

TABEL KUESIONER

No.	Identitas Responden				Penggunaan Maskot									Perilaku Konsumsi							TOTAL	
	Nama	L/P	Usia	Kelas	P1	P2	P3	P4	P5	P6	P7	P8	ΣX	P9	P10	P11	P12	P13	P14	P15	ΣY	ΣXY
1	Dela Juwita	P	10	4	5	4	5	5	5	4	5	4	37	4	4	4	4	5	5	4	30	67
2	Edward Orleans M	L	10	4	5	5	5	5	5	5	5	5	40	4	4	4	5	4	5	4	30	70
3	Fransisca Gabriella S	P	11	4	4	4	5	4	4	5	5	5	36	4	4	2	5	4	5	4	28	64
4	Grace Chrishella	P	10	4	5	5	5	4	5	5	5	5	39	2	2	2	5	4	5	2	22	61
5	Hans Geraldo Rafael	L	12	4	4	5	5	4	5	4	5	5	37	4	4	2	5	3	4	2	24	61
6	Jeannet Trump	P	10	4	5	5	5	4	5	5	5	5	39	2	4	2	5	2	4	4	23	62
7	Jeniffer Steliana	P	10	4	5	2	4	4	5	5	5	5	35	4	4	4	5	4	4	4	29	64
8	Jessica Steliana	P	10	4	5	5	5	4	5	4	4	5	37	4	4	4	5	4	2	2	25	62
9	Katarina Gloria	P	10	4	5	5	5	5	5	5	5	5	40	4	4	4	5	4	5	5	31	71
10	Mrcyeal Agnestasia	P	9	4	5	5	5	4	5	5	5	5	39	4	4	4	5	5	5	2	29	68
11	Muhammad Khairul	L	11	4	5	4	5	5	5	4	4	4	36	4	4	4	5	4	4	5	30	66
12	Raymond	L	11	4	5	5	5	4	5	5	5	5	39	4	4	4	5	4	4	4	29	68
13	Rifka Angelica	P	11	4	5	5	5	5	5	5	5	5	40	4	4	4	5	5	5	5	32	72
14	Gabby Zefanya	P	14	5	4	4	5	5	5	4	5	4	36	4	4	4	4	5	4	4	29	65
15	Gladys Rivera	P	10	5	5	5	5	4	5	4	5	5	38	4	4	4	5	2	2	1	22	60
16	Jonathan Kevin Taswin	L	11	5	5	5	5	4	5	4	4	5	37	4	4	4	4	3	4	4	27	64
17	Jonathan Agatha Brata	L	11	5	5	5	5	5	5	5	5	5	40	4	4	4	5	2	4	4	27	67
18	Kessya Amelia Evelin	P	11	5	4	4	5	4	5	5	5	5	37	4	2	2	5	2	2	4	21	58
19	Kezia Najwa Azka T	P	11	5	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	35	75
20	Larry Mardavson	L	11	5	5	2	5	4	5	2	4	5	32	2	2	2	4	2	4	2	18	50
21	Laurencia Ivanka S	P	11	5	5	5	5	5	5	4	5	5	39	5	5	5	5	5	5	5	35	74
22	Louresia Melati S	P	10	5	5	5	5	4	5	4	5	5	38	4	4	4	5	1	2	2	22	60

23	Matthew Adiraga M	L	11	5	5	4	5	5	5	4	5	4	37	4	4	4	4	5	5	4	30	67	
24	Michell Priscilla Liem	P	11	5	4	4	5	4	4	4	5	5	35	4	4	4	4	5	4	5	30	65	
25	Roy Marco	L	11	5	4	4	4	4	4	4	4	4	32	4	2	4	4	4	4	4	27	59	
26	Sean Stanislaus	L	11	5	4	4	4	4	4	4	4	4	32	4	2	4	4	4	3	4	26	58	
27	Yemima Karen H	P	11	5	4	4	5	4	4	4	5	4	34	4	4	4	3	5	4	4	28	62	
28	Aditya Daniel Sihite	L	13	6	4	4	5	4	5	4	5	4	35	4	4	4	4	5	4	4	29	64	
29	Antoni	L	13	6	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	35	75	
30	Christian Wijaya	L	12	6	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	35	75	
31	Herbest Bentley	L	12	6	5	4	4	5	4	5	5	5	37	4	4	4	4	4	4	4	28	65	
32	Haerdika Prabu	L	12	6	4	4	4	4	5	4	4	5	34	5	5	4	4	4	4	4	30	64	
33	Jenita Jayanti	P	12	6	5	5	5	4	5	4	5	5	38	4	4	4	4	2	4	4	26	64	
34	Jonathan Sutiono	L	12	6	4	4	4	4	4	4	5	5	34	4	4	4	5	2	2	2	23	57	
35	Marshella	P	12	6	5	5	5	5	5	5	5	5	40	4	4	4	5	2	4	2	25	65	
36	Milka Natania	P	12	6	4	4	4	4	4	5	5	5	35	4	4	4	4	4	4	2	26	61	
37	Novi Calia Caroline	P	12	6	4	1	5	3	5	1	4	4	27	4	4	4	5	4	4	4	29	56	
38	Roco P.H. Wiranto	P	14	6	5	5	5	5	5	5	5	5	40	4	4	2	5	4	4	2	25	65	
39	Ryan Tanimai	L	12	6	5	5	5	5	5	5	5	5	40	4	4	4	5	5	5	5	32	72	
40	Sebastian Liu	L	12	6	4	2	4	1	4	1	4	4	24	4	4	2	4	4	4	2	24	48	
41	Valeria Alexia	P	12	6	5	5	5	5	5	5	5	5	40	4	4	4	5	5	5	5	32	72	
42	Vincent Oubin	L	11	6	5	5	5	5	5	5	5	5	40	4	4	4	5	5	5	5	32	72	
43	William Marcello	L	12	6	5	4	4	4	4	5	4	4	34	4	4	4	4	2	4	4	26	60	
	Σ					201	186	206	186	205	186	205	204	1579	171	169	160	198	164	176	158	1196	2775

Lampiran-6

DAFTAR NAMA RESPONDEN TEST RETEST

No	Identitas Responden			
	Nama	L/P	Usia	Kelas
1	Dela Juwita	P	10 TH	4
2	Fransisca Gabriella S	P	11 TH	4
3	Roy Marco	L	11 TH	5
4	Sean Stanislaus	L	11 TH	5
5	Yemima Karen H	P	11 TH	5
6	Aditya Daniel Sihite	L	13 TH	6
7	Antoni	L	13 TH	6
8	Christian Wijaya	L	12 TH	6
9	Herbest Bentley	L	12 TH	6
10	Haerdika Prabu	L	12 TH	6

HASIL TEST

(n=10)

Test pada tanggal 01 May 2017

No	Penggunaan Maskot								Perilaku Konsumsi							Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
1	5	5	5	4	5	4	4	4	4	4	4	4	5	5	4	66
2	4	4	5	5	5	4	4	5	5	5	4	4	5	5	5	69
3	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	58
4	3	3	3	4	3	3	3	3	3	3	3	3	3	4	3	47
5	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	58
6	4	4	4	4	3	4	4	4	4	4	4	4	5	4	4	60
7	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	75
8	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	75
9	5	4	4	5	5	5	5	4	5	4	5	5	5	5	5	71
10	4	4	4	5	4	5	4	4	4	5	5	4	4	4	5	65
Total																644

HASIL RETEST

(n=10)

Retest pada tanggal 08 May 2017

No	Penggunaan Maskot								Perilaku Konsumsi							Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
1	5	4	5	5	5	4	5	4	4	4	4	4	5	5	4	67
2	4	4	5	4	4	4	5	5	4	5	4	4	5	4	5	66
3	3	4	4	3	3	4	4	3	4	3	4	4	4	4	4	55
4	4	3	3	4	4	4	4	4	3	3	4	4	4	3	4	55
5	4	4	5	4	4	3	5	4	4	4	4	3	5	4	4	61
6	4	4	5	4	5	4	5	4	4	4	4	4	5	4	4	64
7	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	75
8	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	75
9	5	4	4	5	4	5	5	5	4	5	4	4	4	4	4	66
10	4	4	4	4	5	4	4	5	5	5	4	4	4	4	4	64
Total																648

HASIL TEST RETEST

(n=43)

No	X	Y	X ²	Y ²	XY
1	66	67	4356	4489	4422
2	69	66	4761	4356	4554
3	58	55	3364	3025	3190
4	47	55	2209	3025	2585
5	58	61	3364	3721	3538
6	60	64	3600	4096	3840
7	75	75	5625	5625	5625
8	75	75	5625	5625	5625
9	71	66	5041	4356	4686
10	65	64	4225	4096	4160
Σ	644	648	42170	42414	42225
	ΣX	ΣY	ΣX^2	ΣY^2	ΣXY

	Sig. (2-tailed)	.003	.035	.065	.020	.032	.003	.000	.035	.018	.111	.003	.004	.020	.008	.001	
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	
P13	Pearson Correlation	.742*	.667*	.742*	.500	.608	.547	.667*	.667*	.702*	.535	.547	.821**	1	.750*	.641*	.800**
	Sig. (2-tailed)	.014	.035	.014	.141	.062	.102	.035	.035	.024	.111	.102	.004		.012	.046	.005
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
P14	Pearson Correlation	.781**	.667*	.781**	.600	.896**	.469	.667*	.667*	.802**	.535	.469	.714*	.750*	1	.603	.815**
	Sig. (2-tailed)	.008	.035	.008	.067	.000	.172	.035	.035	.005	.111	.172	.020	.012		.065	.004
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
P15	Pearson Correlation	.659*	.553	.659*	.905**	.733*	.895**	.804**	.804**	.846**	.846**	.895**	.775**	.641*	.603	1	.910**
	Sig. (2-tailed)	.038	.097	.038	.000	.016	.000	.005	.005	.002	.002	.000	.008	.046	.065		.000
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
TOTAL	Pearson Correlation	.876**	.803**	.838**	.791**	.856**	.857**	.903**	.863**	.900**	.804**	.857**	.883**	.800**	.815**	.910**	1
	Sig. (2-tailed)	.001	.005	.002	.006	.002	.002	.000	.001	.000	.005	.002	.001	.005	.004	.000	
	N	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10

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

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

Correlations

		X	Y
X	Pearson Correlation	1	.909**
	Sig. (2-tailed)		.000
	N	10	10
Y	Pearson Correlation	.909**	1
	Sig. (2-tailed)	.000	
	N	10	10

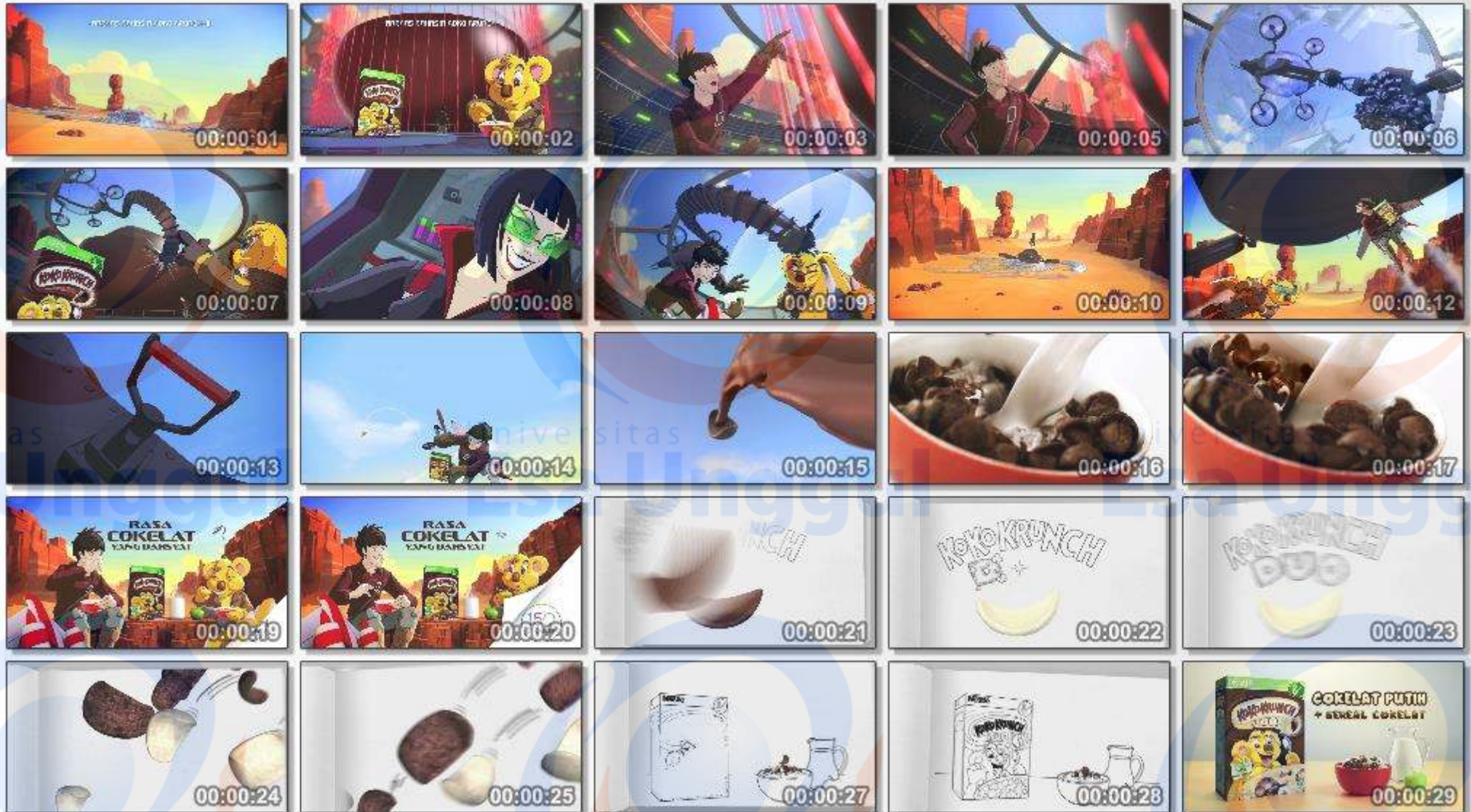
** . Correlation is significant at the 0.01 level (2-tailed).

TABEL UJI BUTIR VALIDITAS

No	r hitung	r tabel 5%	Keterangan
1	0,876	0,707	Valid
2	0,803	0,707	Valid
3	0,838	0,707	Valid
4	0,791	0,707	Valid
5	0,856	0,707	Valid
6	0,857	0,707	Valid
7	0,903	0,707	Valid
8	0,863	0,707	Valid
9	0,900	0,707	Valid
10	0,804	0,707	Valid
11	0,857	0,707	Valid
12	0,883	0,707	Valid
13	0,800	0,707	Valid
14	0,815	0,707	Valid
15	0,910	0,707	Valid

File Name: Iklan Koko Krunch 23 Februari 2017.mp4
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Media Player Classic



n	Taraf Signifikan		n	Taraf Signifikan		n	Taraf Signifikan	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	0,374	0,478	60	0,254	0,330
5	0,878	0,959	29	0,367	0,470	65	0,244	0,317
6	0,811	0,917	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,449	80	0,220	0,286
9	0,666	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,436	90	0,207	0,270
11	0,602	0,735	35	0,334	0,430	95	0,202	0,263
12	0,576	0,708	36	0,329	0,424	10	0,195	0,256
13	0,553	0,684	37	0,325	0,418	12	0,176	0,230
14	0,532	0,661	38	0,320	0,413	15	0,159	0,210
15	0,514	0,641	39	0,316	0,408	17	0,148	0,194
16	0,497	0,623	40	0,312	0,403	20	0,138	0,181
17	0,482	0,606	41	0,308	0,398	30	0,113	0,148
18	0,468	0,590	42	0,304	0,393	40	0,098	0,128
19	0,456	0,575	43	0,301	0,389	50	0,088	0,115
20	0,444	0,561	44	0,297	0,384	60	0,080	0,105
21	0,433	0,549	45	0,294	0,380	700	0,074	0,097
22	0,423	0,537	46	0,291	0,376	800	0,070	0,091
23	0,413	0,526	47	0,288	0,372	900	0,065	0,086
24	0,404	0,515	48	0,284	0,368	1000	0,062	0,081
25	0,396	0,505	49	0,281	0,364			
26	0,388	0,496	50	0,279	0,361			