

C. Uji Validitas dan Reliabilitas

Hasil Uji Validitas Variabel X

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IsilklanX11	49,17	9,399	-,568	,745
IsilklanX12	49,13	8,207	,708	,865
IsilklanX13	49,10	8,473	,764	,964
StrukturklanX21	49,08	9,376	,459	,641
StrukturklanX22	49,38	8,193	,613	,706
StrukturklanX23	49,07	8,737	,500	,891
FormatklanX31	49,20	8,342	,611	,893
FormatklanX32	49,06	8,637	,442	,682
FormatklanX33	48,96	9,414	,496	,735
SumberklanX41	49,61	8,555	,604	,800
SumberklanX42	49,24	9,131	,506	,735
SumberklanX43	49,47	8,836	,460	,600

Reliability Statistics

Cronbach's Alpha	N of Items
,893	12

Hasil Uji Validitas Variabel Y

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KKpengenalankebY11	59,66	9,307	-,566	,642
KKpengenalankebY12	59,83	8,028	,580	,705
KKpengenalankebY13	59,96	8,088	,860	,924
KKpencarianinfoY21	59,60	8,647	-,696	,774
KKpencarianinfoY22	59,56	9,665	-,660	,772
KkpencarianinfoY23	59,66	8,228	,540	,625

KKevaluasiY31	59,81	7,773	,553	-,638 ^a
KkevaluasiY32	59,79	7,809	,480	-,623 ^a
KKevaluasiY33	59,70	8,887	-,570	,692
KKkeputusanY41	59,94	9,469	-,744	,871
KKkeputusanY42	59,93	7,636	,806	-,936 ^a
KKkeputusanY43	60,43	7,911	,767	,831
KKperilakuY51	59,97	7,651	,744	-,821 ^a
KKperilakuY52	59,91	8,059	,563	-,705 ^a
KKperilakuY53	59,81	8,088	,529	,614

Reliability Statistics

Cronbach's Alpha	N of Items
,898	15

D. Analisis Dimensi X dan Y

1. Dimensi Pengaruh Iklan Shampoo “sariayu hijab hair care” (X)

a. Pesan Iklan (X1)

PesanklanX1

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	4	1,5	1,5	2,2
R	26	9,6	9,6	11,8
S	59	21,9	21,9	33,5
SS	181	67,0	67,0	100,0
Total	270	100,0	100,0	

Statistics

IsilklanX1

N	Valid	270
	Missing	0
Mean		4,54

b. Struktur Iklan

StrukturIklanX2

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	8	3,0	3,0	2,9
R	31	11,4	11,4	14,3
S	48	17,8	17,8	32,0
SS	183	67,8	67,8	100,0
Total	270	100,0	100,0	

Statistics

StrukturIklanX2

N	Valid	270
	Missing	0
Mean		4,50

c. Format Iklan

FormatIklanX3

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	5	1,9	1,9	2,6
R	27	10,0	10,0	12,5
S	37	13,7	13,7	26,1
SS	201	74,4	74,4	100,0
Total	270	100,0	100,0	

Statistics

FormatIklanX3

N	Valid	270
	Missing	0
Mean		4,61

d. Sumber Iklan

SumberIklanX4

	Frequency	Percent	Valid Percent	Cumulative Percent
R	56	20,7	20,7	21,3
S	94	34,8	34,8	55,9
SS	120	44,4	44,4	100,0
Total	270	100,0	100,0	

Statistics

SumberIklanX4

N	Valid	270
	Missing	0
Mean		4,24

2. Dimensi Keputusan Konsumen (Y)

a. Pengenalan Kebutuhan (Y1)

PengenalanKebutuhanY1

	Frequency	Percent	Valid Percent	Cumulative Percent
R	49	18,1	18,1	18,8
S	92	34,1	34,1	52,6
SS	129	47,8	47,8	100,0
Total	270	100,0	100,0	

Statistics

PengenalanKebutuhanY1

N	Valid	270
	Missing	0
Mean		4,30

b. Pencarian Informasi (Y2)

PencarianInformasiY2

	Frequency	Percent	Valid Percent	Cumulative Percent
R	31	11,5	12,1	12,1
S	71	26,3	26,1	38,2
SS	168	61,8	62,2	100,0
Total	270	100,0	100,0	

Statistics

PencarianInformasiY2

N	Valid	270
	Missing	0
Mean		4,51

c. Evaluasi Alternatif (Y3)

EvaluasiAlternatifY3

	Frequency	Percent	Valid Percent	Cumulative Percent
R	37	13,7	13,7	14,3
S	103	38,1	38,1	52,2
SS	130	48,1	48,1	100,0
Total	270	100,0	100,0	

Statistics

EvaluasiAlternatifY3

N	Valid	270
	Missing	0
Mean		4,34

d. Keputusan Pembelian (Y4)

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	10	3,7	3,7	4,4
R	71	26,1	26,1	30,5
S	96	35,6	35,6	65,8
SS	93	34,4	34,4	100,0
Total	270	100,0	100,0	

Statistics

KeputusanPembelianY4

N	Valid	270
	Missing	0
Mean		4,01

e. Perilaku Pasca Pembelian (Y5)

	Frequency	Percent	Valid Percent	Cumulative Percent
R	57	21,1	21,1	21,7
S	98	36,3	36,3	57,7
SS	115	42,6	42,6	100,0
Total	270	100,0	100,0	

Statistics

PerilakuPascaPembelianY5

N	Valid	270
	Missing	0
Mean		4,21

E. Analisis Variabel X dan Y

1. Pengaruh Iklan Shampoo “sariayu hijab hair care” (X)

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	17	1,6	1,6	1,6
R	140	13,0	13,0	14,5
Valid S	238	22,0	22,0	36,6
SS	685	63,4	63,4	100,0
Total	1080	100,0	100,0	

Statistics

PengaruhIklanShampooSariayu
HijabHairCare

N	Valid	1080
	Missing	0
Mean		4,47

2. Keputusan Pembelian Konsumen (Y)

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	10	,7	,7	,7
R	248	18,3	18,3	19,1
Valid S	461	34,0	34,0	53,1
SS	635	46,9	46,9	100,0
Total	1354	100,0	100,0	

Statistics

KeputusanPembelianKonsume
nY

N	Valid	1354
	Missing	0
Mean		4,27

F. Uji Hipotesis Statistik

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,941	,056		34,945	,000
1 PengaruhIklanShampooSariayuHijabHairCareX	,585	,012	,825	47,855	,000

a. Dependent Variable: KeputusanPembelianKonsumenY

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,825 ^a	,680	,680	,312	,680	2290,125	1	1078	,000

a. Predictors: (Constant), PengaruhIklanShampooSariayuHijabHairCareX

b. Dependent Variable: KeputusanPembelianKonsumenY

LAMPIRAN

A. Karakteristik responden berdasarkan usia

Usia				
	Frequency	Percent	Valid Percent	Cumulative Percent
Dewasa Awal	60	66,7	66,7	66,7
Dewasa Akhir	30	33,3	33,3	100,0
Total	90	100,0	100,0	

B. Karakteristik responden berdasarkan berapa kali melihat iklan

Berapakalimelihatiklan				
	Frequency	Percent	Valid Percent	Cumulative Percent
1-3	30	33,3	33,3	33,3
3-6	36	40,0	40,0	73,3
>6	24	26,7	26,7	100,0
Total	90	100,0	100,0	