

## Lampiran 1 Kuesioner Penelitian

### KUESIONER

#### Pengaruh Tagline “Dijamin Ori” dan Iklan Youtube dari JD.ID Terhadap Brand Awareness.

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Dengan hormat,

Sehubungan dengan penelitian yang akan saya lakukan dalam penyelesaian penyusunan skripsi pada Fakultas Ekonomi dan Ilmu Sosial Universitas Bakrie, saya meminta kesediaan Bapak/Ibu/Saudara(i) diantara kesibukan dan sela waktunya yang berharga untuk dapat mengisi daftar pertanyaan yang terlampir berikut ini.

Penelitian ini saya lakukan untuk menganalisis Pengaruh Tagline “Dijamin Ori” dan Iklan Youtube dari JD.ID Terhadap Brand Awareness.

Besar harapan saya agar Bapak/Ibu/ Saudara(i) dapat mengisi daftar pertanyaan yang saya ajukan dengan sebaik-baiknya. Kesungguhan Anda dalam menjawab setiap pertanyaan tersebut merupakan bantuan yang sangat berguna bagi saya.

Atas kesediaan dan bantuan dari Bapak/Ibu/Saudara(i), saya ucapkan terima kasih.

Silahkan memberikan tanda centang (✓) pada pilihan yang telah disediakan.

1. Apakah Anda mengetahui tentang tagline #DijaminOri dari JD.ID?

Ya (**lanjutkan ke pertanyaan No.2**)

Tidak (**stop dan terima kasih**)

2. Apakah Anda pernah melihat iklan dari JD.ID di Youtube?

Ya

Tidak (**stop dan terima kasih**)



**Pernyataan tentang Tagline**

No	Pernyataan	STS	TS	N	S	SS
1	Saya pernah mendengar tagline #DijaminOri dari JD.ID					
2	Tagline #DijaminOri yang dibuat JD.ID mudah untuk saya ingat					
3	Menurut saya tagline #DijaminOri sesuai dengan yang saya harapkan					
4	Menurut saya tagline #DijaminOri berbeda dari tagline dari E-Commerce lainnya					
5	Menurut saya tagline #DijaminOri yang disampaikan JD.ID sesuai dengan yang ditawarkan					

**Pernyataan tentang iklan Youtube**

No	Pertanyaan	STS	TS	N	S	SS
1	Menurut saya konteks iklan JD.ID #DijaminOri mudah dimengerti					
2	Menurut saya iklan JD.ID mampu menarik perhatian saya untuk menonton sampai habis					
3	Menurut saya iklan JD.ID berbeda dari iklan E-Commerce yang lain					
4	Menurut saya iklan JD.ID mudah diingat					
5	Menurut saya iklan dari JD.ID dapat menghibur saya					
6	Menurut saya iklan dari JD.ID sesuai dengan tema #DijaminOri					
7	Menurut saya iklan JD.ID sudah sesuai dengan norma dan budaya Indonesia					

**Pertanyaan Tentang Kesadaran Merek (Brand Awareness)**

No	Pertanyaan	STS	TS	N	S	SS
1	Saya memilih JD.ID ketika ingin membeli produk di E-Commerce					
2	Saya langsung mengingat JD.ID ketika sedang membicarakan E-Commerce					
3	Saya menyadari keberadaan JD.ID dari atribut (warna, logo) yang sering terlihat					
4	Saya mengetahui adanya JD.ID dalam industri E-Commerce					

## Lampiran 2

### Analisis Karakteristik Responden

#### Statistics

		Jenis Kelamin	Usia	Pekerjaan	Pendidikan
N	Valid	100	100	100	100
	Missing	0	0	0	0

#### Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	46	46,0	46,0	46,0
	Perempuan	54	54,0	54,0	100,0
Total		100	100,0	100,0	

#### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 tahun	81	81,0	81,0	81,0
	26-33 tahun	14	14,0	14,0	95,0
	34-41 tahun	4	4,0	4,0	99,0
	42-49 tahun	1	1,0	1,0	100,0
Total		100	100,0	100,0	

**Pekerjaan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pegawai Negeri/TNI	7	7,0	7,0	7,0
	Pegawai Swasta	30	30,0	30,0	37,0
	Pelajar/ Mahasiswa	56	56,0	56,0	93,0
	Wiraswasta	4	4,0	4,0	97,0
	Lainnya	3	3,0	3,0	100,0
	Total	100	100,0	100,0	

**Pendidikan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA atau sederajat	45	45,0	45,0	45,0
	Diploma atau sederajat	8	8,0	8,0	53,0
	Sarjana (S1) atau sederajat	44	44,0	44,0	97,0
	Magister (S2) atau sederajat	3	3,0	3,0	100,0
	Total	100	100,0	100,0	

### Lampiran 3

#### Hasil Uji Pre-Test (30 Responden)

		Correlations					
		Tagline1	Tagline2	Tagline3	Tagline4	Tagline5	T_Total
Tagline1	Pearson Correlation	1	,328	,128	,179	,243	,435*
	Sig. (2-tailed)		,077	,499	,345	,196	,016
	N	30	30	30	30	30	30
Tagline2	Pearson Correlation	,328	1	,485**	,751**	,278	,791**
	Sig. (2-tailed)	,077		,007	,000	,137	,000
	N	30	30	30	30	30	30
Tagline3	Pearson Correlation	,128	,485**	1	,574**	,712**	,818**
	Sig. (2-tailed)	,499	,007		,001	,000	,000
	N	30	30	30	30	30	30
Tagline4	Pearson Correlation	,179	,751**	,574**	1	,458*	,844**
	Sig. (2-tailed)	,345	,000	,001		,011	,000
	N	30	30	30	30	30	30
Tagline5	Pearson Correlation	,243	,278	,712**	,458*	1	,739**
	Sig. (2-tailed)	,196	,137	,000	,011		,000
	N	30	30	30	30	30	30
T_Total	Pearson Correlation	,435*	,791**	,818**	,844**	,739**	1
	Sig. (2-tailed)	,016	,000	,000	,000	,000	
	N	30	30	30	30	30	30

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

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,793	5

**Correlations**

		Iklan1	Iklan2	Iklan3	Iklan4	Iklan5	Iklan6	Iklan7	I_Total
Iklan1	Pearson Correlation	1	,365*	,356	,400*	,390*	,399*	,223	,610**
	Sig. (2-tailed)		,048	,053	,029	,033	,029	,236	,000
	N	30	30	30	30	30	30	30	30
Iklan2	Pearson Correlation	,365*	1	,533**	,507**	,530**	,543**	,358	,785**
	Sig. (2-tailed)	,048		,002	,004	,003	,002	,052	,000
	N	30	30	30	30	30	30	30	30
Iklan3	Pearson Correlation	,356	,533**	1	,661**	,684**	,398*	,280	,790**
	Sig. (2-tailed)	,053	,002		,000	,000	,029	,135	,000
	N	30	30	30	30	30	30	30	30
Iklan4	Pearson Correlation	,400*	,507**	,661**	1	,427*	,370*	,355	,744**
	Sig. (2-tailed)	,029	,004	,000		,018	,044	,054	,000
	N	30	30	30	30	30	30	30	30
Iklan5	Pearson Correlation	,390*	,530**	,684**	,427*	1	,501**	,348	,780**
	Sig. (2-tailed)	,033	,003	,000	,018		,005	,060	,000
	N	30	30	30	30	30	30	30	30
Iklan6	Pearson Correlation	,399*	,543**	,398*	,370*	,501**	1	,481**	,716**
	Sig. (2-tailed)	,029	,002	,029	,044	,005		,007	,000
	N	30	30	30	30	30	30	30	30
Iklan7	Pearson Correlation	,223	,358	,280	,355	,348	,481**	1	,591**
	Sig. (2-tailed)	,236	,052	,135	,054	,060	,007		,001
	N	30	30	30	30	30	30	30	30
I_Total	Pearson Correlation	,610**	,785**	,790**	,744**	,780**	,716**	,591**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,001	
	N	30	30	30	30	30	30	30	30

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

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,843	7



**Correlations**

		AW1	AW2	AW3	AW4	AW_TOTAL
Awareness1	Pearson Correlation	1	,591**	,423*	,260	,790**
	Sig. (2-tailed)		,001	,020	,166	,000
	N	30	30	30	30	30
Awareness 2	Pearson Correlation	,591**	1	,116	,020	,601**
	Sig. (2-tailed)	,001		,541	,918	,000
	N	30	30	30	30	30
Awareness 3	Pearson Correlation	,423*	,116	1	,726**	,786**
	Sig. (2-tailed)	,020	,541		,000	,000
	N	30	30	30	30	30
Awareness 4	Pearson Correlation	,260	,020	,726**	1	,699**
	Sig. (2-tailed)	,166	,918	,000		,000
	N	30	30	30	30	30
AW_TOTAL	Pearson Correlation	,790**	,601**	,786**	,699**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	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).

**Reliability Statistics**

Cronbach's Alpha	N of Items
,688	4

**Lampiran 4**  
**Hasil Uji Validitas dan Reliabilitas (100 Responden)**

		<b>Correlations</b>					
		Tagline1	Tagline2	Tagline3	Tagline4	Tagline5	T_TOTAL
Tagline1	Pearson Correlation	1	,670**	,501**	,476**	,419**	,745**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
Tagline2	Pearson Correlation	,670**	1	,530**	,580**	,399**	,784**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
Tagline3	Pearson Correlation	,501**	,530**	1	,564**	,706**	,841**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
Tagline4	Pearson Correlation	,476**	,580**	,564**	1	,551**	,812**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
Tagline5	Pearson Correlation	,419**	,399**	,706**	,551**	1	,789**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
T_TOTAL	Pearson Correlation	,745**	,784**	,841**	,812**	,789**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,852	5

**Correlations**

		Iklan1	Iklan2	Iklan3	Iklan4	Iklan5	Iklan6	Iklan7	I_TOTAL
Iklan1	Pearson Correlation	1	,366**	,519**	,571**	,387**	,475**	,305**	,685**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,002	,000
	N	100	100	100	100	100	100	100	100
Iklan2	Pearson Correlation	,366**	1	,604**	,501**	,627**	,505**	,359**	,780**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100
Iklan3	Pearson Correlation	,519**	,604**	1	,582**	,601**	,483**	,391**	,809**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100
Iklan4	Pearson Correlation	,571**	,501**	,582**	1	,546**	,483**	,275**	,764**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,006	,000
	N	100	100	100	100	100	100	100	100
Iklan5	Pearson Correlation	,387**	,627**	,601**	,546**	1	,522**	,431**	,801**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100	100
Iklan6	Pearson Correlation	,475**	,505**	,483**	,483**	,522**	1	,475**	,746**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100	100	100
Iklan7	Pearson Correlation	,305**	,359**	,391**	,275**	,431**	,475**	1	,610**
	Sig. (2-tailed)	,002	,000	,000	,006	,000	,000		,000
	N	100	100	100	100	100	100	100	100
I_TOTAL	Pearson Correlation	,685**	,780**	,809**	,764**	,801**	,746**	,610**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,865	7

**Correlations**

		AW1	AW2	AW3	AW4	AW_TOTAL
Awareness1	Pearson Correlation	1	,800**	,525**	,379**	,857**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
Awareness2	Pearson Correlation	,800**	1	,512**	,318**	,845**
	Sig. (2-tailed)	,000		,000	,001	,000
	N	100	100	100	100	100
Awareness3	Pearson Correlation	,525**	,512**	1	,597**	,815**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
Awareness4	Pearson Correlation	,379**	,318**	,597**	1	,682**
	Sig. (2-tailed)	,000	,001	,000		,000
	N	100	100	100	100	100
AW_TOTAL	Pearson Correlation	,857**	,845**	,815**	,682**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

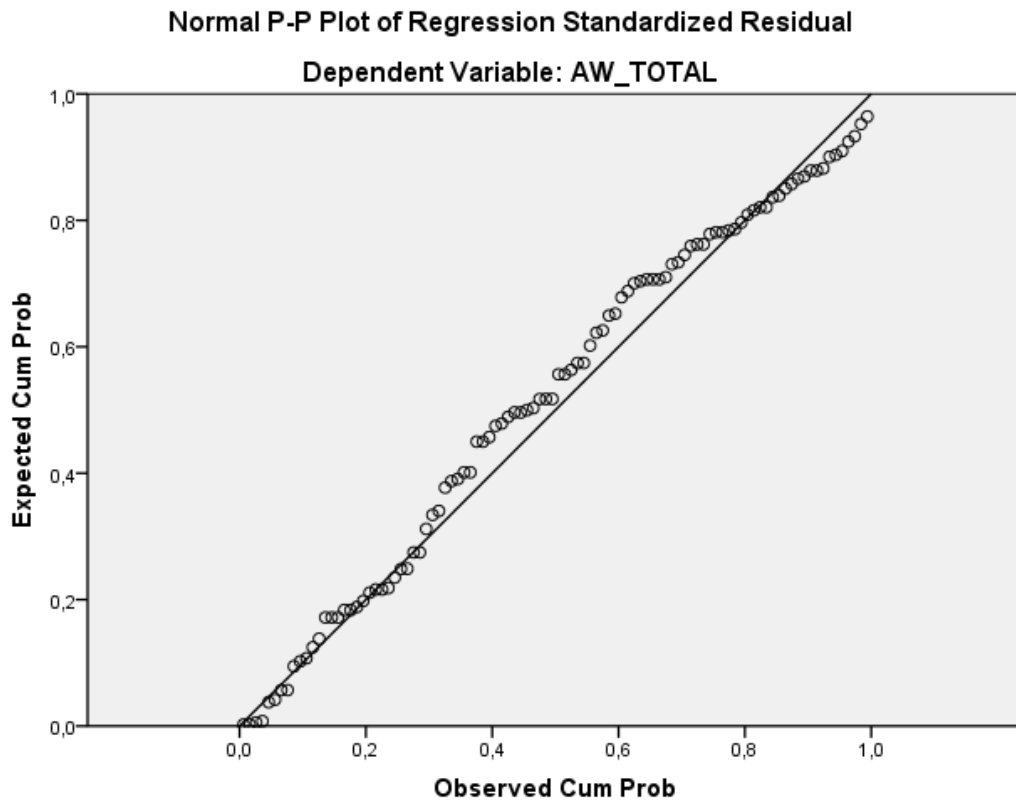
\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Reliability Statistics**

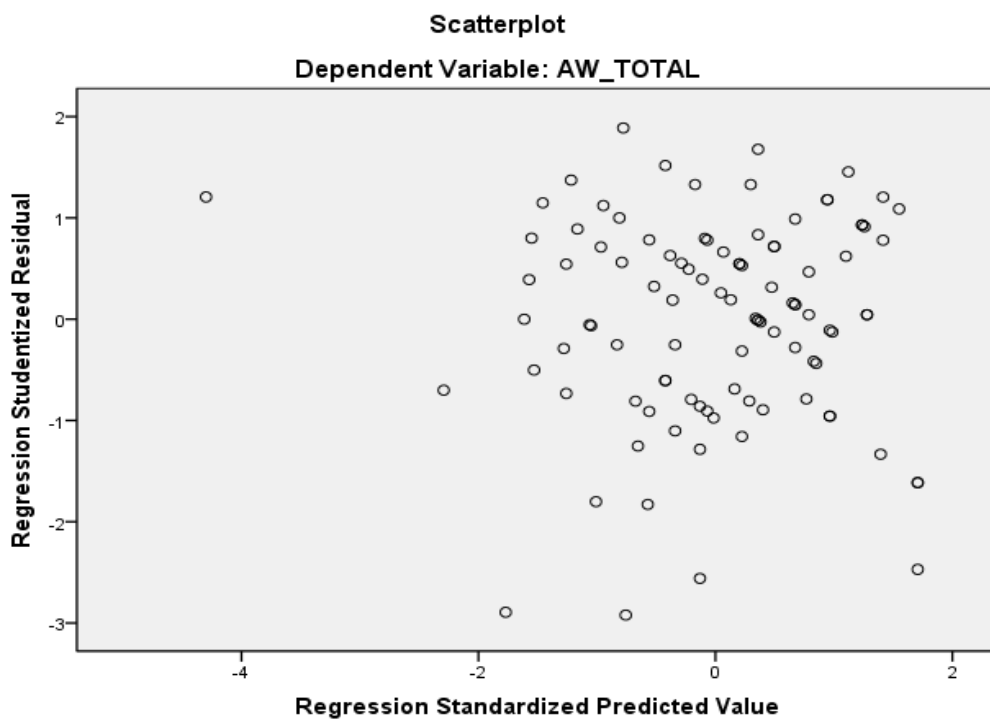
Cronbach's Alpha	N of Items
,815	4

## Lampiran 5 Hasil Uji Asumsi Klasik

### 1. Uji Normalitas



### 2. Uji Heteroskedastisitas



### 3. Uji Multikoleniaritas

Coefficients<sup>a</sup>

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Tagline	,693	1,443
Iklan	,693	1,443

a. Dependent Variable: Brand Awareness

## Lampiran 6

### Hasil Pengujian Model

#### 1. Uji F dan Uji T

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	411,216	2	205,608	36,171	,000 <sup>a</sup>
	Residual	551,374	97	5,684		
	Total	962,590	99			

a. Predictors: (Constant), Iklan, Tagline

b. Dependent Variable: Brand Awareness

#### 2. Analisis Regresi Linear Berganda

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,326	1,755		-,186	,853		
	Tagline	,277	,089	,287	3,110	,002	,693	1,443
	Iklan	,319	,066	,449	4,866	,000	,693	1,443

a. Dependent Variable: Brand Awareness

#### 3. Koefisien Determinasi R<sup>2</sup>

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,654 <sup>a</sup>	,427	,415	2,384

a. Predictors: (Constant), IklanYT, Tagline

b. Dependent Variable: Brand Awareness