

## Lampiran 4. Uji Validitas

### Iklan Televisi (X)

#### Correlations

		Total
X1	Pearson Correlation	.700**
	Sig. (2-tailed)	.000
	N	100
X2	Pearson Correlation	.766**
	Sig. (2-tailed)	.000
	N	100
X3	Pearson Correlation	.668**
	Sig. (2-tailed)	.000
	N	100
X4	Pearson Correlation	.753**
	Sig. (2-tailed)	.000
	N	100
X5	Pearson Correlation	.695**
	Sig. (2-tailed)	.000
	N	100
X6	Pearson Correlation	.658**
	Sig. (2-tailed)	.000
	N	100
X7	Pearson Correlation	.631**
	Sig. (2-tailed)	.000
	N	100
X8	Pearson Correlation	.612**
	Sig. (2-tailed)	.000
	N	100
X9	Pearson Correlation	.671**
	Sig. (2-tailed)	.000
	N	100
X10	Pearson Correlation	.665**
	Sig. (2-tailed)	.000
	N	100
X11	Pearson Correlation	.687**
	Sig. (2-tailed)	.000
	N	100
X12	Pearson Correlation	.731**
	Sig. (2-tailed)	.000
	N	100

X13	Pearson Correlation	.674**
	Sig. (2-tailed)	.000
	N	100
X14	Pearson Correlation	.666**
	Sig. (2-tailed)	.000
	N	100
X15	Pearson Correlation	.586**
	Sig. (2-tailed)	.000
	N	100
X16	Pearson Correlation	.702**
	Sig. (2-tailed)	.000
	N	100
X17	Pearson Correlation	.626**
	Sig. (2-tailed)	.000
	N	100
X18	Pearson Correlation	.523**
	Sig. (2-tailed)	.000
	N	100
X19	Pearson Correlation	.634**
	Sig. (2-tailed)	.000
	N	100
X20	Pearson Correlation	.580**
	Sig. (2-tailed)	.000
	N	100
Total	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).

## Keputusan Membeli (Y)

### Correlations

		Total
Y1	Pearson Correlation	.708**
	Sig. (2-tailed)	.000
	N	100
Y2	Pearson Correlation	.722**
	Sig. (2-tailed)	.000
	N	100
Y3	Pearson Correlation	.649**
	Sig. (2-tailed)	.000
	N	100
Y4	Pearson Correlation	.730**
	Sig. (2-tailed)	.000
	N	100
Total	Pearson Correlation	1
	Sig. (2-tailed)	
	N	100

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

## Lampiran 5. Uji Reliabilitas

### Iklan Televisi (X)

#### Reliability

#### Scale: ALL VARIABLES

##### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

##### Reliability Statistics

Cronbach's Alpha	N of Items
.932	20

##### Item Statistics

	Mean	Std. Deviation	N
X1	4.25	.592	100
X2	4.30	.644	100
X3	4.34	.607	100
X4	4.30	.718	100
X5	4.25	.557	100
X6	4.25	.592	100
X7	4.18	.626	100
X8	4.29	.608	100
X9	4.29	.624	100
X10	4.24	.622	100
X11	4.10	.628	100
X12	4.18	.657	100
X13	4.18	.687	100
X14	4.06	.708	100
X15	4.32	.634	100
X16	4.17	.682	100
X17	4.14	.551	100
X18	4.12	.573	100
X19	4.29	.701	100
X20	4.18	.626	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	80.18	63.604	.662	.928
X2	80.13	62.357	.732	.927
X3	80.09	63.780	.625	.929
X4	80.13	61.670	.712	.927
X5	80.18	64.028	.658	.928
X6	80.18	64.028	.615	.929
X7	80.25	63.987	.582	.930
X8	80.14	64.344	.563	.930
X9	80.14	63.576	.627	.929
X10	80.19	63.671	.620	.929
X11	80.33	63.375	.644	.928
X12	80.25	62.593	.691	.927
X13	80.25	62.917	.625	.929
X14	80.37	62.801	.615	.929
X15	80.11	64.382	.533	.931
X16	80.26	62.639	.657	.928
X17	80.29	64.733	.583	.930
X18	80.31	65.509	.471	.931
X19	80.14	63.253	.580	.930
X20	80.25	64.513	.528	.931

## Keputusan Membeli (Y)

### Reliability

#### Scale: ALL VARIABLES

##### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

##### Reliability Statistics

Cronbach's Alpha	N of Items
.779	4

##### Item Statistics

	Mean	Std. Deviation	N
Y1	4.43	.573	100
Y2	4.37	.661	100
Y3	4.48	.627	100
Y4	4.47	.643	100

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	31.07	9.864	.612	.746
Y2	31.13	9.468	.611	.737
Y3	31.02	9.919	.527	.758
Y4	31.03	9.504	.625	.736

## Lampiran 6. Regresi

### Regression

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

Model	Variables Entered	Variables Removed	Method
1	X <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: Y

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.788 <sup>a</sup>	.621	.617	1.089	.621	160.643	1	98	.000	2.327

a. Predictors: (Constant), X

b. Dependent Variable: Y

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	190.522	1	190.522	160.643	.000 <sup>a</sup>
	Residual	116.228	98	1.186		
	Total	306.750	99			

a. Predictors: (Constant), X

b. Dependent Variable: Y

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.771	1.108		3.403	.001
	X	.166	.013	.788	12.674	.000

a. Dependent Variable: Y