

## **BAB V**

### **KESIMPULAN DAN SARAN**

#### **5.1. Kesimpulan**

Berdasarkan berbagai data yang telah diperoleh dan hasil analisis data yang telah dilakukan, maka dapat ditarik kesimpulan sebagai berikut :

##### **1. Karakteristik Responden**

###### **a. Berdasarkan Jenis Kelamin**

Jumlah responden wanita sebesar 54%, sedangkan responden pria sebanyak 21%.

###### **b. Berdasarkan usia**

Responden yang berusia 21 – 23 tahun mencapai jumlah persentase tertinggi, yaitu sebesar 80.67%, responden berusia 18 – 20 tahun sebesar 12.67%, responden berusia 24 – 26 tahun sebesar 5.3%, responden berusia  $\geq 27$  tahun sebesar 1.3%.

##### **2. Tingkat Pengaruh Susunan Pesan Iklan**

Berdasarkan analisis yang dilakukan dengan menggunakan aritmatic mean, maka dapat disimpulkan bahwa :

- a. Rata-rata atribut susunan pesan iklan positif sebesar 2.97, angka tersebut berada pada level b, interval 2.49 – 3.24.

- b. Rata-rata atribut susunan pesan iklan negatif sebesar 2.89, angka tersebut berada pada level b, interval 2.49 – 3.24.

### 3. Perbandingan Susunan Pesan Iklan

Berdasarkan analisis yang dilakukan dengan menggunakan analisis frekuensi, maka dapat disimpulkan :

- a. susunan pesan iklan positif lebih baik dalam mempengaruhi sikap konsumen
- b. susunan pesan iklan positif lebih baik dalam mempengaruhi niat untuk membeli
- c. susunan pesan iklan negatif baik dalam mempengaruhi sikap konsumen
- d. susunan pesan iklan negatif baik dalam mempengaruhi niat membeli

### 4. Pengaruh Susunan Pesan Iklan Terhadap Sikap Konsumen

- a. Pengaruh Susunan Pesan Iklan Terhadap Sikap Konsumen (susunan pesan iklan positif)

Ada pengaruh yang signifikan dari atribut-atribut susunan pesan iklan, sehingga dapat mempengaruhi sikap konsumen.

- b. Pengaruh Susunan Pesan Iklan Terhadap Sikap Konsumen (susunan pesan iklan negatif)

Ada pengaruh yang signifikan dari atribut-atribut susunan pesan iklan, sehingga dapat mempengaruhi sikap konsumen.

#### 5. Pengaruh Susunan Pesan Iklan Terhadap Niat Pembelian

- a. Pengaruh Susunan Pesan Iklan Terhadap Niat Pembelian (susunan pesan iklan positif)

Ada pengaruh yang signifikan dari atribut-atribut susunan pesan iklan, sehingga dapat mempengaruhi niat untuk membeli konsumen.

- b. Pengaruh Susunan Pesan Iklan Terhadap Niat Pembelian (susunan pesan iklan negatif)

Ada pengaruh yang signifikan dari atribut-atribut susunan pesan iklan, sehingga dapat mempengaruhi niat untuk membeli konsumen.

#### 5.2. Implikasi Manajerial

Dengan melihat hasil analisis data setelah mengambil kesimpulan, penulis mencoba memberikan saran dengan harapan dapat berguna sebagai sumbangan pemikiran dan bahan pertimbangan bagi perusahaan.

Dalam periklanan sebaiknya memenuhi unsur sebagai berikut; hendaknya iklan dapat menjangkau segmen pasar berdasarkan sasaran yang dikehendaki oleh pihak produsen. Misalkan produk tersebut diperuntukkan bagi anak usia 6 – 12 tahun,

hendaknya iklan yang disajikan adalah bentuk gambar atau kalimat yang dapat merangsang keingintahuan mereka.

Iklan yang baik semestinya juga harus mengandung unsur yang memiliki nilai positif bagi lingkungan sekitar dimana sebaran atau sasaran produk tersebut akan dipasarkan. Unsur yang memiliki nilai positif yang dimaksud, misalkan, dalam iklan tersebut turut dicantumkan pentingnya menjaga keindahan, kelestarian, atau kebersihan lingkungan, apalagi jika produk yang ditawarkan berkaitan dengan dunia kesehatan.

Contoh : "Bersih itu bagian dari kesehatan"

## DAFTAR PUSTAKA

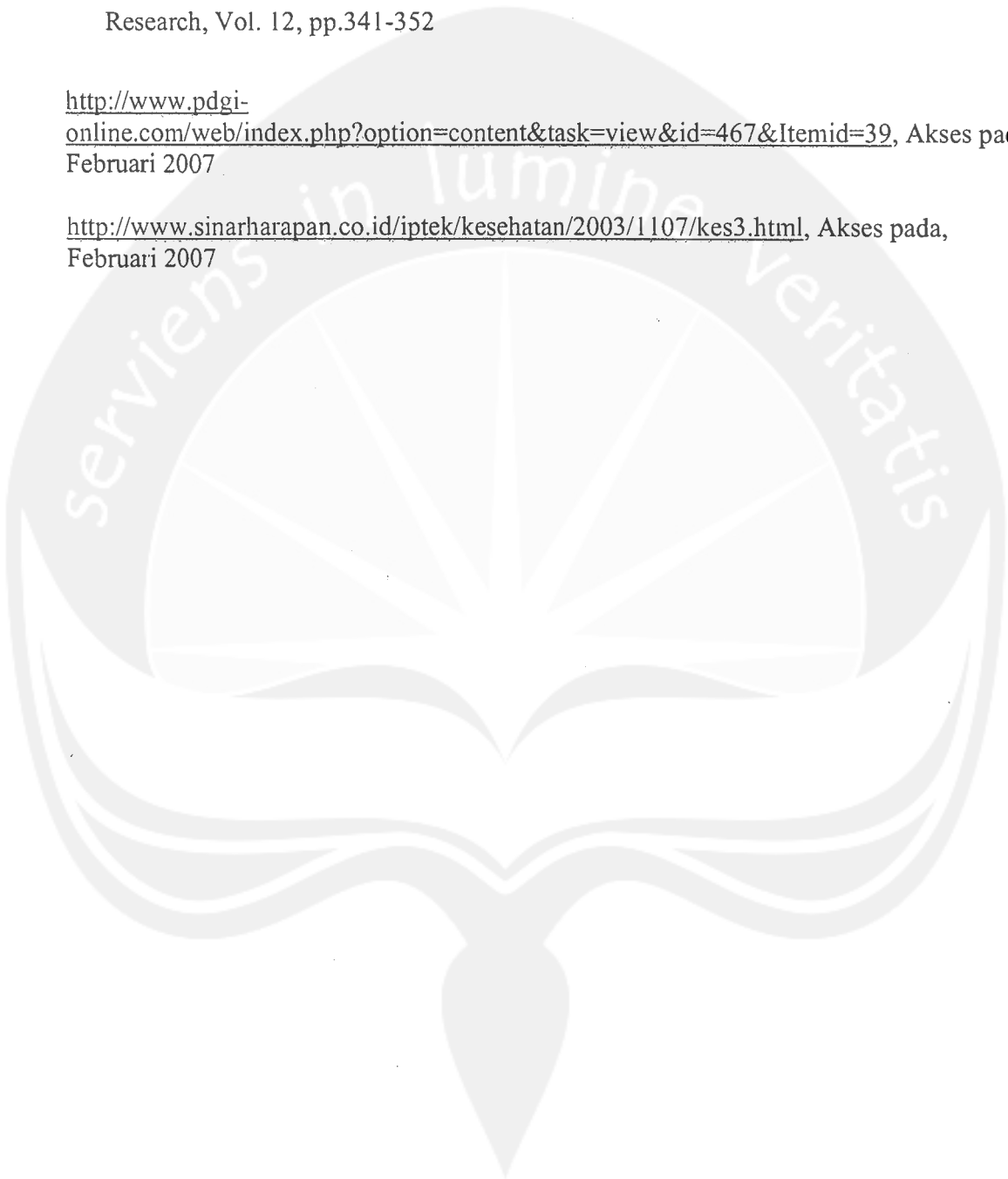
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**LAMPIRAN I  
KUESIONER**

# KUESIONER

Responden yang terhormat,

Saya adalah mahasiswa Fakultas Ekonomi Manajaemen Universitas Atma Jaya Yogyakarta dengan nomor mahasiswa 03 03 14481. Saya membutuhkan bantuan saudara untuk menjawab kuesioner yang anda isi akan sangat membantu saya dalam penelitian yang akan saya lakukan. Kuesioner ini ditujukan untuk memperoleh data tentang pengaruh susunan pesan iklan.

Atas kesediaan saudara untuk mengisi kuesioner ini, saya mengucapkan terima kasih.

Hormat Saya,

Lawvrenty yfanysqha



**BAGIAN I KARAKTERISTIK RESPONDEN**

1. Jenis kelamin anda

a. pria

b. wanita

2. Usia

a. 18 – 20 th

b. 21 – 23 th

c. 24 – 26 th

d.  $\geq$  27 th

**BACALAH PESAN DIBAWAH INI TERLEBIH DAHULU, KEMUDIAN BERILAH TANDA SILANG (X) DIBAWAH INI SESUAI DENGAN JAWABAN ANDA**

**FDI WORLD DENTAL FEDERATION**

**Menurut Federasi Dokter Gigi Internasional :**

**Sikat Gigi 2 kali sehari dengan pasta gigi berflouride membuat gigi sehat.**

**BAGIAN II SUSUNAN PESAN IKLAN POSITIF**

<b>Pertanyaan</b>	<b>SS</b>	<b>S</b>	<b>TS</b>	<b>STS</b>
1. Setujukan anda dengan pesan tersebut?				
2. Informasi tersebut penting bagi anda				
3. Informasi tersebut menarik perhatian anda				

**BAGIAN III SIKAP TERHADAP IKLAN**

4. Pesan tersebut Bagus				
5. Pesan tersebut Menyenangkan				
6. Pesan tersebut meyakinkan				
7. Pesan tersebut dapat dipercaya				
8. Sikat gigi 2 kali sehari merupakan hal yang paling penting bagi anda				
9. Sikat gigi 2 kali sehari baik untuk kesehatan gigi anda				
10. Menurut anda, sikat gigi 2 kali sehari sangat menguntungkan kesehatan gigi anda				

11. Menurut anda, sikat gigi adalah aktivitas yang menyenangkan				
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**BAGIAN III NIAT PEMBELIAN**

12. Setelah melihat iklan tersebut, anda akan menyikat gigi 2 kali sehari				
13. Anda akan mencari informasi lebih lanjut mengenai menyikat gigi				
14. Anda akan menggunakan pasta gigi berflouride untuk menjaga kesehatan gigi anda				

**BACALAH PESAN DIBAWAH INI TERLEBIH DAHULU, KEMUDIAN BERILAH TANDA SILANG (X) DIBAWAH INI SESUAI DENGAN JAWABAN ANDA**

## **FDI WORLD DENTAL FEDERATION**

**Menurut Federasi Dokter Gigi Internasional :**

**Tidak Menyikat Gigi 2 kali sehari dengan pasta gigi berflouride akan menimbulkan masalah gigi seperti gigi berlubang, karang gigi, gusi berdarah dan sebagainya.**

### **BAGIAN V SUSUNAN PESAN NEGATIF**

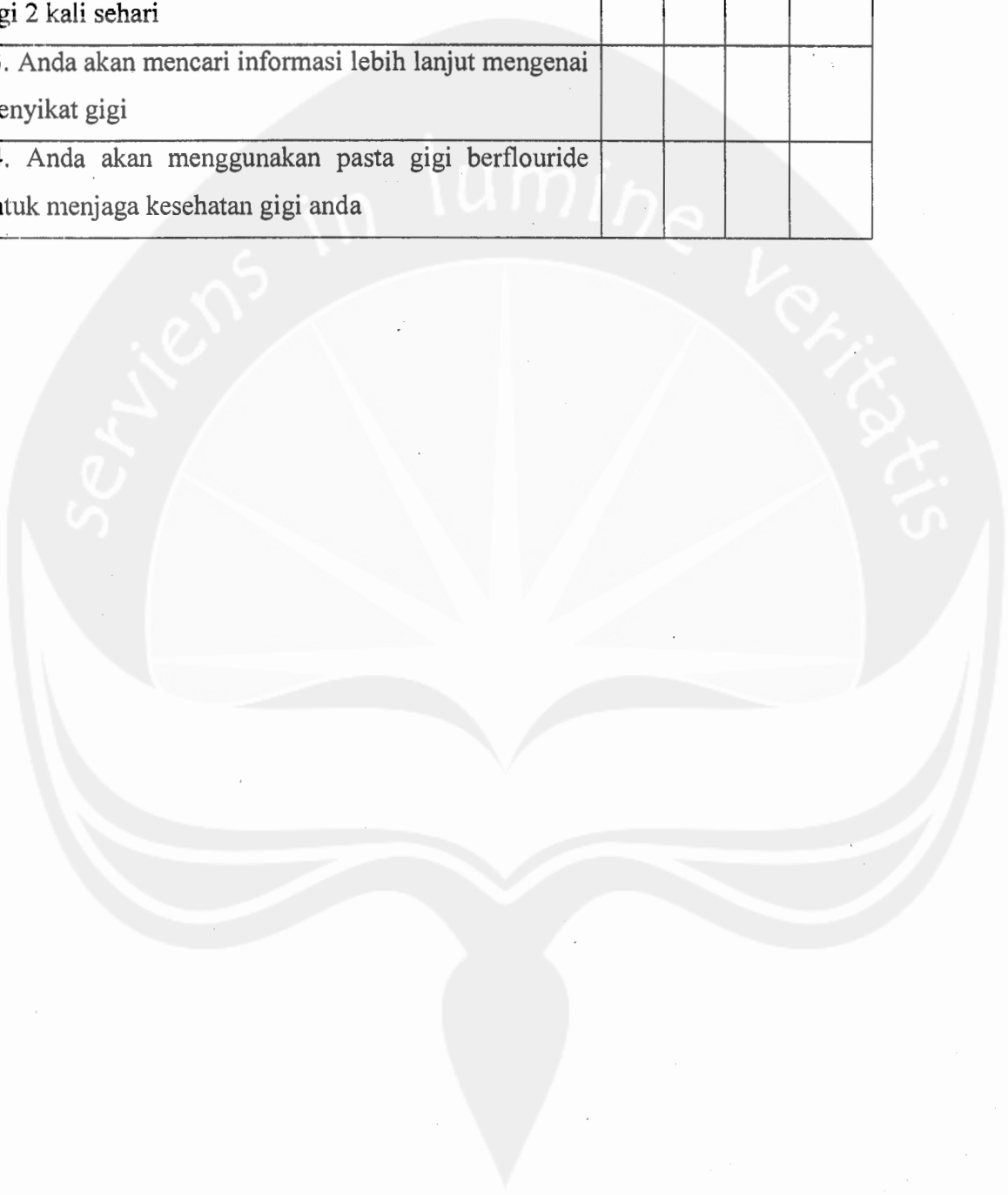
<b>Pertanyaan</b>	<b>SS</b>	<b>S</b>	<b>TS</b>	<b>STS</b>
1. Setujukan anda dengan pesan tersebut?				
2. Informasi tersebut penting bagi anda				
3. Informasi tersebut menarik perhatian anda				

### **BAGIAN VI SIKAP TERHADAP IKLAN**

4. Pesan tersebut Bagus				
5. Pesan tersebut Menyenangkan				
6. Pesan tersebut meyakinkan				
7. Pesan tersebut dapat dipercaya				
8. Sikat gigi 2 kali sehari merupakan hal yang paling penting bagi anda				
9. Sikat gigi 2 kali sehari baik untuk kesehatan gigi anda				
10. Menurut anda, sikat gigi 2 kali sehari sangat menguntungkan kesehatan gigi anda				
11. Menurut anda, sikat gigi adalah aktivitas yang menyenangkan				

**BAGIAN VII NIAT PEMBELIAN**

12. Setelah melihat iklan tersebut, anda akan menyikat gigi 2 kali sehari				
13. Anda akan mencari informasi lebih lanjut mengenai menyikat gigi				
14. Anda akan menggunakan pasta gigi berflouride untuk menjaga kesehatan gigi anda				



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# **LAMPIRAN II**

## **VALIDITAS**



## Correlations

Correlations

		X1.1	X1.2	X1.3	TOT.X1
X1.1	Pearson Correlation	1	.536**	-.144	.703**
	Sig. (2-tailed)		.002	.447	.000
	N	30	30	30	30
X1.2	Pearson Correlation	.536**	1	.194	.813**
	Sig. (2-tailed)	.002		.305	.000
	N	30	30	30	30
X1.3	Pearson Correlation	-.144	.194	1	.522**
	Sig. (2-tailed)	.447	.305		.003
	N	30	30	30	30
TOT.X1	Pearson Correlation	.703**	.813**	.522**	1
	Sig. (2-tailed)	.000	.000	.003	
	N	30	30	30	30

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

### CORRELATIONS

```

/VARIABLES=X2.1 X2.2 X2.3 TOT.X2
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE .

```

## Correlations

Correlations

		X2.1	X2.2	X2.3	TOT.X2
X2.1	Pearson Correlation	1	.677**	.563**	.879**
	Sig. (2-tailed)		.000	.001	.000
	N	30	30	30	30
X2.2	Pearson Correlation	.677**	1	.715**	.886**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
X2.3	Pearson Correlation	.563**	.715**	1	.859**
	Sig. (2-tailed)	.001	.000		.000
	N	30	30	30	30
TOT.X2	Pearson Correlation	.879**	.886**	.859**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

### CORRELATIONS

```

/VARIABLES=Y1.1 Y1.2 Y1.3 Y1.4 Y1.5 Y1.6 Y1.7 Y1.8 TOT.Y1
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE .

```

# Correlations

Correlations

	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	TOT.Y1
Y1.1									
Pearson Correlation		.285	.360	.112	.277	.321	.285	.357	.572**
Sig. (2-tailed)		.127	.050	.555	.138	.083	.127	.763	.001
N	30	30	30	30	30	30	30	30	30
Y1.2	.285								
Pearson Correlation			-.041	-.193	-.026	-.004	.210	.363*	.351
Sig. (2-tailed)			.830	.307	.893	.983	.265	.048	.057
N	30	30	30	30	30	30	30	30	30
Y1.3	.360	-.041							
Pearson Correlation				.454*	.085	.211	.069	.107	.534**
Sig. (2-tailed)				.012	.657	.263	.801	.573	.002
N	30	30	30	30	30	30	30	30	30
Y1.4	.112	-.193	-.041						
Pearson Correlation					.145	.176	.047	.314	.476**
Sig. (2-tailed)					.446	.351	.804	.091	.008
N	30	30	30	30	30	30	30	30	30
Y1.5	.277	.285	.360	.112					
Pearson Correlation						.754**	.476**	-.017	.591**
Sig. (2-tailed)						.000	.008	.930	.001
N	30	30	30	30	30	30	30	30	30
Y1.6	.321	-.004	-.211	-.176	.754**				
Pearson Correlation							.766**	.116	.731**
Sig. (2-tailed)							.000	.543	.000
N	30	30	30	30	30	30	30	30	30
Y1.7	.285	.210	.089	.047	.476**	.766**			
Pearson Correlation								.289	.695**
Sig. (2-tailed)								.122	.000
N	30	30	30	30	30	30	30	30	30
Y1.8	.357	.363*	.107	.314	-.017	.116	.289		
Pearson Correlation									.523**
Sig. (2-tailed)									.003
N	30	30	30	30	30	30	30	30	30
TOT.Y1	.572**	.351	.534**	.476**	.591**	.731**	.695**	.523**	
Pearson Correlation									1
Sig. (2-tailed)									
N	30	30	30	30	30	30	30	30	30

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

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

CORRELATIONS  
/VARIABLES=Y2.1 Y2.2 Y2.3 TOT.Y2  
/PRINT=TWOTAIL NOSIG  
/MISSING=PAIRWISE .

## Correlations

Correlations

		Y2.1	Y2.2	Y2.3	TOT.Y2
Y2.1	Pearson Correlation	1	.427*	.320	.782**
	Sig. (2-tailed)		.019	.085	.000
	N	30	30	30	30
Y2.2	Pearson Correlation	.427*	1	.346	.766**
	Sig. (2-tailed)	.019		.061	.000
	N	30	30	30	30
Y2.3	Pearson Correlation	.320	.346	1	.729**
	Sig. (2-tailed)	.085	.061		.000
	N	30	30	30	30
TOT.Y2	Pearson Correlation	.782**	.766**	.729**	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).

### CORRELATIONS

```

/VARIABLES=Y3.1 Y3.2 Y3.3 Y3.4 Y3.5 Y3.6 Y3.7 Y3.8 TOT.Y3
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE .

```



# Correlations

## Correlations

	Y3.1	Y3.2	Y3.3	Y3.4	Y3.5	Y3.6	Y3.7	Y3.8	TOT.Y3
Y3.1									
Pearson Correlation	1	.652**	.521**	.559**	-.035	-.156	.027	.303	.620**
Sig. (2-tailed)		.000	.003	.001	.854	.412	.887	.104	.000
N	30	30	30	30	30	30	30	30	30
Y3.2	.652**								
Pearson Correlation		1	.295	.359	.022	-.074	.057	.473**	.586**
Sig. (2-tailed)			.113	.051	.908	.696	.766	.008	.001
N	30	30	30	30	30	30	30	30	30
Y3.3	.521**	.295							
Pearson Correlation			1	.814**	.197	.173	.098	.063	.707**
Sig. (2-tailed)				.000	.297	.361	.807	.739	.000
N	30	30	30	30	30	30	30	30	30
Y3.4	.559**	.359	.814**						
Pearson Correlation				1	.140	.131	.023	.161	.714**
Sig. (2-tailed)					.462	.491	.902	.395	.000
N	30	30	30	30	30	30	30	30	30
Y3.5	-.035	.022	.197	.140					
Pearson Correlation					1	.704**	.486**	.210	.573**
Sig. (2-tailed)						.000	.006	.266	.001
N	30	30	30	30	30	30	30	30	30
Y3.6	-.156	-.074	.173	.131	.704**				
Pearson Correlation						1	.641**	-.037	.502**
Sig. (2-tailed)							.000	.848	.005
N	30	30	30	30	30	30	30	30	30
Y3.7	.027	.057	.098	.023	.486**	.641**			
Pearson Correlation							1	.112	.493**
Sig. (2-tailed)								.557	.006
N	30	30	30	30	30	30	30	30	30
Y3.8	.303	.473**	.063	.161	.210	-.037	.112		
Pearson Correlation								1	.471**
Sig. (2-tailed)									.009
N	30	30	30	30	30	30	30	30	30
TOT.Y3	.620**	.586**	.707**	.714**	.573**	.502**	.493**	.471**	
Pearson Correlation									1
Sig. (2-tailed)									.009
N	30	30	30	30	30	30	30	30	30

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

CORRELATIONS  
/VARIABLES=Y4.1 Y4.2 Y4.3 TOT.Y4  
/PRINT=TWOTAIL NOSIG  
/MISSING=PAIRWISE .

## Correlations

**Correlations**

		Y4.1	Y4.2	Y4.3	TOT.Y4
Y4.1	Pearson Correlation	1	.516**	.340	.795**
	Sig. (2-tailed)		.004	.066	.000
	N	30	30	30	30
Y4.2	Pearson Correlation	.516**	1	.365*	.798**
	Sig. (2-tailed)	.004		.047	.000
	N	30	30	30	30
Y4.3	Pearson Correlation	.340	.365*	1	.740**
	Sig. (2-tailed)	.066	.047		.000
	N	30	30	30	30
TOT.Y4	Pearson Correlation	.795**	.798**	.740**	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).

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**LAMPIRAN III**  
**RELIABILITAS**

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## Reliability

Scale: ALL VARIABLES

### 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	Cronbach's Alpha Based on Standardized Items	N of Items
.370	.421	3

### Item Statistics

	Mean	Std. Deviation	N
X1.1	3.27	.583	30
X1.2	3.13	.434	30
X1.3	2.67	.547	30

### Inter-Item Correlation Matrix

	X1.1	X1.2	X1.3
X1.1	1.000	.536	-.144
X1.2	.536	1.000	.194
X1.3	-.144	.194	1.000

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	5.80	.579	.202	.351	.317
X1.2	5.93	.547	.565	.362	-.336 <sup>a</sup>
X1.3	6.40	.800	.000	.124	.678

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

## Reliability

### Scale: ALL VARIABLES

#### 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	Cronbach's Alpha Based on Standardized Items	N of Items
.825	.849	3

#### Item Statistics

	Mean	Std. Deviation	N
X2.1	2.97	.850	30
X2.2	3.20	.551	30
X2.3	2.97	.718	30

### Inter-Item Correlation Matrix

	X2.1	X2.2	X2.3
X2.1	1.000	.677	.563
X2.2	.677	1.000	.715
X2.3	.563	.715	1.000

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	6.17	1.385	.660	.471	.817
X2.2	5.93	1.926	.785	.621	.714
X2.3	6.17	1.661	.677	.522	.764

## Reliability

**Scale: ALL VARIABLES**

### 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	Cronbach's Alpha Based on Standardized Items	N of Items
.673	.687	8

**Item Statistics**

	Mean	Std. Deviation	N
Y1.1	3.17	.461	30
Y1.2	2.77	.568	30
Y1.3	2.93	.691	30
Y1.4	3.03	.556	30
Y1.5	3.53	.629	30
Y1.6	3.57	.504	30
Y1.7	3.57	.568	30
Y1.8	2.70	.651	30

**Inter-Item Correlation Matrix**

	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8
Y1.1	1.000	.285	.360	.112	.277	.321	.285	.057
Y1.2	.285	1.000	-.041	-.193	-.026	-.004	.210	.363
Y1.3	.360	-.041	1.000	.454	.085	.211	.099	.107
Y1.4	.112	-.193	.454	1.000	.145	.176	.047	.314
Y1.5	.277	-.026	.085	.145	1.000	.754	.476	-.017
Y1.6	.321	-.004	.211	.176	.754	1.000	.766	.116
Y1.7	.285	.210	.099	.047	.476	.766	1.000	.289
Y1.8	.057	.363	.107	.314	-.017	.116	.289	1.000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1.1	22.10	5.472	.432	.307	.632
Y1.2	22.50	5.914	.137	.354	.694
Y1.3	22.33	5.195	.299	.335	.663
Y1.4	22.23	5.564	.283	.390	.661
Y1.5	21.73	5.099	.395	.616	.635
Y1.6	21.70	4.976	.616	.808	.589
Y1.7	21.70	4.907	.551	.680	.597
Y1.8	22.57	5.289	.302	.369	.660

**Reliability**

**Scale: ALL VARIABLES**

### 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	Cronbach's Alpha Based on Standardized Items	N of Items
.631	.632	3

### Item Statistics

	Mean	Std. Deviation	N
Y2.1	2.70	.794	30
Y2.2	2.33	.711	30
Y2.3	3.17	.747	30

### Inter-Item Correlation Matrix

	Y2.1	Y2.2	Y2.3
Y2.1	1.000	.427	.320
Y2.2	.427	1.000	.346
Y2.3	.320	.346	1.000

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y2.1	5.50	1.431	.454	.216	.514
Y2.2	5.87	1.568	.478	.232	.484
Y2.3	5.03	1.620	.393	.156	.596

## Reliability

**Scale: ALL VARIABLES**



### 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	Cronbach's Alpha Based on Standardized Items	N of Items
.728	.724	8

### Item Statistics

	Mean	Std. Deviation	N
Y3.1	3.17	.699	30
Y3.2	2.63	.669	30
Y3.3	2.77	.774	30
Y3.4	2.97	.809	30
Y3.5	3.30	.702	30
Y3.6	3.27	.740	30
Y3.7	3.33	.606	30
Y3.8	2.57	.679	30

### Inter-Item Correlation Matrix

	Y3.1	Y3.2	Y3.3	Y3.4	Y3.5	Y3.6	Y3.7	Y3.8
Y3.1	1.000	.652	.521	.559	-.035	-.156	.027	.303
Y3.2	.652	1.000	.295	.359	.022	-.074	.057	.473
Y3.3	.521	.295	1.000	.814	.197	.173	.098	.063
Y3.4	.559	.359	.814	1.000	.140	.131	.023	.161
Y3.5	-.035	.022	.197	.140	1.000	.704	.486	.210
Y3.6	-.156	-.074	.173	.131	.704	1.000	.641	-.037
Y3.7	.027	.057	.098	.023	.486	.641	1.000	.112
Y3.8	.303	.473	.063	.161	.210	-.037	.112	1.000

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y3.1	20.83	8.764	.464	.607	.692
Y3.2	21.37	8.999	.430	.513	.699
Y3.3	21.23	8.116	.557	.693	.669
Y3.4	21.03	7.964	.560	.707	.668
Y3.5	20.70	8.976	.405	.562	.703
Y3.6	20.73	9.237	.309	.684	.723
Y3.7	20.67	9.540	.337	.467	.715
Y3.8	21.43	9.495	.291	.338	.725

## Reliability

### Scale: ALL VARIABLES

#### 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	Cronbach's Alpha Based on Standardized Items	N of Items
.671	.673	3

#### Item Statistics

	Mean	Std. Deviation	N
Y4.1	2.70	.651	30
Y4.2	2.57	.626	30
Y4.3	3.03	.669	30

**Inter-Item Correlation Matrix**

	Y4.1	Y4.2	Y4.3
Y4.1	1.000	.516	.340
Y4.2	.516	1.000	.365
Y4.3	.340	.365	1.000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y4.1	5.60	1.145	.515	.293	.534
Y4.2	5.73	1.168	.537	.307	.508
Y4.3	5.27	1.237	.405	.165	.680

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**LAMPIRAN IV  
DESKRIPTIF**

DESCRIPTIVES

```
VARIABLES=X1.1 X1.2 X1.3 X2.1 X2.2 X2.3 Y1.1 Y1.2 Y1.3 Y1.4 Y1.5 Y1.6
Y1.7 Y1.8 Y2.1 Y2.2 Y2.3 Y3.1 Y3.2 Y3.3 Y3.4 Y3.5 Y3.6 Y3.7 Y3.8 Y4.1
Y4.2
Y4.3
/STATISTICS=MEAN STDDEV MIN MAX .
```

**Descriptives**

[DataSet0]

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	150	1	4	3.15	.584
X1.2	150	2	4	3.03	.555
X1.3	150	2	4	2.73	.587
X2.1	150	1	4	2.89	.756
X2.2	150	1	4	3.02	.690
X2.3	150	1	4	2.76	.662
Y1.1	150	2	4	3.00	.624
Y1.2	150	2	4	2.71	.586
Y1.3	150	1	5	2.85	.708
Y1.4	150	1	4	2.91	.704
Y1.5	150	1	4	3.22	.722
Y1.6	150	1	4	3.39	.588
Y1.7	150	2	4	3.38	.598
Y1.8	150	1	4	2.79	.641
Y2.1	150	1	4	2.62	.720
Y2.2	150	1	4	2.40	.635
Y2.3	150	1	4	2.99	.690
Y3.1	150	1	4	2.80	.666
Y3.2	150	1	4	2.63	.681
Y3.3	150	1	4	2.69	.704
Y3.4	150	1	4	2.83	.737
Y3.5	150	1	4	3.05	.703
Y3.6	150	1	4	3.25	.601
Y3.7	150	2	4	3.26	.573
Y3.8	150	1	4	2.79	.681
Y4.1	150	1	4	2.71	.708
Y4.2	150	1	4	2.45	.619
Y4.3	150	1	4	2.93	.672
Valid N (listwise)	150				

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**LAMPIRAN V  
FREKUENSI**



# FREKUENSI SUSUNAN PESAN IKLAN POSITIF

## Statistics

		X1.1	X1.2	X1.3
N	Valid	150	150	150
	Missing	0	0	0
Mean		3.15	3.03	2.73
Median		3.00	3.00	3.00
Mode		3	3	3

## Frequency Table

### X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"sangat tidak setuju"	1	.7	.7	.7
	"tidak setuju"	13	8.7	8.7	9.3
	"setuju"	99	66.0	66.0	75.3
	"sangat setuju"	37	24.7	24.7	100.0
	Total	150	100.0	100.0	

### X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"tidak setuju"	21	14.0	14.0	14.0
	"setuju"	104	69.3	69.3	83.3
	"sangat setuju"	25	16.7	16.7	100.0
	Total	150	100.0	100.0	

### X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"tidak setuju"	51	34.0	34.0	34.0
	"setuju"	88	58.7	58.7	92.7
	"sangat setuju"	11	7.3	7.3	100.0
	Total	150	100.0	100.0	

## FREKUENSI SUSUNAN PESAN IKLAN NEGATIF

### Statistics

		X2.1	X2.2	X2.3
N	Valid	150	150	150
	Missing	0	0	0

### Frequency Table

#### X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"sangat tidak setuju"	5	3,3	3,3	3,3
	"tidak setuju"	37	24,7	24,7	28,0
	"setuju"	78	52,0	52,0	80,0
	"sangat setuju"	30	20,0	20,0	100,0
	Total	150	100,0	100,0	

#### X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"sangat tidak setuju"	3	2,0	2,0	2,0
	"tidak setuju"	25	16,7	16,7	18,7
	"setuju"	88	58,7	58,7	77,3
	"sangat setuju"	34	22,7	22,7	100,0
	Total	150	100,0	100,0	

#### X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"sangat tidak setuju"	2	1,3	1,3	1,3
	"tidak setuju"	49	32,7	32,7	34,0
	"setuju"	82	54,7	54,7	88,7
	"sangat tidak setuju"	17	11,3	11,3	100,0
	Total	150	100,0	100,0	



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**LAMPIRAN VI**  
**REGRESI SEDERHANA**

# SIKAP TERHADAP IKLAN (SUSUNAN PESAN POSITIF)

## Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	TOT.X1 <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: TOT.Y1

## Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.453 <sup>a</sup>	.205	.200	2.881

a. Predictors: (Constant), TOT.X1

## ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	317.192	1	317.192	38.207	.000 <sup>a</sup>
	Residual	1228.681	148	8.302		
	Total	1545.873	149			

a. Predictors: (Constant), TOT.X1

b. Dependent Variable: TOT.Y1

## Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.384	1.613		8.919	.000
	TOT.X1	1.107	.179	.453	6.181	.000

a. Dependent Variable: TOT.Y1

# NIAT PEMBELIAN (SUSUNAN PESAN POSITIF)

## Variables Entered/Removed<sup>d</sup>

Model	Variables Entered	Variables Removed	Method
1	TOT.X1 <sup>e</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: TOT.Y2

## Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527 <sup>a</sup>	.277	.273	1.329

a. Predictors: (Constant), TOT.X1

## ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.432	1	100.432	56.832	.000 <sup>a</sup>
	Residual	261.541	148	1.767		
	Total	361.973	149			

a. Predictors: (Constant), TOT.X1

b. Dependent Variable: TOT.Y2

## Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.464	.744		3.311	.001
	TOT.X1	.623	.083	.527	7.539	.000

a. Dependent Variable: TOT.Y2

# SIKAP TERHADAP IKLAN (SUSUNAN PESAN NEGATIF)

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

Model	Variables Entered	Variables Removed	Method
1	TOT.X2 <sup>a</sup>		Enter

- a. All requested variables entered.  
 b. Dependent Variable: TOT.Y3

## Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.674 <sup>a</sup>	.454	.450	2.434

- a. Predictors: (Constant), TOT.X2

## ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	728.549	1	728.549	122.955	.000 <sup>a</sup>
	Residual	876.951	148	5.925		
	Total	1605.500	149			

- a. Predictors: (Constant), TOT.X2  
 b. Dependent Variable: TOT.Y3

## Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.432	1.000		12.432	.000
	TOT.X2	1.254	.113	.674	11.088	.000

- a. Dependent Variable: TOT.Y3

## NIAT PEMBELIAN (SUSUNAN PESAN NEGATIF)

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	TOT.X2 <sup>a</sup>		Enter

- a. All requested variables entered.  
 b. Dependent Variable: TOT.Y4

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.640 <sup>a</sup>	.410	.406	1.177

- a. Predictors: (Constant), TOT.X2

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	142.552	1	142.552	102.941	.000 <sup>a</sup>
	Residual	204.948	148	1.385		
	Total	347.500	149			

- a. Predictors: (Constant), TOT.X2  
 b. Dependent Variable: TOT.Y4

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.293	.483		6.811	.000
	TOT.X2	.555	.055	.640	10.146	.000

- a. Dependent Variable: TOT.Y4

A large, faint watermark of an open book is centered on the page. The book's pages are slightly curved, and it has a decorative tail at the bottom. The Latin motto "serviens in lumine veritatis" is written in a serif font, following the top curve of the book's cover.

serviens in lumine veritatis

**LAMPIRAN VII**  
**CASE SUMMARIES**

**Case Summaries**  
**Susunan Pesan Iklan Positif dan Susunan Pesan Iklan Negatif**

RESPONDEN	X1.1	X1.2	X1.3	X2.1	X2.2	X2.3
1	3	2	2	2	3	2
2	3	3	3	2	3	2
3	2	3	3	3	3	3
4	3	3	3	4	4	4
5	4	4	3	4	4	4
6	3	3	2	3	3	2
7	3	3	3	1	3	3
8	3	3	3	3	3	3
9	4	4	3	4	4	4
10	4	3	2	4	3	3
11	3	3	3	3	3	3
12	3	3	4	3	4	4
13	4	4	3	3	3	3
14	3	3	2	3	3	3
15	4	3	3	2	2	2
16	2	3	3	4	4	3
17	3	3	3	4	4	3
18	3	3	2	3	3	3
19	4	3	2	3	3	2
20	4	3	3	1	2	2
21	3	3	3	4	3	3
22	4	4	2	4	4	4
23	3	3	2	3	4	4
24	3	3	2	2	3	3
25	4	4	3	3	3	3
26	3	3	3	3	3	3
27	4	3	2	3	3	2
28	3	3	2	2	3	2
29	3	3	3	3	3	4
30	3	3	3	3	3	3
31	3	2	2	3	2	2
32	2	2	2	3	3	3
33	3	2	2	3	2	2
34	4	3	3	4	4	4
35	3	2	2	4	3	3
36	3	3	2	3	3	2
37	3	2	2	3	2	2
38	4	4	4	4	4	4
39	2	3	3	2	3	3
40	2	3	3	3	4	4

41	3	3	3	3	3	3
42	3	3	3	3	3	3
43	3	3	3	3	3	3
44	3	4	2	4	3	2
45	4	4	3	3	3	3
46	3	3	3	3	3	3
47	3	3	3	3	1	1
48	3	3	2	3	3	2
49	4	3	3	3	3	3
50	4	4	3	4	4	4
51	3	4	3	4	4	3
52	2	2	3	2	3	3
53	3	3	3	3	3	3
54	3	3	3	3	3	3
55	4	3	3	2	2	3
56	2	3	2	2	2	3
57	2	3	3	2	2	3
58	4	3	3	3	3	3
59	3	3	2	3	3	2
60	3	2	2	2	2	2
61	3	3	3	3	3	2
62	1	2	2	2	1	2
63	2	2	2	1	1	1
64	3	4	3	3	3	3
65	4	4	4	3	4	3
66	3	3	2	3	3	2
67	3	3	4	3	2	3
68	3	3	3	2	2	2
69	3	3	2	2	3	3
70	4	4	3	3	3	3
71	2	2	2	2	2	2
72	3	3	2	3	2	2
73	2	3	3	2	3	2
74	4	4	3	3	3	3
75	3	3	3	3	3	3
76	4	3	3	4	3	3
77	3	3	3	3	3	3
78	3	3	2	2	4	4
79	3	3	3	3	3	2
80	4	3	3	3	2	2
81	3	2	2	1	2	2
82	3	3	3	4	4	3
83	3	3	3	3	3	3
84	3	3	3	4	4	4



85	3	3	3	4	3	3
86	3	3	3	3	3	3
87	3	2	2	2	2	2
88	3	3	2	3	3	2
89	3	2	2	2	3	2
90	3	3	4	3	3	2
91	4	4	4	3	4	3
92	4	4	4	4	4	4
93	3	3	2	3	2	3
94	4	3	4	4	4	3
95	3	3	3	3	3	3
96	3	2	2	2	2	3
97	3	3	3	2	3	2
98	3	4	3	2	4	3
99	3	3	2	3	3	3
100	3	3	3	3	3	3
101	4	4	3	4	4	3
102	4	2	2	2	2	2
103	4	2	2	2	2	2
104	4	3	3	4	4	3
105	4	3	3	2	3	2
106	3	3	3	3	3	2
107	3	3	3	3	3	3
108	3	3	3	3	3	3
109	4	4	3	4	4	3
110	3	3	3	3	3	3
111	3	3	3	2	3	3
112	3	3	3	2	4	3
113	3	3	3	3	3	3
114	3	2	2	3	3	2
115	3	3	2	2	4	3
116	3	3	3	3	3	3
117	4	3	3	4	4	4
118	3	3	3	2	3	2
119	3	3	3	3	3	3
120	3	3	4	2	2	3
121	4	3	3	4	4	3
122	3	2	2	2	2	2
123	3	3	3	3	3	3
124	3	3	2	2	3	3
125	3	3	2	2	3	2
126	3	4	3	4	4	3
127	4	3	3	3	3	2
128	3	3	2	3	3	3

129	3	3	2	3	3	2
130	3	3	3	4	4	3
131	3	3	3	1	3	2
132	3	3	3	3	3	3
133	3	3	2	2	3	3
134	3	3	3	3	3	3
135	4	3	3	4	3	3
136	3	3	3	3	3	2
137	3	3	2	3	3	2
138	3	3	3	3	2	3
139	3	4	3	3	3	3
140	2	3	3	3	3	2
141	3	4	3	4	4	3
142	3	4	2	3	4	3
143	3	2	2	3	2	2
144	3	3	2	2	3	2
145	4	4	3	4	4	3
146	3	3	4	3	3	4
147	3	4	4	3	4	4
148	4	3	3	2	3	2
149	2	2	2	2	2	2
150	3	3	3	3	3	3

**Case Summaries**  
**Sikap Konsumen Terhadap Iklan (Susunan Pesan Iklan Positif)**

	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8
1	3	3	4	3	3	3	3	2
2	3	3	1	2	3	3	3	2
3	3	2	2	3	3	3	3	2
4	3	3	3	4	3	4	4	3
5	4	3	4	4	4	4	4	4
6	3	2	3	3	3	3	3	2
7	3	3	3	3	2	3	3	3
8	3	4	3	2	2	3	4	4
9	4	3	4	4	4	4	4	3
10	3	3	3	3	4	3	2	3
11	3	2	3	3	3	3	3	3
12	3	3	2	2	4	4	4	3
13	3	3	2	4	4	4	4	4
14	3	3	3	3	3	3	3	3
15	3	3	3	3	4	4	3	2
16	3	2	3	3	4	4	4	3
17	4	3	3	2	4	4	4	2
18	3	3	3	3	4	4	4	3
19	4	3	3	3	4	4	4	2
20	2	2	3	3	4	4	4	2
21	3	4	2	3	4	3	4	3
22	4	3	3	3	4	4	4	3
23	3	2	3	3	4	4	4	3
24	3	3	3	3	3	3	3	2
25	3	2	4	4	3	3	3	3
26	3	3	3	3	4	4	4	3
27	3	2	3	3	4	4	4	2
28	3	2	2	3	3	3	3	2
29	4	3	4	3	4	4	4	2
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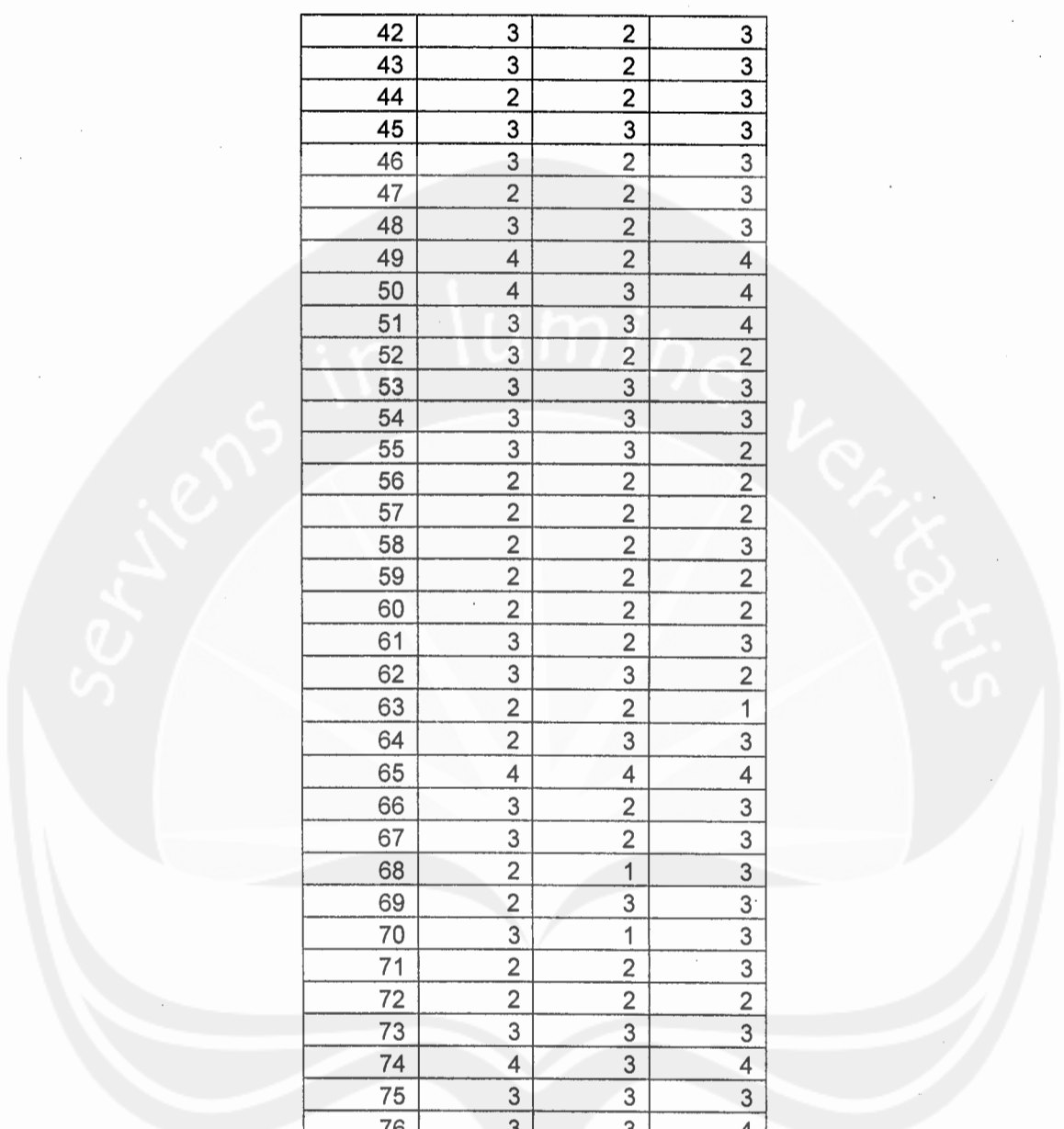
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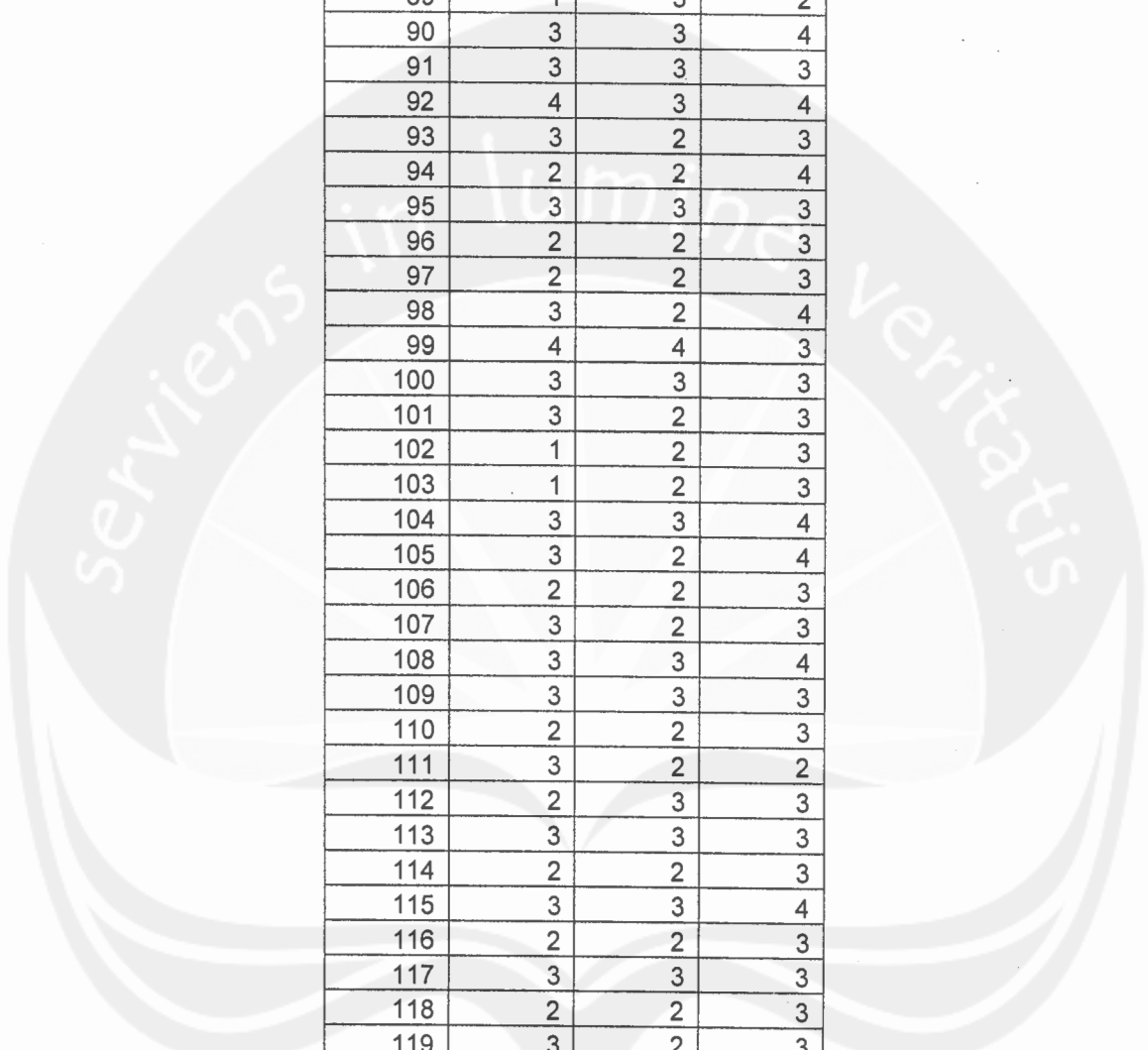
**Case Summaries**  
**Niat Pembelian Konsumen (Susunan Pesan Iklan Positif)**

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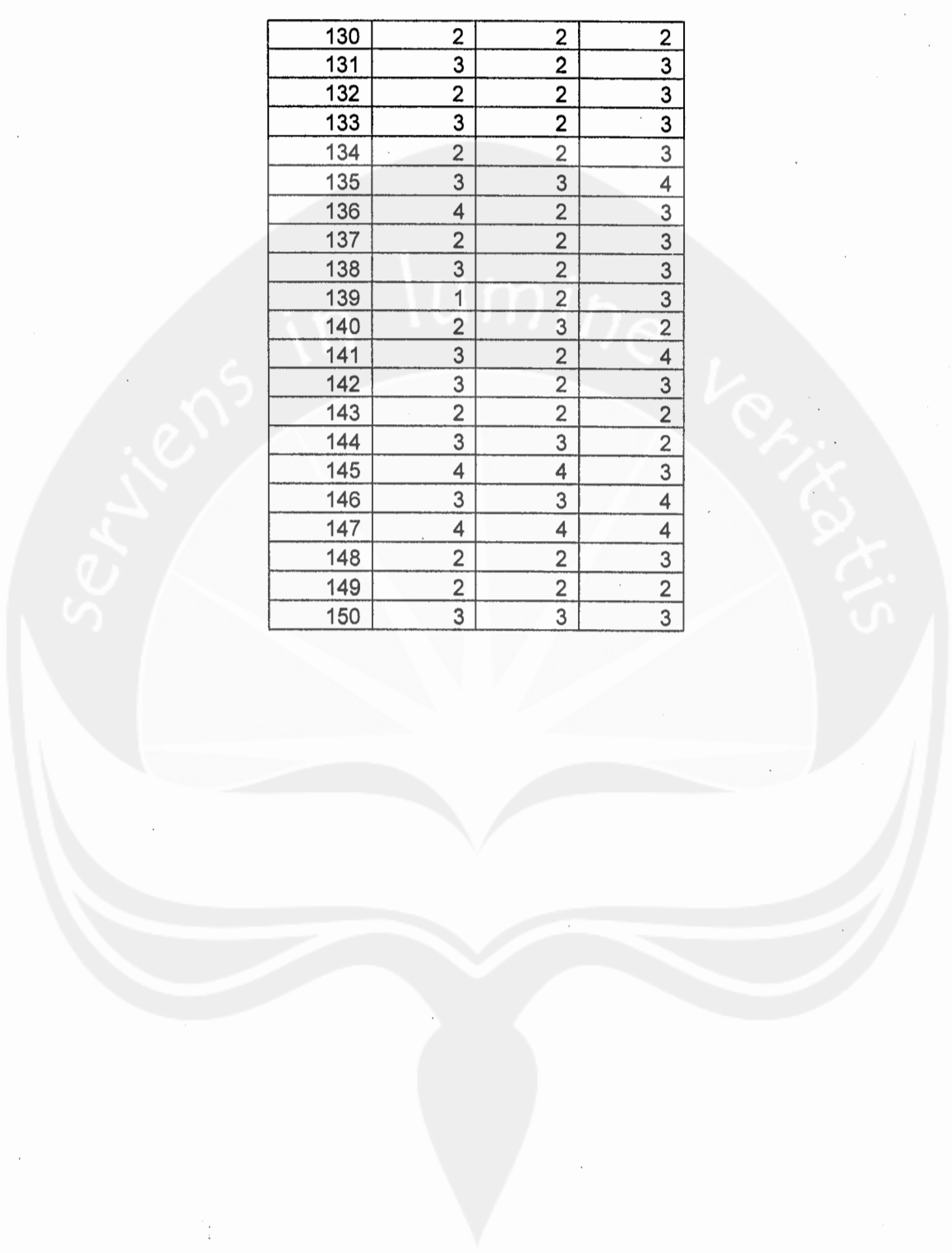


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### Case Summaries

#### Sikap Konsumen Terhadap Iklan (Susunan Pesan Iklan Negatif)

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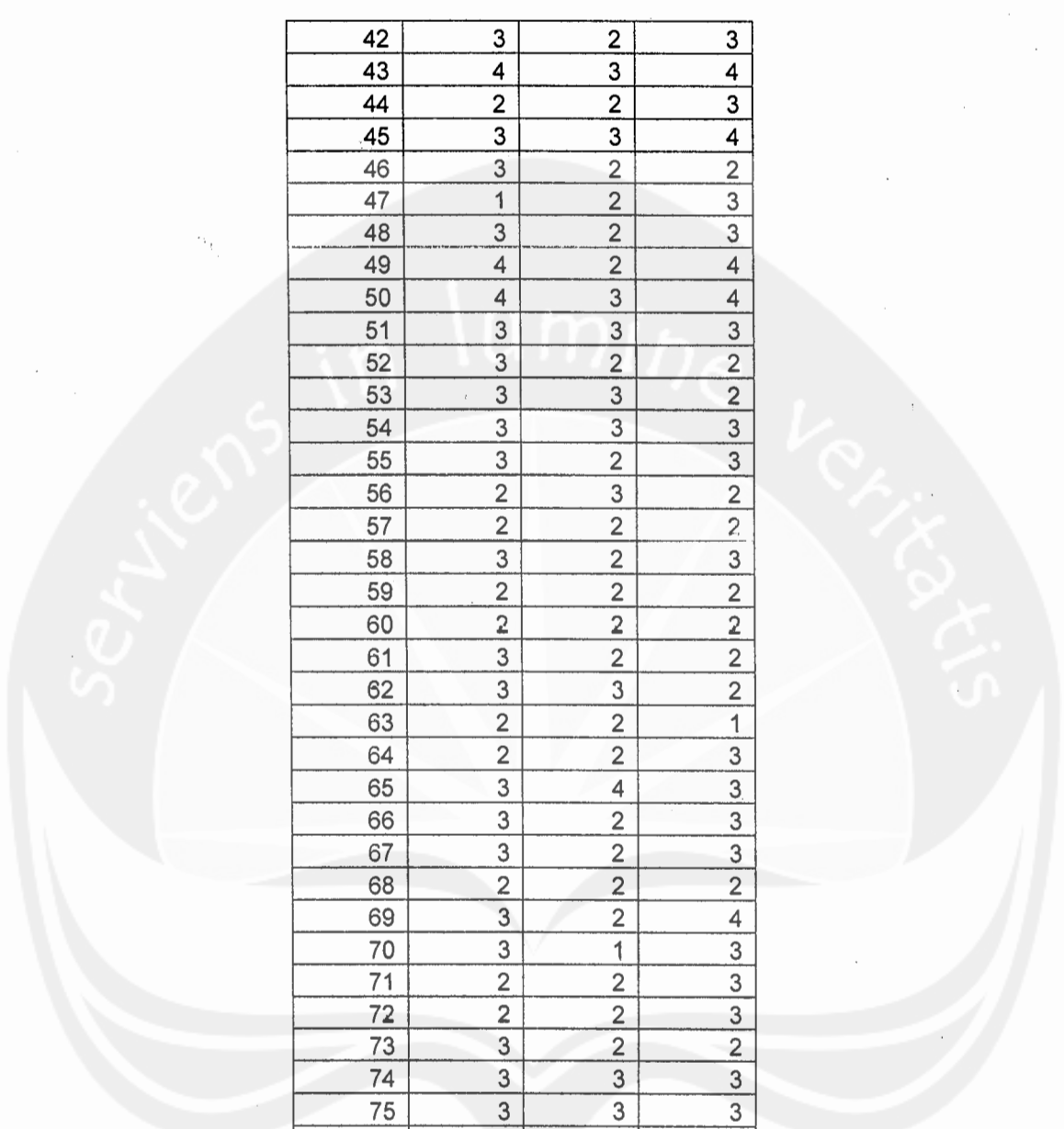
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**Case Summaries**  
**Niat Pembelian Konsumen (Susunan Pesan Iklan Negatif)**

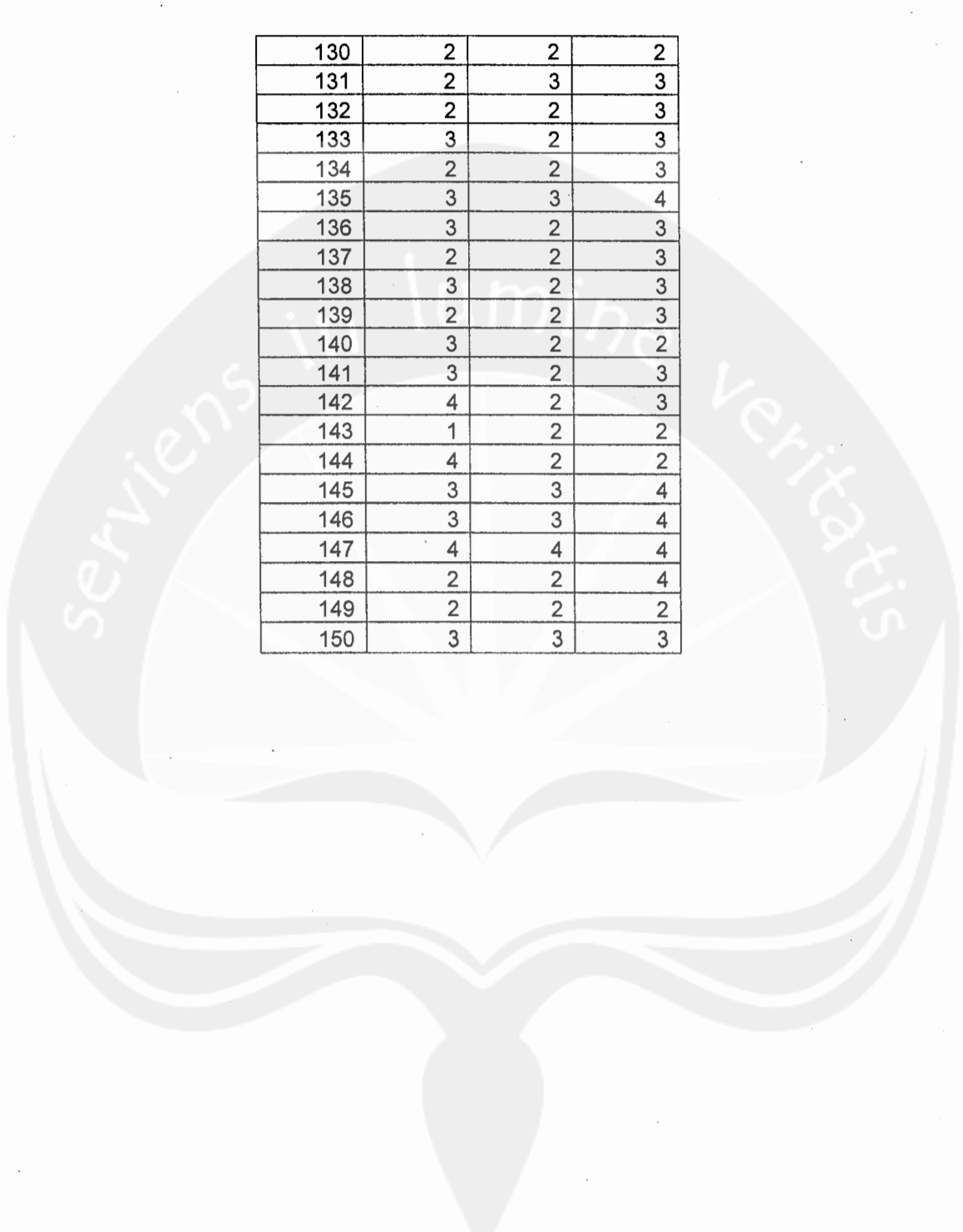
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110	2	2	3
111	2	2	2
112	3	2	4
113	3	3	3
114	2	2	3
115	3	2	3
116	3	2	3
117	3	3	3
118	2	2	2
119	3	2	3
120	2	2	2
121	4	3	3
122	2	2	2
123	3	2	3
124	2	3	2
125	3	3	2
126	4	4	4
127	3	2	2
128	2	3	3
129	1	2	2



130	2	2	2
131	2	3	3
132	2	2	3
133	3	2	3
134	2	2	3
135	3	3	4
136	3	2	3
137	2	2	3
138	3	2	3
139	2	2	3
140	3	2	2
141	3	2	3
142	4	2	3
143	1	2	2
144	4	2	2
145	3	3	4
146	3	3	4
147	4	4	4
148	2	2	4
149	2	2	2
150	3	3	3



**LAMPIRAN VIII**  
**TABEL F, TABEL T, TABEL R**

TABEL DISTRIBUSI F

DF	1	2	3	4	5	6	7	8	9	10
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92
107	3.93	3.06	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92
111	3.93	3.08	2.69	2.45	2.30	2.10	2.09	2.02	1.97	1.92
112	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.96	1.92
113	3.93	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92
114	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
115	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
116	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
117	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
118	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
119	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91
121	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91
122	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91
123	3.92	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91
124	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91
125	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91
126	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91
127	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91
128	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91
129	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90
130	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90
131	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90
132	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90
133	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90
134	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90
135	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90
135	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90
137	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90
138	3.91	3.06	2.67	2.44	2.28	2.16	2.08	2.01	1.95	1.90
139	3.91	3.06	2.67	2.44	2.28	2.16	2.08	2.01	1.95	1.90
140	3.91	3.06	2.67	2.44	2.28	2.16	2.08	2.01	1.95	1.90
141	3.91	3.06	2.67	2.44	2.28	2.16	2.08	2.00	1.95	1.90
142	3.91	3.06	2.67	2.44	2.28	2.16	2.07	2.00	1.95	1.90
143	3.91	3.06	2.67	2.43	2.28	2.16	2.07	2.00	1.95	1.90
144	3.91	3.06	2.67	2.43	2.28	2.16	2.07	2.00	1.95	1.90
145	3.91	3.06	2.67	2.43	2.28	2.16	2.07	2.00	1.94	1.90
146	3.91	3.06	2.67	2.43	2.28	2.16	2.07	2.00	1.94	1.90
147	3.91	3.06	2.67	2.43	2.28	2.16	2.07	2.00	1.94	1.90
148	3.91	3.06	2.67	2.43	2.28	2.16	2.07	2.00	1.94	1.90
149	3.90	3.06	2.67	2.43	2.27	2.16	2.07	2.00	1.94	1.89
150	3.90	3.06	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89

TABEL DISTRIBUSI T 5%

DF	10%	5%	DF	10%	5%	DF	10%	5%	DF	10%	5%
1	6.314	12.706	51	1.675	2.008	101	1.660	1.984	151	1.655	1.976
2	2.920	4.303	52	1.675	2.007	102	1.660	1.983	152	1.655	1.976
3	2.353	3.182	53	1.674	2.006	103	1.660	1.983	153	1.655	1.976
4	2.132	2.776	54	1.674	2.005	104	1.660	1.983	154	1.655	1.975
5	2.015	2.571	55	1.673	2.004	105	1.659	1.983	155	1.655	1.975
6	1.943	2.447	56	1.673	2.003	106	1.659	1.983	156	1.655	1.975
7	1.895	2.365	57	1.672	2.002	107	1.659	1.982	157	1.655	1.975
8	1.860	2.306	58	1.672	2.002	108	1.659	1.982	158	1.655	1.975
9	1.833	2.262	59	1.671	2.001	109	1.659	1.982	159	1.654	1.975
10	1.812	2.228	60	1.671	2.000	110	1.659	1.982	160	1.654	1.975
11	1.796	2.201	61	1.670	2.000	111	1.659	1.982	161	1.654	1.975
12	1.782	2.179	62	1.670	1.999	112	1.659	1.981	162	1.654	1.975
13	1.771	2.160	63	1.669	1.998	113	1.658	1.981	163	1.654	1.975
14	1.761	2.145	64	1.669	1.998	114	1.658	1.981	164	1.654	1.975
15	1.753	2.131	65	1.669	1.997	115	1.658	1.981	165	1.654	1.974
16	1.746	2.120	66	1.668	1.997	116	1.658	1.981	166	1.654	1.974
17	1.740	2.110	67	1.668	1.996	117	1.658	1.980	167	1.654	1.974
18	1.734	2.101	68	1.668	1.995	118	1.658	1.980	168	1.654	1.974
19	1.729	2.093	69	1.667	1.995	119	1.658	1.980	169	1.654	1.974
20	1.725	2.086	70	1.667	1.994	120	1.658	1.980	170	1.654	1.974
21	1.721	2.080	71	1.667	1.994	121	1.658	1.980	171	1.654	1.974
22	1.717	2.074	72	1.666	1.993	122	1.657	1.980	172	1.654	1.974
23	1.714	2.069	73	1.666	1.993	123	1.657	1.979	173	1.654	1.974
24	1.711	2.064	74	1.666	1.993	124	1.657	1.979	174	1.654	1.974
25	1.708	2.060	75	1.665	1.992	125	1.657	1.979	175	1.654	1.974
26	1.706	2.056	76	1.665	1.992	126	1.657	1.979	176	1.654	1.974
27	1.703	2.052	77	1.665	1.991	127	1.657	1.979	177	1.654	1.973
28	1.701	2.048	78	1.665	1.991	128	1.657	1.979	178	1.653	1.973
29	1.699	2.045	79	1.664	1.990	129	1.657	1.979	179	1.653	1.973
30	1.697	2.042	80	1.664	1.990	130	1.657	1.978	180	1.653	1.973
31	1.696	2.040	81	1.664	1.990	131	1.657	1.978	181	1.653	1.973
32	1.694	2.037	82	1.664	1.989	132	1.656	1.978	182	1.653	1.973
33	1.692	2.035	83	1.663	1.989	133	1.656	1.978	183	1.653	1.973
34	1.691	2.032	84	1.663	1.989	134	1.656	1.978	184	1.653	1.973
35	1.690	2.030	85	1.663	1.988	135	1.656	1.978	185	1.653	1.973
36	1.688	2.028	86	1.663	1.988	136	1.656	1.978	186	1.653	1.973
37	1.687	2.026	87	1.663	1.988	137	1.656	1.977	187	1.653	1.973
38	1.686	2.024	88	1.662	1.987	138	1.656	1.977	188	1.653	1.973
39	1.685	2.023	89	1.662	1.987	139	1.656	1.977	189	1.653	1.973
40	1.684	2.021	90	1.662	1.987	140	1.656	1.977	190	1.653	1.973
41	1.683	2.020	91	1.662	1.986	141	1.656	1.977	191	1.653	1.972
42	1.682	2.018	92	1.662	1.986	142	1.656	1.977	192	1.653	1.972
43	1.681	2.017	93	1.661	1.986	143	1.656	1.977	193	1.653	1.972
44	1.680	2.015	94	1.661	1.986	144	1.656	1.977	194	1.653	1.972
45	1.679	2.014	95	1.661	1.985	145	1.655	1.976	195	1.653	1.972
46	1.679	2.013	96	1.661	1.985	146	1.655	1.976	196	1.653	1.972
47	1.678	2.012	97	1.661	1.985	147	1.655	1.976	197	1.653	1.972
48	1.677	2.011	98	1.661	1.984	148	1.655	1.976	198	1.653	1.972
49	1.677	2.010	99	1.660	1.984	149	1.655	1.976	199	1.653	1.972
50	1.676	2.009	100	1.660	1.984	150	1.655	1.976	200	1.653	1.972

TABEL DISTRIBUSI R

Df	5%	DF	5%	DF	5%	DF	5%
1	0.997	51	0.271	101	0.194	151	0.159
2	0.950	52	0.268	102	0.193	152	0.158
3	0.878	53	0.266	103	0.192	153	0.158
4	0.811	54	0.263	104	0.191	154	0.157
5	0.754	55	0.261	105	0.190	155	0.157
6	0.707	56	0.259	106	0.189	156	0.156
7	0.666	57	0.256	107	0.188	157	0.156
8	0.632	58	0.254	108	0.187	158	0.155
9	0.602	59	0.252	109	0.187	159	0.155
10	0.576	60	0.250	110	0.186	160	0.154
11	0.553	61	0.248	111	0.185	161	0.154
12	0.532	62	0.246	112	0.184	162	0.153
13	0.514	63	0.244	113	0.183	163	0.153
14	0.497	64	0.242	114	0.182	164	0.152
15	0.482	65	0.240	115	0.182	165	0.152
16	0.468	66	0.239	116	0.181	166	0.151
17	0.456	67	0.237	117	0.180	167	0.151
18	0.444	68	0.235	118	0.179	168	0.151
19	0.433	69	0.234	119	0.179	169	0.150
20	0.423	70	0.232	120	0.178	170	0.150
21	0.413	71	0.230	121	0.177	171	0.149
22	0.404	72	0.229	122	0.176	172	0.149
23	0.396	73	0.227	123	0.176	173	0.148
24	0.388	74	0.225	124	0.175	174	0.148
25	0.381	75	0.224	125	0.174	175	0.148
26	0.374	76	0.223	126	0.174	176	0.147
27	0.367	77	0.221	127	0.173	177	0.147
28	0.361	78	0.220	128	0.172	178	0.146
29	0.355	79	0.219	129	0.172	179	0.146
30	0.349	80	0.217	130	0.171	180	0.146
31	0.344	81	0.216	131	0.170	181	0.145
32	0.339	82	0.215	132	0.170	182	0.145
33	0.334	83	0.213	133	0.169	183	0.144
34	0.329	84	0.212	134	0.168	184	0.144
35	0.325	85	0.211	135	0.168	185	0.144
36	0.320	86	0.210	136	0.167	186	0.143
37	0.316	87	0.208	137	0.167	187	0.143
38	0.312	88	0.207	138	0.166	188	0.142
39	0.308	89	0.206	139	0.165	189	0.142
40	0.304	90	0.205	140	0.165	190	0.142
41	0.301	91	0.204	141	0.164	191	0.141
42	0.297	92	0.203	142	0.164	192	0.141
43	0.294	93	0.202	143	0.163	193	0.141
44	0.291	94	0.201	144	0.163	194	0.140
45	0.288	95	0.200	145	0.162	195	0.140
46	0.285	96	0.199	146	0.161	196	0.139
47	0.282	97	0.198	147	0.161	197	0.139
48	0.279	98	0.197	148	0.160	198	0.139
49	0.276	99	0.196	149	0.160	199	0.138
50	0.273	100	0.195	150	0.159	200	0.138