

Lampiran 18. Perbandingan Means Persepsi Real dengan Harapan Advertiser

| No. | Variabel | Nilai Means | | Pencapaian Harapan |
|-----|--------------------------------|--------------|--------------|--------------------|
| | | Real | Hope | |
| 1 | Isi Program Acara Kuis | 2,81 | 4,28 | 0,66 |
| 2 | Isi Program Acara Film & Musik | 2,79 | 4,28 | 0,65 |
| 3 | Jam Tayang Program Pagi Hari | 2,93 | 4,28 | 0,68 |
| 4 | Pemberian Bonus Spot | 3,04 | 4,29 | 0,71 |
| 5 | Jam Tayang Program Siang Hari | 3,06 | 4,28 | 0,71 |
| 6 | Rating Program Acara | 3,28 | 4,29 | 0,76 |
| 7 | Frekuensi Kunjungan AE | 3,17 | 4,29 | 0,74 |
| 8 | Harga Iklan | 3,07 | 4,28 | 0,72 |
| 9 | Program Paket Iklan | 3,28 | 4,29 | 0,76 |
| 10 | Jam Tayang Program Sore Hari | 3,28 | 4,28 | 0,77 |
| 11 | Isi Program Acara Sinetron | 3,29 | 4,28 | 0,77 |
| 12 | Kestabilan Harga | 3,40 | 4,29 | 0,79 |
| 13 | Promosi Oleh AE | 3,43 | 4,29 | 0,80 |
| 14 | Segmentasi Pemirsa | 3,43 | 4,29 | 0,80 |
| 15 | Pelayanan Materi Iklan | 3,61 | 4,29 | 0,84 |
| 16 | Garansi Iklan Tidak Tayang | 3,61 | 4,29 | 0,84 |
| 17 | Pelayanan Order Iklan | 3,63 | 4,29 | 0,85 |
| 18 | Jam Tayang Program Malam Hari | 3,65 | 4,28 | 0,85 |
| 19 | Coverage Area SCTV | 3,68 | 4,29 | 0,86 |
| 20 | Kualitas Audio & Video | 3,76 | 4,28 | 0,88 |
| 21 | Isi Program Acara Berita | 3,54 | 4,28 | 0,83 |
| 22 | Image SCTV | 3,44 | 4,28 | 0,80 |
| 23 | Lokasi Kantor SCTV | 4,04 | 4,29 | 0,94 |
| | TOTAL | 77,22 | 98,56 | 0,78 |
| | MEAN | 3,357 | 4,285 | 0,034 |