

# **LAMPIRAN**

## Lampiran 1 Kuesioner

### KUESIONER PENELITIAN

#### I. Kata pengantar

Dengan hormat,

Sehubungan dengan penyelesaian skripsi yang sedang saya lakukan di Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Yogyakarta, maka saya melakukan penelitian dengan judul **PENGARUH MODEL AIDA TERHADAP KEPUTUSAN PEMBELIAN PRODUK PADA IKLAN *TRUEVIEW* DI *YOUTUBE* (Studi Pada Mahasiswa Universitas Muhammadiyah Yogyakarta)**.

Salah satu cara untuk mendapatkan data pada penelitian saya yaitu dengan menyebarkan kuesioner kepada responden. Oleh karena itu, saya mengharapkan kesediaan Saudara/i sekalian untuk mengisi kuesioner ini dengan baik dan jujur.

Atas kesediaan dan kerjasamanya, saya mengucapkan terimakasih yang sebesar-besarnya.

Hormat saya,

Peneliti

(Rizky Pandu Pangesti)

## II. Petunjuk Penelitian

1. Kuesioner ini semata-mata untuk kepentingan akademis, mohon dijawab dengan jujur.
2. Bacalah dan jawablah semua pertanyaan dengan teliti tanpa ada yang terlewatkan.
3. Berikan tanda  $\surd$  pada jawaban yang menurut anda tepat dengan pilihan jawaban sebagai berikut:
  - a. STS : Sangat Tidak Setuju
  - b. TS : Tidak Setuju
  - c. N : Netral
  - d. S : Setuju
  - e. SS : Sangat Setuju

## III. Data Responden

1. Nama :
2. Jenis kelamin :
3. Umur :
4. NIM :
5. Fakultas/Jurusan :

<i>Attention</i>						
No	Pertanyaan	SS	S	N	TS	STS
1	Pesan yang ditayangkan pada iklan <i>TrueView</i> di <i>YouTube</i> menarik untuk saya					
2	Saya selalu melihat iklan <i>TrueView</i> saat menggunakan <i>YouTube</i>					
3	Visualisasi atau tampilan produk yang ditayangkan pada iklan <i>TrueView</i> di <i>YouTube</i> menarik untuk saya					

<i>Interest</i>						
No	Pertanyaan	SS	S	N	TS	STS
1	Media iklan <i>TrueView</i> di <i>YouTube</i> efektif digunakan untuk mengiklankan produk					
2	Saya tertarik dengan produk yang ditayangkan pada iklan <i>TrueView</i> di <i>YouTube</i>					

<i>Desire</i>						
No	Pertanyaan	SS	S	N	TS	STS
1	Saya memperoleh informasi mengenai keunggulan produk pada iklan <i>TrueView</i> di <i>YouTube</i>					
2	Saya berminat untuk memiliki produk setelah melihat iklan <i>TrueView</i> di <i>YouTube</i>					
3	Saya percaya pada produk yang ditayangkan iklan <i>TrueView</i> di <i>YouTube</i>					

<i>Action</i>						
No	Pertanyaan	SS	S	N	TS	STS
1	Saya yakin untuk membeli produk pada iklan <i>TrueView</i> di <i>YouTube</i>					
2	Saya cenderung membeli produk setelah melihat iklan <i>TrueView</i> di <i>YouTube</i>					
3	Saya percaya bahwa produk yang saya beli sesuai dengan yang ditayangkan pada iklan <i>TrueView</i> di <i>YouTube</i>					

Keputusan Pembelian						
No	Pertanyaan	SS	S	N	TS	STS
1	Saya memutuskan untuk membeli produk yang ditayangkan pada iklan <i>TrueView</i> di <i>YouTube</i>					
2	Saya memberi informasi mengenai produk yang ditayangkan pada iklan <i>TrueView</i> di <i>YouTube</i> kepada orang lain					
3	Saya merekomendasikan kepada orang lain untuk membeli produk yang ditayangkan pada iklan <i>TrueView</i> di <i>YouTube</i>					

## Lampiran 2. Data Penelitian

<i>Attention</i>				<i>Interest</i>			<i>Desire</i>				<i>Action</i>				Keputusan Pembelian			
At1	At2	At3	jmlAt	In1	In2	JmlIn	De1	De2	De3	JmlDe	Ac1	Ac2	Ac3	JmlAc	Kp1	Kp2	Kp3	JmlKp
2	3	3	<b>8</b>	3	2	<b>5</b>	4	3	2	<b>9</b>	3	2	3	<b>8</b>	2	1	2	<b>5</b>
2	2	2	<b>6</b>	4	2	<b>6</b>	2	2	2	<b>6</b>	3	3	2	<b>8</b>	2	2	2	<b>6</b>
2	4	2	<b>8</b>	3	3	<b>6</b>	3	2	2	<b>7</b>	2	2	3	<b>7</b>	3	2	2	<b>7</b>
2	3	3	<b>8</b>	3	3	<b>6</b>	4	3	2	<b>9</b>	3	3	2	<b>8</b>	3	2	3	<b>8</b>
4	4	3	<b>11</b>	2	2	<b>4</b>	3	3	3	<b>9</b>	2	3	3	<b>8</b>	3	3	2	<b>8</b>
2	2	3	<b>7</b>	3	3	<b>6</b>	2	2	3	<b>7</b>	2	2	3	<b>7</b>	2	2	2	<b>6</b>
3	2	3	<b>8</b>	2	3	<b>5</b>	2	2	3	<b>7</b>	3	2	3	<b>8</b>	2	3	3	<b>8</b>
4	5	4	<b>13</b>	4	3	<b>7</b>	4	4	3	<b>11</b>	4	3	3	<b>10</b>	3	2	2	<b>7</b>
3	2	3	<b>8</b>	2	3	<b>5</b>	4	3	4	<b>11</b>	3	2	3	<b>8</b>	2	1	1	<b>4</b>
3	2	3	<b>8</b>	2	2	<b>4</b>	3	2	3	<b>8</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
4	3	4	<b>11</b>	2	3	<b>5</b>	4	4	3	<b>11</b>	4	2	2	<b>8</b>	3	2	3	<b>8</b>
1	4	2	<b>7</b>	2	3	<b>5</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>	3	2	3	<b>8</b>
2	2	2	<b>6</b>	4	3	<b>7</b>	3	3	3	<b>9</b>	4	4	4	<b>12</b>	3	3	2	<b>8</b>
2	2	2	<b>6</b>	3	2	<b>5</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
3	2	3	<b>8</b>	2	2	<b>4</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
4	3	4	<b>11</b>	4	4	<b>3</b>	4	3	3	<b>10</b>	2	3	3	<b>8</b>	3	2	3	<b>8</b>
3	2	3	<b>8</b>	4	3	<b>7</b>	3	3	3	<b>9</b>	3	2	2	<b>7</b>	3	3	3	<b>9</b>
3	3	2	<b>8</b>	4	3	<b>7</b>	4	3	3	<b>10</b>	2	3	3	<b>8</b>	3	3	3	<b>9</b>
2	2	2	<b>6</b>	4	2	<b>6</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
2	2	2	<b>6</b>	4	2	<b>6</b>	4	2	4	<b>10</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
4	2	4	<b>10</b>	5	3	<b>8</b>	4	3	3	<b>10</b>	3	2	3	<b>8</b>	3	4	4	<b>11</b>

<i>Attention</i>				<i>Interest</i>			<i>Desire</i>				<i>Action</i>				Keputusan Pembelian			
4	4	3	<b>11</b>	5	3	<b>8</b>	4	4	3	<b>11</b>	3	2	3	<b>8</b>	3	3	3	<b>9</b>
4	3	4	<b>11</b>	4	3	<b>7</b>	4	3	3	<b>10</b>	3	2	3	<b>8</b>	3	3	3	<b>9</b>
3	2	2	<b>7</b>	2	3	<b>5</b>	3	3	3	<b>9</b>	3	3	3	<b>9</b>	3	2	2	<b>7</b>
2	3	2	<b>7</b>	2	2	<b>4</b>	3	2	2	<b>7</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
3	3	3	<b>9</b>	4	3	<b>7</b>	4	3	3	<b>10</b>	3	3	3	<b>9</b>	3	3	3	<b>9</b>
3	3	2	<b>8</b>	2	2	<b>4</b>	3	2	3	<b>8</b>	2	2	3	<b>7</b>	3	3	3	<b>9</b>
2	3	4	<b>9</b>	4	3	<b>7</b>	2	1	3	<b>6</b>	2	2	3	<b>7</b>	2	2	3	<b>7</b>
3	3	4	<b>10</b>	3	3	<b>6</b>	3	3	3	<b>9</b>	3	3	3	<b>9</b>	3	3	3	<b>9</b>
2	2	3	<b>7</b>	4	2	<b>6</b>	3	2	3	<b>8</b>	3	2	3	<b>8</b>	2	1	1	<b>4</b>
3	2	2	<b>7</b>	4	3	<b>7</b>	3	2	2	<b>7</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
4	2	4	<b>10</b>	4	3	<b>7</b>	4	3	3	<b>10</b>	2	2	2	<b>6</b>	3	3	3	<b>9</b>
2	2	3	<b>7</b>	2	2	<b>4</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
3	2	3	<b>8</b>	2	3	<b>5</b>	3	3	3	<b>9</b>	1	2	2	<b>5</b>	2	2	2	<b>6</b>
2	2	2	<b>6</b>	4	2	<b>6</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
4	2	4	<b>10</b>	4	4	<b>8</b>	4	3	4	<b>11</b>	3	4	3	<b>10</b>	3	4	4	<b>11</b>
2	4	2	<b>8</b>	4	4	<b>8</b>	4	4	4	<b>12</b>	2	3	2	<b>7</b>	2	2	2	<b>6</b>
3	4	4	<b>11</b>	4	3	<b>7</b>	3	2	3	<b>8</b>	3	3	4	<b>10</b>	3	2	2	<b>7</b>
3	3	2	<b>8</b>	2	2	<b>4</b>	3	2	3	<b>8</b>	3	3	2	<b>8</b>	2	2	3	<b>7</b>
2	2	3	<b>7</b>	2	2	<b>4</b>	4	2	2	<b>8</b>	2	2	4	<b>8</b>	2	2	2	<b>6</b>
4	2	4	<b>10</b>	4	2	<b>6</b>	3	4	2	<b>9</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
3	3	4	<b>10</b>	4	3	<b>7</b>	3	3	4	<b>10</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
2	2	2	<b>6</b>	3	3	<b>6</b>	3	2	3	<b>8</b>	2	2	3	<b>7</b>	2	2	2	<b>6</b>
2	3	3	<b>8</b>	2	3	<b>5</b>	2	2	3	<b>7</b>	3	3	2	<b>8</b>	2	3	3	<b>8</b>
3	2	3	<b>8</b>	4	4	<b>8</b>	3	3	3	<b>9</b>	4	4	4	<b>12</b>	3	3	4	<b>10</b>

<i>Attention</i>				<i>Interest</i>			<i>Desire</i>				<i>Action</i>				Keputusan Pembelian			
3	3	4	<b>10</b>	4	3	<b>7</b>	4	2	3	<b>9</b>	2	2	3	<b>7</b>	2	4	2	<b>8</b>
4	4	4	<b>12</b>	4	4	<b>8</b>	4	3	2	<b>9</b>	2	2	3	<b>7</b>	3	2	2	<b>7</b>
3	2	2	<b>7</b>	3	2	<b>5</b>	3	2	3	<b>8</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
4	2	3	<b>9</b>	4	4	<b>8</b>	4	3	3	<b>10</b>	4	4	3	<b>11</b>	3	3	3	<b>9</b>
4	4	3	<b>11</b>	4	3	<b>7</b>	4	4	4	<b>12</b>	3	4	3	<b>10</b>	3	3	3	<b>9</b>
3	3	3	<b>9</b>	3	3	<b>6</b>	3	3	4	<b>10</b>	3	3	3	<b>9</b>	2	2	2	<b>6</b>
4	4	4	<b>12</b>	4	4	<b>8</b>	3	4	3	<b>10</b>	4	4	3	<b>11</b>	4	4	4	<b>12</b>
2	2	2	<b>6</b>	2	2	<b>4</b>	2	2	3	<b>7</b>	2	3	2	<b>7</b>	3	2	1	<b>6</b>
2	4	2	<b>8</b>	2	2	<b>4</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
2	2	2	<b>6</b>	2	2	<b>4</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>	2	1	2	<b>5</b>
2	2	2	<b>6</b>	3	2	<b>5</b>	3	2	3	<b>8</b>	2	2	2	<b>6</b>	2	3	2	<b>7</b>
3	4	4	<b>11</b>	3	4	<b>7</b>	5	4	3	<b>12</b>	1	2	2	<b>5</b>	3	3	3	<b>9</b>
3	2	2	<b>7</b>	2	4	<b>6</b>	3	1	1	<b>5</b>	2	2	2	<b>6</b>	2	3	2	<b>7</b>
3	3	2	<b>8</b>	3	3	<b>6</b>	3	2	2	<b>7</b>	1	3	2	<b>6</b>	2	2	2	<b>6</b>
3	4	3	<b>10</b>	3	2	<b>5</b>	3	2	2	<b>7</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
3	2	3	<b>8</b>	4	3	<b>7</b>	4	3	3	<b>10</b>	3	2	3	<b>8</b>	3	3	3	<b>9</b>
3	2	3	<b>8</b>	3	3	<b>6</b>	2	2	2	<b>6</b>	1	2	2	<b>5</b>	2	2	2	<b>6</b>
3	4	4	<b>11</b>	4	3	<b>7</b>	4	3	3	<b>10</b>	3	4	3	<b>10</b>	3	4	3	<b>10</b>
2	4	3	<b>9</b>	2	3	<b>5</b>	2	3	2	<b>7</b>	1	1	3	<b>5</b>	1	2	2	<b>5</b>
4	3	4	<b>11</b>	4	4	<b>8</b>	4	4	3	<b>11</b>	2	2	2	<b>6</b>	2	3	1	<b>6</b>
3	4	4	<b>11</b>	4	4	<b>8</b>	4	4	4	<b>12</b>	2	2	2	<b>6</b>	3	4	3	<b>10</b>
4	4	4	<b>12</b>	5	4	<b>9</b>	4	5	5	<b>14</b>	5	3	4	<b>12</b>	3	2	3	<b>8</b>
2	2	2	<b>6</b>	2	2	<b>4</b>	2	1	2	<b>5</b>	2	2	1	<b>5</b>	2	2	1	<b>5</b>
3	3	3	<b>9</b>	4	3	<b>7</b>	3	3	3	<b>9</b>	3	3	3	<b>9</b>	3	3	3	<b>9</b>



<i>Attention</i>				<i>Interest</i>			<i>Desire</i>				<i>Action</i>				Keputusan Pembelian			
3	2	2	<b>7</b>	2	2	<b>4</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>	2	2	1	<b>5</b>
3	3	3	<b>9</b>	4	3	<b>7</b>	3	3	3	<b>9</b>	3	3	3	<b>9</b>	3	3	3	<b>9</b>
4	4	4	<b>12</b>	4	4	<b>8</b>	5	4	4	<b>13</b>	4	3	4	<b>11</b>	3	4	4	<b>11</b>
2	2	2	<b>6</b>	3	2	<b>5</b>	4	4	2	<b>10</b>	2	1	2	<b>5</b>	2	4	4	<b>10</b>
3	2	3	<b>8</b>	3	2	<b>5</b>	3	2	3	<b>8</b>	3	1	3	<b>7</b>	3	2	2	<b>7</b>
3	2	3	<b>8</b>	4	2	<b>6</b>	4	3	3	<b>10</b>	3	2	3	<b>8</b>	3	3	3	<b>9</b>
4	3	3	<b>10</b>	4	4	<b>8</b>	4	4	4	<b>12</b>	3	3	3	<b>9</b>	2	2	2	<b>6</b>
3	3	3	<b>9</b>	3	2	<b>5</b>	3	3	3	<b>9</b>	4	3	3	<b>10</b>	3	4	3	<b>10</b>
3	2	4	<b>9</b>	4	3	<b>7</b>	3	3	3	<b>9</b>	3	2	3	<b>8</b>	3	3	3	<b>9</b>
3	3	4	<b>10</b>	4	3	<b>7</b>	4	4	4	<b>12</b>	2	2	3	<b>7</b>	2	3	3	<b>8</b>
3	3	2	<b>8</b>	3	4	<b>7</b>	4	3	3	<b>10</b>	3	3	3	<b>9</b>	3	3	3	<b>9</b>
4	2	2	<b>8</b>	4	3	<b>7</b>	3	3	3	<b>9</b>	3	3	3	<b>9</b>	3	3	3	<b>9</b>
3	4	3	<b>10</b>	4	3	<b>7</b>	3	2	3	<b>8</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
3	2	2	<b>7</b>	4	3	<b>7</b>	2	2	2	<b>6</b>	3	2	2	<b>7</b>	2	3	2	<b>7</b>
3	2	3	<b>8</b>	2	2	<b>4</b>	2	2	3	<b>7</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
3	4	3	<b>10</b>	4	3	<b>7</b>	4	3	3	<b>10</b>	2	2	3	<b>7</b>	2	2	2	<b>6</b>
3	3	3	<b>9</b>	4	3	<b>7</b>	4	3	3	<b>10</b>	3	3	4	<b>10</b>	3	3	3	<b>9</b>
3	3	3	<b>9</b>	3	4	<b>7</b>	3	3	3	<b>9</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
2	4	2	<b>8</b>	3	2	<b>5</b>	2	2	3	<b>7</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
3	2	3	<b>8</b>	2	3	<b>5</b>	2	3	3	<b>8</b>	2	3	3	<b>8</b>	3	2	2	<b>7</b>
2	2	3	<b>7</b>	2	2	<b>4</b>	3	1	1	<b>5</b>	2	3	2	<b>7</b>	2	2	1	<b>5</b>
3	3	4	<b>10</b>	3	3	<b>6</b>	4	3	3	<b>10</b>	3	3	3	<b>9</b>	3	4	3	<b>10</b>
2	2	2	<b>6</b>	4	3	<b>7</b>	4	3	3	<b>10</b>	3	4	3	<b>10</b>	3	4	4	<b>11</b>
2	2	2	<b>6</b>	3	2	<b>5</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>	1	1	3	<b>5</b>

<i>Attention</i>				<i>Interest</i>			<i>Desire</i>				<i>Action</i>				Keputusan Pembelian			
3	4	4	<b>11</b>	4	3	<b>7</b>	3	2	2	<b>7</b>	2	3	4	<b>9</b>	4	3	4	<b>11</b>
4	4	2	<b>10</b>	4	2	<b>6</b>	4	2	2	<b>8</b>	2	2	2	<b>6</b>	2	4	2	<b>8</b>
2	4	2	<b>8</b>	4	2	<b>6</b>	4	4	2	<b>10</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
4	4	3	<b>11</b>	4	4	<b>8</b>	4	4	3	<b>11</b>	4	4	3	<b>11</b>	3	4	4	<b>11</b>
4	2	3	<b>9</b>	4	3	<b>7</b>	4	2	2	<b>8</b>	2	2	2	<b>6</b>	2	3	2	<b>7</b>
3	3	3	<b>9</b>	3	2	<b>5</b>	4	2	3	<b>9</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
3	3	3	<b>9</b>	4	4	<b>8</b>	3	4	3	<b>10</b>	4	3	4	<b>11</b>	3	4	3	<b>10</b>
3	4	4	<b>11</b>	3	3	<b>6</b>	4	2	3	<b>9</b>	3	3	3	<b>9</b>	3	4	4	<b>11</b>
4	3	2	<b>9</b>	3	3	<b>6</b>	3	3	4	<b>10</b>	3	2	3	<b>8</b>	2	2	2	<b>6</b>
4	4	4	<b>12</b>	4	4	<b>8</b>	4	4	4	<b>12</b>	4	4	4	<b>12</b>	4	4	4	<b>12</b>
4	3	4	<b>11</b>	3	4	<b>7</b>	4	3	4	<b>11</b>	4	3	4	<b>11</b>	4	4	4	<b>12</b>
4	4	3	<b>11</b>	4	3	<b>7</b>	4	3	4	<b>11</b>	3	4	3	<b>10</b>	3	4	4	<b>11</b>
3	4	3	<b>10</b>	4	3	<b>7</b>	4	3	3	<b>10</b>	3	2	3	<b>8</b>	3	3	3	<b>9</b>
4	4	4	<b>12</b>	4	4	<b>8</b>	4	3	4	<b>11</b>	4	4	4	<b>12</b>	4	4	4	<b>12</b>
4	3	4	<b>11</b>	3	4	<b>7</b>	4	4	3	<b>11</b>	4	4	4	<b>12</b>	4	3	4	<b>11</b>
3	3	3	<b>9</b>	3	3	<b>6</b>	4	3	3	<b>10</b>	3	3	3	<b>9</b>	3	3	3	<b>9</b>
2	2	2	<b>6</b>	3	3	<b>6</b>	2	2	2	<b>6</b>	2	3	2	<b>7</b>	2	2	2	<b>6</b>
2	3	3	<b>8</b>	3	2	<b>5</b>	3	2	2	<b>7</b>	3	3	3	<b>9</b>	2	2	2	<b>6</b>
3	3	2	<b>8</b>	3	3	<b>6</b>	2	1	2	<b>5</b>	1	1	3	<b>5</b>	3	3	3	<b>9</b>
3	3	2	<b>8</b>	4	3	<b>7</b>	2	2	3	<b>7</b>	2	2	1	<b>5</b>	2	1	2	<b>5</b>
3	3	3	<b>9</b>	4	3	<b>7</b>	3	3	2	<b>8</b>	3	2	3	<b>8</b>	2	3	3	<b>8</b>
3	2	2	<b>7</b>	4	3	<b>7</b>	2	3	2	<b>7</b>	2	2	3	<b>7</b>	2	3	3	<b>8</b>
4	3	4	<b>11</b>	4	3	<b>7</b>	4	3	3	<b>10</b>	3	3	2	<b>8</b>	3	3	3	<b>9</b>
4	3	4	<b>11</b>	4	3	<b>7</b>	4	3	3	<b>10</b>	2	2	3	<b>7</b>	3	2	3	<b>8</b>

<i>Attention</i>				<i>Interest</i>			<i>Desire</i>				<i>Action</i>				Keputusan Pembelian			
2	2	3	<b>7</b>	4	4	<b>8</b>	4	3	4	<b>11</b>	2	2	3	<b>7</b>	2	2	2	<b>6</b>
2	4	3	<b>9</b>	4	3	<b>7</b>	3	3	3	<b>9</b>	3	3	3	<b>9</b>	3	3	3	<b>9</b>
4	2	4	<b>10</b>	4	2	<b>6</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>	2	4	2	<b>8</b>
2	2	2	<b>6</b>	2	2	<b>4</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>	1	2	2	<b>5</b>
4	4	3	<b>11</b>	3	3	<b>6</b>	4	3	3	<b>10</b>	3	3	3	<b>9</b>	3	3	3	<b>9</b>
4	4	4	<b>12</b>	4	2	<b>6</b>	4	2	2	<b>8</b>	2	2	2	<b>6</b>	3	4	2	<b>9</b>
4	4	4	<b>12</b>	4	4	<b>8</b>	3	3	3	<b>9</b>	3	3	2	<b>8</b>	3	3	3	<b>9</b>
2	2	2	<b>6</b>	2	3	<b>5</b>	2	2	3	<b>7</b>	2	2	2	<b>6</b>	2	3	3	<b>8</b>
3	4	2	<b>9</b>	4	2	<b>6</b>	4	2	3	<b>9</b>	3	3	3	<b>9</b>	3	2	2	<b>7</b>
2	2	3	<b>7</b>	3	2	<b>5</b>	2	2	4	<b>8</b>	3	2	3	<b>8</b>	2	2	2	<b>6</b>
3	3	3	<b>9</b>	4	3	<b>7</b>	3	3	3	<b>9</b>	4	3	3	<b>10</b>	3	4	2	<b>9</b>
3	3	3	<b>9</b>	4	3	<b>7</b>	4	3	3	<b>10</b>	3	3	3	<b>9</b>	3	4	3	<b>10</b>
2	2	3	<b>7</b>	3	3	<b>6</b>	3	2	2	<b>7</b>	2	2	3	<b>7</b>	2	2	2	<b>6</b>
2	2	3	<b>7</b>	3	3	<b>6</b>	3	2	2	<b>7</b>	2	2	3	<b>7</b>	2	2	2	<b>6</b>
2	2	2	<b>6</b>	2	3	<b>5</b>	3	3	3	<b>9</b>	3	3	3	<b>9</b>	3	3	3	<b>9</b>
2	3	4	<b>9</b>	2	4	<b>6</b>	3	3	2	<b>8</b>	2	2	2	<b>6</b>	2	2	2	<b>6</b>
3	2	4	<b>9</b>	3	3	<b>6</b>	3	3	4	<b>10</b>	3	3	3	<b>9</b>	2	2	2	<b>6</b>
2	3	3	<b>8</b>	3	2	<b>5</b>	3	2	2	<b>7</b>	2	1	3	<b>6</b>	2	3	4	<b>9</b>
2	4	2	<b>8</b>	3	2	<b>5</b>	4	3	3	<b>10</b>	2	2	3	<b>7</b>	2	2	2	<b>6</b>
2	2	3	<b>7</b>	4	2	<b>6</b>	2	3	2	<b>7</b>	3	2	2	<b>7</b>	3	3	2	<b>8</b>
2	4	2	<b>8</b>	3	2	<b>5</b>	3	3	2	<b>8</b>	3	2	2	<b>7</b>	2	3	3	<b>8</b>
4	3	3	<b>10</b>	4	3	<b>7</b>	4	3	3	<b>10</b>	3	2	3	<b>8</b>	3	3	2	<b>8</b>
2	2	2	<b>6</b>	4	2	<b>6</b>	4	2	4	<b>10</b>	3	2	3	<b>8</b>	3	4	3	<b>10</b>

### Lampiran 3. Hasil Uji Validitas Instrumen Penelitian

#### *Attention*

#### Correlations

		At1	At2	At3	Total_At
At1	Pearson Correlation	1	.370*	.662**	.783**
	Sig. (2-tailed)		.044	.000	.000
	N	30	30	30	30
At2	Pearson Correlation	.370*	1	.550**	.803**
	Sig. (2-tailed)	.044		.002	.000
	N	30	30	30	30
At3	Pearson Correlation	.662**	.550**	1	.893**
	Sig. (2-tailed)	.000	.002		.000
	N	30	30	30	30
Total_At	Pearson Correlation	.783**	.803**	.893**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

*Interest***Correlations**

		In1	In2	Total_In
In1	Pearson Correlation	1	.508**	.873**
	Sig. (2-tailed)		.004	.000
	N	30	30	30
In2	Pearson Correlation	.508**	1	.863**
	Sig. (2-tailed)	.004		.000
	N	30	30	30
Total_In	Pearson Correlation	.873**	.863**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

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

*Desire***Correlations**

		De1	De2	De3	Total_De
De1	Pearson Correlation	1	.722**	.577**	.863**
	Sig. (2-tailed)		.000	.001	.000
	N	30	30	30	30
De2	Pearson Correlation	.722**	1	.749**	.934**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
De3	Pearson Correlation	.577**	.749**	1	.867**
	Sig. (2-tailed)	.001	.000		.000
	N	30	30	30	30
Total_De	Pearson Correlation	.863**	.934**	.867**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

*Action***Correlations**

		Ac1	Ac2	Ac3	Total_Ac
Ac1	Pearson Correlation	1	.532**	.756**	.926**
	Sig. (2-tailed)		.002	.000	.000
	N	30	30	30	30
Ac2	Pearson Correlation	.532**	1	.383*	.754**
	Sig. (2-tailed)	.002		.037	.000
	N	30	30	30	30
Ac3	Pearson Correlation	.756**	.383*	1	.835**
	Sig. (2-tailed)	.000	.037		.000
	N	30	30	30	30
Total_Ac	Pearson Correlation	.926**	.754**	.835**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

## Keputusan Pembelian

### Correlations

		Kp1	Kp2	Kp3	Total_Kp
Kp1	Pearson Correlation	1	.529**	.573**	.779**
	Sig. (2-tailed)		.003	.001	.000
	N	30	30	30	30
Kp2	Pearson Correlation	.529**	1	.713**	.886**
	Sig. (2-tailed)	.003		.000	.000
	N	30	30	30	30
Kp3	Pearson Correlation	.573**	.713**	1	.905**
	Sig. (2-tailed)	.001	.000		.000
	N	30	30	30	30
Total_Kp	Pearson Correlation	.779**	.886**	.905**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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



**Lampiran 4. Hasil Uji Reliabilitas Instrumen Penelitian***Attention***Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.762	3

*Interest***Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.673	2

*Desire***Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.866	3

*Action***Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.785	3

## Keputusan Pembelian

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.819	3

### Lampiran 5. Hasil Uji Kriteria Responden

**Statistics**

		Jenis Kelamin	Umur	Fakultas
N	Valid	140	140	140
	Missing	0	0	0

**Jenis Kelamin**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	L	61	43.6	43.6	43.6
	P	79	56.4	56.4	100.0
Total		140	100.0	100.0	

**Umur**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-20	78	55.7	55.7	55.7
	21-23	62	44.3	44.3	100.0
Total		140	100.0	100.0	

## Fakultas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ekonomi	17	12.1	12.1	12.1
	Isipol	17	12.1	12.1	24.3
	Teknik	18	12.9	12.9	37.1
	Pertanian	14	10.0	10.0	47.1
	FKIK	18	12.9	12.9	60.0
	FAI	14	10.0	10.0	70.0
	Hukum	13	9.3	9.3	79.3
	FPB	16	11.4	11.4	90.7
	Vokasi	13	9.3	9.3	100.0
	Total	140	100.0	100.0	

## Lampiran 6. Hasil Uji Analisis Jawaban Responden

### *Attention*

#### Statistics

		At1	At2	At3
N	Valid	140	140	140
	Missing	0	0	0
Mean		2.91	2.85	2.94
Sum		407	399	411

#### At1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	46	32.9	32.9	33.6
	3	58	41.4	41.4	75.0
	4	35	25.0	25.0	100.0
Total		140	100.0	100.0	

#### At2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	59	42.1	42.1	42.1
	3	44	31.4	31.4	73.6
	4	36	25.7	25.7	99.3
	5	1	.7	.7	100.0
Total		140	100.0	100.0	



**At3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	46	32.9	32.9	32.9
	3	57	40.7	40.7	73.6
	4	37	26.4	26.4	100.0
	Total	140	100.0	100.0	

***Interest*****Statistics**

		In1	In2
N	Valid	140	140
	Missing	0	0
Mean		3.33	2.85
Sum		466	399

**In1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	29	20.7	20.7	20.7
	3	39	27.9	27.9	48.6
	4	69	49.3	49.3	97.9
	5	3	2.1	2.1	100.0
	Total	140	100.0	100.0	

**In2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	46	32.9	32.9	32.9
	3	69	49.3	49.3	82.1
	4	25	17.9	17.9	100.0
Total		140	100.0	100.0	

***Desire*****Statistics**

		De1	De2	De3
N	Valid	140	140	140
	Missing	0	0	0
Mean		3.21	2.69	2.81
Sum		449	376	394

**De1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	32	22.9	22.9	22.9
	3	49	35.0	35.0	57.9
	4	57	40.7	40.7	98.6
	5	2	1.4	1.4	100.0
Total		140	100.0	100.0	

**De2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	3.6	3.6	3.6
	2	55	39.3	39.3	42.9
	3	60	42.9	42.9	85.7
	4	19	13.6	13.6	99.3
	5	1	.7	.7	100.0
	Total	140	100.0	100.0	

**De3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	44	31.4	31.4	32.9
	3	73	52.1	52.1	85.0
	4	20	14.3	14.3	99.3
	5	1	.7	.7	100.0
	Total	140	100.0	100.0	

**Action****Statistics**

		Ac1	Ac2	Ac3
N	Valid	140	140	140
	Missing	0	0	0
Mean		2.57	2.46	2.66
Sum		360	345	373

**Ac1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	4.3	4.3	4.3
	2	65	46.4	46.4	50.7
	3	53	37.9	37.9	88.6
	4	15	10.7	10.7	99.3
	5	1	.7	.7	100.0
	Total	140	100.0	100.0	

**Ac2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	3.6	3.6	3.6
	2	78	55.7	55.7	59.3
	3	44	31.4	31.4	90.7
	4	13	9.3	9.3	100.0
	Total	140	100.0	100.0	

**Ac3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	56	40.0	40.0	41.4
	3	69	49.3	49.3	90.7
	4	13	9.3	9.3	100.0
	Total	140	100.0	100.0	

## Keputusan Pembelian

### Statistics

		Kp1	Kp2	Kp3
N	Valid	140	140	140
	Missing	0	0	0
Mean		2.51	2.64	2.54
Sum		352	369	355

### Kp1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.1	2.1	2.1
	2	68	48.6	48.6	50.7
	3	63	45.0	45.0	95.7
	4	6	4.3	4.3	100.0
Total		140	100.0	100.0	

**Kp2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	4.3	4.3	4.3
	2	63	45.0	45.0	49.3
	3	47	33.6	33.6	82.9
	4	24	17.1	17.1	100.0
	Total	140	100.0	100.0	

**Kp3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	5.0	5.0	5.0
	2	67	47.9	47.9	52.9
	3	50	35.7	35.7	88.6
	4	16	11.4	11.4	100.0
	Total	140	100.0	100.0	

### Lampiran 7. Hasil Uji Analisis Regresi Linear Berganda

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Total_Ac, Total_At, Total_In, Total_De <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: Total\_Kp

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692 <sup>a</sup>	.479	.463	1.38442

a. Predictors: (Constant), Total\_Ac, Total\_At, Total\_In, Total\_De

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	237.428	4	59.357	30.970	.000 <sup>a</sup>
	Residual	258.744	135	1.917		
	Total	496.171	139			

a. Predictors: (Constant), Total\_Ac, Total\_At, Total\_In, Total\_De

b. Dependent Variable: Total\_Kp

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.398	.695		.572	.568
	Total_At	.227	.086	.216	2.646	.009
	Total_In	.250	.128	.165	1.956	.052
	Total_De	.018	.091	.018	.199	.843
	Total_Ac	.469	.081	.444	5.793	.000

a. Dependent Variable: Total\_Kp