

## Lampiran 1. Curriculum Vitae

**CURICULUM VITAE**

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Tempat Tanggal Lahir : Pasuruan, 23 Juni 1997  
Pendidikan : SMK Negeri 1 Pasuruan

Pekerjaan : .....  
(bagi yang sudah bekerja) .....

Publikasi-Publikasi : .....  
Atau Karya Ilmiah .....



## Lampiran 2. Kuesioner Penelitian

## A. Identitas Responden

- a. Jenis Kelamin :  Laki laki  Perempuan
- b. Apakah pernah atau menjadi penonton sinetron ikatan cinta?  
 Iya  Tidak
- c. Kota Domisili :
- d. Usia Responden :
- e. Pendidikan Terakhir :  
 SD  
 SMP Sederajat  
 SMA Sederajat  
 Strata Satu  
 Strata Dua
- f. Pekerjaan :  
 Ibu Rumah Tangga  
 Guru  
 Pelajar  
 Mahasiswa  
 Pedagang  
 Karyawan  
 Pekerja Pabrik  
 Nelayan  
 Lainnya
- g. Dari mana awal anda mengetahui sinetron ikatan cinta?  
 Jawab:.....
- h. Aktifitas anda saat kemunculan iklan dalam sinetron ikatan cinta  
 Mengabaikan kemunculan iklan dalam sinetron ikatan cinta  
 Menonton seluruh iklan yang muncul dalam sinetron ikatan cinta  
 Menonton sebagian iklan yang muncul dalam sinetron ikatan cinta

## B. Kriteria Responden

Penonton sinetron ikatan cinta yang berdomisili di Kota Pasuruan (remaja hingga dewasa).

## C. Petunjuk Pengisian

Berilah jawaban pertanyaan dengan memberikan tanda centang (✓) pada kolom jawaban yang telah disediakan. Berikan jawaban sesuai dengan pengalaman pribadi anda.

## D. Keterangan

SS : Sangat Setuju                      TS : Tidak Setuju  
 S : Setuju                                    STS : Sangat Tidak Setuju  
 N : Netral

## E. Pernyataan

## Product Placement (X)

NO	Pengetahuan Produk	SS	S	N	TS	STS
1	Mengetahui dan menyadari kemunculan					

	dari produk kopi luwak di sinetron ikatan cinta					
2	Kemunculan Iklan produk kopi luwak di sinetron ikatan cinta tidak berlebihan dan terkesan alami					
3	Kemunculan produk kopi luwak dalam sinetron ikatan cinta terlihat jelas					
Penempatan produk						
4	Iklan kopi luwak dalam sinetron ikatan cinta jelas dalam penyampaian informasinya					
5	Kemunculan iklan kopi luwak dalam sinetron ikatan cinta menarik perhatian penonton					
6	Kemunculan iklan kopi luwak tidak mengganggu konsentrasi penonton dalam melihat sinetron ikatan cinta					

## Brand Awareness (Y)

NO	Level top of mind	SS	S	N	TS	STS
1.	Luwak sebagai merek produk kopi yang pertama kali muncul di pikiran					
2	Kemunculan kopi luwak dalam sinetron ikatan cinta membuat produk kopi luwak lebih terkenal dan diminati penonton					
Kemampuan mengenali merek						
3	Penonton mampu mengenali produk kopi luwak dari logo produk yang muncul					
4	Logo & tampilan kopi luwak mampu diingat dengan mudah oleh penonton					
5	Penonton mengetahui varian kopi luwak yang					

	muncul dalam sinetron ikatan cinta					
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## Brand Recall (Z)

NO	Produk yang selalu di ingat	SS	S	N	TS	STS
1	Kopi luwak melekat di benak penonton sinetron ikatan cinta					
2	Kemunculan kopi luwak dalam sinetron ikatan cinta membuat produk tersebut lebih di ingat oleh penonton					
Mengingat kembali produk						
3	Saat mendengar produk minuman kopi selalu terbayang kopi luwak					
4	Penonton mampu menggambarkan karakter dalam iklan kopi luwak di sinetron ikatan cinta					

Lampiran 3. Tabulasi Data Kuesioner

NO Responden	Product Placement (X)						TOTAL
	X1	X2	X3	X4	X5	X6	
1	4	4	4	4	2	2	20
2	4	4	5	5	5	5	28
3	5	3	3	3	3	3	20
4	4	4	4	4	3	3	22
5	3	3	3	3	3	3	18
6	3	4	4	4	4	4	23
7	4	4	5	5	5	5	28
8	5	3	3	3	3	3	20
9	4	4	4	4	4	4	24
10	3	3	3	3	3	4	19
11	5	5	5	4	4	5	28
12	5	5	5	5	5	4	29
13	4	4	4	4	4	4	24
14	4	4	4	4	4	4	24
15	4	4	4	4	4	4	24
16	3	3	3	3	3	3	18
17	4	4	4	4	4	4	24
18	4	4	4	4	4	4	24
19	5	4	5	4	4	4	26
20	4	3	4	4	2	2	19
21	3	3	3	3	3	3	18
22	4	3	3	3	5	5	23
23	4	4	4	4	2	2	20
24	4	4	4	4	2	2	20
25	3	3	3	3	3	3	18
26	3	3	3	3	3	3	18
27	4	4	4	4	4	4	24
28	5	4	4	5	2	2	22
29	4	4	4	5	2	2	21
30	5	5	5	4	4	4	27
31	5	5	5	5	4	4	28
32	4	4	4	4	4	4	24
33	4	3	4	4	4	3	22
34	4	4	4	4	4	4	24
35	5	5	5	5	2	2	24
36	5	5	5	5	4	4	28
37	5	5	5	5	4	4	28

38	5	5	5	5	4	4	28
39	5	5	5	4	4	4	27
40	3	3	3	3	3	3	18
41	4	4	4	4	4	4	24
42	3	3	3	3	3	3	18
43	4	4	4	4	4	4	24
44	4	4	4	4	4	2	22
45	5	5	5	5	5	5	30
46	3	5	5	4	3	3	23
47	5	5	5	5	5	5	30
48	5	5	5	5	4	4	28
49	5	5	5	5	2	2	24
50	4	4	4	4	2	2	20
51	5	4	4	4	4	4	25
52	4	4	4	4	4	4	24
53	5	5	5	5	4	4	28
54	5	5	5	5	4	4	28
55	4	4	4	4	4	4	24
56	5	5	5	5	5	5	30
57	5	5	5	5	4	4	28
58	4	4	4	5	3	2	22
59	5	5	5	5	5	5	30
60	4	4	4	4	4	4	24
61	4	4	4	4	2	2	20
62	5	5	5	5	3	4	27
63	3	3	3	3	3	3	18
64	4	4	4	4	3	2	21
65	4	4	4	4	4	2	22
66	5	5	5	5	5	5	30
67	5	5	5	5	4	4	28
68	4	4	4	4	4	4	24
69	5	5	5	4	2	2	23
70	4	4	4	4	4	4	24
71	4	4	4	4	2	2	20
72	4	4	4	4	2	2	20
73	5	5	5	5	4	4	28
74	5	5	5	5	5	5	30
75	3	3	3	3	3	3	18
76	5	5	5	5	5	3	28
77	4	4	4	5	3	2	22
78	5	3	5	5	5	1	24

79	4	4	4	4	4	4	24
80	4	4	5	4	3	3	23
81	4	4	4	4	2	2	20
82	3	3	3	3	3	3	18
83	4	4	4	4	4	2	22
84	4	4	4	4	4	4	24
85	4	4	4	4	2	2	20
86	4	4	4	4	4	2	22
87	3	3	3	3	3	3	18
88	5	5	5	5	4	4	28
89	5	5	5	5	4	4	28
90	4	4	4	4	4	4	24
91	4	4	4	4	2	2	20
92	4	4	4	4	4	2	22
93	4	4	4	4	4	2	22
94	4	4	4	4	2	2	20
95	5	5	4	5	3	4	26
96	4	4	4	5	3	2	22
97	5	5	5	5	5	5	30
98	4	4	4	4	4	4	24
99	5	5	5	5	4	4	28
100	5	5	5	5	2	2	24
101	5	5	5	5	4	4	28
102	4	4	4	4	4	4	24
103	4	4	4	4	4	2	22
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106	4	4	4	4	4	4	24
107	4	4	4	4	4	2	22
108	5	5	5	5	3	2	25
109	4	4	4	4	4	4	24
110	5	5	5	5	3	2	25
111	5	5	5	5	3	2	25
112	4	4	5	5	5	5	28
113	5	5	5	5	4	4	28
114	5	5	5	5	4	4	28
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116	5	5	5	5	5	5	30
117	4	4	5	5	5	4	27
118	4	4	4	4	2	2	20
119	5	5	5	5	3	4	27

120	5	5	4	4	4	4	26
121	3	3	3	3	3	3	18
122	3	3	3	3	3	3	18
123	2	2	2	2	2	2	12
124	2	2	2	2	2	2	12
125	4	4	4	4	4	2	22
126	4	4	4	4	3	2	21
127	4	4	4	4	4	4	24
128	4	4	4	4	4	4	24
129	5	5	5	5	5	2	27
130	2	2	2	2	2	2	12
131	4	4	4	4	3	2	21
132	4	4	4	4	4	4	24
133	2	2	2	2	2	2	12
134	5	5	5	5	5	5	30
135	5	5	5	4	4	5	28
136	5	5	5	5	3	2	25
137	4	4	4	4	4	4	24
138	2	2	2	2	2	2	12
139	4	4	4	4	4	4	24
140	4	4	4	4	4	2	22
141	2	2	2	2	2	2	12
142	4	4	4	4	3	2	21
143	4	4	4	5	2	2	21
144	2	2	2	2	2	2	12
145	5	5	5	5	4	4	28
146	5	5	5	5	4	4	28
147	4	4	4	4	4	4	24
148	4	4	4	4	4	2	22
149	4	4	4	4	4	4	24
150	4	4	4	4	4	4	24
151	2	2	2	2	2	2	12
152	4	4	4	4	3	2	21
153	5	5	5	5	3	2	25
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155	4	5	4	4	5	5	27
156	5	5	5	5	4	4	28
157	3	3	3	4	4	2	19
158	3	3	3	4	4	2	19
159	3	3	3	3	3	3	18
160	2	2	2	2	2	2	12



NO Responden	Brand Awareness (Y)					TOTAL
	Y1	Y2	Y3	Y4	Y5	
1	3	4	2	2	2	13
2	5	5	5	5	4	24
3	4	3	5	3	3	18
4	4	4	3	4	4	19
5	3	3	2	2	3	13
6	5	5	4	4	3	21
7	5	3	5	4	5	22
8	5	4	4	3	3	19
9	4	5	4	4	5	22
10	4	3	3	3	3	16
11	4	5	4	3	5	21
12	5	3	5	4	3	20
13	3	5	4	3	3	18
14	3	5	4	5	4	21
15	4	5	5	4	3	21
16	1	2	2	2	2	9
17	4	5	3	5	3	20
18	5	4	3	5	4	21
19	4	3	4	3	2	16
20	5	4	5	4	3	21
21	2	3	3	3	3	14
22	4	5	4	5	4	22
23	3	4	3	4	3	17
24	3	4	3	3	3	16
25	2	4	2	3	5	16
26	2	3	4	4	5	18
27	4	5	5	5	5	24
28	4	5	4	5	3	21
29	4	5	4	5	3	21
30	5	4	5	4	4	22
31	4	5	5	4	5	23
32	3	3	3	4	4	17
33	3	5	4	5	4	21
34	4	3	3	5	4	19
35	4	3	3	5	4	19
36	3	4	5	5	4	21
37	5	5	3	5	3	21
38	5	4	5	3	5	22

39	5	3	5	3	5	21
40	5	4	3	2	3	17
41	4	5	4	5	2	20
42	3	3	4	4	3	17
43	5	5	5	5	5	25
44	3	4	3	4	5	19
45	5	4	5	5	4	23
46	5	3	4	4	3	19
47	4	3	5	4	5	21
48	5	4	5	3	5	22
49	5	4	5	5	4	23
50	4	5	3	4	5	21
51	3	5	4	3	5	20
52	4	4	5	5	3	21
53	4	5	4	3	4	20
54	3	4	4	3	5	19
55	4	5	5	4	5	23
56	5	4	5	4	5	23
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61	4	4	4	5	5	22
62	4	4	3	5	4	20
63	2	3	3	3	3	14
64	5	4	5	4	5	23
65	4	5	4	4	5	22
66	5	4	5	5	5	24
67	5	4	5	4	5	23
68	5	4	4	3	4	20
69	3	2	2	5	4	16
70	4	5	4	5	4	22
71	5	5	4	5	4	23
72	5	4	3	3	4	19
73	3	3	4	5	3	18
74	3	5	3	4	5	20
75	3	4	3	4	2	16
76	4	3	4	4	5	20
77	5	4	3	5	4	21
78	5	4	3	4	5	21
79	4	5	5	4	4	22

80	5	5	3	5	5	23
81	3	4	5	4	3	19
82	4	3	2	1	3	13
83	5	5	4	3	5	22
84	5	4	5	4	5	23
85	4	4	3	4	4	19
86	5	4	5	3	3	20
87	5	4	4	3	3	19
88	3	4	5	4	5	21
89	4	5	3	4	5	21
90	5	3	4	3	5	20
91	4	5	4	5	4	22
92	4	5	4	5	4	22
93	4	3	5	5	4	21
94	5	4	5	4	4	22
95	5	5	5	5	5	25
96	4	5	5	5	4	23
97	4	5	3	5	5	22
98	5	5	5	5	5	25
99	5	5	5	5	5	25
100	5	5	5	5	4	24
101	5	5	5	4	5	24
102	5	5	4	5	5	24
103	5	5	5	5	5	25
104	5	4	5	5	5	24
105	4	5	5	4	5	23
106	5	4	5	5	5	24
107	5	4	5	5	5	24
108	5	5	5	5	5	25
109	5	4	5	5	5	24
110	5	5	5	4	5	24
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116	5	5	5	5	5	25
117	3	4	5	4	5	21
118	4	4	4	3	3	18
119	5	5	4	4	5	23
120	4	5	4	4	4	21

121	4	4	4	4	4	20
122	4	4	4	4	4	20
123	2	2	2	2	2	10
124	2	2	2	2	2	10
125	4	4	4	4	4	20
126	4	4	4	4	4	20
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128	4	4	4	4	4	20
129	5	5	5	5	5	25
130	2	2	2	2	2	10
131	4	4	4	4	4	20
132	4	4	4	4	4	20
133	2	2	2	2	2	10
134	5	5	5	5	5	25
135	5	5	5	5	5	25
136	5	5	5	5	5	25
137	4	4	4	4	4	20
138	2	2	2	2	2	10
139	4	4	4	4	4	20
140	4	4	4	4	4	20
141	2	2	2	2	2	10
142	4	4	4	4	4	20
143	2	2	2	2	2	10
144	2	2	2	2	2	10
145	4	4	4	4	4	20
146	5	5	5	5	5	25
147	4	4	4	4	4	20
148	4	4	4	4	4	20
149	4	4	4	4	4	20
150	4	4	4	4	4	20
151	2	2	2	2	2	10
152	4	4	4	4	4	20
153	3	5	5	5	4	22
154	5	5	5	5	5	25
155	4	5	5	5	4	23
156	5	5	5	5	5	25
157	2	3	4	4	4	17
158	3	4	4	4	4	19
159	3	3	3	3	3	15
160	2	2	2	2	2	10

NO Responden	Brand Recall (Z)				
	Z1	Z2	Z3	Z4	TOTAL
1	3	5	5	3	16
2	4	3	3	3	13
3	2	2	5	5	14
4	4	4	4	5	17
5	4	5	2	2	13
6	4	4	5	2	15
7	3	3	3	5	14
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13	2	5	5	5	17
14	2	4	4	4	14
15	4	3	4	4	15
16	3	4	3	3	13
17	3	4	5	5	17
18	2	4	3	4	13
19	3	2	4	2	11
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21	5	3	4	2	14
22	4	4	3	4	15
23	4	3	3	5	15
24	4	3	3	4	14
25	4	3	2	4	13
26	4	4	2	4	14
27	5	3	3	5	16
28	4	3	4	5	16
29	4	4	3	5	16
30	4	3	4	4	15
31	4	4	3	4	15
32	3	3	4	4	14
33	3	3	3	5	14
34	4	4	3	4	15
35	3	4	5	4	16
36	4	3	4	4	15
37	3	5	5	4	17
38	4	3	4	4	15

39	3	4	4	4	15
40	3	5	4	4	16
41	4	4	4	4	16
42	3	4	3	2	12
43	5	5	4	4	18
44	3	3	5	3	14
45	4	4	4	4	16
46	4	3	5	4	16
47	4	5	4	4	17
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54	4	4	4	3	15
55	3	4	4	5	16
56	4	4	4	4	16
57	4	4	4	3	15
58	3	4	3	3	13
59	3	4	3	4	14
60	4	4	4	4	16
61	4	2	2	2	10
62	2	4	3	3	12
63	3	3	3	3	12
64	4	1	3	3	11
65	4	3	4	3	14
66	5	4	3	4	16
67	4	3	5	3	15
68	2	4	4	3	13
69	3	2	5	2	12
70	4	3	4	2	13
71	2	4	2	3	11
72	5	4	5	5	19
73	3	4	5	4	16
74	5	4	5	5	19
75	3	2	4	5	14
76	5	4	5	4	18
77	3	3	3	4	13
78	2	3	4	3	12
79	5	4	4	5	18

80	5	5	5	5	20
81	3	4	4	4	15
82	2	2	3	1	8
83	3	4	3	4	14
84	5	5	5	5	20
85	3	4	3	3	13
86	3	4	3	3	13
87	4	5	3	4	16
88	5	5	5	5	20
89	5	5	5	5	20
90	5	4	4	4	17
91	3	4	4	5	16
92	5	5	5	5	20
93	5	5	5	5	20
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112	5	5	5	4	19
113	5	4	5	5	19
114	5	5	5	4	19
115	4	4	4	4	16
116	5	5	5	5	20
117	5	5	5	4	19
118	5	5	4	5	19
119	5	4	3	5	17
120	4	4	4	4	16

121	4	4	4	4	16
122	4	4	4	4	16
123	2	2	2	2	8
124	2	2	2	2	8
125	4	4	4	4	16
126	4	4	4	4	16
127	4	4	4	4	16
128	4	4	4	4	16
129	5	5	5	5	20
130	2	2	2	2	8
131	4	4	4	4	16
132	4	4	4	4	16
133	2	2	2	2	8
134	5	5	5	5	20
135	5	5	5	5	20
136	5	5	5	5	20
137	4	4	4	4	16
138	2	2	2	2	8
139	4	4	4	4	16
140	4	4	4	4	16
141	2	2	2	2	8
142	4	4	4	4	16
143	2	2	2	2	8
144	2	2	2	2	8
145	4	4	4	4	16
146	5	5	5	5	20
147	4	4	4	4	16
148	4	4	4	4	16
149	4	4	4	4	16
150	4	4	4	4	16
151	2	2	2	2	8
152	4	4	4	4	16
153	3	3	3	4	13
154	5	5	5	5	20
155	5	5	5	5	20
156	5	5	2	5	17
157	4	4	2	2	12
158	4	4	3	4	15
159	3	3	3	3	12
160	2	2	2	2	8



## Lampiran 4. Statistik Deskriptif

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X	160	12	30	23,18	4,372
Y	160	9	25	20,16	3,863
Z	160	8	20	15,52	3,239
Valid N (listwise)	160				

## Lampiran 5. Uji Validitas

## 1. Variabel Product Placement (X)

		Correlations						
		X1	X2	X3	X4	X5	X6	X
X1	Pearson Correlation	1	,887**	,890**	,856**	,436**	,367**	,871**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	160	160	160	160	160	160	160
X2	Pearson Correlation	,887**	1	,933**	,882**	,445**	,424**	,900**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	160	160	160	160	160	160	160
X3	Pearson Correlation	,890**	,933**	1	,922**	,496**	,406**	,914**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	160	160	160	160	160	160	160
X4	Pearson Correlation	,856**	,882**	,922**	1	,458**	,317**	,868**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	160	160	160	160	160	160	160
X5	Pearson Correlation	,436**	,445**	,496**	,458**	1	,727**	,740**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	160	160	160	160	160	160	160
X6	Pearson Correlation	,367**	,424**	,406**	,317**	,727**	1	,688**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	160	160	160	160	160	160	160
X	Pearson Correlation	,871**	,900**	,914**	,868**	,740**	,688**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	160	160	160	160	160	160	160

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

## 2. Variabel Brand Awareness

		Correlations					
		Y1	Y2	Y3	Y4	Y5	Y
Y1	Pearson Correlation	1	,551**	,617**	,492**	,552**	,801**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	160	160	160	160	160	160
Y2	Pearson Correlation	,551**	1	,548**	,619**	,554**	,807**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	160	160	160	160	160	160
Y3	Pearson Correlation	,617**	,548**	1	,580**	,561**	,824**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	160	160	160	160	160	160
Y4	Pearson Correlation	,492**	,619**	,580**	1	,522**	,798**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	160	160	160	160	160	160
Y5	Pearson Correlation	,552**	,554**	,561**	,522**	1	,794**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	160	160	160	160	160	160
Y	Pearson Correlation	,801**	,807**	,824**	,798**	,794**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	160	160	160	160	160	160

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

## 3. Variabel Brand Recall

		Correlations				
		Z1	Z2	Z3	Z4	Z
Z1	Pearson Correlation	1	,607**	,490**	,554**	,810**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	160	160	160	160	160
Z2	Pearson Correlation	,607**	1	,520**	,582**	,828**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	160	160	160	160	160
Z3	Pearson Correlation	,490**	,520**	1	,565**	,788**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	160	160	160	160	160
Z4	Pearson Correlation	,554**	,582**	,565**	1	,835**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	160	160	160	160	160
Z	Pearson Correlation	,810**	,828**	,788**	,835**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	160	160	160	160	160

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

## Lampiran 6. Uji Realibilitas

## 1. Variabel Product Placement

**Case Processing Summary**

		N	%
Cases	Valid	160	100,0
	Excluded <sup>a</sup>	0	,0
	Total	160	100,0

**Reliability Statistics**

Cronbach's Alpha	N of Items
,901	6

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

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	19,07	13,524	,811	,872
X2	19,11	13,258	,852	,866
X3	19,07	13,159	,873	,863
X4	19,06	13,568	,808	,872
X5	19,66	13,925	,616	,901
X6	19,94	13,807	,521	,923

## 2. Variabel Brand Awareness

**Case Processing Summary**

		N	%
Cases	Valid	160	100,0
	Excluded <sup>a</sup>	0	,0
	Total	160	100,0

**Reliability Statistics**

Cronbach's Alpha	N of Items
,864	5

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

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	16,13	9,821	,674	,837
Y2	16,08	10,108	,696	,833
Y3	16,16	9,655	,710	,828
Y4	16,14	9,910	,672	,838
Y5	16,13	9,896	,666	,840

**Case Processing Summary**

		N	%
Cases	Valid	160	100,0
	Excluded <sup>a</sup>	0	,0
	Total	160	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,832	4

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Z1	11,63	6,324	,656	,789
Z2	11,63	6,236	,685	,776
Z3	11,67	6,449	,620	,805
Z4	11,64	5,918	,681	,778

## Lampiran 7. Uji Normalitas

## 1. Persamaan Pertama

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		160
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	2,51014732
Most Extreme Differences	Absolute	,069
	Positive	,069
	Negative	-,066
Test Statistic		,069
Asymp. Sig. (2-tailed)		,063 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

## 2. Persamaan kedua

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		160
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	2,19717825
Most Extreme Differences	Absolute	,054
	Positive	,038
	Negative	-,054
Test Statistic		,054
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

## Lampiran 8. Uji Linieritas

## 1. Product placement terhadap brand awareness

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Brand Awareness * Product placement	Between Groups	(Combined)	1861294,099	13	143176,469	17,322	,000
		Linearity	1706140,709	1	1706140,709	206,413	,000
		Deviation from Linearity	155153,391	12	12929,449	1,564	,108
	Within Groups		1206787,094	146	8265,665		
Total		3068081,194	159				

## 2. Product placement terhadap Brand recall

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Brand recall * Product placement	Between Groups	(Combined)	790,305	13	60,793	10,113	,000
		Linearity	729,500	1	729,500	121,356	,000
		Deviation from Linearity	60,805	12	5,067	,843	,606
	Within Groups		877,639	146	6,011		
Total		1667,944	159				

## 3. Brand recall terhadap brand awareness

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Brand Awareness * Brand recall	Between Groups	(Combined)	1901599,497	11	172872,682	21,934	,000
		Linearity	1644258,774	1	1644258,774	208,619	,000
		Deviation from Linearity	257340,724	10	25734,072	3,265	,001
	Within Groups		1166481,696	148	7881,633		
Total		3068081,194	159				

## Lampiran 9. Uji T

## 1. Product placement terhadap brand recall

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,667	1,077		4,332	,000
	Product Placement	,468	,046	,632	10,250	,000

a. Dependent Variable: Brand Recall

## 2. Product placement terhadap brand awareness DAN brand recall terhadap brand awareness

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,398	1,001		2,396	,018
	Product Placement	,405	,052	,458	7,824	,000
	Brand Recall	,540	,070	,452	7,723	,000

a. Dependent Variable: Brand Awareness

Lampiran 10. Koefisien Determinasi ( $R^2$ )

## 1. Persamaan pertama

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,632 <sup>a</sup>	,399	,396	2,518

a. Predictors: (Constant), Product Placement

## 2. Persamaan kedua

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,823 <sup>a</sup>	,677	,672	2,211

a. Predictors: (Constant), Brand Recall, Product Placement

## Lampiran 11. Uji Koefisien Jalur

## 1. Persamaan pertama

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,667	1,077		4,332	,000
	Product Placement	,468	,046	,632	10,250	,000

a. Dependent Variable: Brand Recall

## 2. Persamaan kedua

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,398	1,001		2,396	,018
	Product Placement	,405	,052	,458	7,824	,000
	Brand Recall	,540	,070	,452	7,723	,000

a. Dependent Variable: Brand Awareness