BAB V

KESIMPULAN DAN IMPLIKASI MANAJERIAL

Bab ini merupakan bagian akhir dari penelitian ini. Bab ini berisi kesimpulan dari hasil penelitian, implikasi manajerial bagi pengiklan, keterbatasan penelitian dan saran bagi penelitian selanjutnya.

5.1 Kesimpulan

Berdasarkan hasil penelitian yang dilakukan maka didapat kesimpulan atas perumusan masalah dalam penelitian ini, antara lain:

1. Sikap pengguna situs media sosial *Youtube* terhadap iklan *pop-up* memiliki pengaruh pada efektivitas iklan *pop-up*. Artinya bahwa sikap pengguna situs media sosial *Youtube* terhadap iklan *pop-up* yang semakin baik, mampu meningkatkan efektivitas sebuah iklan *pop-up*.
2. Sikap pengguna situs media sosial *Youtube* terhadap brand yang diiklankan di iklan *pop-up* memiliki pengaruh pada efektivitas iklan *pop-up*. Artinya bahwa sikap pengguna situs media sosial *Youtube* terhadap brand yang diiklankan di iklan *pop-up* yang semakin baik, mampu meningkatkan efektivitas sebuah iklan *pop-up*.
3. Niat beli pengguna situs media sosial *Youtube* memiliki pengaruh pada efektivitas iklan *pop-up*. Artinya bahwa niat beli seorang pengguna situs media sosial *Youtube* yang semakin kuat, mampu meningkatkan efektivitas sebuah iklan *pop-up*.

4. Intensitas dalam melihat iklan *pop-up* memiliki pengaruh pada efektivitas iklan *pop-up*. Artinya bahwa seringnya seorang pengguna situs media sosial *Youtube* dalam melihat iklan *pop*-up, mampu meningkatkan efektivitas sebuah iklan *pop-up*.
5. Dari hasil regresi berganda yang dilakukan, dapat dilihat bahwa dari keempat faktor yang dianalisis, faktor yang memiliki pengaruh paling kuat dalam mempengaruhi efektivitas sebuah iklan *pop-up* adalah sikap terhadap brand.
6. Dari hasil penelitian ini didapatkan bahwa iklan *pop-up* masih efektif untuk digunakan dengan mempertimbangkan empat faktor yaitu sikap pengguna terhadap iklan, sikap pengguna terhadap merek, niat beli, dan intensitas melihat iklan.

5.2 Implikasi Manajerial

Berdasarkan hasil penelitian yang sudah didapatkan maka usaha yang dapat dilakukan oleh pihak pengiklan dalam meningkatkan efektivitas iklan *pop-up* yang dipasang di situs media sosial *Youtube* adalah sebagai berikut :

1. Membuat iklan dengan durasi yang tidak terlalu lama dengan informasi yang cukup, agar iklan tidak mengganggu pengguna yang akan melihat video yang dipilihnya.
2. Memperkuat informasi dari produk yang diiklankan dalam iklan *pop-up*. Sehingga, niat beli dari pengguna situs media sosial *Youtube* yang melihat iklan *pop-up* akan semakin kuat.

3. Lebih sering dalam menampilkan iklan *pop-up*, sehingga pengguna situs media sosial *Youtube* akan semakin sering melihat iklan *pop-up* tersebut.

5.3 Penelitian Selanjutnya

Berdasarkan keterbatasan yang ada dalam penelitian ini, peneliti memberikan beberapa saran berikut untuk penelitian yang selanjutnya antara lain:

1. Penelitian selanjutnya diharapkan dapat menggunakan metode yang lebih banyak seperti wawancara dan sebagainya dalam pengumpulan data. Sehingga, data yang didapat bisa lebih valid.
2. Penelitian selanjutnya diharapkan dapat menggunakan rentang usia yang lebih luas lagi, sehingga bisa didapatkan apakah ada perbedaan hasil yang didapat antara responden yang muda dan yang tua. Faktor pekerjaan juga dapat dimasukkan sebagai bahan pertimbangan.

DAFTAR PUSTAKA

Belch, George dan Belch, Michael. (2009), *Advertising and Promotion: An Integrated Marketing Communication Perspective*, McGraw Hill, New York.

Duwi, C (2011), "Analisis Regresi Linier Berganda" (http://duwiconsultant.blogspot.com/2011/11/analisis-regresi-linier berganda.html)

Hadija, Z., Barnes, S.B., and Hair, N., (2012), "Why we ignore social networking advertising", *Qualitative Market Research: An International Journal*, Vol. 15, No. 1, pp. 19-32

Kotler, P & Amstrong, (2004), *Prinsip-prinsip Marketing*, Edisi Ketujuh, Salemba Empat, Jakarta

Kotler, Philip & Keller, Kevin Lane, (2012), *Marketing Management*, Pearson Education Inc.

Kotler, Philip & Amstrong, (2001), *Dasar-dasar Manajemen Pemasaran*, Dialihbahasakan oleh Damos Sihombing, Prenhalindo, Jakarta

Kotler, Philip (2008), *Manajemen Pemasaran*, Dialihbahasakan oleh Hendra Teguh, Prenhalindo, Jakarta

Lamb, Hair, McDaniel, (2001), *Manajemen Pemasaran*, Buku 2, Salemba Empat, Jakarta

Lee, J. S. (1995). "Role of attitude toward brand advertising on consumer perception of a brand extension", *Advances in Consumer Research*,Vol. 22, pp. 116-122

Mukherjee, H. (2010). *Access to and equity in higher education – Malaysia*, Retrieved from www.worldbank.org

Naidoo, T (2011), "The effectiveness of advertising through the social media in Gauteng"

Pavlou, P. A., & Stewart, D. W. (2000). Measuring the effects and effectiveness of interactive advertising: A research agenda. *Journal of Interactive Advertising*, Vol. 1, No. 1, pp. 62-78

Puntoadi, Danis. (2011), *Menciptakan Penjualan Melalui Social Media*, PT. Elex Komputindo, Jakarta

Sutojo, Siswanto. (2009), *Manajemen Pemasaran Untuk Eksekutif Non-Pemasaran*, Damar Mulia Pustaka, Jakarta

Swastha, Basu, DH, Drs. MBA, (2001), *Manajemen Penjualan*, Edisi 3, Liberty, Yogyakarta

Tan,W.J., Kwek,C.L., and Li,Z., (2012), "The Antecedents of Effectiveness Interactive Advertising in the Social Media", *International Business Research*, Vol. 6, No. 3, pp. 88-99

Tjiptono, F. (2008), *Strategi Pemasaran*, Edisi 3, Andi Offset, Yogjakarta

Vinerean, S., Cetina, I., and Dumitrescu, L.(2013), "The Effects of Social Media Marketing on Online Consumer Behavior", *International Journal of Business and Management*, Vol. 8, No. 14, pp. 66-79

Wang, A. (2011). "*Digital ad engagement: Perceived interactivity as a driver of advertising effectiveness*", Retrieved from www.adobe.com

Wenats, E., Yusuf, K., Syarief, L., Widjanarko, P., Sudarmanti, R., Surya, Wahyuti, T., Wahyutama, Suprapto, R. (2012), *Integrated Marketing Communication*, PT. Gramedia Pustaka Utama, Jakarta

Wright, E., Khanfar, N.M., Harrington, C., and Kizer, L.E.,(2010), "The Lasting Effects Of Social Media Trends On Advertising", *Journal of Business & Economics Research*, Vol. 8, No. 11, pp. 73-80

Yaakop, A., and Hemsley-Brown, J., (2012), "Hedonic Pleasure and Social Image: The Effectiveness of Internet Advertising", *Asian Social Science*, Vol. 9, No. 1, pp. 179-192

Yang, C. C. (1997). "An exploratory study of the effectiveness of interactive advertisements on the internet", *Journal of Marketing Communications*, Vol. 3, No. 2, pp. 61-85

Yousif, R., (2012), "The Extent of Facebook Users' Interest in the Advertising Messages", *International Journal of Marketing Studies*, Vol. 4, No. 3, pp. 122-133

Yulianti (2009), "Periklanan (Advertising) sebagai Sarana Komunikasi Marketing Dalam Dunia Informasi dan Perpustakaan", *Visi Pustaka*, Vol. 11, No. 2, pp. 25-31

Zarrella, Dan. (2010), *The Social Media Marketing Book*, PT. Serambi Ilmu Semesta, Jakarta

LAMPIRAN

Lampiran 1 : Uji Validitas

Correlations

		p1	p2	p3	p4	p5	p6	p7	p8	p9	p10
p1	Pearson Correlation	1	,653**	,217**	,660**	,573**	,533**	,637**	,582**	,621**	,625**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	300	300	300	300	300	300	300	300	300	300
p2	Pearson Correlation	,653**	1	,215**	,659**	,596**	,642**	,617**	,617**	,561**	,592**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000	,000	,000
	N	300	300	300	300	300	300	300	300	300	300
p3	Pearson Correlation	,217**	,215**	1	,198**	,195**	,184**	,256**	,196**	,202**	,377**
	Sig. (2-tailed)	,000	,000		,001	,001	,001	,000	,001	,000	,000
	N	300	300	300	300	300	300	300	300	300	300
p4	Pearson Correlation	,660**	,659**	,198**	1	,719**	,700**	,722**	,672**	,631**	,714**
	Sig. (2-tailed)	,000	,000	,001		,000	,000	,000	,000	,000	,000
	N	300	300	300	300	300	300	300	300	300	300
p5	Pearson Correlation	,573**	,596**	,195**	,719**	1	,728**	,581**	,601**	,569**	,636**
	Sig. (2-tailed)	,000	,000	,001	,000		,000	,000	,000	,000	,000
	N	300	300	300	300	300	300	300	300	300	300
p6	Pearson Correlation	,533**	,642**	,184**	,700**	,728**	1	,629**	,648**	,598**	,674**

	Sig. (2-tailed)	,000	,000	,001	,000	,000		,000	,000	,000	,000
	N	300	300	300	300	300	300	300	300	300	300
p7	Pearson Correlation	,637**	,617**	,256**	,722**	,581**	,629**	1	,795**	,669**	,695**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000	,000	,000
	N	300	300	300	300	300	300	300	300	300	300
p8	Pearson Correlation	,582**	,617**	,196**	,672**	,601**	,648**	,795**	1	,775**	,611**
	Sig. (2-tailed)	,000	,000	,001	,000	,000	,000	,000		,000	,000
	N	300	300	300	300	300	300	300	300	300	300
p9	Pearson Correlation	,621**	,561**	,202**	,631**	,569**	,598**	,669**	,775**	1	,584**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000		,000
	N	300	300	300	300	300	300	300	300	300	300
p10	Pearson Correlation	,625**	,592**	,377**	,714**	,636**	,674**	,695**	,611**	,584**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	300	300	300	300	300	300	300	300	300	300
p11	Pearson Correlation	,659**	,604**	,254**	,722**	,650**	,685**	,635**	,610**	,607**	,770**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	300	300	300	300	300	300	300	300	300	300
p12	Pearson Correlation	,598**	,624**	,210**	,658**	,589**	,603**	,648**	,630**	,666**	,615**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	300	300	300	300	300	300	300	300	300	300

p13	Pearson Correlation	,565**	,499**	,114*	,575**	,499**	,511**	,524**	,529**	,535**	,594**
	Sig. (2-tailed)	,000	,000	,048	,000	,000	,000	,000	,000	,000	,000
	N	300	300	300	300	300	300	300	300	300	300
p14	Pearson Correlation	-,007	-,066	,019	-,024	,055	,078	,017	,010	,073	,149**
	Sig. (2-tailed)	,907	,256	,737	,673	,345	,176	,766	,866	,208	,010
	N	300	300	300	300	300	300	300	300	300	300
p15	Pearson Correlation	,402**	,319**	,235**	,373**	,326**	,389**	,352**	,336**	,426**	,402**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	300	300	300	300	300	300	300	300	300	300
p16	Pearson Correlation	,058	,090	,156**	,122*	,054	,163**	,073	,123*	,189**	,181**
	Sig. (2-tailed)	,317	,118	,007	,034	,350	,005	,209	,033	,001	,002
	N	300	300	300	300	300	300	300	300	300	300
total	Pearson Correlation	,774**	,760**	,369**	,838**	,768**	,803**	,817**	,806**	,800**	,844**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	300	300	300	300	300	300	300	300	300	300

Correlations

		p11	p12	p13	p14	p15	p16	total
p1	Pearson Correlation	,659**	,598**	,565**	-,007	,402**	,058	,774**
	Sig. (2-tailed)	,000	,000	,000	,907	,000	,317	,000

	N	300	300	300	300	300	300	300
p2	Pearson Correlation	,604**	,624**	,499**	-,066	,319**	,090	,760**
	Sig. (2-tailed)	,000	,000	,000	,256	,000	,118	,000
	N	300	300	300	300	300	300	300
p3	Pearson Correlation	,254**	,210**	,114*	,019	,235**	,156**	,369**
	Sig. (2-tailed)	,000	,000	,048	,737	,000	,007	,000
	N	300	300	300	300	300	300	300
p4	Pearson Correlation	,722**	,658**	,575**	-,024	,373**	,122*	,838**
	Sig. (2-tailed)	,000	,000	,000	,673	,000	,034	,000
	N	300	300	300	300	300	300	300
p5	Pearson Correlation	,650**	,589**	,499**	,055	,326**	,054	,768**
	Sig. (2-tailed)	,000	,000	,000	,345	,000	,350	,000
	N	300	300	300	300	300	300	300
p6	Pearson Correlation	,685**	,603**	,511**	,078	,389**	,163**	,803**
	Sig. (2-tailed)	,000	,000	,000	,176	,000	,005	,000
	N	300	300	300	300	300	300	300
p7	Pearson Correlation	,635**	,648**	,524**	,017	,352**	,073	,817**
	Sig. (2-tailed)	,000	,000	,000	,766	,000	,209	,000
	N	300	300	300	300	300	300	300
p8	Pearson Correlation	,610**	,630**	,529**	,010	,336**	,123*	,806**
	Sig. (2-tailed)	,000	,000	,000	,866	,000	,033	,000
	N	300	300	300	300	300	300	300
p9	Pearson Correlation	,607**	,666**	,535**	,073	,426**	,189**	,800**

	Sig. (2-tailed)	,000	,000	,000	,208	,000	,001	,000
	N	300	300	300	300	300	300	300
p10	Pearson Correlation	,770**	,615**	,594**	,149**	,402**	,181**	,844**
	Sig. (2-tailed)	,000	,000	,000	,010	,000	,002	,000
	N	300	300	300	300	300	300	300
p11	Pearson Correlation	1	,677**	,643**	,054	,398**	,093	,836**
	Sig. (2-tailed)		,000	,000	,351	,000	,108	,000
	N	300	300	300	300	300	300	300
p12	Pearson Correlation	,677**	1	,686**	,003	,410**	,077	,806**
	Sig. (2-tailed)	,000		,000	,964	,000	,183	,000
	N	300	300	300	300	300	300	300
p13	Pearson Correlation	,643**	,686**	1	,026	,364**	,153**	,724**
	Sig. (2-tailed)	,000	,000		,657	,000	,008	,000
	N	300	300	300	300	300	300	300
p14	Pearson Correlation	,054	,003	,026	1	,320**	,349**	,153**
	Sig. (2-tailed)	,351	,964	,657		,000	,000	,008
	N	300	300	300	300	300	300	300
p15	Pearson Correlation	,398**	,410**	,364**	,320**	1	,455**	,565**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	300	300	300	300	300	300	300
p16	Pearson Correlation	,093	,077	,153**	,349**	,455**	1	,269**
	Sig. (2-tailed)	,108	,183	,008	,000	,000		,000
	N	300	300	300	300	300	300	300

total	Pearson Correlation	,836**	,806**	,724**	,153**	,565**	,269**	1
	Sig. (2-tailed)	,000	,000	,000	,008	,000	,000	
	N	300	300	300	300	300	300	300

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

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

Lampiran 2 : Uji Reliabilitas

Reliabilitas Sikap Terhadap Iklan

Notes

Output Created		22-MAR-2015 20:13:15
Comments		
Input	Data	D:\All About MM\JURNAL TESIS FIX BUKAN YANG LAIN\dataTesisEdit.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
	Matrix Input	D:\All About MM\JURNAL TESIS FIX BUKAN YANG LAIN\dataTesisEdit.sav
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=pertanyaan1 pertanyaan2 pertanyaan3 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,00

Case Processing Summary

		N	%
Cases	Valid	300	100,0
	Excluded[a]	0	,0
	Total	300	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,624	3

Reliabilitas Sikap Terhadap Merek

Notes

Output Created		22-MAR-2015 20:25:57
Comments		
Input	Data	D:\All About MM\JURNAL TESIS FIX BUKAN YANG LAIN\dataTesisEdit.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data File	300
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=pertanyaan4 pertanyaan5 pertanyaan6 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02

Case Processing Summary

		N	%
Cases	Valid	300	100,0
	Excluded[a]	0	,0
	Total	300	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,881	3

Reliabilitas Niat Beli

Notes

Output Created		22-MAR-2015 20:31:39
Comments		
Input	Data	D:\All About MM\JURNAL TESIS FIX BUKAN YANG LAIN\dataTesisEdit.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Syntax		RELIABILITY /VARIABLES=pertanyaan7 pertanyaan8 pertanyaan9 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,02

Case Processing Summary

		N	%
Cases	Valid	300	100,0
	Excluded[a]	0	,0
	Total	300	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,898	3

Reliabilitas Intensitas Melihat Iklan

Notes

Output Created		22-MAR-2015 20:33:23
Comments		
Input	Data	D:\All About MM\JURNAL TESIS FIX BUKAN YANG LAIN\dataTesisEdit.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=pertanyaan14 pertanyaan15 pertanyaan16 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,00

Case Processing Summary

	N	%

Cases	Valid	300	100,0
	Excluded[a]	0	,0
	Total	300	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,674	3

Reliabilitas Efektifitas Iklan *Pop-up*

Notes

Output Created		22-MAR-2015 20:35:46
Comments		
Input	Data	D:\All About MM\JURNAL TESIS FIX BUKAN YANG LAIN\dataTesisEdit.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300

	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=pertanyaan10 pertanyaan11 pertanyaan12 pertanyaan13 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02

Case Processing Summary

		N	%
Cases	Valid	300	100,0
	Excluded[a]	0	,0
	Total	300	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,886	4

Lampiran 3 : Regresi sederhana sikap terhadap iklan pada efektivitas iklan *pop-up*

```
NEW FILE.
DATASET NAME DataSet2 WINDOW=FRONT.
REGRESSION
 /MISSING LISTWISE
 /STATISTICS COEFF OUTS R ANOVA
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT efektivitas_iklan_popup
 /METHOD=ENTER sikap_terhadap_iklan.
```

Regression

Notes

Output Created		19-FEB-2015 17:41:28
Comments		
Input	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT efektivitas_iklan_popup /METHOD=ENTER sikap_terhadap_iklan.	
Resources	Processor Time		00:00:00,00
	Elapsed Time		00:00:00,04
	Memory Required	2528 bytes	
	Additional Memory Required for Residual Plots	0 bytes	

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	stp[b]	.	Enter

a. Dependent Variable: eip

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,719[a]	,518	,516	2,578

a. Predictors: (Constant), stp

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2125,966	1	2125,966	319,764	,000[b]
	Residual	1981,270	298	6,649		
	Total	4107,237	299			

a. Dependent Variable: eip

b. Predictors: (Constant), stp

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,631	,595		4,426	,000
	stp	1,118	,063	,719	17,882	,000

a. Dependent Variable: eip

Lampiran 4 : sikap terhadap merek pada efektivitas iklan *pop-up*

```
REGRESSION
 /MISSING LISTWISE
 /STATISTICS COEFF OUTS R ANOVA
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT efektivitas_iklan_popup
 /METHOD=ENTER sikap_terhadap_brand.
```

Regression

Notes

Output Created		19-FEB-2015 20:20:32
Comments		
Input	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT efektivitas_iklan_popup /METHOD=ENTER sikap_terhadap_brand.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02
	Memory Required	2528 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	stb[b]	.	Enter

a. Dependent Variable: eip

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,802[a]	,643	,641	2,219

a. Predictors: (Constant), stb

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2639,408	1	2639,408	535,855	,000[b]
	Residual	1467,829	298	4,926		
	Total	4107,237	299			

a. Dependent Variable: eip

b. Predictors: (Constant), stb

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,030	,488		4,161	,000
	stb	1,112	,048	,802	23,149	,000

a. Dependent Variable: eip

Lampiran 5 : niat beli terhadap efektivitas iklan *pop-up*

```
REGRESSION
 /MISSING LISTWISE
 /STATISTICS COEFF OUTS R ANOVA
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT efektivitas_iklan_popup
 /METHOD=ENTER niat_beli.
```

Regression

Notes

Output Created		19-FEB-2015 20:31:02
Comments		
Input	Data	D:\All About MM\JURNAL TESIS FIX BUKAN YANG LAIN\dataTesisVariabel.sav
	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT efektivitas_iklan_popup /METHOD=ENTER niat_beli.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,02
	Memory Required	2528 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	nb[b]	.	Enter

a. Dependent Variable: eip

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,767[a]	,588	,587	2,382

a. Predictors: (Constant), nb

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2416,955	1	2416,955	426,114	,000[b]
	Residual	1690,282	298	5,672		
	Total	4107,237	299			

a. Dependent Variable: eip

b. Predictors: (Constant), nb

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,789	,463		8,177	,000
	nb	1,004	,049	,767	20,643	,000

a. Dependent Variable: eip

Lampiran 6 : intensitas melihat iklan terhadap efektivitas iklan *pop-up*

```
GET
  FILE='D:\All About MM\JURNAL TESIS FIX BUKAN YANG LAIN\dataTesis1.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
GET
  FILE='D:\All About MM\JURNAL TESIS FIX BUKAN YANG LAIN\dataTesisIMI_EIP.sav'.
DATASET NAME DataSet2 WINDOW=FRONT.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT eip
  /METHOD=STEPWISE imi1 imi2 imi3
  /RESIDUALS DURBIN.
```

Regression

Notes

Output Created		03-MAR-2015 22:36:47
Comments		
Input	Data	D:\All About MM\JURNAL TESIS FIX BUKAN YANG LAIN\dataTesisIMI_EIP.sav
	Active Dataset	DataSet2
	Filter	<none>

	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT eip /METHOD=STEPWISE imi1 imi2 imi3 /RESIDUALS DURBIN.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,03
	Memory Required	3824 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet2] D:\All About MM\JURNAL TESIS FIX BUKAN YANG LAIN\dataTesisIMI_EIP.sav

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	imi2	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

a. Dependent Variable: eip

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,491[a]	,241	,239	3,234	1,756

a. Predictors: (Constant), imi2

b. Dependent Variable: eip

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	990,515	1	990,515	94,706	,000[b]
	Residual	3116,721	298	10,459		
	Total	4107,237	299			

a. Dependent Variable: eip

b. Predictors: (Constant), imi2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,887	,280		38,824	,000
	imi2	3,658	,376	,491	9,732	,000

a. Dependent Variable: eip

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	imi1	,101[b]	1,824	,069	,105	,821
	imi3	,057[b]	1,013	,312	,059	,818

a. Dependent Variable: eip

b. Predictors in the Model: (Constant), imi2

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10,89	14,54	12,92	1,820	300
Residual	-10,545	7,113	,000	3,229	300
Std. Predicted Value	-1,119	,891	,000	1,000	300
Std. Residual	-3,261	2,199	,000	,998	300

a. Dependent Variable: eip

Lampiran 7 : Regresi Berganda

```
GET
  FILE='D:\All About MM\JURNAL TESIS FIX BUKAN YANG LAIN\dataTesisVariabel.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT efektivitas_iklan_popup
  /METHOD=STEPWISE sikap_terhadap_iklan sikap_terhadap_brand niat_beli
intensitas_melihat_iklan1 intensitas_melihat_iklan2 intensitas_melihat_iklan3
  /RESIDUALS DURBIN NORMPROB(ZRESID).
```

Regression

Notes

Output Created		28-FEB-2015 10:56:01
Comments		
Input	Data	D:\All About MM\JURNAL TESIS FIX BUKAN YANG LAIN\dataTesisVariabel.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data File	300
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT efektivitas_iklan_popup /METHOD=STEPWISE sikap_terhadap_iklan sikap_terhadap_brand niat_beli intensitas_melihat_iklan1 intensitas_melihat_iklan2 intensitas_melihat_iklan3 /RESIDUALS DURBIN NORMPROB(ZRESID).
Resources	Processor Time	00:00:01,22
	Elapsed Time	00:00:01,20
	Memory Required	6288 bytes
	Additional Memory Required for Residual Plots	216 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	stb	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	nb	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	stp	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
4	imi2	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

5	imi1	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

a. Dependent Variable: eip

Model Summary[f]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,802[a]	,643	,641	2,219	
2	,836[b]	,699	,697	2,039	
3	,852[c]	,726	,723	1,951	
4	,860[d]	,739	,735	1,907	
5	,862[e]	,743	,739	1,895	1,933

a. Predictors: (Constant), stb

b. Predictors: (Constant), stb, nb

c. Predictors: (Constant), stb, nb, stp

d. Predictors: (Constant), stb, nb, stp, imi2

e. Predictors: (Constant), stb, nb, stp, imi2, imi1

f. Dependent Variable: eip

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2639,408	1	2639,408	535,855	,000[b]
	Residual	1467,829	298	4,926		
	Total	4107,237	299			
2	Regression	2872,300	2	1436,150	345,391	,000[c]
	Residual	1234,937	297	4,158		
	Total	4107,237	299			
3	Regression	2980,248	3	993,416	260,918	,000[d]
	Residual	1126,989	296	3,807		
	Total	4107,237	299			
4	Regression	3034,779	4	758,695	208,693	,000[e]
	Residual	1072,458	295	3,635		
	Total	4107,237	299			
5	Regression	3051,981	5	610,396	170,060	,000[f]
	Residual	1055,255	294	3,589		
	Total	4107,237	299			

a. Dependent Variable: eip

b. Predictors: (Constant), stb

c. Predictors: (Constant), stb, nb

d. Predictors: (Constant), stb, nb, stp

e. Predictors: (Constant), stb, nb, stp, imi2

f. Predictors: (Constant), stb, nb, stp, imi2, imi1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,030	,488		4,161	,000
	stb	1,112	,048	,802	23,149	,000
2	(Constant)	1,475	,454		3,247	,001
	stb	,718	,069	,518	10,465	,000
	nb	,485	,065	,370	7,484	,000
3	(Constant)	,429	,477		,898	,370
	stb	,591	,070	,426	8,459	,000
	nb	,364	,066	,278	5,520	,000
	stp	,368	,069	,237	5,325	,000
4	(Constant)	,741	,473		1,567	,118
	stb	,578	,068	,417	8,461	,000
	nb	,311	,066	,238	4,723	,000
	stp	,341	,068	,220	5,024	,000
	imi2	,972	,251	,131	3,873	,000
5	(Constant)	,336	,505		,666	,506
	stb	,570	,068	,411	8,372	,000
	nb	,308	,066	,235	4,697	,000
	stp	,352	,068	,226	5,198	,000
	imi2	,755	,269	,101	2,810	,005

	imi1	,676	,309	,072	2,189	,029

a. Dependent Variable: eip

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	stp	,321[b]	7,329	,000	,391	,531
	nb	,370[b]	7,484	,000	,398	,413
	imi1	,124[b]	3,564	,000	,203	,954
	imi2	,204[b]	5,685	,000	,313	,841
	imi3	,093[b]	2,658	,008	,152	,957
2	stp	,237[c]	5,325	,000	,296	,469
	imi1	,101[c]	3,131	,002	,179	,944
	imi2	,148[c]	4,240	,000	,239	,787
	imi3	,065[c]	1,995	,047	,115	,943
3	imi1	,106[d]	3,437	,001	,196	,944
	imi2	,131[d]	3,873	,000	,220	,779
	imi3	,058[d]	1,844	,066	,107	,941
4	imi1	,072[e]	2,189	,029	,127	,814
	imi3	,017[e]	,501	,617	,029	,816
5	imi3	-,001[f]	-,044	,965	-,003	,765

a. Dependent Variable: eip

b. Predictors in the Model: (Constant), stb

c. Predictors in the Model: (Constant), stb, nb

d. Predictors in the Model: (Constant), stb, nb, stp

e. Predictors in the Model: (Constant), stb, nb, stp, imi2

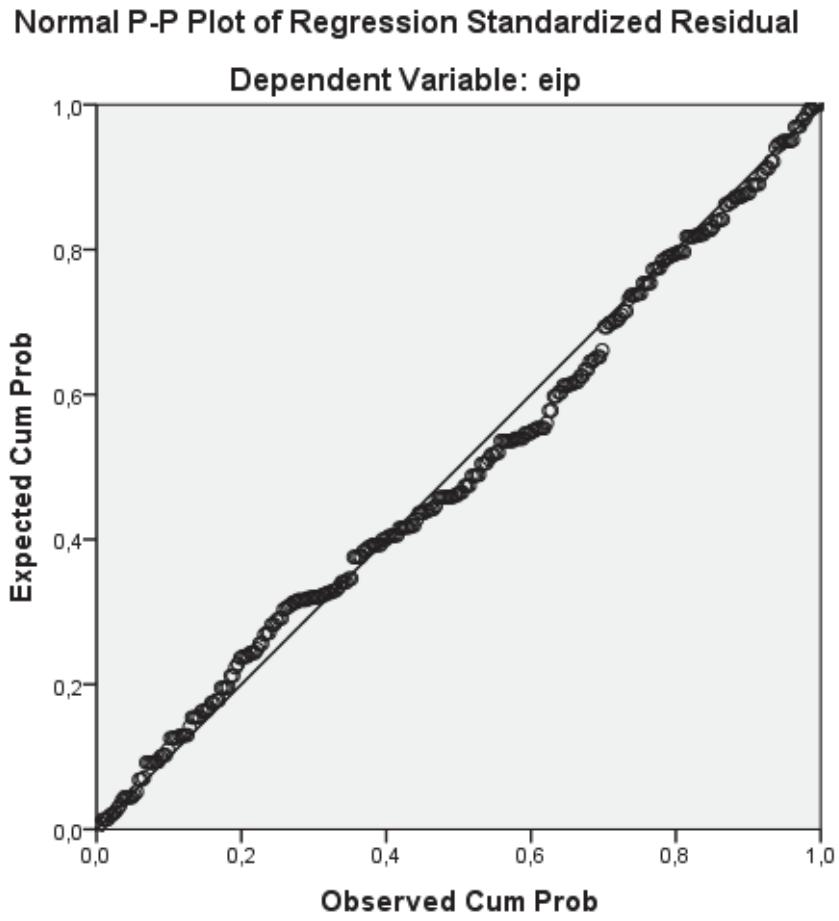
f. Predictors in the Model: (Constant), stb, nb, stp, imi2, imi1

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4,70	20,20	12,92	3,195	300
Residual	-5,099	7,926	,000	1,879	300
Std. Predicted Value	-2,574	2,279	,000	1,000	300
Std. Residual	-2,691	4,183	,000	,992	300

a. Dependent Variable: eip

Charts


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: eip
Expected Cum Prob
Observed Cum Prob
0,0
0,2
0,4
0,6
0,8
1,0

Lampiran 8 : Tabulasi Data

Data Responden			Sikap Terhadap Iklan				Sikap Terhadap Brand yang Diiklankan				Niat Beli				Efektivitas Iklan *Pop-up*					Intensitas Melihat Iklan		
JK	Umur	PT	2.1	2.2	2.3	Σ	3.1	3.2	3.3	Σ	4.1	4.2	4.3	Σ	5.1	5.2	5.3	5.4	Σ	6.1	6.2	6.3
2	2	2	2	3	4	9	3	4	4	11	3	3	3	9	3	4	3	4	14	1	0	1
2	2	2	2	2	2	6	4	4	2	10	2	3	4	9	2	2	4	3	11	1	1	1
1	2	2	4	2	2	8	3	4	2	9	2	3	3	8	2	2	4	3	11	1	1	1
2	1	3	4	4	4	12	4	4	4	12	4	4	4	12	4	4	2	2	12	1	0	0
1	2	2	4	4	3	11	5	5	5	15	4	5	4	13	5	5	5	5	20	1	1	1
1	2	2	3	1	4	8	1	1	1	3	1	2	2	5	2	1	2	2	7	1	1	1
2	2	2	3	4	2	9	4	3	4	11	4	5	4	13	4	4	3	4	15	1	0	1
1	2	2	3	3	2	8	4	3	5	12	4	3	4	11	5	5	4	3	17	1	1	1
1	2	3	3	5	2	10	4	3	3	10	4	3	3	10	3	3	4	3	13	1	1	0
2	2	2	4	4	2	10	4	4	4	12	3	3	3	9	4	4	5	4	17	0	0	0
1	2	3	4	3	3	10	3	3	3	9	3	4	4	11	4	3	4	4	15	1	1	1
1	2	2	3	5	3	11	4	5	5	14	3	3	2	8	4	4	3	3	14	1	0	0
2	1	2	4	3	2	9	4	5	3	12	3	2	2	7	3	3	3	4	13	1	1	1
1	2	2	3	3	3	9	4	3	4	11	4	3	3	10	3	4	4	3	14	1	1	1
1	2	2	4	3	1	8	4	4	4	12	4	3	2	9	3	4	5	5	17	1	0	1
1	2	2	4	4	2	10	4	4	4	12	3	4	4	11	3	4	4	3	14	1	0	0
1	2	2	4	3	3	10	4	3	4	11	4	3	4	11	4	3	4	4	15	0	0	0
1	2	2	4	3	2	9	4	3	4	11	4	4	5	13	4	3	4	4	15	1	1	1
2	2	2	3	3	3	9	4	4	3	11	4	3	4	11	4	4	4	4	16	1	1	1
2	2	2	5	4	3	12	3	4	5	12	4	4	4	12	4	4	4	4	16	1	1	1
1	1	2	4	4	3	11	3	4	3	10	4	3	2	9	3	4	4	5	16	1	1	1
1	2	3	4	4	2	10	4	4	4	12	3	3	3	9	4	5	4	5	18	1	1	1
1	2	3	4	4	2	10	3	4	3	10	4	3	3	10	4	3	4	3	14	1	1	0
1	2	3	3	4	2	9	4	3	4	11	4	4	4	12	3	4	4	3	14	1	1	1

1	2	4	4	4	2	10	4	4	4	12	3	3	3	9	4	5	4	5	18	1	1	1
1	2	3	4	3	4	11	3	4	5	12	4	3	4	11	3	4	4	3	14	1	1	1
1	2	3	5	4	1	10	4	5	4	13	4	4	4	12	4	4	4	4	16	0	0	0
2	2	2	4	3	2	9	4	4	4	12	3	4	4	11	3	4	3	4	14	1	1	0
1	2	4	4	4	2	10	4	4	4	12	3	3	3	9	3	4	3	4	14	0	0	1
2	2	2	4	4	2	10	4	5	5	14	4	5	5	14	4	5	5	5	19	1	1	1
1	2	2	4	4	4	12	4	2	4	10	4	4	2	10	4	4	4	3	15	1	1	1
2	2	2	5	4	2	11	4	4	4	12	4	5	4	13	4	4	5	5	18	1	1	1
2	2	2	4	4	2	10	4	4	4	12	5	4	4	13	4	4	4	4	16	1	1	1
1	2	3	4	4	3	11	4	4	4	12	4	4	4	12	4	3	3	4	14	1	1	1
2	2	2	5	5	1	11	4	4	5	13	5	4	4	13	4	4	4	4	16	1	1	1
2	2	2	5	4	2	11	4	4	4	12	4	4	4	12	4	4	4	4	16	1	1	1
1	2	2	4	5	1	10	4	4	4	12	4	5	4	13	4	4	5	5	18	1	1	1
2	1	2	4	4	2	10	4	4	4	12	4	4	4	12	4	4	4	4	16	1	1	1
2	2	2	5	5	1	11	5	4	4	13	5	4	4	13	4	4	5	5	18	1	1	1
1	2	2	4	4	4	12	4	4	3	11	4	4	3	11	4	4	4	2	14	1	0	1
1	2	3	2	2	1	5	2	2	5	9	2	2	2	6	2	2	2	2	8	1	1	1
2	2	2	4	4	1	9	4	4	4	12	3	4	3	10	4	4	4	5	17	1	1	1
2	2	2	4	4	2	10	4	4	4	12	4	5	5	14	4	5	5	5	19	1	1	1
2	2	2	5	5	1	11	4	5	5	14	4	5	5	14	4	5	4	5	18	1	1	1
2	2	3	4	3	3	10	4	3	3	10	4	3	3	10	4	3	3	3	13	1	0	0
2	2	2	3	3	3	9	3	3	3	9	4	4	3	11	3	3	3	4	13	0	0	0
2	2	2	3	4	3	10	4	3	3	10	4	3	3	10	4	3	3	3	13	1	0	0
1	2	2	3	3	3	9	2	3	4	9	2	2	2	6	4	3	2	2	11	1	1	1
2	2	2	2	3	4	9	3	3	2	8	3	3	3	9	3	3	4	3	13	1	1	1
1	2	2	5	1	4	10	2	3	1	6	4	3	3	10	4	3	2	3	12	1	1	1
1	2	2	5	1	4	10	2	3	1	6	4	3	3	10	4	3	2	3	12	1	1	0

2	2	2	1	2	1	4	2	2	2	6	2	2	2	6	3	2	2	3	10	1	0	1
2	2	2	1	2	1	4	2	2	2	6	2	2	2	6	3	2	2	3	10	1	0	1
2	2	2	3	3	2	8	2	3	3	8	3	2	1	6	2	2	1	2	7	1	0	1
2	2	2	3	3	2	8	2	3	3	8	3	2	1	6	2	2	1	2	7	1	0	1
2	2	2	2	1	2	5	3	3	3	9	2	2	2	6	3	3	2	2	10	1	0	0
2	2	2	2	1	2	5	3	3	3	9	2	2	2	6	3	3	2	2	10	1	0	1
2	2	2	2	1	2	5	3	3	3	9	2	2	2	6	3	3	2	2	10	1	0	1
2	2	2	2	1	2	5	3	3	3	9	2	2	2	6	3	3	2	2	10	1	0	0
1	2	3	3	4	3	10	2	4	3	9	3	3	3	9	4	3	4	3	14	1	0	1
1	2	3	3	4	3	10	2	4	3	9	3	3	3	9	3	2	3	2	10	1	0	1
1	1	3	3	4	3	10	2	4	3	9	3	3	3	9	4	3	4	3	14	1	0	1
1	2	3	3	4	3	10	2	4	3	9	3	3	3	9	4	3	4	3	14	1	0	1
2	2	4	3	3	3	9	3	3	3	9	3	3	3	9	4	3	3	3	13	1	1	1
2	2	4	3	3	3	9	3	3	3	9	3	3	3	9	4	3	3	3	13	1	1	1
2	2	4	3	3	3	9	3	3	3	9	3	3	3	9	4	3	3	3	13	1	1	1
2	2	4	3	3	3	9	3	3	3	9	3	3	3	9	4	3	3	3	13	1	1	1
1	2	2	2	3	3	8	3	4	4	11	3	3	3	9	4	3	1	1	9	1	0	1
1	2	2	2	3	3	8	3	4	4	11	3	3	3	9	4	3	2	2	11	1	0	0
1	2	2	2	3	3	8	3	4	4	11	3	3	3	9	4	4	1	1	10	1	1	1
1	2	2	2	3	3	8	3	4	4	11	3	3	3	9	4	3	1	1	9	1	1	1
1	2	2	1	1	1	3	1	1	1	3	1	1	1	3	1	1	1	3	6	1	0	1
1	2	2	1	1	1	3	1	1	1	3	1	1	1	3	1	1	1	3	6	1	0	1
1	2	2	1	1	1	3	1	1	1	3	1	1	1	3	1	1	1	3	6	1	0	1
1	2	2	1	1	1	3	1	1	1	3	1	1	1	3	1	1	1	3	6	1	0	1
1	2	2	2	2	2	6	2	3	3	8	2	2	2	6	3	3	2	4	12	1	1	1
1	2	2	2	2	2	6	2	3	3	8	2	2	2	6	3	3	2	4	12	1	1	1
1	2	2	2	2	2	6	2	3	3	8	2	2	2	6	3	3	2	4	12	1	1	1

1	2	2	2	2	2	6	2	3	3	8	2	2	2	6	3	3	2	4	12	1	1	1
1	2	2	3	4	3	10	3	4	4	11	3	4	3	10	4	3	3	3	13	1	1	1
1	2	2	3	4	3	10	3	4	4	11	3	4	3	10	4	3	3	3	13	0	1	1
1	2	2	3	4	3	10	3	4	4	11	3	4	3	10	4	3	3	3	13	1	1	1
1	2	2	3	4	3	10	3	4	4	11	3	4	3	10	4	3	3	3	13	1	1	1
2	2	2	1	3	5	9	2	3	3	8	3	3	2	8	3	2	3	3	11	1	0	1
2	2	2	1	3	5	9	2	3	3	8	3	3	2	8	3	2	3	3	11	1	0	1
2	2	2	1	3	5	9	2	3	3	8	3	3	2	8	3	2	3	3	11	1	0	1
2	2	2	1	3	5	9	2	3	3	8	3	3	2	8	3	2	3	3	11	1	0	1
2	1	2	3	2	3	8	1	2	2	5	2	2	1	5	3	3	2	2	10	1	0	0
2	2	2	3	2	3	8	1	2	2	5	2	2	1	5	3	3	2	2	10	1	0	0
2	2	2	3	3	2	8	2	3	3	8	3	2	1	6	2	2	1	2	7	1	0	1
2	2	2	3	3	2	8	2	3	3	8	3	2	1	6	2	2	1	2	7	1	0	1
2	2	2	3	2	3	8	1	2	2	5	2	2	1	5	3	3	2	2	10	1	0	0
2	2	2	3	2	3	8	1	2	2	5	2	2	1	5	3	3	2	2	10	0	0	0
2	2	3	4	3	3	10	4	4	4	12	3	2	2	7	4	4	5	2	15	1	1	1
2	2	3	3	3	3	9	2	2	3	7	3	2	2	7	4	5	5	5	19	1	1	1
1	2	3	3	4	4	11	4	4	4	12	3	4	4	11	5	5	4	5	19	1	1	1
1	2	3	4	4	3	11	4	3	3	10	2	2	3	7	4	5	3	4	16	1	1	1
2	2	3	3	4	4	11	4	4	4	12	3	4	4	11	4	5	5	5	19	0	1	1
1	2	3	2	3	2	7	2	2	2	6	3	2	2	7	3	4	2	3	12	1	0	1
2	2	3	2	2	2	6	2	3	2	7	2	3	3	8	2	2	2	2	8	1	1	1
2	2	3	2	2	1	5	2	2	2	6	1	2	2	5	3	2	1	1	7	0	0	1
1	2	2	3	3	3	9	3	3	3	9	2	2	2	6	2	2	2	2	8	1	0	1
1	2	3	3	3	2	8	3	3	2	8	3	2	3	8	4	3	3	3	13	1	0	0
1	2	3	3	3	2	8	3	4	4	11	2	2	2	6	3	3	2	3	11	1	0	1
1	2	2	4	4	4	12	4	4	4	12	4	4	4	12	4	4	5	3	16	1	1	1

1	2	3	2	1	2	5	2	2	1	5	2	2	2	6	2	4	1	2	9	0	0	0
2	2	3	2	1	1	4	2	1	1	4	2	3	3	8	1	1	1	1	4	1	1	1
2	2	3	2	2	2	6	1	1	1	3	1	1	1	3	1	3	3	2	9	0	0	0
2	2	1	4	4	4	12	4	4	3	11	4	4	5	13	5	4	4	3	16	1	1	1
2	2	3	2	2	1	5	2	3	3	8	3	3	3	9	2	1	1	1	5	1	0	0
1	2	2	4	4	1	9	4	3	2	9	4	3	2	9	4	3	4	3	14	1	1	1
2	2	2	5	4	4	13	5	4	4	13	5	4	5	14	5	4	4	5	18	1	1	1
2	2	2	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	5	20	1	1	1
2	2	2	5	4	5	14	5	4	5	14	5	4	5	14	5	5	4	5	19	1	1	1
2	1	2	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	3	15	1	1	1
1	2	2	4	3	4	11	4	3	2	9	4	3	2	9	4	4	3	3	14	1	1	1
1	2	2	4	3	4	11	4	3	4	11	4	3	4	11	4	4	3	3	14	1	1	1
2	2	2	4	3	4	11	4	3	2	9	4	3	2	9	4	4	3	3	14	1	1	1
1	2	2	4	3	4	11	4	3	3	10	4	3	2	9	4	4	3	2	13	1	0	0
1	2	2	5	4	5	14	5	4	5	14	5	5	4	14	5	5	4	4	18	1	1	1
1	2	2	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	3	15	1	1	1
1	2	2	2	2	1	5	2	3	2	7	2	2	1	5	2	1	2	1	6	0	0	0
1	2	1	4	4	4	12	4	4	4	12	4	5	4	13	4	4	4	3	15	1	1	1
2	2	3	3	3	2	8	1	1	1	3	1	2	2	5	1	1	2	2	6	0	0	0
1	2	3	2	2	2	6	2	2	2	6	2	2	2	6	2	2	2	2	8	0	0	0
1	2	3	2	2	2	6	2	2	2	6	2	2	2	6	2	2	2	2	8	1	0	1
1	2	3	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	4	16	1	1	1
1	2	2	4	4	4	12	3	4	4	11	4	4	4	12	4	4	4	4	16	1	1	1
1	2	2	3	3	3	9	2	2	2	6	2	2	2	6	2	2	2	2	8	1	0	1
2	2	2	3	3	2	8	3	3	3	9	2	2	2	6	3	3	3	3	12	1	0	1
2	2	2	3	3	2	8	2	2	2	6	1	2	2	5	1	1	2	2	6	1	0	0
2	2	2	4	4	3	11	4	4	3	11	3	3	4	10	3	4	4	5	16	1	1	1

1	1	4	1	2	1	4	2	3	4	9	3	4	2	9	2	2	2	1	7	1	0	0
2	2	2	4	4	4	12	3	3	3	9	4	4	4	12	4	4	3	3	14	1	1	1
2	2	2	2	2	2	6	2	2	2	6	2	2	2	6	2	2	2	2	8	1	0	1
1	2	2	5	3	3	11	3	3	3	9	3	3	3	9	3	3	3	3	12	1	0	1
2	2	2	3	4	4	11	3	4	3	10	2	2	2	6	3	2	3	2	10	0	0	0
2	2	2	4	4	4	12	5	4	5	14	4	4	3	11	4	3	4	5	16	1	1	1
1	2	3	2	2	2	6	2	2	1	5	2	2	2	6	1	2	1	1	5	0	0	0
2	2	2	2	3	3	8	4	4	4	12	3	3	3	9	4	4	3	3	14	1	0	0
2	2	1	4	4	2	10	4	4	4	12	3	4	4	11	4	4	4	4	16	1	1	1
2	2	4	3	3	3	9	2	2	1	5	1	2	3	6	1	1	1	1	4	0	0	0
1	2	3	3	3	3	9	4	4	3	11	2	1	1	4	4	4	3	3	14	1	0	0
2	2	3	1	3	2	6	2	2	2	6	2	2	1	5	2	2	2	1	7	0	0	0
2	2	1	4	4	4	12	4	4	4	12	4	3	3	10	4	4	5	5	18	1	1	1
1	2	3	3	3	4	10	3	3	2	8	3	2	2	7	2	2	3	3	10	1	0	0
2	2	4	4	4	3	11	3	4	4	11	4	3	3	10	4	4	4	3	15	1	1	0
1	2	3	2	2	2	6	2	3	3	8	3	3	3	9	2	2	3	1	8	0	0	1
1	2	2	4	4	5	13	4	4	4	12	4	4	4	12	4	4	4	4	16	1	1	1
1	2	2	4	4	2	10	2	2	3	7	4	4	4	12	4	4	4	4	16	1	1	1
2	2	2	2	2	4	8	2	2	2	6	2	2	2	6	2	2	2	2	8	1	0	1
2	2	2	5	4	4	13	3	4	4	11	2	2	2	6	4	4	2	4	14	1	1	1
1	2	2	2	2	1	5	2	2	3	7	2	2	2	6	2	1	2	1	6	0	0	1
2	2	2	3	3	4	10	2	3	4	9	2	2	3	7	2	3	3	1	9	0	0	0
1	2	2	4	4	4	12	4	3	4	11	4	3	4	11	4	3	4	3	14	1	0	1
2	1	2	4	4	4	12	5	5	5	15	4	5	4	13	5	5	4	4	18	1	1	1
2	2	2	4	4	3	11	4	4	3	11	4	3	4	11	4	4	4	3	15	1	1	1
1	2	2	5	5	1	11	4	3	3	10	3	3	3	9	4	4	3	3	14	1	0	1
1	2	2	1	4	2	7	1	2	2	5	1	2	2	5	1	2	2	2	7	0	0	1

2	2	2	4	4	3	11	3	3	3	9	4	4	4	12	3	3	4	4	14	1	1	1
2	3	2	3	4	4	11	3	4	4	11	2	2	2	6	4	3	4	4	15	0	0	0
1	2	2	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	3	15	0	1	1
1	2	3	3	3	2	8	3	4	3	10	3	3	3	9	4	3	3	3	13	1	0	0
1	2	2	3	3	3	9	3	3	3	9	4	4	4	12	3	4	3	4	14	1	0	0
2	2	2	3	4	4	11	3	3	3	9	4	4	3	11	4	4	3	3	14	1	0	1
1	2	2	2	2	1	5	2	2	1	5	2	2	1	5	2	2	1	1	6	0	0	0
1	2	2	2	3	1	6	2	2	2	6	2	2	1	5	2	1	1	1	5	0	0	1
1	2	2	2	2	1	5	2	2	2	6	1	1	1	3	2	1	1	4	8	0	0	0
2	2	2	1	1	1	3	2	2	2	6	2	1	2	5	3	3	4	3	13	1	0	0
2	2	2	2	1	1	4	2	4	2	8	2	1	2	5	2	2	1	1	6	1	0	1
2	2	2	3	3	3	9	3	3	3	9	2	2	2	6	3	3	3	3	12	1	1	1
2	2	2	3	3	3	9	3	3	3	9	3	3	3	9	4	3	3	3	13	1	1	1
2	2	3	3	2	2	7	3	3	3	9	2	3	3	8	3	2	2	2	9	1	1	1
1	2	2	1	2	2	5	2	3	1	6	2	1	1	4	2	1	1	2	6	1	1	0
2	2	2	5	5	4	14	5	5	5	15	5	5	5	15	5	5	4	5	19	1	1	1
2	2	2	4	5	4	13	4	5	5	14	4	4	5	13	4	5	5	3	17	1	1	1
1	2	2	2	3	2	7	2	1	2	5	3	1	2	6	3	2	2	3	10	1	1	1
2	2	2	3	3	3	9	4	2	2	8	2	2	1	5	3	3	1	2	9	0	0	1
1	2	2	3	3	3	9	3	3	3	9	2	2	2	6	3	3	2	3	11	1	1	1
2	3	2	4	5	4	13	4	4	4	12	4	3	4	11	4	4	5	3	16	1	1	1
2	2	2	2	3	3	8	3	3	4	10	4	3	3	10	4	1	3	4	12	1	0	1
2	2	2	4	4	2	10	4	4	4	12	4	4	4	12	4	4	4	4	16	1	1	1
2	2	2	4	4	4	12	4	4	4	12	4	4	4	12	4	4	2	4	14	1	1	1
1	2	2	3	4	3	10	4	3	3	10	4	4	3	11	4	4	3	4	15	0	0	1
2	2	4	4	4	4	12	3	3	3	9	3	3	3	9	4	3	3	4	14	0	0	0
1	2	3	3	3	3	9	4	3	3	10	3	3	3	9	4	3	3	3	13	1	1	1

2	2	2	3	2	4	9	3	4	4	11	3	3	3	9	5	5	3	5	18	1	0	1
2	2	3	3	4	4	11	4	4	4	12	5	5	2	12	4	3	3	2	12	1	1	1
2	2	3	3	4	2	9	4	4	4	12	3	2	2	7	4	4	2	2	12	1	1	1
2	2	3	2	2	2	6	4	4	4	12	4	4	2	10	3	3	3	2	11	0	0	1
2	2	3	3	3	3	9	4	4	4	12	5	5	2	12	4	4	4	4	16	0	1	0
1	2	3	3	3	4	10	3	3	3	9	2	2	2	6	4	3	3	4	14	1	1	1
1	2	3	4	3	5	12	3	3	3	9	2	2	3	7	4	4	4	3	15	1	1	1
2	2	2	3	3	4	10	4	4	4	12	3	3	3	9	3	4	3	4	14	0	0	1
2	3	2	2	2	2	6	3	4	2	9	2	3	4	9	2	2	4	3	11	1	1	1
1	2	2	2	2	2	6	3	4	2	9	2	3	3	8	2	2	4	3	11	1	1	1
2	2	3	4	4	4	12	4	4	4	12	4	4	4	12	4	4	2	2	12	0	0	0
1	2	2	4	4	2	10	5	5	5	15	4	5	4	13	5	5	5	5	20	1	1	1
1	2	2	1	1	4	6	1	1	1	3	1	2	2	5	2	1	2	2	7	1	1	0
2	2	2	3	4	2	9	4	3	4	11	4	5	4	13	4	4	3	4	15	1	0	1
1	2	2	3	3	2	8	4	3	5	12	4	3	4	11	5	5	4	3	17	1	1	1
1	2	3	4	5	2	11	4	3	3	10	4	3	3	10	3	3	4	3	13	1	1	0
2	2	2	4	4	2	10	4	4	4	12	3	3	3	9	4	4	5	4	17	0	0	0
1	2	3	4	3	3	10	3	3	3	9	3	4	4	11	4	3	4	4	15	1	1	1
1	2	2	4	5	1	10	4	5	5	14	3	3	2	8	4	4	3	3	14	1	0	0
2	2	2	4	3	2	9	4	5	3	12	3	2	2	7	3	3	3	4	13	1	1	1
1	2	2	3	3	3	9	4	3	4	11	4	3	3	10	3	4	4	3	14	1	1	1
1	2	2	4	3	1	8	4	4	4	12	4	3	2	9	3	4	5	5	17	0	0	0
1	2	2	4	4	2	10	4	4	4	12	3	4	4	11	3	4	4	3	14	1	0	0
1	2	2	4	3	3	10	4	3	4	11	4	3	4	11	4	3	4	4	15	0	0	0
1	3	2	4	3	2	9	4	3	4	11	4	4	5	13	4	3	4	4	15	1	1	1
2	2	2	3	3	3	9	4	4	3	11	4	3	4	11	4	4	4	4	16	1	1	1
2	2	2	5	4	3	12	3	4	5	12	4	4	4	12	4	4	4	4	16	1	1	1

1	2	2	4	4	3	11	3	4	3	10	4	3	2	9	3	4	4	5	16	1	1	1
1	2	3	4	4	2	10	4	4	4	12	3	3	3	9	4	5	4	5	18	1	1	1
1	2	3	4	4	2	10	3	4	3	10	4	3	3	10	4	3	4	3	14	1	1	0
1	2	3	3	4	2	9	4	3	4	11	4	4	4	12	3	4	4	3	14	1	1	1
1	3	4	4	4	2	10	4	4	4	12	3	3	3	9	4	5	4	5	18	1	1	1
2	2	2	1	1	1	3	2	2	2	6	2	1	2	5	3	3	4	3	13	1	0	0
2	2	2	2	1	1	4	2	4	2	8	2	1	2	5	2	2	1	1	6	1	0	1
2	2	2	3	3	3	9	3	3	3	9	2	2	2	6	3	3	3	3	12	1	1	1
2	2	2	3	3	3	9	3	3	3	9	3	3	3	9	4	3	3	3	13	1	1	1
2	2	3	3	2	2	7	3	3	3	9	2	3	3	8	3	2	2	2	9	1	1	1
1	2	2	1	2	2	5	2	3	1	6	2	1	1	4	2	1	1	2	6	1	1	0
2	2	2	5	5	4	14	5	5	5	15	5	5	5	15	5	5	4	5	19	1	1	1
2	2	2	4	5	4	13	4	5	5	14	4	4	5	13	4	5	5	3	17	1	1	1
1	2	2	2	3	2	7	2	1	2	5	3	1	2	6	3	2	2	3	10	1	1	1
2	2	2	3	3	3	9	4	2	2	8	2	2	1	5	3	3	1	2	9	0	0	1
1	2	2	3	3	3	9	3	3	3	9	2	2	2	6	3	3	2	3	11	1	1	1
2	3	2	4	5	4	13	4	4	4	12	4	3	4	11	4	4	5	3	16	1	1	1
2	2	2	2	3	3	8	3	3	4	10	4	3	3	10	4	1	3	4	12	1	0	1
2	2	2	4	4	2	10	4	4	4	12	4	4	4	12	4	4	4	4	16	1	1	1
2	2	2	4	4	4	12	4	4	4	12	4	4	4	12	4	4	2	4	14	1	1	1
1	2	2	3	4	3	10	4	3	3	10	4	4	3	11	4	4	3	4	15	0	0	1
2	2	4	4	4	4	12	3	3	3	9	3	3	3	9	4	3	3	4	14	0	0	1
1	2	3	3	3	3	9	4	3	3	10	3	3	3	9	4	3	3	3	13	1	1	1
2	2	2	3	2	4	9	3	4	4	11	3	3	3	9	5	5	3	5	18	1	0	1
2	2	3	3	4	4	11	4	4	4	12	5	5	2	12	4	3	3	2	12	0	1	1
2	2	3	3	4	2	9	4	4	4	12	3	2	2	7	4	4	2	2	12	1	1	0
2	3	3	2	2	2	6	4	4	4	12	4	4	2	10	3	3	3	2	11	1	0	1

2	2	3	3	3	3	9	4	4	4	12	5	5	2	12	4	4	4	4	16	0	1	0
1	2	3	3	3	4	10	3	3	3	9	2	2	2	6	4	3	3	4	14	1	1	1
1	2	3	4	3	5	12	3	3	3	9	2	2	3	7	4	4	4	3	15	1	1	1
1	2	3	4	3	4	11	3	4	5	12	4	3	4	11	3	4	4	3	14	1	1	1
1	2	3	5	4	1	10	4	5	4	13	4	4	4	12	4	4	4	4	16	1	0	0
2	2	2	4	3	2	9	4	4	4	12	3	4	4	11	3	4	3	4	14	1	1	0
1	2	4	4	4	2	10	4	4	4	12	3	3	3	9	3	4	3	4	14	0	0	0
2	2	2	4	4	2	10	4	5	5	14	4	5	5	14	4	5	5	5	19	1	1	1
1	3	2	4	4	4	12	4	2	4	10	4	4	2	10	4	4	4	3	15	1	1	1
2	2	2	5	4	2	11	4	4	4	12	4	5	4	13	4	4	5	5	18	1	1	1
2	2	2	4	4	2	10	4	4	4	12	5	4	4	13	4	4	4	4	16	1	1	1
1	2	3	4	4	3	11	4	4	4	12	4	4	4	12	4	3	3	4	14	1	1	1
2	2	2	5	5	1	11	4	4	5	13	5	4	4	13	4	4	4	4	16	1	1	1
2	2	2	5	4	2	11	4	4	4	12	4	4	4	12	4	4	4	4	16	1	1	1
1	3	2	4	5	1	10	4	4	4	12	4	5	4	13	4	4	5	5	18	1	1	1
2	2	2	4	4	2	10	4	4	4	12	4	4	4	12	4	4	4	4	16	1	1	1
2	2	2	5	5	1	11	5	4	4	13	5	4	4	13	4	4	5	5	18	1	1	1
1	2	2	4	4	4	12	4	4	3	11	4	4	3	11	4	4	4	2	14	1	0	1
1	2	3	2	2	1	5	2	2	5	9	2	2	2	6	2	2	2	2	8	1	1	1
2	2	2	4	4	1	9	4	4	4	12	3	4	3	10	4	4	4	5	17	1	1	1
2	2	2	4	4	2	10	4	4	4	12	4	5	5	14	4	5	5	5	19	1	1	1
2	3	2	5	5	1	11	4	5	5	14	4	5	5	14	4	5	4	5	18	1	1	1
2	2	3	4	3	3	10	4	3	3	10	4	3	3	10	4	3	3	3	13	0	0	0
2	2	2	3	3	3	9	3	3	3	9	4	4	3	11	3	3	3	4	13	0	0	0
2	2	2	3	4	3	10	4	3	3	10	4	3	3	10	4	3	3	3	13	1	0	1
1	2	2	3	3	3	9	2	3	4	9	2	2	2	6	4	3	2	2	11	1	1	1
2	2	2	2	3	4	9	3	3	2	8	3	3	3	9	3	3	4	3	13	1	1	1

1	2	2	5	1	4	10	2	3	1	6	4	3	3	10	4	3	2	3	12	1	1	0
1	2	3	3	3	3	9	4	4	3	11	2	1	1	4	4	4	3	3	14	1	0	1
2	2	3	1	3	2	6	2	2	2	6	2	2	1	5	2	2	2	1	7	0	0	0
2	1	1	4	4	4	12	4	4	4	12	4	3	3	10	4	4	5	5	18	1	1	1
1	2	3	3	3	4	10	3	3	2	8	3	2	2	7	2	2	3	3	10	1	0	0
2	2	4	4	4	3	11	3	4	4	11	4	3	3	10	4	4	4	3	15	1	1	0
1	2	3	2	2	2	6	2	3	3	8	3	3	3	9	2	2	3	1	8	0	0	0
1	3	2	4	4	5	13	4	4	4	12	4	4	4	12	4	4	4	4	16	1	1	1
1	2	2	4	4	2	10	2	2	3	7	4	4	4	12	4	4	4	4	16	1	1	1
2	2	2	2	2	4	8	2	2	2	6	2	2	2	6	2	2	2	2	8	1	0	1
2	2	2	5	4	4	13	3	4	4	11	2	2	2	6	4	4	2	4	14	1	1	1
1	2	2	2	2	1	5	2	2	3	7	2	2	2	6	2	1	2	1	6	0	0	0
2	1	2	3	3	4	10	2	3	4	9	2	2	3	7	2	3	3	1	9	0	0	0
1	3	2	4	4	4	12	4	3	4	11	4	3	4	11	4	3	4	3	14	1	0	1
2	2	2	4	4	4	12	5	5	5	15	4	5	4	13	5	5	4	4	18	1	1	1
2	2	2	4	4	3	11	4	4	3	11	4	3	4	11	4	4	4	3	15	1	1	1
1	2	2	5	5	1	11	4	3	3	10	3	3	3	9	4	4	3	3	14	1	0	1
1	2	2	1	4	2	7	1	2	2	5	1	2	2	5	1	2	2	2	7	0	0	0
2	2	2	4	4	3	11	3	3	3	9	4	4	4	12	3	3	4	4	14	1	1	1
2	3	2	3	4	4	11	3	4	4	11	2	2	2	6	4	3	4	4	15	0	0	1
1	2	2	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	3	15	0	1	1
1	2	3	3	3	2	8	3	4	3	10	3	3	3	9	4	3	3	3	13	1	0	0
1	2	2	3	3	3	9	3	3	3	9	4	4	4	12	3	4	3	4	14	1	0	1
2	2	2	3	4	4	11	3	3	3	9	4	4	3	11	4	4	3	3	14	1	0	0
1	3	2	2	2	1	5	2	2	1	5	2	2	1	5	2	2	1	1	6	0	0	1
1	2	2	2	3	1	6	2	2	2	6	2	2	1	5	2	1	1	1	5	0	0	0
1	2	2	5	3	3	11	3	3	3	9	3	3	3	9	3	3	3	3	12	1	0	1

2	2	2	3	4	4	11	3	4	3	10	2	2	2	6	3	2	3	2	10	0	0	0
2	2	2	4	4	4	12	5	4	5	14	4	4	3	11	4	3	4	5	16	1	1	1
1	2	3	2	2	2	6	2	2	1	5	2	2	2	6	1	2	1	1	5	0	0	1
2	2	2	2	3	3	8	4	4	4	12	3	3	3	9	4	4	3	3	14	1	0	0
2	2	1	4	4	2	10	4	4	4	12	3	4	4	11	4	4	4	4	16	1	1	1
2	3	4	3	3	3	9	2	2	1	5	1	2	3	6	1	1	1	1	4	0	0	1

KUESIONER

ANTESEDEN EFEKTIVITAS IKLAN POP-UP DI MEDIA SOSIAL YOUTUBE

Emanuel Dakris Ditya
NIM : 135001960/PS/MM

PROGRAM STUDI MAGISTER MANAJEMEN
UNIVERSITAS ATMA JAYA YOGYAKARTA
2015

Yth. Saudara/i

Dengan Hormat.

Saya Ditya, mahasiswa program studi Magister Manajemen Universitas Atma Jaya Yogyakarta sedang melakukan penelitian untuk pembuatan thesis dengan judul "Anteseden Efektivitas Iklan *Pop-Up* Di Media Sosial Youtube". Thesis tersebut sebagai salah satu prasyarat kelulusan untuk memperoleh gelar kesarjanaan pada Program Pasca Sarjana Magister Manajemen Universitas Atma Jaya Yogyakarta.

Dalam penelitian ini saya menggunakan data primer yang diperoleh dengan cara menyebarkan kuisioner penelitian kepada responden. Untuk itu, saya meminta kesediaan Saudara/i untuk menjadi responden dan menjawab seluruh item pertanyaan dalam kuisioner ini secara objektif sesuai dengan petunjuk pengisian. Jawaban yang Saudara/i berikan tidak akan dipublikasikan dan tetap dijaga kerahasiaannya, karena angket ini semata-mata kepentingan keilmuan saja.

Saya mengucapkan terimakasih atas bantuan Saudara/i dan mohon maaf apabila telah mengganggu waktu Saudara/i.

Mahasiswa,

Emanuel Dakris Ditya

Lingkarilah jawaban sesuai dengan keadaan diri Anda.

1. Apakah anda pernah mengakses situs media sosial *Youtube*?
   1. Ya
   2. Tidak
2. Apakah anda pernah melihat iklan *Pop-up* (iklan dalam bentuk video yang muncul sebelum video yang anda pilih muncul) di situs media sosial *Youtube*?
   1. Ya
   2. Tidak

Petunjuk Pengisian
Berilah tanda silang (x) pada setiap pertanyaan

I. Data Responden

Jenis Kelamin :
□ Laki-laki □ Perempuan

Usia :
□ < 18 tahun □ 18 – 24 tahun □ > 25 – 30 tahun

Pendidikan Terakhir :
□ SMP □ SMA
□ S1 □ Lainnya

II. Sikap terhadap iklan (*Attitude toward advertising*)

Berilah tanda centang (√) pada skala yang ada untuk masing-masing pertanyaan. **(STS :Sangat Tidak Setuju) (TS :Tidak Setuju) (N :Netral) (S :Setuju) (SS :Sangat Setuju)**

No	Item Pertanyaan	STS	TS	N	S	SS
1	Saya menyukai iklan *pop-up* yang ada di media sosial *Youtube*					
2	Iklan *pop-up* membantu saya tetap *up-to-date* mengenai produk dan jasa yang saya sukai					
3	Iklan *pop-up* yang ada di media sosial *Youtube* sangat mengganggu					

III. Sikap terhadap brand yang diiklankan (*Attitude toward advertised brand*)

No	Item Pertanyaan	STS	TS	N	S	SS
1	Setelah melihat iklan *pop-up* di media sosial *Youtube*, saya semakin menyukai brand yang diiklankan					
2	Setelah melihat iklan *pop-up* di media sosial *Youtube*, preferensi saya terhadap sebuah produk bertambah					
3	Setelah melihat iklan *pop-up* di media sosial *Youtube*, kesan saya terhadap sebuah *brand* produk semakin kuat					

IV. Niat beli (*Purchase Intention*)

No	Item Pertanyaan	STS	TS	N	S	SS
1	Setelah melihat iklan *pop-up* di media sosial *Youtube*, saya berkeinginan untuk mencoba menggunakan produk yang diiklankan					
2	Setelah melihat iklan *pop-up* di media sosial *Youtube*, saya menjadi tertarik untuk melakukan pembelian					
3	Setelah melihat iklan *pop-up* di media sosial *Youtube*, saya akan membeli *brand* yang diiklankan					

V. Keefektifan iklan *Pop-up* dalam media sosial *Youtube* (*Effectiveness of advertising*)

No	Item Pertanyaan	STS	TS	N	S	SS
1	Saya menilai bahwa iklan *pop-up* di media sosial *Youtube* menarik dan informatif					
2	Saya menilai bahwa iklan *pop-up* di media sosial *Youtube* menghibur dan menyenangkan untuk dilihat					
3	Saya akan mendiskusikan produk yang diiklankan dengan orang-orang yang saya kenal					
4	Selebritis yang menjadi model dalam iklan *pop-up* di media sosial *Youtube* membuat saya merasa bahwa produk tersebut memang bagus.					

VI. Intensitas melihat iklan (*Time of exposure to advertisement*)

Berilah tanda silang (*x*) pada pilihan jawaban yang tersedia

1. Dalam seminggu, berapa kali iklan *pop-up* muncul dalam video di media sosial *Youtube* yang anda lihat?
   □ < 5 □ 5 – 10 □ > 10

2. Dalam seminggu, berapa kali anda memperhatikan iklan *pop-up* yang muncul di video yang anda lihat dalam media sosial *Youtube*?
   □ < 5 □ 5 - 10 □ > 10

3. Dalam seminggu, berapa kali iklan komersial dalam bentuk iklan *pop-up* muncul dalam video di media sosial *Youtube* yang anda lihat?
   □ < 5 □ 5 – 10 □ > 10