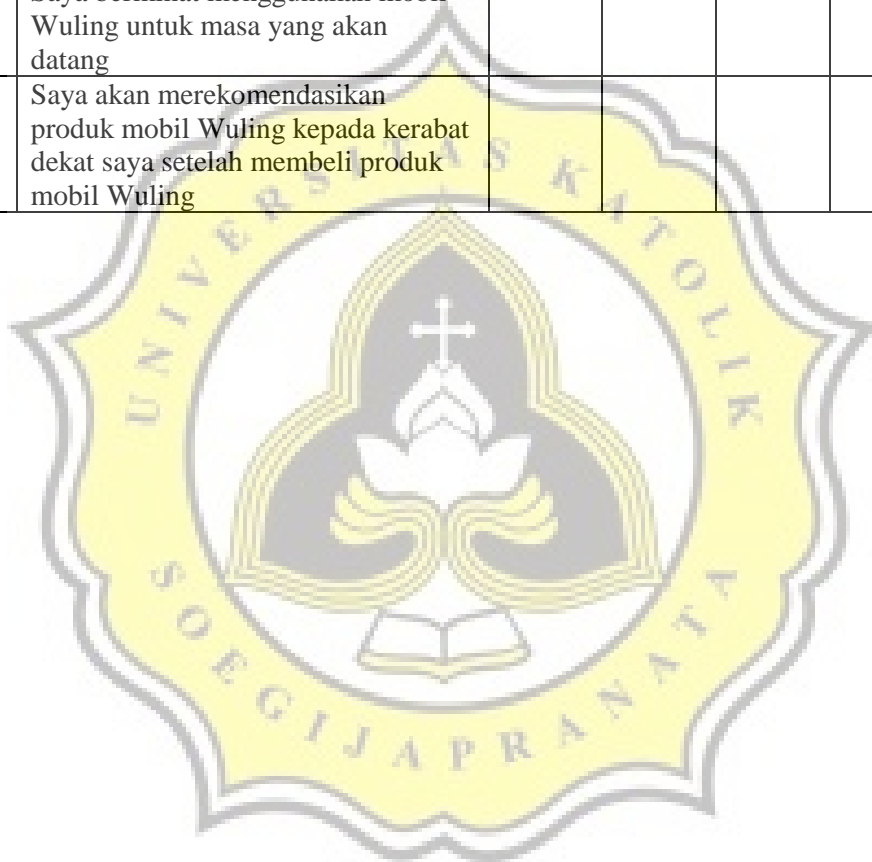
C. Pertanyaan

No	Pesan Iklan	STS	TS	N	S	SS
		1	2	3	4	5
1	Pesan Iklan produk mobil Wuling mudah diingat					
2	Pesan Iklan produk mobil Wuling jelas					
3	Pesan Iklan produk mobil Wuling menarik Perhatian					
4	Pesan Iklan produk mobil Wuling mudah dimengerti					
5	Pemilihan warna pada iklan produk mobil Wuling beragam					
6	Lagu pengiring pada iklan produk mobil Wuling menarik					

No	Kreativitas Iklan	STS	TS	N	S	SS
		1	2	3	4	5
1	Iklan produk mobil Wuling original/ tidak meniru					
2	Iklan mobil Wuling unik berbeda dengan iklan mobil lainnya					
3	Iklan mobil Wuling mudah dipahami					
4	Iklan mobil Wuling mengundang rasa ingin tahu saya					

No	Frekuensi Penayangan Iklan	STS	TS	N	S	SS
		1	2	3	4	5
1	Saya sering melihat iklan produk mobil Wuling di televisi					
2	Setiap hari iklan produk mobil Wuling muncul di televisi					
3	Saya tahu iklan produk mobil Wuling ditayangkan di berbagai stasiun televisi (RCTI, SCTV, Indosiar, MNC TV, TransTV, Trans7, Global TV, MetroTV, TVOne, ANTV, KompasTV, Net TV, dan TVRI)					

No	MINAT BELI	STS	TS	N	S	SS
		1	2	3	4	5
1	Saya mencari informasi lebih jauh/lanjut setelah melihat iklan dari mobil Wuling					
2	Saya berminat untuk membeli produk mobil Wuling					
3	Saya berminat menggunakan mobil Wuling untuk masa yang akan datang					
4	Saya akan merekomendasikan produk mobil Wuling kepada kerabat dekat saya setelah membeli produk mobil Wuling					



Gambaran Umum Responden

Statistics

		kelamin	umur	pekerjaan	pendidikan	pengeluaran	status	keluarga
N	Valid	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0

kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	L	65	65.0	65.0	65.0
	P	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-27	10	10.0	10.0	10.0
	28-35	43	43.0	43.0	53.0
	36-43	27	27.0	27.0	80.0
	44-51	14	14.0	14.0	94.0
	52-59	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PNS	14	14.0	14.0	14.0
	WIRASWASTA	24	24.0	24.0	38.0
	SWASTA	43	43.0	43.0	81.0
	MAHASISWA	1	1.0	1.0	82.0
	BUMN	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

pengeluaran

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1jt	3	3.0	3.0	3.0
2jt	7	7.0	7.0	10.0
3jt	23	23.0	23.0	33.0
4jt	37	37.0	37.0	70.0
5jt	8	8.0	8.0	78.0
6jt	11	11.0	11.0	89.0
7jt	3	3.0	3.0	92.0
8jt	5	5.0	5.0	97.0
9jt	3	3.0	3.0	100.0
Total	100	100.0	100.0	

status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid MENIKAH	84	84.0	84.0	84.0
BELUM MENIKAH	16	16.0	16.0	100.0
Total	100	100.0	100.0	

keluarga

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	5.0	5.0	5.0
2	13	13.0	13.0	18.0
3	19	19.0	19.0	37.0
4	18	18.0	18.0	55.0
5	13	13.0	13.0	68.0
6	32	32.0	32.0	100.0
Total	100	100.0	100.0	

Frekuensi Jawaban Responden

		Statistics									
		x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x2.1	x2.2	x2.3	x2.4
N	Valid	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		3.70	3.60	4.09	3.91	3.90	3.71	3.90	3.71	3.57	3.61
		x3.1	x3.2	x3.3	y1	y2	y3	y4			
		100	100	100	100	100	100	100			
		0	0	0	0	0	0	0			
		3.83	3.84	3.94	3.89	3.95	3.73	3.68			

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	4.0	4.0	4.0
	TS	5	5.0	5.0	9.0
	N	20	20.0	20.0	29.0
	S	59	59.0	59.0	88.0
	SS	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.0	3.0	3.0
	TS	7	7.0	7.0	10.0
	N	30	30.0	30.0	40.0
	S	47	47.0	47.0	87.0
	SS	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

x1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	4	4.0	4.0	4.0
TS	5	5.0	5.0	9.0
N	9	9.0	9.0	18.0
S	42	42.0	42.0	60.0
SS	40	40.0	40.0	100.0
Total	100	100.0	100.0	

x1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	3	3.0	3.0	3.0
TS	6	6.0	6.0	9.0
N	20	20.0	20.0	29.0
S	39	39.0	39.0	68.0
SS	32	32.0	32.0	100.0
Total	100	100.0	100.0	

x1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	2	2.0	2.0	2.0
TS	8	8.0	8.0	10.0
N	13	13.0	13.0	23.0
S	52	52.0	52.0	75.0
SS	25	25.0	25.0	100.0
Total	100	100.0	100.0	

x1.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	6	6.0	6.0	6.0
TS	6	6.0	6.0	12.0
N	12	12.0	12.0	24.0
S	63	63.0	63.0	87.0
SS	13	13.0	13.0	100.0
Total	100	100.0	100.0	

x2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	2	2.0	2.0	2.0
TS	8	8.0	8.0	10.0
N	13	13.0	13.0	23.0
S	52	52.0	52.0	75.0
SS	25	25.0	25.0	100.0
Total	100	100.0	100.0	

x2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	6	6.0	6.0	6.0
TS	6	6.0	6.0	12.0
N	12	12.0	12.0	24.0
S	63	63.0	63.0	87.0
SS	13	13.0	13.0	100.0
Total	100	100.0	100.0	

x2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	4	4.0	4.0	4.0
TS	9	9.0	9.0	13.0
N	31	31.0	31.0	44.0
S	38	38.0	38.0	82.0
SS	18	18.0	18.0	100.0
Total	100	100.0	100.0	

x2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	7	7.0	7.0	7.0
TS	3	3.0	3.0	10.0
N	27	27.0	27.0	37.0
S	48	48.0	48.0	85.0
SS	15	15.0	15.0	100.0
Total	100	100.0	100.0	

x3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	2	2.0	2.0	2.0
TS	6	6.0	6.0	8.0
N	14	14.0	14.0	22.0
S	63	63.0	63.0	85.0
SS	15	15.0	15.0	100.0
Total	100	100.0	100.0	

x3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	5	5.0	5.0	5.0
TS	2	2.0	2.0	7.0
N	12	12.0	12.0	19.0
S	66	66.0	66.0	85.0
SS	15	15.0	15.0	100.0
Total	100	100.0	100.0	

x3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	2	2.0	2.0	2.0
TS	2	2.0	2.0	4.0
N	12	12.0	12.0	16.0
S	68	68.0	68.0	84.0
SS	16	16.0	16.0	100.0
Total	100	100.0	100.0	

y1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	2	2.0	2.0	2.0
TS	7	7.0	7.0	9.0
N	16	16.0	16.0	25.0
S	50	50.0	50.0	75.0
SS	25	25.0	25.0	100.0
Total	100	100.0	100.0	

y2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	4	4.0	4.0	4.0
TS	9	9.0	9.0	13.0
N	10	10.0	10.0	23.0
S	42	42.0	42.0	65.0
SS	35	35.0	35.0	100.0
Total	100	100.0	100.0	

y3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	2	2.0	2.0	2.0
TS	12	12.0	12.0	14.0
N	16	16.0	16.0	30.0
S	51	51.0	51.0	81.0
SS	19	19.0	19.0	100.0
Total	100	100.0	100.0	

y4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	3	3.0	3.0	3.0
TS	7	7.0	7.0	10.0
N	36	36.0	36.0	46.0
S	27	27.0	27.0	73.0
SS	27	27.0	27.0	100.0
Total	100	100.0	100.0	

Uji Validitas dan Reliabilitas X1

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
.898	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1.1	19.21	15.359	.838	.864
x1.2	19.31	16.054	.705	.883
x1.3	18.82	15.078	.739	.878
x1.4	19.00	15.677	.660	.890
x1.5	19.01	16.172	.659	.889
x1.6	19.20	15.293	.755	.875

Uji Validitas dan Reliabilitas X2

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
.799	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	10.89	6.604	.465	.814
x2.2	11.08	5.650	.671	.719
x2.3	11.22	5.507	.666	.720
x2.4	11.18	5.583	.649	.729

Uji Validitas dan Reliabilitas X3

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
.660	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x3.1	7.78	2.052	.359	.710
x3.2	7.77	1.654	.509	.513
x3.3	7.67	1.900	.568	.453

Uji Validitas dan Reliabilitas Y

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
.752	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1	11.36	5.970	.555	.692
y2	11.30	5.424	.545	.698
y3	11.52	5.404	.666	.630
y4	11.57	6.005	.443	.753

Uji Regresi

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X3, X1, X2 ^b		Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818 ^a	.670	.659	.44644

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

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.788	3	12.929	64.870	.000 ^b
	Residual	19.134	96	.199		
	Total	57.922	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.563	.339		1.658	.101
	X1	.458	.109	.468	4.205	.000
	X2	.371	.109	.378	3.395	.001
	X3	.034	.072	.028	.468	.641

a. Dependent Variable: Y

FORMULIR SCAN ANTI PLAGIARISME

8,9% *Rita*

Nama : *Abdullah Fafi*

Alamat email : *abd-fafi.29@gmail.com*

Fak. / Prodi : *FEB / manajemen* NIM : *13300234*

berupa (TESIS, TUGAS AKHIR, PROPOSAL, SKRIPSI, SUMMARY, LAPORAN KERJA PRAKTEK)

dengan judul : *Pengaruh pesan iklan, kreativitas iklan dan frekuensi
penyangan iklan terhadap minat beli pada produk modal utama*

Semarang, *1 Januari 2019*

Petugas, *Rita* Yang Menyerahkan

Dosen Pembimbing

NB. Laporan hasil scan terlampir *Abdullah Fafi*

untuk Yang bersangkutan *

