

DAFTAR PUSTAKA

- Algifari, (1997).” *Analisis Statistik untuk Bisnis, Dengan Regresi Korelasi dan Non Parametik*”. Yogyakarta, BPFE.
- Dharmmesta, B. Swastha, (1997). “*Keputusan Stratejik Untuk Mengeksplorasi Sikap dan Perilaku Konsumen*”. Jurnal Ekonomi dan Bisnis Indonesia. UGM
- Engel, J. F. R. D. Blackwell, dan P. W. Miniard (terj) (1995). *Prilaku Konsumen*. Jilid 2. Edisi Keenam. Jakarta : Binarupa Aksara.
- Handoko, A. (2004). *Pengaruh Iklan Humor Terhadap Respon Konsumen Ditinjau Berdasarkan Model Hierchy Of Effects. (Study Pada Rokok Sampoerna Hijau di Televisi)*. Skripsi Sarjana (tidak dipublikasikan) Yogyakarta : Fak. Ekonomi. UII.
- Jefkins, Frank, (terj) (1997).” *Periklanan*” edisi 3. Jakarta : Erlangga.
- Kasali, Rhenald, (1995). *Manajemen Periklanan, Konsep dan Aplikasinya di Indonesia*. Jakarta : Pustaka Utama Gtafitti.
- Kotler, Philip (terj) (1997). *Manajemen Pemasaran 9 e* Jilid 1. New Jersey : Prentice- Hall, Inc.
- Kotler, Philip (terj) (1997). *Manajemen Pemasaran 9 e* Jilid 2. New Jersey : Prentice- Hall, Inc.
- Santoso, Singgih, (2000).” *Buku Latihan SPSS Statistik Parametik*”. Jakarta : PT. Elek Media Komputindo, Kelompok Gramedia.
- Terence A Shimp. (terj) (2002). “ *Periklanan Promosi dan Aspek Tambahan Komunikasi Pemasaran Terpadu*”. Edisi ke lima. Jilid 1. University Of South California : Penerbit Erlangga.
- Wells W, Burnett John, Moriarty S (1995). *Advertising Principles and Practice Third Edition* : New Jersey : Prentice- Hall, Inc.
- Zuraida, Lukia dan Uswatun, (2001). *Analisis Efektifitas Iklan Rinso, Soklin dan Attack Dengan Menggunakan Consumer Decision Model (CDM)*. Usahawan No 4 TH XXX April.

LAMPIRAN I

Kuesioner

Petunjuk Pengisian Kuesioner

Berilah tanda (✓) cheklis pada pernyataan berikut ini.

Keterangan :

SS : sangat setuju S : setuju STS : sangat tidak setuju
N/R : netral TS : tidak setuju

I. Variabel Respon Konsumen

No.	Pernyataan	SS	S	N/R	TS	STS
	<u>Respon Konsumen Terhadap Awareness</u>					
1.	Saya menyadari bahwa iklan rokok Sampoerna A Mild di media televisi yang menampilkan adegan sosok beberapa wajah yang sedang menjilati kembang gula warna merah putih / “Siapa yang jilatannya paling enak dapet hadiah” merupakan iklan rokok untuk golongan orang dewasa berjiwa muda.					
2.	Saya menyadari bahwa rokok Sampoerna A Mild merupakan rokok untuk golongan orang muda.					
3.	Saya menyadari bahwa rokok Sampoerna A Mild merupakan merek rokok yang dapat membangun citra diri menjadi lebih trendi, percaya diri dan berjiwa muda.					
	<u>Respon Konsumen Terhadap Interest</u>					
4.	Saya tertarik untuk mendapatkan informasi lebih lengkap ketika melihat tayangan iklan Sampoerna A Mild.					
5.	Informasi yang disampaikan dalam iklan rokok Sampoerna A Mild telah mencakup garis besar yang perlu saya ketahui untuk sementara waktu.					
6.	Iklan rokok Sampoerna A Mild cukup memberi gambaran sementara tentang manfaat produk, keunggulan produk dan citra produk jika saya ingin mencobanya.					

	<u>Respon Konsumen Terhadap Desire</u>					
7.	Setelah melihat tayangan iklan rokok Sampoerna A Mild di media televisi, membuat saya ingin mencoba produk rokok tersebut.					
8.	Citra diri yang dibangun dari iklan rokok Sampoerna A Mild membuat saya ingin mencoba produk tersebut.					
9.	Kesederhanaan iklan yang ditampilkan Sampoerna A Mild di media televisi membuat saya ingin mencoba produk tersebut.					
	<u>Respon Konsumen Terhadap Action</u>					
10.	Saya memutuskan untuk mengonsumsi rokok Sampoerna A Mild karena informasi yang disampaikan melalui iklannya di media televisi.					
11.	Saya memutuskan untuk mengonsumsi rokok Sampoerna A Mild karena terkesan dengan iklan yang ditampilkan di media televisi.					
12.	Saya memutuskan untuk mengonsumsi rokok Sampoerna A Mild karena dapat membangun citra diri yang lebih trendi, percaya diri, dan berjiwa muda.					

II. Variabel Pesan Iklan

No.	Pernyataan	SS	S	N/R	TS	STS
	<u>Isi Pesan</u>					
1.	Tema iklan Sampoerna A Mild adalah termasuk dalam kategori iklan unik.					
2.	Iklan Sampoerna A Mild dapat memberikan ciri khas yang identik terhadap produk.					
3.	Iklan Sampoerna A mild yang dibawakan secara sederhana dapat menarik perhatian untuk mengetahui lebih jauh terhadap produk.					
	<u>Struktur Pesan</u>					
4.	Urutan bentuk penyajian dalam iklan Sampoerna A Mild dapat memberikan informasi terhadap pesan.					
5.	Pesan sederhana dalam iklan Sampoerna A Mild adalah logis dan masuk akal.					
6.	Pesan yang disampaikan iklan Sampoerna A Mild dalam penggunaan kalimat "Siapa yang jilatannya paling enak dapat hadiah" menarik perhatian untuk mengetahui lebih lanjut tentang produk.					
	<u>Format Pesan</u>					
7.	Ilustrasi yang ditampilkan dalam adegan sosok beberapa wajah yang sedang menjilat-jilat kembang gula warna merah putih pada iklan Sampoerna A Mild adalah iklan yang menarik.					
8.	Dengan tidak dipergunakannya pemakaian musik/ nada dan kata-kata sebagai background pada Iklan Sampoerna A Mild, iklan tersebut tetap tergolong iklan yang menarik.					
9.	Durasi iklan Sampoerna A Mild yang hanya kurang dari satu menit telah sesuai dengan jenis produk yang ditawarkan.					
	<u>Sumber Pesan</u>					

10.	Iklan Sampoerna A Mild dengan tanpa menggunakan figur terkenal sebagai model iklan tetap merupakan iklan yang menarik.					
11.	Figur pada model iklan Sampoerna A Mild sesuai dengan tema iklan yang ditampilkan.					
12.	Figur pada model iklan Sampoerna A Mild dapat memperjelas makna dari ide cerita yang ditampilkan.					

Jika ada variabel yang belum tercantum diatas, silahkan isi dibawah ini

.....

.....

LAMPIRAN II
Data Respon Konsumen

Kasus	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	Total
1	5	4	4	5	2	5	4	4	2	4	39
2	4	5	2	2	3	4	4	5	5	4	38
3	3	4	4	5	2	3	2	4	4	3	34
4	2	5	1	4	5	4	4	3	2	4	34
5	2	3	3	3	2	2	3	4	5	2	29
6	3	4	4	4	3	1	3	1	4	3	30
7	4	3	5	3	4	4	4	4	4	4	39
8	2	3	3	4	4	3	4	5	3	4	35
9	4	5	2	3	3	4	4	4	4	5	38
10	3	4	4	2	4	4	4	4	4	4	37
11	5	4	3	4	4	5	4	5	2	4	40
12	5	1	4	3	3	2	2	4	5	4	33
13	4	3	4	4	3	5	4	4	4	5	40
14	4	5	3	2	4	4	3	2	3	4	34
15	5	4	4	1	2	4	4	4	5	4	37
16	4	5	4	2	4	2	4	4	5	4	38
17	2	1	4	3	5	2	3	4	4	3	31
18	4	4	4	2	4	4	4	4	3	4	37
19	4	4	4	3	4	3	5	5	4	2	38
20	3	4	2	4	4	3	4	4	5	4	37
21	4	2	1	2	2	4	4	5	4	5	33
22	2	3	5	4	4	4	5	4	4	5	40
23	3	1	2	4	4	4	4	3	5	4	34
24	3	4	2	3	2	5	4	4	4	5	36
25	2	4	5	4	4	3	5	2	4	3	36
26	4	5	5	5	4	4	4	5	5	4	45
27	5	4	4	4	5	5	4	4	5	4	44
28	1	2	2	2	3	4	5	5	4	3	31
29	4	4	3	5	4	5	4	4	5	4	42
30	4	5	4	5	4	4	3	4	4	4	41
31	3	4	5	4	4	2	4	5	2	3	36
32	4	5	4	4	5	2	5	1	4	3	37
33	4	3	3	2	1	1	1	3	2	2	22
34	5	4	4	4	4	3	5	4	5	4	42
35	2	3	2	4	3	4	5	5	2	3	33
36	3	5	4	4	4	5	4	5	4	4	42
37	5	4	4	4	4	4	4	3	5	4	41
38	4	5	3	4	3	4	4	4	4	5	40
39	3	4	3	2	2	1	4	4	5	4	32
40	4	5	4	1	4	4	3	2	5	3	35
41	4	4	2	3	2	4	4	3	2	3	31
42	5	3	4	2	4	4	4	4	4	5	39
43	1	2	4	4	3	2	3	4	4	4	31
44	4	3	4	3	3	1	4	4	4	2	32
45	4	5	3	5	4	4	4	4	5	4	42
46	4	3	4	4	5	4	5	3	4	3	39
47	3	4	3	2	4	4	3	4	4	4	35
48	2	3	4	1	4	4	4	3	2	1	28
49	4	4	2	4	5	2	4	3	4	3	35
50	3	5	4	3	1	3	5	4	2	3	33

51	2	4	5	4	5	2	4	5	4	3	38
52	4	4	4	4	5	4	4	4	4	2	39
53	4	5	5	4	4	4	4	4	3	5	42
54	2	1	2	3	4	2	4	5	4	5	32
55	4	3	4	5	4	4	5	4	3	4	40
56	4	4	5	4	5	5	4	3	2	1	37
57	3	2	4	3	2	4	3	2	4	3	30
58	5	4	4	4	4	5	4	4	4	5	43
59	4	4	4	2	3	3	2	4	4	4	34
60	4	5	4	3	4	4	4	5	5	5	43
61	5	4	4	5	4	3	4	2	2	5	38
62	4	3	4	3	4	4	5	4	3	3	37
63	4	5	5	4	5	4	4	5	3	4	43
64	5	3	1	2	4	4	3	4	4	4	34
65	4	4	4	5	4	3	4	2	5	5	40
66	4	3	3	4	5	4	3	4	3	4	37
67	5	4	4	4	5	4	4	5	5	5	45
68	4	4	5	4	4	2	2	2	5	4	36
69	4	5	4	5	3	4	4	4	4	5	42
70	3	1	5	3	4	2	4	5	4	4	35
71	2	4	4	5	1	5	4	4	3	3	35
72	5	4	2	4	3	2	2	3	4	4	33
73	4	4	4	5	4	2	4	4	4	3	38
74	5	4	4	4	5	5	4	3	2	4	40
75	4	5	3	2	3	4	3	4	4	5	37
76	4	4	5	4	2	3	4	5	2	3	36
77	3	5	4	2	2	2	4	3	4	5	34
78	1	4	3	4	2	5	4	4	2	3	32
79	3	4	4	3	5	4	3	4	2	5	37
80	2	3	5	4	4	5	4	3	5	4	39
81	4	5	4	4	4	4	5	4	3	4	41
82	5	2	3	4	3	2	4	1	1	3	28
83	4	4	2	3	2	4	2	4	5	4	34
84	4	4	4	4	5	3	4	2	4	4	38
85	5	3	4	5	4	5	2	4	4	2	38
86	3	4	4	4	4	3	4	3	2	2	33
87	5	5	4	3	2	4	5	4	5	4	41
88	4	2	3	4	4	4	3	4	2	3	33
89	5	4	4	3	3	4	2	3	5	4	37
90	3	4	4	2	4	4	4	2	4	3	34
91	4	4	4	4	4	5	5	4	4	3	41
92	4	2	3	5	4	2	4	4	4	2	34
93	4	5	2	3	4	4	3	2	5	4	36
94	5	4	4	3	3	3	4	3	3	4	36
95	4	3	2	4	5	3	3	4	3	4	35
96	3	4	2	4	4	4	4	3	2	4	34
97	3	5	5	2	5	2	4	2	5	4	37
98	2	3	2	4	3	4	4	4	4	5	35
99	4	4	5	5	2	3	5	3	3	2	36
100	4	5	4	5	4	5	4	2	3	4	40
Total	365	376	358	352	380	352	380	366	372	371	

LAMPIRAN III
Data Variabel Pesan

Kasus	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	B11	B12	Total
1	5	4	4	5	4	4	5	4	3	4	4	4	50
2	3	4	4	4	4	4	3	5	4	3	4	5	47
3	4	5	3	5	3	3	3	4	5	4	5	3	47
4	4	5	5	4	4	5	5	5	5	5	4	5	56
5	5	2	4	3	4	4	4	4	3	2	3	4	42
6	5	4	5	4	4	4	4	5	3	4	3	4	49
7	3	4	4	2	4	3	4	4	2	4	4	3	41
8	5	4	5	4	5	4	3	4	4	4	4	1	47
9	2	3	4	2	4	4	2	4	3	3	2	3	36
10	4	2	5	4	3	4	3	2	2	4	5	4	42
11	2	2	4	2	3	4	4	4	4	4	5	4	42
12	4	5	4	3	5	2	4	5	3	2	4	5	46
13	3	4	5	2	3	4	3	5	4	5	4	5	47
14	5	4	4	4	4	4	4	4	5	2	4	3	47
15	4	4	4	4	4	5	5	4	5	5	5	4	53
16	3	4	4	4	4	5	4	4	4	4	2	4	46
17	5	4	5	4	3	4	2	4	2	4	4	3	44
18	4	4	5	5	5	2	4	5	4	5	4	1	48
19	2	3	4	4	3	4	2	3	2	4	4	3	38
20	5	4	3	3	5	2	4	4	5	3	3	4	45
21	2	4	4	4	4	3	2	3	1	2	3	1	33
22	4	5	4	4	4	4	3	5	2	2	4	3	44
23	4	4	2	4	3	1	3	4	4	4	4	4	41
24	2	4	3	3	4	4	4	4	4	5	4	5	46
25	3	1	2	1	4	2	2	4	4	4	3	3	33
26	4	2	4	5	4	3	4	4	4	4	4	5	47
27	2	4	3	3	4	5	3	4	2	2	3	1	36
28	5	4	5	4	5	3	4	4	5	4	5	4	52
29	4	4	5	4	2	3	5	2	3	5	4	4	45
30	4	4	5	3	4	3	5	4	5	3	3	2	45
31	5	2	4	4	5	5	4	2	4	3	4	3	45
32	3	4	5	5	5	4	4	4	3	4	4	5	50
33	4	4	4	4	5	4	2	3	4	4	4	5	47
34	2	3	4	4	4	4	4	5	4	4	5	4	47
35	4	2	4	1	2	1	4	4	2	4	4	5	37
36	5	4	5	4	4	4	4	1	4	2	3	1	41
37	4	4	5	3	4	4	4	4	4	5	4	4	49
38	6	4	3	3	4	3	4	4	5	2	1	3	41
39	4	2	4	5	5	5	5	5	5	4	4	5	53
40	4	4	5	4	4	5	4	1	3	4	5	4	47
41	5	4	4	4	5	3	3	4	2	4	5	4	47
42	3	2	4	4	3	5	4	3	4	5	4	4	45
43	4	4	5	2	4	2	4	3	2	3	2	3	38
44	5	3	4	4	3	4	2	4	4	4	5	4	46
45	5	2	5	5	4	3	4	4	4	2	3	1	42
46	4	4	5	5	3	4	2	4	2	2	3	3	41
47	4	3	4	4	4	4	4	5	2	3	4	4	45
48	4	5	5	4	3	4	2	4	4	4	4	4	47
49	4	5	4	2	3	3	4	4	3	4	3	2	41
50	2	4	3	4	4	5	2	1	4	4	4	5	42

51	4	4	4	3	4	5	4	4	4	5	4	4	49
52	5	4	5	4	4	5	3	4	5	4	5	2	50
53	4	5	4	4	2	4	4	3	4	3	4	5	46
54	5	4	2	2	4	5	5	4	5	4	5	4	49
55	4	5	4	4	4	3	4	3	4	3	3	4	45
56	4	3	5	5	4	5	4	3	5	4	5	4	51
57	5	4	5	4	4	3	2	4	4	4	4	2	45
58	5	4	4	4	3	4	4	5	4	2	1	4	44
59	4	3	4	5	4	4	4	2	1	3	4	4	42
60	4	3	5	4	2	3	3	4	4	4	4	4	44
61	5	4	4	5	4	4	4	4	4	4	3	3	48
62	4	4	3	4	3	2	2	1	2	4	4	4	37
63	4	3	4	4	4	2	2	4	1	5	4	3	40
64	1	4	2	4	3	4	4	4	4	4	5	4	43
65	4	5	5	2	4	5	4	2	2	5	4	5	47
66	3	4	2	4	4	4	3	2	2	5	3	2	38
67	5	4	4	4	3	4	3	4	4	4	3	4	46
68	5	4	5	2	4	2	4	3	3	1	3	4	40
69	4	3	4	4	3	4	3	4	4	4	4	4	45
70	4	5	4	3	4	4	4	3	4	4	2	4	45
71	4	3	4	4	2	4	2	3	1	4	2	2	35
72	4	5	4	5	4	4	4	4	5	3	3	4	49
73	4	4	5	4	3	3	3	4	4	4	2	4	44
74	5	4	5	4	4	5	4	5	5	4	3	3	51
75	3	4	5	5	4	4	5	4	1	1	4	4	44
76	4	3	4	4	4	5	4	3	4	4	3	5	47
77	4	4	1	3	5	4	2	4	2	4	4	4	41
78	5	5	4	5	4	5	1	2	4	5	4	5	49
79	4	4	5	3	4	3	4	5	2	4	3	4	45
80	4	4	3	2	4	5	3	4	5	4	4	5	47
81	3	4	5	5	2	3	4	5	4	4	4	4	47
82	4	5	4	3	4	5	4	4	5	5	4	5	52
83	4	5	4	4	4	3	5	4	5	5	2	5	50
84	5	5	3	4	5	4	4	4	1	3	2	4	44
85	5	5	2	3	4	4	3	4	5	4	4	3	46
86	4	4	4	4	5	4	4	5	4	4	2	2	46
87	4	4	4	5	4	5	4	4	3	3	2	3	45
88	5	5	3	4	3	4	4	5	1	1	4	2	41
89	4	3	4	4	3	5	4	4	3	4	4	2	44
90	4	4	5	3	4	2	4	4	4	5	1	4	44
91	4	5	5	3	3	2	4	2	1	4	4	5	42
92	5	5	4	3	2	3	1	4	4	5	4	3	43
93	2	1	2	2	4	5	4	2	5	4	4	4	39
94	4	5	4	5	5	4	4	4	3	1	3	3	45
95	3	5	4	3	4	2	2	3	4	5	2	2	39
96	5	4	5	2	4	5	5	4	4	1	4	4	47
97	5	5	4	5	4	3	4	2	4	4	4	4	48
98	4	3	5	5	4	4	4	4	3	5	2	5	48
99	4	5	3	4	4	5	3	4	5	5	3	5	50
100	5	4	5	3	4	2	4	4	3	2	5	4	45
Total	398	385	406	370	379	374	354	371	349	368	359	364	

LAMPIRAN IV
Data Induk Regresi

Kasus	Y1	Y2	Y3	Y4	X1	X2	X3	X4
1	9	11	13	6	13	13	12	12
2	9	7	13	9	11	12	12	12
3	7	11	9	7	12	11	12	12
4	7	10	11	6	14	13	15	14
5	5	8	9	7	11	11	11	9
6	7	11	5	7	14	12	12	11
7	7	12	12	8	11	9	10	11
8	6	11	12	7	14	13	11	9
9	9	8	12	9	9	10	9	8
10	7	10	12	8	11	11	7	13
11	9	11	14	6	8	9	12	13
12	6	10	8	9	13	10	12	11
13	7	11	13	9	12	9	12	14
14	9	9	9	7	13	12	13	9
15	9	7	12	9	12	13	14	14
16	9	10	10	9	11	13	12	10
17	3	12	9	7	14	11	8	11
18	8	10	12	7	13	12	13	10
19	8	11	13	6	9	11	7	11
20	7	10	11	9	12	10	13	10
21	6	5	13	9	10	11	6	6
22	5	13	13	9	13	12	10	9
23	4	10	11	9	10	8	11	12
24	7	7	13	9	9	11	12	14
25	6	13	10	7	6	7	10	10
26	9	14	13	9	10	12	12	13
27	9	13	13	9	9	12	9	6
28	3	7	14	7	14	12	13	13
29	8	12	13	9	13	9	10	13
30	9	13	11	8	13	10	14	8
31	7	13	11	5	11	14	10	10
32	9	13	8	7	12	14	11	13
33	7	6	5	4	12	13	9	13
34	9	12	12	9	9	12	13	13
35	5	9	14	5	10	4	10	13
36	8	12	14	8	14	12	9	6
37	9	12	11	9	13	11	12	13
38	9	10	12	9	12	10	13	6
39	7	7	9	9	10	15	15	13
40	9	9	9	8	13	13	8	13
41	8	7	11	5	13	12	9	13
42	8	10	12	9	9	12	11	13
43	3	11	9	8	13	8	9	8
44	7	10	9	6	12	11	10	13
45	9	12	12	9	12	12	12	6
46	7	13	12	7	13	12	8	8
47	7	9	11	8	11	12	11	11
48	5	9	11	3	14	11	10	12
49	8	11	9	7	13	8	11	9
50	6	8	12	5	9	13	7	13

51	6	14	11	7	12	12	12	13
52	8	13	12	6	14	13	12	11
53	9	13	12	8	13	10	11	12
54	3	9	11	9	11	11	14	13
55	7	13	13	7	13	11	11	10
56	8	14	12	3	12	14	12	13
57	5	9	9	7	14	11	10	10
58	9	12	13	9	13	11	13	7
59	8	9	9	8	11	13	7	11
60	9	11	13	10	12	9	11	12
61	9	13	9	7	13	13	12	10
62	7	11	13	6	11	9	5	12
63	9	14	13	7	11	10	7	12
64	8	7	11	8	7	11	12	13
65	8	13	9	10	14	11	8	14
66	7	12	11	7	9	12	7	10
67	9	13	13	10	13	11	11	11
68	8	13	6	9	14	8	10	8
69	9	12	12	9	11	11	11	12
70	4	12	11	8	13	11	11	10
71	6	10	13	6	11	10	6	8
72	9	9	7	8	13	13	13	10
73	8	13	10	7	13	10	11	10
74	9	13	12	6	14	13	14	10
75	9	8	11	9	12	13	10	9
76	8	11	12	5	11	13	11	12
77	8	8	9	9	9	12	8	12
78	5	9	13	5	14	14	7	14
79	7	12	11	7	13	10	11	11
80	5	13	12	9	11	11	12	13
81	9	12	13	7	12	10	13	12
82	7	10	7	4	13	12	13	14
83	8	7	10	9	13	11	14	12
84	8	13	9	8	13	13	9	9
85	8	13	11	6	12	11	12	11
86	7	12	10	4	12	13	13	8
87	10	9	13	9	12	14	11	8
88	6	11	11	5	13	11	10	7
89	9	10	9	9	11	12	11	10
90	7	10	10	7	13	9	12	10
91	8	12	14	7	14	8	7	13
92	6	12	10	6	14	8	9	12
93	9	9	9	9	5	11	11	12
94	9	10	10	7	13	14	11	7
95	7	11	10	7	12	9	9	9
96	7	10	11	6	14	11	13	9
97	8	12	8	9	14	12	10	12
98	5	9	12	8	12	13	11	12
99	8	12	11	5	12	13	12	13
100	9	13	11	7	14	9	11	11
Total	741	1070	1098	743	1169	1129	1074	1091

LAMPIRAN V
Validitas dan Reliabilitas

Correlation

	TOTAL
Y1	
Pearson Correlation	.420**
Sig. (2-tailed)	.000
Sum of Squares and Cross-products	174.200
Covariance	1.760
N	100
Y2	
Pearson Correlation	.478**
Sig. (2-tailed)	.000
Sum of Squares and Cross-products	203.840
Covariance	2.055
N	100
Y3	
Pearson Correlation	.362**
Sig. (2-tailed)	.000
Sum of Squares and Cross-products	149.840
Covariance	1.514
N	100
Y4	
Pearson Correlation	.395**
Sig. (2-tailed)	.000
Sum of Squares and Cross-products	166.960
Covariance	1.686
N	100
Y5	
Pearson Correlation	.434**
Sig. (2-tailed)	.000
Sum of Squares and Cross-products	180.800
Covariance	1.826
N	100
Y6	
Pearson Correlation	.507**
Sig. (2-tailed)	.000
Sum of Squares and Cross-products	221.960
Covariance	2.242
N	100
Y7	
Pearson Correlation	.378**
Sig. (2-tailed)	.000
Sum of Squares and Cross-products	126.400
Covariance	1.277
N	100

Y8	
Pearson Correlation	.270**
Sig. (2-tailed)	0.007
Sum of Squares and Cross-products	108.680
Covariance	1.098
N	100
Y9	
Pearson Correlation	.316**
Sig. (2-tailed)	.001
Sum of Squares and Cross-products	135.560
Covariance	1.369
N	100
Y10	
Pearson Correlation	.454**
Sig. (2-tailed)	.000
Sum of Squares and Cross-products	173.080
Covariance	1.748
N	100
TOTAL	
Pearson Correlation	1.000
Sig. (2-tailed)	.
Sum of Squares and Cross-products	1640.960
Covariance	16.575
N	100

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

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

Correlation

	TOTAL
X1	
Pearson Correlation	.345**
Sig. (2-tailed)	.000
Sum of Squares and Cross-products	139.540
Covariance	1.409
N	100
X2	
Pearson Correlation	.291**
Sig. (2-tailed)	.003
Sum of Squares and Cross-products	119.550
Covariance	1.208
N	100
X3	
Pearson Correlation	.301**
Sig. (2-tailed)	.002
Sum of Squares and Cross-products	118.380
Covariance	1.196
N	100
X4	
Pearson Correlation	.372**
Sig. (2-tailed)	.000
Sum of Squares and Cross-products	158.100
Covariance	1.597
N	100
X5	
Pearson Correlation	.285**
Sig. (2-tailed)	.004
Sum of Squares and Cross-products	95.170
Covariance	.961
N	100
X6	
Pearson Correlation	.416**
Sig. (2-tailed)	.000
Sum of Squares and Cross-products	184.020
Covariance	1.859
N	100
X7	
Pearson Correlation	.437**
Sig. (2-tailed)	0.000
Sum of Squares and Cross-products	179.420
Covariance	1.812
N	100

X8	
Pearson Correlation	.304**
Sig. (2-tailed)	.002
Sum of Squares and Cross-products	130.330
Covariance	1.316
N	100
X9	
Pearson Correlation	.569**
Sig. (2-tailed)	.000
Sum of Squares and Cross-products	298.270
Covariance	3.013
N	100
X10	
Pearson Correlation	.306**
Sig. (2-tailed)	.002
Sum of Squares and Cross-products	143.640
Covariance	1.451
N	100
X11	
Pearson Correlation	.297**
Sig. (2-tailed)	.003
Sum of Squares and Cross-products	125.570
Covariance	1.268
N	100
X12	
Pearson Correlation	.429**
Sig. (2-tailed)	.000
Sum of Squares and Cross-products	205.720
Covariance	2.078
N	100
TOTAL	1.000
Pearson Correlation	.
Sig. (2-tailed)	1897.710
Sum of Squares and Cross-products	19.169
Covariance	100
N	

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

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	Y1	3.6500	1.0286	100.0
2.	Y2	3.7600	1.0552	100.0
3.	Y3	3.5800	1.0267	100.0
4.	Y4	3.5200	1.0491	100.0
5.	Y5	3.6000	1.0347	100.0
6.	Y6	3.5200	1.0869	100.0
7.	Y7	3.8000	.8288	100.0
8.	Y8	3.6600	.9972	100.0
9.	Y9	3.7200	1.0644	100.0
10.	Y10	3.7100	.9460	100.0
Statistics for SCALE	Mean 36.5200	Variance 16.5754	Std Dev 4.0713	N of Variables 10

Reliability Coefficients

N of Cases = 100.0

N of Items = 10

Alpha = .4215

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	X1	3.9800	.9318	100.0
2.	X2	3.8500	.9468	100.0
3.	X3	4.0600	.9081	100.0
4.	X4	3.7000	.9796	100.0
5.	X5	3.7900	.7693	100.0
6.	X6	3.7400	1.0212	100.0
7.	X7	3.5400	.9473	100.0
8.	X8	3.7100	.9878	100.0
9.	X9	3.4900	1.2102	100.0
10.	X10	3.6800	1.0813	100.0
11.	X11	3.5900	.9754	100.0
12.	X12	3.6400	1.1057	100.0
Statistics for SCALE	Mean 44.7700	Variance 19.1688	Std Dev 4.3782	N of Variables 12

Reliability Coefficients

N of Cases = 100.0

N of Items = 12

Alpha = .4157

LAMPIRAN VI

Hasil Analisis Regresi Pengaruh Pesan Iklan Terhadap Respon Konsumen

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
AWARENESS	3,7050	,81679	100
ISI	3,9634	,61929	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	ISI(a)	.	Enter

a. All requested variables entered.

b. Dependent Variable: AWARENESS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,125(a)	,016	,006	,81446

a. Predictors: (Constant), ISI

ANOVA(b)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1,037	1	1,037	1,563	,214(a)
Residual	65,011	98	,663		
Total	66,048	99			

a. Predictors: (Constant), ISI

b. Dependent Variable: AWARENESS

Coefficients(a)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
1 (Constant)	4,360	,530		8,224	,000			
ISI	-,165	,132	-,125	-1,260	,214	-,125	-,125	-,125

a. Dependent Variable: AWARENESS

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
AWARENESS	3,7050	,81679	100
ISI	3,9634	,61929	100
STRUKTUR	3,7435	,60615	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	STRUKTUR ISI(a)		Enter

a. All requested variables entered.

b. Dependent Variable: AWARENESS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,266(a)	,071	,052	,79533

a. Predictors: (Constant), STRUKTUR, ISI

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,690	2	2,345	3,707	,028(a)
	Residual	61,357	97	,633		
	Total	66,048	99			

a. Predictors: (Constant), STRUKTUR, ISI

b. Dependent Variable: AWARENESS

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	3,288	,683		4,813	,000			
	ISI	-,196	,130	-,148	-1,509	,135	-,125	-,151	-,148
	STRUKTUR	,318	,133	,236	2,403	,018	,222	,237	,235

a. Dependent Variable: AWARENESS

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
AWARENESS	3,7050	,81679	100
ISI	3,9634	,61929	100
STRUKTUR	3,7435	,60615	100
FORMAT	3,5800	,70873	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	FORMAT, ISI, STRUKTUR (a)		Enter

a. All requested variables entered.

b. Dependent Variable: AWARENESS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,295(a)	,087	,058	,79261

a. Predictors: (Constant), FORMAT, ISI, STRUKTUR

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	5,738	3	1,913	3,045	,033(a)
	Residual	60,310	96	,628		
	Total	66,048	99			

a. Predictors: (Constant), FORMAT, ISI, STRUKTUR

b. Dependent Variable: AWARENESS

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	2,939	,733		4,011	,000			
	ISI	-,215	,130	-,163	-1,653	,102	-,125	-,166	-,161
	STRUKTUR	,290	,134	,216	2,171	,032	,222	,216	,212
	FORMAT	,148	,115	,129	1,292	,200	,145	,131	,126

a. Dependent Variable: AWARENESS

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
AWARENESS	3,7050	,81679	100
ISI	3,9634	,61929	100
STRUKTUR	3,7435	,60615	100
FORMAT	3,5800	,70873	100
SUMBER	3,6362	,72454	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	SUMBER, STRUKTUR, ISI, FORMAT(a)		Enter

a. All requested variables entered.

b. Dependent Variable: AWARENESS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,314(a)	,099	,061	,79162

a. Predictors: (Constant), SUMBER, STRUKTUR, ISI, FORMAT

ANOVA(b)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6,514	4	1,629	2,599	,041(a)
Residual	59,533	95	,627		
Total	66,048	99			

a. Predictors: (Constant), SUMBER, STRUKTUR, ISI, FORMAT

b. Dependent Variable: AWARENESS

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	3,405	,843		4,038	,000			
	ISI	-,236	,131	-,178	-1,789	,077	-,125	-,181	-,174
	STRUKTUR	,294	,134	,218	2,198	,030	,222	,220	,214
	FORMAT	,162	,115	,141	1,405	,163	,145	,143	,137
	SUMBER	-,124	,111	-,110	-1,113	,269	-,069	-,113	-,108

a. Dependent Variable: AWARENESS

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
INTEREST	3,5660	,69216	100
ISI	3,9634	,61929	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	ISI(a)	.	Enter

a. All requested variables entered.

b. Dependent Variable: INTEREST

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.227(a)	.051	.042	.67759

a. Predictors: (Constant), ISI

ANOVA(b)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2,435	1	2,435	5,304	.023(a)
Residual	44,994	98	.459		
Total	47,430	99			

a. Predictors: (Constant), ISI

b. Dependent Variable: INTEREST

Coefficients(a)

	Unstandardized Coefficients		Standardized Coefficients			Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	2,562	.441		5,809	.000			
ISI	.253	.110	.227	2,303	.023	.227	.227	.227

a. Dependent Variable: INTEREST

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
INTEREST	3,5660	,69216	100
ISI	3,9634	,61929	100
STRUKTUR	3,7435	,60615	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	STRUKTUR ISI(a)		Enter

a. All requested variables entered.

b. Dependent Variable: INTEREST

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,279(a)	,078	,059	,67152

a. Predictors: (Constant), STRUKTUR, ISI

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	3,689	2	1,844	4,090	,020(a)
	Residual	43,741	97	,451		
	Total	47,430	99			

a. Predictors: (Constant), STRUKTUR, ISI

b. Dependent Variable: INTEREST

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	3,190	,577		5,530	,000			
	ISI	,271	,110	,243	2,476	,015	,227	,244	,241
	STRUKTUR	-,187	,112	-,163	-1,667	,099	-,140	-,167	-,163

a. Dependent Variable: INTEREST

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
INTEREST	3,5660	,69216	100
ISI	3,9634	,61929	100
STRUKTUR	3,7435	,60615	100
FORMAT	3,5800	,70873	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	FORMAT, ISI, STRUKTUR (a)		Enter

a. All requested variables entered.

b. Dependent Variable: INTEREST

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,279(a)	,078	,049	,67499

a. Predictors: (Constant), FORMAT, ISI, STRUKTUR

ANOVA(b)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3,691	3	1,230	2,700	,050(a)
Residual	43,739	96	,456		
Total	47,430	99			

a. Predictors: (Constant), FORMAT, ISI, STRUKTUR

b. Dependent Variable: INTEREST

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	3,205	,624		5,136	,000			
	ISI	,272	,111	,243	2,454	,016	,227	,243	,240
	STRUKTUR	-,185	,114	-,162	-1,626	,107	-,140	-,164	-,159
	FORMAT	-,006	,098	-,006	-,065	,949	-,003	-,007	-,006

a. Dependent Variable: INTEREST

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
INTEREST	3,5660	,69216	100
ISI	3,9634	,61929	100
STRUKTUR	3,7435	,60615	100
FORMAT	3,5800	,70873	100
SUMBER	3,6362	,72454	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	SUMBER, STRUKTUR , ISI, FORMAT(a)		Enter

a. All requested variables entered.

b. Dependent Variable: INTEREST

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,293(a)	,086	,047	,67558

a. Predictors: (Constant), SUMBER, STRUKTUR, ISI, FORMAT

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	4,071	4	1,018	2,230	,072(a)
	Residual	43,359	95	,456		
	Total	47,430	99			

a. Predictors: (Constant), SUMBER, STRUKTUR, ISI, FORMAT

b. Dependent Variable: INTEREST

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	3,531	,720		4,907	,000			
	ISI	,258	,112	,231	2,307	,023	,227	,230	,226
	STRUKTUR	-,183	,114	-,160	-1,604	,112	-,140	-,162	-,157
	FORMAT	,003	,098	,003	,034	,973	-,003	,003	,003
	SUMBER	-,087	,095	-,091	-,913	,364	-,122	-,093	-,090

a. Dependent Variable: INTEREST

Regression

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	ISI(a)		Enter

a. All requested variables entered.

b. Dependent Variable: DESIRE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,162(a)	,026	,016	,64553

a. Predictors: (Constant), ISI

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	1,094	1	1,094	2,626	,108(a)
	Residual	40,838	98	,417		
	Total	41,932	99			

a. Predictors: (Constant), ISI

b. Dependent Variable: DESIRE

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	4,333	,420		10,311	,000			
	ISI	-,170	,105	-,162	-1,620	,108	-,162	-,162	-,162

a. Dependent Variable: DESIRE

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
DESIRE	3,6600	,65081	100
ISI	3,9634	,61929	100
STRUKTUR	3,7435	,60615	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	STRUKTUR , ISI(a)		Enter

a. All requested variables entered.

b. Dependent Variable: DESIRE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,201(a)	,041	,021	,64403

a. Predictors: (Constant), STRUKTUR, ISI

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	1,699	2	,849	2,048	,135(a)
	Residual	40,233	97	,415		
	Total	41,932	99			

a. Predictors: (Constant), STRUKTUR, ISI

b. Dependent Variable: DESIRE

Coefficients(a)

	Unstandardized Coefficients		Standardized Coefficients			Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	4,769	,553		8,619	,000			
ISI	-,157	,105	-,150	-1,499	,137	-,162	-,150	-,149
STRUKTUR	-,130	,107	-,121	-1,207	,230	-,135	-,122	-,120

a. Dependent Variable: DESIRE

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
DESIRE	3,8600	,65081	100
ISI	3,9634	,61929	100
STRUKTUR	3,7435	,60615	100
FORMAT	3,5800	,70873	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	FORMAT, ISI, STRUKTUR (a)		Enter

a. All requested variables entered.

b. Dependent Variable: DESIRE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,207(a)	,043	,013	,64664

a. Predictors: (Constant), FORMAT, ISI, STRUKTUR

ANOVA(b)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1,791	3	,597	1,427	,240(a)
Residual	40,141	96	,418		
Total	41,932	99			

a. Predictors: (Constant), FORMAT, ISI, STRUKTUR

b. Dependent Variable: DESIRE

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	4,872	,598		8,150	,000			
	ISI	-,152	,106	-,144	-1,428	,156	-,162	-,144	-,143
	STRUKTUR	-,121	,109	-,113	-1,111	,269	-,135	-,113	-,111
	FORMAT	-,044	,094	-,048	-,469	,640	-,086	-,048	-,047

a. Dependent Variable: DESIRE

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
DESIRE	3,6600	,65081	100
ISI	3,9634	,61929	100
STRUKTUR	3,7435	,60615	100
FORMAT	3,5800	,70873	100
SUMBER	3,6362	,72454	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	SUMBER, STRUKTUR, ISI, FORMAT(a)		Enter

a. All requested variables entered.

b. Dependent Variable: DESIRE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.207(a)	.043	.002	.65001

a Predictors: (Constant), SUMBER, STRUKTUR, ISI, FORMAT

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	1,793	4	.448	1,061	.380(a)
	Residual	40,139	95	.423		
	Total	41,932	99			

a Predictors: (Constant), SUMBER, STRUKTUR, ISI, FORMAT

b Dependent Variable: DESIRE

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	4,897	.692		7,072	.000			
	ISI	-.153	.108	-.145	-1,418	.160	-.162	-.144	-.142
	STRUKTUR	-.121	.110	-.113	-1,103	.273	-.135	-.112	-.111
	FORMAT	-.043	.095	-.047	-.456	.649	-.086	-.047	-.046
	SUMBER	-.007	.091	-.007	-.071	.943	.002	-.007	-.007

a Dependent Variable: DESIRE

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
ACTION	3,7150	.80483	100
ISI	3,9634	.61929	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	ISI(a)	.	Enter

a All requested variables entered.

b Dependent Variable: ACTION

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,174(a)	,030	,020	,79664

a Predictors: (Constant), ISI

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	1,933	1	1,933	3,047	,084(a)
	Residual	62,194	98	,635		
	Total	64,127	99			

a Predictors: (Constant), ISI

b Dependent Variable: ACTION

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	4,609	,519		8,889	,000			
	ISI	-,226	,129	-,174	-1,745	,084	-,174	-,174	-,174

a Dependent Variable: ACTION

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
ACTION	3,7150	,80483	100
ISI	3,9634	,61929	100
STRUKTUR	3,7435	,60615	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	STRUKTUR ISI(a)		Enter

a. All requested variables entered.

b. Dependent Variable: ACTION

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,194(a)	,038	,018	,79766

a. Predictors: (Constant), STRUKTUR, ISI

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	2,411	2	1,205	1,895	,156(a)
	Residual	61,717	97	,636		
	Total	64,127	99			

a. Predictors: (Constant), STRUKTUR, ISI

b. Dependent Variable: ACTION

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	4,997	,685		7,292	,000			
	ISI	-,215	,130	-,165	-1,650	,102	-,174	-,165	-,164
	STRUKTUR	-,115	,133	-,087	-,866	,389	-,103	-,086	-,086

a. Dependent Variable: ACTION

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
ACTION	3,7150	,80483	100
ISI	3,9634	,61929	100
STRUKTUR	3,7435	,60615	100
FORMAT	3,5800	,70873	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	FORMAT, ISI, STRUKTUR (a)		Enter

a. All requested variables entered.

b. Dependent Variable: ACTION

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,249(a)	,062	,033	,79155

a. Predictors: (Constant), FORMAT, ISI, STRUKTUR

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	3,979	3	1,326	2,117	,103(a)
	Residual	60,149	96	,627		
	Total	64,127	99			

a. Predictors: (Constant), FORMAT, ISI, STRUKTUR

b. Dependent Variable: ACTION

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	4,569	,732		6,244	,000			
	ISI	-,238	,130	-,183	-1,835	,070	-,174	-,184	-,181
	STRUKTUR	-,149	,134	-,112	-1,117	,267	-,103	-,113	-,110
	FORMAT	,181	,115	,160	1,582	,117	,117	,159	,156

a. Dependent Variable: ACTION

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
ACTION	3,7150	,80483	100
ISI	3,9634	,61929	100
STRUKTUR	3,7435	,60615	100
FORMAT	3,5800	,70873	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	FORMAT, ISI, STRUKTUR (a)		Enter

a. All requested variables entered.

b. Dependent Variable: ACTION

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,249(a)	,062	,033	,79155

a. Predictors: (Constant), FORMAT, ISI, STRUKTUR

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	3,979	3	1,326	2,117	,103(a)
	Residual	60,149	96	,627		
	Total	64,127	99			

a Predictors: (Constant), FORMAT, ISI, STRUKTUR

b Dependent Variable: ACTION

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	4,569	,732		6,244	,000			
	ISI	-,238	,130	-,183	-1,835	,070	-,174	-,184	-,181
	STRUKTUR	-,149	,134	-,112	-1,117	,267	-,103	-,113	-,110
	FORMAT	,181	,115	,160	1,582	,117	,117	,159	,156

a Dependent Variable: ACTION

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
AWARENESS	3,7050	,81679	100
STRUKTUR	3,7435	,60615	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	STRUKTUR (a)		Enter

a All requested variables entered.

b Dependent Variable: AWARENESS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,222(a)	,049	,040	,80049

a Predictors: (Constant), STRUKTUR

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	3,250	1	3,250	5,072	,027(a)
	Residual	62,797	98	,641		
	Total	66,048	99			

a Predictors: (Constant), STRUKTUR

b Dependent Variable: AWARENES

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	2,586	,503		5,138	,000			
	STRUKTUR	,299	,133	,222	2,252	,027	,222	,222	,222

a Dependent Variable: AWARENES

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
AWARENES	3,7050	,81679	100
STRUKTUR	3,7435	,60615	100
FORMAT	3,5800	,70873	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	FORMAT, STRUKTUR (a)		Enter

a All requested variables entered.

b Dependent Variable: AWARENES

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.247(a)	.061	.042	.79955

a Predictors: (Constant), FORMAT, STRUKTUR

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	4.022	2	2.011	3.145	.048(a)
	Residual	62.026	97	.639		
	Total	66.048	99			

a Predictors: (Constant), FORMAT, STRUKTUR

b Dependent Variable: AWARENESS

Coefficients(a)

		Unstandardized Coefficients		Standardized Coefficients			Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
	(Constant)	2.229	.599		3.722	.000			
	STRUKTUR	.273	.135	.203	2.032	.045	.222	.202	.200
	FORMAT	.126	.115	.110	1.098	.275	.145	.111	.108

a Dependent Variable: AWARENESS

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
AWARENESS	3.7050	.81679	100
STRUKTUR	3.7435	.60615	100
SUMBER	3.6362	.72454	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	SUMBER, STRUKTUR (a)		Enter

a. All requested variables entered.

b. Dependent Variable: AWARENESS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,234(a)	,055	,035	,80219

a. Predictors: (Constant), SUMBER, STRUKTUR

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	3,627	2	1,813	2,818	,065(a)
	Residual	62,421	97	,644		
	Total	66,048	99			

a. Predictors: (Constant), SUMBER, STRUKTUR

b. Dependent Variable: AWARENESS

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	2,895	,638		4,522	,000			
	STRUKTUR	,302	,133	,224	2,268	,026	,222	,224	,224
	SUMBER	-,095	,111	-,076	-,765	,446	-,069	-,077	-,076

a. Dependent Variable: AWARENESS

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
INTEREST	3,5660	,69216	100
STRUKTUR	3,7435	,60615	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	STRUKTUR (a)		Enter

a. All requested variables entered.

b. Dependent Variable: INTEREST

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,140(a)	,020	,010	,68886

a. Predictors: (Constant), STRUKTUR

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	,925	1	,925	1,950	,166(a)
	Residual	46,504	98	,475		
	Total	47,430	99			

a. Predictors: (Constant), STRUKTUR

b. Dependent Variable: INTEREST

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	4,163	,433		9,613	,000			
	STRUKTUR	-,160	,114	-,140	-1,397	,166	-,140	-,140	-,140

a. Dependent Variable: INTEREST

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
INTEREST	3,5660	,69216	100
STRUKTUR	3,7435	,60615	100
FORMAT	3,5800	,70873	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	FORMAT, STRUKTUR (a)	.	Enter

a. All requested variables entered.

b. Dependent Variable: INTEREST

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,141(a)	,020	,000	,69224

a. Predictors: (Constant), FORMAT, STRUKTUR

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	,948	2	,474	,989	,376(a)
	Residual	46,482	97	,479		
	Total	47,430	99			

a. Predictors: (Constant), FORMAT, STRUKTUR

b. Dependent Variable: INTEREST

Coefficients(a)

	Unstandardized Coefficients		Standardized Coefficients			Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	4,103	,518		7,914	,000			
STRUKTUR	-,164	,117	-,143	-1,406	,163	-,140	-,141	-,141
FORMAT	,021	,100	,022	,215	,830	-,003	,022	,022

a. Dependent Variable: INTEREST

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
INTEREST	3,5660	,69216	100
STRUKTUR	3,7435	,60615	100
SUMBER	3,6352	,72454	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	SUMBER, STRUKTUR (a)		Enter

a. All requested variables entered.

b. Dependent Variable: INTEREST

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,183(a)	,034	,014	,68743

a. Predictors: (Constant), SUMBER, STRUKTUR

ANOVA(b)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1,591	2	,796	1,684	,191(a)
Residual	45,838	97	,473		
Total	47,430	99			

a. Predictors: (Constant), SUMBER, STRUKTUR

b. Dependent Variable: INTEREST

Coefficients(a)

	Unstandardized Coefficients		Standardized Coefficients			Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	4,561	,547		8,342	,000			
STRUKTUR	-,156	,114	-,136	-1,366	,175	-,140	-,137	-,136
SUMBER	-,113	,095	-,119	-1,187	,238	-,122	-,120	-,118

a. Dependent Variable: INTEREST

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
DESIRE	3,6500	,65081	100
STRUKTUR	3,7435	,60615	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	STRUKTUR (a)		Enter

a. All requested variables entered.

b. Dependent Variable: DESIRE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,135(a)	,018	,008	,64811

a. Predictors: (Constant), STRUKTUR

ANOVA(b)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	,767	1	,767	1,826	,180(a)
Residual	41,165	98	,420		
Total	41,932	99			

a. Predictors: (Constant), STRUKTUR

b. Dependent Variable: DESIRE

Coefficients(a)

	Unstandardized Coefficients		Standardized Coefficients			Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	4,204	,407		10,316	,000			
STRUKTUR	-,145	,107	-,135	-1,351	,180	-,135	-,135	-,135

a. Dependent Variable: DESIRE

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
DESIRE	3,6600	,65081	100
STRUKTUR	3,7435	,60615	100
FORMAT	3,5800	,70873	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	FORMAT, STRUKTUR (a)		Enter

a. All requested variables entered.

b. Dependent Variable: DESIRE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,150(a)	,022	,002	,65009

a. Predictors: (Constant), FORMAT, STRUKTUR

ANOVA(b)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	,937	2	,469	1,109	,334(a)
Residual	40,994	97	,423		
Total	41,932	99			

a. Predictors: (Constant), FORMAT, STRUKTUR

b. Dependent Variable: DESIRE

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	4,372	,487		8,979	,000			
	STRUKTUR	-,133	,109	-,124	-1,218	,226	-,135	-,123	-,122
	FORMAT	-,059	,094	-,065	-,635	,527	-,086	-,064	-,064

a. Dependent Variable: DESIRE

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
DESIRE	3,6600	,65081	100
STRUKTUR	3,7435	,60615	100
SUMBER	3,6362	,72454	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	SUMBER, STRUKTUR (a)		Enter

a. All requested variables entered.

b. Dependent Variable: DESIRE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,135(a)	,018	-,002	,65143

a. Predictors: (Constant), SUMBER, STRUKTUR

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	,769	2	,384	,906	,408(a)
	Residual	41,163	97	,424		
	Total	41,932	99			

a. Predictors: (Constant), SUMBER, STRUKTUR

b. Dependent Variable: DESIRE

Coefficients(a)

	Unstandardized Coefficients		Standardized Coefficients			Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	4,184	,518		8,076	,000			
STRUKTUR	-,145	,108	-,135	-1,346	,182	-,135	-,135	-,135
SUMBER	,006	,090	,006	,061	,951	,002	,006	,006

a. Dependent Variable: DESIRE

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
ACTION	3,7150	,80483	100
STRUKTUR	3,7435	,60615	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	STRUKTUR (a)		Enter

a. All requested variables entered.

b. Dependent Variable: ACTION

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,103(a)	,011	,000	,80464

a. Predictors: (Constant), STRUKTUR

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	,678	1	,678	1,047	,309(a)
	Residual	63,450	98	,647		
	Total	64,127	99			

a. Predictors: (Constant), STRUKTUR

b. Dependent Variable: ACTION

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	4,226	,506		8,354	,000			
	STRUKTUR	-,137	,133	-,103	-1,023	,309	-,103	-,103	-,103

a. Dependent Variable: ACTION

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
ACTION	3,7150	,80483	100
STRUKTUR	3,7435	,60615	100
FORMAT	3,5800	,70873	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	FORMAT, STRUKTUR (a)		Enter

a. All requested variables entered.

b. Dependent Variable: ACTION

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,171(a)	,029	,009	,80114

a. Predictors: (Constant), FORMAT, STRUKTUR

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	1,870	2	,935	1,457	,238(a)
	Residual	62,258	97	,642		
	Total	64,127	99			

a. Predictors: (Constant), FORMAT, STRUKTUR

b. Dependent Variable: ACTION

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	3,782	,600		6,303	,000			
	STRUKTUR	-,168	,135	-,127	-1,247	,216	-,103	-,126	-,125
	FORMAT	,157	,115	,138	1,363	,176	,117	,137	,136

a. Dependent Variable: ACTION

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
ACTION	3,7150	,80483	100
STRUKTUR	3,7436	,60616	100
SUMBER	3,6362	,72454	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	SUMBER, STRUKTUR (a)		Enter

a. All requested variables entered.

b. Dependent Variable: ACTION

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,157(a)	,025	,004	,80302

a. Predictors: (Constant), SUMBER, STRUKTUR

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	1,578	2	,789	1,223	,299(a)
	Residual	62,550	97	,645		
	Total	64,127	99			

a. Predictors: (Constant), SUMBER, STRUKTUR

b. Dependent Variable: ACTION

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	4,688	,639		7,340	,000			
	STRUKTUR	-,132	,133	-,099	-,992	,324	-,103	-,100	-,099
	SUMBER	-,132	,111	-,119	-1,181	,240	-,121	-,119	-,118

a. Dependent Variable: ACTION

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
AWARENES	3,7050	,81679	100
FORMAT	3,5800	,70873	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	FORMAT(a)		Enter

a. All requested variables entered.

b. Dependent Variable: AWARENES

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,145(a)	,021	,011	,81231

a. Predictors: (Constant), FORMAT

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	1,382	1	1,382	2,094	,151(a)
	Residual	64,665	98	,660		
	Total	66,048	99			

a. Predictors: (Constant), FORMAT

b. Dependent Variable: AWARENES

Coefficients(a)

	Unstandardized Coefficients		Standardized Coefficients			Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	3,108	,420		7,395	,000			
FORMAT	,167	,115	,145	1,447	,151	,145	,145	,145

a. Dependent Variable: AWARENESS

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
AWARENES	3,7050	,81679	100
FORMAT	3,5800	,70873	100
SUMBER	3,6362	,72454	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	SUMBER, FORMAT(a)		Enter

a. All requested variables entered.

b. Dependent Variable: AWARENESS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,167(a)	,028	,008	,81358

a. Predictors: (Constant), SUMBER, FORMAT

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	1,841	2	,921	1,391	,254(a)
	Residual	64,206	97	,662		
	Total	66,048	99			

a. Predictors: (Constant), SUMBER, FORMAT

b. Dependent Variable: AWARENESS

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	3,419	,562		6,080	,000			
	FORMAT	,176	,116	,153	1,518	,132	,145	,152	,152
	SUMBER	-,094	,113	-,084	-,833	,407	-,069	-,084	-,083

a. Dependent Variable: AWARENES

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
INTEREST	3,5660	,69216	100
FORMAT	3,5800	,70873	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	FORMAT(a)		Enter

a. All requested variables entered.

b. Dependent Variable: INTEREST

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,003(a)	,000	-,010	,69568

a. Predictors: (Constant), FORMAT

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	,000	1	,000	,001	,978(a)
	Residual	47,429	98	,484		
	Total	47,430	99			

a. Predictors: (Constant), FORMAT

b. Dependent Variable: INTEREST

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	3,576	,360		9,934	,000			
	FORMAT	-,003	,099	-,003	-,028	,978	-,003	-,003	-,003

a. Dependent Variable: INTEREST

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
INTEREST	3,5660	,69216	100
FORMAT	3,5800	,70873	100
SUMBER	3,6362	,72454	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	SUMBER, FORMAT(a)		Enter

a. All requested variables entered.

b. Dependent Variable: INTEREST

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,123(a)	,015	-,005	,69398

a. Predictors: (Constant), SUMBER, FORMAT

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	,714	2	,357	,741	,479(a)
	Residual	46,716	97	,482		
	Total	47,430	99			

a. Predictors: (Constant), SUMBER, FORMAT

b. Dependent Variable: INTEREST

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	3,963	,480		8,262	,000			
	FORMAT	,009	,099	,009	,088	,930	-,003	,009	,009
	SUMBER	-,118	,097	-,123	-1,217	,226	-,122	-,123	-,123

a. Dependent Variable: INTEREST

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
DESIRE	3,6600	,65081	100
FORMAT	3,5800	,70873	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	FORMAT(a)		Enter

a. All requested variables entered.

b. Dependent Variable: DESIRE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,086(a)	,007	-,003	,65169

a. Predictors: (Constant), FORMAT

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	,311	1	,311	,731	,395(a)
	Residual	41,621	98	,425		
	Total	41,932	99			

a. Predictors: (Constant), FORMAT

b. Dependent Variable: DESIRE

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	3,943	,337		11,693	,000			
	FORMAT	-,079	,092	-,086	-,855	,395	-,086	-,086	-,086

a. Dependent Variable: DESIRE

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
DESIRE	3,6600	,65081	100
FORMAT	3,5800	,70873	100
SUMBER	3,6362	,72454	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	SUMBER, FORMAT(a)		Enter

a. All requested variables entered.

b. Dependent Variable: DESIRE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,087(a)	,008	-,013	,65501

a. Predictors: (Constant), SUMBER, FORMAT

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	,315	2	,158	,367	,693(a)
	Residual	41,617	97	,429		
	Total	41,932	99			

a. Predictors: (Constant), SUMBER, FORMAT

b. Dependent Variable: DESIRE

Coefficients(a)

	Unstandardized Coefficients		Standardized Coefficients			Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	3,912	,453		8,641	,000			
FORMAT	-,080	,093	-,087	-,857	,394	-,086	-,087	-,087
SUMBER	,010	,091	,011	,105	,917	,002	,011	,011

a. Dependent Variable: DESIRE

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
AWARENES	3,7050	,81679	100
ISI	3,9634	,61929	100
FORMAT	3,5800	,70873	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	FORMAT, ISI(a)		Enter

a. All requested variables entered.

b. Dependent Variable: AWARENES

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,205(a)	,042	,022	,80763

a. Predictors: (Constant), FORMAT, ISI

ANOVA(b)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2,777	2	1,389	2,129	,125(a)
Residual	63,270	97	,652		
Total	66,048	99			

a. Predictors: (Constant), FORMAT, ISI

b. Dependent Variable: AWARENES

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	3,796	,629		6,034	,000			
	ISI	-,193	,132	-,147	-1,462	,147	-,125	-,147	-,145
	FORMAT	,189	,116	,164	1,633	,106	,145	,164	,162

a. Dependent Variable: AWARENES

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
INTEREST	3,5660	,69216	100
ISI	3,9634	,61929	100
FORMAT	3,5800	,70873	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	FORMAT, ISI(a)		Enter

a. All requested variables entered.

b. Dependent Variable: INTEREST

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,229(a)	,052	,033	,68069

a. Predictors: (Constant), FORMAT, ISI

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,486	2	1,243	2,682	,073(a)
	Residual	44,944	97	,463		
	Total	47,430	99			

a Predictors: (Constant), FORMAT, ISI

b Dependent Variable: INTEREST

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	2,658	,530		5,013	,000			
	ISI	,258	,111	,231	2,316	,023	,227	,228	,229
	FORMAT	-,032	,097	-,033	-,329	,743	-,003	-,033	-,033

a Dependent Variable: INTEREST

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
DESIRE	3,6600	,65081	100
ISI	3,9634	,61929	100
FORMAT	3,5800	,70873	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	FORMAT, ISI(a)		Enter

a All requested variables entered.

b Dependent Variable: DESIRE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,174(a)	,030	,010	,64741

a Predictors: (Constant), FORMAT, ISI

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,275	2	,637	1,521	,224(a)
	Residual	40,657	97	,419		
	Total	41,932	99			

a Predictors: (Constant), FORMAT, ISI

b Dependent Variable: DESIRE

Coefficients(a)

	Unstandardized Coefficients		Standardize d Coefficients			Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	4,515	,504		8,953	,000			
ISI	-,161	,106	-,153	-1,517	,133	-,162	-,152	-,152
FORMAT	-,061	,093	-,066	-,656	,513	-,086	-,067	-,066

a Dependent Variable: DESIRE

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
ACTION	3,7150	,80483	100
ISI	3,9634	,61929	100
FORMAT	3,5800	,70873	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	FORMAT, ISI(a)		Enter

a All requested variables entered.

b Dependent Variable: ACTION

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,223(a)	,050	,030	,79256

a. Predictors: (Constant), FORMAT, ISI

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,197	2	1,598	2,545	,084(a)
	Residual	60,931	97	,628		
	Total	64,127	99			

a. Predictors: (Constant), FORMAT, ISI

b. Dependent Variable: ACTION

Coefficients(a)

	Unstandardized Coefficients		Standardized Coefficients			Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	4,129	,617		6,688	,000			
ISI	-,250	,130	-,192	-1,924	,057	-,174	-,192	-,190
FORMAT	,161	,113	,142	1,418	,159	,117	,143	,140

a. Dependent Variable: ACTION

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
AWARENESS	3,7050	,81679	100
ISI	3,9634	,61929	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	ISI(a)	.	Enter

a. All requested variables entered.

b. Dependent Variable: AWARENES

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,125(a)	,016	,006	,81448

a Predictors: (Constant), ISI

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,037	1	1,037	1,563	,214(a)
	Residual	65,011	99	,663		
	Total	66,048	99			

a Predictors: (Constant), ISI

b Dependent Variable: AWARENESS

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	4,360	,530		8,224	,000			
	ISI	-,165	,132	-,125	-1,250	,214	-,125	-,125	-,125

a Dependent Variable: AWARENESS

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
AWARENESS	3,7050	,81679	100
ISI	3,9634	,61929	100
SUMBER	3,6362	,72454	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	SUMBER, ISI(a)		Enter

a All requested variables entered.

b Dependent Variable: AWARENESS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.151(a)	.023	.003	.81567

a. Predictors: (Constant), SUMBER, ISI

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	1,511	2	.756	1,136	.325(a)
	Residual	64,536	97	.665		
	Total	66,048	99			

a. Predictors: (Constant), SUMBER, ISI

b. Dependent Variable: AWARENESS

Coefficients(a)

	Unstandardized Coefficients		Standardized Coefficients			Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	4,763	.714		6,672	.000			
ISI	-.179	.133	-.135	-1,340	.183	-.125	-.135	-.134
SUMBER	-.096	.114	-.085	-.844	.401	-.069	-.085	-.085

a. Dependent Variable: AWARENESS

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
INTEREST	3,5660	.69216	100
ISI	3,9634	.51929	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	ISI(a)	.	Enter

a. All requested variables entered.

b. Dependent Variable: INTEREST

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.227(a)	.051	.042	.67759

a. Predictors: (Constant), ISI

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,435	1	2,435	5,304	.023(a)
	Residual	44,934	98	.459		
	Total	47,430	99			

a. Predictors: (Constant), ISI

b. Dependent Variable: INTEREST

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	2,562	.441		5,809	.000			
	ISI	.253	.110	.227	2,303	.023	.227	.227	.227

a. Dependent Variable: INTEREST

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
INTEREST	3,5660	.69216	100
ISI	3,9634	.61929	100
SUMBER	3,6362	.72454	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	SUMBER, ISI(a)		Enter

a. All requested variables entered.

b. Dependent Variable: INTEREST

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.246(a)	.061	.041	.67774

a. Predictors: (Constant), SUMBER, ISI

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,874	2	1,437	3,123	.048(a)
	Residual	44,556	97	.459		
	Total	47,430	99			

a. Predictors: (Constant), SUMBER, ISI

b. Dependent Variable: INTEREST

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	2,950	.593		4,973	.000			
	ISI	.240	.111	.215	2,170	.032	.227	.215	.214
	SUMBER	-.093	.095	-.097	-.977	.331	-.122	-.089	-.096

a. Dependent Variable: INTEREST

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
DESIRE	3,6600	.65081	100
ISI	3,9634	.61929	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	ISI(a)	.	Enter

a. All requested variables entered.

b. Dependent Variable: DESIRE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.162(a)	.026	.016	.64553

a. Predictors: (Constant), ISI

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,094	1	1,094	2,626	.108(a)
	Residual	40,838	98	.417		
	Total	41,932	99			

a. Predictors: (Constant), ISI

b. Dependent Variable: DESIRE

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	4,333	.420		10,311	.000			
	ISI	-.170	.105	-.162	-1,620	.108	-.162	-.162	-.162

a. Dependent Variable: DESIRE

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
DESIRE	3,6600	.65081	100
ISI	3,9634	.61929	100
SUMBER	3,6362	.72454	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	SUMBER, ISI(a)		Enter

a. All requested variables entered.

b. Dependent Variable: DESIRE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.162(a)	.026	.006	.64875

a Predictors: (Constant), SUMBER, ISI

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,106	2	.553	1,314	.273(a)
	Residual	40,826	97	.421		
	Total	41,932	99			

a Predictors: (Constant), SUMBER, ISI

b Dependent Variable: DESIRE

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	4,397	.566		7,745	.000			
	ISI	-.172	.106	-.164	-1,621	.108	-.162	-.162	-.162
	SUMBER	-.015	.091	-.017	-.169	.866	.002	-.017	-.017

a Dependent Variable: DESIRE

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
ACTION	3,7150	.80483	100
ISI	3,9634	.61929	100

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	ISI(a)		Enter

a All requested variables entered.

b Dependent Variable: ACTION